



# MOUNTAIN VISTA MARKETPLACE

10615 E. Southern Ave. | Mesa, AZ 85209

Prepared By:



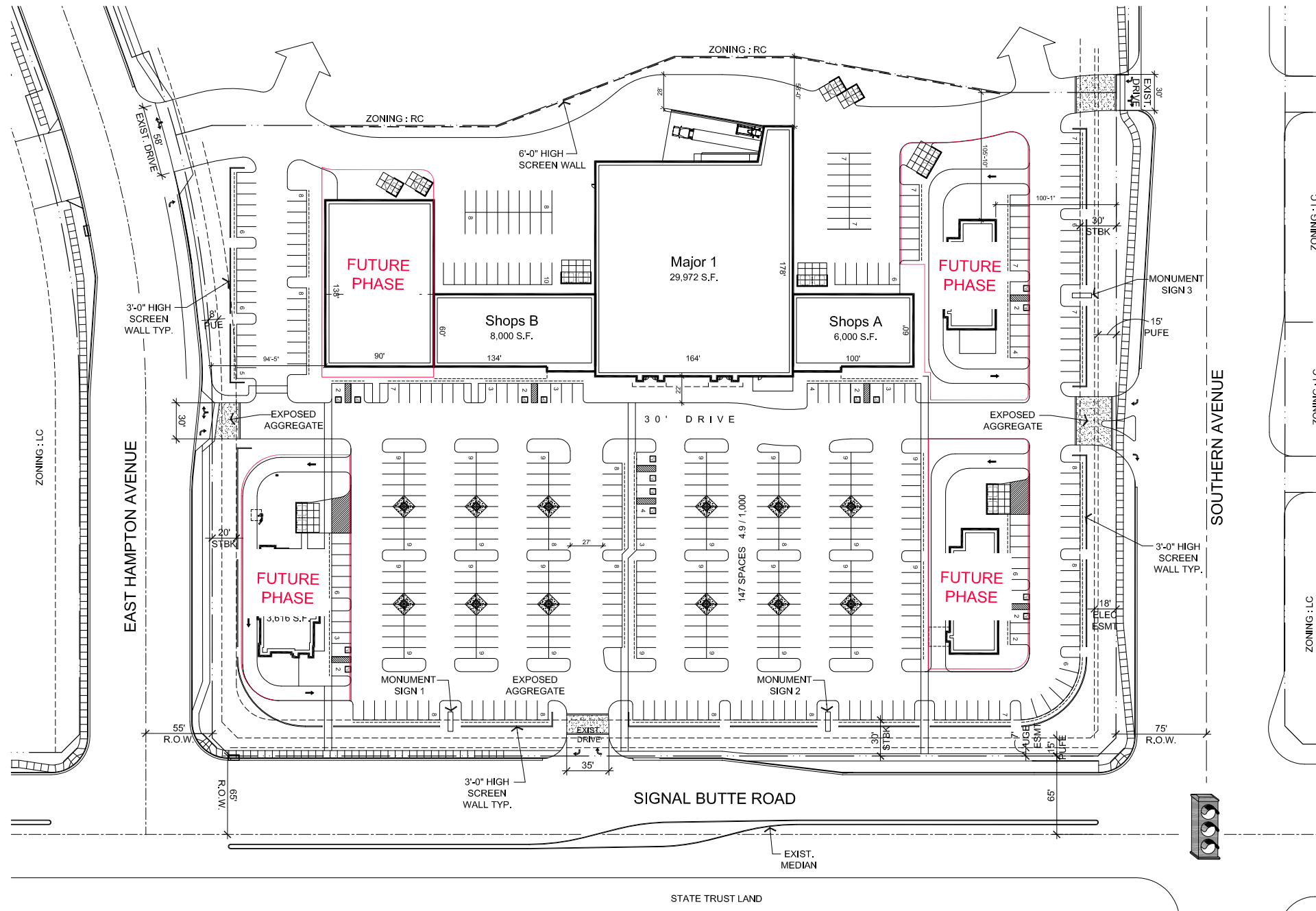
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royalsign.net

170820-05



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Section



# General Information

Intent of Signage / Narrative

Intent of Signage and Graphics Criteria

Mountain Vista Marketplace encourages its tenants to be creative with their signage designs and does not wish to impose upon or hinder any tenants sign ambitions.

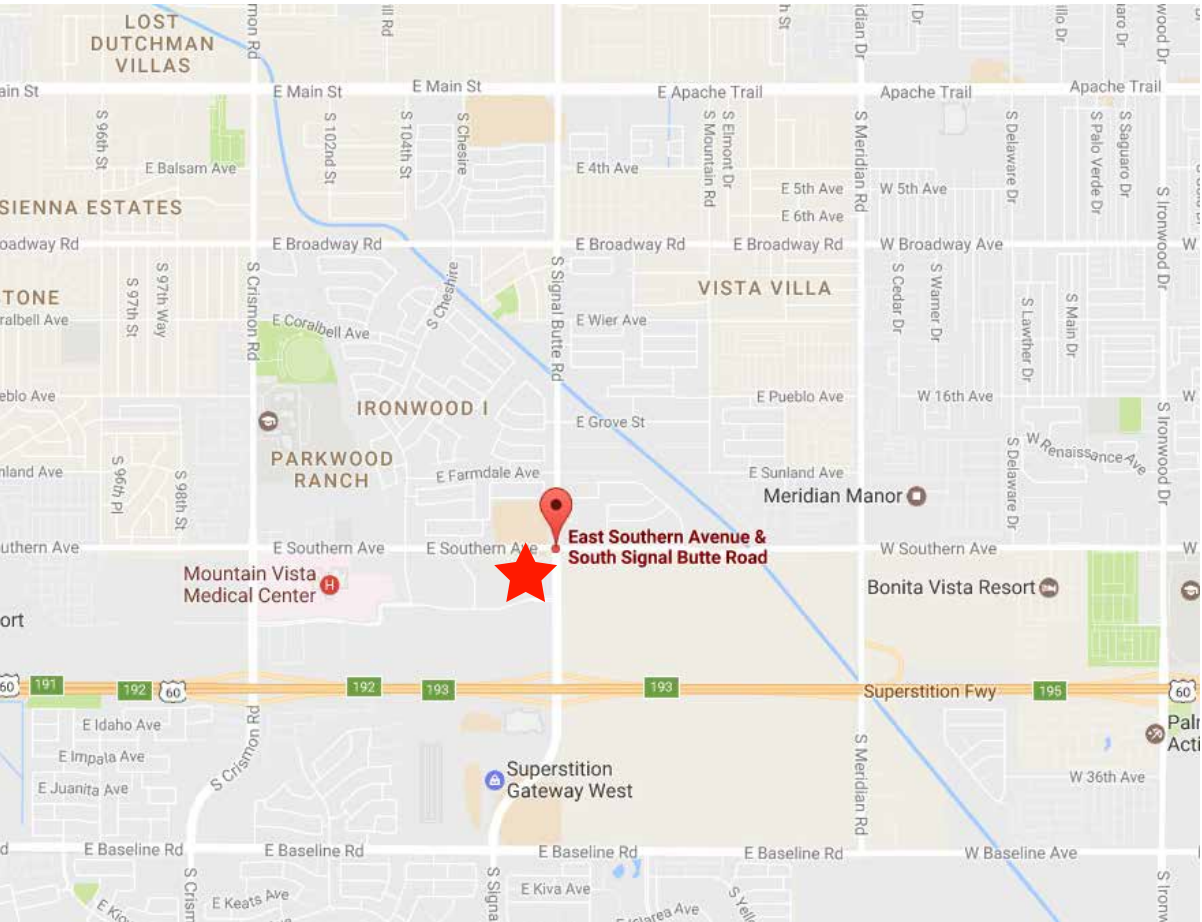
The intent of the Signage and Graphics Criteria for Mountain Vista Marketplace is to produce a consistent collage of signs that tastefully inform the patron while fitting in seamlessly with the context of the environment. All proposed designs and sign materials must be consistent with the design theme, enhancing the storefront and evoking a positive upscale retail center image. Each proposed sign will be evaluated on its originality and compatibility with the neighboring signs and its overall image at Mountain Vista Marketplace.

All signs must comply with all City of Mesa sign ordinance (not expounded upon in this criteria) and will be required to have sign permits issued by the City of Mesa. As of October 2016, the City of Mesa sign code can be viewed in its entirety at: <http://www.mesaaz.gov/home/showdocument?id=11827>

The Landlord reserves the sole right to interpret, enforce and administer this Signage and Graphics Criteria. Landlord approval does not imply that a tenant's sign plan complies with the City of Mesa sign ordinance. Tenants and their licensed sign contractors have the responsibility to ensure code compliance and obtain the mandatory permits.

For questions regarding the signage & graphics criteria, or for help with the fabrication and/or installation of your sign package, please contact:

Dane Alvord  
Royal Sign  
602-278-6286 Ext. 212  
dane@royalsign.net



## General Requirements

- A). Imaginative sign layouts are encouraged.
- B). Each tenant will submit digital copies of detailed drawings specifying the location, size, layout, design methods of illumination and color of the proposed sign, including lettering and/or any special logo graphics. Submit drawings via E-mail to Landlord.
- C). After written approval of the tenant's sign plans have been provided by the Landlord, all permits for signs and their installation shall be obtained by the tenant or its representative from the City of Mesa prior to sign installation.
- D). The tenant must have their signage installed prior to opening for business.
- E). Any signs installed or placed by the tenant on the premises or within the common area without the prior written approval of the Landlord will be subject to removal and proper installation at the tenant's cost. The tenant shall upon request of the Landlord, immediately remove any sign placed in, upon, above or about the premises, or in the common area, and which has not been approved in writing by the Landlord. If the tenant fails or refuses to do so, the Landlord may enter upon the premises and remove the same. The tenant shall be responsible for damages to cover the cost of repairs to sign fascia or removal of signage resulting from unapproved installations. The tenant shall be solely responsible for any and all fines, duties and liens whatsoever imposed upon the Landlord or Mountain Vista Marketplace by any governmental body or agency having jurisdiction there over pertaining to any sign which the tenant has placed or permitted to be placed in, upon, above or about the premises which is in violation of any ordinance, rule, law, directive, regulation, requirement, guideline or order of such body or agency. The tenant agrees that the exterior signs of the premises shall remain illuminated during the standard hours of operation of Mountain Vista Marketplace established by the Landlord.

## Prohibited Signs

- Conventional acrylic faced sign cabinets.
- Raceway mounted signage (where avoidable).
- Painted or hand lettered signs.
- Paper, cardboard and Styrofoam signs.
- Vacuum formed or injection-molded plastic signs.
- Flashing, moving or audible signs.
- Inflatable signs or graphic devices.
- Flags or pennants.
- Internally illuminated awnings.
- PK mounted Illumination.
- Other signs deemed unsuitable by the Landlord.

## Upon Completion of Tenure

Customer is responsible for:

- Removal of all retired signage.
- Repair of eifs surface for any flush mount sign.
- Replacing used signage eyebrows with new units.
- Re-facing their under canopy sign with a new, blank face.
- Replacing any occupied tenant panels with new, blank units.

PAINT BY SHERWIN WILLIAMS



SW7069  
IRON ORE  
(STEEL COLOR)



SW7548  
PORTICO



SW6140  
MODERATE WHITE



SW7506  
LOGGIA



SW2820  
DOWNING EARTH

COMPOSITE WOOD PLANKING by MOISTURESHIELD



TIGERWOOD 2X6



WALNUT 2X6

STOREFRONT CANOPY



# Materials Board

Section

B

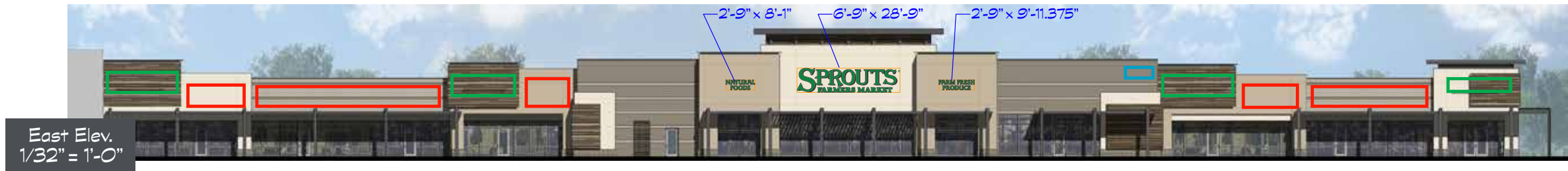
# Tenant Signage





# Sign Design Criteria Grid (Mountain Vista Marketplace)

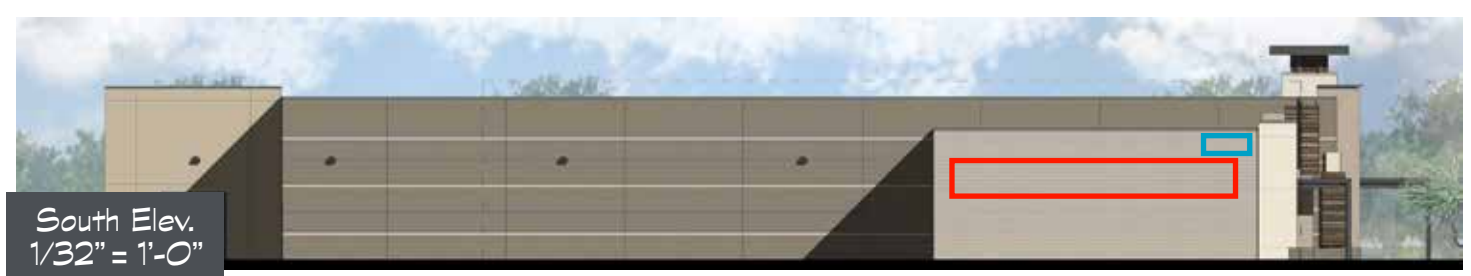
Sign Type	Size	Location	Height	Illumination	Materials
<div><div>A</div><div>Wall Signage</div></div>	<p>Shops tenants are allowed 1 sq ft of signage per every one linear foot of leased frontage specific to the elevation on which the sign is placed. Each occupancy will be permitted a minimum of 24 sq ft and a maximum of 160 sq ft. Pad tenants are allowed 1 sq ft of signage per every one linear foot of leased frontage specific to the elevation on which the sign is placed. A total maximum of 200 sq ft is permitted per pad.</p> <p>Major 1 and Major 2 tenants are permitted 1.5 of signage per every one linear foot of leased frontage specific to the elevation on which the sign is placed. A maximum of 250 sq ft is permitted on the east elevation, and 90 sq ft on the north and south elevations.</p>	<p>Shop and pad tenants may place one sign on each of their leasing elevations. Major 1 and Major 2 may place 3 signs on the east elevation and 1 sign on the north and south elevations.</p> <p>Horizontal width of the signs may not exceed 50% of the building width for Majors 1, Major 2 and pads, or 70% of the occupancy width for shops.</p> <p>Wall signs must be located inside of the sign envelopes shown on the included elevations. Sign locations outside of the illustrated sign envelopes will be permitted only with approval from the landlord.</p> <p>Majors 1 and 2 may place unlimited modifiers lower than 12' AFF using 1' tall letters maximum.</p>	<p>Wall signage must fit inside the natural limitations of the sign envelope created by the building architecture, and must not extend above the roofline.</p> <p>Extending beyond the limits of a sign envelope requires approval from the Landlord.</p>	<p>Facelit , backlit, indirect or a combination thereof.</p> <p>See the approved illumination methods illustrated in this CSP.</p>	<p>Aluminum, acrylic, painted metal.</p> <p>All electrical sign components must be U.L. rated.</p> <p>No labels will be permitted on the exposed surface of signs, except those required by local ordinances.</p> <p>All penetrations of the building structure required for sign installation must be neatly sealed in a watertight condition.</p>
<div><div>B</div><div>Eyebrow Signs</div></div>	<p>The size of eyebrow signage must be compliant with the guidelines for all attached building signage detailed in the box above.</p>	<p>Signage eyebrows are located on all fascias where the building materials make wall repair challenging, in order to maintain the integrity and aesthetics of the building fascia.</p> <p>Letters must be attached to the eyebrows in one of the methods illustrated in this CSP.</p> <p>Letters are not to be located directly on the face of the eyebrow like a traditional raceway.</p>	<p>The maximum height of any letters or logos attach to an eyebrow is 3'-0".</p>	<p>Facelit , backlit, indirect or a combination thereof.</p> <p>See the approved illumination methods illustrated in this CSP.</p>	<p>Aluminum, acrylic, painted metal.</p> <p>All electrical sign components must be U.L. rated.</p> <p>No labels will be permitted on the exposed surface of signs, except those required by local ordinances.</p> <p>Architectural eyebrows are fabricated using 3 1/2" x 3 1/2" aluminum square tubing painted MAP Brushed Aluminum.</p>
<div><div>C</div><div>Window Signs</div></div>	<p>Window signage for pad and shop tenants is not to exceed a maximum 20% of the total window area of the storefront.</p> <p>Anchor A may use window wraps which cover up to 80% of the total window area of the storefront.</p>	<p>On the windows of a tenant's leased space.</p>	<p>The height of all window signage will be reviewed on an individual tenant and site-specific basis.</p>	<p>Non-illuminated</p>	<p>Applied vinyl graphics and glazing.</p>



East Elev.  
1/32" = 1'-0"



North Elev.  
1/32" = 1'-0"



South Elev.  
1/32" = 1'-0"



West Elev.  
1/32" = 1'-0"

**NOTE**

Shop and pad tenants may not exceed 1 square foot of signage for every 1 linear foot of leased frontage specific to the elevation on which the sign is placed.

Sign envelopes (shown here) only illustrate the locations where said maximum amount of signage MAY be located on the building.

Major 1 may not exceed 1.5 square feet of signage for every 1.5 linear feet of leased frontage specific to the elevation on which the sign is placed. Reference page 9 for maximum sizes per elevation.



Wall Signage



Eyebrow Signs

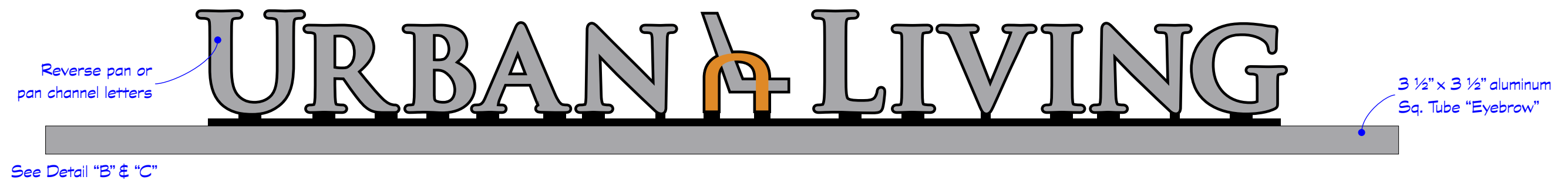
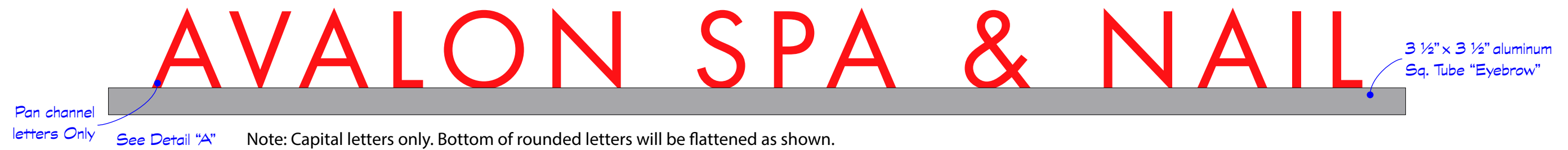


Address Numbers



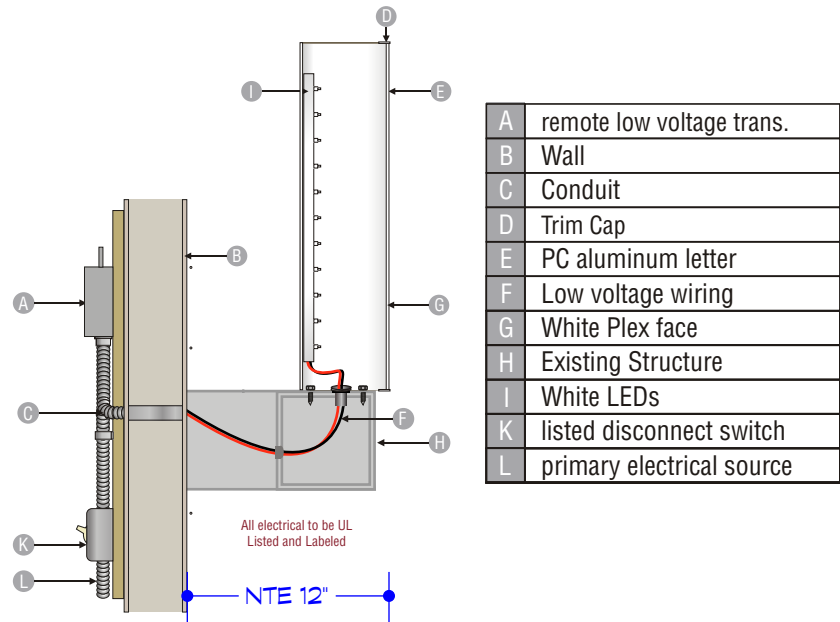
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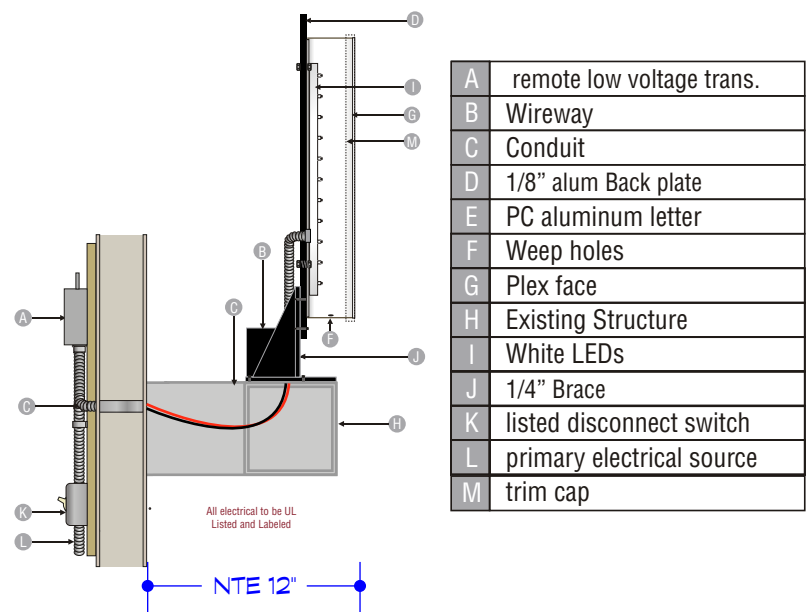


**NOTE**  
Signs shown here are for example only.  
No sign may project more than 12" from building.  
See detail views on following page.

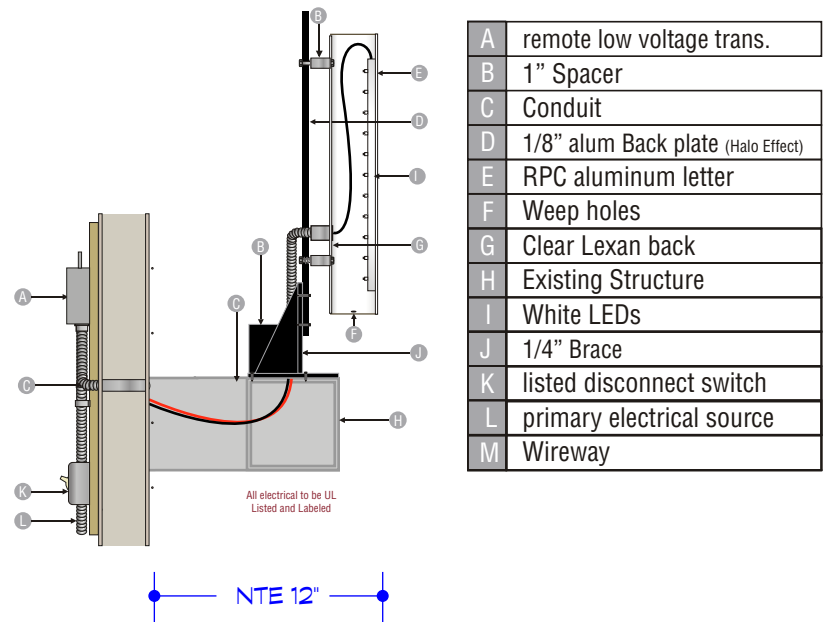
TOP MOUNTED PAN CHANNEL DETAIL "A"



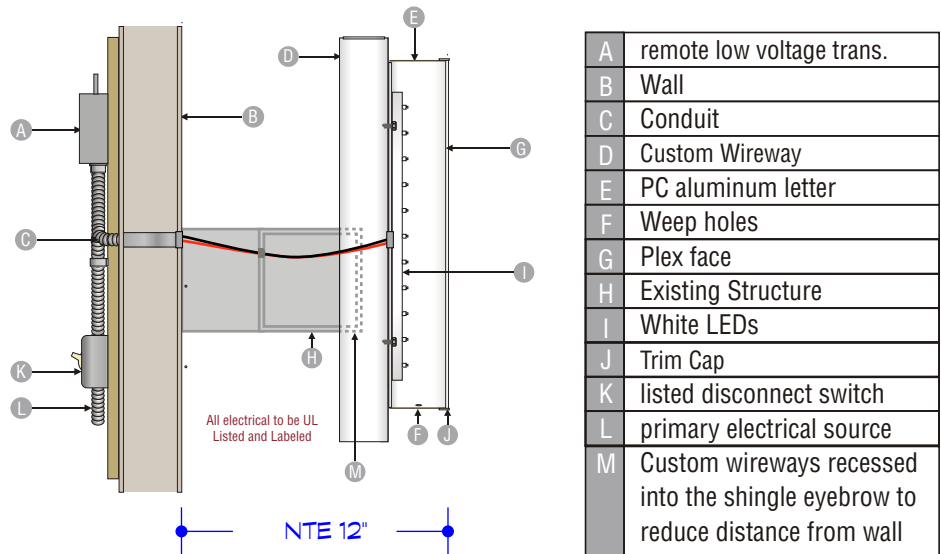
BRACKET MOUNTED PAN CHANNEL DETAIL "B"



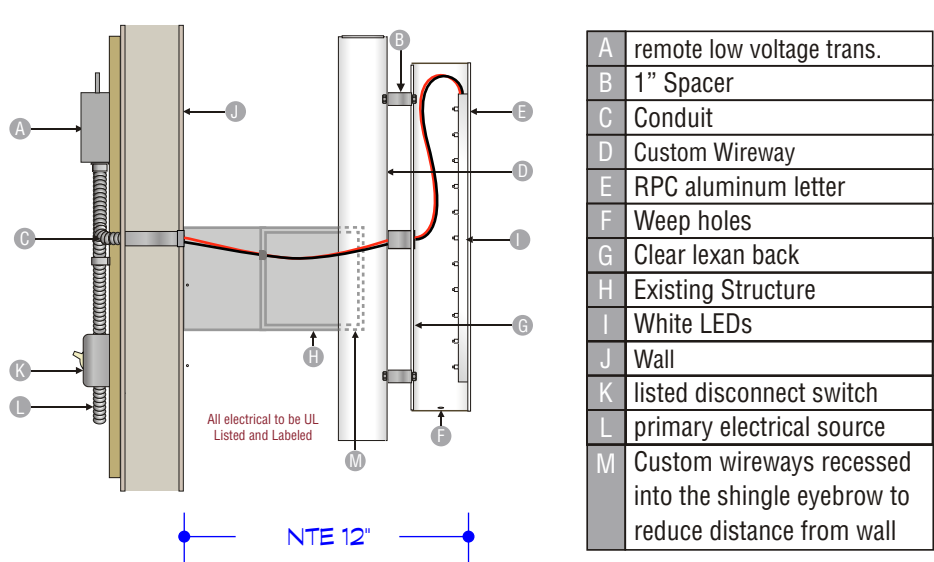
BRACKET MOUNTED REVERSE PAN CHANNEL DETAIL "C"



CUSTOM WIREWAY MOUNTED PAN CHANNEL DETAIL "D"



CUSTOM WIREWAY MOUNTED REVERSE PAN CHANNEL DETAIL "E"



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.

U.L. LISTED

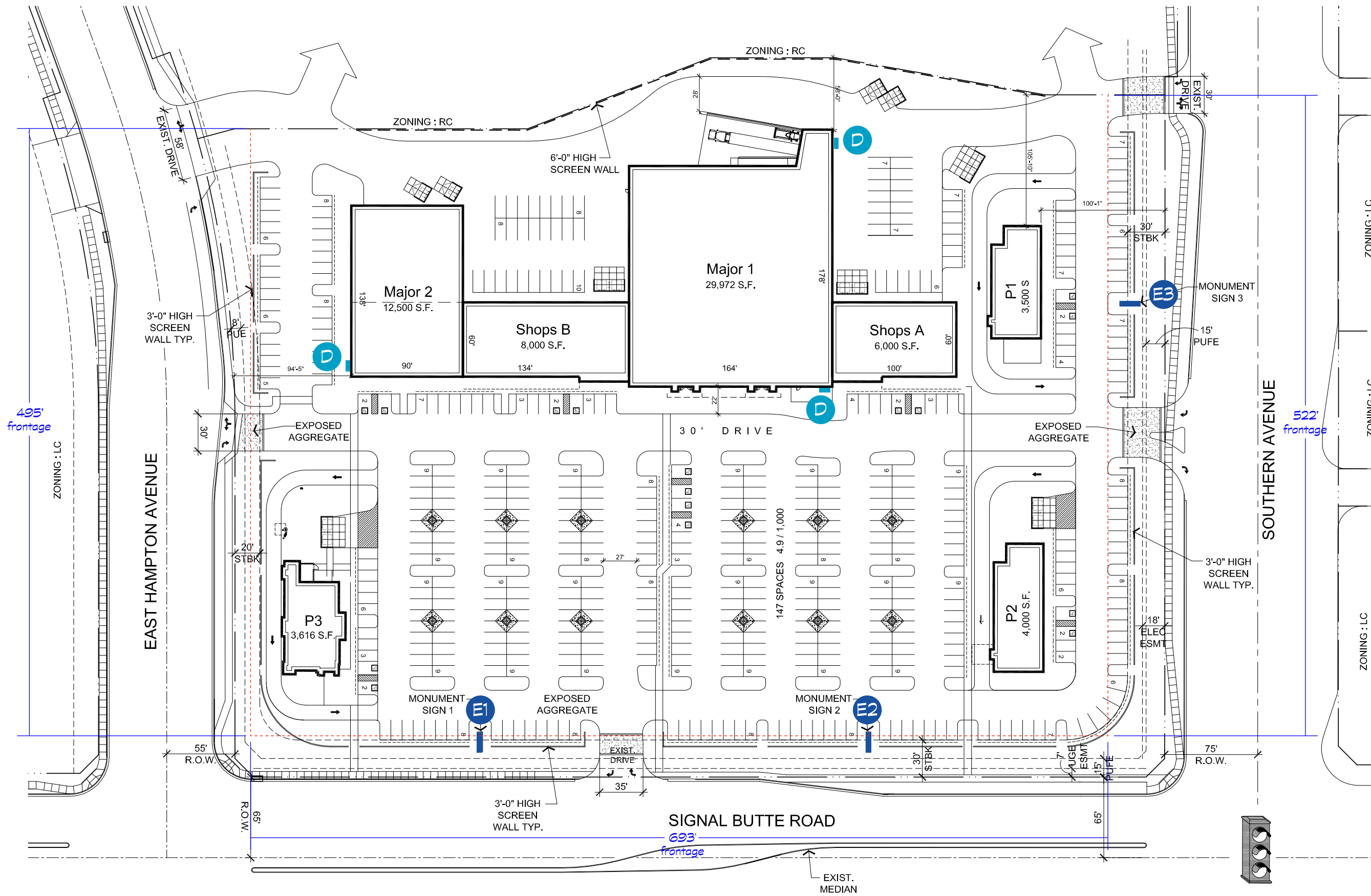
Section



# Property Signage

# Sign Design Criteria Grid (Mountain Vista Marketplace)

Sign Type	Size	Location	Height	Illumination	Materials
<div><div>D</div><div>Address Numbers</div></div>	1'-6" tall x (varying lengths)	Various locations. See attached site plan.	Varies (at top of building) see elevations.	non-illuminated.	Aluminum, painted metal.
<div><div>E</div><div>Monument Signs</div></div>	<p>All monument signs have 94.72 square feet of advertising copy distributed property identification and tenant panels on each face.</p> <p>The usage of tenant panels on each of these signs will be determined by, and at the descretion of the Landlord.</p>	<p>Three monument signs will be located on the property: One (1) monument signs will be located on Southern Rd. and two (2) monument signs will be located on Signal Butte Rd.</p> <p>Monument signage permitted by ordinance for each pad tenant and on Hampton Ave has been eliminated from the CSP in exchange for increased maximum allowances of building wall signage for majors and pad tenants, as well as increased height for the other three multi-tenant monument signs.</p>	Multi-tenant monument signs are 17' 4" tall to the top of the property identification cabinet.	Internally-illuminated.	<p>Aluminum, acrylic and masonry.</p> <p>All tenant panels are aluminum and painted MAP Brushed Aluminum.</p> <p>Tenant copy must be routed out and backed with white acrylic (3M vinyl overlays).</p>



**D**  
Address Numbers

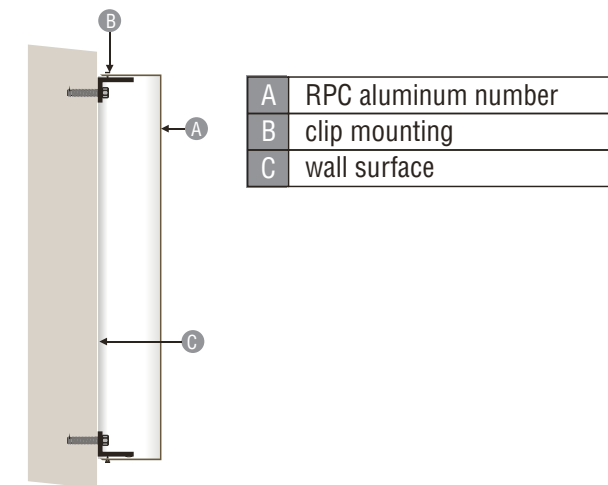
**E**  
Monument Signs





1'-6"  
10615

Non-Illuminated RPC - Cross Section Detail



**D** NON-ILLUMINATED  
BUILDING ADDRESS NUMBERS

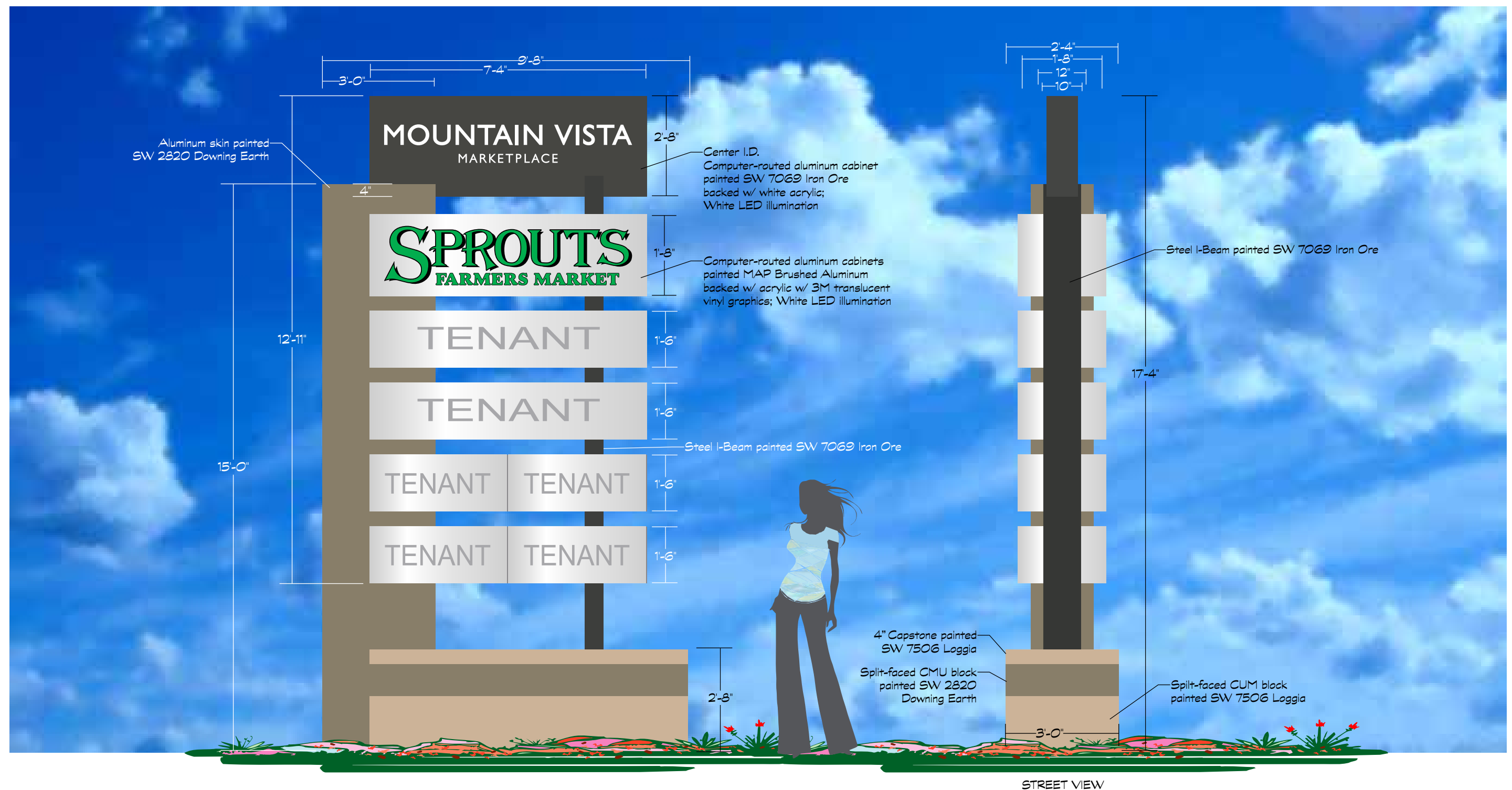
Scale:  
1 1/2" = 1'-0"

Three (3) sets of aluminum construction, non-illuminated RPC address numbers, painted Dark Bronze. Clip-mount (flush) to wall as illustrated.

Note: Actual address T.B.D.







E	FREESTANDING MONUMENT SIGN D/F INTERNALLY-ILLUMINATED	Scale: 3/8" = 1'-0"	Sign Area 94.72 sf
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Fabricate and install three (3) D/F, int-illuminated, pylon signs as illustrated.