



COMPREHENSIVE SIGN PROGRAM

1010 SOUTH CRISMON ROAD
MESA, ARIZONA 85201

Created: August 19, 2015



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#92792

4018 E. WINSLOW,
PHOENIX, ARIZONA 85040

Revision: Sept. 14, 2015

Page: Cover-19 OF 19

GARY DANKS
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TABLE OF CONTENTS

SIGN CRITERIA GENERAL SIGN REQUIREMENTS	page 2
SITE PLAN / SIGN MATRIX	page 5
SIGNAGE SPECIFICATIONS	
TYPICAL SIGN LAYOUT	page 6
WALL SIGNS "B" & "C" REQUIREMENTS	page 7
MONUMENT SIGN CROSS SECTIONS	page 8
SIGNAGE EXHIBITS	
"A" MONUMENT - S CRISMON ROAD - EXHIBIT 1 of 5.	page 9
"B" 1010 S CRISMON ROAD (East Elev.) EXHIBIT 2 of 5	page 10
"C" 1010 S CRISMON ROAD (North Elev.) EXHIBIT 3 of 5	page 11
"B" SIGN BAND AREAS (East Elev.) EXHIBIT 4 of 5	page 12
"C" SIGN BAND AREAS (North Elev) EXHIBIT 5 of 5	page 13
APPENDIX	
COVER LETTER	page 14
PARCEL NUMBER & LEGAL DESCRIPTION.	page 15

SIGN CRITERIA

INTRODUCTION

This criteria has been developed to insure design compatibility among all signs at 1020 South Crisman Road, Mesa, Arizona. Conformance to the criteria will be strictly enforced. Any sign installed that is not conforming to this criteria and not approved by Landlord and Major Tenant, must be removed or brought into conformance by the Applicant and/or its Sign Contractor. The Landlord shall approve all signs, in writing, prior to installation. Approval shall be for appearance only and not for code. Sign permits must be obtained from the City of Mesa.

The following is a description of the design criteria:

GENERAL SIGNAGE REQUIREMENTS:

Any reference herein to the word Tenant or Tenants shall be construed to be the same as Owner or Owners.

1. All tenant signage must be approved by Landlord prior to installation.
2. The Landlord shall review the shop drawings and specifications of (2) two sets, and (1) one set returned to the Applicant marked "Approved", "Approved as Noted", or "Revised and Re-Submit".
3. "Revise and Re-Submit" drawings will be returned to the Applicant with comments. These drawings shall be revised by the Applicant and re-submitted to the Landlord for its approval.
4. Upon receipt of the Landlord's approval, Applicant shall proceed with City of Mesa permit process. Subsequent to city approval, Applicant may proceed with installation.
5. No signs, advertisements, notices, or other lettering shall be exhibited, inscribed, painted, or affixed on any part of a sign, except lettering and/or graphics which have received the prior written approval of the Landlord.
6. Applicant or its Representatives shall obtain all permits for its exterior sign and its installation. Applicant shall be responsible for all requirements and specifications.
7. Applicant shall have the sole responsibility for compliance with all applicable statues/codes, ordinances, or other regulations for all work performed on the premises by or on behalf of the Applicant.
8. The Landlord's approval of Applicant's plans, specifications, calculations, or work shall not constitute an implication, representation, or certification by the Landlord that said items are in compliance with applicable statues/codes, ordinances, or other regulations.

SIGN CRITERIA (cont'd)

9. All signage is subject to City of Mesa approval and this master sign exhibit. Landlord will support all applications for signs in compliance with this exhibit but cannot guarantee city approval.
10. All signage shall be constructed and installed at Tenant's expense.
11. Tenant and the Tenant's Contractor shall be responsible for the repair of any damage caused by installation or removal of any signage.
12. All sign bolts, fastenings, sleeves, and clips shall be of hot dipped galvanized iron, stainless steel, aluminum, brass, or bronze and no black iron material of any type will be permitted.
13. No labels shall be permitted on the exposed surface of signs, except those required by local ordinance. Those required shall be applied in an inconspicuous location.
14. Any penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
15. All exposed metals shall be painted to render them inconspicuous.
16. No exposed tubing, conduit, or raceways will be permitted. All conductors, transformers, and other equipment shall be concealed.
17. All electrical signs shall bear the UL label and be mounted on top of letters.
18. All signs shall conform to the current Uniform Building Code Standards.
19. All electrical signs shall conform to the current National Electrical Code Standards.
20. Tenant shall be liable for the operation of their Sign Contractor.
21. Flashing, moving, or audible signs will not be permitted with the exception of drive-thru menu boards and speakers.
22. Wall signs shall consist of individual interior LED illuminated reverse pan-channel letters. These letters shall be mounted on the building fascia in the area allocated for sign by the Comprehensive Sign Program.
23. Internally Illuminated signs should provide an opaque background so that only the sign copy is illuminated.
24. Splash/backer panels are acceptable components of display.
25. Wall Signs will not face residential zones (South and West elevations) or structures with residential uses.
26. All 2" deep tenant panels on monument signs are to be routed-out and backed-up with acrylic.
27. Sign criteria not covered by this master sign program, will follow the current City of Mesa Municipal Code sign regulations that are in effect at the time of building permit submittal.

SIGN CRITERIA (cont'd)

TENANTS

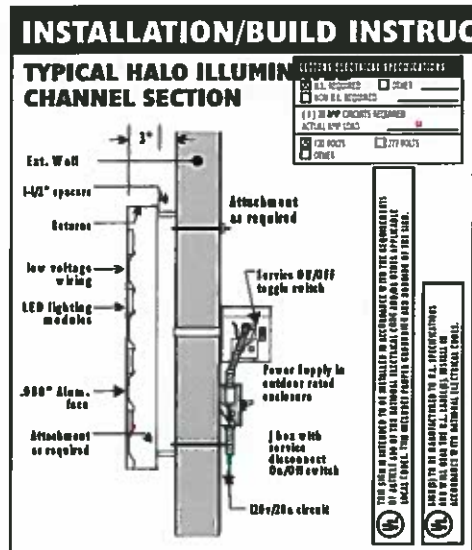
1. Tenant shall have one or two wall signs per leased frontage, mounted on multiple fascia sign band areas, 15 s.f. MAX.
2. Sign copy area should not exceed a horizontal-to-vertical ratio of two (2) to one (1) 2:1. No sign to exceed 80% of leased frontage.
3. Type of Signage:
 - A. Signs to be internally illuminated reverse pan-channel letters, made of aluminum. Returns to be 3" to 5".
 - B. Letter style(s) and color(s) are open. Faces may use more corporate colors per individual corporate identities and shall have the written approval by the Landlord.
 - C. Colors are up to Tenant and Landlord. May use corporate colors per individual corporate identities.
 - D. Letter returns may use more corporate colors per individual identities.
 - E. Letters with a stroke greater than 5.5" must be double stroke LED's.
 - F. LED color to match acrylic.
 - G. All letters shall not exceed 30" MAX in height on one line or 14" MAX in height on two lines of copy on east and north elevations.
 - H. Logos may be incorporated into signage, all logos may be reverse pan-channel with company graphics and must be approved by the Landlord.
 - I. Acrylic colors to be decided by tenant and approved by Landlord.
 - J. Tenants may use flat-cut-out for tag lines with same specifications of aluminum or acrylic and vinyl overlays for taglines on secondary signage.
 - K. Non-illuminated flat cut out letters will be allowed when too small to illuminate.
 - L. Only Reverse Pan Channel letters are allowed for Tenant business names.
 - M. National franchises may use their custom national colors.
 - N. Window graphics: Maximum coverage of 25% per window pane. Window Glass: Standard white vinyl die cut copy may be used to display hours of business, emergency numbers, etc. All window graphics and displays shall be subject to the approval of the Developer/Landlord prior to fabrication or implementation.

SIGNAGE SPECS

TYPICAL WALL SIGN LAYOUT page 6 - 7

MONUMENT SPECIFICATIONS page 8

EXAMPLE OF TYPICAL SIGN LAYOUT



INTERNALLY HALO ILLUMINATED REVERSE PAN-CHANNEL LETTERS

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

Manufacture and install: one (1) set of internally illuminated reverse pan-channel letters with Halo Illumination Letters: 3" return are duranodic bronze, or tenant colors acrylic faces

Illumination: match color of LED's to color of acrylic.

Tagline: white acrylic face, white LED',

7725-22 matte black vinyl overlay, or tenant colors

Mount flush to fascia as shown.

B TENANT SIGNAGE - WALL SIGN "PRIMARY"

"B"

1 (one) line @ 36" MAX Height • 2 (two) lines @ 20" MAX Height
MAX Sign Band Height 58" • 2 to 1 • Not to Exceed 80% of Leased Frontage Width
32 Square Feet MAX

I. Type of Signage:

- A. Signs to be Reverse Pan-Channel Letters with Halo Illumination. Returns 3" to 5", made of aluminum.
- B. Tenants may use Flat-Cut-Out letters for tag lines with same specifications of aluminum or acrylic and vinyl overlays on secondary signage
- C. Faces may use more corporate colors per individual corporate identities.
- D. Letter returns may use more corporate colors per individual corporate identities.
- E. Letters with a greater stroke of 5.5" must be double stroke LED's.
- F. LED color to match acrylic faces.
- G. Logos may be Reverse Pan-Channel letters with halo illumination for company graphics.
- H. Individual, painted, cut-out letters may be used for registration marks only.

SEE EXHIBIT 4 OF 5 FOR PLACEMENT RECOMMENDATIONS - PAGE 15

C TENANT SIGNAGE - WALL SIGN "PRIMARY"

"C"

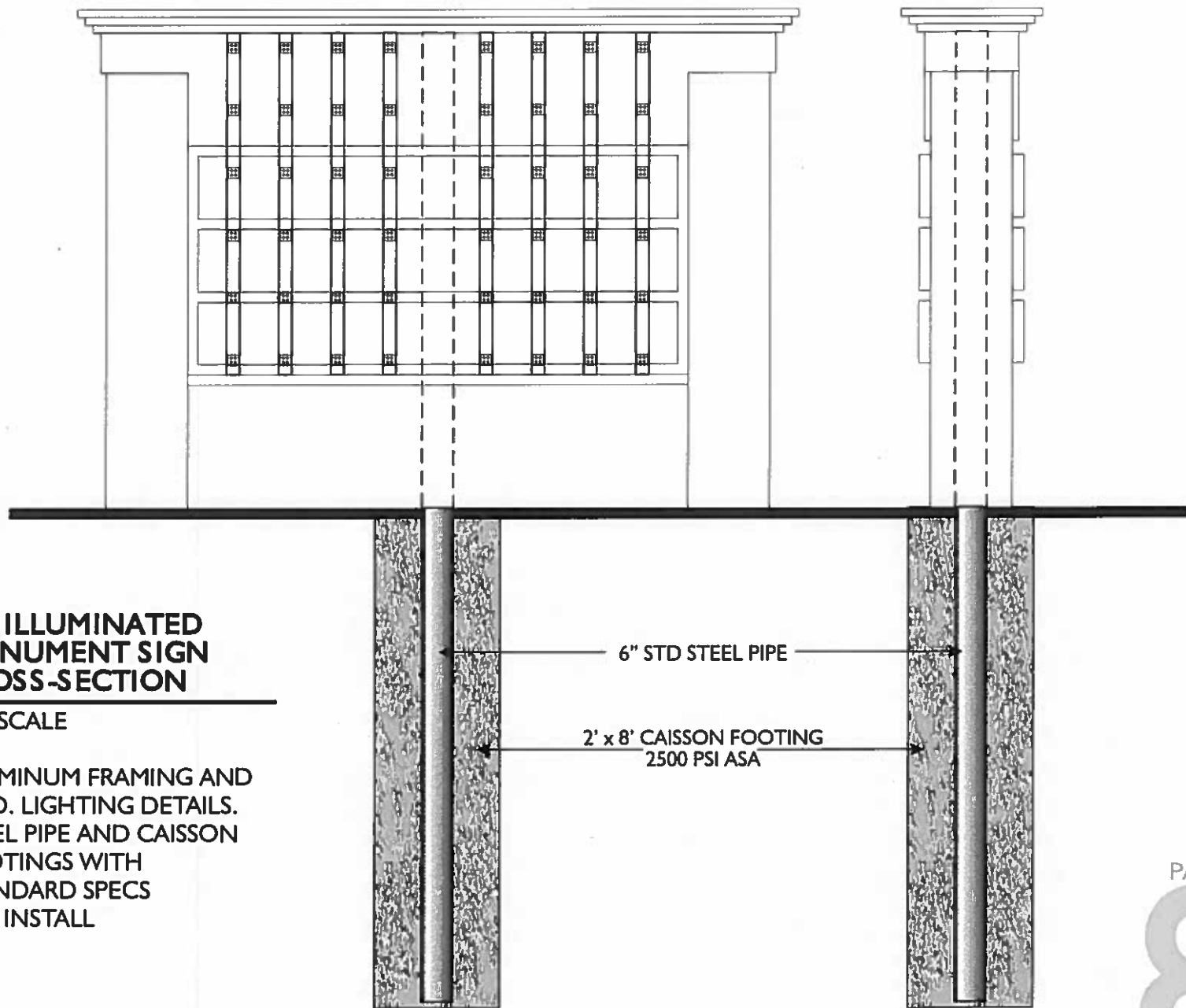
1 (one) line @ 18" MAX Height • 2 (two) lines @ 8" MAX Height
MAX Sign Band Height 18" • 2 to 1 • Not to Exceed 80% of Leased Frontage Width
15 Square Feet MAX

- I. Tenants leasing two or more suites, may use both leased suites as combined leased frontage to determine total square footage for all wall displays, if three suites, etc., the same applies.

2. Type of Signage:

- A. Signs to be Reverse Pan-Channel Letters with Halo Illumination. Returns 3" to 5", made of aluminum.
- B. Tenants may use Flat-Cut-Out letters for tag lines with same specifications of aluminum or acrylic and vinyl overlays on secondary signage
- C. Faces may use more corporate colors per individual corporate identities.
- D. Letter returns may use more corporate colors per individual corporate identities.
- E. Letters with a greater stroke of 5.5" must be double stroke LED's.
- F. LED color to match acrylic faces.
- G. Logos may be Reverse Pan-Channel letters with halo illumination for company graphics.
- H. Individual, painted, cut-out letters may be used for registration marks only.

SEE EXHIBIT 5 OF 5 FOR PLACEMENT RECOMMENDATIONS - PAGE 16



A

D/F ILLUMINATED MONUMENT SIGN CROSS-SECTION

NO SCALE

ALUMINUM FRAMING AND
L.E.D. LIGHTING DETAILS.
STEEL PIPE AND CAISSON
FOOTINGS WITH
STANDARD SPECS
FOR INSTALL

6" STD STEEL PIPE

2' x 8' CAISSON FOOTING
2500 PSI ASA

SEE EXHIBIT 1 OF 5 FOR MOMUMENT MEASUREMENTS - PAGE 12

PAGE

8

SIGNAGE

SIGNAGE EXHIBITS

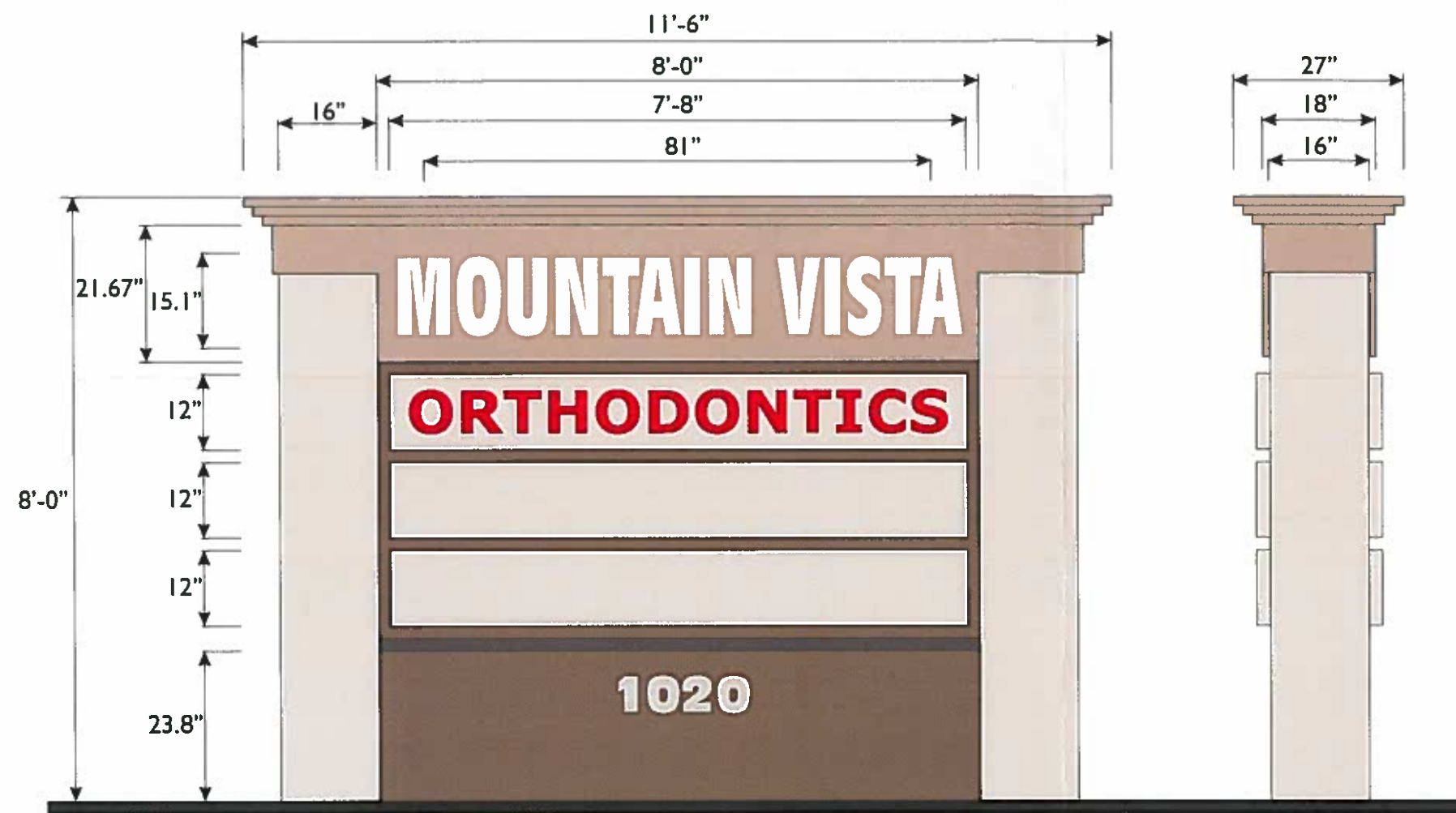
"A" MONUMENT - S CRISMON ROAD - EXHIBIT 1 of 5 page 9

"B" 1010 S CRISMON ROAD (East Elev.) EXHIBIT 2 of 5 page 10

"C" 1010 S CRISMON ROAD (North Elev.) EXHIBIT 3 of 5 page 11

"B" SIGN BAND AREAS (East Elev.) EXHIBIT 4 of 5 page 12

"C" SIGN BAND AREAS (North Elev.) EXHIBIT 5 of 5 page 13



NO RUSTING!
ALL ALUMINUM
CONSTRUCTION
LASTS LONGER!!

BEHR PPU 4-12u
"NATURAL ALMOND"

BEHR PPU 4-5

BEHR PPU 4-19d
"ARTS & CRAFTS"

A D/F ILLUMINATED MONUMENT SIGN
SCALE: 1/2" = 1'-0" 31.49 SQ.FT.
MANUFACTURE AND INSTALL (1) D/F ILLUMINATED MONUMENT SIGN.
CAP IS ALUMINUM PAINTED BEHR PPU 4-5, LIGHT TEXTURE.
HEADER IS ALUMINUM PAINTED BEHR PPU 4-5, LIGHT TEXTURE. ROUT OUT COPY AND BACK-UP WITH WHITE ACRYLIC. ILLUMINATE WITH WHITE LEDS.
MAIN CABINET IS ALUMINUM PAINTED BEHR PPU 4-19D "ARTS & CRAFTS", LIGHT TEXTURE, ILLUMINATE WITH WHITE LEDS.
ALUMINUM COLUMNS PAINTED BEHR PPU 4-12U "NATURAL ALMOND", LIGHT TEXTURE
TENANT PANELS ARE ALUMINUM PAINTED BEHR PPU 4-12U "NATURAL ALMOND". COPY TO BE ROUTED-OUT WITH BACK UP ACRYLIC.
"ORTHODONTICS" #211 RED ACRYLIC
6" ADDRESS NUMBERS ARE ALUMINUM PAINTED TO MATCH TENANT PANELS.

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ARIZONA COMMERCIAL SIGNS
4018 E. WINSLOW • PHOENIX, AZ 85040
OFFICE: (480) 921-9900 • FAX: (602) 437-8073

PROJECT NAME:

BRACES R US
1020 S. CRISMON ROAD
MESA, ARIZONA 85201

CONTACT: JUDITH WILLIAMS
PHONE: 208-404-7891

CONTACT REP:

GARY DANKS - 480-577-3363

DESIGNER:

JWALLACE

DESIGN NUMBER:

CSP BRACES ARE US_CSP_09042015-R3

SCALE:

AS NOTED

DATE:

06/23/15

REVISIONS:

OPTION	06/26/15	JW
REVISED SIGN TYPES, SIZE & S.F. MAX	09/04/15	CS
NEW LOGO ADDED TO BLDG AND MONU	09/14/15	CS
NEW NAME ON MONUMENT	09/21/15	CS

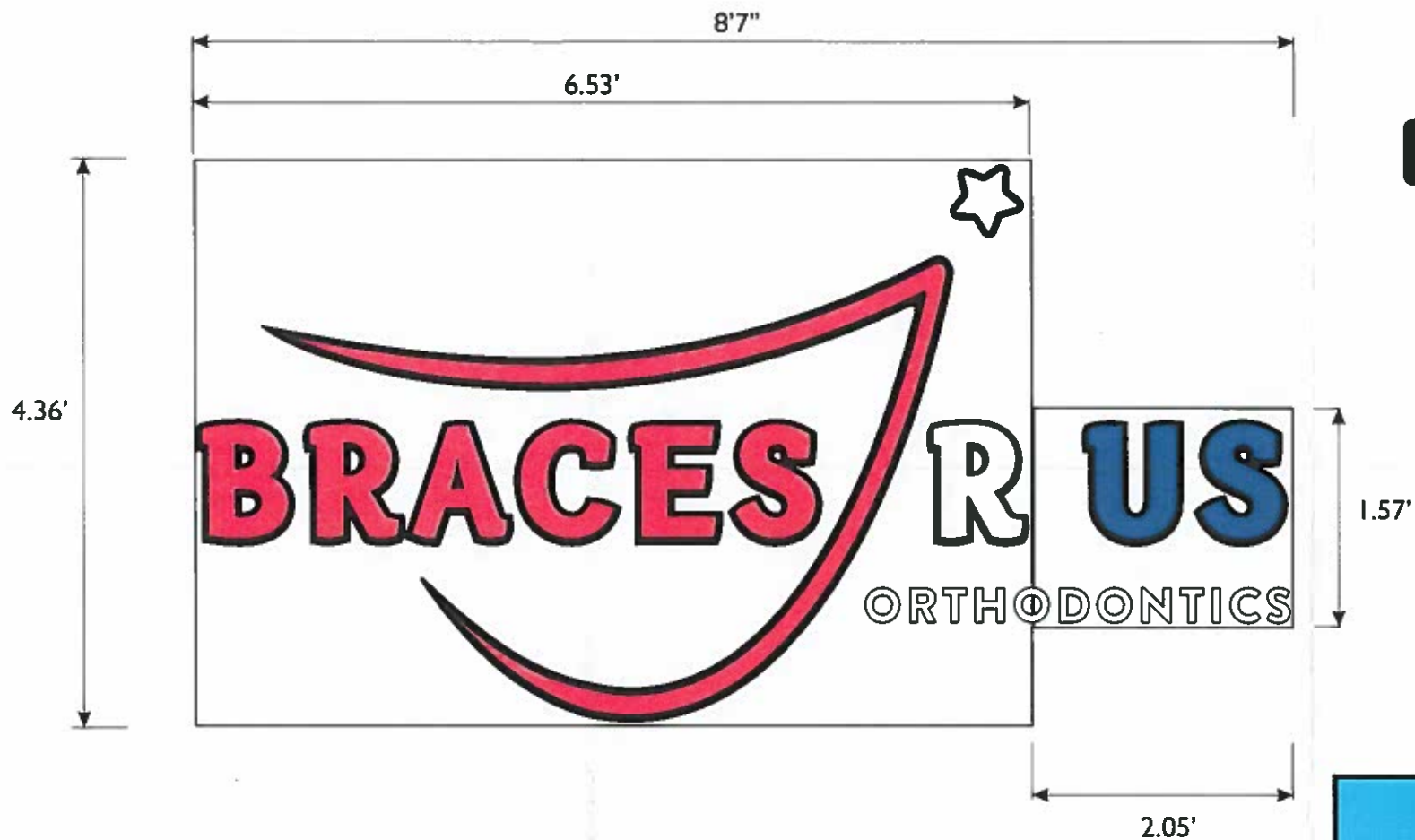
LANDLORD / DEVELOPER APPROVAL
SIGNATURE & DATE:

CUSTOMER APPROVAL
SIGNATURE & DATE:

EXHIBIT:

1 OF 5

CSP



B INTERNALLY-ILLUMINATED REVERSE PAN-CHANNEL LETTERS

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

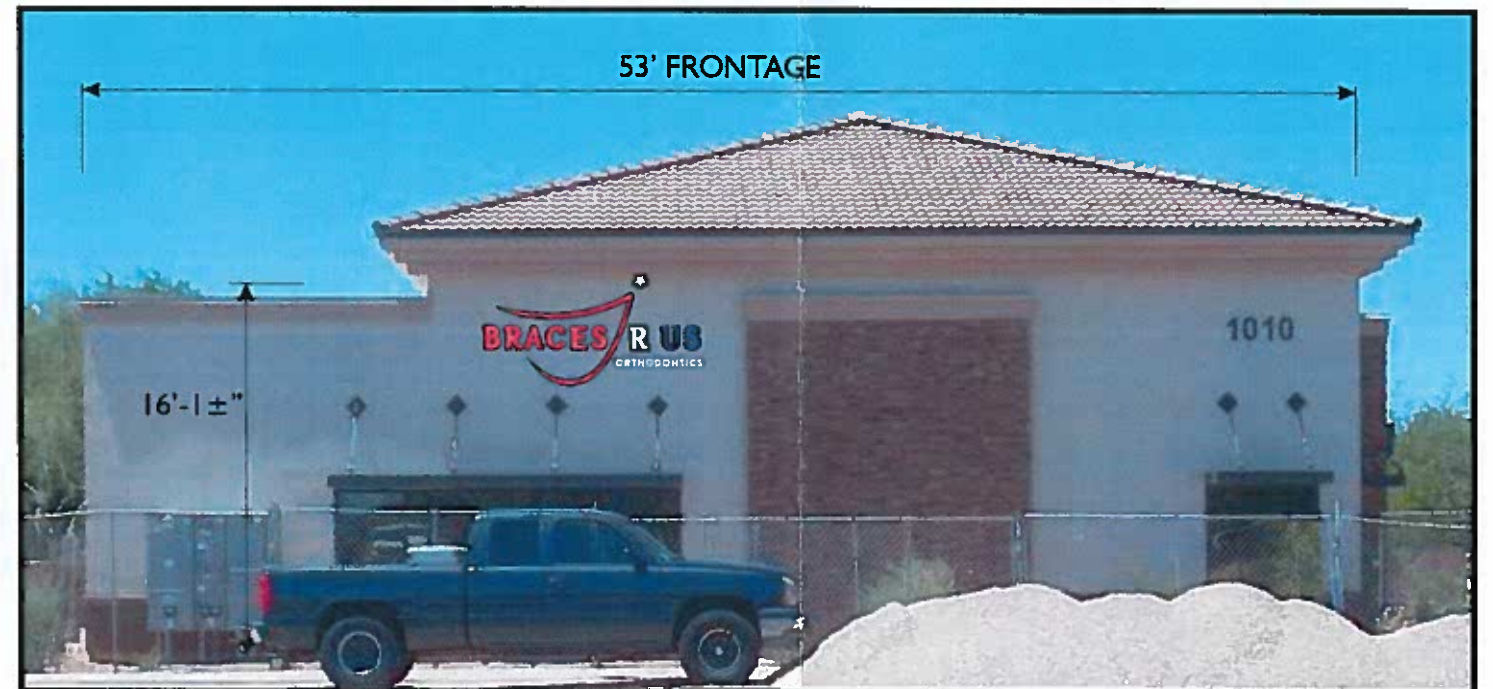
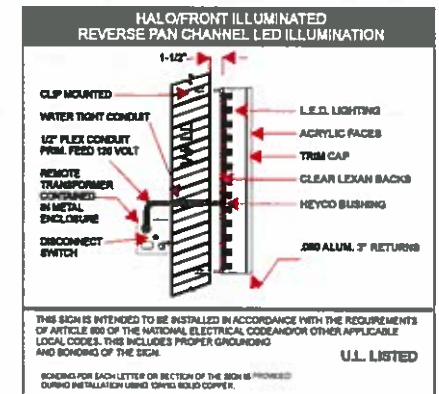
31.69 SQ.FT.

MANUFACTURE AND INSTALL ALUMINUM REVERSE PAN-CHANNEL LETTERS
ALUMINUM FACES IN RED, WITH 3" RETURNS, WHITE AND BLUE
TO MATCH CUSTOMERS LOGO
HALO ILLUMINATION WITH L.E.D.'S, COLORS TO BE WHITE
"ORTHODONTICS": ALUMINUM FLAT CUT-OUT LETTERS,
PAINT WHITE,
FLUSH MOUNT TO WALL.

$$4.36' \times 6.53' = 28.47 \text{ S.F.}$$

$$1.57' \times 2.05' = 3.22 \text{ S.F.}$$

$$\underline{31.69 \text{ S.F. TOTAL}}$$



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

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PROJECT NAME:

■ BRACES R US
1020 S. CRISMAN ROAD
MESA, ARIZONA 85201

CONTACT: JUDITH WILLIAMS
PHONE: 208-404-7891

CONTACT REP:

■ GARY DANKS - 480-577-3363

DESIGNER:

■ J WALLACE

DESIGN NUMBER:

■ BRACES R US 06-23-15-R2

SCALE:

■ AS NOTED

DATE:

■ 06/23/15

REVISIONS:

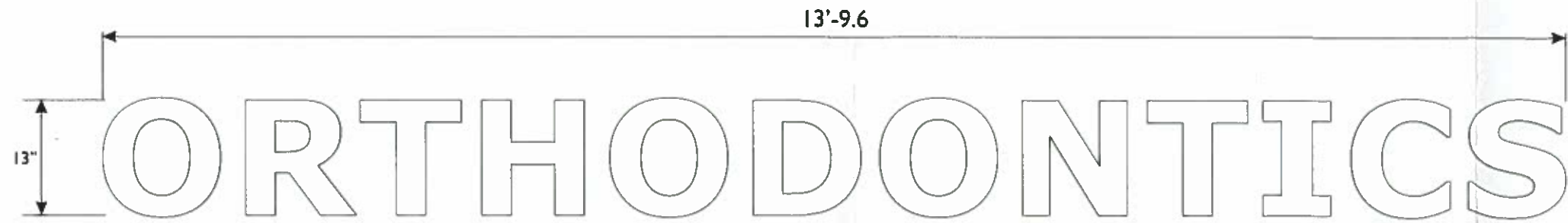
△ OPTION	06/26/15	JW
△ NEW LOGO ADDED TO BLDG AND MONU	09/14/15	CS
△ CHANGED SQUARE FOOTAGE ON NEW LOGO	09/15/15	CS
△		
△		

LANDLORD / DEVELOPER APPROVAL
SIGNATURE & DATE:

CUSTOMER APPROVAL
SIGNATURE & DATE:

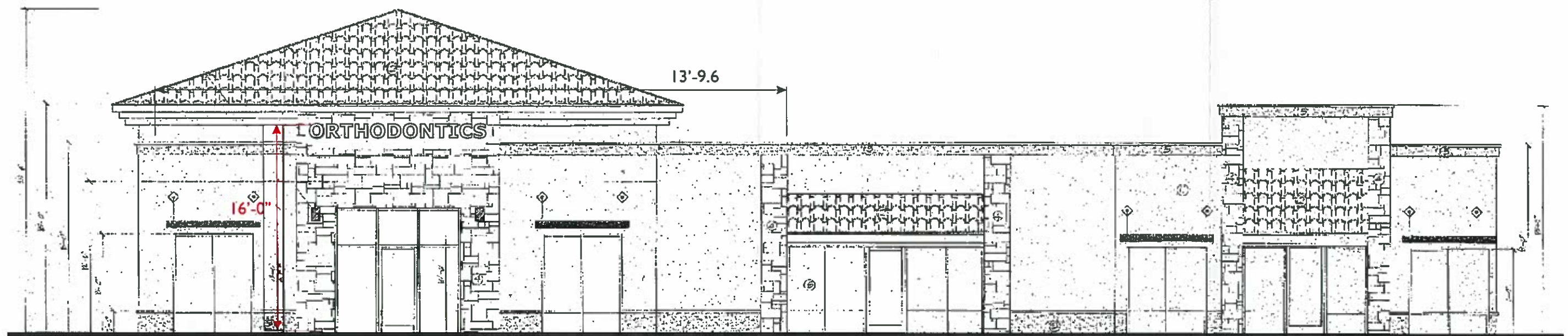
SHEET:

2 OF 5



C INTERNALLY-ILLUMINATED REVERSE PAN-CHANNEL LETTERS
SCALE: 3/4" = 1'-0" 14.94 SQ.FT.

ONE (1) SET .063 ALUMINUM REVERSE PAN-CHANNEL LETTERS
LETTERS TO BE CORPORATE COLORS WITH 3" RETURNS



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

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1020 S. CRISMON ROAD
MESA, ARIZONA 85201

CONTACT: JUDITH WILLIAMS
PHONE: 208-404-7891

CONTACT REP:

GARY DANKS - 480-577-3363

DESIGNER:

JWALLACE

DESIGN NUMBER:

BRACES R US 06-23-15-R2

SCALE:

AS NOTED

DATE:

06/23/15

REVISIONS:

△	OPTION	06/26/15	JW
△	REVISED SIGN TYPES, SIZE & S.F. MAX	09/04/15	CS
△			
△			
△			

LANDLORD / DEVELOPER APPROVAL
SIGNATURE & DATE:

CUSTOMER APPROVAL
SIGNATURE & DATE:

EXHIBIT:

3 OF 5
CSP



NO SIGNAGE ALLOWED ON WEST ELEVATION, FACING RESIDENTIAL ZONING

E WEST ELEVATION
NO SCALE



B 1 (one) line @ 36" • 2 (two) lines @ 20"
MAX Sign Band Height 58" • 2 to 1
Not to Exceed 80% of Leased Frontage Width • 32 s.f. MAX

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■ BRACES R US
1020 S. CRISMON ROAD
MESA, ARIZONA 85201

CONTACT: JUDITH WILLIAMS
PHONE: 208-404-7891

CONTACT REP:

■ GARY DANKS - 480-577-3363

DESIGNER:

■ JWALLACE

DESIGN NUMBER:

■ BRACES R US 06-23-15-R2

SCALE:

■ AS NOTED

DATE:

■ 06/23/15

REVISIONS:

△	OPTION	06/26/15	JW
△	REVISED SIGN TYPES, SIZE & S.F. MAX	09/04/15	CS
△	NEW LOGO VECTOR ART	09/18/15	CS
△	CHANGED "ORTHO..." TO WHITE	09/21/15	CS
△			

LANDLORD / DEVELOPER APPROVAL
SIGNATURE & DATE:



CUSTOMER APPROVAL
SIGNATURE & DATE:



EXHIBIT:

4 OF 5
CSP



**NO SIGNAGE ALLOWED
ON SOUTH ELEVATION,
FACING RESIDENTIAL ZONING**

E SOUTH ELEVATION
NO SCALE



C 1 (one) line @ 18" • 2 (two) lines @ 8"
MAX Sign Band Height 18" • 2 to 1
Not to Exceed 80% of Leased Frontage Width • 15 s.f. MAX

C 1 (one) line @ 18" • 2 (two) lines @ 8"
MAX Sign Band Height 18" • 2 to 1
Not to Exceed 80% of Leased Frontage Width • 15 s.f. MAX

E NORTH ELEVATION
NO SCALE

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MESA, ARIZONA 85201

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■ GARY DANKS - 480-577-3363

DESIGNER:
■ JWALLACE

DESIGN NUMBER:
■ BRACES R US 06-23-15-R2

SCALE:
■ AS NOTED

DATE:
■ 06/23/15

REVISIONS:			
△	OPTION	06/26/15	JW
△	REVISED SIGN TYPES, SIZE & S.F. MAX	09/04/15	CS
△			
△			
△			

LANDLORD / DEVELOPER APPROVAL
SIGNATURE & DATE:

CUSTOMER APPROVAL
SIGNATURE & DATE:

EXHIBIT:
5 OF **5**
CSP

APPENDIX

COVER LETTER page 14

PARCEL NUMBER & LEGAL DESCRIPTION page 15

COVER LETTER

BRACES R US
1010 S. Crismon Rd.
Mesa, AZ 85201
Comprehensive Sign Plan
Letter of Explanation

BRACES R US is a new building, currently having two suites, with the potential for three suites.

Code only allows for two signs of 32 square feet, but the building is designed for three tenants with three entrances.

The requested building signage is state-of-the-art LED illuminated reverse pan channel letters, to be compatible with current industry standards, and appropriate to the location.

There is no visibility of the North facing signs by Northbound Crisman traffic, and limited visibility by Southbound traffic, so we are requesting a sign on the East elevation.

The monument sign is designed with architectural components, in character and color scheme, to be harmonious with the building.

We feel that the look of the signage will enhance not only the building, but the surrounding neighborhood, as well.

PARCEL NUMBER & LEGAL DESCRIPTION

PARCEL NUMBER: 220-70-964B Lot
30,077 SQ.FT 0.69 ACRES
1010 S. Crismon Road
Mesa, AZ 85201