



**Nationwide Sign Systems**  
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***SIGN CRITERIA  
FIESTA COMMONS***

**SIGN CRITERIA**

This criteria has been developed to insure design compatibility among all signs at Fiesta Commons in Mesa, Arizona. Conformance to this criteria will be strictly enforced. Any sign installed that is not conforming to this criteria and not approved by Developer/Landlord 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. 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. The Landlord shall review the shop drawings and specification of the (2) two sets and (1) one set return to the Applicant marked "Approved", "Approved as Noted", or "Revised and Re-Submit".
2. "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.
3. 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.
4. 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 Developer/Landlord.
5. Applicant or its Representatives shall obtain all permits for its exterior sign and its installation. Applicant shall be responsible for all requirements and specifications.
6. 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.
7. 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 statutes/codes, ordinances, or other regulations.

8. All signage is subject to City of Mesa approval and this master sign exhibit. Developer/Landlord will support all applications for signs in compliance with this exhibit but cannot guarantee city approval.
9. Tenants can have more than (3) three signs including modifiers and descenders. (Chp. 41 section 11-41-6 E #1c).
10. Tenants will be able to go over the 160 sq.ft. (Chp. 41 section 11-41-8 D #13A) with out going in front of the Board of Adjustment.
11. All signage shall be constructed and installed at Tenant's expense.
12. Tenant and the Tenant's Contractor shall be responsible for the repair of any damage caused by installation or removal of any signage.
13. 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.
14. 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.
15. Any penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
16. All exposed metals shall be painted to render them inconspicuous.
17. No exposed tubing, conduit, will be permitted. All conductors, transformers, and other equipment shall be concealed. Raceways at Landlords discretion.
18. All electrical signs shall bear the UL label and be mounted on top of letters.
19. All signs shall conform to the Uniform Building Code Standards.
20. All electrical signs shall conform to the National Electrical Code Standards.
21. Tenant shall be liable for the operation of their Sign Contractor.
22. Painted lettering will not be permitted.
23. Flashing, moving, or audible signs will not be permitted with the exception of drive-thru menu boards and speakers.
24. Logos may be permitted. All logos may be pan-channel with company graphics and must be approved by the Landlord.
25. 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.
26. Wall signs shall consist of individual interior LED illuminated pan-channel letters or halo-illuminated reverse pan channel letters. These letters shall be mounted on the building fascia in the area allocated for sign by the Developer/Landlord.



27. Letter style and color shall be subject to the approval by the Developer/Landlord.
28. All approved monument sign tenant panels to have routed out graphics with back-up acrylic.

### **ANCHOR PAD TENANT**

1. An Anchor Pad Tenant is defined as a free standing building in the shopping complex. May have 1 sign per elevation, depending on building elevations.
2. All signage for Anchor Pad Tenants shall calculate signage by the following formula: (2) square feet to (1) linear foot (using longest elevation) maximum on building frontage elevation. No sign to exceed 80% of leased front. Maximum 220 square feet total.
3. Type of Signage: Pan-Channel Letters or Halo-illuminated Reverse Pan Channel.
  - A. Pan-channel letters: Returns 5" or 8", made of aluminum. Reverse Pan Channel: 3"-5" made of aluminum.
  - B. Major Tenant's faces may use corporate colors per individual corporate identities.
  - C. Trim cap colors may use 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 pan-channel letters with company graphics. Definition (pan-channel) .125" acrylic face, 3/4" trim cap, 5"-8" returns. Returns to match.
  - H. Maximum Letter Height: Not to exceed 60" height one line of copy. Two lines of copy may not exceed 72".
  - I. Maximum Logo Height: Not to exceed 60".
  - J. National Franchise may use their custom National colors.

### **PAD MONUMENT SIGNS (MSP Modification - 11/03/2016)**

1. Pad Monument Signs amended 11/03/2016, Salad & Go Pad Monument Sign will maximize any further detached signage. No more signs can be approved under current CSP.

### **RESTAURANT TENANT (Fig. 1)**

1. Tenant may have (1) sign per elevation, depending on building elevations.
2. All signage for Restaurant Tenants shall be calculate signage by the following formula: (2) square feet to (1) linear foot maximum (using longest elevation) on building frontage elevation. No sign to exceed 80% of leased front. Maximum 220 square feet total.
3. Type of Signage: Pan-Channel Letters or Halo-illuminated Reverse Pan Channel.
  - A. Pan-channel letters: Returns 5" or 8", made of aluminum. Reverse Pan Channel: 3"-5" made of aluminum.



- B. Major Tenant's faces may use corporate colors per individual corporate identities.
- C. Trim cap colors may use 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 5-1/2" must be double stroke LED's.
- F. LED color to match acrylic faces.
- G. Logos may be pan-channel letters with company graphics. Definition (pan-channel) .125" acrylic face, 3/4" trim cap, 5"-8" returns. Returns to match.
- H. Maximum Letter Height: Not to exceed 5'x 24', one or two lines of copy.
- I. Maximum Logo Height: Not to exceed 5'.
- J. National Franchise may use their custom National colors.

**PARCEL 2 (Fig. 2)**

1. In-Line Tenant may have (1) sign per elevation depending on building elevations.
2. The area of the copy on the main sign fascia shall not be greater than (2) square feet to (1) linear foot maximum (using longest elevation) on building frontage elevation. No sign may occupy an area greater than 80% of their leased space.
3. Type of signage: Pan Channel Letters or Halo-illuminated Reverse Pan Channel Letters.
  - A. Pan-channel letters: Returns 5" or 8", made of aluminum. Reverse Pan Channel: 3"-5" made of aluminum.
  - B. Major Tenant's faces may use corporate colors per individual corporate identities.
  - C. Trim cap colors may use 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 5-1/2" must be double stroke LED's.
  - F. LED color to match acrylic faces.
  - G. Logos may be pan-channel letters with company graphics. Definition (pan-channel) .125" acrylic face, 3/4" trim cap, 5"-8" returns. Returns to match.
  - H. Maximum Letter Height: Not to exceed 50"x (see fig. 2) height one or two lines of copy.
  - I. Maximum Logo Height: Not to exceed 50".
  - J. National Franchise may use their custom National colors.



### **SMALLER BRICK FASCIA (Fig. 3)**

1. Tenant shall have one wall sign per street front of individual internally illuminated pan channel letters or halo-illuminated reverse pan channel letters mounted on the fascia of the canopy.
2. The area of the copy on the main sign fascia shall not be greater than (2) square feet to (1) linear foot maximum (using longest elevation) on building frontage elevation. No sign may occupy an area greater than 80% of their leased space.
3. Type of signage: Pan Channel Letters (5"-8") or Reverse Pan Channel Letters (3"-5").
4. Return, trim cap and face colors at landlords and or tenants discretion.
5. Letter style and color shall be subject to approval by the Developer/Landlord. Logos may be pan-channel type with company graphics.
6. All letters shall not to exceed 30" in height for one line or 30" for two lines of copy. Lower sign band and upper sign band 34" one or two lines of copy.
7. Logos may be incorporated into signage.
8. Window graphics are to be 35% maximum coverage of window area.
9. Acrylic colors to be decided by tenant & approved by Landlord.
10. Trim Cap color up to Tenant and Landlord.
11. Tenants may use pan channel tag lines with same specifications.
12. Inline shop tenants may choose upper or lower sign band area.
13. May use brick area in combination with lower stucco area.

### **IN-LINE SHOP TENANTS - LARGER BRICK FASCIA (Fig. 4)**

1. Tenant shall have one or two signs per street front of individual internally illuminated pan-channel letters or halo-illuminated reverse pan channel letters mounted on the fascia of the canopy.
2. The area of the copy on the main sign fascia shall not be greater than (2) square feet to (1) linear foot maximum (using longest elevation) on building frontage elevation. No sign may occupy an area greater than 80% of their leased space.
3. Type of signage: Pan Channel letters or Reverse pan Channel letters.
4. Return, trim cap and face colors at landlord and or tenants discretion.
5. Letter style and color shall be subject to approval by the Developer/Landlord. Logos may be pan-channel type with company graphics.
6. All letters shall not exceed 50" in height for one line or 50" for two lines of copy.
7. Logos may be incorporated into signage.
8. Window graphics are to be 35% maximum coverage of window area.
9. Acrylic colors to be decided by tenant & approved by Landlord.



10. Trim Cap color up to Tenant and Landlord.
11. Tenants may use pan channel tag lines with same specifications.
12. Inline shop tenants may choose upper or lower sign band.
13. May use brick area in combination with lower stucco area.

#### **END CAP BUILDING A. (Fig.5)**

1. End cap Tenant may have (1) sign per elevation.
2. The area of the copy on the main sign fascia shall not be greater than (2) square feet to (1) linear foot maximum (using longest elevation) on building frontage elevation. No sign may occupy an area greater than 80% of their leased space.
3. Type of Signage: Pan-Channel Letters or Halo-illuminated Reverse Pan Channel.
  - A. Pan-channel letters: Returns 5" or 8", made of aluminum. Reverse Pan Channel: 3"-5" made of aluminum.
  - B. Tenant's faces may use corporate colors per individual corporate identities.
  - C. Trim cap colors may use 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 pan-channel letters with company graphics. Definition (pan-channel) .125" acrylic face, 3/4" trim cap, 5"-8" returns. Returns to match.
  - H. Maximum Letter Height: Upper brick sign area Not to exceed 48" height one line of copy. Two lines of copy may not exceed 60". Lower sign band 34" one or two lines of copy.
  - I. Maximum Logo Height: Not to exceed 60".
  - J. National Franchise may use their custom National colors.

#### **ANCHOR INLINE TENANT BLAST FITNESS TENANT (Fig. 6)**

1. Anchor In-Line Tenant may have 1 sign per elevation depending on building elevations.
2. The area of the copy on the main sign fascia shall not be greater than (2) square feet to (1) linear foot maximum (using longest elevation) on building frontage elevation. No sign may occupy an area greater than 80% of their leased space.
3. Type of Signage: Pan-Channel Letters or Halo-illuminated Reverse Pan Channel.



- A. Pan-channel letters: Returns 5" or 8", made of aluminum. Reverse Pan Channel: 3"-5" made of aluminum.
- B. Major Tenant's faces may use corporate colors per individual corporate identities.
- C. Trim cap colors may use 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 5-1/2" must be double stroke LED's.
- F. LED color to match acrylic faces.
- G. Logos may be pan-channel letters with company graphics. Definition (pan-channel) .125" acrylic face, 3/4" trim cap, 5"-8" returns. Returns to match.
- H. Maximum Letter Height: Not to exceed 84" one or two lines of copy, South elevation. Smaller Pop-Out 40" height one or two lines of copy. Side of building 4' x 20' (1) or (2) lines of copy.
- I. Maximum Logo Height: Not to exceed 72".
- J. National Franchise may use their custom National colors.

### **BIG LOTS TENANT (Fig. 7)**

1. Anchor In-Line Tenant may have (1) sign depending on building elevations.
2. The area of the copy on the main sign fascia shall not be greater than (2) square feet to (1) linear foot maximum (using longest elevation) on building frontage elevation. No sign may occupy an area greater than 80% of their leased space.
3. Type of Signage: Pan-Channel Letters or Halo-illuminated Reverse Pan Channel.
  - A. Pan-channel letters: Returns 5" or 8", made of aluminum. Reverse Pan Channel: 3"-5" made of aluminum.
  - B. Major Tenant's faces may use corporate colors per individual corporate identities.
  - C. Trim cap colors may use 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 5-1/2" must be double stroke LED's.
  - F. LED color to match acrylic faces.
  - G. Logos may be pan-channel letters with company graphics. Definition (pan-channel) .125" acrylic face, 3/4" trim cap, 5"-8" returns. Returns to match.
  - H. Maximum Letter Height: Not to exceed 72" in height one or two lines of copy. West elevation not to exceed 60" x 80% of leased front (1) or (2) lines.



I. Maximum Logo Height: Not to exceed 96”.

J. National Franchise may use their custom National colors.

### **MONUMENT SIGNS**

All faces to be routed out graphics with back-up acrylic in corporate colors or tenants desired colors.





# FIG. 1

## BAND AREA RESTAURANT SITE



MAXIMUM SQUARE FOOTAGE  
NOT TO EXCEED 220 TOTAL

TENANTS GET (2) SQUARE  
FEET FOR EVERY (1) LINEAR  
FOOT OF LONGEST  
ELEVATION.

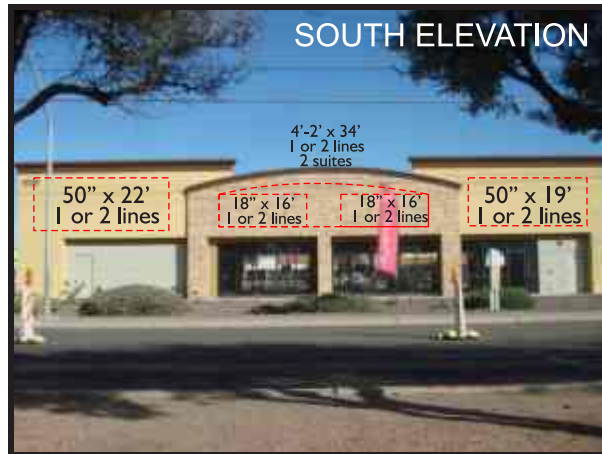






# FIG. 2

## SIGN BAND PARCEL 2



TENANTS GET (2) SQUARE FEET FOR EVERY (1) LINEAR FOOT OF LONGEST ELEVATION. SIGNS THAT FACE INTO SHOPPING CENTER AND CAN NOT BE SEEN FROM ANY ARTERIAL STREET CAN HAVE A SMALL IDENTIFIER SIGN NOT TO EXCEED (18") IN HEIGHT

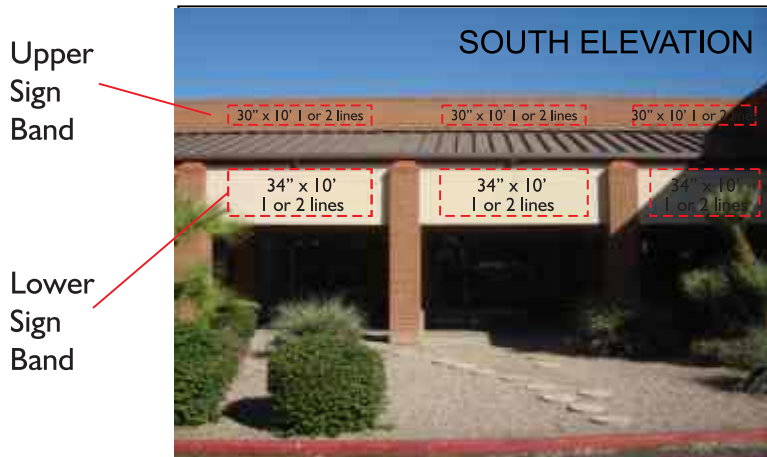




# FIG. 3

## SMALLER SIGN BAND TENANTS

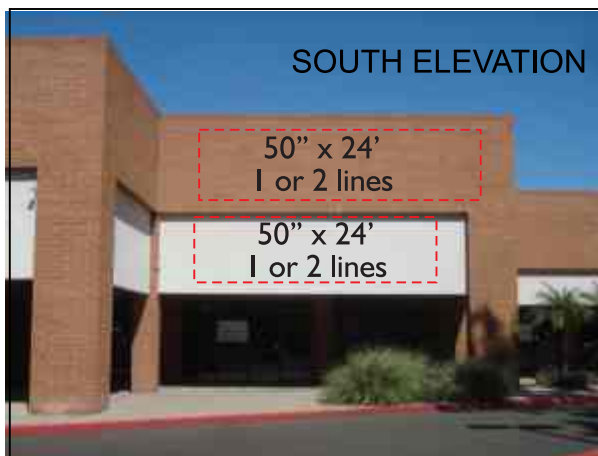
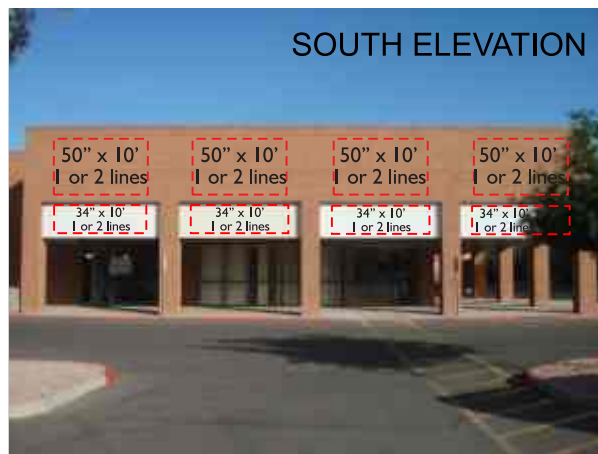
TENANTS MAY CHOOSE UPPER  
OR LOWER SIGN BAND FOR  
SIGN PLACEMENT



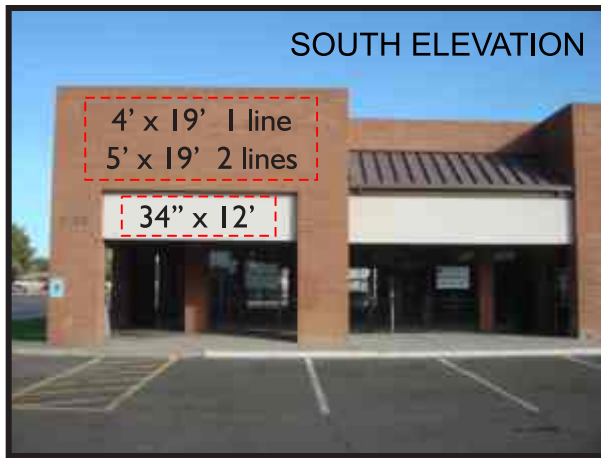
# FIG. 4

## SIGN BAND LARGER BRICK FASCIA

TENANTS MAY CHOOSE UPPER  
OR LOWER SIGN BAND FOR  
SIGN PLACEMENT







# FIG. 5

## SIGN BAND BLDG A END CAP



TENANTS GET (2) SQUARE  
FEET FOR EVERY (1) LINEAR FOOT  
OF LONGEST ELEVATION.

MAXIMUM (200) SQUARE FEET  
TOTAL





# FIG. 6

## BLAST FITNESS

HALO-ILLUMINATION  
OR NON-ILLUMINATED



HALO-ILLUMINATION  
OR NON-ILLUMINATED



MAXIMUM SQUARE FOOTAGE  
NOT TO EXCEED 220 TOTAL

SOUTH ELEVATION



EXISTING  
FRONT



# FIG. 7

## BIG LOTS



60" x 80% of leased front  
1 or 2 lines of copy.

MAXIMUM SQUARE FOOTAGE  
NOT TO EXCEED 22 0 TOTAL

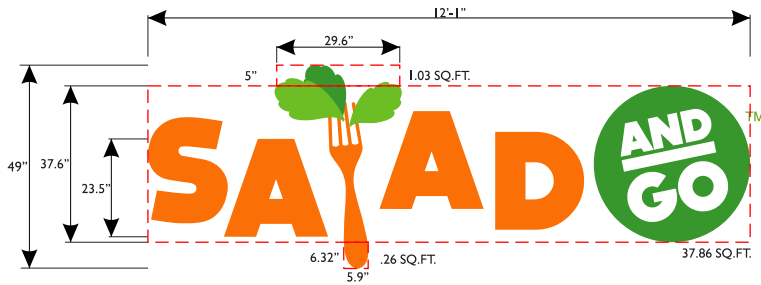


96" x 80% of leased front  
1 or 2 lines of copy.



# FIG. 8

## SALAD & GO



### B INTERNALLY ILLUMINATED PAN CHANNEL LETTERS & LOGO

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

39.15 SQ. FT.

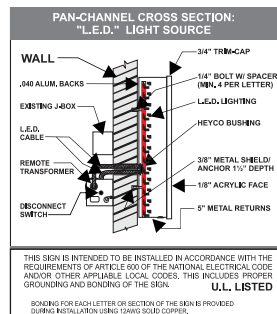
MANUFACTURE AND INSTALL (2) INTERNALLY ILLUMINATED PAN CHANNEL DISPLAY "SALAD": 5" ALERT ORANGE RETURNS, ORANGE TO MATCH PMS #151 C TRIM CAP AND #7328 WHITE ACRYLIC FACES w/ A 3M #230-84 TANGERINE VINYL OVERLAY, WHITE LEDS. "LEAFs": 5" BRIGHT GREEN RETURNS AND GREEN TRIM CAP, WHITE ACRYLIC FACES, WHITE LEDS. 3M #220-156 "VIVID GREEN" & 3M #230-26 "GREEN" VINYL OVERLAYS. "CIRCLE": 5" BRIGHT GREEN RETURNS AND GREEN TRIM CAP, WHITE ACRYLIC FACES, WHITE LEDS. 3M #230-156 "VIVID GREEN" VINYL OVERLAY. MOUNT FLUSH TO FASCIA AS SHOWN.



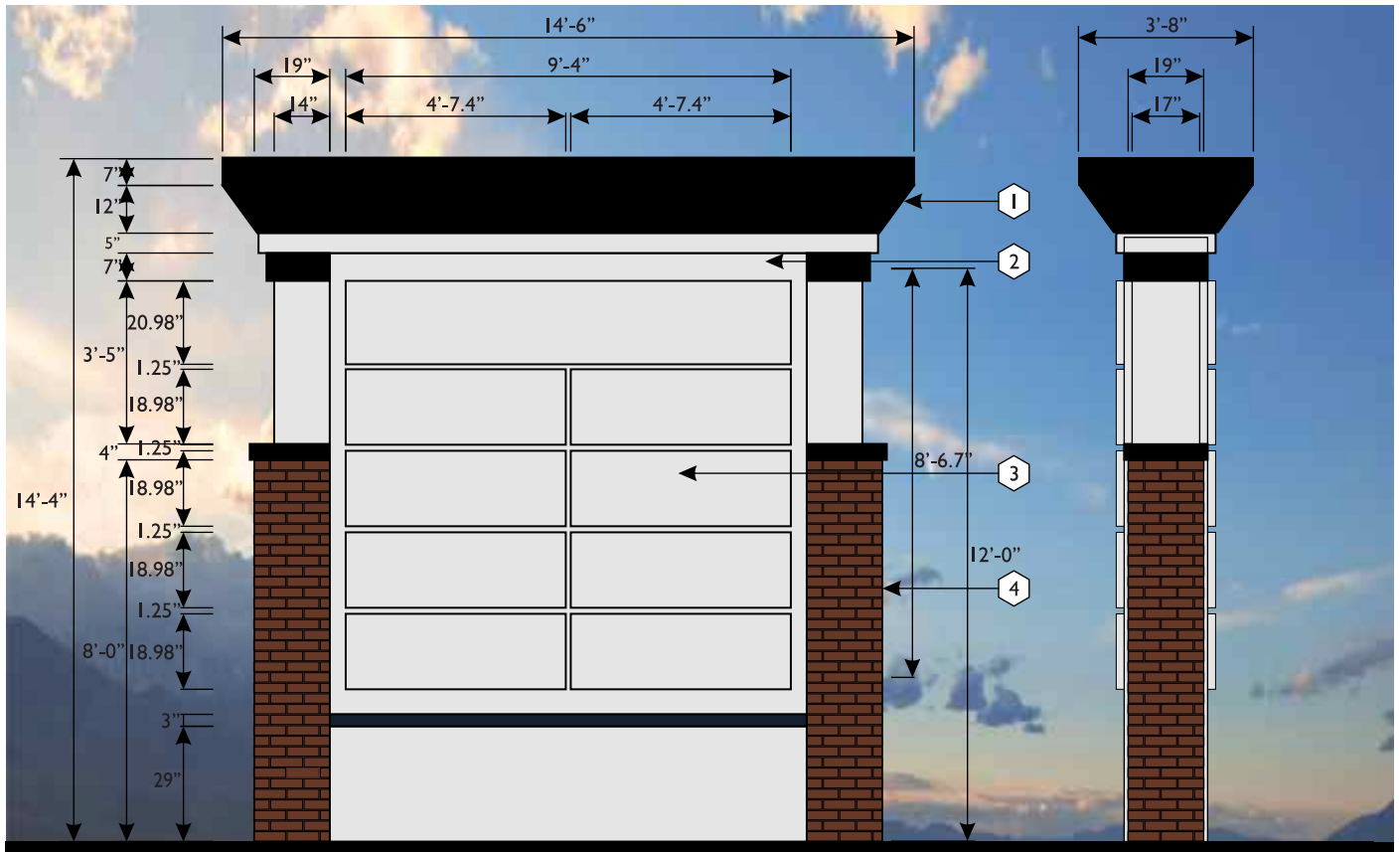
WEST ELEVATION - SCALE: 3/16" = 1'-0"



NORTH ELEVATION - SCALE: 3/16" = 1'-0"







## MULTI-TENANT MONUMENT SIGN

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

80.00 SQ.FT.

MANUFACTURE AND INSTALL (2) MULTI-TENANT MONUMENT SIGNS.

## SPECIFICATION NOTES

- 1 ALUMINUM CAP AND EMBELLISHMENTS ARE PAINTED TO MATCH EXISTING IN COLOR AND TEXTURE.
- 2 MAIN CABINET IS ALUMINUM PAINTED TO MATCH EXISTING IN COLOR AND TEXTURE. ILLUMINATE WITH HO FLUORESCENT LAMPS.
- 3 TENANT PANELS ARE 1.5" DEEP PAINTED TO MATCH EXISTING IN COLOR AND TEXTURE. TO BE ROUTED OUT WITH BACK-UP ACRYLIC.
- 4 BRICK COLUMNS ARE VENEER TO MATCH EXISTING.





## **B** S/F ILLUMINATED ID MONUMENT SIGN

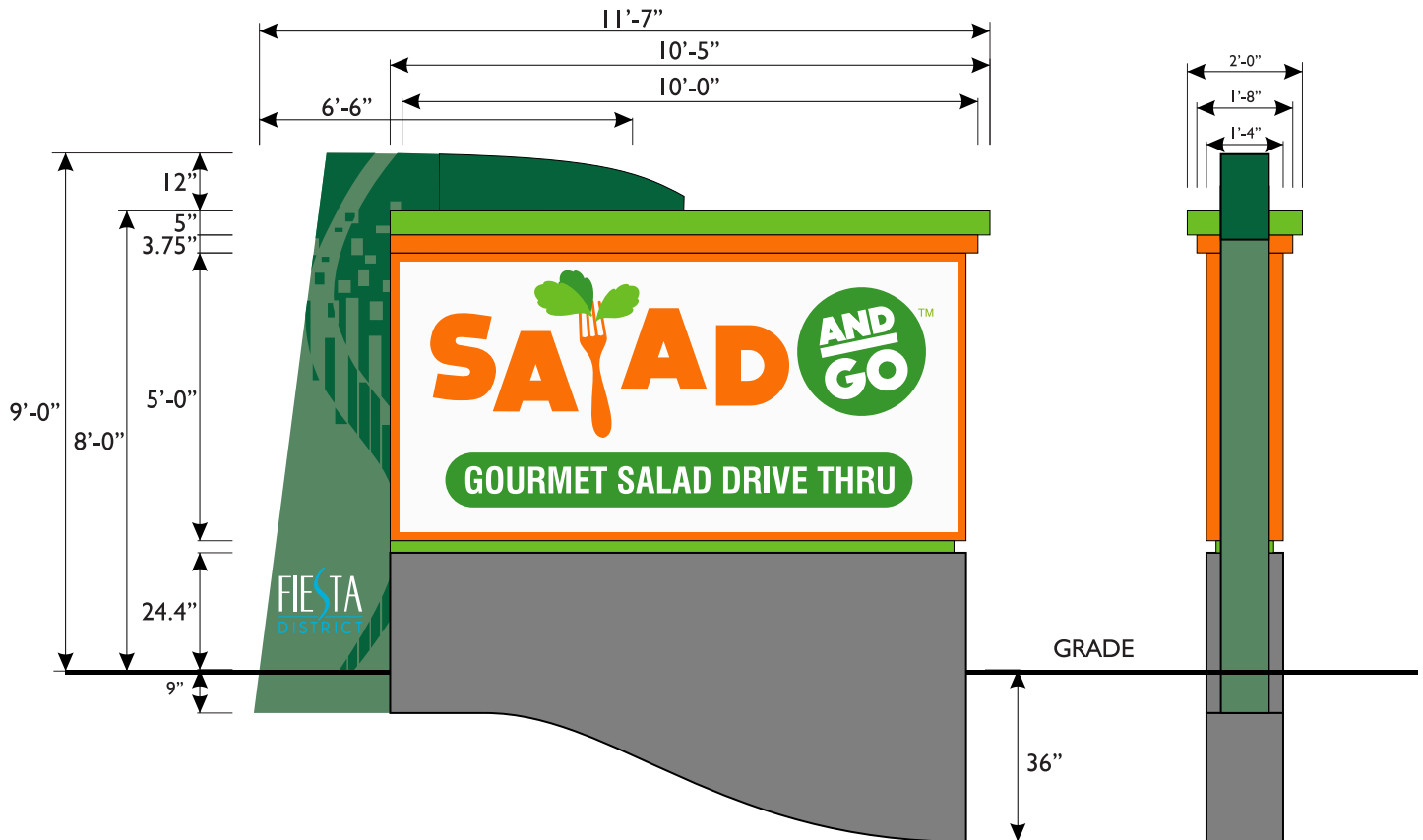
SCALE: 3/16" = 1'-0"

30.45 SQ.FT.

MANUFACTURE AND INSTALL (1) S/F ILLUMINATED ID MONUMENT SIGN.  
 TOP CAP IS ALUMINUM PAINTED TO MATCH EXISTING SIGNS, LIGHT TEXTURE.  
 MAIN CABINET IS ALUMINUM PAINTED TO MATCH EXISTING SIGNS, LIGHT TEXTURE.  
 ROUT OUT FACE WITH WHITE BACK-UP ACRYLIC, 3M BLACK PERFORATED VINYL OVERLAY.  
 HO FLUORESCENT LAMPS FOR ILLUMINATION.  
 BASE HAS BRICK VENEER TO MATCH BUILDING.



# NEW CSP PAD TENANTS MODIFICATION



## **A** 9' D/F ILLUMINATED PAD TENANT SIGN

SCALE: 3/8" = 1'-0"

50.00 SQ.FT.

MANUFACTURE AND INSTALL (1) D/F ILLUMINATED PAD TENANT SIGN.  
 EMBELLISHMENTS ARE PAINTED TO MATCH PMS# 368 GREEN & 1585 ORANGE. LIGHT TEXTURE.  
 MAIN CABINET IS PAINTED TO MATCH PMS# 1585 ORANGE, LIGHT TEXTURE, HO FLUORESCENT LAMPS.  
 ALUMINUM FACE IS ROUTED OUT, PAINTED WHITE AND BACKED WITH WHITE ACRYLIC AND VINYL OVERLAYS.  
 REVEAL IS PAINTED TO MATCH PMS# 368 GREEN, LIGHT TEXTURE.  
 BASE IS ALUMINUM PAINTED TO MATCH COLOR SCHEDULE C I, LIGHT TEXTURE.  
 6" ADDRESS NUMBERS ARE WHITE ACRYLIC.



# NEW CSP MODIFICATION 09/16/16 EXAMPLE



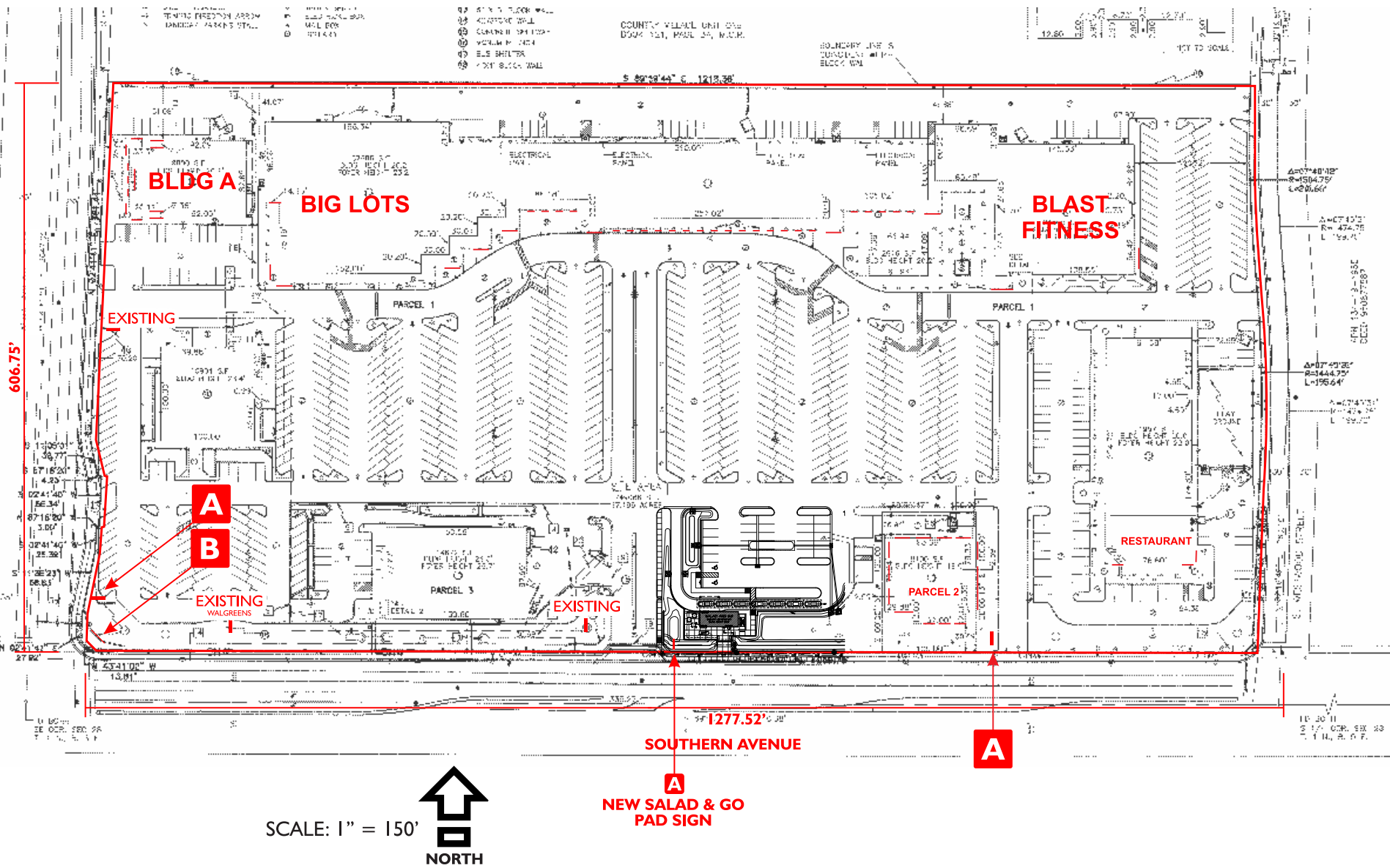
## SPECIFICATION NOTES

- ① EMC IS 10MM FULL COLOR, 96X224 MATRIX. CABINET & EXTENSIONS PAINTED MP 42202SP "NATURAL WHITE".
- ② MAIN CABINET IS ALUMINUM PAINTED MP 42202SP "NATURAL WHITE". HO FLUORESCENT LAMPS. WHITE LEXAN FACE WITH 3630-36 BLUE AND 3630-53 CARDINAL RED VINYL OVERLAYS.
- ③ BASE IS CONCRETE, PAINTED PMS# 187 CARDINAL RED..
- ④ 6" ADDRESS NUMBERS ARE .25" WHITE ACRYLIC.
- ⑤ EMBELLISHMENT IS ALUMINUM PAINTED PMS# 187 CARDINAL RED AND Mp14440 "PRESSED ROSE PINK". FIESTA LOGO IS VINYL OVERLAY. 7725-25 SUNFLOWER & 7725-10 WHITE.



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Rev. 7 20





# Fiesta Commons Shopping Center

NEC Alma School & Southern, Mesa, AZ



Aerial View

HINKSON COMPANY, LLC

HinksonCompany.com

(480) 794-1887





## Site Plan