



COMPREHENSIVE SIGN PROGRAM

OWNER INFORMATION

Baywood Health Center LLC
1525 S Broadway Street
Los Angeles, CA

Owner Representative:
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Glendale AZ 85308
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Phone: (623) 566-4699
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SIGN CONSULTANT

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Glendale AZ 85308
Jose Villanueva, President
(623) 302-4545
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6553 East Baywood Ave
6550 East Broadway Rd



Justification & Compatibility Statement
Baywood Health Center - Hopebridge
6553 E Baywood / 6550 E Broadway

Baywood Health Center is located between Broadway Rd and Baywood Ave, just west of Power Rd, in Mesa adjacent to Banner Baywood Hospital. It consists of two (2) two-story professional and medical office buildings. Baywood Health Center North has approximately 36,127 square feet of leasable space, and Baywood Health Center South has approximately 25,277 square feet of leasable space. This project is undergoing a major renovation implementing significant exterior and interior upgrades.

The existing comprehensive sign plan was updated in 2013 to replace the comprehensive sign plan established in 2008. We are requesting to establish new Comprehensive Sign Program to illustrate the new location and size of the main building sign, and the tenant signage locations, while providing a vehicle, by which submittal and compliance procedures are instituted. A new tenant, Hopebridge, has taken over the entire first floor and is building a new entrance on the south elevation. The owner of the building has consented to allowing the building name to be Hopebridge.

The signage design has been expanded to allow for color and size changes to accommodate the new tenant signage. Historically, Hopebridge has not utilized illuminated signage, therefore, a non-illuminated option has been blended into this new comprehensive sign plan, of which typically neighbors embrace dark-skies.

The signage design illustrated in this new comprehensive sign plan will have the architectural character, embellishments element, color and material selections illustrated in our package. This will create a signage standard for the main building sign and tenant signage that will be more flexible utilizing current signage, colors and lighting while adding new colors and non-illumination options for future tenants.

This new comprehensive sign plan will be beneficial to the surrounding properties and neighborhood by providing signage that is functional, aesthetically pleasing and provides continuity to the medical and family oriented businesses in the immediate area, with neighbors such as; Banner Health, Pain Release, East Valley Hearing Center, Brookdale Living, Children's Choice Learning Center & Banner Baywood Medical Center.

There is existing signage in two classifications of exterior signage included within this program:

1. CORPORATE CENTER SIGNAGE / Baywood North and South Freestanding Monument Signage, Baywood North and South Wall Signage and Traffic Directional Signage

There is one (1) monument sign on each street with 32 square feet of sign area, with Baywood Health Center identification and these are to remain, no changes. The existing traffic directional signage will be replaced at the discretion of the owner. This was approved in the current comprehensive sign plan and to continue in this sign plan.

2. TENANT EXTERIOR SIGNAGE

For Tenants in the South building, to increase the allowed signage square footage from 32 square feet not to exceed 55 square feet of the sign area per elevation on their building frontage with a maximum of 2 elevations.



6553 East Baywood Ave
6550 East Broadway Rd

We feel that this request is within the parameters of other projects of this nature and would be a benefit to the overall area and our proximity to Banner Health, Pain Release, East Valley Hearing Center, Brookdale Living, Children's Choice Learning Center & Banner Baywood Medical Center.

It's always been necessary for the Medical industry to have adequate exterior signage for day and night visibility for visitors. The Hopebridge model of non-illumination is based on their center hours of 8 -5pm do not provide any after hours services. Replacing the impact of illuminated signage with maximizing the signage area that parents, kids, and staff will always be able to see and read.

It is also felt this plan falls well within City of Mesa's zoning ordinance for the RM Zoning District as allowed in ordinance 11-43-3: Permanent Sign Allowances by Zoning District.

A. CORPORATE CENTER SIGNAGE

- 1. Baywood North Freestanding Monument Signage
- 2. Baywood South Freestanding Monument Signage
- 3. Baywood North Wall Signage
- 4. Baywood South Wall Signage
- 5. Traffic Directional Signage.

B. TENANT SIGN CRITERIA

- 1. INTRODUCTION
- 2. GENERAL RESTRICTIONS
- 3. CONSTRUCTION REQUIREMENTS
- 4. EXTERIOR WALL SIGNAGE DESIGN REQUIREMENTS
- 5. EXHIBITS

All efforts have been made to work within the City of Mesa sign ordinance while creating a new comprehensive sign program that is more compatible with the newly renovated project, and by creating a plan that still supports the tenants need for visibility; regarding both vehicular and pedestrian traffic.





GENERAL GUIDELINES

A. 1 & 2 Baywood North/South Freestanding Monument Signage

1. One (1) freestanding sign shall be permitted per street front.
2. Sign shall identify the name of the project and the name of up to four (4) tenants. No advertising copy.
3. The sign shall not exceed a height of 8' not including the architectural element
4. The vertical address shall be 83" x 12" with a minimum 8" high numbers.
5. The street address panel is 10" x 68".
6. The maximum sign area for each sign is 32 square feet
7. Each sign shall have a 5" high concrete base.

B. 3 & 4 Baywood North/South Wall Mounted Signage

1. One (1) wall mounted sign shall be permitted per street front
2. The sign shall identify the project and/or a major tenant.
3. The sign shall not exceed a height of 53" including the architectural element.
4. The maximum sign area for each sign is seventy (70) square feet.

C. Traffic directional signage.

1. The maximum height of such sign shall be 4'
2. The maximum area of such sign shall be eight (8) square feet.
3. The maximum number is one on Broadway Frontage and one (1) on Baywood Frontage and two internal to the project.

D. Tenant wall signage.

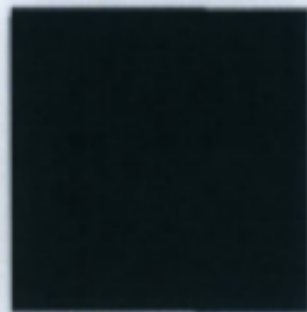
1. The sign area for each business shall be a minimum of twenty (20) square feet not exceed fifty-five (55) square feet of the sign area per elevation.
2. Such sign shall identify the business.
3. Such sign shall be installed, with the exposed face, of the sign in a plane parallel to the face of the building wall.
4. The existing tenant sign is grandfathered, and may stay until the sign is removed.



General Project Color Exhibit - Signage Standard



DE5489
Jalapeno



DE5790
Atlantis



De6376
Looking Glass



De6377
**Boat Anchor/
De6378 Jet**



De6373
Poroise



White



**Natural Aluminum
Brushed Finish**



PMS 285C



PMS 367C

General Site Exhibit - Signage Standard

East Baywood Ave Frontage 548.68'



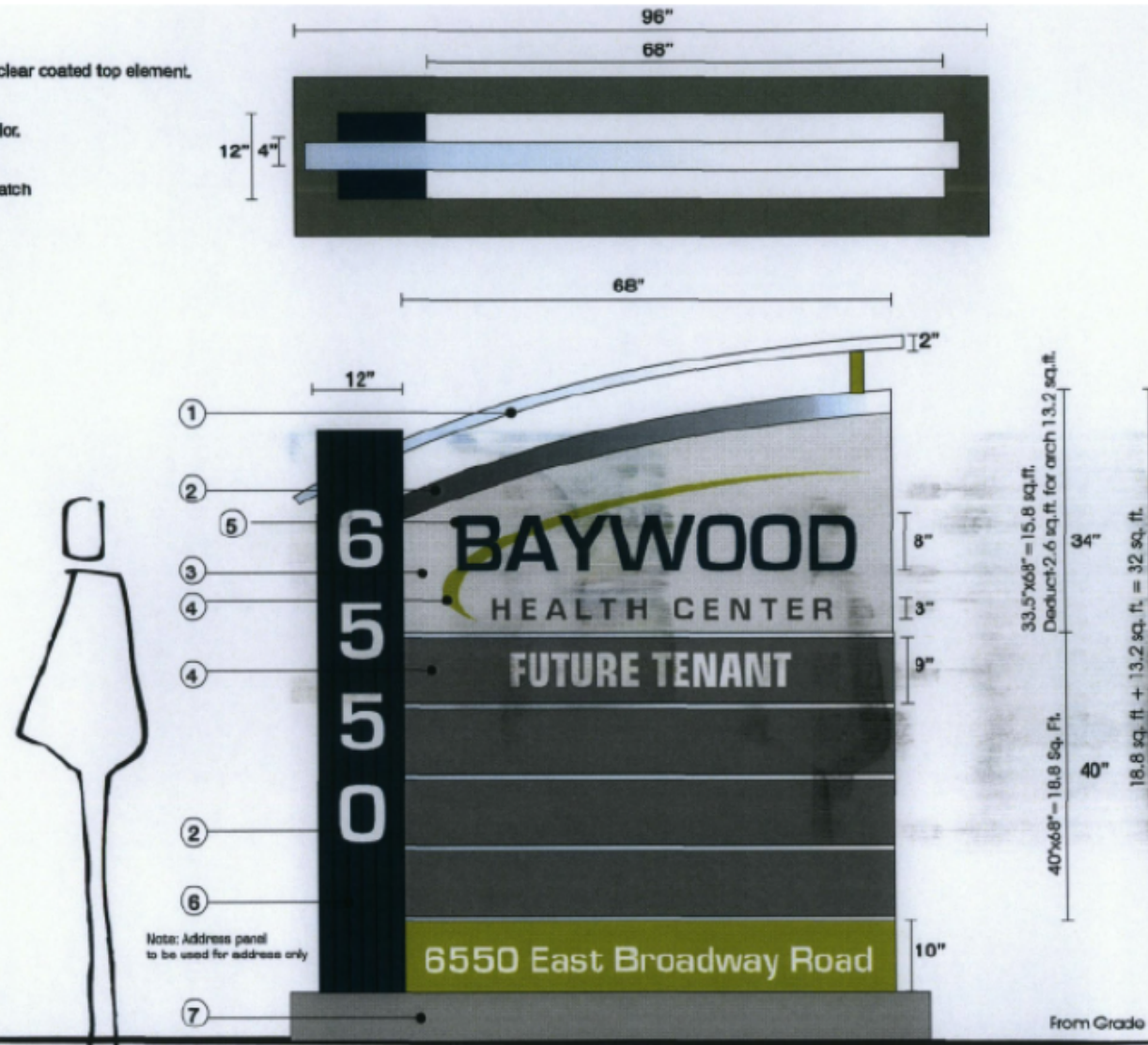
East Broadway Rd Frontage 378.20'

Monument Signage A1 Exhibit - Signage Standard

1. Aluminum Embelishment 2" height x 4" deep brushed, clear coated top element.
2. Aluminum 1/4" brushed, clear coated pin mount.
3. Aluminum fabricated cabinet internally illuminated.
4. Routed and backed with acrylic /digital print custom color.
5. Aluminum 1.25" deep reverse pan channel letters halo illuminated pin mount.
6. Aluminum panel with custom fabricated metal ribs to match T16-L metal panels, painted.
7. Concrete base natural
8. Aluminum Satin finished Pucks
9. Aluminum 1/4"
10. Aluminum 1/8"
11. Aluminum 3/4"
12. Vinyl cut graphics
13. P95 frosted 1/4" acrylic

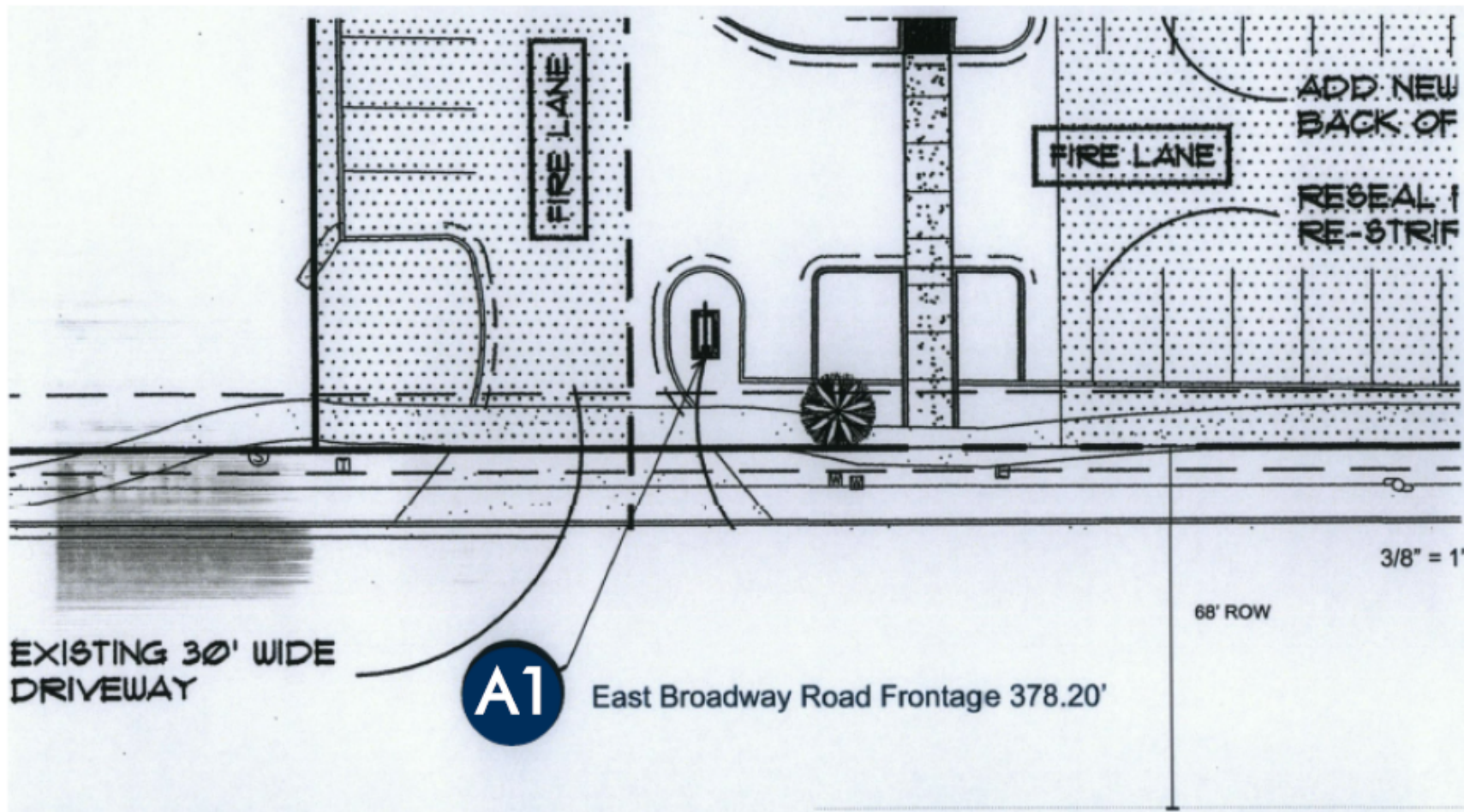


**EXISTING MONUMENT
WILL REMAIN WITH NO
CHANGES**



Monument Signage A1 Site Exhibit - Signage Standard

Monument Signage A1



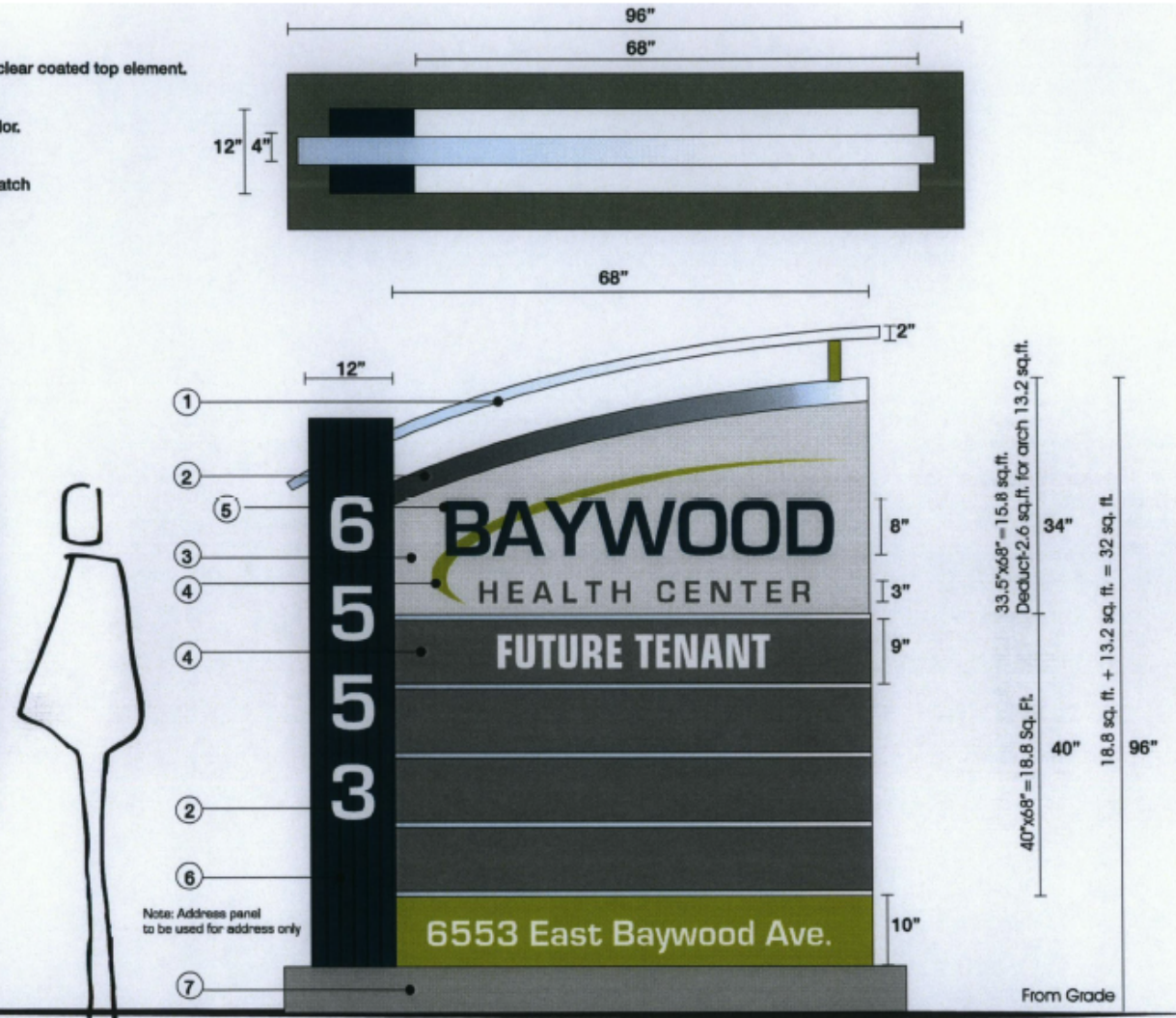
Monument Signage A2 Exhibit - Signage Standard

Monument Signage A2

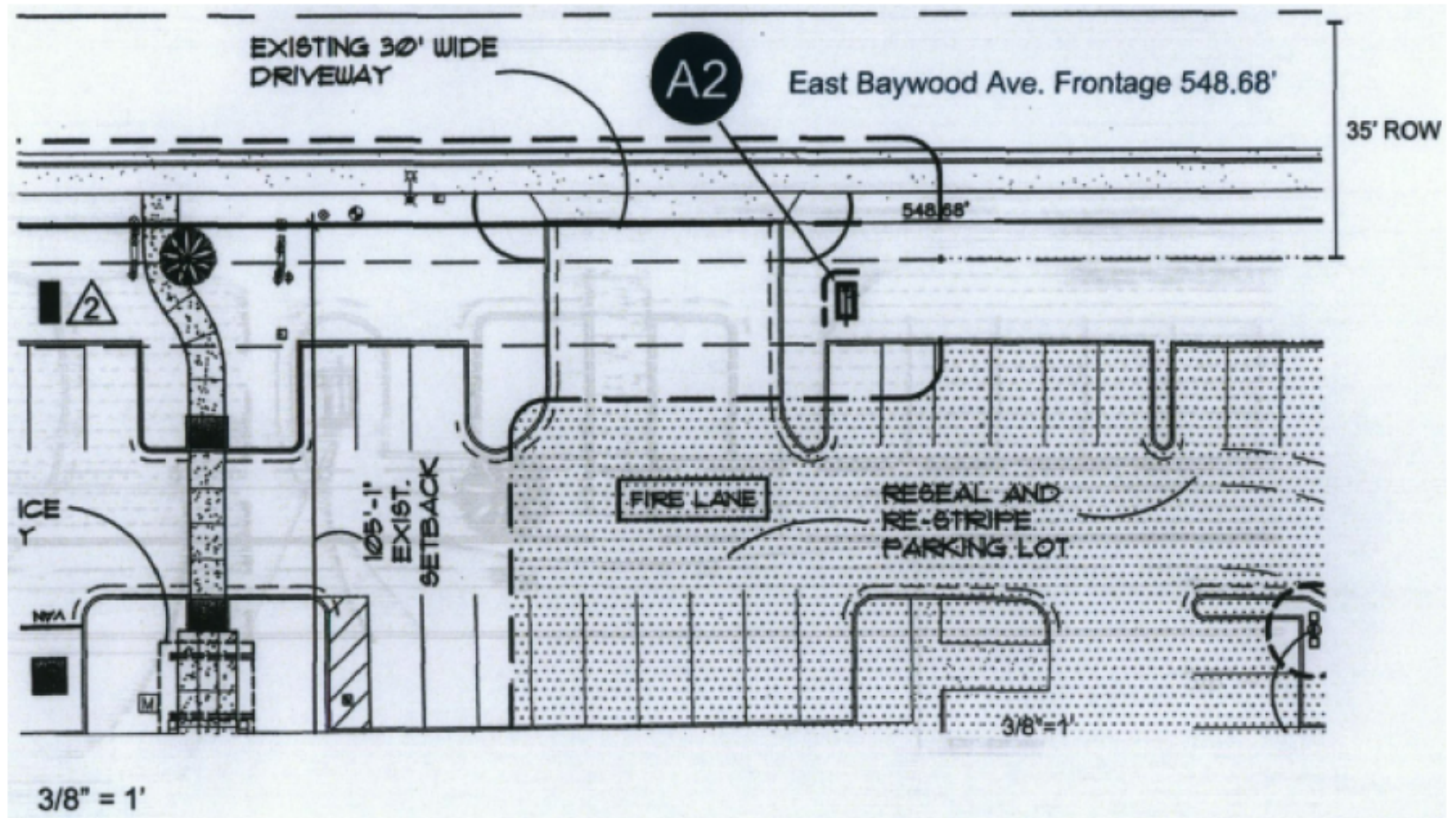
1. Aluminum Embellishment 2" height x 4" deep brushed, clear coated top element.
2. Aluminum 1/4" brushed, clear coated pin mount.
3. Aluminum fabricated cabinet internally illuminated.
4. Routed and backed with acrylic /digital print custom color.
5. Aluminum 1.25" deep reverse pan channel letters halo illuminated pin mount.
6. Aluminum panel with custom fabricated metal ribs to match T16-L metal panels, painted.
7. Concrete base natural
8. Aluminum Satin finished Pucks
9. Aluminum 1/4"
10. Aluminum 1/8"
11. Aluminum 1/2"
12. Vinyl cut graphics
13. P95 frosted 1/4" acrylic

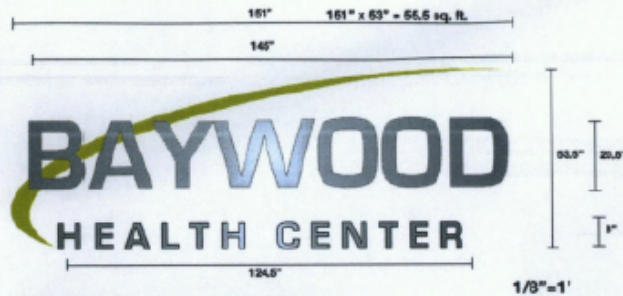


**EXISTING MONUMENT
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CHANGES**



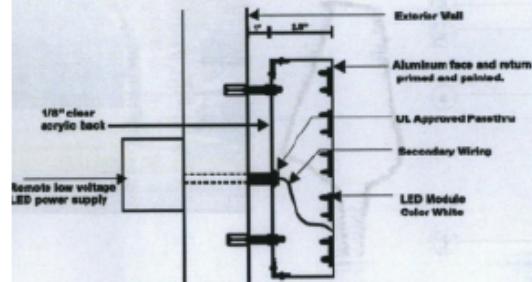
Monument Signage A2 Site Exhibit - Signage Standard





Building Entry Wall Mounted Signage

1. Individual Reverse Pan Channel letters.
Brushed aluminum horizontal grain
Halo illuminated 2.5" returns.
2. LED White
3. Logo Style Illuminate Logo



LED Illuminated Reverse Pan-Channel Letter

Cross Section / NTS



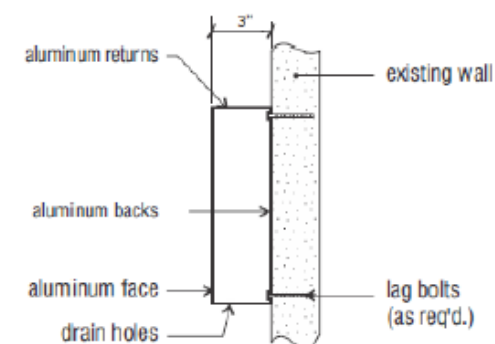
Wall Signage A3 Exhibit - Signage Standard



FABRICATE AND INSTALL 1 SET NON -
ILLUMINATED REVERSE CHANNEL LETTERS
FACES - .090 ALUMINUM
RETURNS - 3" DEEP .040 ALUMINUM
FACES AND RETURNS PAINTED PER KEY, SATIN FINISH
MATTHEWS PAINT
INSTALLATION - FLUSH MOUNTED

COLOR KEY

■ PAINT	T/M	PMS
■ 285C	PAINT	T/M
	PMS 367C	



Traffic Directional Exhibit A51 - North and A52 South - Signage Standard

Traffic Directional A5

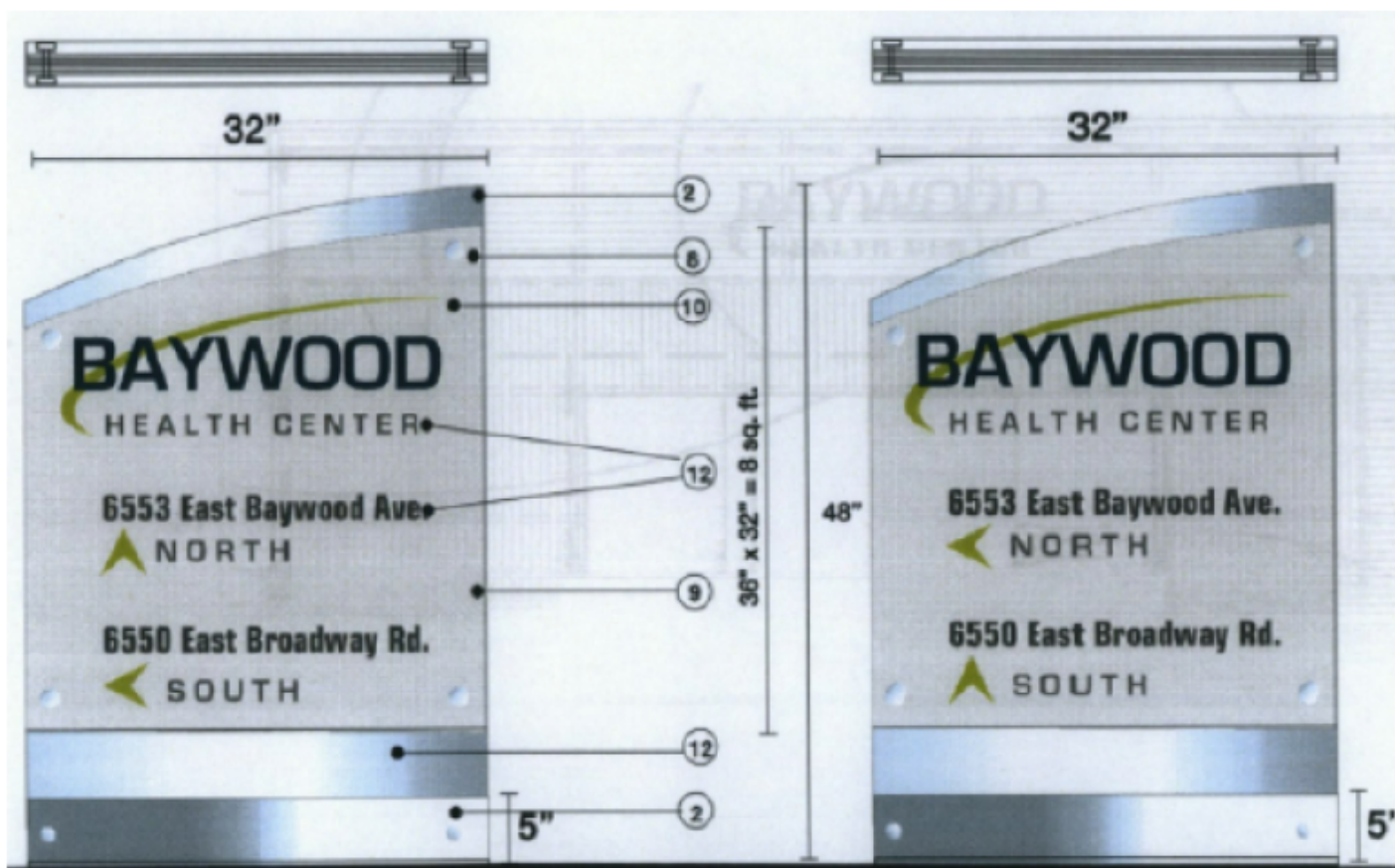
1. Aluminum 2" x 4" brushed, clear coated top element
2. Aluminum 1/4" brushed, clear coated pin mount
3. Aluminum fabricated cabinet internally illuminated
4. Routed and backed with acrylic/digital print custom color
5. Aluminum 1.25" deep reverse pan channel letters halo illuminated pin mount
6. Aluminum panel with custom fabricated metal ribs to match T16-L metal panels
7. Concrete base natural
8. Aluminum Satin finished pucks
9. Aluminum 1/4"
10. Aluminum 1/8"
11. Aluminum 1/2"
12. Vinyl cut graphics



A.



B.



B. TENANT SIGN CRITERIA INTRODUCTION

This criteria has been established for the sole purpose of assuring an outstanding center for the mutual benefit of all tenants, the landlord, and the City of Mesa. Conformance to these criteria shall be strictly enforced, and any non-conforming or unapproved signs shall be brought into conformance at the expense of the tenant. Landlord shall administer and interpret the criteria.

B1. GENERAL RESTRICTIONS

1. Painted lettering directly to the wall shall not be permitted.
2. Flashing or audible signs shall not be permitted.
3. All electrical signs and their installations must comply with all uniform building and electrical codes.
4. No exposed conduit, transformers shall be permitted. (With the exception to the grandfathered sign located on North elevation of the North Building)
5. All letters, conductors, transformers, and other equipment shall be neatly concealed in a water-tight condition.
6. All business identification signs will be non-illuminated or illuminated individual reverse pan letters. Maximum letter height shall not exceed 24".
7. Tenant or his representative must submit two (2) copies of detailed sign drawings to the Landlord for approval fifteen days prior to submitting for permits or manufacturing. It is the sole responsibility of the tenant to obtain the necessary permits.

B2. SUBMITTAL & CONFORMANCE PROCEDURES

All tenants within Baywood Health Center (North and South) shall be required to include proposed signage with submittals made to the Landlord.

Submittals shall include two (2) copies of scaled black and white elevation drawings showing the text, size of text, size of sign, installation methods, illumination details, color scheme, and placement locations.

Drawings submitted to the Landlord must contain, at a minimum, the information required for City of Mesa review and permit approval.

1. "Approved" drawings will permit the submitting party to proceed with sign fabrication and installation in accordance with the drawings, providing approval has been obtained from the City of Mesa.
2. "Approved as Noted" drawings will permit the submitting party to proceed with sign fabrication, and installation as long as noted modifications are incorporated into the designs, and approvals have been obtained from the City of Mesa.
3. "Revise and Resubmit" drawings will be returned to the submitting party with comments. These drawings shall be revised, and resubmitted to the Landlord for further review.



The landlord shall review the submittal, and return it marked "Approved", "Approved as Noted", "Revise and Resubmit" or "Disapproved".

The Landlord will not be held liable for any violations of existing sign ordinances, laws, codes, etc.

B3. CONSTRUCTION REQUIREMENTS

1. All exterior bolts, fastenings, and clips shall be of hot dipped galvanized iron, and no black iron materials of any type shall be permitted.
2. Locations of all openings for conduit and sleeves in building walls shall be indicated by the sign contractor on drawings submitted for approval of Landlord's architect. The contractor shall install in accordance with the approved drawings.
3. No labels shall be permitted on the exposed surface of signs, except those required by ordinance, which shall be applied in an inconspicuous place.
4. All penetrations of the building structure required for sign installation shall be neatly sealed in a water-tight condition.
5. Tenant and his contractor shall repair any damages caused during installation or removal of any signage.
6. Tenant shall be fully responsible for the operations of Tenant's sign contractor.

B4. EXTERIOR WALL SIGNAGE DESIGN REQUIREMENTS

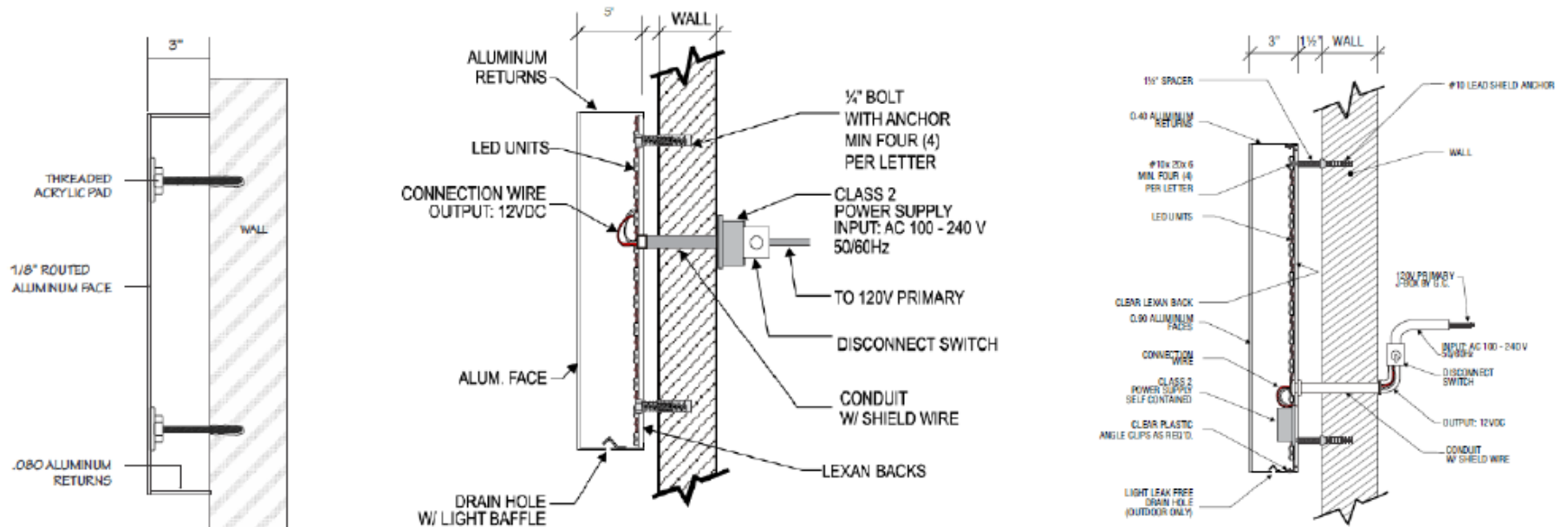
1. Each tenant shall be allowed a minimum of 20 square feet and a maximum of 55 square feet of wall sign area. Length of sign shall not exceed 80% of wall area. Tenants with frontages on the south elevation, and the north elevation of the building may have one sign on each elevation. Tenant's maximum letter height shall not exceed 24". Additional height of the sign due to a brand logo will be allowed, but is not allowed to exceed the maximum of 55 square feet and must be have the landlord approval.
2. All tenants will have wall signs fabricated as follows:
 - a. All letters will be fabricated with a minimum of .050 aluminum. Painted finish to match color specifications provided.
 - b. Reverse pan channel letters will have a min. of 2 1/2" returns clip mounted 5/8" off the fascia.
 - c. All reverse pan channel letters may be illuminated by LED or non-illuminated pan channel letters.
 - d. Established logos, letter style, and colors will be allowed with Landlord approval.
 - e. If a National franchise tenant leases space in the North Building, the Landlord reserves the right to allow pan channel lettering with internal illumination per national established colors.
3. All letters will be installed in a water tight condition.





Signage shall not exceed 80% of the wall length or 55 square feet total

24" FUTURE TENANT SIGNAGE



A NON-ILLUMINATED REVERSE PAN-CHANNEL LETTERS

B ILLUMINATED REVERSE PAN-CHANNEL LETTERS HALO-LIT EXTERNAL POWER SUPPLY

C ILLUMINATED REVERSE PAN-CHANNEL LETTERS HALO-LIT SELF-CONTAINED POWER SUPPLY



Exhibit A Tenant Signage - Signage Standard



Exhibit B Proposed Tenant Signage Locations - Signage Standard

*see page 10 for building sign details

CLOSE-UP

