

Superstition Springs Business Park Parcel 8

Comprehensive Sign Plan

February, 1997

Revised March 26, 1997

(Final Draft)

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INTRODUCTION

Superstition Springs Business Park, Parcel 8, is a 25 acre mixed use development consisting of hotel sites, offices and restaurants. The site is unique with development sites stretching across 2,750' of frontage with visibility to Power Road, Superstition Springs Boulevard and the Superstition Freeway.

Appropriate freestanding (detached) monument and building (attached) signage is of utmost importance due to the site configuration, scale, size of individual developments and distances from the buildings to the frontages.

This signage program has been written to provide a design guideline for signage allowed at Superstition Springs Business Park. This program will be used to judge proposed signage for appropriateness for uses within this project and will endeavor to ensure a minimum quality standard for design, materials, and illumination of exterior signage controlled by the City of Mesa.

The freestanding detached signs proposed for this site were developed to reduce the amount of freestanding signs on any one street front while providing Major Tenants identification to the traveling motorist.

FREESTANDING MONUMENT SIGNAGE (DETACHED)

1. A total linear frontage of 2,750 feet exists for the purpose of calculating quantities of freestanding monument (detached) signage. Based upon current city of Mesa Sign Ordinance provisions, a total of eleven (11) full sized displays are permitted by right. Current requirements necessitate eight (8) displays as indicated on the attached drawing SP 1. Modifications to the Comprehensive Sign Plan may be made in accordance with procedures established by the City of Mesa Sign Ordinance. All signs shall be located out of traffic visibility zones and PUFZ unless approved by the authority having jurisdiction. All signs shall integrate to the surrounding landscape.
2. Sign area is limited to 80 sq. ft. per City of Mesa ordinance standards. The size of the proposed signs are appropriate for this site. They contain space for individual uses and tenants, both in singular and multi-tenant configurations.
3. Sign height is limited to 12' in height per City of Mesa ordinance standards. An architectural embellishment on top of the display shall not exceed 20% of sign height.
4. All sign copy will consist of individual logos and letters routed from solid backgrounds per attached design.
5. Ornamental stucco, masonry and architectural tubing shall be used to accent sign display. Address numerals shall be attached.
6. Signage shall be constructed in accordance to Drawing 97-B-020, Sheet MS 1.

WALL SIGNAGE / GENERAL REQUIREMENTS

1. All signage shall be constructed and installed at tenant's expense.
2. Tenant and the tenant's sign contractor shall be responsible for the repair of any damage caused by installation or removal of any signage.
3. 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.
4. 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.
5. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
6. All exposed metals shall be painted to render them inconspicuous.
7. No exposed tubing, conduit, or raceways will be permitted. All conductors, transformers, and other equipment shall be concealed.
8. All electrical signs shall bear the UL label.
9. All signs shall conform to Uniform Building Code Standards.
10. All electrical signs shall conform to National Electrical Code Standards.
11. Tenant shall be liable for the operations of their sign contractor.
12. Painted lettering will not be permitted.
13. Flashing, moving or audible signs will not be permitted.
14. Individual freestanding signs will not be permitted for tenant's use, unless specifically provided for in this Comprehensive Sign Plan.
15. No exposed neon lighting shall be used on signs, symbols, or decorative elements without prior approval by the Developer and the City of Mesa.

16. The copy content of the Tenant's signage shall not include the product sold except as a part of the Tenant's trade name. No logos will be permitted without prior approval by the Developer. All sign plans must be approved in writing by the Developer.
17. Standard white vinyl die cut copy may be used to display hours of business, emergency numbers, etc. Not to exceed one hundred forty four (144") square inches in area. All window graphics and displays shall be subject to the approval of the Developer prior to fabrication or implementation.
18. All signage shall be in accordance with Superstition Springs Community Master Association Commercial Design Review Guidelines.

HOTEL SIGNAGE

LA QUINTA

1. La Quinta is a major tenant consisting of a building area of 60,969 sq. ft.
2. Allowance for three (3) attached signs has been provided for La Quinta. The total attached signage shall not exceed 200 sq. ft. in area. Specific sign types include a 75 sq. ft. display on the west building elevation, and two (2) 50 sq. ft. displays, one located on the east and one on the south building elevations. Specific sign types proposed at this time are as indicated. See attached drawings furnished by Todd & Associates, Architects.
3. Allowance for one (1) single faced, detached sign located at the driveway adjacent to cul-de-sac. This sign shall be subject to Developer approval and final design. NOTE: This sign is not visible nor intended to be read from Superstition Springs Boulevard. It shall not be considered as a detached sign for purposes of this Comprehensive Sign Plan. The size of this display shall be limited to a 35 sq. ft. display mounted on a decorative base to height not exceeding 8' above grade.

FUTURE HOTEL SITE(S)

1. Future freestanding hotel sites are anticipated for this project.
2. Allowance for attached signs on buildings of three (3) stories or less. Compliance with City of Mesa requirements for aggregate sign area unless it can be demonstrated that additional sign area is required. Modifications to this Comprehensive Sign Plan may be made in accordance with procedures established by the City of Mesa Sign Ordinance. The total number of attached signs shall not exceed four (4).

HOTEL SIGNAGE (Cont'd.)

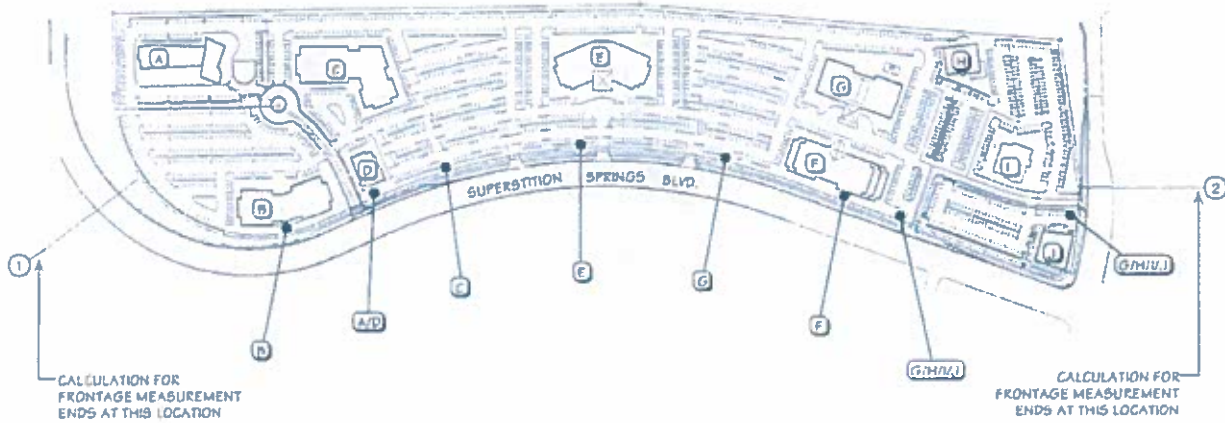
3. Allowance for attached signs on buildings above three stories: Total attached signage for any single occupancy shall not exceed three hundred twenty (320) sq. ft. in area only if any one sign is placed on or above a fourth story of the building. No one single sign shall be larger than one hundred sixty (160) sq. ft. in area. Developer shall designate and control exact location for sign placement on upper sign fascias. Signage can be placed on all four (4) sides of a building. Additional sign area, if required, may be permitted to satisfy visibility requirements. Modifications to this Comprehensive Sign Plan may be made in accordance with procedures established by the City of Mesa Sign Ordinance.
4. All signs shall consist of individual letters and logos. Signs may be front or back lit for desired effect.
5. Sign cabinets may be permitted subject to Developer approval.
6. Signage area shall conform to City of Mesa standard regulations, except as noted.

OFFICE SITES

1. Future freestanding multi-tenant office sites are anticipated for this project.
2. Allowance for attached signs on buildings of three (3) stories or less: Compliance with City of Mesa requirements for aggregate sign area unless it can be demonstrated that additional sign area is required. The total number of attached signs shall not exceed four (4) unless a designated sign band has been established. Modifications to this Comprehensive Sign Plan may be made in accordance with procedures established by the City of Mesa Sign Ordinance.
3. Allowance for attached sign on buildings above three (3) stories: The total attached signage for any single building shall not exceed three hundred twenty (320) sq. ft. in area, only if any one (1) sign is placed on or above a fourth story of the building. No individual sign shall be larger than one hundred sixty (160) sq. ft. in area. No attached sign shall extend above the highest portion of the building or roof where such sign is attached. Developer shall designate and control exact location for sign placement on upper sign fascias. Additional sign area, if required, may be requested to satisfy visibility requirements. The total number of attached signs shall not exceed four (4) unless a designated sign band has been established. Modifications to this Comprehensive Sign Plan may be made in accordance with procedures established by the City of Mesa Sign Ordinance.
4. All signs shall consist of individual letters and logos. Signs may be front or back lit for desired effect.
5. Sign cabinets may be permitted subject to Developer approval.
6. Signage area shall conform to City of Mesa standard regulations, except as noted.

RESTAURANT/PADS

1. Wall signs shall consist of individual interior illuminated pan channel letters or reverse channel letters mounted on the building. No raceways are permitted. Sign cabinets may be permitted subject to Developer approval.
2. Wall signs shall use integral color Plexiglas inserts with standard trim cap in accordance to individual corporate identity programs.
3. The total number of attached signs shall not exceed four (4). Signs may be placed on all four sides of the building.
4. Wall murals shall not be considered as signage for purposes of this Comprehensive Sign Plan, provided the mural is approved as a design element of the building through the City of Mesa Design Review Board.
5. Aggregate sign area shall conform to City of Mesa standard regulation. Modifications to this Comprehensive Sign Plan may be made in accordance with procedures established by the City of Mesa Sign Ordinance.
6. Each restaurant/pad sign package shall be subject to review and approval by the Developer and the City of Mesa on an individual basis.



SIGN CALCULATIONS:

MEASURED FRONTAGE: 2760'
ALLOWABLE OVERALL SIGN HEIGHT: $2760 \div 2 + 10 = 137.5'$
MAXIMUM QUANTITY / 12' HIGH DISPLAYS = 11
132 \div 137.5' OK

PRELIMINARY SIGN PLACEMENT SITE PLAN

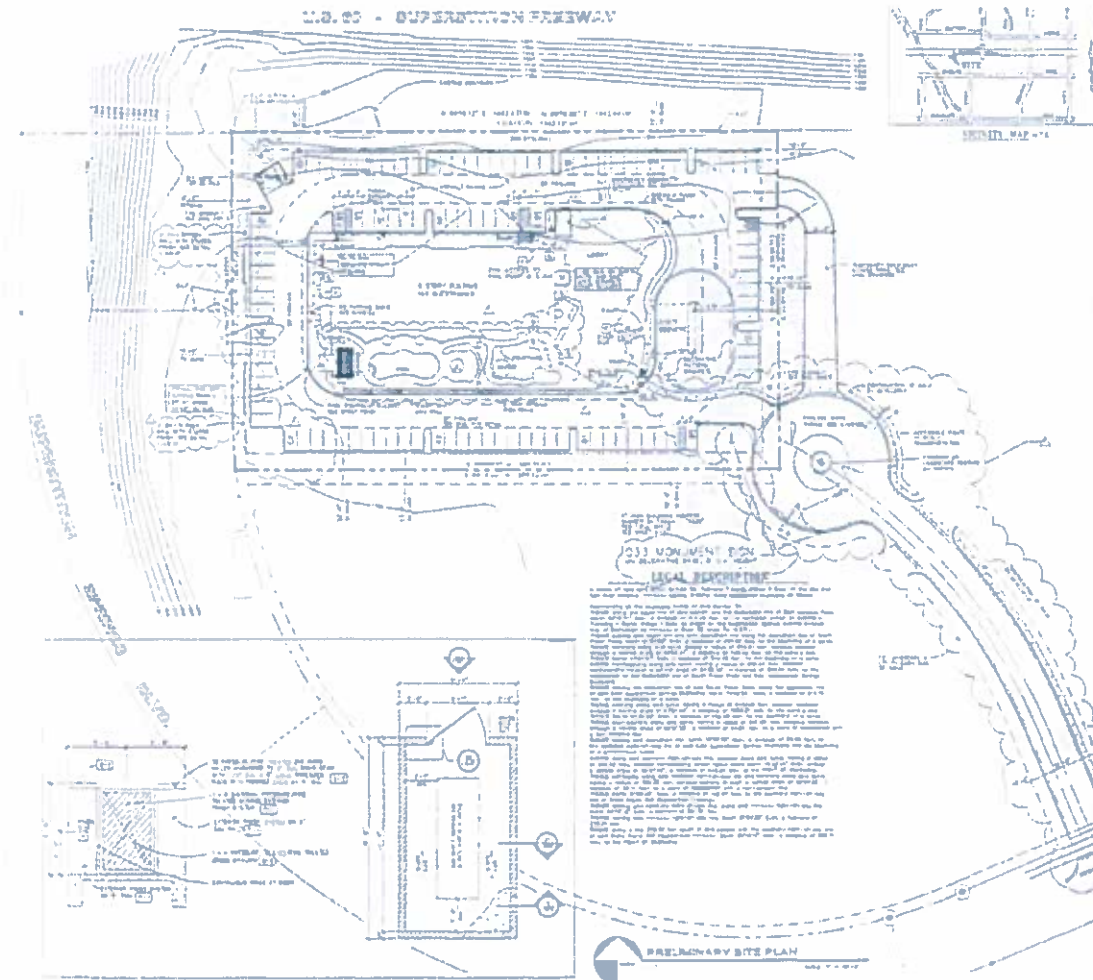
SCALE: 

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- ① 3" Square Tubing, Non-Directional Brushed Aluminum Finish
- ② CMU Pier Smooth Textured and Painted Surface (TBD)
- ③ Sign Cabinet with Interior Fluorescent Illumination
- ④ .090 Aluminum Tenant Panel w/Routed Copy and Acrylic Back-up, Textured and Painted Surface (TBD)
- ⑤ Flat Cut Out Aluminum Letters
- ⑥ CMU Split face

[illegible]



GENERAL NOTES	
1. All work shall be in accordance with the latest edition of the Uniform Building Code and the International Building Code.	
2. The owner shall be responsible for obtaining all necessary permits and approvals from the appropriate authorities.	
3. The contractor shall be responsible for obtaining all necessary permits and approvals from the appropriate authorities.	
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PROPOSED DEVELOPMENT	
1. Building Footprint	10,000 sq. ft.
2. Parking Lot	100 spaces
3. Landscaped Area	5,000 sq. ft.
4. Access Road	100 ft. wide
5. Utility Lines	100 ft. wide
6. Storm Drainage	100 ft. wide
7. Fire Hydrant	100 ft. wide
8. Fire Alarm	100 ft. wide
9. Fire Sprinkler	100 ft. wide
10. Fire Extinguisher	100 ft. wide
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LA QUENTA SIGN
 1115 EAST PROSPERITY STREET
 SUITE 100
 DALLAS, TEXAS 75243

LA QUENTA DESIGNS, INC.
 1115 EAST PROSPERITY STREET
 SUITE 100
 DALLAS, TEXAS 75243

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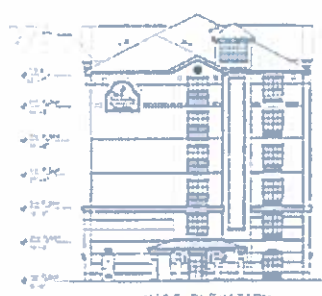
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SOUTH ELEVATION

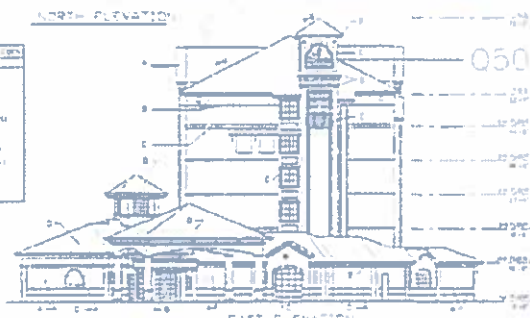


NORTH ELEVATION



WEST ELEVATION

ELEVATION MATERIALS	
1	BRICK
2	CONCRETE
3	GLASS
4	WOOD
5	ROOFING
6	PAINT
7	LANDSCAPE
8	LIGHTING
9	MECHANICAL
10	ELECTRICAL
11	PLUMBING
12	HEATING
13	Cooling
14	Fire Protection
15	Security
16	Accessibility
17	Signage
18	Other



EAST ELEVATION

EXTERIOR ELEVATIONS

LA QUENTA INN
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