

I. INTRODUCTION

Purpose

Power & McKellips Center Comprehensive Sign Plan has been established to provide a professional sign and graphics program that is beneficial to The City of Mesa, Power & McKellips Center tenants and the public. In support of this objective, the following qualities were blended into the design and scope of work within this program:

- * Creative and original designs
- * Integration with project architecture
- * High quality workmanship and materials

This program can be divided into two general categories. The first is the Power & McKellips Center monuments. These signs identify the project by landmarking the identities of the tenants.

The second category of signs are the tenant signs which serve to identify individual tenants and their services. The tenant signs can consist of:

- 1 - Illuminated channel letters and/or logos mounted directly to the building or to a non-standard raceway that is designed to be compatible with the architecture.
- 2 - Illuminated or non-illuminated letters and/or logos integrated into a non-standard raceway or backer panel.
- 3 - Non-illuminated individual letters attached to the architecture

Applicable applications shall follow the Design Standard for Attached Permanent Signs of the Mesa Zoning Ordinance, Section 11-43-2(B)(2).

Materials and finishes are to be of high-quality, appropriate for their application as expected by industry standards, and as outlined in the "General Information" section of this document.

Process

Each tenant or lessee will be provided with a copy of Comprehensive Sign Plan as their first step in obtaining signs within Power & McKellips Center. Tenants will be required to comply with the Sign Plan. All tenants are required to contact the City of Mesa Planning Division before having any sign fabricated or installed. The City requires a permit for all signs prior to installation.

Finally, the "General Information", section located at the beginning of this document spells out the conditions and general scope for both categories of monument and tenant signs.

II. GENERAL INFORMATION

The following section outlines the acceptable scope of work, quality standards and materials for Power & McKellips Center.

A. Electrical and Illumination

1. All fabrication and installation shall comply with Underwriter's Laboratories requirements and specific state and local codes. All components shall bear the U.L. label indicating approval and be manufactured and installed by a U.L. certified shop.
2. All conductors, transformers, ballasts, and other equipment shall be concealed.
3. Primary electric service to all tenant signs shall be placed on tenant's electric service. Tenant will provide time clocks and photo cells for use in conjunction with the electric service.
4. The illumination of all sign components shall be uniform in intensity over all of the illuminated surfaces. No noticeable hot spots or shadows will be allowed.
5. Illumination and electric specifications must appear on all shop drawings.
6. All glass housings, electrodes, tube supports, glass tubing, high voltage cable and all miscellaneous components shall be of first quality industry standards and listed with Underwriter's Laboratories.

B. Construction

1. All bolts, fastenings, clips, conduits, etc. shall be hot-dipped galvanized iron or equal. Where externally mounted, all items shall be painted to match the exterior color of the surfaces mounted thereon.

II. GENERAL INFORMATION

2. All manufacturers/installers are advised that prior to final acceptance, each unit may be inspected for conformance by authorized representative of the landlord. Any signs, found not to be in conformance will be rejected and removed immediately or modified as needed by the tenant or tenant's contractor.
3. No substitutes will be accepted by the landlord whatsoever unless so indicated in specifications and approved by both the landlord (owner) and City of Mesa.
4. Three sets of drawings are required prior to start of any work detailing all specifications and methods of construction and must be approved by the landlord.

C. Installation / Removals

1. All penetrations of any building structure required for sign installation shall be neatly sealed and continuously maintained in watertight condition.
2. All contractors for installation, removal or service must be fully licensed and must provide the landlord with certificate of insurance prior to commencing any work.
3. All methods of attachment to any structure must be detailed on drawings and be approved by the landlord (owner) and The City of Mesa.
4. Sign removals shall include the patching and repairing of entire work area plus the repainting of any "ghosted" areas or as directed by the landlord.

D. Prohibited Signs

1. Conformance to the guidelines for signs at Power & McKellips Center will be strictly enforced. Any illegal non-conforming or unapproved signs are strictly forbidden.
2. Flashing, moving, animated, blinking, or audible effects are prohibited.

II. GENERAL INFORMATION

3. Any sign on a vehicle parked for a duration of time which indicates its use is for the purpose of advertising a particular tenant, service or product is prohibited.
4. Signs that are movable or transportable.
5. Temporary signs other than those allowed by the sign ordinance of The City of Mesa are prohibited. In no case, shall any temporary banners or similar displays be attached or affixed to any permanent freestanding signs.

E. Exceptions

1. Any changes from the Comprehensive Sign Plan must be submitted to the landlord (owner) and The City of Mesa for review.
2. All applications for exceptions must be accompanied by color renderings, samples, shop drawings, and will be subject to a modification of the Comprehensive Sign Plan process.

F. Designs / Submissions

1. It is expected that professional designers will prepare art work for all tenants and that such art work will include scaled schematic drawings and specifications.
2. Submissions will be made to the landlord (owner) and to The City of Mesa for approval before any such work may begin. Work started without approval will be considered non-conforming and will be subject to immediate removal.

III. PROGRAM OVERVIEW - FREESTANDING SIGNS

This section describes in general terms the freestanding signs. For graphic representation and details see "Exhibits" section.

A. Freestanding monuments

1. Purpose: The freestanding signs are designed to help landmark the Center, and to identify the tenants of Power & McKellips Center.
2. Description: There will be two primary anchor tenant monument signs. One at the primary entrance from Power Road, and one at the primary entrance from McKellips Road. The Power road sign will be 12' high (plus 20% for architectural embellishment) and 78 square feet in area. The McKellips sign will be 11' high and 78 square feet.

There will be two secondary tenant monument signs. Each to be in the landscape area fronting McKellips Road. They will be 8' high (plus 20% for architectural embellishment) and 78 square feet in area.

There will be two pad tenant signs. Each to be in the landscape area fronting Power Road, adjoining pads 1 and 2. They will be 8' high and 44 square feet in area.

3. Each type of monument sign will be designed to integrate with the architecture of the Center. Materials will be textured aluminum for all structural cladding, and architectural details. All tenant sign panels will be aluminum, painted ICI # 560, to match the buildings. Tenant graphics will be routed from the aluminum face and backed with acrylic in the tenants logo colors. Lighting will be with internal fluorescent lamping.

Please see Exhibits 1, 2, 3

IV. PROGRAM OVERVIEW - TENANT SIGNS

A. Anchor Tenants

The Anchor tenants constitute the primary tenants located within Power & McKellips Center.

1. The Anchor tenant signs shall be as described in the "Introduction" section of this document which shall conform to the standards described in the "General Information" section of this document. The maximum number of signs per tenant shall be 2 signs for tenants with less than 100 feet of frontage. Tenants with 100' of frontage or greater shall be allowed 3 signs.

The maximum sign area for tenants with more than 300' of store frontage (the Target building) shall not exceed 400 square feet per occupancy. Maximum for tenants with 150' to 300' of frontage (Major 2 building only) shall not exceed 200 square feet of sign area per occupancy. No other tenant shall exceed 160 square feet of sign area.

2. The use of corporate logos, trade styles and colors shall be permitted provided such logo, trade style, and color conform to the Comprehensive Sign Plan.
3. The signs will be located near the main entrance(s) of the Anchor tenants with secondary signs located on the building wall/fascia (see example drawings in the "Exhibits" section of this document).
4. Anchor tenants that have a secondary frontage such as a corner or end tenant will be allowed secondary frontage signs up to 2 square feet of side elevation frontage, with this area to be deducted from the total allowable sign area based on the primary elevation calculation.

IV. PROGRAM OVERVIEW - TENANT SIGNS

B: Shop and Pad Tenants

1. The minor tenant signs shall be as described in the "Introduction" section of this document which shall conform to the standards described in the "General Information" section of this document. Shop or Pad tenant signs are allowed a maximum of 2 signs, not to exceed 2 square feet of area for each frontage foot of building elevation on which the sign will be placed.
2. The use of corporate logos, trade styles, and colors will be permitted (subject to landlord approval) provided such logo, trade style, and color conform to the Comprehensive Sign Plan.
3. Tenants that do not have an established sign program will be encouraged to consult professional design firms in order to develop a sign program that meets the goals stated in this document.
4. The signs shall be sized to appropriately match the scale of the secondary tenant's building walls/fascia.
5. It is intended that the tenant identification signs be implemented using imaginative and varied designs that are appropriate to the sign area allowed for each individual tenant.
6. Shop or Pad tenants that have secondary frontages such as a corner or end tenant will be allowed secondary frontage signs up to 2 square feet of side elevation frontage, with this area to be deducted from the total allowable sign area based on the primary elevation calculation.

IV. PROGRAM OVERVIEW - TENANT SIGNS

C. Window Graphics

It is intended that the window graphics assist the shopper in an informative and readable manner, but not clutter the doors and/or windows on which they are displayed.

1. Tenant may display on either the entry door or adjoining window, but not on both, the following:
 - * Honored Credit Card Decals (maximum of three (3))
 - * Company Name and/or Logo (limited to 6" x 10" area)
 - * Three (3) Lines of Copy (limited to product or service description, business hours and address).
2. Neon window signs shall comply with U.L. standards and will be permitted only with landlord approval.
3. Rear entry signs shall be upper case helvetica medium type-style numerals and/or letters. Materials will be Scotchcal Vinyl or equal, color to be white. Letter height shall be 3" and centered horizontally. Copy will be limited to tenant name address. Top of sign will be 6' from grade.

Two (2) D/F Freestanding Displays

1) ICI Spruce Pine #1083.
90GY 27/083, Light Texcoat
Finish.

2) Rout Out Aluminum Painted
ICI Russian White # 560
20yy 68/102 Light Texcoat Finish.

Backed with Acrylic Per Tenant
Specifications .

Illuminate with Fluorescent
Lamps. 800ma/120V

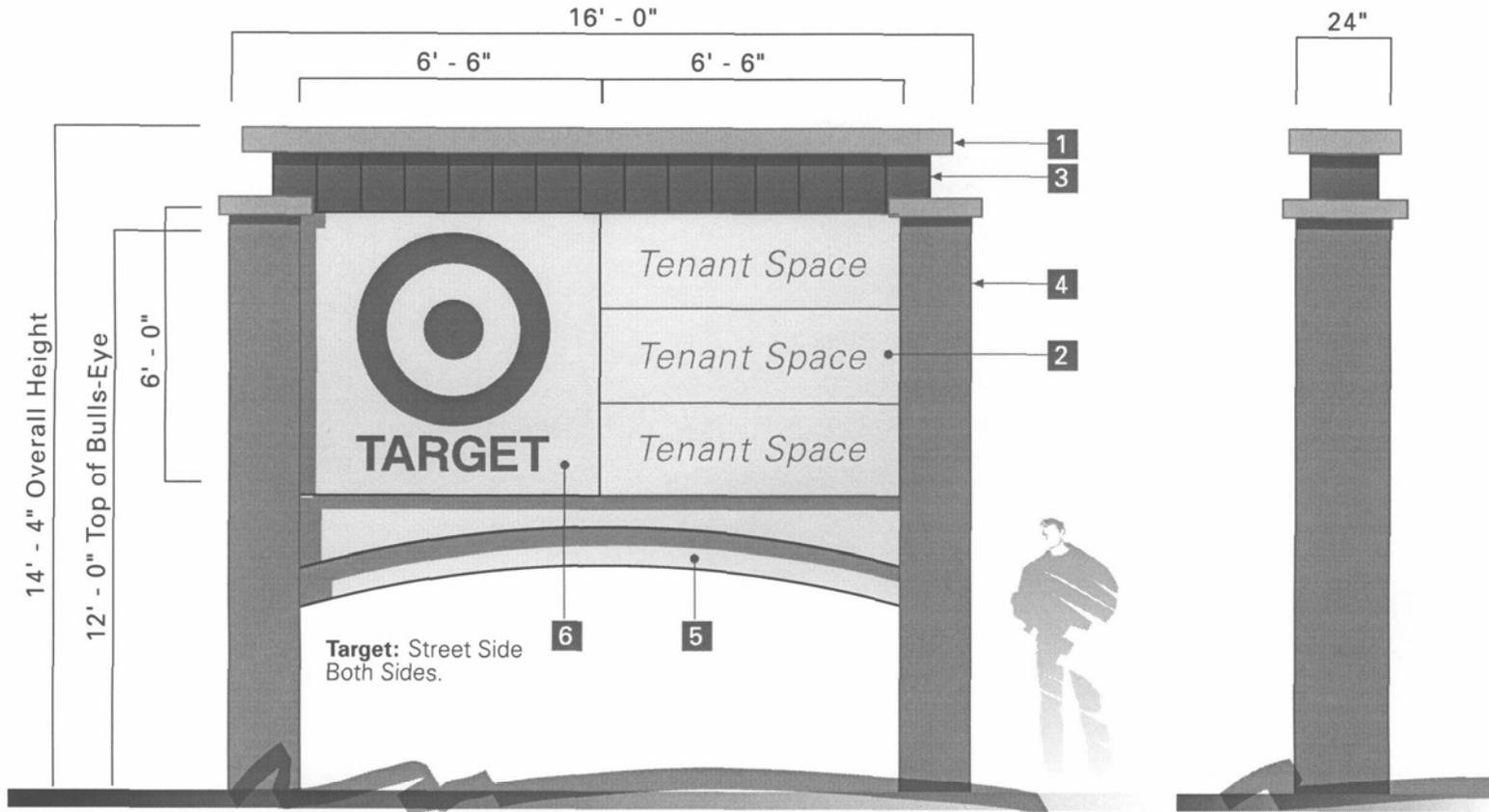
3) ICI Sepiatone #324.
80YR 23/162, Light Texcoat
Finish.

4) ICI Red Clay #213.
50YR 28/220, Light Texcoat
Finish.

5) ICI Russian White # 560
20yy 68/102, Light Texcoat Finish.

6) Rout Out Aluminum Painted
ICI Russian White # 560
20yy 68/102, Light Texcoat Finish

Backed with Red 211 SG Acrylic
and Illuminate with Fluorescent
Lamps.



A Elevation
Scale 1/4" = 1' - 0"

*Developer May Consolidate
All or a Portion of Tenant
Panels at Their Discretion.*

Side View
Scale 1/4" = 1' - 0"

Client _____

Target
Power Road @ McKellips
Mesa, AZ

Client Approval _____

Environmental Graphic Design,
Planning and Fabrication

PacificNeonCompany

1576 Silica Avenue
Sacramento, California 95815
Telephone 916. 927.0527
Facsimile 916. 927.2414
E-Mail pacificneon@yahoo.com

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Account Executive _____

David Randolph

Project Number _____

00-5759

Date	Document
31Aug 00	Preliminary
18 Sept 00	Revised
22 Sept 00	Revised
20 Dec 00	Revised
10 Jan 01	Revised
25 Jan 01	Revised
1 Feb 01	Revised
22 Feb 01	Revised
30 May 01	Revised

Production Approval _____

Drawing _____



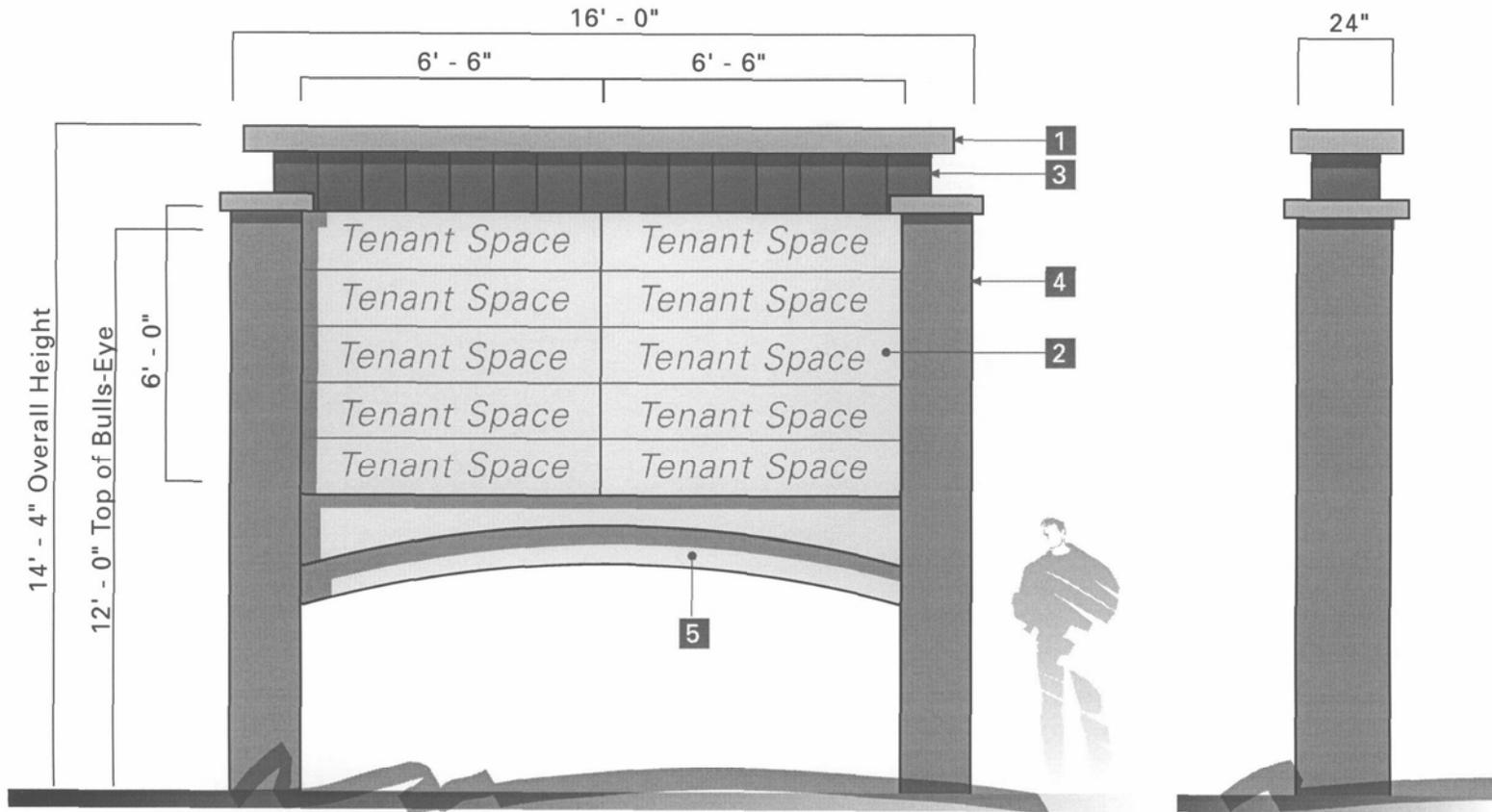
Two (2) D/F Freestanding Displays

- 1) ICI Spruce Pine #1083.
90GY 27/083, Light Texcoat Finish.
- 2) Rout Out Aluminum Painted
ICI Russian White # 560
20yy 68/102 Light Texcoat Finish.
- 3) ICI Sepiatone #324.
80YR 23/162, Light Texcoat Finish.
- 4) ICI Red Clay #213.
50YR 28/220, Light Texcoat Finish.
- 5) ICI Russian White # 560
20yy 68/102, Light Texcoat Finish.

Backed with Acrylic Per Tenant Specifications.

Illuminate with Fluorescent Lamps. 800ma/120V

Developer May Consolidate All or a Portion of Tenant Panels at Their Discretion.



B Elevation
Scale 1/4" = 1' - 0"

Side View
Scale 1/4" = 1' - 0"

Client _____

Target
Power Road @ McKellips
Mesa, AZ

Client Approval _____

Environmental Graphic Design,
Planning and Fabrication

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Account Executive _____

David Randolph

Project Number _____

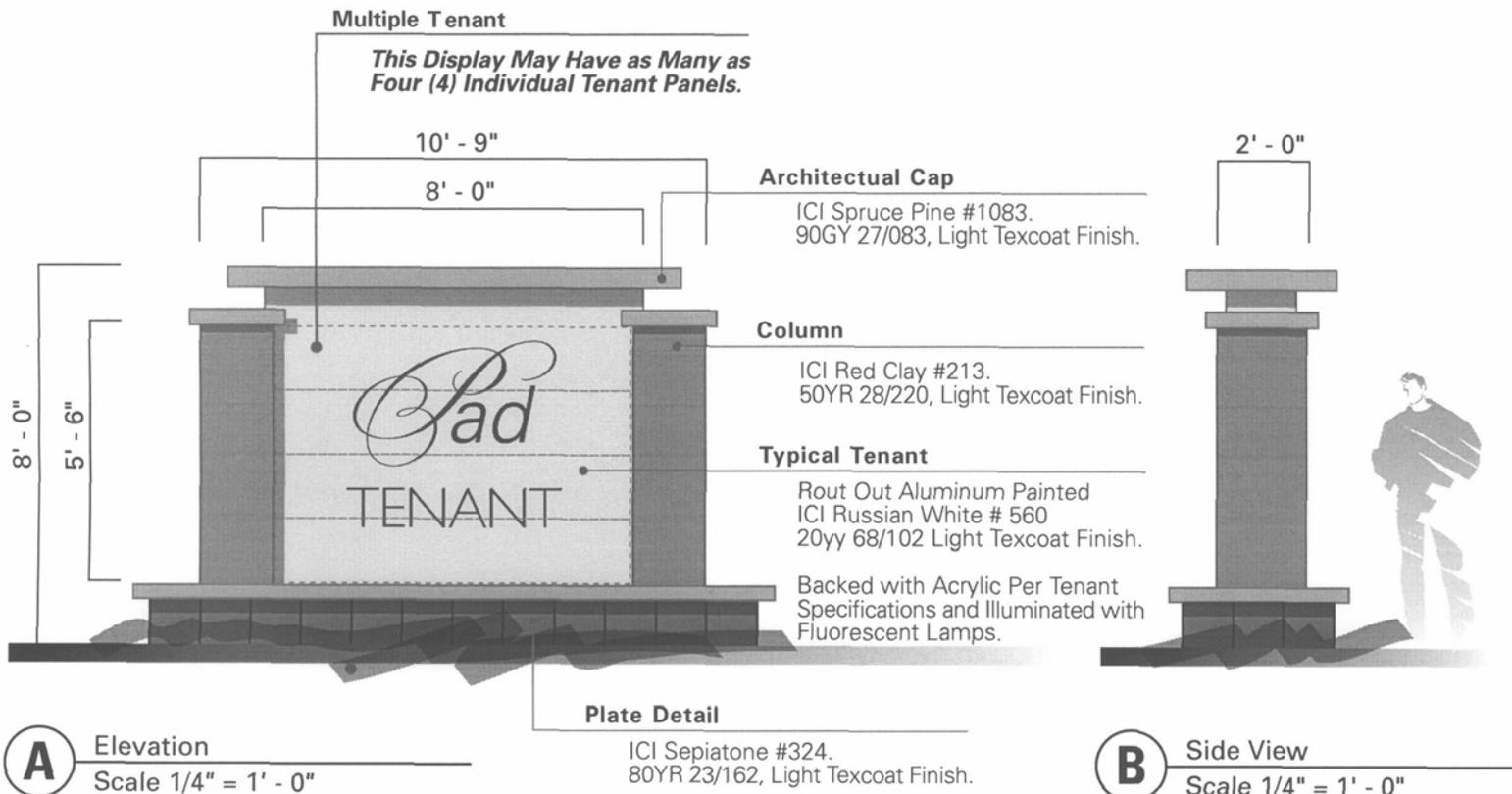
00-5759

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31 Aug 00	Preliminary
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22 Sept 00	Revised
20 Dec 00	Revised
10 Jan 01	Revised
25 Jan 01	Revised
1 Feb 01	Revised
30 May 01	Revised

Production Approval _____

Drawing _____





Client _____

Target

Power Road @ McKellips
 Mesa, AZ

Client Approval _____

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 Planning and Fabrication

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David Randolph

Project Number _____

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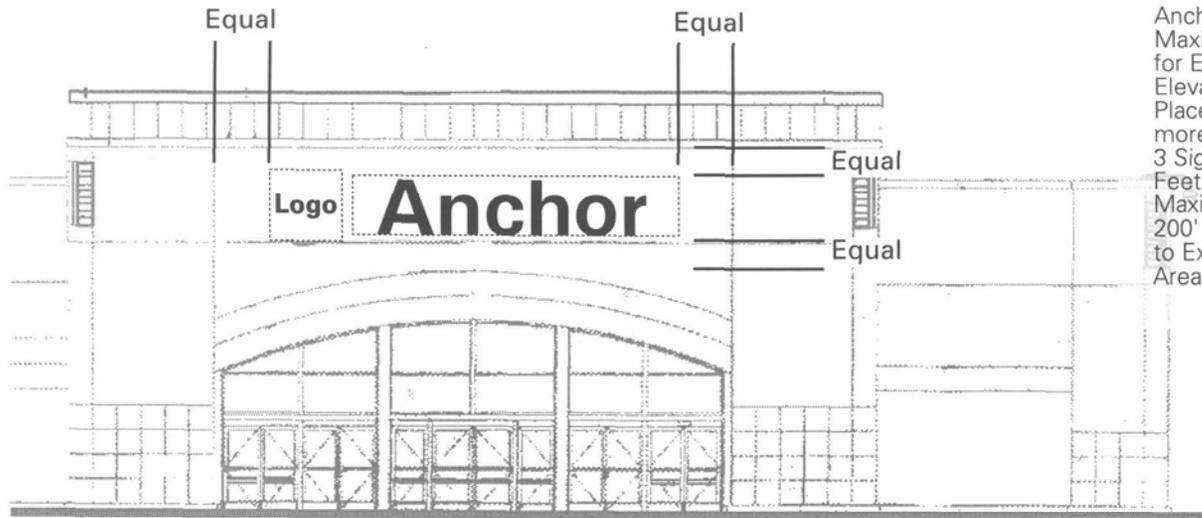
Date	Document
31 Aug 00	Preliminary
18 Sept 00	Revised
22 Sept 00	Revised
10 Jan 01	Revised
25 Jan 01	Revised
1 Feb 01	Revised

Project Description _____

Monument Display
 Fabricate and Install Two (2)
 Double Faced Illuminated
 Monument Display.

Drawing _____





Partial Front Elevation
Scale: 1/16" = 1' - 0"

Anchor Tenant Overview

Anchor Tenant Signs are Allowed a Maximum of 2 Square Feet of Area for Each Frontage Foot of Building Elevation on Which the Sign will be Placed. Maximum for Tenants with more than 200' of Store Frontage is 3 Signs, not to Exceed 350 Square Feet of Sign Area per Occupancy, Maximum for Tenants with Less Than 200' of Store Frontage is 2 signs, Not to Exceed 160 Square Feet of sign Area per Occupancy.

Client _____

Target T-1386
NEC Power Rd & McKellips Dr
Mesa, AZ

Client Approval _____

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Planning and Fabrication

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David Randolph

Project Number _____

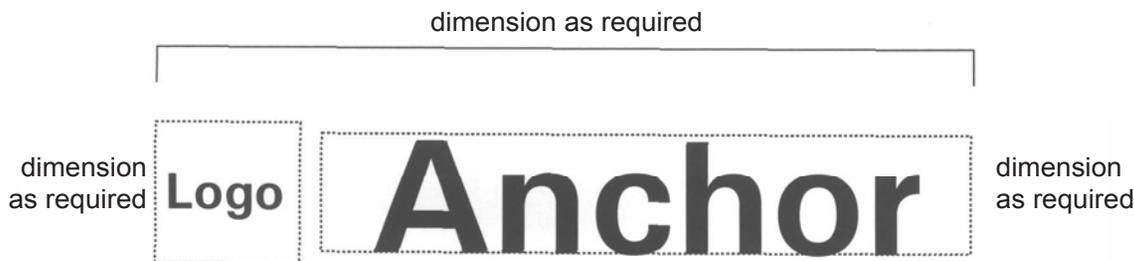
01-6148

Date	Document
5 Feb 01	Preliminary
8 Mar 01	Revised

Project Description _____

Anchor Tenant Exhibit

Drawing _____

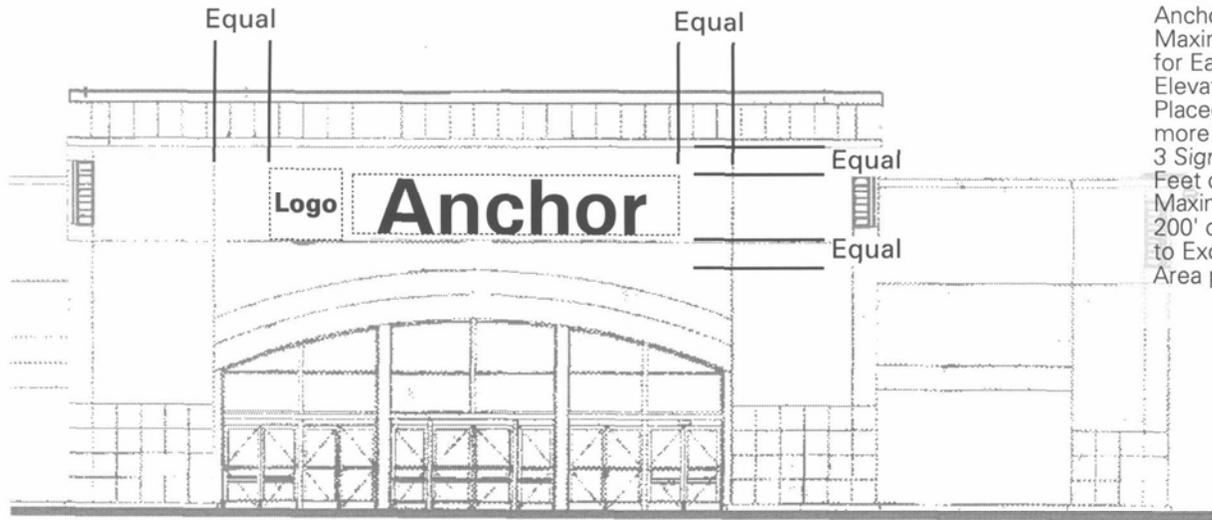


Illuminated channel letters and/or logos mounted directly to the building or to a non-standard raceway that is designed to be compatible with the architecture.

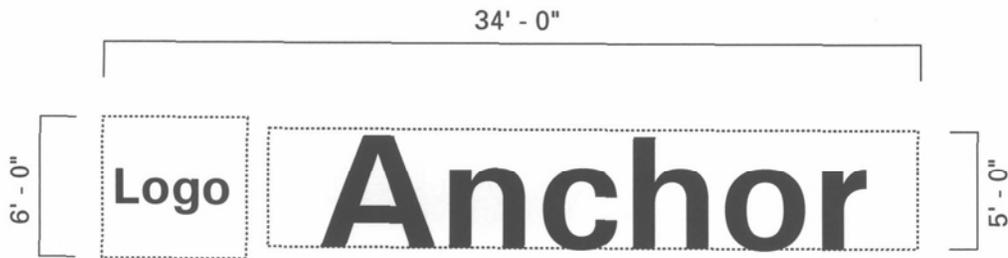
Illuminated or non-illuminated letters and/or logos integrated to a non-standard raceway or backer panel.

and/or Individual non-illuminated letters attached to the architecture.

A Elevation
Scale 1/8" = 1' - 0"



Partial Front Elevation
Scale: 1/16" = 1' - 0"



Illuminated Channel Letters

Fabricate Aluminum Returns and Backs. 3/16 Acrylic Plastic Faces and 3/4" Trimcap or Similiar Size Aluminum Retainer.

A Elevation
Scale 1/8" = 1' - 0"

Anchor Tenant Overview

Anchor Tenant Signs are Allowed a Maximum of 2 Square Feet of Area for Each Frontage Foot of Building Elevation on Which the Sign will be Placed. Maximum for Tenants with more than 200' of Store Frontage is 3 Signs, not to Exceed 350 Square Feet of Sign Area per Occupancy, Maximum for Tenants with Less Than 200' of Store Frontage is 2 signs, Not to Exceed 160 Square Feet of sign Area per Occupancy.

Client _____

Target T-1386

NEC Power Rd & McKellips Dr
Mesa, AZ

Client Approval _____

Environmental Graphic Design,
Planning and Fabrication

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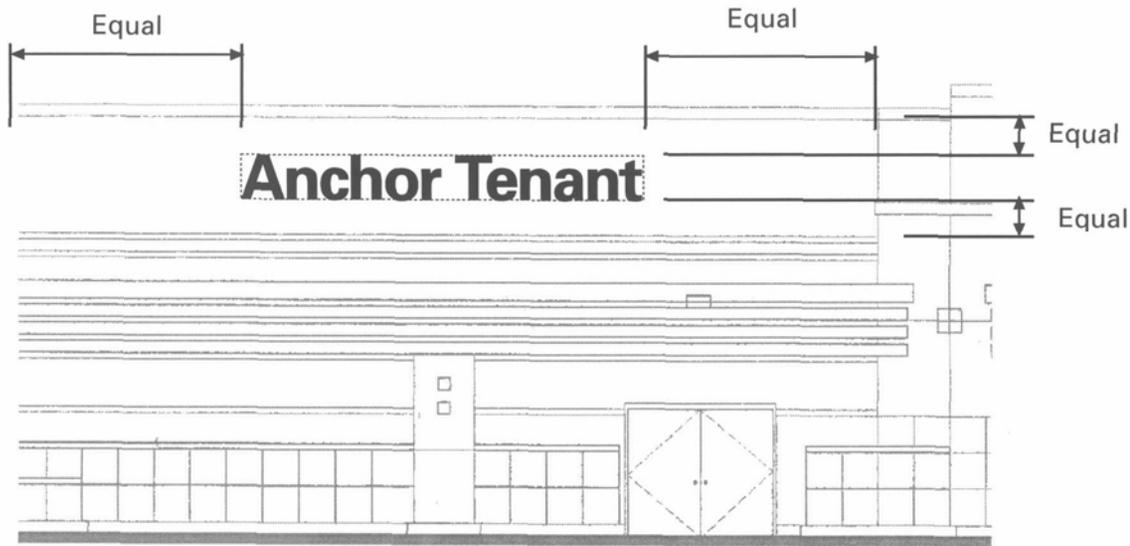
Date	Document
5 Feb 01	Preliminary
8 Mar 01	Revised

Project Description _____

Anchor Tenant Exhibit

Drawing _____

Exhibit 4a



Partial Front Elevation
Scale: 3/32" = 1' - 0"

Anchor Tenant Overview

Anchor Tenant Signs are Allowed a Maximum of 2 Square Feet of Area for Each Frontage Foot of Building Elevation on Which the Sign will be Placed. Maximum for Tenants with more than 200' of Store Frontage is 3 Signs, not to Exceed 350 Square Feet of Sign Area per Occupancy. Maximum for Tenants with Less Than 200' of Store Frontage is 2 signs, Not to Exceed 160 Square Feet of sign Area per Occupancy.



Illuminated Channel Letters

Fabricate Aluminum Returns and Backs. 3/16 Acrylic Plastic Faces and 3/4" Trimcap or Similiar Size Aluminum Retainer.

A Elevation
Scale 3/16" = 1' - 0"

Client _____

Target T-1386

NEC Power Rd & McKellips Dr
Mesa, AZ

Client Approval _____

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Account Executive _____

David Randolph

Project Number _____

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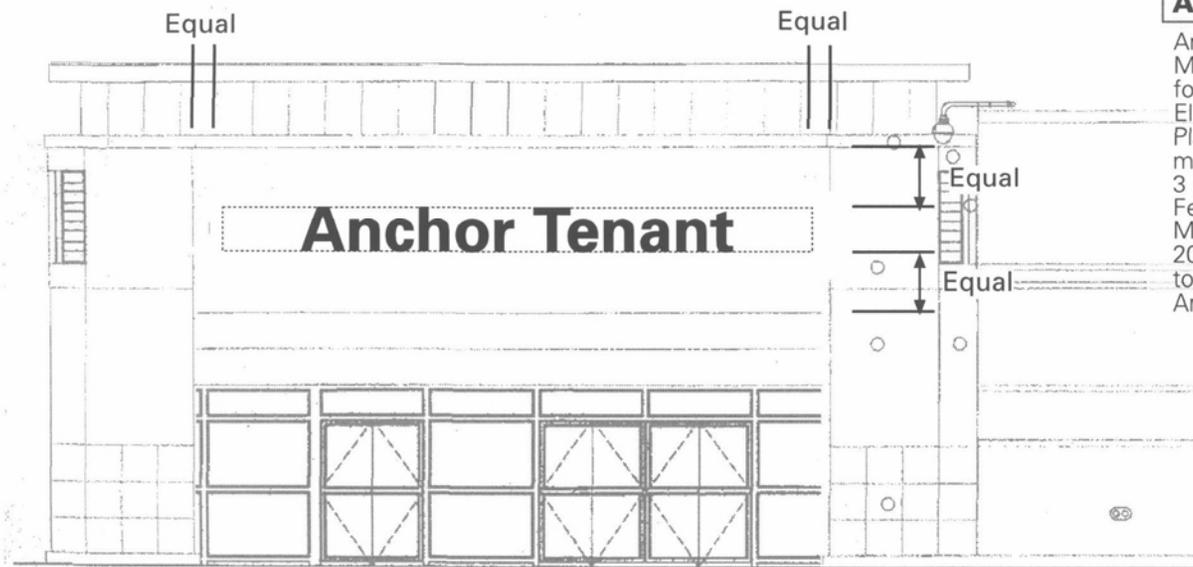
Date	Document
5 Feb 01	Preliminary
8 Mar 01	Revised

Project Description _____

Anchor Tenant Exhibit.

Drawing _____

Exhibit 4.1



Partial Front Elevation
Scale: 3/32" = 1' - 0"

Anchor Tenant Overview

Anchor Tenant Signs are Allowed a Maximum of 2 Square Feet of Area for Each Frontage Foot of Building Elevation on Which the Sign will be Placed. Maximum for Tenants with more than 200' of Store Frontage is 3 Signs, not to Exceed 350 Square Feet of Sign Area per Occupancy, Maximum for Tenants with Less Than 200' of Store Frontage is 2 signs, Not to Exceed 160 Square Feet of sign Area per Occupancy.

Client _____

Target T-1386
NEC Power Rd & McKellips Dr
Mesa, AZ

Client Approval _____

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Planning and Fabrication

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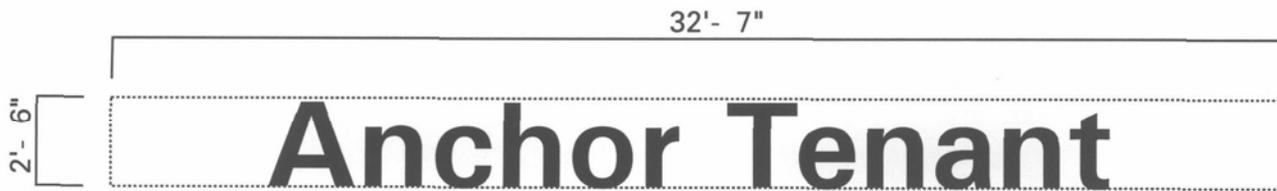
01-6148

Date	Document
5 Feb 01	Preliminary
8 Mar 01	Revised

Project Description _____

Anchor Tenant Exhibit.

Drawing _____



Illuminated Channel Letters

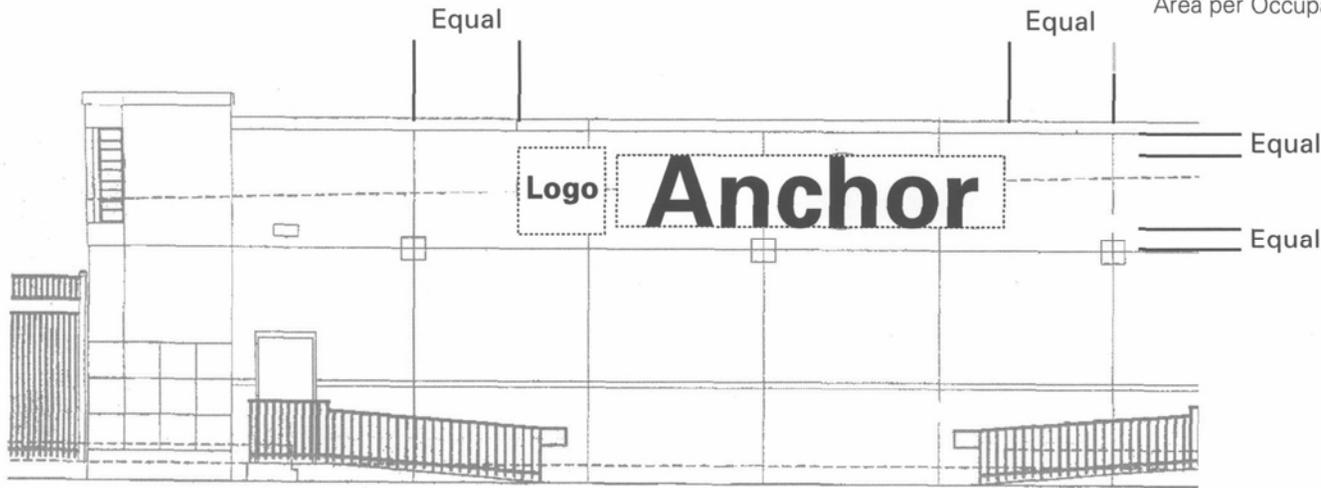
Fabricate Aluminum Returns and Backs. 3/16 Acrylic Plastic Faces and 3/4" Trimcap or Similiar Size Aluminum Retainer.

A Elevation
Scale 3/16" = 1' - 0"

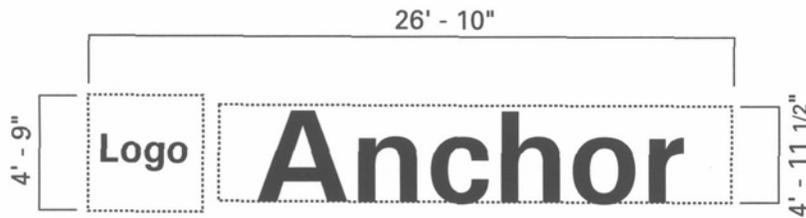
Exhibit 4.2

Anchor Tenant Overview

Anchor Tenant Signs are Allowed a Maximum of 2 Square Feet of Area for Each Frontage Foot of Building Elevation on Which the Sign will be Placed. Maximum for Tenants with more than 200' of Store Frontage is 3 Signs, not to Exceed 350 Square Feet of Sign Area per Occupancy, Maximum for Tenants with Less Than 200' of Store Frontage is 2 signs, Not to Exceed 160 Square Feet of sign Area per Occupancy.



Partial Left Elevation
Scale: 3/32" = 1' - 0"



Illuminated Channel Letters

Fabricate Aluminum Returns and Backs. 3/16 Acrylic Plastic Faces and 3/4" Trimcap or Similiar Size Aluminum Retainer.

A Elevation
Scale 1/8" = 1' - 0"

Client _____

Target T-1386
NEC Power Rd & McKellips Dr
Mesa, AZ

Client Approval _____

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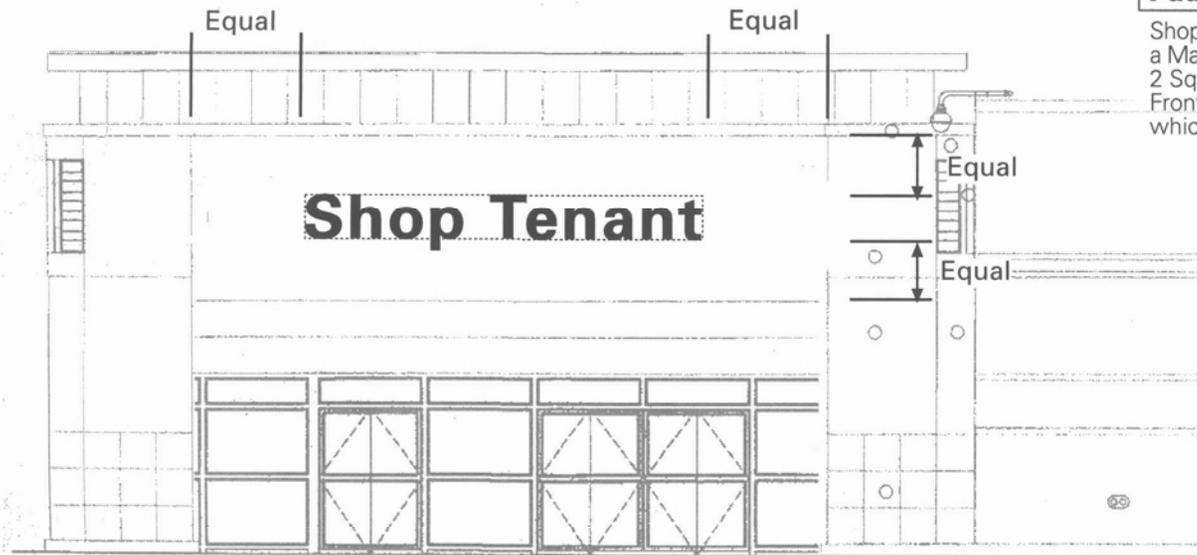
Date	Document
5 Feb 01	Preliminary
8 Mar 01	Revised

Project Description _____

Anchor Tenant Exhibit.

Drawing _____

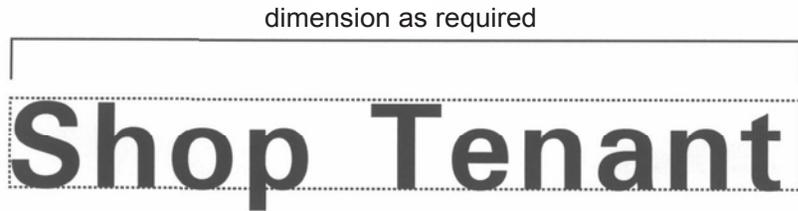
Exhibit 4.3



Partial Front Elevation
Scale: 3/32" = 1' - 0"

Pad and Shop Overview

Shop or Pad Tenant Signs are Allowed a Maximum of 2 Signs, Not to Exceed 2 Square Feet of Area for Each Frontage foot of Building Elevation on which the Sign Will be Placed.



Illuminated channel letters and/or logos mounted directly to the building or to a non-standard raceway that is designed to be compatible with the architecture.

Illuminated or non-illuminated letters and/or logos integrated into a non-standard raceway or backer panel.

and/or Individual non-illuminated letters attached to the architecture.

A Elevation
Scale 3/16" = 1' - 0"

Client _____
Target T-1386
NEC Power Rd & McKellips Dr
Mesa, AZ

Client Approval _____

Environmental Graphic Design,
Planning and Fabrication

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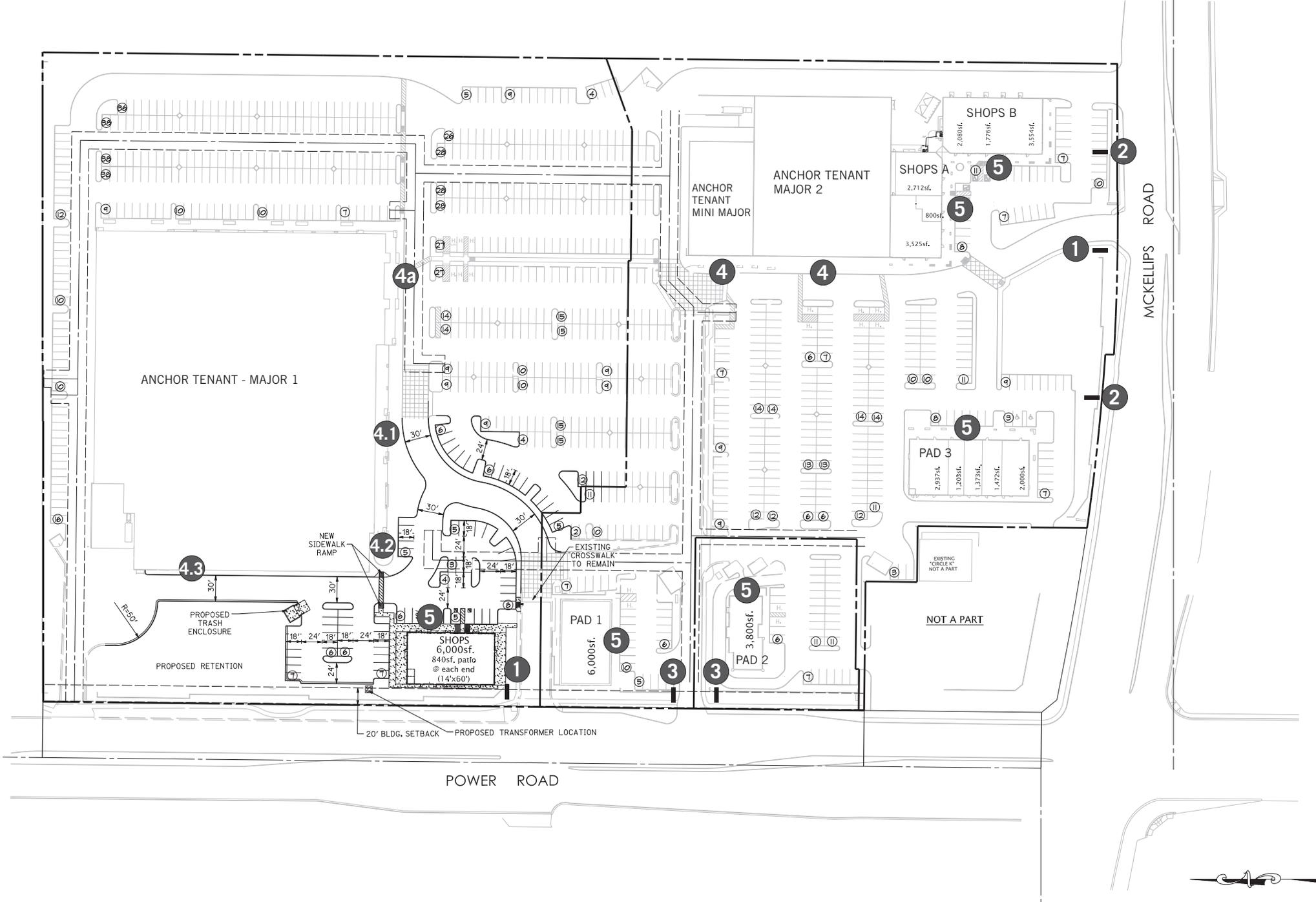
Project Number _____
01-6148

Date	Document
5 Feb 01	Preliminary
8 Mar 01	Revised

Project Description _____
Shop Tenant Exhibit.

Drawing _____

Exhibit 5



SITE PLAN WITH SIGN EXHIBIT LOCATIONS