



### Planning Terms

**Regulation** – a rule or order issued by a public agency having the force of law.

**Amendment** – Any repeal, modification, or addition to a regulation; any new regulation; any change in the number, shape, boundary, or area of a district; or any repeal or abolition of any map, part thereof, or addition thereto.

**Sign** – Any name, identification, description, display, or illustration which is affixed to, painted, or represented directly or indirectly upon a building or other outdoor structure or parcel of land, and which directs attention to an object, product, place, activity, business, person, service or interest.

### Procedure

The application was filed on the October 24, 2022 filing deadline for a public hearing at the December 12, 2022 Plan Commission meeting. The proposed amendment is discussed at a Plan Commission Meeting where a public hearing is held. The Plan Commission hears the evidence presented by Staff, applicant/owner, and any individuals in the audience wishing to speak for or against the proposed amendment. The Plan Commission then makes a recommendation to the Common Council for either adoption, denial, or amends the applicants' proposal. The Plan Commission has the authority to modify the proposal and/or attach conditions/stipulations to the recommendation. The Council then hears the proposals, including the Plan Commission's recommendations at two separate Council meetings. At the final Council meeting the change of zoning and preliminary development plan is adopted, denied, or modified by the Council. Prior to the public hearing before the Commission, a published legal notice is advertised in the newspaper and public hearing notices are sent to the surrounding property owners by certificate of mailing. Notices were sent to the surrounding property owners as required and publication in the newspapers.

### Correspondence

None received.

### Summary

The property is a part of the Hamilton Town Center Planned Development which is surrounded by the Saxony Corporate Campus Planned Development. (Exhibit 1 – Aerial Photograph Overall HTC) The applicant is the “Chuy’s Restaurant that had been a part of the Hamilton Town Center since 2014. (Exhibit 2 – Aerial Photograph of Chuy’s location). Note that Chuy’s Restaurant is on a primary arterial that is a traffic carrier across the county and to other major thoroughfares such Interstate 69) and it is also located adjacent to the first entrance into the Hamilton Town Center for traffic moving in a easterly direction along Campus Parkway.

After the original adoption of the Hamilton Town Center Ordinance, there have only been two amendments. The owners updated the overall sign regulations in 2007 and there was another amendment in 2008.

Chuy's Restaurant is requesting sign amendments regarding signage that is not permitted by right as per the regulations within the Hamilton Town Center adopted ordinance (*Exhibit 3 - Proposed Signs*). Over the course of time, Staff has been talking with several individuals related to Chuy's proposed signage since the beginning of 2022 and maybe prior to that time. Staff has been very thorough and clear in responses to the individuals. (*Exhibits 4, 5, 6 Emails*) After hearing nothing for a few months, Chuy's has decided to pursue an amendment to the adopted Hamilton Town Center Planned Development Ordinance through the public hearing process. They applicants were told that Staff would not support the amendments. Staff has included emails relating to this project which is only a portion of the contact that has occurred as it does not include any of the numerous telephone calls.

Based on the review by Staff, the following are regulations that are not being met with this proposal:

1. Requires individual mounted channel letters
2. Backers and/or cabinet signs are prohibited
3. Exceeds the maximum 30% maximum permitted for logos and/or graphics
4. Open-faced channel letters are prohibited.

South Wall

5. Exceeds wall sign maximum size
6. Exceeds maximum letter height
7. Exceeds logo maximum requirements

West Wall

8. Exceeds wall sign maximum size
9. Exceeds maximum letter height

North Wall

10. Exceeds wall sign maximum size
11. Exceeds maximum letter height

12. There are proposing neon lighting around the building which is also considered a sign.

Prior to the City issuing an actual sign permit, the applicants are required to obtain approval from the developer for the Hamilton Town Center (HTC). These applicants did receive approval from that developer (*Exhibit 7 - Simon/HTC Approval*); however, it does not meet the standards that the developer has adopted in the ordinance. Keep in mind, that the adopted Hamilton Town Center

Ordinance was proposed by the developer/owner as based on other developments they had previously completed.

The applicant's provided no additional documentation except that the signs proposed were the signs they wanted to install at the Hamilton Town Center. The Planning Director did offer a compromise to the Chuy's group to which they have chosen to move forward with a text amendment.

**Attachments**

<b>Exhibit 1</b>	Aerial Photograph overall Hamilton Town Center
<b>Exhibit 2</b>	Aerial Photograph of Chuy's location
<b>Exhibit 3</b>	Proposed Sign Package by Applicant
<b>Exhibit 4</b>	Emails – Group 1
<b>Exhibit 5</b>	Emails – Group 2
<b>Exhibit 6</b>	Emails – Group 3
<b>Exhibit 7</b>	HTC/Simon Approval

**Recommendation**

Staff does not support the amendment to the sign portion of the ordinance as Staff does not believe they have justified their request with supporting statements or documentation other than this is what they propose.

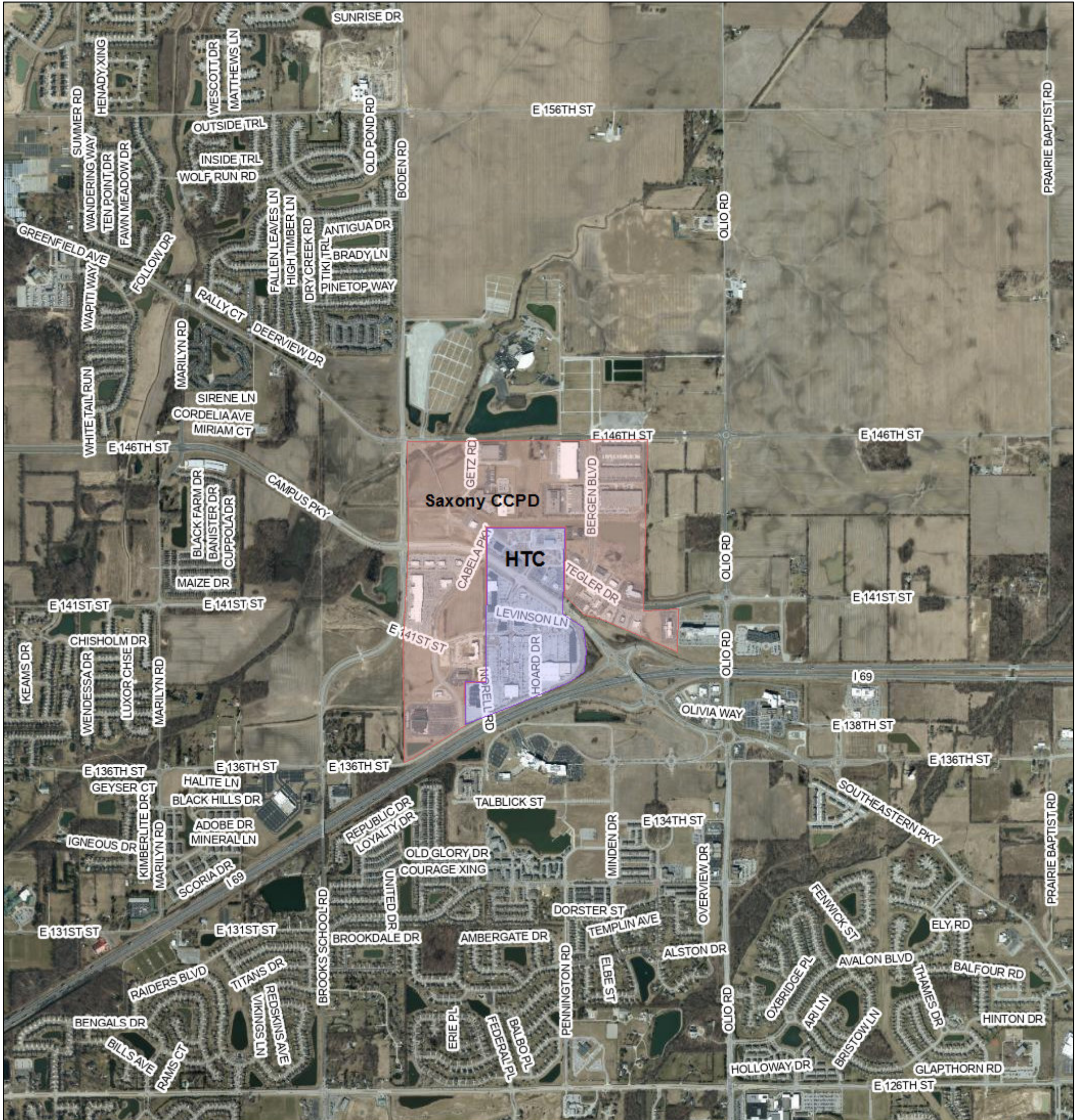
**Planned Development Motions**

1. Motion to approve the amendment to the Hamilton Town Center Ordinance as per the presentation, drawings attached, and Staff Report and forward a favorable recommendation to the Council for adoption as per Application No. 0220-2022
  
2. ***Motion to deny the requested amendment as per the presentation, submitted drawings, and Application No. 0220-2022 and forward a do not adopt recommendation to the City Council. (LIST REASONS)***
  
3. Motion to continue Application No. 0220-2022 until the January 17, 2023 meeting.





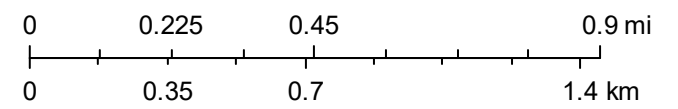




12/7/2022, 4:32:50 PM

centerlines

1:19,200



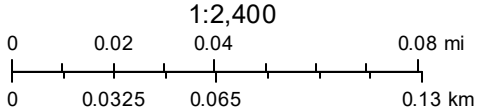




11/18/2022, 10:39:50 AM

centerlines

Parcels





EXISTING SIGN REMOVAL - NORTH ELEVATION

REMOVE & DISPOSE OF EXISTING "CHUY'S" SIGN, CAULK ALL PENETRATIONS.

EXISTING  
to be removed to install new



Existing North Elevation



NORTH ELEVATION  
SCALE: NTS



20702 TOWNSEN BLVD. EAST, • HUMBLE, TEXAS 77336 • 281-812-2100  
www.HumbleSignCo.Com

**CUSTOMER** CHUY'S  
**ADDRESS** 13901 TOWN CENTER BLVD  
**CITY/ STATE** NOBELSVILLE, IN 46060  
**DATE** 3.10.21

**QUOTE NUMBER** QT 28463  
**CONTACT** SCOT AUBUCHON  
**DESIGNER** JAVIER GARZA  
**SALES REP** COLLIN CANTRELL

REVISIONS	
R7	11.3.21 - ADDED REMOVAL ELEVATIONS - JG
R8	11.5.21 - ADDED "TEX MEX" TO WEST ELEVATION - JG
R9	
R10	
R11	
R12	

NEW CONSTRUCTION PAGE 9

**SPECIFICATIONS**  
THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

**PRIMARY ELECTRICAL**  
UNLESS OTHERWISE SPECIFIED, ELECTRICAL SIGNS WILL BE MANUFACTURED WITH 120 V. A.C. PRIMARY ELECTRICAL SERVICE. FINAL CONNECTION THEREOF IS THE RESPONSIBILITY OF THE CLIENT.



**NORTH ELEVATION**

**FABRICATE AND INSTALL A NEW SET OF "CHUY'S LOGO" AND OPEN FACE CHANNEL LETTERS.**

**B1 - 28 LARGE SCROLLS**  
**B2 - 5 SMALL SCROLLS**

**SURVEY REQUIRED PRIOR TO FABRICATION**

**Landlord's Review Comments:**

- Landlord and Tenant responsibilities as set as defined in the lease.
- All modifications to the Landlord approved drawings shall be submitted to the Landlord for re-approval. All construction completed without Landlord approval will be removed and approved by Landlord at Tenant's sole expense.
- Tenant shall be responsible for all permits.
- Plans reviewed and approved by Landlord shall be present on the job site and accompanied by plans approved for permit. All proposed construction from the Landlord approved plans shall be numbered and divided on the plans, and then coordinated by the Tenant to the Landlord for re-approval prior to any fabrication and / or construction changes taking place on the field.
- Approval of Tenant's signage documents by the Landlord does not release the Tenant and / or Tenant's contractor from complying with the lease agreement and all applicable building jurisdiction (IBC) including but not limited to local, state, national, and small cities, acts, codes, and other requirements.
- All Landlord comments on this set of drawings shall apply to the entire document set, even if not repeated on every sheet.
- Tenant's signage contractor is responsible to comply with all local codes and regulations and as instructed on site by Mall Operations Team.
- Tenant's signage contractor is required to check in with Landlord's Mall Operations Team prior to the start of Tenant construction.
- All damage and / or alterations to Landlord's property or other tenant's property during construction (i.e. roof, flooring, building, structural, etc.) shall be repaired to "like-new" condition and responsibility of Tenant's sole expense.
- All Landlord equipment, equipment, and / or service (including other tenants) that are existing in the space shall remain visible and accessible to the Landlord. Tenant shall install access panels as required to maintain access and shall be labeled to properly identify systems. Tenant shall coordinate location with Mall Operations Team.
- The sign and its system of components and devices shall be UL approved and listed, adequately grounded, and in compliance with NEC, UL, and applicable building jurisdiction (IBC) including but not limited to local, state, national, and small cities, acts, codes, and other requirements.

**Signage Installation:**

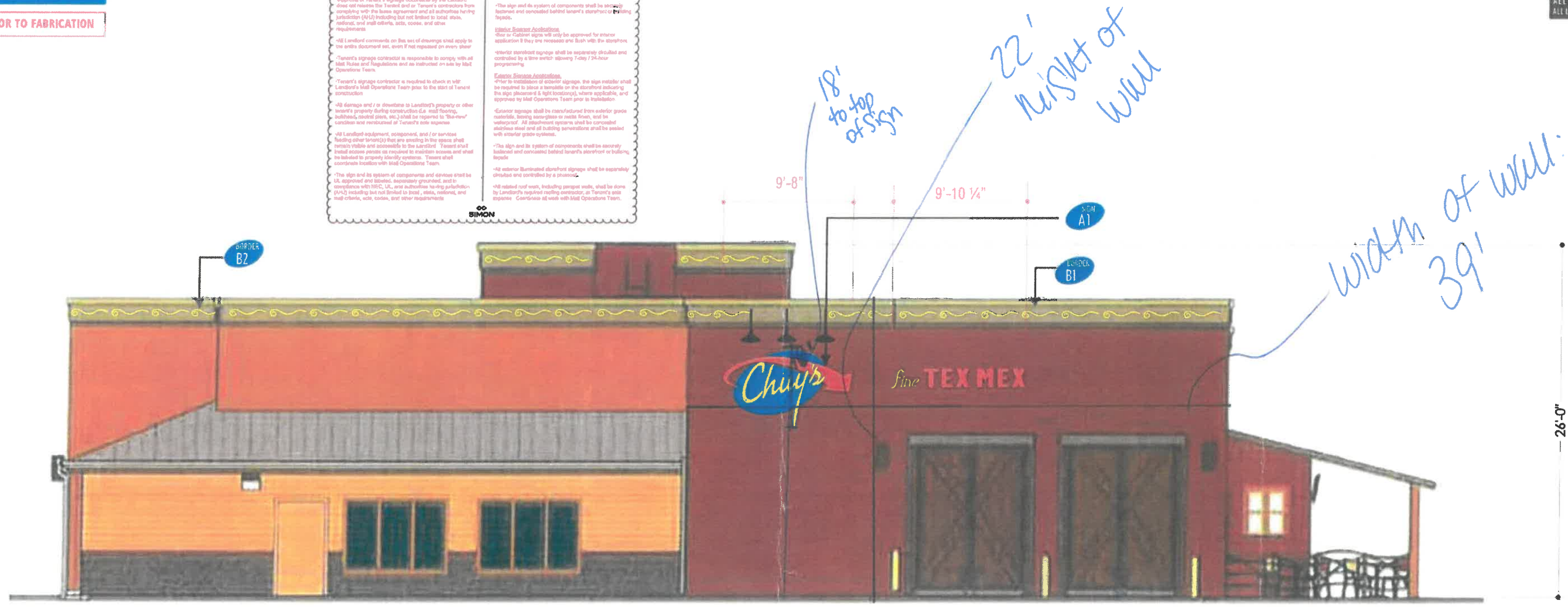
- All signage baseboards shall be exterior grade and concealed within the signage or located remotely concealed from view. Transformer racks shall NOT be visible from within the center.
- LED lighting is preferred for all signage illumination and lighting required by Landlord's Design Criteria and / or applicable building jurisdiction (IBC) must comply to strictly prohibited. Auxiliary signage, pointers, and / or advertising banners are prohibited in Design Control Zones, including but not limited to hours of operation, open signs, advertising, and DSA signs.
- All illuminated storefront entry lights, show window lights, and show window recessed lights shall be separately dimmed and controlled by a time switch allowing 7-day / 24-hour programming. System shall be programmed for 10:00am during mall business hours and shall be coordinated with the Mall Operations Team.
- The sign and its system of components shall be securely fastened and concealed behind tenant's storefront building facade.

**Store Signage Installation:**

- Store or Cabinet signs will only be approved for exterior application if they are recessed and flush with the storefront.
- Storefront signage shall be separately dimmed and controlled by a time switch allowing 7-day / 24-hour programming.

**Exterior Signage Installation:**

- Prior to installation of exterior signage, the sign installer shall be required to locate a handrail on the structure indicating the sign placement & light location(s), where applicable, and approved by Mall Operations Team prior to installation.
- Exterior signage shall be manufactured from exterior grade materials, having a minimum 1/2" depth, and be waterproof. All equipment groups shall be concealed behind a steel and all building penetrations shall be sealed with exterior grade systems.
- The sign and its system of components shall be securely fastened and concealed behind tenant's storefront or building facade.
- All exterior illuminated storefront signage shall be separately dimmed and controlled by a processor.
- All related roof work, including parapet walls, shall be done by Landlord's required roofing contractor, at Tenant's sole expense. Coordinate all work with Mall Operations Team.



**NORTH ELEVATION**  
SCALE: 1/8" = 1'-0"



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<b>CUSTOMER</b>	CHUY'S	<b>QUOTE NUMBER</b>	QT 28463
<b>ADDRESS</b>	13901 TOWN CENTER BLVD	<b>CONTACT</b>	SCOT AUBUCHON
<b>CITY/ STATE</b>	NOBELSVILLE, IN 46060	<b>DESIGNER</b>	JAVIER GARZA
<b>DATE</b>	3.10.21	<b>SALES REP</b>	COLLIN CANTRELL

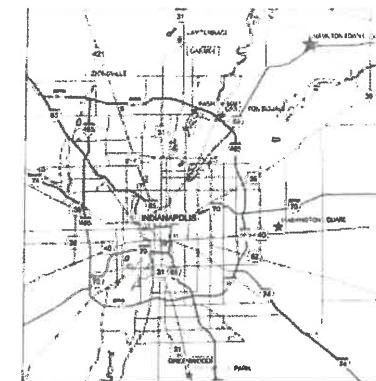
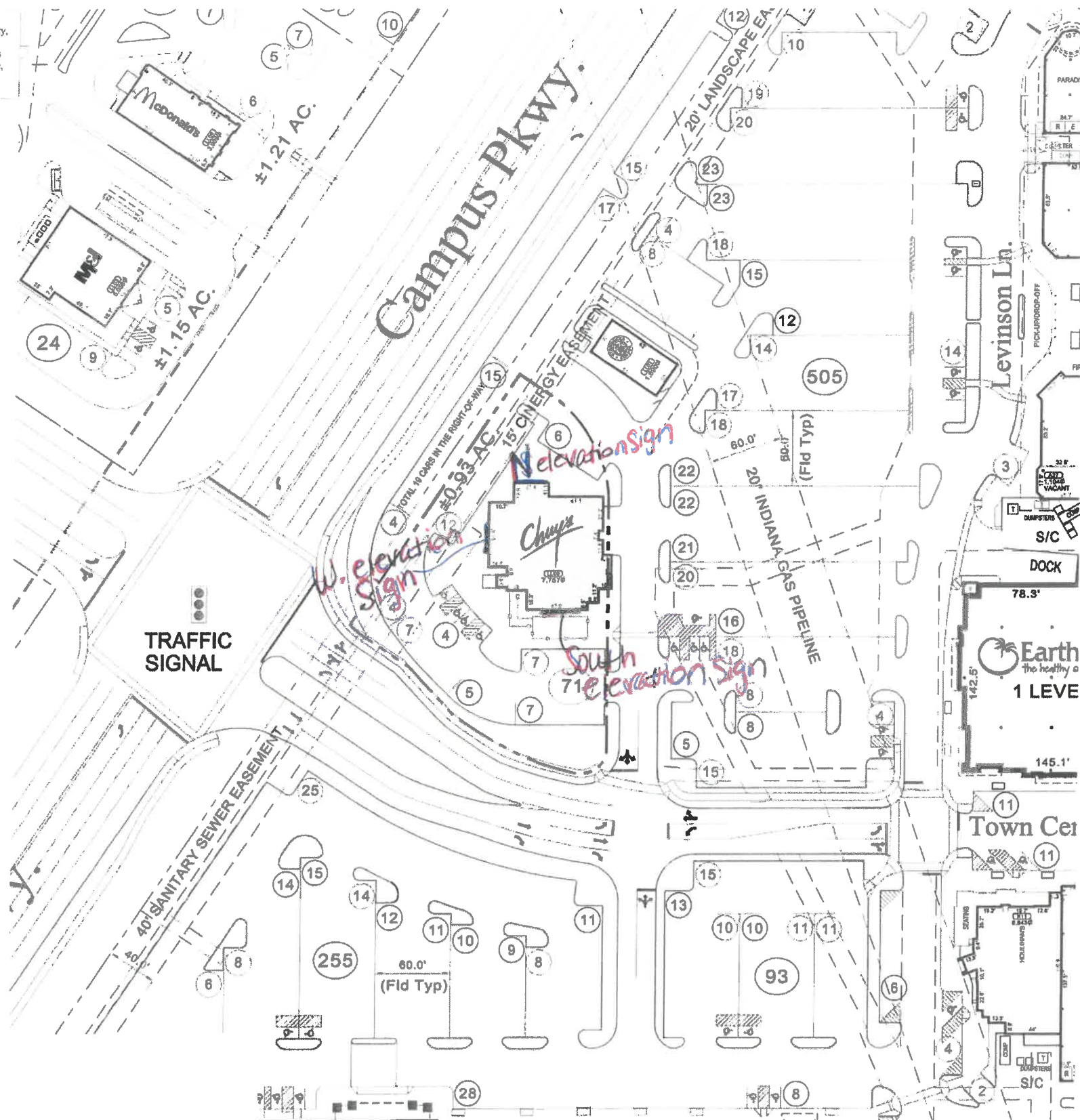
REVISIONS		
<b>R7</b>	11.3.21 - ADDED REMOVAL ELEVATIONS - JG	<b>R10</b>
<b>R8</b>	11.5.21 - ADDED "TEX MEX" TO WEST ELEVATION - JG	<b>R11</b>
<b>R9</b>		<b>R12</b>

**NEW CONSTRUCTION PAGE 10**

**SPECIFICATIONS**  
THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

**PRIMARY ELECTRICAL**  
UNLESS OTHERWISE SPECIFIED ELECTRICAL SIGNS WILL BE MANUFACTURED WITH 120 V. A.C. PRIMARY ELECTRICAL SERVICE. FINAL CONNECTION THEREOF IS THE RESPONSIBILITY OF THE CLIENT.

This exhibit is provided for illustrative purposes only, and shall not be deemed to be a warranty, representation or agreement by Landlord that the Center, Common Areas, buildings and/or stores will be as illustrated on this exhibit, or that any tenants which may be referenced on this exhibit will at any time be occupants of the Center. Landlord reserves the right to modify size, configuration and occupants of the Center at any time.



Vicinity Map

Exhibit Plan



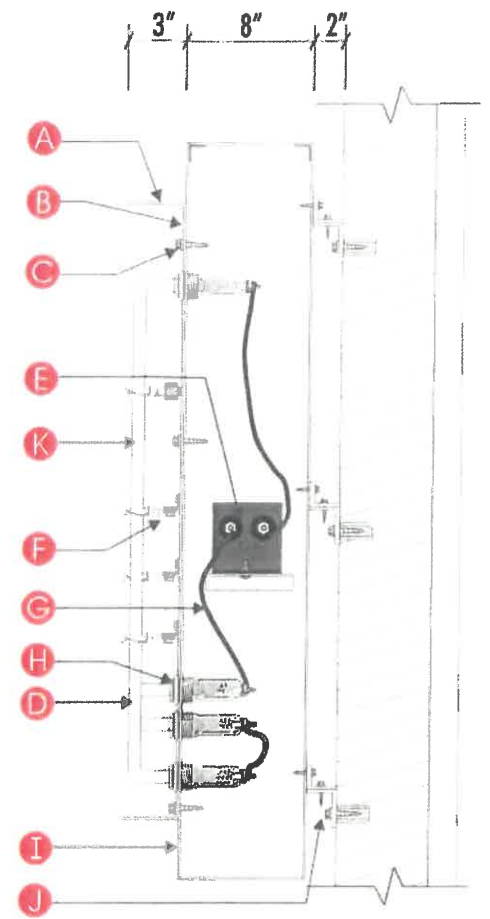
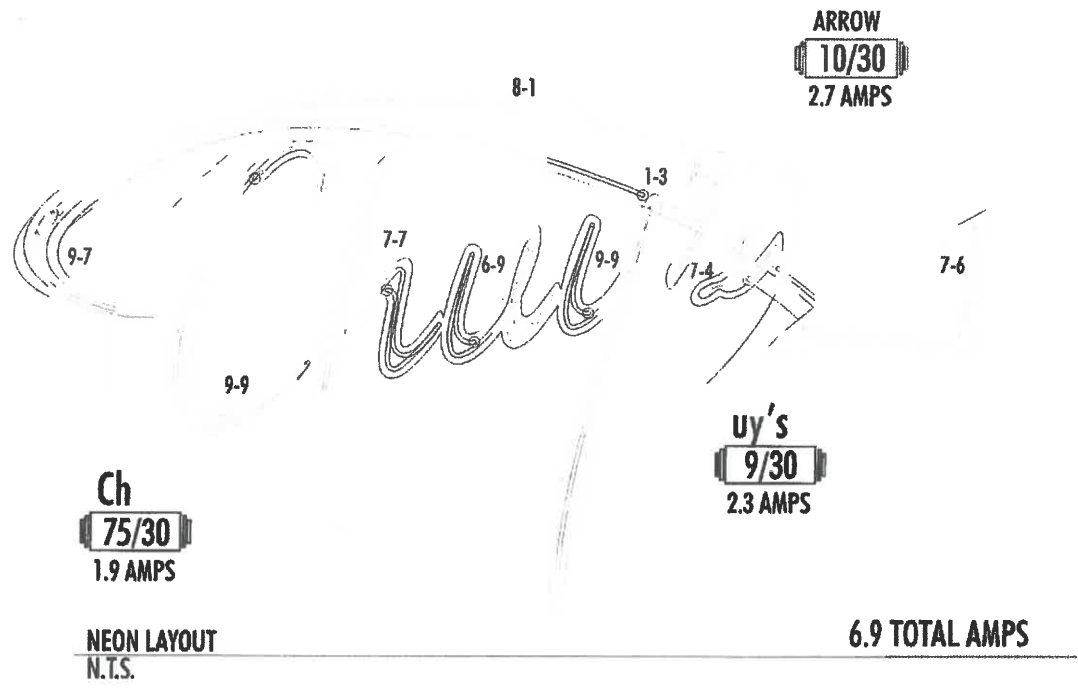
Modified: January 17 2013

**Hamilton Town Center**  
 13901 Town Center Boulevard  
 Noblesville, IN 46060  
 CORP # 4812

**GBC**  
 GERSHMAN BROWN CROWLEY INC.

**SIMON**

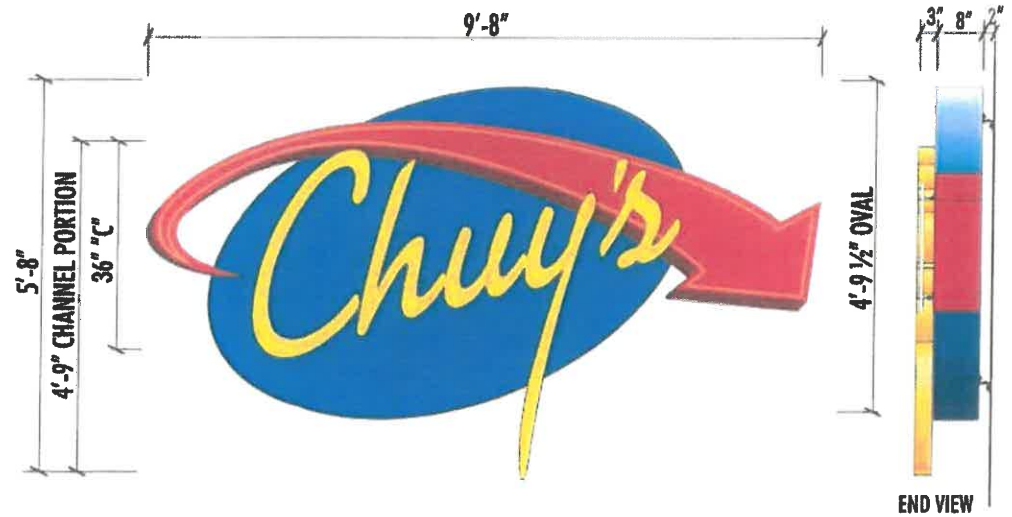




CABINET-MOUNTED OPEN-FACE CHANNEL LETTER	
ITEM	DESCRIPTION
A	3" .063 ALUM. RETURNS PTD. PMS 108C YELLOW
B	.063 ALUM. BACKS- INTERIORS PTD. PMS 108C YELLOW
C	LETTERS MTD. TO CABINET w/NON-CORROSIVE MOUNTING SCREWS
D	12MM NOVAL GOLD NEON
E	30MA TRANSFORMER
F	STD. GLASS TUBE SUPPORT
G	HI-FLEX MAX GTO-15 WIRE
H	#200 GLASS HOUSINGS
I	ALUM. CABINET PTD. PMS 2935C BLUE w/ARROW PTD. AS LISTED
J	CABINET MTD. TO WALL w/2" x 2" x 1/8" CLIPS FOR 2" STANDOFF
K	13MM CLEAR RED EXPOSED NEON MTD. TO FACE OF CABINET ON ARROW

PAINT COLORS BY PANTONE MATCHES		
ITEM	#	COLOR
MAIN LETTERS	108	YELLOW
OVAL	2935	BLUE
ARROW	186	RED

VINYL		
ITEM	#	COLOR
ARROW DROP SHADOW	12	BURGANDY



**NOTE TO INSTALLERS:**  
**ALL PENETRATIONS MUST BE COMPLETED IN THE FOLLOWING ORDER:**  
 1- DRILL HOLE  
 2- FILL HOLE WITH SEALANT  
 3- SECURE HARDWARE  
 4- SEAL AROUND PENETRATION

**WARRANTY:** All signage components shall be installed and maintained in accordance with the manufacturer's instructions. All signage shall be warranted for 5 years against manufacturing defects. This warranty does not cover damage caused by fire, flood, theft, vandalism, or other acts of God. The client shall be responsible for the maintenance and repair of the signage. The client shall be responsible for the removal and disposal of the signage at the end of its useful life. The client shall be responsible for the removal and disposal of the signage at the end of its useful life.

504-2100-056 WALL SIGN (1 REQUIRED)  
 SCALE: 3/8" = 1'-0"

5'-8" x 9'-8" = 54.78 SQ. FT.



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 www.HumbleSignCo.Com

<b>CUSTOMER</b>	CHUY'S
<b>ADDRESS</b>	13901 TOWN CENTER BLVD
<b>CITY/ STATE</b>	NOBELSVILLE, IN 46060
<b>DATE</b>	3.10.21

<b>QUOTE NUMBER</b>	QT 28463
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<b>DESIGNER</b>	JAVIER GARZA
<b>SALES REP</b>	COLLIN CANTRELL

<b>REVISIONS</b>	
<b>R7</b>	11.3.21 - ADDED REMOVAL ELEVATIONS - JG
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<b>R9</b>	

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**From:** Rina Neeley <[rneeley@noblesville.in.us](mailto:rneeley@noblesville.in.us)>

**Sent:** Wednesday, March 30, 2022 4:31 PM

**To:** Kim Gossard <[kgossard@signcraftind.com](mailto:kgossard@signcraftind.com)>; [megan.earnest@simon.com](mailto:megan.earnest@simon.com)

**Subject:** SIGN-000418-2022: Sign #2 – Chuy's West Elevation

Permit: SIGN-000418-2022 [Access your record online here](#)

Description: Sign #2 – Chuy's West Elevation

Address: 14150 Town Center Blvd

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Good afternoon!

I am reviewing the sign permit for Chuy's (14150 Town Center Blvd) for Planning/Zoning clearance and have the following comments:

- 6) Provide a revised [Sign Application](#) with the correct address. Fill the application out completely including full contact information. Include a contact for the business/tenant, Chuy's. Simon is the property manager.
- 7) Provide a revised sign plan. Show the entire elevation (wall) where the sign be installed. Include the height of the building wall and the length of the area occupied by the business or tenant along the elevation where the sign will be installed. If the sign will be located on a portion of the elevation with a different architectural plane, please provide the dimensions of that plane. The sign plan should also include sign details including, but not limited to, the height and length of the sign, colors, materials, how the sign will be attached to the wall and illumination details.
- 8) It is unclear whether the sign meets the regulations per the [Hamilton Town Center Planned Development](#) since sign dimensions, colors, materials, etc. was not provided. This business is a Building Outlot User. If the sign information is not addressed in the Hamilton Town Center PD, refer to [UDO §11 Signs](#).
- 9) Cabinet or box signs and signs with decorative backers are prohibited. The sign shall be made up of individual channel letters. Provide a revised sign plan.
  - *Cabinet/Box* – A sign with text and symbols printed on a single-piece of plastic, acrylic, wood, or metal made up of a single-face and back or two faces that are mounted in a cabinet or box that houses the lighting sources and equipment.
  - *Sign Backer* - A background display that is attached to the building or a part of the sign which is typically a geometric shape and usually of a contrasting color to either the building and/or the sign face.

- Please send the application and sign plans specific to this sign as a reply to this email and include a response to each comment. *Do not resubmit information for all signs as one email as sorting out which plans or information belong to which permit is taking up time that could be spent on permit review.*

Please be advised that any resubmittals are put back into the queue and permits are reviewed in the order they are received. Thank you!

RINA M. NEELEY

Associate Planner

Planning and Development Department

CITY OF NOBLESVILLE

P: (317) 776-6325 • F: (317) 776-4368

16 S. 10<sup>th</sup> Street, Suite B140 • Noblesville, IN • 46060

[www.CityofNoblesville.org](http://www.CityofNoblesville.org)

**From:** Kim Gossard <[kgossard@signcraftind.com](mailto:kgossard@signcraftind.com)>

**Sent:** Friday, April 1, 2022 10:11 PM

**To:** Rina Neeley <[rneeley@noblesville.in.us](mailto:rneeley@noblesville.in.us)>

**Subject:** RE: SIGN-000418-2022: Sign #2 – Chuy's West Elevation

Hi Rina,

So just to be clear.... they can only have channel letters? The existing Chuy's sign is not individual channel letters. This is a recent change in the guidelines?

**From:** Rina Neeley <[rneeley@noblesville.in.us](mailto:rneeley@noblesville.in.us)>

**Sent:** Monday, April 4, 2022 10:26 AM

**To:** Kim Gossard <[kgossard@signcraftind.com](mailto:kgossard@signcraftind.com)>

**Subject:** RE: SIGN-000418-2022: Sign #2 – Chuy's West Elevation

Kim,

In general, Noblesville requires individually mounted channel letters. This is the most frequent comment I have for sign applications submitted by your company. There has been no recent change in the sign regulations for Hamilton Towne Center. Any change of the sign would require adherence to the current sign regulations. Let me know if you have any other questions. Thank you!

**RINA M. NEELEY**

Associate Planner

Planning and Development Department

**CITY OF NOBLESVILLE**

P: (317) 776-6325 • F: (317) 776-4368

16 S. 10<sup>th</sup> Street, Suite B140 • Noblesville, IN • 46060

[www.CityofNoblesville.org](http://www.CityofNoblesville.org)

**From:** Kim Gossard <[kgossard@signcraftind.com](mailto:kgossard@signcraftind.com)>  
**Sent:** Friday, April 15, 2022 3:05 PM  
**To:** Rina Neeley <[rneeley@noblesville.in.us](mailto:rneeley@noblesville.in.us)>  
**Subject:** RE: SIGN-000418-2022: Sign #2 – Chuy's West Elevation

[EXTERNAL] Please exercise increased caution. Do not open attachments or click links from unknown senders or unexpected email messages.

Good afternoon Rina!  
I was just following up on Chuy's.  
Let me know if you need anything else.  
Thanks and have a great weekend!

**From:** Kim Gossard  
**Sent:** Friday, April 8, 2022 11:34 AM  
**To:** Rina Neeley <[rneeley@noblesville.in.us](mailto:rneeley@noblesville.in.us)>  
**Subject:** RE: SIGN-000418-2022: Sign #2 – Chuy's West Elevation

Rina, Good morning!

Ok, I am back from vacation and I have revised the applications for Chuy's above... sorry for the delay.

I have included, which I should have done before, the details on the logo and the channel letters.  
They are individual letters.

I revised the tenant and owner info per our contact from Chuys and Simon. (if you need that email I

can forward it to you)

I included height and width of wall elevations.

Please let me know if you need anything else.

As always, thank you for your help.

- Kim

**From:** Rina Neeley  
**Sent:** Monday, April 18, 2022 11:06 AM  
**To:** Kim Gossard <kgossard@signcraftind.com>  
**Subject:** RE: Chuy's Wall Signs

Good morning, Kim!

I am reviewing the sign permit for Chuy's (14150 Town Center Blvd) for Planning/Zoning clearance. I have attached a markup of the sign plan for each sign and have the following comments:

General Comments (applies to all signs)

- 1) The proposed signage does not meet the sign regulations for several reasons (outlined below). Please refer to the sign regulations in the following order:
  - a) [Hamilton Town Center Planned Development](#)
  - b) [CCPD Zone](#)
  - c) [UDO §11 Signs](#)
- 2) In general, Noblesville requires individually mounted channel letters. This is the most frequent comment I have for sign applications submitted by your company. Please become familiar with the sign regulations especially [UDO §11.C.5 Prohibited Signs](#).
- 3) Logos and other graphics shall not exceed 30% of the maximum permitted area of the sign per [UDO §11.B.3 Sign Design, Installation and Maintenance](#). Logos or graphics are often cabinet or box signs.
  - 1) Cabinet or box signs and signs with decorative backers are prohibited per [Hamilton Town Center Planned Development](#) Exhibit 9 Section 1.G.5, [CCPD Signage UDO §8.E.7.A.11](#), [UDO §11.C.5 Prohibited Signs](#). The sign shall be made up of individual channel letters.
    - *Cabinet/Box* - A sign with text and symbols printed on a single-piece of plastic, acrylic, wood, or metal made up of a single-face and back or two faces that are mounted in a cabinet or box that houses the lighting sources and equipment.
    - *Sign Backer* - A background display that is attached to the building or a part of the sign which is typically a geometric shape and usually of a contrasting color to either the building and/or the sign face.
  - 2) Open-Face channel letters are prohibited ([UDO §11.A.2](#)).
  - 3) External Neon Lighting or LED Lighting either used as a part of a sign or distributed around a building or structure is prohibited per [UDO §11.C.5 Prohibited Signs](#).
  - 4) Sign illumination shall be halo-lit, externally illuminated or internally illuminated per [Hamilton Town Center Planned Development](#) Section 1.B.
  - 5) Submit revised sign plans for each elevation/sign. *Sign plans for each elevation shall be separate PDF files; do not resubmit information for all signs as one file.*

-  
Sign #1 – South Wall

- If this sign is the primary sign, the proposed 69.4 SF sign meets the maximum 93.4 SF sign area allowed. If this sign is not considered the primary sign, the sign will need to be reduced. Please designate which elevation has the primary sign.
- The proposed 68 IN tall exceeds the maximum sign height of 24 IN. Please note that if a sign utilizes a taller letter as the first letter of the words in the sign, then such first letter may be an additional 12 inches in height. Refer to [Hamilton Town Center Planned Development](#) (see Building Outlots User in the Primary Building Signs Table in Section 4).
- The “logo” of the proposed sign is 79% of the proposed sign. The maximum logo size is 30% as discussed in comment 3 above.

Sign #2 – West Wall

- The proposed 69.4 SF sign exceeds the maximum 59.4 SF sign allowed.
- The proposed 68 IN tall exceeds the maximum sign height of 24 IN. Please note that if a sign utilizes a taller letter as the first letter of the words in the sign, then such first letter may be an additional 12 inches in height. Refer to [Hamilton Town Center Planned Development](#) (see Building Outlots User in the Primary Building Signs Table in Section 4).

Sign #3 – North Wall

- The proposed 69.4 SF sign exceeds the maximum 59.4 SF sign allowed.
- The proposed 68 IN tall exceeds the maximum sign height of 24 IN. Please note that if a sign utilizes a taller letter as the first letter of the words in the sign, then such first letter may be

an additional 12 inches in height. Refer to [Hamilton Town Center Planned Development](#) (see Building Outlots User in the Primary Building Signs Table in Section 4).

Please let me know if the sign designer has any other questions. Thank you!

RINA M. NEELEY

Associate Planner

Planning and Development Department

CITY OF NOBLESVILLE

P: (317) 776-6325 • F: (317) 776-4368

16 S. 10<sup>th</sup> Street, Suite B140 • Noblesville, IN • 46060

[www.CityofNoblesville.org](http://www.CityofNoblesville.org)

On Mon, Apr 25, 2022 at 9:07 AM Stacy Bryan <[stacy@humblesignco.com](mailto:stacy@humblesignco.com)> wrote:

Good Morning Rina,

I received feedback from our local sub that our signage was declined for multiple reasons. I believe all these were worked out with Simon and approved. We went back and forth for about a year because there were others in the center that received approval and we couldn't understand why. I know you were on all the email communication. A few examples would be Ford's Garage, Houlihan's Restaurant, and Three Dog Bakery just to name a few. The existing signs Chuy's currently have are the same structure we are proposing just with their updated logo.

Ford Garage's front sign has a backer and they have exterior lighting around the building.



I need to be able to explain to my customer why everyone else can have signage outside of the sign code but they cannot.

Thank you

**Stacy Bryan**

Permit Specialist, *Humble Sign Co.*



**From:** Stacy Bryan <[stacy@humblesignco.com](mailto:stacy@humblesignco.com)>  
**Sent:** Tuesday, May 3, 2022 12:44 PM  
**To:** Rina Neeley <[rneeley@noblesville.in.us](mailto:rneeley@noblesville.in.us)>  
**Cc:** Lori Williams <[lori@humblesignco.com](mailto:lori@humblesignco.com)>; [kgossard@signcraftind.com](mailto:kgossard@signcraftind.com)  
**Subject:** Re: Chuy's (14150 Town Center Blvd)

[EXTERNAL] Please exercise increased caution. Do not open attachments or click links from unknown senders or unexpected email messages.

Rina,

I know you just got back in but please let us know when you have time to discuss. Our client is asking for updates.

Thank you

**Stacy Bryan**

Permit Specialist, *Humble Sign*  
Co.

On Fri, May 6, 2022 at 3:16 PM Rina Neeley <[rneeley@noblesville.in.us](mailto:rneeley@noblesville.in.us)> wrote:

Hello Stacy,

I am following up on our conversation about the Chuy's signs the other day. Here are my comments in response to your questions:

- The scrolled lighting around or outlining the top of the building is prohibited.
- The use of a clear acrylic to enclose the previously proposed open-face channel letters would be acceptable as the individual channel letters would no longer be open-face and they would be internally lit.

Let me know if you have any other questions. Thank you!

**RINA M. NEELEY**

Associate Planner

Planning and Development Department

**CITY OF NOBLESVILLE**

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16 S. 10<sup>th</sup> Street, Suite B140 • Noblesville, IN • 46060

[www.CityofNoblesville.org](http://www.CityofNoblesville.org)

**From:** Stacy Bryan <[stacy@humblesignco.com](mailto:stacy@humblesignco.com)>  
**Sent:** Wednesday, May 11, 2022 2:19 PM  
**To:** Rina Neeley <[rneeley@noblesville.in.us](mailto:rneeley@noblesville.in.us)>  
**Cc:** Lori Williams <[lori@humblesignco.com](mailto:lori@humblesignco.com)>; [kgossard@signcraftind.com](mailto:kgossard@signcraftind.com)  
**Subject:** Re: Chuy's (14150 Town Center Blvd)

**[EXTERNAL]** Please exercise increased caution. Do not open attachments or click links from unknown senders or unexpected email messages.

Rina,

Would any type of building lighting be allowed? Could we match the type of lighting that the other restaurants in the area have?

Thank you

**Stacy Bryan**

Permit Specialist, *Humble Sign*  
Co.

On Mon, May 16, 2022 at 10:08 AM Stacy Bryan <[stacy@humblesignco.com](mailto:stacy@humblesignco.com)> wrote:

Rina,

I can get a proof put together but we would like to at least do some rope or down lighting. I feel like it would be easier if we were told what would be allowed instead of us going back and forth in design.



Thank you

**Stacy Bryan**

Permit Specialist, *Humble Sign Co.*

On Wed, May 11, 2022 at 3:59 PM Rina Neeley <[rneeley@noblesville.in.us](mailto:rneeley@noblesville.in.us)> wrote:

Hello Stacy,

I cannot answer the question as phrased. What are you proposing for Chuy's?

**RINA M. NEELEY**

Associate Planner

Planning and Development Department

**CITY OF NOBLESVILLE**

P: (317) 776-6325 • F: (317) 776-4368

16 S. 10<sup>th</sup> Street, Suite B140 • Noblesville, IN • 46060

[www.CityofNoblesville.org](http://www.CityofNoblesville.org)

**From:** Stacy Bryan <stacy@humblesignco.com>  
**Sent:** Tuesday, May 24, 2022 1:43 PM  
**To:** Rina Neeley <rneeley@noblesville.in.us>  
**Cc:** Lori Williams <lori@humblesignco.com>; kgossard@signcraftind.com  
**Subject:** Re: Chuy's (14150 Town Center Blvd)

[EXTERNAL] Please exercise increased caution. Do not open attachments or click links from unknown senders or unexpected email messages.

Rina,

Can we put up decorative panels along the perimeter of the building where the scrolls were originally submitted? We would paint the panels Chuy's blue, but have the scrolls cut out of the faces to reveal a yellow interior. We would put down lighting inside of the decorative boxes, but the lights themselves would not be visible. Do you think this could get approved?

Thank you

**Stacy Bryan**

Permit Specialist, *Humble Sign Co.*

**From:** [Rina Neeley](#)  
**To:** [Stacy Bryan](#)  
**Cc:** [Lori Williams](#); [kgossard@signcraftind.com](mailto:kgossard@signcraftind.com); [Joyceann Yelton](#)  
**Subject:** RE: Chuy's (14150 Town Center Blvd)  
**Date:** Tuesday, May 24, 2022 3:30:18 PM  
**Attachments:** [image008.png](#)  
[image010.png](#)  
[image011.png](#)  
[image003.png](#)  
[image004.png](#)

---

Good afternoon Stacy!

The proposed decorative panels may still be considered a sign, as they are being used to convey the Chuys brand. I am still waiting for information from the Planning Director regarding the lighting.

It appears as though the desired signage and design aesthetic does not align with the approved Sign Program per the Hamilton Town Center Planned Development. Chuys may want to file a [Planned Development](#) Amendment for their site. The process takes about 90-180 days once we receive a complete submittal package. One of the previous sign consultants was advised to go through this process approximately 1-2 years ago. It is recommended that you contact Joyceann Yelton (cc'd on this message) for a quick meeting (either in person or via MS Teams) once you have a complete submittal package and prior to submittal. You will need to submit the completed [Project Application](#) along with the appropriate items including, but not limited to, the final sign plans, lighting plans, current deed for the property, a letter outlining the proposed amendments and the filing fee. The next two submittal deadlines are May 25<sup>th</sup> and June 27<sup>th</sup> by 10:00am. Again, it is recommended that you have a quick meeting with Joyceann prior to submittal. Thank you!

**RINA M. NEELEY**

Associate Planner

Planning and Development Department

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[www.CityofNoblesville.org](http://www.CityofNoblesville.org)

**From:** Collin Cantrell <[Collin@humblesignco.com](mailto:Collin@humblesignco.com)>

**Sent:** Monday, June 13, 2022 3:34 PM

**To:** Rina Neeley <[rneeley@noblesville.in.us](mailto:rneeley@noblesville.in.us)>; Stacy Bryan <[stacy@humblesignco.com](mailto:stacy@humblesignco.com)>; Frances Williams <[lori@humblesignco.com](mailto:lori@humblesignco.com)>; [kgossard@signcraftind.com](mailto:kgossard@signcraftind.com); Joyceann Yelton <[jyelton@noblesville.in.us](mailto:jyelton@noblesville.in.us)>

**Cc:** Michael Hatcher <[mhatcher@chuys.com](mailto:mhatcher@chuys.com)>; Michael Hudson <[mhudson@chuys.com](mailto:mhudson@chuys.com)>; Scot Aubuchon <[saubuchon@chuys.com](mailto:saubuchon@chuys.com)>

**Subject:** Chuy's Noblesville Signage

You don't often get email from [collin@humblesignco.com](mailto:collin@humblesignco.com). [Learn why this is important](#)

**[EXTERNAL]** Please exercise increased caution. Do not open attachments or click links from unknown senders or unexpected email messages.

Good afternoon all!

I would like to have a Zoom meeting if possible to review the issues around Chuy's proposed signage. Our client's main issue is that the Ford Garage restaurant (which opened in Oct 2019) is being allowed to use ornamental designs as well as open faced neon accent lighting on the perimeter of the building, but Chuy's is not being allowed this same thing. I was informed that we could file an amendment to the Hamilton Town Center Planned Development if we like, but I am wondering if Ford's was required to do this? We asked if we could cut swirls out of panels that would be installed along the perimeter of the building and we were told that they would be considered signs since they convey Chuy's brand.

Can you confirm that the oil drums, gas pumps, tires on the outside wall and the relic card are also considered signs? (I have included some photos.)

**Collin Cantrell**  
VP Operations, Humble Sign Co

281.812.2100 | 254.747.3583 | [www.humblesignco.com](http://www.humblesignco.com)

[collin@humblesignco.com](mailto:collin@humblesignco.com)

20702 Townsen Blvd. East. Humble. Tx 77338

On Wed, Jun 29, 2022 at 11:53 AM Joyceann Yelton <[jyelton@noblesville.in.us](mailto:jyelton@noblesville.in.us)> wrote:

Collin

Ford's Garage, although, it is within the same development has slightly different sign regulations as they are not an out lot as is your location considered. Ford's Garage was approved for a total of five signs either being wall or blade signs. As for the colored wall wash lighting it is an architectural element that is not necessarily regulated except for foot-candles, the neon on buildings (as per your photographs) is not permitted by the UDO; however, the Simon Group may have approved that particular lighting. The tires, gas pumps, oil drums and the car are all considered signs based on our definition in the UDO.

In your case, we cannot approve a sign or multiple signs that do not meet the adopted (HTC and UDO) ordinance requirements just because someone else was mistakenly issued a permit for a sign that let's say is too large based on the ordinance or for some other reason unknown. As for your scrolling architectural design lighting and it being lit from behind to encompass the entire building, that is not something that Staff can approve at a staff level. The following are the three options to resolve the outstanding issues: (1) The public hearing process has already been offered to you as a way to present your case to the voting membership of the Plan Commission and the Common Council; (2) you can choose to comply with the regulations set forth in both the Hamilton Town Center Planned Development Ordinance and the Unified Development Ordinance (even though your signs may have been approved by the Simon Group; those may not meet the actual regulations adopted); or (3) the signs would remain as it exist today.

To address the "Zoom Meeting" aspect, I do not necessarily feel that this is warranted based on the emails that have already been sent to others regarding what is or is not permitted by ordinance and including the remedies; however, should you believe that is required, please reach back to me. If you are unaware of the emails, regarding the signage/lighting, please reach out to the sign group as there have been a couple of individuals involved in the process.

Should you have specific questions and/or concerns, do not hesitate to contact me.

JOYCEANN YELTON

Development Services Manager



**From:** Collin Cantrell <[Collin@humblesignco.com](mailto:Collin@humblesignco.com)>

**Sent:** Tuesday, July 12, 2022 1:20 PM

**To:** Joyceann Yelton <[jyelon@noblesville.in.us](mailto:jyelon@noblesville.in.us)>

**Cc:** Rina Neeley <[rneeley@noblesville.in.us](mailto:rneeley@noblesville.in.us)>; Stacy Bryan <[stacy@humblesignco.com](mailto:stacy@humblesignco.com)>; Frances Williams <[lori@humblesignco.com](mailto:lori@humblesignco.com)>; [kgossard@signcraftind.com](mailto:kgossard@signcraftind.com); Michael Hatcher <[mhatcher@chuys.com](mailto:mhatcher@chuys.com)>; Michael Hudson <[mhudson@chuys.com](mailto:mhudson@chuys.com)>; Scot Aubuchon <[saubuchon@chuys.com](mailto:saubuchon@chuys.com)>

**Subject:** Re: Chuy's Noblesville Signage

Joyceann,

Are you able to answer our specific questions and concerns?

On Wed, Jun 29, 2022 at 1:34 PM Collin Cantrell <[Collin@humblesignco.com](mailto:Collin@humblesignco.com)> wrote:

Thank you for your response!

Here are my questions:

**1) Are the oil drums, car, and gas pumps considered wall signs or ground signs? If so, How many ground signs is Ford's allowed?**

**2) You mentioned that Chuy's has a slightly different regulation than Ford's since it is an out lot. What is Ford's Garage considered? (It appears that they are a "Building off Main Street Users".)**

**3) You mentioned that the neon accents on the building are not allowed by the UDO, but may have been allowed by Simon. If something is allowed by Simon, then does that supersede the UDO rules?**

In addition to the issues I have listed previously, I have also determined the following regarding Ford's Garage signage:

- Ford's sign A is on a 25'-4" wide elevation.  $25.33 \times 2.25 = 57$  SQ FT. Their proof shows the sign as 66 SQ Ft. The actual sign appears to be 72.3 Sq Ft.
- Ford's sign B is on an 18' wide elevation.  $18' \times 2.25 = 40.5$  Sq Ft. Their proof shows the sign as 57.155 Sq Ft. The actual sign seems to be 67.2 SQ FT.
- Code does not allow any box type signs, but Ford's has "GARAGE" in a box type sign on multiple elevations.

I am not sure how someone could "mistakenly" be approved for a signage permit when almost every sign in the package is against the sign code. Your office seems very organized and in tune with the regulations. These same regulations were in place when both Chuy's and Ford's Garage applied for their sign permits. I am sure you would agree that if you were my client that you may feel like the rules are not being applied fairly across the board. Both of these companies are competing for the same customers, so I think it is in the best interest that they are allowed to advertise equally. Right now that is not the case. You mentioned that we could resolve this in a public hearing. If that is what Ford's Garage did to be allowed the signage, then I would be open to that. If Ford's Garage wasn't forced to resolve the issue in that way, then I don't feel that it would be fair to expect that of us.

From: Joyceann Yelton <[jyelton@noblesville.in.us](mailto:jyelton@noblesville.in.us)>  
Date: Wed, Jul 13, 2022 at 4:53 PM  
Subject: RE: Chuy's Noblesville Signage  
To: Collin Cantrell <[Collin@humblesignco.com](mailto:Collin@humblesignco.com)>  
Cc: Rina Neeley <[rneeley@noblesville.in.us](mailto:rneeley@noblesville.in.us)>, Stacy Bryan <[stacy@humblesignco.com](mailto:stacy@humblesignco.com)>, Frances Williams <[lori@humblesignco.com](mailto:lori@humblesignco.com)>, [kgossard@signcraftind.com](mailto:kgossard@signcraftind.com) <[kgossard@signcraftind.com](mailto:kgossard@signcraftind.com)>, Michael Hatcher <[mhatcher@chuys.com](mailto:mhatcher@chuys.com)>, Michael Hudson <[mhudson@chuys.com](mailto:mhudson@chuys.com)>, Scot Aubuchon <[saubuchon@chuys.com](mailto:saubuchon@chuys.com)>

Collin,

I believe through all of the emails that have been sent regarding the signs; answers have been provided. It appears that you are wanting to have the City look the other way regarding your proposed signs not meeting the adopted requirements because some entity before you was mistakenly granted that approval. I am not continuing down a path regarding others in the Hamilton Town Center reiterating what has been granted approval (mistakenly or not) on previous applications. It has been very clearly stated what your options are for the signs proposed. Unfortunately, people are people and people make mistakes but nothing in the due process clause mandates that City Officials are bound to repeat the same errors in considering new applications. For clarification, even if Simon Group approves your signage, ultimately it is the issuance of the City of Noblesville's sign permit that is the final approval. Again, the City is bound by the Unified Development Ordinance and the adoption of the sign regulations for the Hamilton Town Center.



JOYCEANN YELTON

Development Services Manager

Planning and Development Department

CITY OF NOBLESVILLE

P: 317.776.6325

16 S. 10<sup>th</sup> Street • Noblesville, IN • 46060

[www.CityofNoblesville.org](http://www.CityofNoblesville.org)

**From:** [Collin Cantrell](#)  
**To:** [Caleb Gutshall](#)  
**Cc:** [Chris Jensen](#); [Joyceann Yelton](#); [Rina Neeley](#); [Frances Williams](#); [Stacy Bryan](#); [Michael Hatcher](#); [Michael Hudson](#); [Scott Aubuchon](#)  
**Subject:** Fwd: Chuy's Noblesville Signage  
**Date:** Friday, August 12, 2022 11:57:27 AM

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[EXTERNAL] Please exercise increased caution. Do not open attachments or click links from unknown senders or unexpected email messages.

Good morning Mr Gutshall,

I wanted to bring a matter to your attention. I represent Chuy's Restaurant regarding their signage plan for their Noblesville location. We have been speaking with a representative of your department and are a bit unsettled by the response we have received. Without dragging you through the entire process, I will summarize the issue as follows. Ford's Garage is a 1920's American Service Station/Prohibition styled bar and restaurant that opened in the same town center and around the same time as our Chuy's restaurant. Chuy's is a "Tex-Mex" (Mexican/American) styled restaurant. We noticed that Ford's were not held to the same standards for signage that Chuy's was. It isn't even close. I am trying for the life of me to determine why there is such a major discrepancy and I cannot find one. When I inquired as to why these two companies would be treated so differently with the same sign code, your department's response was it *"I am not continuing down a path regarding others in the Hamilton Town Center reiterating what has been granted approval (mistakenly or not) on previous applications. It has been very clearly stated what your options are for the signs proposed."* This response leaves us to wonder if the approval of the Ford's signage was not a mistake at all, but something done out of some type of side deal or personal bias towards a restaurant that promotes an "all american" experience.

The city of Noblesville has created an unfair advantage for Ford's Restaurant since they are being allowed to advertise with signage that is far outside of the sign code. We feel that the only fair resolution to the matter is to either require Ford's garage to adhere to the same rule set that Chuy's is forced to follow, or allow Chuy's to have signage that matches what Ford's has been allowed to use.

Thank you for your attention to this matter and I look forward to hearing back from you.  
- Collin Cantrell

---

**From:** Caleb Gutshall <cgutshall@noblesville.in.us>

**Sent:** Wednesday, August 17, 2022 10:20 AM

**To:** Collin Cantrell <Collin@humblesignco.com>


**Cc:** Chris Jensen <cjensen@noblesville.in.us>; Joyceann Yelton <jyelton@noblesville.in.us>; Rina Neeley <rneeley@noblesville.in.us>; Frances Williams <lori@humblesignco.com>; Stacy Bryan <stacy@humblesignco.com>; Michael Hatcher <mhatcher@chuys.com>; Michael Hudson <mhudson@chuys.com>; Scot Aubuchon <saubuchon@chuys.com>; Hughes, Jonathan <jhughes@boselaw.com>

**Subject:** RE: Chuy's Noblesville Signage

Good morning, Mr. Cantrell,

I have reviewed your email highlighting your concerns about your proposed sign. The Planning Department reviews each application without bias and in accordance with adopted ordinances. If mistakes are made during a review process, we strive to acknowledge and correct those mistakes as to not repeat them during future reviews. Your currently proposed sign applications include renderings that exceed the maximum height, include neon lighting, and use a cabinet sign. All three of these items would require an amendment to the Hamilton Town Center Ordinance via a Public Hearing process. In reviewing your file, I have determined I can approve a sign with a height of 52 inches. This is significantly larger than what is ordinarily permitted under the ordinance (22"). Accordingly, if the following changes are made to your current application, I have determined the signs could be approved administratively without a Public Hearing:

- a) cabinets are replaced with decorative backers (blue and red backer with yellow channel letters overlaid),
- b) neon letters are replaced with channel letters; and
- c) maximum overall sign height does not exceed sign height of 52 inches (which is larger than what is normally permitted under the ordinance).

<b>Tenant Name:</b> Chuy's	
<b>Property Name:</b> Hamilton Town Center	
<b>Corp #:</b> 4812	<b>Space #:</b> LL09
 <b>SIMON</b> 225 West Washington Street Indianapolis, IN 46204 SimonTCTenantPlans@simon.com	
<b>Signage: Approved As Noted</b>	
<b>Reviewer:</b> paskos	<b>Date:</b> 10/4/2022
<small>Landlord's review is for design intent and compliance with mall criteria ONLY. The Tenant, Tenant's Architect, and the Tenant's General Contractor are responsible for project compliance with all authorities having jurisdiction.</small>	

**Return Drawings To:**

Stacy Bryan <stacy@humblesignco.com>

**Additional Comments:**

Provide LED lighting at the parapets, vs. neon. Neon burns out quickly and is not approved. Field Verify All dimensions prior to fabrication and installation. Coordinate with mall team prior to installation.

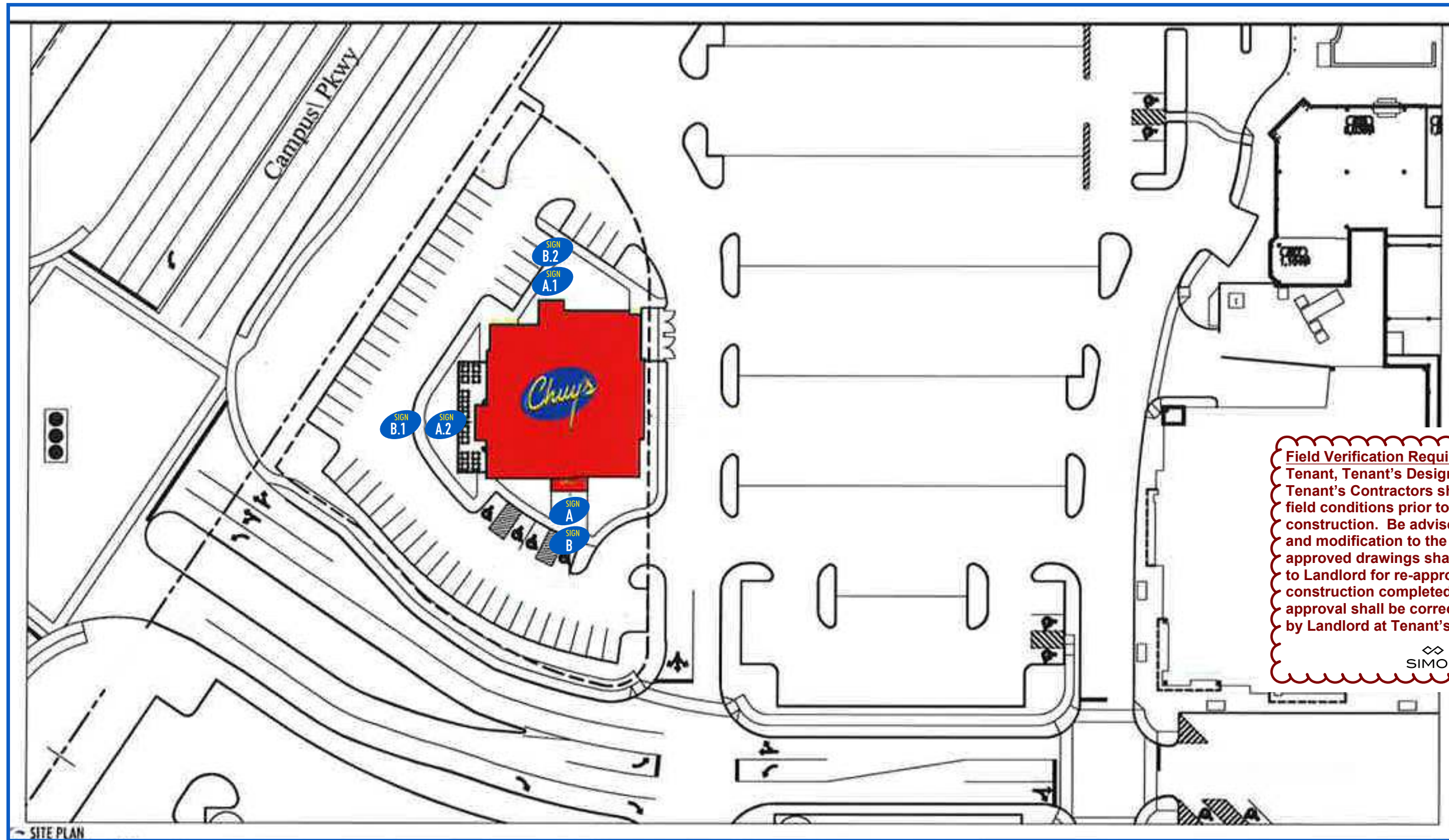


CHUY'S  
13901 TOWN CENTER BLVD • NOBLESVILLE, IN 46060

**BUILDING SIGN PACKAGE**







**Field Verification Requirement:**  
 Tenant, Tenant's Design Team, and Tenant's Contractors shall field verify all field conditions prior to the start of any construction. Be advised that all changes and modification to the Landlord's approved drawings shall be resubmitted to Landlord for re-approval. Any construction completed with out Landlord approval shall be corrected as approved by Landlord at Tenant's expense.

SITE PLAN



20702 TOWNSEN BLVD. EAST, • HUMBLE, TEXAS 77338 • 281-812-2100  
 www.HumbleSignCo.Com

<b>CUSTOMER</b>	CHUY'S
<b>ADDRESS</b>	13901 TOWN CENTER BLVD
<b>CITY/ STATE</b>	NOBELSVILLE, IN 46060
<b>DATE</b>	3.10.21

<b>QUOTE NUMBER</b>	QT 28463
<b>CONTACT</b>	SCOT AUBUCHON
<b>DESIGNER</b>	JAVIER GARZA
<b>SALES REP</b>	COLLIN CANTRELL

<b>REVISIONS</b>	
<b>R7</b>	11.3.21 - ADDED REMOVAL ELEVATIONS - JG
<b>R8</b>	11.5.21 - ADDED "TEX MEX" TO WEST ELEVATION - JG
<b>R9</b>	2.25.22 - SURVEY DIMS/UPDATED SIGN LAYOUTS - JG

<b>R10</b>	5.13.22 - LTR SPEC CHANGES, REMOVED SWIRLS - JG
<b>R11</b>	8.24.22 - PLANNING DEPARTMENT CHANGES - JG
<b>R12</b>	9.27.22 - CHANGED TO FACE LIT LETTERS - JG

**© SPECIFICATIONS**  
 THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.  
**PRIMARY ELECTRICAL**  
 UNLESS OTHERWISE SPECIFIED, ELECTRICAL SIGNS WILL BE MANUFACTURED WITH 120 V. A.C. PRIMARY ELECTRICAL SERVICE. FINAL CONNECTION THEREOF IS THE RESPONSIBILITY OF THE CLIENT.



EXISTING SIGN REMOVAL - SOUTH ELEVATION

REMOVE & DISPOSE OF EXISTING "CHUY'S" SIGN, CAULK ALL PENETRATIONS.



**Field Verification Requirement:**  
 Tenant, Tenant's Design Team, and Tenant's Contractors shall field verify all field conditions prior to the start of any construction. Be advised that all changes and modification to the Landlord's approved drawings shall be resubmitted to Landlord for re-approval. Any construction completed with out Landlord approval shall be corrected as approved by Landlord at Tenant's expense.

SIMON

SOUTH ELEVATION  
 SCALE: NTS



20702 TOWNSEN BLVD. EAST, • HUMBLE, TEXAS 77338 • 281-812-2100  
 www.HumbleSignCo.Com

<b>CUSTOMER</b>	CHUY'S
<b>ADDRESS</b>	13901 TOWN CENTER BLVD
<b>CITY/ STATE</b>	NOBELSVILLE, IN 46060
<b>DATE</b>	3.10.21

<b>QUOTE NUMBER</b>	QT 28463
<b>CONTACT</b>	SCOT AUBUCHON
<b>DESIGNER</b>	JAVIER GARZA
<b>SALES REP</b>	COLLIN CANTRELL

<b>REVISIONS</b>	
<b>R7</b>	11.3.21 - ADDED REMOVAL ELEVATIONS - JG
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<b>R9</b>	2.25.22 - SURVEY DIMS/UPDATED SIGN LAYOUTS - JG

<b>REVISIONS</b>	
<b>R10</b>	5.13.22 - LTR SPEC CHANGES, REMOVED SWIRLS - JG
<b>R11</b>	8.24.22 - PLANNING DEPARTMENT CHANGES - JG
<b>R12</b>	9.27.22 - CHANGED TO FACE LIT LETTERS - JG

NEW CONSTRUCTION PAGE 3

**Ⓢ SPECIFICATIONS**  
 THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.  
**PRIMARY ELECTRICAL**  
 UNLESS OTHERWISE SPECIFIED, ELECTRICAL SIGNS WILL BE MANUFACTURED WITH 120 V. A.C. PRIMARY ELECTRICAL SERVICE. FINAL CONNECTION THEREOF IS THE RESPONSIBILITY OF THE CLIENT.





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

**Landlord's Signage Comments:**

- Landlord and Tenant responsibilities are as defined in the Lease.
- All modifications to the Landlord approved drawings shall be resubmitted to the Landlord for re-approval. All construction completed without Landlord approval shall be corrected as approved by Landlord at Tenant sole expense.
- Tenant shall be responsible for all permits.
- Plans reviewed and approved by Landlord shall be present on the job site and be accompanied by plans approved for permit. All proposed deviation from the Landlord approved plans shall be numbered and clouded on the plans, and then resubmitted by the Tenant to the Landlord for re-approval prior to any fabrication and / or construction changes taking place in the field.
- Approval of Tenant's signage documents by the Landlord does not release the Tenant and or Tenant's contractors from complying with the lease agreement and all authorities having jurisdiction (AHJ) including but not limited to local, state, national, and mall criteria, acts, codes, and other requirements.
- All Landlord comments on this set of drawings shall apply to the entire document set, even if not repeated on every sheet.
- Tenant's signage contractor is responsible to comply with all Mall Rules and Regulations and as instructed on site by Mall Operations Team.
- Tenant's signage contractor is required to check in with Landlord's Mall Operations Team prior to the start of Tenant construction.
- All damage and / or downtime to Landlord's property or other tenant's property during construction (i.e. mall flooring, bulkhead, neutral piers, etc.) shall be repaired to "like-new" condition and reimbursed at Tenant's sole expense.
- All Landlord equipment, component, and / or services feeding other tenant(s) that are existing in the space shall remain visible and accessible to the Landlord. Tenant shall install access panels as required to maintain access and shall be labeled to properly identify systems. Tenant shall coordinate location with Mall Operations Team.
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<b>CUSTOMER</b>	CHUY'S
<b>ADDRESS</b>	13901 TOWN CENTER BLVD
<b>CITY/ STATE</b>	NOBELSVILLE, IN 46060
<b>DATE</b>	3.10.21

<b>QUOTE NUMBER</b>	QT 28463
<b>CONTACT</b>	SCOT AUBUCHON
<b>DESIGNER</b>	JAVIER GARZA
<b>SALES REP</b>	COLLIN CANTRELL

<b>REVISIONS</b>	
<b>R7</b>	11.3.21 - ADDED REMOVAL ELEVATIONS - JG
<b>R8</b>	11.5.21 - ADDED "TEX MEX" TO WEST ELEVATION - JG
<b>R9</b>	2.25.22 - SURVEY DIMS/UPDATED SIGN LAYOUTS - JG

<b>R11</b>	8.24.22 - PLANNING DEPARTMENT CHANGES - JG
<b>R12</b>	9.27.22 - CHANGED TO FACE LIT LETTERS - JG



CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.  
**PRIMARY ELECTRICAL**  
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EXISTING SIGN REMOVAL - WEST ELEVATION

REMOVE & DISPOSE OF EXISTING "CHUY'S" SIGN, CAULK ALL PENETRATIONS.



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SIMON

WEST ELEVATION  
 SCALE: NTS



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<b>R10</b> 5.13.22 - LTR SPEC CHANGES, REMOVED SWIRLS - JG
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**NEW CONSTRUCTION** **PAGE 5**

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

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**Simon**



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<b>CUSTOMER</b>	CHUY'S
<b>ADDRESS</b>	13901 TOWN CENTER BLVD
<b>CITY/ STATE</b>	NOBELSVILLE, IN 46060
<b>DATE</b>	3.10.21

<b>QUOTE NUMBER</b>	QT 28463
<b>CONTACT</b>	SCOT AUBUCHON
<b>DESIGNER</b>	JAVIER GARZA
<b>SALES REP</b>	COLLIN CANTRELL

<b>REVISIONS</b>	
<b>R7</b>	11.3.21 - ADDED REMOVAL ELEVATIONS - JG
<b>R8</b>	11.5.21 - ADDED "TEX MEX" TO WEST ELEVATION - JG
<b>R9</b>	2.25.22 - SURVEY DIMS/UPDATED SIGN LAYOUTS -



EAST ELEVATION - NO REMOVAL

NO REMOVAL - FISH MURAL TO REMAIN AS IS



Existing East Elevation



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**NEW CONSTRUCTION** **PAGE 7**

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SCALE: 1/8" = 1'-0"

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<b>CUSTOMER</b>	CHUY'S
<b>ADDRESS</b>	13901 TOWN CENTER BLVD
<b>CITY/ STATE</b>	NOBELSVILLE, IN 46060
<b>DATE</b>	3.10.21

<b>QUOTE NUMBER</b>	QT 28463
<b>CONTACT</b>	SCOT AUBUCHON
<b>DESIGNER</b>	JAVIER GARZA
<b>SALES REP</b>	COLLIN CANTRELL

<b>REVISIONS</b>
<b>R7</b> 11.3.21 - ADDED REMOVAL ELEVATIONS - J
<b>R8</b> 11.5.21 - ADDED "TEX MEX" TO WEST ELEVATION
<b>R9</b> 2.25.22 - SURVEY DIMS/UPDATED SIGN L





**EXISTING SIGN REMOVAL - NORTH ELEVATION**

REMOVE & DISPOSE OF EXISTING "CHUY'S" SIGN, CAULK ALL PENETRATIONS.



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SIMON

**NORTH ELEVATION**  
 SCALE: NTS



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<b>DESIGNER</b>	JAVIER GARZA
<b>SALES REP</b>	COLLIN CANTRELL

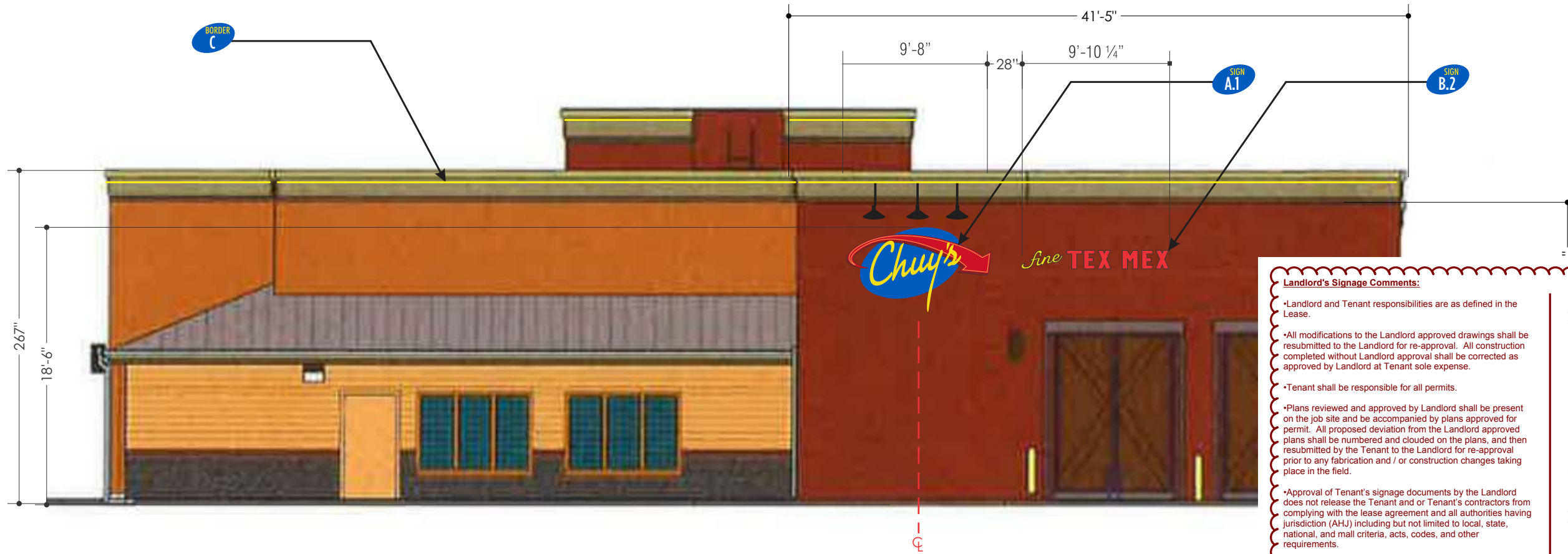
<b>REVISIONS</b>	
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**NEW CONSTRUCTION** **PAGE 9**

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**NORTH ELEVATION**  
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**SIGN A.1**      **SIGN B.2**

**SIMON**



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<b>REVISIONS</b>	
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GE 10  
NOTE WITH ELECTRICAL INCLUDES



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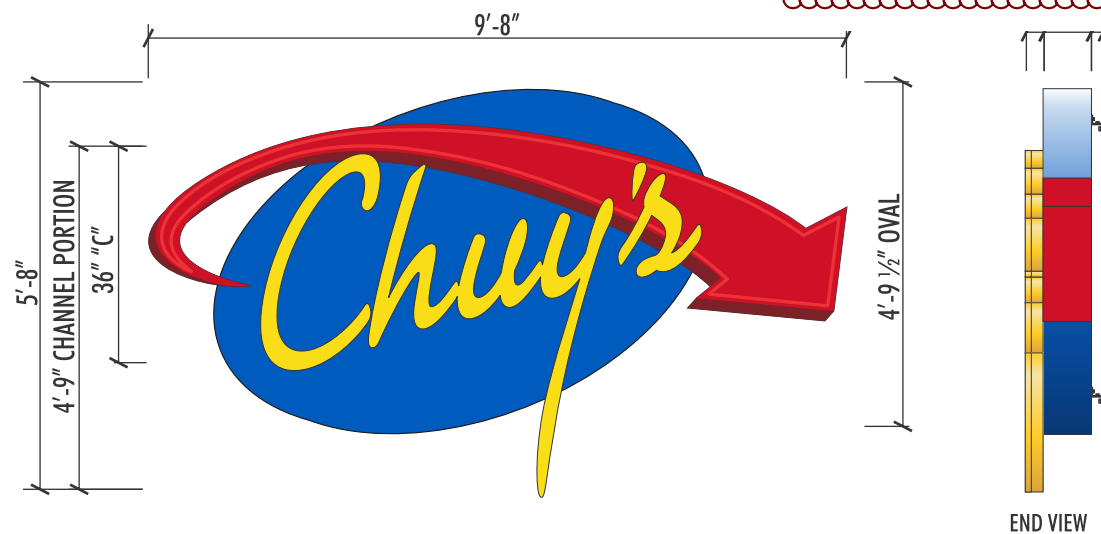
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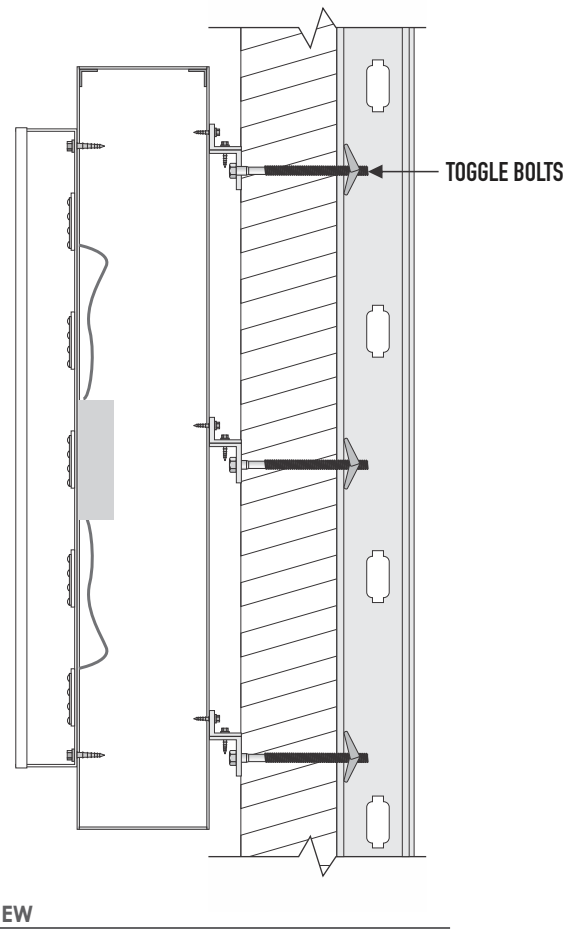
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WALL SIGN WITH FACE LIT CHUY'S  
SCALE: 3/8"-1'-0"



SECTION VIEW  
SCALE: NTS

**NOTE TO INSTALLERS:**  
ALL PENETRATIONS MUST BE COMPLETED IN THE FOLLOWING ORDER

- 1- DRILL HOLE
- 2- FILL HOLE WITH SEALANT
- 3- SECURE HARDWARE
- 4- SEAL AROUND PENETRATION



SIGN A,A.1

**FABRICATE & INSTALL A MAIN SINGLE FACED CABINET ARROW WITH ROUTED & BACKED GRAPHICS AND FACE LIT CHANNEL LETTERS TO BE INSTALLED ON WALL**

**OVAL CABINET / ARROW**

- FACES: .125" ALUMINUM FACES WITH ALUMINUM SQUARE TUBE FRAME PAINTED P1 & P2 WITH V1 ON ARROW DROP SHADOW.
- ARROW ILLUMINATION TO BE ROUTED & BACKED WITH 3/16" TRANS RED ACRYLIC #2793
- ILLUMINATED: WHITE LED'S & POWER SUPPLIES
- FILLER: 3" DEEP PAINTED P1 & P2

**CHUY'S CHANNEL LETTER**

- RETURNS: 3" DEEP .040 ALUMINUM PREFINISHED YELLOW
- FACES: 3/16" TRANS YELLOW ACRYLIC #2037
- TRIM: 1" JEWELITE PREFINISHED YELLOW
- BACKS: .063" ALUMINUM
- ILLUMINATED: WHITE LED'S & POWER SUPPLIES
- MOUNTING: FLUSH WITH MINIMUM 3/8" X 5" FASTENERS

PAINT COLORS BY PANTONE MATCHES

ITEM	#	COLOR
OVAL	2935	P1 BLUE
ARROW	186	P2 RED

VINYL

ITEM	#	COLOR
ARROW DROP SHADOW	12	BURGANDY



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www.HumbleSignCo.Com

<b>CUSTOMER</b>	CHUY'S
<b>ADDRESS</b>	13901 TOWN CENTER BLVD
<b>CITY/ STATE</b>	NOBELSVILLE, IN 46060
<b>DATE</b>	3.10.21

<b>QUOTE NUMBER</b>	QT 28463
<b>CONTACT</b>	SCOT AUBUCHON
<b>DESIGNER</b>	JAVIER GARZA
<b>SALES REP</b>	COLLIN CANTRELL

<b>REVISIONS</b>	
<b>R7</b>	11.3.21 - ADDED REMOVAL ELEVATIONS - JG
<b>R8</b>	11.5.21 - ADDED "TEX MEX" TO WEST ELEVATION - JG
<b>R9</b>	2.25.22 - SURVEY DIMS/UPDATED SIGN LAYOUTS - JG

<b>REVISIONS</b>	
<b>R10</b>	5.13.22 - LTR SPEC CHANGES, REMOVED SWIRLS - JG
<b>R11</b>	8.24.22 - PLANNING DEPARTMENT CHANGES - JG
<b>R12</b>	9.27.22 - CHANGED TO FACE LIT LETTERS - JG

**Ⓢ SPECIFICATIONS**  
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**PRIMARY ELECTRICAL**  
UNLESS OTHERWISE SPECIFIED, ELECTRICAL SIGNS WILL BE MANUFACTURED WITH 120 V. A.C. PRIMARY ELECTRICAL SERVICE. FINAL CONNECTION THEREOF IS THE RESPONSIBILITY OF THE CLIENT.



**Landlord's Signage Comments:**

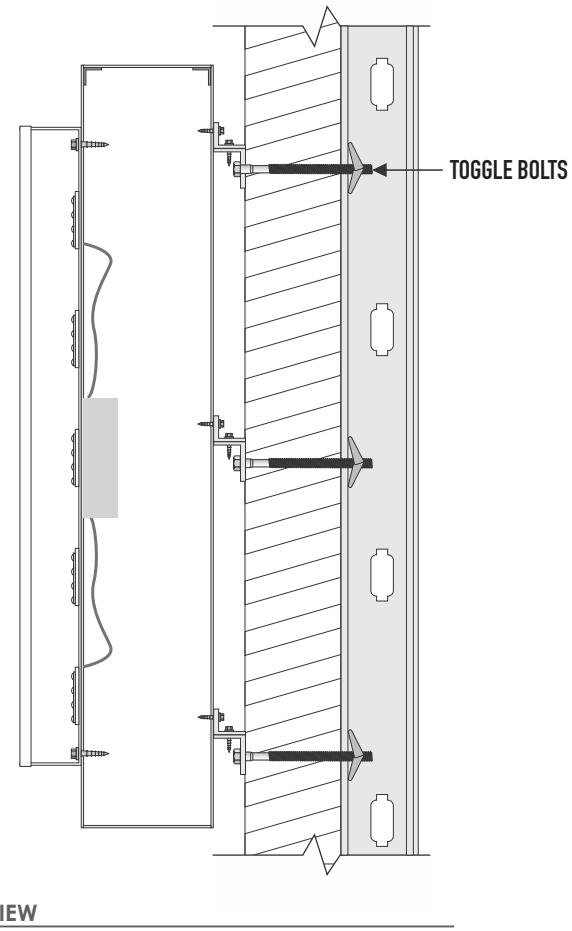
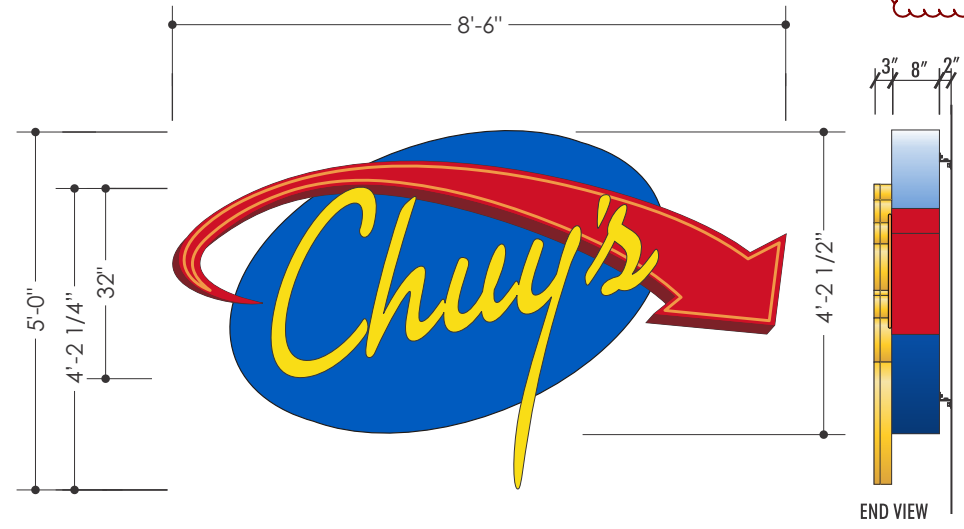
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- Approval of Tenant's signage documents by the Landlord does not release the Tenant or Tenant's contractors from complying with the lease agreement and all authorities having jurisdiction (AHJ) including but not limited to local, state, national, and mail criteria, acts, codes, and other requirements.
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- All illuminated storefront entry lights, show window lights, and show window receptacles shall be separately circuited and controlled by a time switch allowing 7-day / 24-hour programming. System shall be programmed for illumination during mail business hours and shall be coordinated with the Mail Operations Team.
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**Interior Signage Applications:**

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**NOTE TO INSTALLERS:**  
 ALL PENETRATIONS MUST BE COMPLETED IN THE FOLLOWING ORDER  
 1- DRILL HOLE  
 2- FILL HOLE WITH SEALANT  
 3- SECURE HARDWARE  
 4- SEAL AROUND PENETRATION

WALL SIGN WITH FACE LIT CHUY'S  
 SCALE: 3/8"-1'-0"

**SIGN A.2**

**FABRICATE & INSTALL A MAIN SINGLE FACED CABINET ARROW WITH ROUTED & BACKED GRAPHICS AND FACE LIT CHANNEL LETTERS TO BE INSTALLED ON WALL**

**OVAL CABINET / ARROW**

- FACES: .125" ALUMINUM FACES WITH ALUMINUM SQUARE TUBE FRAME PAINTED P1 & P2 WITH V1 ON ARROW DROP SHADOW.
- ARROW ILLUMINATION TO BE ROUTED & BACKED WITH 3/16" TRANS RED ACRYLIC #2793
- ILLUMINATED: WHITE LED'S & POWER SUPPLIES
- FILLER: 3" DEEP PAINTED P1 & P2

**CHUY'S CHANNEL LETTER**

- RETURNS: 3" DEEP .040 ALUMINUM PREFINISHED YELLOW
- FACES: 3/16" TRANS YELLOW ACRYLIC #2037
- TRIM: 1" JEWELITE PREFINISHED YELLOW
- BACKS: .063" ALUMINUM
- ILLUMINATED: WHITE LED'S & POWER SUPPLIES
- MOUNTING: FLUSH WITH MINIMUM 3/8" X 5" FASTENERS

PAINT COLORS BY PANTONE MATCHES		
ITEM	#	COLOR
OVAL	2935	P1 BLUE
ARROW	186	P2 RED

VINYL		
ITEM	#	COLOR
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**CUSTOMER** CHUY'S  
**ADDRESS** 13901 TOWN CENTER BLVD  
**CITY/ STATE** NOBELSVILLE, IN 46060  
**DATE** 3.10.21

**QUOTE NUMBER** QT 28463  
**CONTACT** SCOT AUBUCHON  
**DESIGNER** JAVIER GARZA  
**SALES REP** COLLIN CANTRELL

**REVISIONS**

**R7** 11.3.21 - ADDED REMOVAL ELEVATIONS - JG  
**R8** 11.5.21 - ADDED "TEX MEX" TO WEST ELEVATION - JG  
**R9** 2.25.22 - SURVEY DIMS/UPDATED SIGN LAYOUTS - JG

**R10** 5.13.22 - LTR SPEC CHANGES, REMOVED SWIRLS - JG  
**R11** 8.24.22 - PLANNING DEPARTMENT CHANGES - JG  
**R12** 9.27.22 - CHANGED TO FACE LIT LETTERS - JG

**NEW CONSTRUCTION PAGE 12**

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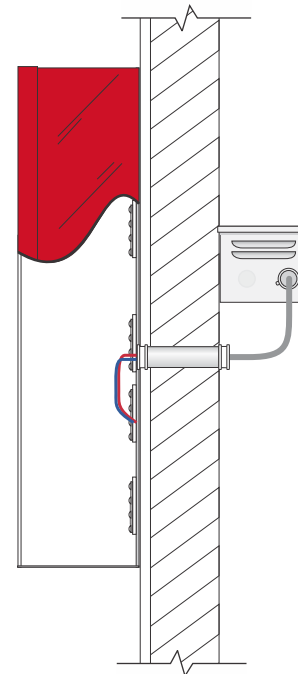
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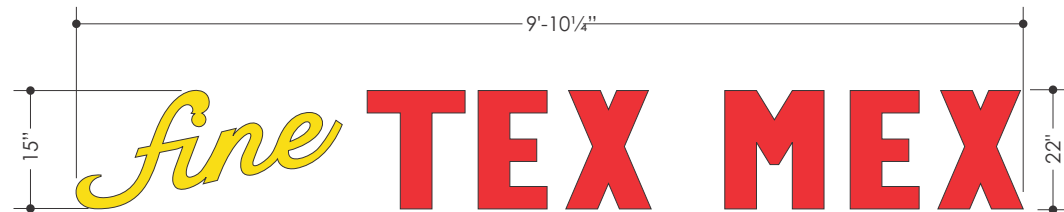
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*fine* **TEX MEX**



NEW FACE LIT CHANNEL LETTERS

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



NEW FACE LIT CHANNEL LETTERS

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



SIGN B, B1, B2

FABRICATE AND INSTALL A SET OF FACE LIT CHANNEL LETTERS MOUNTED INDIVIDUALLY ON FASCIA

FINE CHANNEL LETTERS

- FACES: 3/16" TRANS YELLOW ACRYLIC #2037
- RETURNS: 3" DEEP .040" ALUMINUM PREFINISHED YELLOW
- TRIM: 1" JEWELITE PREFINISHED YELLOW
- BACKS: 063" ALUMINUM, STOCK WHITE
- ILLUMINATION: INTERNAL WHITE LEDS
- MOUNTED FLUSH USING MINIMUM 3/8" FASTENERS

TEX MEX CHANNEL LETTERS

- FACES: 3/16" TRANS RED ACRYLIC #2793
- RETURNS: 3" DEEP .040" ALUMINUM PAINTED P1
- TRIM: 1" JEWELITE PAINTED P1
- BACKS: 063" ALUMINUM, STOCK WHITE
- ILLUMINATION: INTERNAL WHITE LEDS
- MOUNTED FLUSH USING MINIMUM 3/8" FASTENERS

PAINT COLORS BY PANTONE MATCHES

ITEM	#	COLOR
TEX MEX	186	P1 RED



**NOTE TO INSTALLERS:**  
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 2- FILL HOLE WITH SEALANT  
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 4- SEAL AROUND PENETRATION



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 www.HumbleSignCo.Com

**CUSTOMER** CHUY'S  
**ADDRESS** 13901 TOWN CENTER BLVD  
**CITY/ STATE** NOBELSVILLE, IN 46060  
**DATE** 3.10.21

**QUOTE NUMBER** QT 28463  
**CONTACT** SCOT AUBUCHON  
**DESIGNER** JAVIER GARZA  
**SALES REP** COLLIN CANTRELL

**REVISIONS**  
**R7** 11.3.21 - ADDED REMOVAL ELEVATIONS - JG  
**R8** 11.5.21 - ADDED "TEX MEX" TO WEST ELEVATION - JG  
**R9** 2.25.22 - SURVEY DIMS/UPDATED SIGN LAYOUTS - JG

**R10** 5.13.22 - LTR SPEC CHANGES, REMOVED SWIRLS - JG  
**R11** 8.24.22 - PLANNING DEPARTMENT CHANGES - JG  
**R12** 9.27.22 - CHANGED TO FACE LIT LETTERS - JG

NEW CONSTRUCTION PAGE 13

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1.1 AMP PER POWER SUPPLY  
1 TETRA 100w (FEPS24-100U-NA) LED

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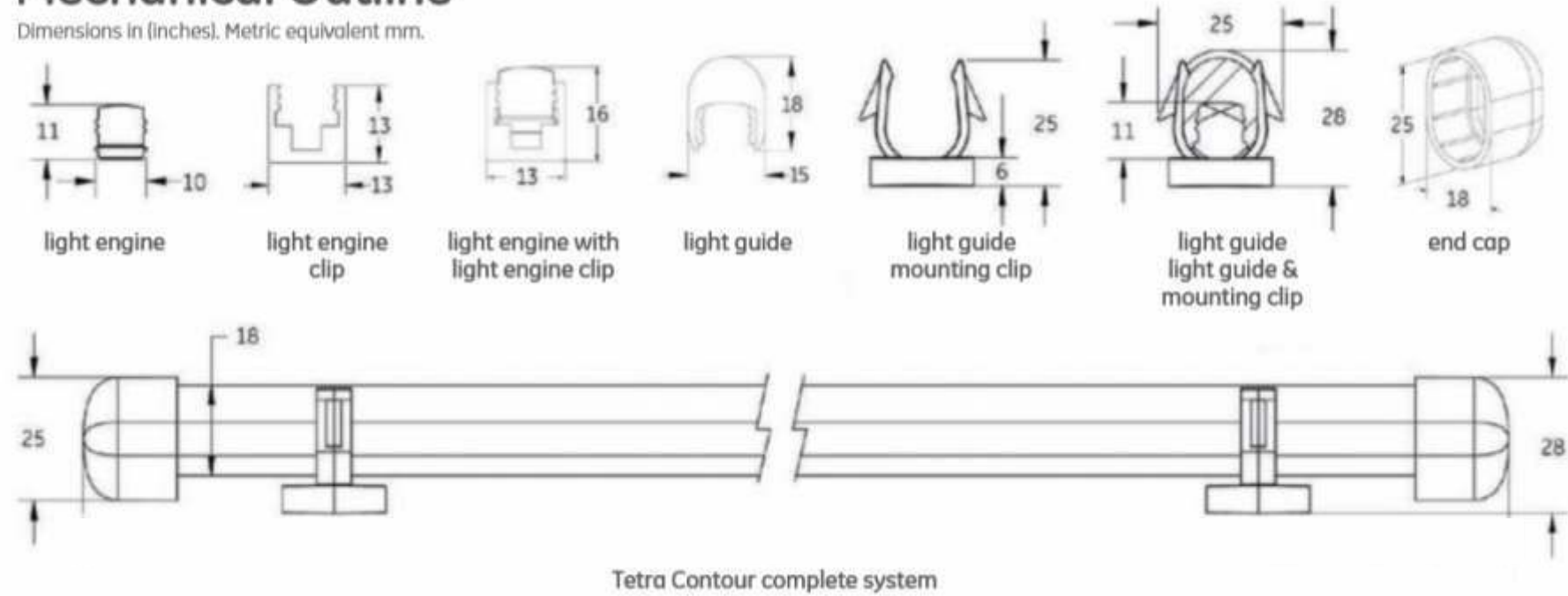
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# Mechanical Outline

Dimensions in (inches). Metric equivalent mm.



LL COMMENT: AS LONG AS THIS IS LED, AND NOT NEON, THIS IS ACCEPTABLE.



**TETRA LED NEON BORDER - 143 LINEAR FEET**  
SCALE: NTS



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<b>ADDRESS</b>	13901 TOWN CENTER BLVD
<b>CITY/ STATE</b>	NOBELSVILLE, IN 46060
<b>DATE</b>	3.10.21

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**NEW CONSTRUCTION PAGE 14**

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