

Comprehensive Sign Package

COMPREHENSIVE  
SIGN  
PACKAGE

## La Gran Plaza

SEC of Southern & Stapley  
Mesa, AZ

Written 4-18-2017

Prepared by:



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## NARRATIVE

The anchor tenant desires to add modifier / department signs to their exiting sign package. The department signs are necessary to communicate services provided and are consistent with other shopping centers in the area, specifically the anchor tenant in the neighboring complex located on the NWC of the same intersection, within the Mesa Ranch Plaza.

We have met with staff and during our pre-application meeting staff was supportive of the proposal. The applicant agreed to re-write the CSP to modernize and update it. The applicant has agreed to build the modifier signs as Reverse Pan Channel Letters to provide a significant upgrade to a traditional set of letters.

**COMPREHENSIVE SIGN PACKAGE  
LA GRAN PLAZA  
MESA, ARIZONA**

**I. INTRODUCTION**

The intent of this comprehensive sign package is to establish and maintain a continuity of quality and aesthetics throughout La Gran Plaza for the mutual benefit of all Tenants.

**II. GENERAL REQUIREMENTS**

- A. Each Tenant (or representative) shall submit two (2) sets of scale drawings of proposed signage for approval by Landlord indicating the location, size, layout, design, color and method of attachment. Upon Landlord approval, a signed copy will be returned.
- B. All signs shall be constructed and installed at Tenant's sole expense.
- C. All signs shall be reviewed for conformance with these criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of the Landlord.
- D. Signs installed without written approval from the Landlord may be subject to removal repairs to sign band or removal of signage resulting from unapproved installations.
- E. Tenant and his sign contractor shall repair any damage caused during installation or removal of any signage.
- F. Flashing, animated or audible signs are prohibited.
- G. No window signs are permitted without written approval from the Landlord. Window signs, if permitted shall not exceed 25% of the window on which it is displayed.
- H. A-frame signs and any portable signs of any nature are prohibited.
- I. Outlining of a building by means of neon lighting, incandescent lighting or other exposed artificial lighting is prohibited.
- J. A fixed balloon used as a sign (which means any lighter-than-air or gas filled balloon attached by a tether to a fixed place) is prohibited.
- K. Portable signs, posters, banners or flags are prohibited.
- L. Tenant shall be responsible for obtaining all sign permits from the City of Mesa prior to the installation of any signage.

- M. All sign companies contracted by Tenant must carry workman's compensation and public liability insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs in the amount of one and no/100 dollars (\$1,000,000.00) per occurrence.

### **III. SPECIFIC TENANT RESPONSIBILITIES**

- A. Each tenant shall, at their own expense, install and maintain their own identification sign in accordance with specifications noted herein. Should Tenant's sign require maintenance or repair, Landlord shall give Tenant thirty (30) days written notice to perform said maintenance or repair. Should Tenant fail to perform, Landlord shall undertake repairs. Tenant shall reimburse Landlord within ten (10) days from receipt of invoice.

### **IV. CONSTRUCTION REQUIREMENTS FOR BUILDING MOUNTED SIGNAGE**

- A. All fasteners shall be made of aluminum.
- B. No labels shall be permitted on the exposed surface of signs, except those required by ordinance.
- C. No exposed tubing, conduit, crossovers or conductors will be allowed. All wiring, transformers, and other electrical components or parts shall be concealed. No exposed raceways will be allowed.
- D. All electrical signs shall bear the UL label, conform to current IBC standards, and to current National Electrical Code Standards or newer.

### **V. BUILDING SIGNAGE DESIGN REQUIREMENTS FOR ANCHOR TENANT**

Anchor Tenant shall be defined as a Tenant occupying 50,000 square feet of leased floor space or greater. Identification signs shall be designed as an integral part of the building fascia in a manner complimentary to adjacent and facing building fronts. Anchor Tenant will be allowed a maximum of two (2) square feet of signage for each lineal foot of leased frontage on each building elevation up to a maximum 280 square feet aggregate sign area for all building elevations. Anchor Tenant may erect up to eight building mounted signs consisting of 1 primary sign, 4 modifier signs on primary (West) elevation and 1 primary on secondary (North) elevation. In no case shall a Anchor Tenant's sign exceed 80% of the height of the sign band or wall to which the sign is attached, and no tenant sign shall exceed 80% of the length of the leased frontage or 80% of the length of the sign band or wall to which the sign is attached, whichever is less.

**VI. BUILDING SIGNAGE DESIGN REQUIREMENTS FOR PAD TENANTS**

Pad Tenant shall be defined as a Tenant occupying a single use building. Identification signs shall be designed as an integral part of the building fascia in a manner complimentary to adjacent and facing building fronts. Each tenant will be allowed a maximum of two (2) square feet of signage for each lineal foot of leased frontage on each building elevation up to a maximum 160 square feet aggregate sign area for all building elevations. All Pad Tenants may erect up to three building mounted signs. Regardless of frontage, in no case shall tenant's sign exceed 80% of the height of the sign band or wall to which the sign is attached, and no tenant sign shall exceed 80% of the length of the leased frontage or 80% of the length of the sign band or wall to which the sign is attached, whichever is less.

**VII. BUILDING SIGNAGE DESIGN REQUIREMENTS FOR INLINE TENANTS**

An Inline Tenant shall be defined as a Tenant occupying less than 30,000 square feet of leased floor space and located in a multiple user building. Identification signs shall be designed as an integral part of the building fascia in a manner complimentary to adjacent and facing building fronts. Each tenant will be allowed a maximum of two (2) square feet of signage for each lineal foot of leased frontage on each building elevation up to a maximum 160 square feet aggregate sign area for all building elevations. End cap Tenants located on an end space or corner may erect up to three building mounted signs. Inline Tenants with only two frontages may erect up to two building mounted signs. In no case shall tenant's sign exceed 80% of the height of the sign band or wall to which the sign is attached, and no tenant sign shall exceed 80% of the length of the leased frontage or 80% of the length of the sign band or wall to which the sign is attached, whichever is less.

## **VIII. BUILDING MOUNTED SIGNAGE CONSTRUCTION REQUIREMENTS**

All building mounted signs shall be defined as pan channel internally illuminated letters. Final approval of any building mounted sign is at the sole discretion of the Landlord.

### **Pan Channel Internally Illuminated Letter Specifications:**

- Aluminum construction with minimum .063 backs and .040 returns
- 5" deep returns painted with acrylic polyurethane or equivalent
- Minimum 3/4" trimcap
- 3/16" translucent acrylic faces - Colors are open for corporate ID
- 3/16" white plex with translucent vinyl overlay will be acceptable to achieve custom colors
- No clear plex or clear lexan faces will be acceptable
- Internal illumination with neon or LED fixtures
- Neon signs shall use UL approved electrobit housings and 30ma GFI transformers
- LED signs shall use UL approved components throughout

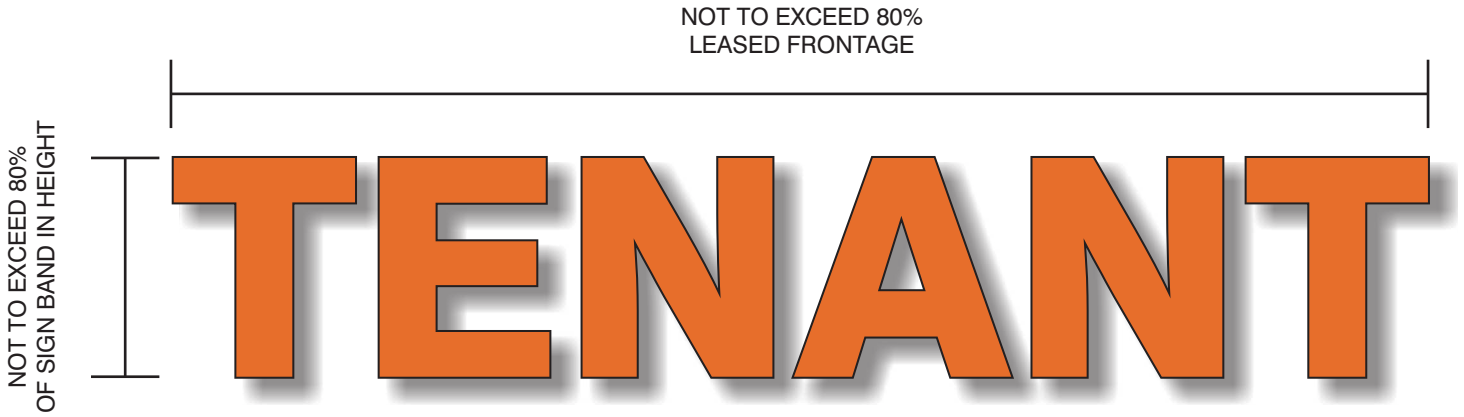
## **IX. FREESTANDING MULTI-TENANT MONUMENT SIGN DESIGN REQUIREMENTS**

There will be two freestanding multi-tenant identification signs. All project identification signs shall be constructed as per the attached approved details. Individual tenant panel design and location must be approved through the Landlord in writing.

### **Main Multi-Tenant Identification Sign**

- Main 14'-4" high double faced internally illuminated multi-tenant monument sign

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**TYPICAL SET OF PAN CHANNEL LETTERS.**

## CONSTRUCTION

.063" ALUMINUM CONSTRUCTION.  
5" DEEP RETURNS, .040" CLC, COLOR AS PER TENANT.  
3/4" TRIM CAP, COLOR AS PER TENANT..

## MOUNTING

MOUNT FLUSH TO WALL.

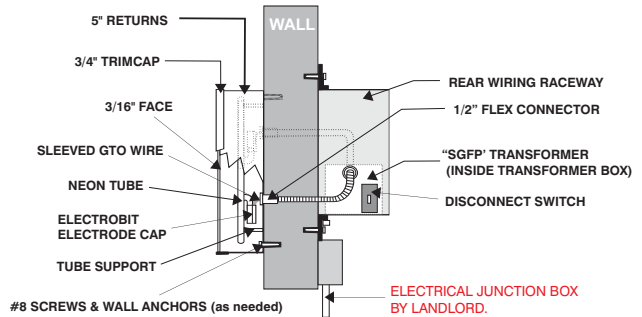
## FACE

3/16" SG ACRYLIC, COLOR AS PER TENANT.

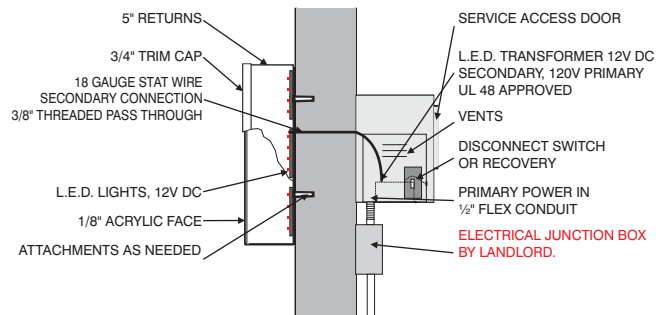
## ILLUMINATION

L.E.D. OR NEON, SINGLE OR DOUBLE STROKE.  
1 STROKE PER 4"  
WITH REMOTE TRANSFORMER.

### NEON ILLUMINATED PAN CHANNEL LETTERS



### L.E.D. ILLUMINATED PAN CHANNEL LETTERS



## SIGN MATRIX

EL SUPER	EXISTING	PROPOSED
SQUARE FOOTAGE NORTH	101	121
# OF SIGNS NORTH	1 I.D.	1 I.D.
SQUARE FOOTAGE WEST	139	179
# OF SIGNS WEST	1 I.D.	1 I.D. 4 MODIFIERS
TOTAL:	240 EXISTING / 240 ALLOWED	280

The remaining tenants are proposed to have signage allotments that match existing Code requirements, which are 2.0 sqft. of area per 1 linear foot of building frontage, 160 sqft. maximum.

DETAILED	EXISTING	PROPOSED
STAPLEY FRONTAGE	12' @ 80 SQFT.	12' SIGN@ 80 SQFT.
SOUTHERN FRONTAGE	12' @ 80 SQFT.	12' SIGN@ 80 SQFT.