



MASTER COMPREHENSIVE SIGNAGE PLAN

Signage is an important component of the overall community theming and identity. The PPGN Community Plan (CP) provides signage standards, along with the Mesa Zoning Ordinance, to create the base sign standards and criteria for PPGN (Cadence). This Master Comprehensive Signage Plan (MCSP) shall provide additional signage criteria and design guidelines to be approved by the Zoning Administrator/Board of Adjustments.

In Section 15.2 of the CP, the creation of a MCSP is required. This MCSP includes a base level for all Development Units. The CP allows for the following comprehensive plans in addition to the MCSP:

1. Section 15.3 provides for Individual Comprehensive Sign Plans
2. Section 15.4 provides for Temporary Comprehensive Sign Plans

The intent of the MCSP is to create a cohesive and flexible foundation of the community-wide signage within Cadence that is appropriate to the character of the overall community; provides adequate identification and information; and provides a visual environment to promote traffic safety.

The Cadence MCSP will provide community wide signage in temporary and permanent forms, and is likely to include, but shall not be limited to, the following:

- Major Entry Monumentation
- Minor Entry Monumentation
- Non-Residential Signage
- Facility/Identity Signage
- Directional Signage
- Builder Signage

Major Community Entry Monumentation will include seven pillars, identifying the community name C-A-D-E-N-C-E and one pillar with the community logo. The signage area for the seven pillars is calculated at 65' the width of all seven pillars, including the spacing in between each pillars (65' x 3' = 195 sq.ft.), the logo pillar is calculated at 5' width of the pillar and 3' letter height (5' x 3' = 15 sq.ft.). For an overall total of 210 sq.ft. signage for the Major Community Entry Monument. An entry tower has been constructed adjacent to the pillar monumentation, however excluded from the signage calculation as no signage will be located on the entry tower itself and is permitted separately.

Minor Community Entry Monumentation will mirror the aesthetics of the Major Community Entry Monumentation only 33% smaller, the seven pillars identifying the community name C-A-D-E-N-C-E. The signage area for the seven pillars is calculated at 52' the width of all seven pillars, including the spacing in between each pillars and 2' letter height (52' x 2' = 104 sq.ft.).

Non-Residential Signage is calculated at the 5' width and 5'-8" height (5'x5'-8" = 29 sq.ft.) of the signage area, including the spaced in between "Tenant Names" and community logo of (2'x2' = 4sq.ft.), an overall total of 33 sq.ft.

Directional Signage is calculated at the 3' width and 2'-4" height (3'x2'-4" = 7.2sq.ft.) of the signage area, including the spaced in between "Builder Names".

Builder Signage is calculated at the 4'-4" width and 2'-6" height (4'-4"x2'-6" = 11.44sq.ft.) of the signage area, including the spaced in between "Builder Names".

Facility ID Signage **Option A:** Is calculated at the 3' width and 1' height (3'x1' = 3sq.ft.) of the signage area. **Option B:** Is calculated at the 3'-8" width and 1' height (3'-8"x1' = 3.8sq.ft.) of the signage area. Both calculations including the spaced in between "Facility ID".

Additional Signage Criteria by Sign Type;

Cadence Sign Type	Proposed Number (total)	Proposed Individual Sign Height	Proposed Individual Sign Area
Community Entry (Major and Minor)	6	Minor: 6 ft Major: 10 ft (excluding Entry Portal)	Minor: 104sf Major: 210 sf
Non-Residential Signage*	12	7 ft	33 sf
Directional Signage	13	5 ft, 4 in	7.2 sf
Builder Signage	31	5 ft	11.44 sf
Facility ID Signage	7	A: 5 ft B: 4ft	A: 3 sf B: 3.8 sf