



SOUTHEAST CORNER OF RAY ROAD & ELLSWORTH ROAD | MESA, AZ 85212

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This Individual Comprehensive Sign Plan is intended to provide a flexible sign criteria to promote superior sign design that allows for variation and individuality with a high-end appearance.

GENERAL INFORMATION

PROJECT

ARRIVAL AT CADENCE  
SEC Ray Road & Ellsworth Road  
Mesa, AZ 85212

PARCEL INFORMATION

PARCEL NUMBERS

313-25-006A  
313-25-017  
313-25-021  
313-25-006B

AREA IN ACRES

16.98 +/- (Net)

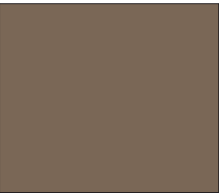
ZONING

PC

SITE COLORS & MATERIALS



Matthews Paint  
Brushed Aluminum (MP 41342SP)



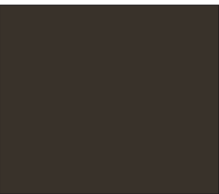
PMS 7531



Concrete Paver Veneer  
Shellock Desert Series - Sand



Dunn Edwards  
Jet (DE6378)



Arcadia - Aluminum Storefronts  
Std. Dark Bronze (AB-7)

PROPERTY OWNER

PPGN-Ellsworth, LLLP  
17700 N. Pacesetter Way  
Scottsdale, AZ 85255  
-----  
Tim Brislin  
TBrislin@harvardinvestments.com

SIGNAGE CONSULTANT

Trademark Visual, Inc.  
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Phoenix, AZ 85040  
602-272-5055  
-----  
Jim Bacher  
JBacher@trademarkvisual.com

NARRATIVE

Cadence is comprised of 464 acres that was formerly part of the General Motors Proving Grounds. The Cadence property is located in the southeastern portion of the City of Mesa planning area and is generally bounded by Ellsworth Road to the west, the Williams Gateway Freeway alignment (SR 24) to the south, Signal Butte Road to the east and the Powerline Floodway Channel and Ray Road alignment to the north. Notable neighboring land uses include the Phoenix-Mesa Gateway Airport and the Eastmark master planned community.

Arrival at Cadence is located in the northwest portion of the Cadence community, is comprised of two development parcels, totaling 27 gross acres, located along Cadence Parkway with frontage on Ellsworth and Ray Roads. Arrival at Cadence is strategically located at the strongest commercial area in the trade area, immediately east of Ellsworth and south of Ray Road and less than one-quarter mile from the SR24 interchange. Arrival at Cadence is positioned to attract and retain high-caliber retail and restaurant offerings along with opportunities for employment uses, hospitality and other neighborhood service and convenience uses.

It is intended that all signage at Arrival at Cadence should be architecturally integrated with their surroundings in terms of size, shape and lighting so that they do not visually compete with architecture of the building and design of the sight. Signs should be integrated such that they become a natural part of the building façade.

SIGN CRITERIA

These criteria have been developed to insure design compatibility among all signs at Arrival at Cadence located at the Southeast corner of Ray and Ellsworth roads in Mesa, Arizona. These criteria exist to maintain a continuity of quality and aesthetics throughout the site for the mutual benefit of all tenants, and to comply with the regulations of the City of Mesa and electrical codes. Conformance to these criteria will be strictly enforced. Any sign installed that is non-conforming to these criteria not approved by the Owner must be removed or brought into conformance by the Tenant and/or its sign contractor.

The Owner shall approve all signs, in writing, prior to installation. Approval shall be for appearance only and not for code compliance. Sign permits must be obtained from the City of Mesa prior to the installation of any sign.

I. GENERAL SIGNAGE REQUIREMENTS

- 1. The Owner shall review the detailed shop drawings indicating the location, size, layout, design color, illumination materials and method of attachment (2 sets) and return one (1) set to Tenant marked "Approved", "Approved as Noted", or "Revise and Re-Submit".
- 2. "Revise and Re-Submit" drawings will be returned to the Tenant with comments. These drawings shall be revised by Tenant and re-submitted to Owner for its approval.
- 3. Upon receipt of Owner approval, Tenant shall proceed with City of Mesa permit process. No sign shall be installed prior to City approval.
- 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 Owner.
- 5. Tenant and/or its representatives shall obtain all permits for its exterior signs and their installation. Tenant shall be responsible for all requirements, specifications and costs.
- 6. Tenant shall have the sole responsibility for compliance

with all applicable statutes/codes, ordinances or other regulations for all work performed on the premises by or on behalf of the Tenant.

- 7. The Owner's approval of Tenant’s plans, specifications, calculations, or work shall not constitute an implication, representation, or certification by Owner 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. Owner will support all applications for signs in compliance with this exhibit but cannot guarantee City approval.
- 9. All signage shall be constructed and installed at Tenant's expense.
- 10. Tenant and the Tenant's contractor shall be responsible for the repair of any damage caused by installation or removal of any sign.
- 11. Temporary advertising devices such as attraction boards, posters, banners and flags shall be permitted.
- 12. All exterior signs shall be secured by concealed fasteners, stainless steel, or nickel or cadmium plated. Signs shall be designed and installed so that there is no interference with the architectural features (including, but not limited to, windows, balconies, cornices, or parapets) of the base building.
- 13. All signs shall be fabricated using full welded construction.
- 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. All exposed metals shall be painted to render them inconspicuous.
- 16. No exposed raceways, crossovers, tubing or conduit will

be permitted. All conductors, transformers, and other equipment shall be concealed.

- 17. All electrical signs shall bear the UL label.
  - 18. All signs shall conform to International Building Code Standards.
  - 19. All electrical signs shall conform to National Electrical Code Standards.
  - 20. Tenant shall be liable for the operation of their sign contractor. Tenant shall be responsible for selecting a sign company that carries workers' compensation and commercial general 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 with limits of liability satisfying the requirements of the Lease or Purchase Agreement.
  - 21. Flashing, moving, or audible signs will not be permitted.
  - 22. Neon Illumination only allowed where design appropriate and with owner approval.
  - 23. Tenant logo styled letters may be used. With the exception of the Major Tenant, copy content of the signage shall not include the product sold without prior approval of the Owner.
- II. ATTACHED TENANT WALL SIGNS
- 1. All signs or devices advertising an individual use, business or building shall be attached to the building at the location directed by the Owner.
  - 2. Wall signs shall consist of individual LED illuminated or non-illuminated pan channel or reverse pan channel letters with 3" to 5" Deep returns. FCO Aluminum may be used for smaller letters if necessary. Cabinet signs may be used provided that they are approved by Owner, and are non-rectangular.
  - 3. All sign materials shall be quality in nature and include Aluminum, Steel, Stainless Steel, Acrylic, Polycarbonate, and

automotive grade paint or paint that is suitable for outdoor use.

- 4. Non-standard raceways are allowed in compliance with Section 11-43-2.2 Design Guidelines of the Mesa Zoning Ordinance.
- 5. Corporate Letterstyles, Logotype, Logo, and Colors may be used per Owner Approval.
- 6. For total square footage allowed, please refer to the City of Mesa Chart on page 8.
- 7. All Tenant Wall Signs must be approved by the Owner prior to proceeding with the City of Mesa permit process.

III. STORE FRONT GRAPHICS

- 1. 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 Owner prior to fabrication or implementation. Not to exceed 25% of each window area.
- 2. Corporate Letterstyles, Logotype, Logo, and Colors may be used with Owner Approval.
- 3. All Store Front Graphics are to be installed 1st surface to Tenant frontage windows/doors.
- 4. All window signs shall meet the requirements of the City of Mesa.

IV. MULTI-TENANT MONUMENT SIGN PANELS

- 1. Seven (7) Double-Faced Multi-Tenant Monuments are located within the site. Tenant Monument Panel location/usage is to be directed by Owner.
- 2. Monument Sign Panels are to be fabricated of routed aluminum backed with acrylic with 1st surface vinyl. All panel faces are to be painted to monument cabinet color.
- 3. Corporate Letterstyles, Logotype, Logo, and Colors may be

SIGN CRITERIA

used. In instances where a Tenant has no corporate color or identity; text is to be in a color that contrasts the face of the monument sign panel.

4. Tenant copy/logo not to exceed the monument face panel boundary.

5. All Multi-Tenant Monument Sign Panels must be approved by the Owner prior to proceeding with the City of Mesa permit process.

V. GAS STATION MONUMENT SIGN PANELS

1. One (1) Double-Faced Multi-Tenant Gas Station Monument Signs are located within the shopping center. The main purpose of these signs is to display fuel pricing, but also provides space for tenant panels. Tenant Monument Panel location/usage is to be directed by the Owner.

2. Monument Sign Panels are to be fabricated of routed acrylic with blackout. Gas Station logo copy will be Acrylic with 1st surface paint or vinyl.

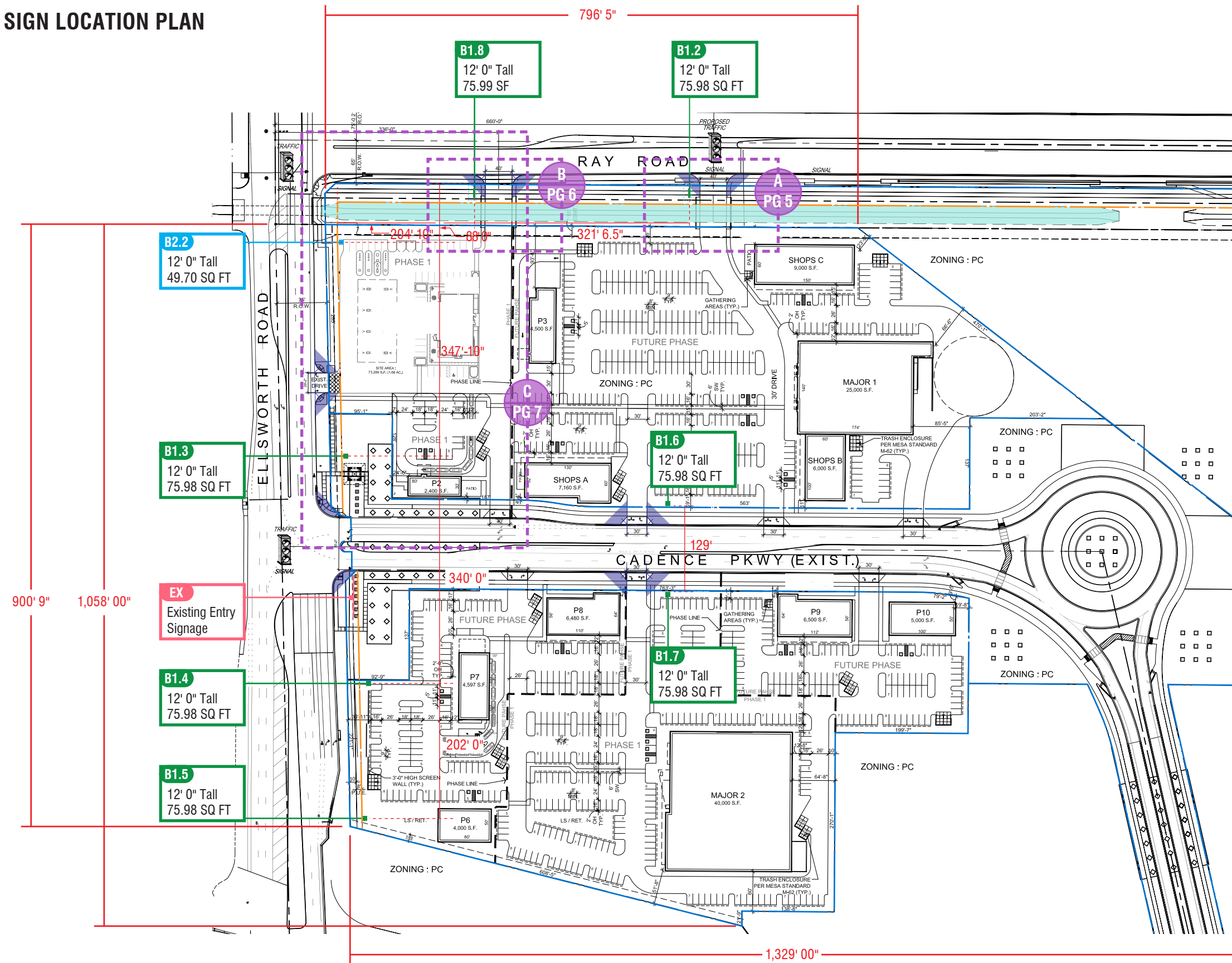
3. Corporate Letterstyles, Logotype, Logo, and Colors may be used per Owner Approval. In instances where a Tenant has no corporate color or identity; text is to be in a color that contrasts the white face of the monument sign panel.

4. Fuel pricing is to be digitally displayed, allowing for pricing copy to be easily changeable.

5. Tenant copy/logo not to exceed the monument face panel boundary.

6. All Gas Station Monument Sign Panels must be approved by the Owner prior to proceeding with the City of Mesa permit process.

## SIGN LOCATION PLAN



NORTH










## KEY

## ARRIVAL AT CADENCE SIGNS

ATTACHED SIGNS

- ### A Building Tenant ID Signs\*

GROUND SIGNS\*\*

-  Multi-Tenant Monument Sign
-  Gas Station Monument Sign
-  Existing Entry Signage
-  Site Visibility Triangle
-  P.U.E. *Estimated Location*
-  Right-Of-Way
-  Flood Control Channel

\* Not Shown on Plan

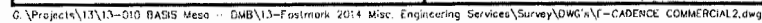
**\*\* Site not fully developed at time of this Comprehensive Sign Plan submittal. Monument types and placements will be flexible based on actual future development and building/use type. No other detached signs shall be allowed, except as provided on this plan.**

NOTES:

- *No Ground Signs are located in the sight visibility triangle, the right-of-way, or in a public utility facility easement*



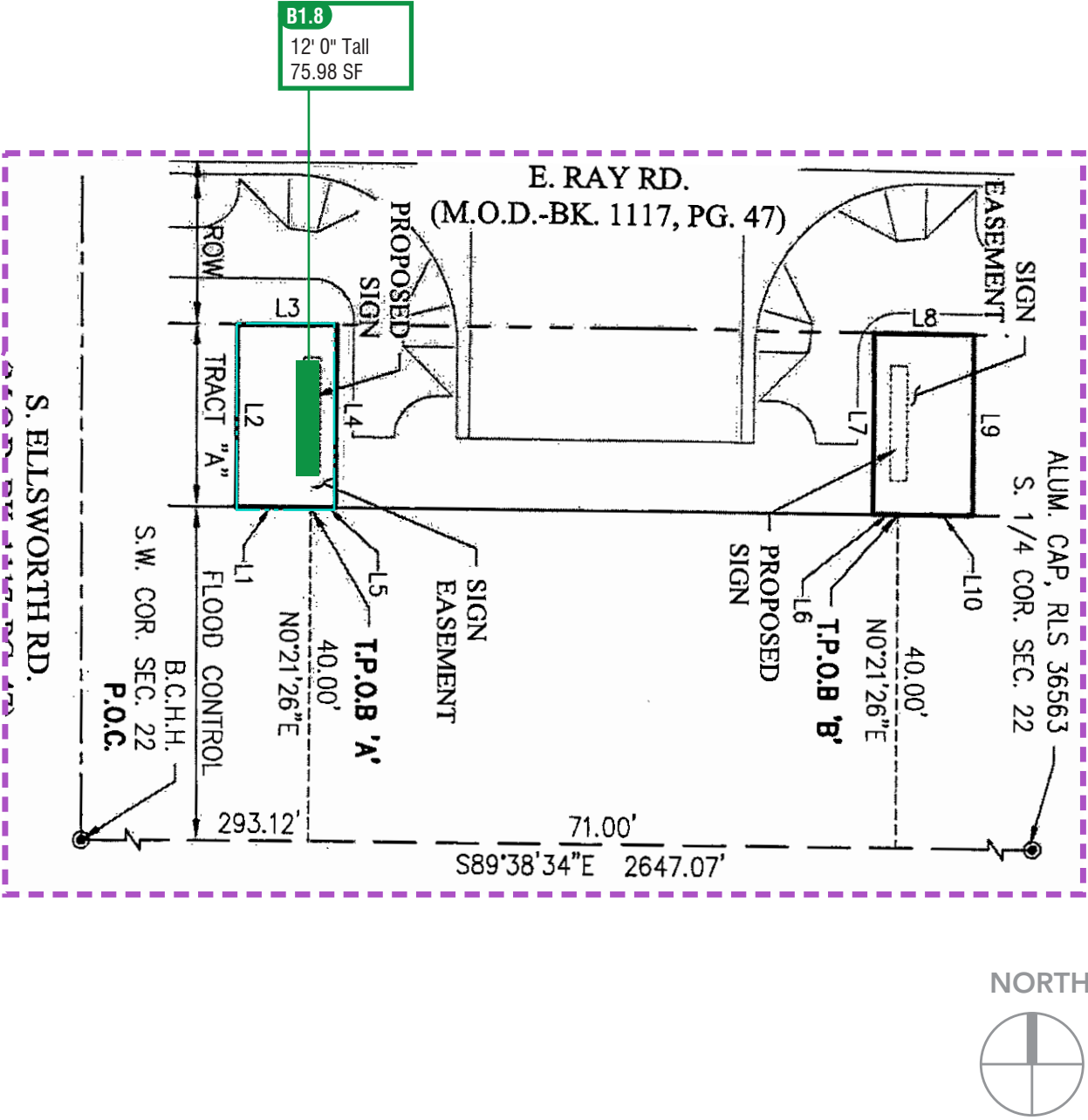
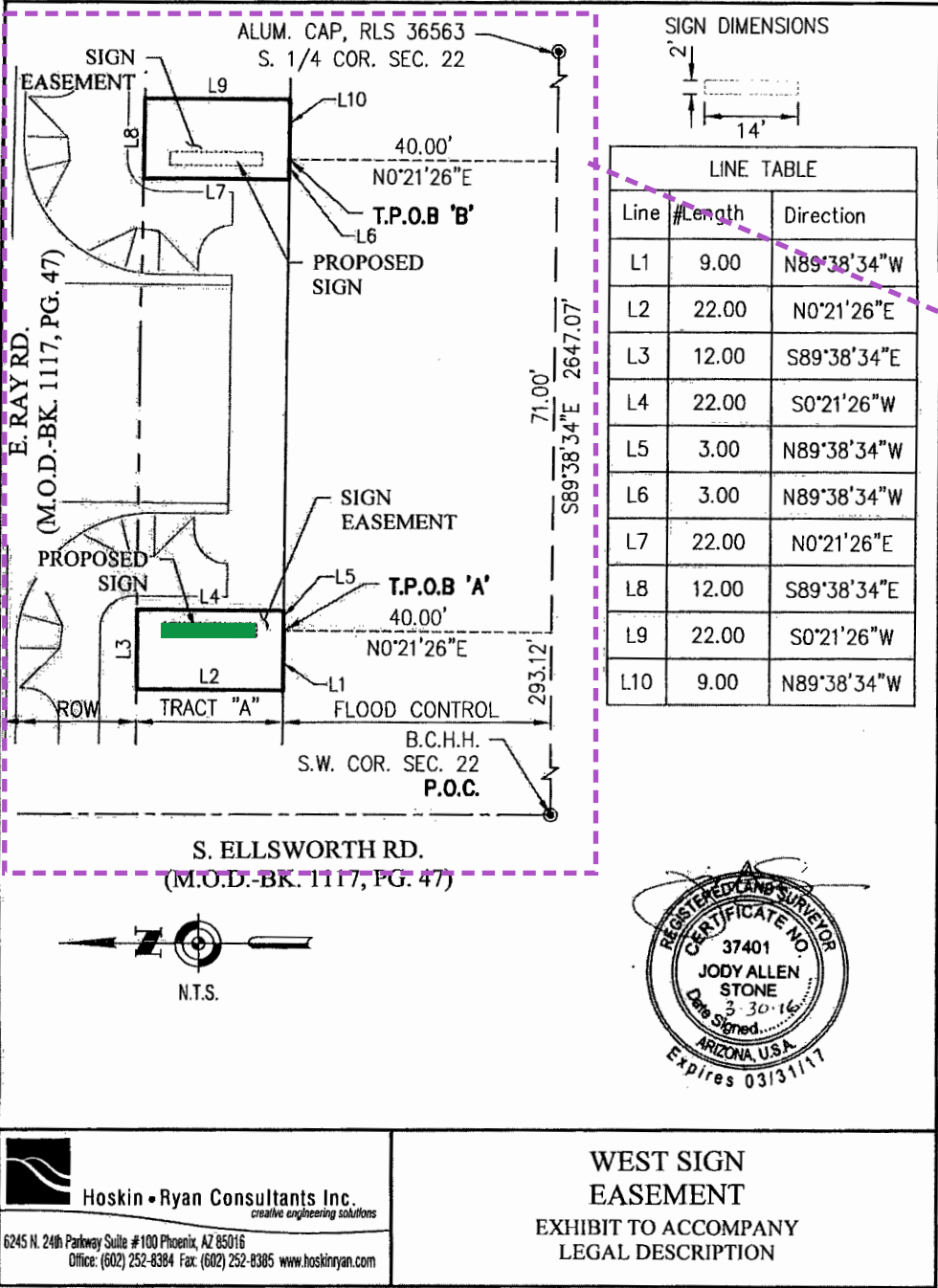
**A**



## Sign Easment

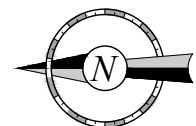
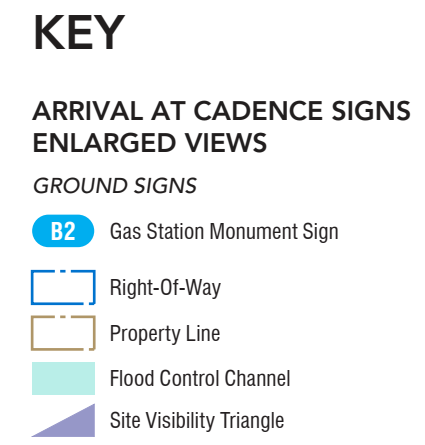
SIGN LOCATION PLAN

B





**C**



PROJECT NO.:05-1433

**The WLB Group Inc.**

Engineering    Planning    Surveying  
Landscape Architecture    Urban Design  
Offices located in Tucson, Phoenix,  
Flagstaff, AZ and Las Vegas, NV.  
1001 West McDowell Road  
Tucson, Arizona    (480) 736-1600  
WLB PROJECT NO. 219020-A-002

**QuikTrip No. 1433**  
S ELLSWORTH RD & E RAY RD  
MESA, ARIZONA



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PROTOTYPE: P-100 (11/01/19)
DIVISION: 05
VERSION: 001
DESIGNED BY: JAW
DRAWN BY: JAW
REVIEWED BY: CDW

[illegible]

SHEET TITLE:

## SERIAL CONTEXT PLAN

SHEET NUMBER:

1 of 1



## A BUILDING TENANT ID SIGNS - WALL SIGNS

**SIGN AREA CALCULATION** Allowable Sign Area for Attached Signs is calculated as two (2) square feet for each lineal foot of Leased Frontage per Building Elevation unless otherwise noted. Where a sign consists only of individual letters, numerals, symbols or other similar components, the total area of the sign shall be calculated by the sum of the areas of the smallest square or rectangle that encloses all the text and graphics as shown in Figure 1 at right. More than one bounding box can be used in defining Sign Area as long as all bounding boxes are conjoined to an adjacent bounding box. If more than one bounding box is used, they must all be connected in some way - see Figure 2 at right.

### STANDARD ATTACHED SIGN ALLOWANCES PER OCCUPANCY

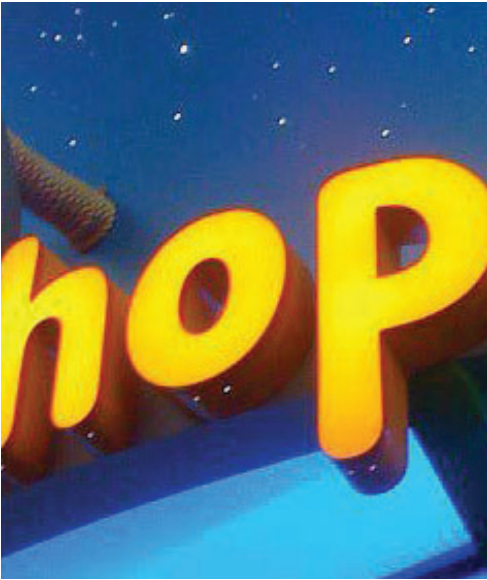
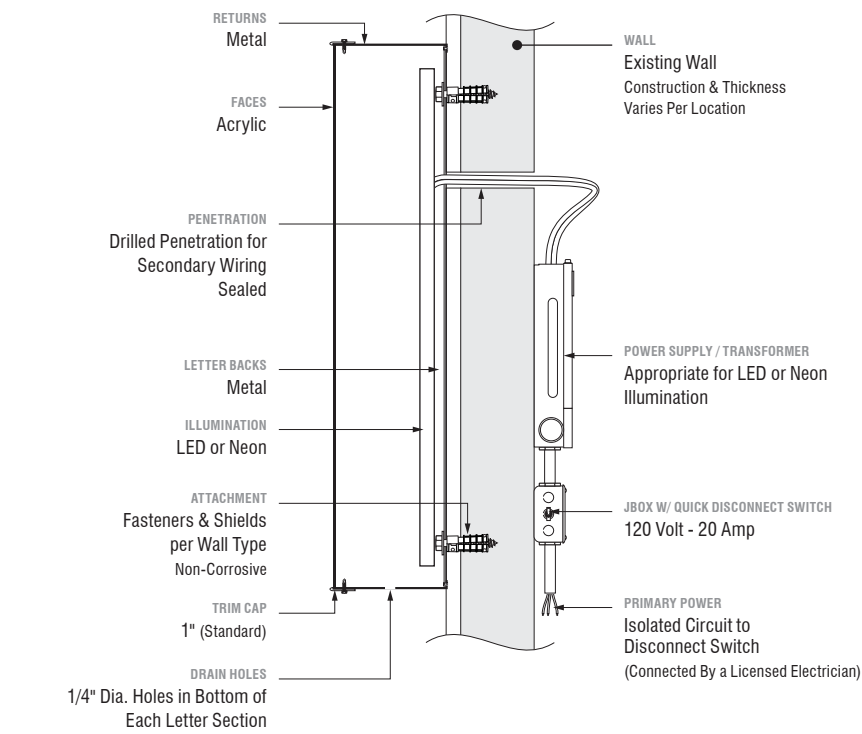
Front Foot of Building Occupancy (1)	Max. Number of Permitted Signs	Max. Aggregate Sign Area Calculation	Max. Area Per Sign
80-feet or Less (2)	2 signs	2 sq. ft. of sign area per front foot of building occupancy	160 sq. ft.
81 to 199-feet	3 signs	160 sq. ft. is allowed	160 sq. ft.
200 to 249-feet	4 signs	80% of lineal front foot of occupancy,	160 sq. ft.
250-feet or More	5 signs, plus one additional sign for every additional 50-feet of occupancy up to a max. of 7 signs	80% of lineal front foot of occupancy up to a max. of 500 sq. ft.	160 sq. ft.

Max. Number of Permitted Signs	Max. Aggregate Sign Area Calculation <sup>(1)</sup> <sup>(2)</sup>	Max. Area Per Sign
4 signs	2 sq. ft. of sign area per lineal foot of the widest building elevation up to a max. of 160 sq. ft.	80 sq. ft.



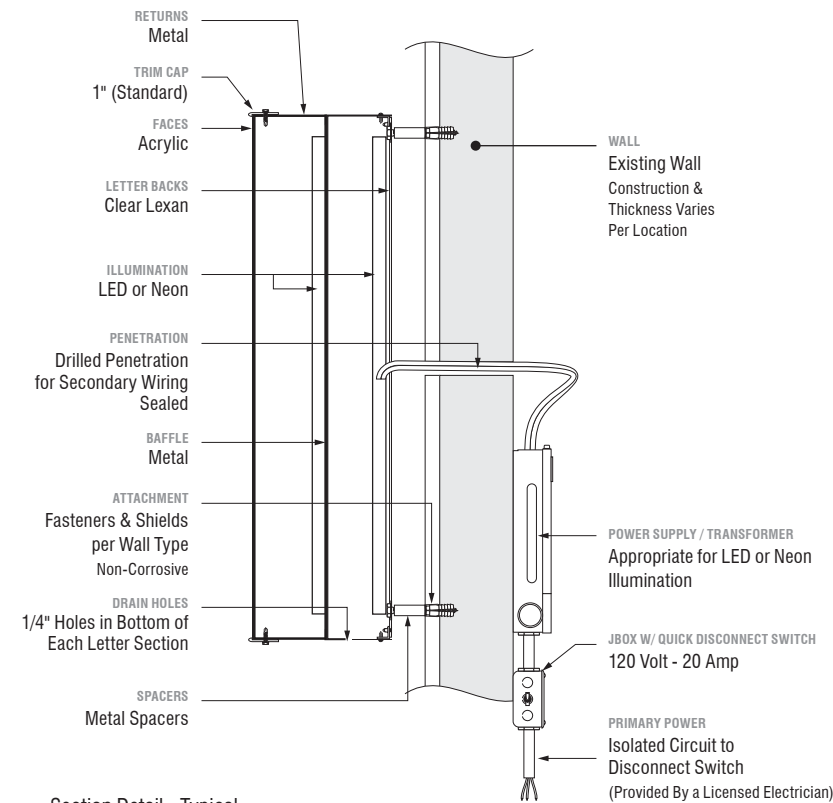
ATTACHED SIGNS

A BUILDING TENANT ID SIGNS - WALL SIGNS



Pan Channel Letter  
Internally Illuminated

A Section Detail - Typical  
Pan Channel Letter / LED Internally Illuminated / Flush Mounted



Channel Letter  
Face and Halo Illuminated

NOTE: Back-Plate for Halo Illumination May be Required on Signs Installed on Awnings.

E Section Detail - Typical  
Channel Letter / Face and Halo Illuminated

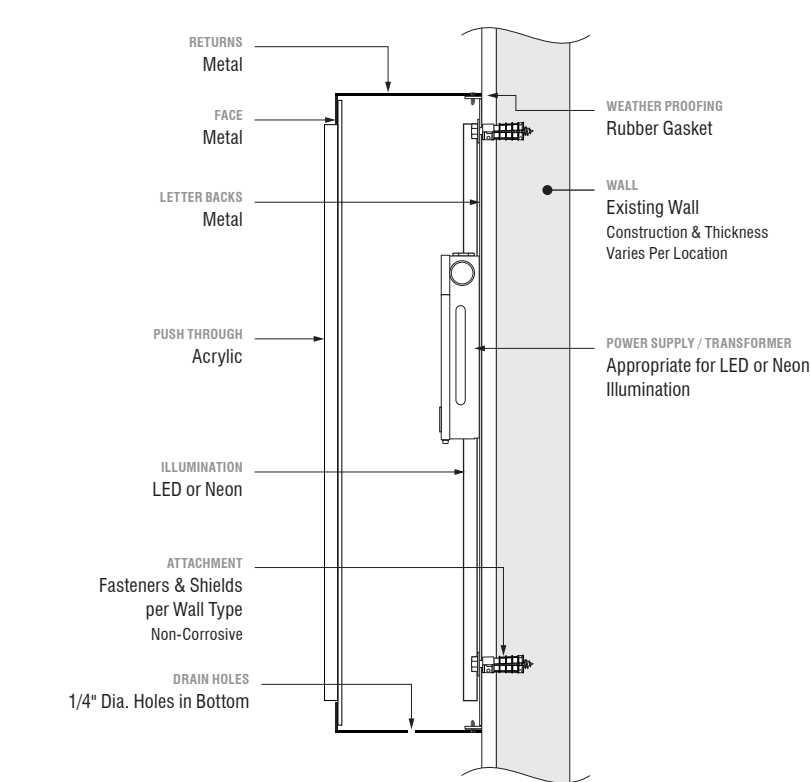
SAMPLE RECOMMENDED SIGNAGE



Reverse Pan Channel Letter  
Halo-Illuminated

NOTE: Back-Plate for Halo Illumination May be Required on Signs Installed on Awnings.

B Section Detail - Typical  
Reverse Pan Channel Letter / LED Halo-Illuminated / Mounted Off Wall



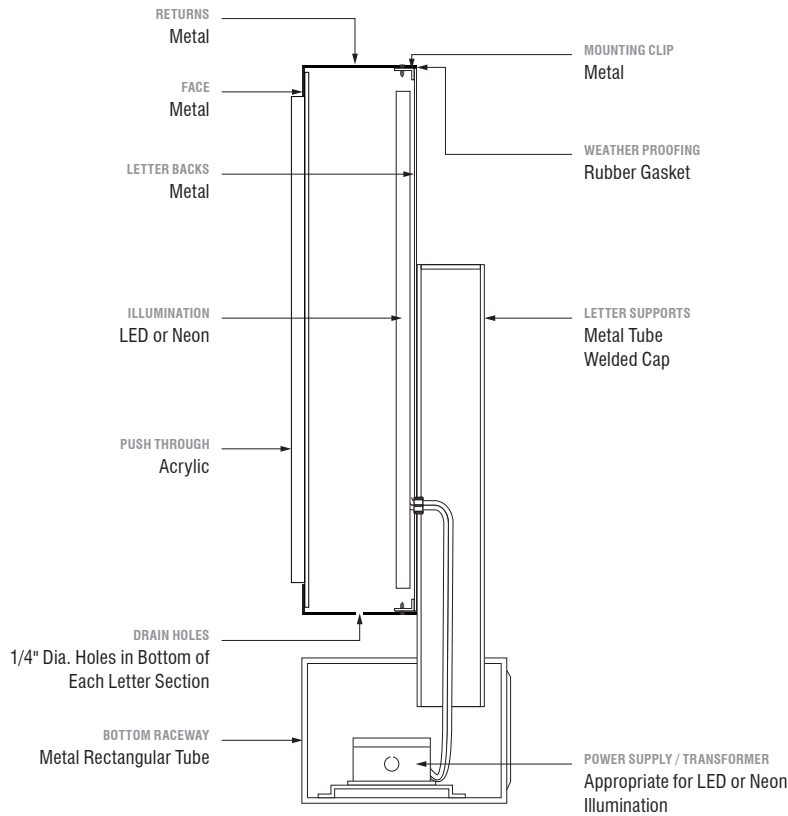
Cabinet w/ Push Through Acrylic Face  
Internally Illuminated

F Section Detail - Typical  
Cabinet / Internally Illuminated / Push-Thru Acrylic Face

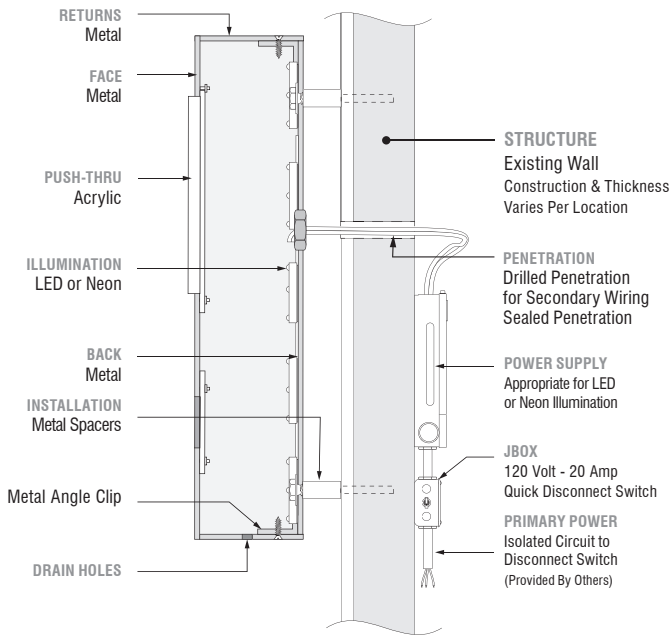
ATTACHED SIGNS

A BUILDING TENANT ID SIGNS - WALL SIGNS

SAMPLE RECOMMENDED SIGNAGE



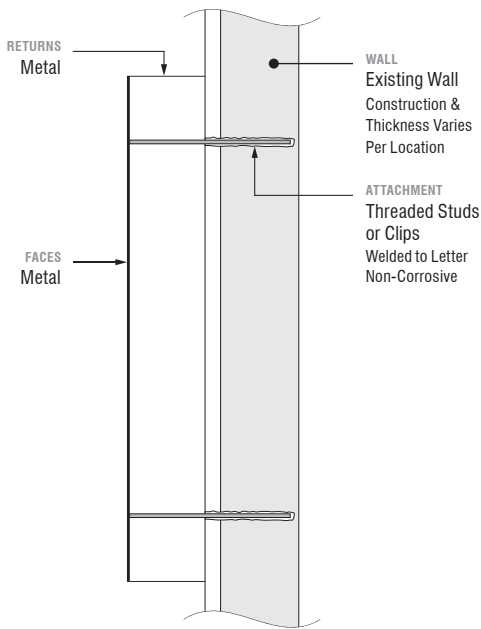
Pan Channel Letter w/ Push Through Acrylic Face Internally Illuminated



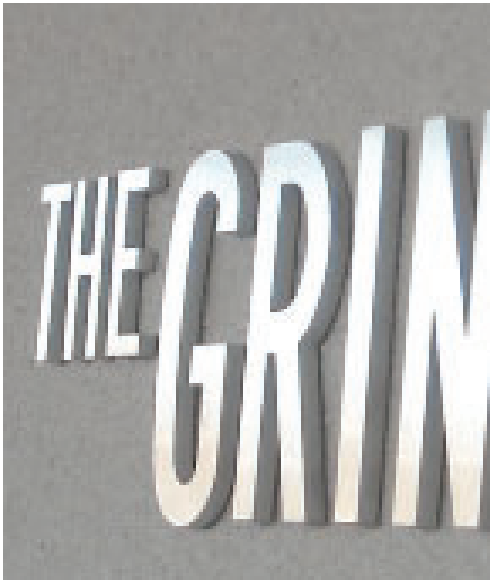
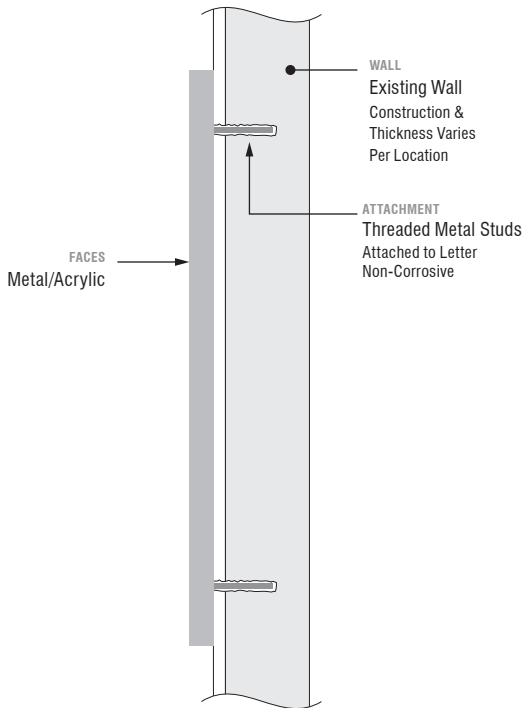
Illuminated Sign Cabinet Internally Illuminated  
Cabinet Signs -- Mesa Zoning Ordinance Attached Permanent Signs Design Standards 11-43-3(B)(1)(a) (ii) : An architecturally designed cabinet that is irregular and freeform in shape.

G Section Detail - Typical  
Pan Channel Letter / LED Internally Illuminated / Push Through Acrylic on Face / Bottom Raceway Mounted

H Section Detail - Typical  
Face-Lit Sign Cabinet / Internally Illuminated / Push-Thru / Routed & Backed



Reverse Pan Channel Letter Non-Illuminated



Flat Cut Out Letter Non-Illuminated

C Section Detail - Typical  
Reverse Pan Channel Letter / Non-Illuminated / Flush Mounted

D Section Detail - Typical  
Flat Cut Out Letter / Non-Illuminated / Flush Mounted



BLADE / PROJECTING SIGNS

A blade or projecting sign shall be a sign attached to a building or other structure and extending in whole or in part more than fifteen (15) inches beyond the building. Blade or projecting signs must be at least eight (8) feet above any walkway surfaces. Maximum projection shall not exceed four (4) feet unless approved by the Owner. Mounting brackets must be decorative elements, compatible with the architecture of the base building.



EXAMPLE BLADE / PROJECTING SIGNS



GROUND SIGN MATRIX

SIGN TYPE	FUNCTION	QTY	SIGN LOCATION	MAX. HEIGHT	MAX. SIGN AREA	ILLUMINATION	MATERIALS
B1 - MULTI-TENANT MONUMENT SIGN	Project & Tenant Identification	7	Placed along primary & secondary road frontages & entries. <i>See Sign Location Plans on pages 4 thru 7 of this document for exact locations within the property.</i>	12' 0" to the top of the sign from grade	80 SF maximum per side. Includes Arrival at Cadence center identification, side Arrival logo accent, & tenant panels. Exclusive of architectural embellishments.	Internally Illuminated - LED.	Aluminum, Acrylic, Lexan, Vinyls, Painted Metals, Masonry, Digital Price Displays
B2 - GAS STATION MONUMENT SIGN	Tenant Identification & Gas Pricing	1	Placed along primary road frontages & entries. <i>See Sign Location Plan on Pg. 4 of this document for exact locations within the property.</i>	12' 0" to the top of the sign from grade	80 SF maximum per side. Includes Arrival at Cadence center identification, side Arrival logo accent, tenant panels, & gas station panels. Exclusive of architectural embellishments.	Internally Illuminated - LED.	Aluminum, Acrylic, Lexan, Vinyls, Painted Metals, Masonry, Digital Price Displays

STANDARD DETACHED SIGN ALLOWANCES PER DEVELOPMENT

Max. Number/Height	Max. Aggregate Sign Area Calculation	Max. Height	Max. Area Per Sign
<b>One (1) Sign:</b> 1-foot of sign height per 10 lineal feet of street frontage <b>Multiple Signs:</b> 1-foot of sign height per 20 lineal feet of street frontage	1 sq. ft. of sign area per lineal foot of street frontage	12-feet	80 sq. ft.

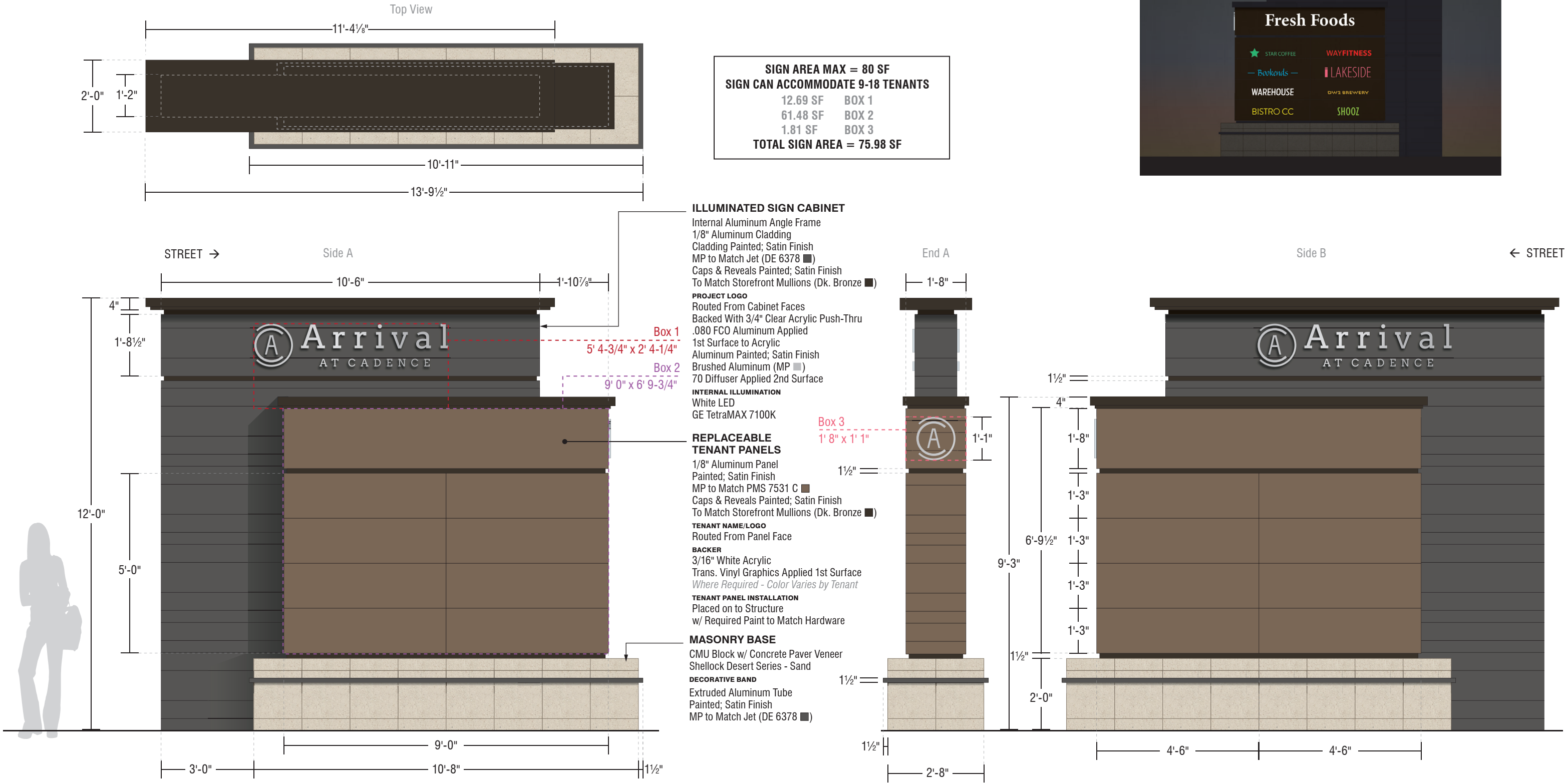


- CAP DETAIL
- TOWER STUCCO COLOR
- DARK GRAY PAINTED ALUMINUM
- SCORED ALUMINUM PANELS
- SQUARE CONCRETE PAVER VENEER BASE

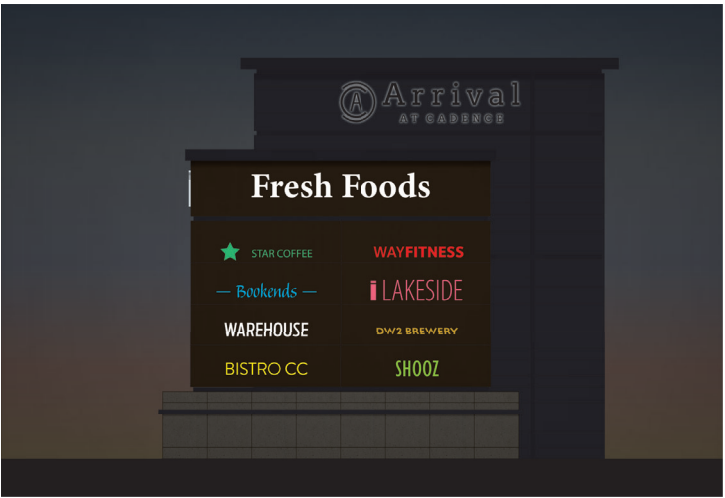
DESIGN INSPIRATION  
SITE ENTRY STRUCTURE

GROUND SIGNS

B1 MULTI-TENANT MONUMENT SIGNS



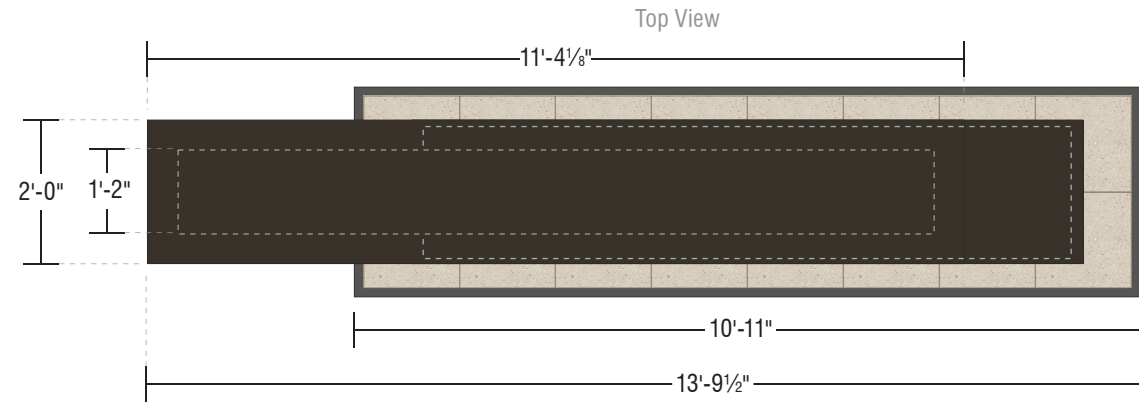
Illumination Rendering



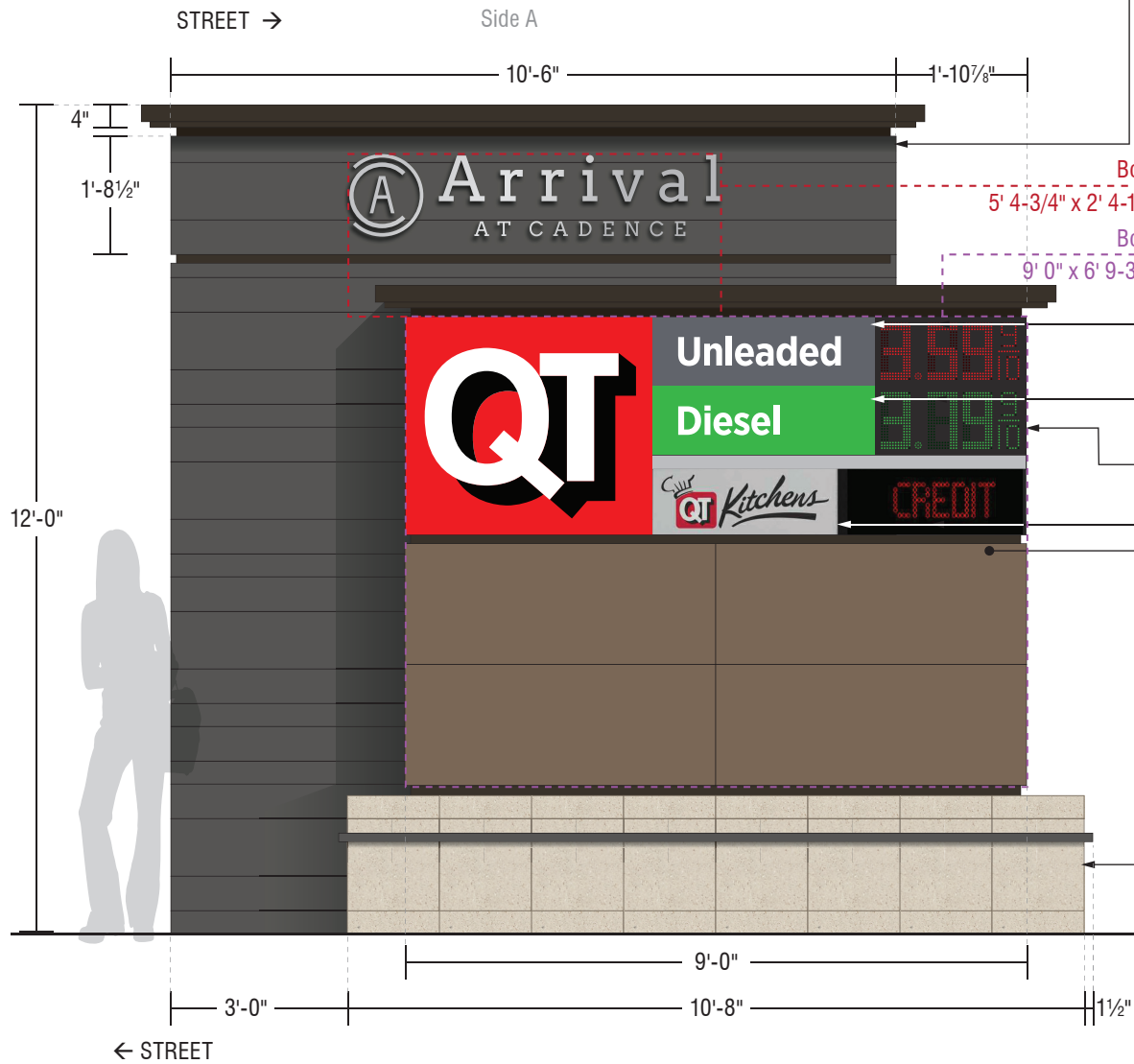
A Project Detail  
SCALE 3/8" = 1'0"

GROUND SIGNS

B1.8 MULTI-TENANT W/ GAS PRICE DISPLAY MONUMENT SIGNS



SIGN AREA MAX = 80 SF	
SIGN CAN ACCOMMODATE 9-18 TENANTS	
12.70 SF	BOX 1
61.31 SF	BOX 2
1.98 SF	BOX 3
TOTAL SIGN AREA = 75.99 SF	



ILLUMINATED SIGN CABINET

Internal Aluminum Angle Frame  
1/8" Aluminum Cladding  
Cladding Painted; Satin Finish  
MP to Match Jet (DE 6378 ■)  
Caps & Reveals Painted; Satin Finish  
To Match Storefront Mullions (Dk. Bronze ■)  
**PROJECT LOGO**  
Routed From Cabinet Faces  
Backed With 3/4" Clear Acrylic Push-Thru  
.080 FCO Aluminum Applied  
1st Surface to Acrylic  
Aluminum Painted; Satin Finish  
Brushed Aluminum (MP ■)  
70 Diffuser Applied 2nd Surface  
**INTERNAL ILLUMINATION**  
White LED  
GE TetraMAX 7100K

**UNLEAD PANEL**  
5" Cap Height

**DIESEL PANEL**  
5" Cap Height

**PRICER CABINET**  
12" LED Numerals

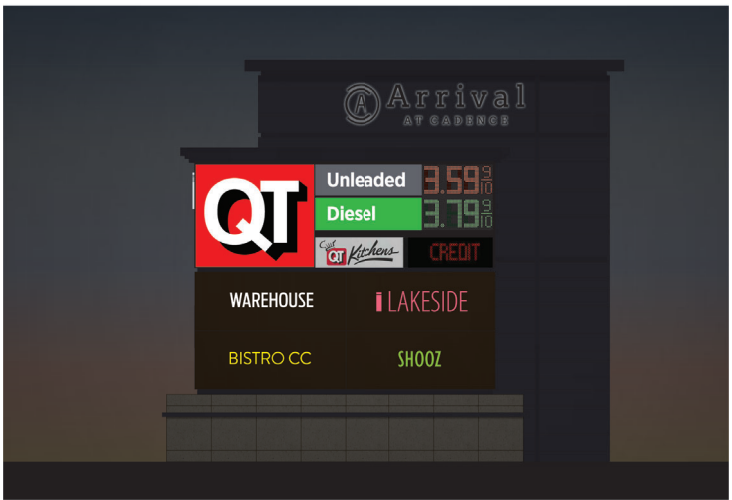
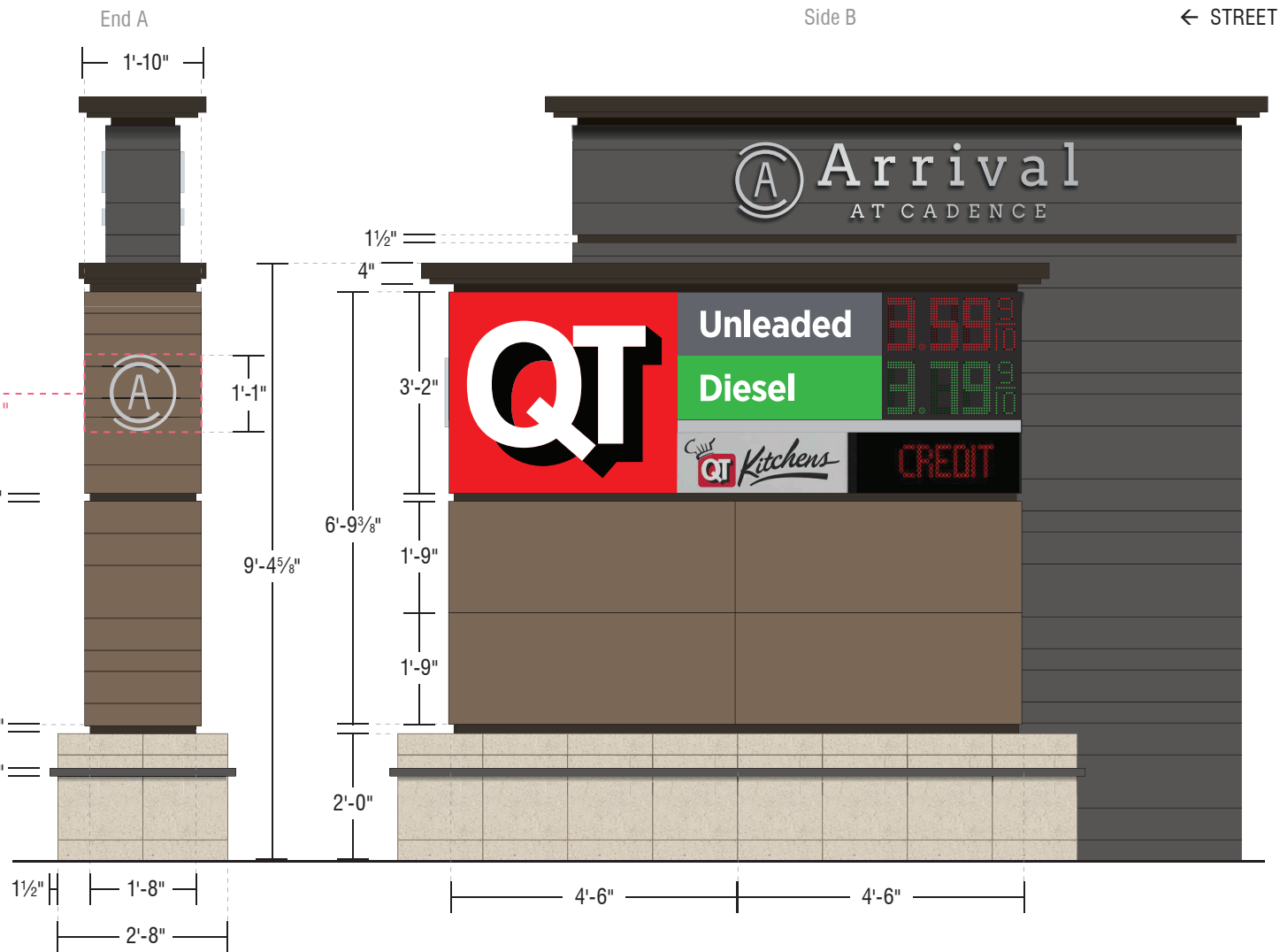
**QT KITCHENS PANEL**  
**REPLACEABLE TENANT PANELS**  
1/8" Aluminum Panel  
Painted; Satin Finish  
MP to Match PMS 7531 C ■  
Caps & Reveals Painted; Satin Finish  
To Match Storefront Mullions (Dk. Bronze ■)

**TENANT NAME/LOGO**  
Routed From Panel Face  
**BACKER**  
3/16" White Acrylic  
Trans. Vinyl Graphics Applied 1st Surface  
Where Required - Color Varies by Tenant

**TENANT PANEL INSTALLATION**  
Placed on to Structure  
w/ Required Paint to Match Hardware

**MASONRY BASE**  
CMU Block w/ Concrete Paver Veneer  
Shellock Desert Series - Sand

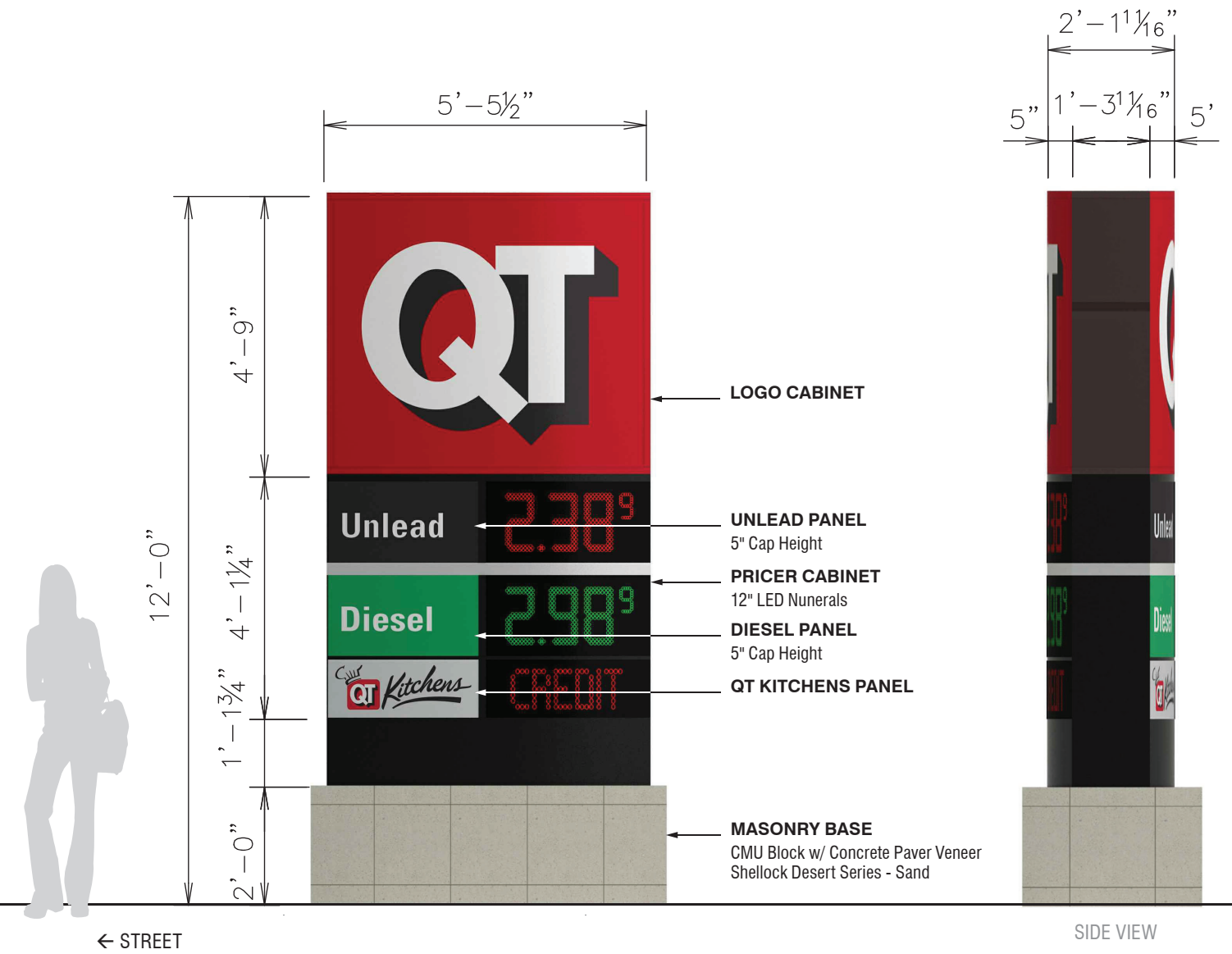
**DECORATIVE BAND**  
Extruded Aluminum Tube  
Painted; Satin Finish  
MP to Match Jet (DE 6378 ■)



B Project Detail (Side A/B)  
SCALE 3/8" = 1'0"

GROUND SIGNS

B2 GAS STATION MONUMENT SIGNS



B Simulated Rendering  
NOT TO SCALE

SIGN AREA PER SIDE: 49.70 SF (80 SF MAX)  
SIGN CAN ACCOMMODATE 1 GAS TENANT  
25.93 SF QT TENANT ID SIGN AREA  
23.77 SF GAS PRICING SIGN AREA

SPECIFICATIONS: LED PRICER PANELS BY SKYLINE PRODUCTS, INC.

- Logo:** Flat Solar grade, Clear Cyro Face, .177 thickness, painted on 2nd surface to match 3M Cardinal Red Translucent #3632-53, Akzo Nobel, no embossment.
- QT Kitchens Panel:** Sign panel
- Unlead Panel:** .177" thickness Cyro Acrylic with 1/4" Radius Corners. Panels are painted 2nd Surface with Akzo Noble Opaque Black Background with Translucent White Text
- Diesel Panel:** .177" thickness Cyro Acrylic with 1/4" Radius Corners. Panels are painted 3M 3632 GPS-26 Green with Matching PMS #349C Green with Translucent White Text
- Logo Cabinet/Pricer Cabinet:** Aluminum Construction, Internally illuminated with GE Tetra PowerStrip DS65/GE PS24 Power Supplies. LOGO Cabinet painted Akzo Noble, QT Red SIGN9141 Low Gloss. Pricer Cabinet painted Akzo Noble Black Low Gloss. Accent Trim section painted 1st surface Akzo Noble Silver-Low Gloss.

A Project Detail (Side A/B)  
SCALE 3/8" = 1'0"

C Sign Specifications