

APPROVED

PLANNING AND ZONING DEPT.

DATE

9/18/00

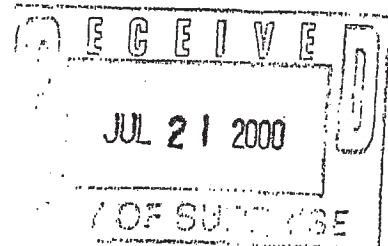
APPV'D BY

CITY OF SURPRISE

West Point Towne Center

Comprehensive Sign Plan

July, 2000



Owner/Developer:

Bell Grande II, L.C.
15170 N. Hayden Road, Suite 2
Scottsdale, Arizona 85260-2512
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(602) 483-7171 Fax

Architect:

DFD Architecture
4201 N. 24th Street, Suite 100
Phoenix, Arizona 85016
(602) 957-4758
(602) 957-9603 Fax

Signage Consultant:

Bleier Industries, Ltd.
2030 West Desert Cove
Phoenix, Arizona 85029
(602) 944-3117
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INTRODUCTION

This comprehensive sign program has been created to provide a design guideline for signage for a regional shopping center/power center complex located at West Point Towne Center. This program will be used to judge proposed signage for appropriateness for uses within this project and will endeavor to ensure a standard of quality for design, materials and illumination of exterior signage controlled by the City of Surprise and Bell Grande II, L.C. (Owner/Developer). It is the intent of this comprehensive sign program to create a framework for signage design that will have a positive impact on the streetscape, as well as being legible and consistent throughout the development.

The freestanding signs proposed for this site were developed to provide the passing motorists with a clear and concise display of aesthetic graphics identifying the various business uses located within West Point Towne Center. Together with a quality designed retail development, the project's image will invite residents from the community as well as outlying areas to a thriving and successful retail environment.

FREESTANDING GROUND SIGNAGE / GRAND AVENUE

1. Sign Type / Quantities and General Description:

Linear frontage of approximately 1,400 feet exists along Grand Avenue, a divided major arterial and ADOT controlled federal highway with a posted speed limit of 55 MPH. Proposed signs are intended to be viewed at distances greater than 1,000 feet and are indicated on the attached site plan drawing SP 1. The site plan clearly identifies the proposed phasing of the development and denotes the business uses that may be identified on the proposed sign displays.

There will be a total of three (3) freestanding signs along the 1,400 foot frontage on Grand Avenue.

Three (3) primary signs are included and are identified on site plan drawing SP 1 as Sign "ST 2.1" (quantity one, 23' high), and "ST 2.2" (quantity two, 20' high). These primary signs will identify the major tenants, both current and future as determined by the Owner/Developer.

All proposed freestanding signs shall be located out of traffic visibility zones and any public utility easement unless approved by the authority having jurisdiction. All proposed freestanding signs shall integrate within the surrounding landscape, grading and retention areas and hardscape improvements.

2. Sign Height and Area:

Careful consideration has been given to specifying the height and area for the proposed freestanding signage. Site specific factors impact the anticipated viewing requirements of motorists traveling on Grand Avenue and help to determine the size and height of freestanding signage. The scale of retail activities affects the value of a sign; the contributory value of the signage component is a function of the degree to which the real estate site contributes to generating business. Signage is critical to a regional retail site for a number of reasons, but the most significant factor may be attributed to the speculative nature of real estate development. Destination type regional retail activities have unique signage requirements. These retailers typically use television and newspaper advertising in a large trading area and draw consumers from a large geographic area. Many of these people are not intimately familiar with the location logistics of the destination-oriented outlet. The signage identifying these large retailers' needs to project far enough down the highway or street to give the unfamiliar driver time to read, react, and reach the destination safely. The proper display of signage has become the most widely recognized method of developing consumer awareness. Appropriate signage contributes to the retailer's ability to inform, direct, and constantly remind consumers of their establishment. Signage must be large enough to be easily read or it may create a traffic safety problem. The U.S. Department of Transportation recognizes in its general standards that:

"...the basic requirements of a highway sign are that it be legible to those for whom it is intended and that it be understood in time to permit proper response. This means high visibility, lettering or symbols of adequate size, and a short legend for quick perception by a driver approaching a sign at high speeds."

For destination oriented activities, signage becomes an information and/or directional device, thereby promoting public safety in reaching the destination.

Determining exactly how large and how high a specific sign needs to be is subjective in nature. Retail sites, such as the proposed "*West Point Towne Center*", will attract consumers from outside of the City of Surprise, thereby generating increased sales tax revenue and employment contributing to the general welfare of the community. Although no hard and fast rule dictates how large or high a sign must be, publications do exist with information that can be utilized in justifying our proposed signage for this site.

Signs "ST 2.1" is proposed to be twenty-three feet (23') in height measured from the top of the adjacent roadway curb to the top of the architectural embellishment. In addition, two (2) signs "ST2.2" are to be twenty feet (20) in height. The sign area on any individual freestanding ground sign shall be limited to the designated space illustrated on the renderings contained within this comprehensive sign plan. Sign area will

be calculated by encapsulating the graphic surface delineating the sign copy and logo background.

3. Graphic Copy / Illumination:

All graphic copy will consist of individual logos and letters applied to illuminated backgrounds utilizing translucent acrylic and/or applied vinyl materials. All graphic copy surfaces will be illuminated from within the sign enclosure.

4. Embellishments:

Masonry and stucco finishes shall match specifications furnished by the project architect and utilized throughout the project. Architectural embellishments shall be utilized to accent each sign display thereby creating a visual continuity between displays and the aesthetic features of the project site.

FREESTANDING GROUND SIGNAGE / BELL ROAD

1. Sign Type / Quantities and General Description:

Linear frontage of approximately 2,200 feet exists along Bell Road, a major metropolitan east/west arterial with a posted speed limit of 40 MPH. Proposed signs are intended to be viewed at distances greater than 500 feet and are indicated on the attached site plan drawing SP 1. As previously stated, the site plan clearly identifies the proposed phasing of the development and denotes which business uses will be identified on the sign displays. A total of eight (8) displays will be required along Bell Road for the purpose of identifying the current and future tenants at the discretion of the Owner/Developer. They are identified on the site plan drawing SP 1 as "ST 1", "ST 3", and "ST 5". Renderings of the proposed signs are included as part of this comprehensive sign plan for the purpose of establishing design intent.

In addition, existing decorative site entry walls identified as "ST 1" are located on both sides of the Bell Road intersection with West Point Parkway. These proposed site walls are to be used to identify the project as *"West Point Towne Center"*.

A future freestanding pad site located at the southeast corner of Bell Road and West Point Parkway is identified on the site plan and will be identified by a smaller display including price information as indicated as "ST 5". An illustration of the proposed "ST 5" is included in this comprehensive sign plan for the purpose of establishing design intent.

All proposed freestanding signs shall be located out of traffic visibility zones and any public utility easement unless approved by the authority having jurisdiction. All proposed freestanding signs shall integrate within the surrounding landscape, grading and retention areas and hardscape improvements.

2. Sign Height and Area:

As stated previously, careful consideration has been given to specifying the height and size of the proposed signage. Site specific factors that impact the anticipated viewing requirements of motorists traveling on Bell Road help to determine the size and height of freestanding signage.

Signs "ST 3" are proposed to be fifteen feet (15') in height measured from the top of the adjacent roadway curb to the top of the architectural embellishment. Sign "ST 1" will be placed on the site entry walls and is to be approximately seven (7') in height. In addition, two signs designated as "ST 4" will be located adjacent to the principal driveways on both the east and west sides of West Point Parkway. These signs will be for tenants as designated by the Owner/Developer and will be seven feet (7') in height. The sign area on any individual freestanding ground sign shall be limited to the designated space illustrated on the renderings contained within this comprehensive sign plan. Sign area will be calculated by encapsulating the graphic surface delineating the sign copy and logo background.

3. Graphic Copy / Illumination:

All graphic copy will consist of individual logos and letters applied to illuminated backgrounds utilizing translucent acrylic and/or applied vinyl materials. All graphic copy surfaces will be illuminated from within the sign enclosure with the exception of Sign "ST 1", which may consist of individual letters with "halo" backlit illumination and/or ground illumination onto the site entry walls.

4. Embellishments:

Masonry and stucco finishes shall match specifications furnished by the project architect and utilized throughout the project. Architectural embellishments shall be utilized to accent each sign display thereby creating a visual continuity between displays and the aesthetic features of the project site.

SIGNAGE / FREESTANDING PAD TENANTS

I. GENERAL REQUIREMENTS

- A. Each tenant shall submit or cause to be submitted to Owner/Developer, for approval, prior to fabrication, four (4) copies of detailed drawings indicating the location, size, layout, design color, illumination materials and method of attachment.
- B. Tenant shall be responsible for the fulfillment of all requirements and specifications, including those of the local municipality.
- C. All signs shall be reviewed for conformance with these criteria and overall design quality.
- D. Advertising devices such as flags and pennants shall not be permitted. Banners only shall be permitted for the grand opening and special events with prior approval by the Owner/Developer and subject to issuance of a permit by the City of Surprise.
- E. Each tenant shall be responsible for submitting proof of Owner/Developer approval to the City of Surprise for permit review and approval.

II. SPECIFICATIONS - PAD SIGNS

A. General Specifications

- 1. No animated, flashing or audible signs (except for menu signs) shall be permitted.
- 2. All signs and their installation shall comply with all local building and electrical codes.
- 3. No exposed raceways, crossovers, or conduit shall be permitted.

4. All cabinets, conductors, transformers and other equipment shall be concealed.
5. Painted lettering shall not be permitted.
6. Any damage to the sign band face or roof deck resulting from tenant's sign installation shall be repaired at tenant's sole cost.
7. Upon removal of any sign by tenant, any damage to the sign band face shall be repaired by tenant or by Owner/Developer at tenant's cost.

B. Sign Area / Letter Style or Logo Restrictions / Building Signage

1. Letter and/or logo styles of the individual illuminated and non-illuminated signs for pad tenants shall be tenant's choice in accordance to its individual corporate identification standard.
2. The maximum aggregate sign area permitted to be placed by a pad tenant on any single building elevation shall be computed based upon the formula of (1.25 sf) one and one-quarter square feet of sign area per lineal foot of building elevation upon which the sign(s) is/are placed.
3. The length of any single sign shall not exceed fifty percent (50%) of the building elevation upon which it is placed.

C. Miscellaneous Ground Signs

1. Menu and directional signs utilized by a pad tenant in accordance to its corporate identification program shall conform with City of Surprise Sign Ordinance standard and shall be reviewed on an individual site basis.

WALL SIGNAGE / GENERAL REQUIREMENTS

1. All signage shall be constructed and installed at the individual sign user's expense.
2. Sign user and the user's sign contractor shall be responsible for the repair of any damage caused by installation or removal of any signage.
3. All sign bolts, fastenings, sleeves, and clips shall be of hot dipped galvanized iron, stainless steel, aluminum, brass or bronze, and no black iron material of any type will be permitted.
4. 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.
5. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
6. All exposed metals shall be painted to render them inconspicuous.
7. No exposed tubing conduit or raceways will be permitted. All conductors, transformers and other equipment shall be concealed.
8. All electrical signs shall bear the UL label.
9. All signs shall conform to Uniform Building Code Standards.
10. All electrical signs shall conform to National Electrical Code Standards.
11. Sign user shall be liable for the operations of their sign contractor.
12. Painted lettering will not be permitted.
13. Flashing, moving or audible signs will not be permitted.

14. Individual freestanding detached signs will not be permitted for user's use, unless specifically provided for in this Comprehensive Sign Plan and approved by the Owner/Developer.
15. No exposed neon lighting shall be used on signs, symbols, or decorative elements without prior approval by Owner/Developer and the City of Surprise.
16. All sign plans must be approved in writing by Owner/Developer
17. All signage shall be erected and maintained in strict accordance to this Comprehensive Sign Plan and attached documentation.

WALL SIGNAGE / MAJOR TENANTS

I. GENERAL REQUIREMENTS

- A. Each tenant shall submit or cause to be submitted to Owner/Developer, for approval, prior to fabrication, four (4) copies of detailed drawings indicating the location, size, layout, design color, illumination materials and method of attachment.
- B. Tenant shall be responsible for the fulfillment of all requirements and specifications, including those of the local municipality.
- C. All signs shall be reviewed for conformance with these criteria and overall design quality.
- D. Advertising devices such as flags and pennants shall not be permitted. Banners only shall be permitted for the grand opening and special events with prior approval by the Owner/Developer and subject to issuance of a permit by the City of Surprise.
- E. Each tenant shall be responsible for submitting proof of Owner/Developer approval to the City of Surprise for permit review and approval.

II. SPECIFICATIONS - ATTACHED WALL SIGNS

A. General Specifications

- 1. No animated, flashing or audible signs shall be permitted.
- 2. All signs and their installation shall comply with all local building and electrical codes.
- 3. No exposed raceways, crossovers, or conduit shall be permitted.

4. All cabinets, conductors, transformers and other equipment shall be concealed.
5. Painted lettering shall not be permitted.
6. Any damage to the sign band face or roof deck resulting from tenant's sign installation shall be repaired at tenant's sole cost.
7. Upon removal of any sign by tenant, any damage to the sign band face shall be repaired by tenant or by Owner/Developer at tenant's cost.

B. Sign Area / Letter Style or Logo Restrictions

1. Letter and/or logo styles of the individual illuminated and non-illuminated signs for major tenants shall be tenant's choice in accordance to its individual corporate identification standard.
2. The maximum aggregate sign area permitted to be placed by a major tenant on any single building elevation shall be computed based upon the formula of (2 sf) two square feet of sign area per lineal foot of building elevation upon which the sign(s) is/are placed.

WALL SIGNAGE / SHOP TENANTS

I. GENERAL REQUIREMENTS

- A. Each tenant shall submit or cause to be submitted to Owner/Developer, for approval, prior to fabrication, four (4) copies of detailed drawings indicating the location, size, layout, design color, illumination materials and method of attachment.
- B. Tenant shall be responsible for the fulfillment of all requirements and specifications, including those of the local municipality.
- C. All signs shall be reviewed for conformance with these criteria and overall design quality.
- D. Advertising devices such as flags and pennants shall not be permitted. Banners only shall be permitted for the grand opening and special events with prior approval by the Owner/Developer and subject to issuance of a permit by the City of Surprise.
- E. Each tenant shall be responsible for submitting proof of Owner/Developer approval to the City of Surprise for permit review and approval.
- F. Shop tenants may use their standard corporate identification signage up to the permissible sign area approved per this comprehensive sign program. Signage for shop tenants shall consist of individual letters flush mounted onto the building fascia. Metal raceways, if required to accommodate the wiring and transformers for illuminating the individual letters, shall be concealed and mounted on the inside of the building fascia. In no way shall raceways be exposed.

- G. The maximum allowable sign area for a shop tenant shall be computed based upon the formula of (1.5 sf) one and one-half square feet of sign area per lineal foot of leased storefront occupied by the tenant. A minimum of (70 sf) seventy square feet of sign area shall be provided
- H. Tenant letter or logo style shall be tenant's choice, subject to the approval of Owner/Developer and/or his designated agent.
- I. The maximum letter or logo height shall not exceed the envelope established to contain the tenant's signage on an elevation. This envelope will vary in accordance to the building's architectural features.
- J. The overall length of any individual tenant's sign shall not exceed (80%) eighty percent of the width of the tenant's storefront upon which the sign is displayed. This percentage is established to control spacing between individual shop tenant's signage..
- K. All shop tenant signage shall be installed in locations designated by the Owner/Developer.

II. SPECIFICATIONS - ATTACHED WALL SIGNS

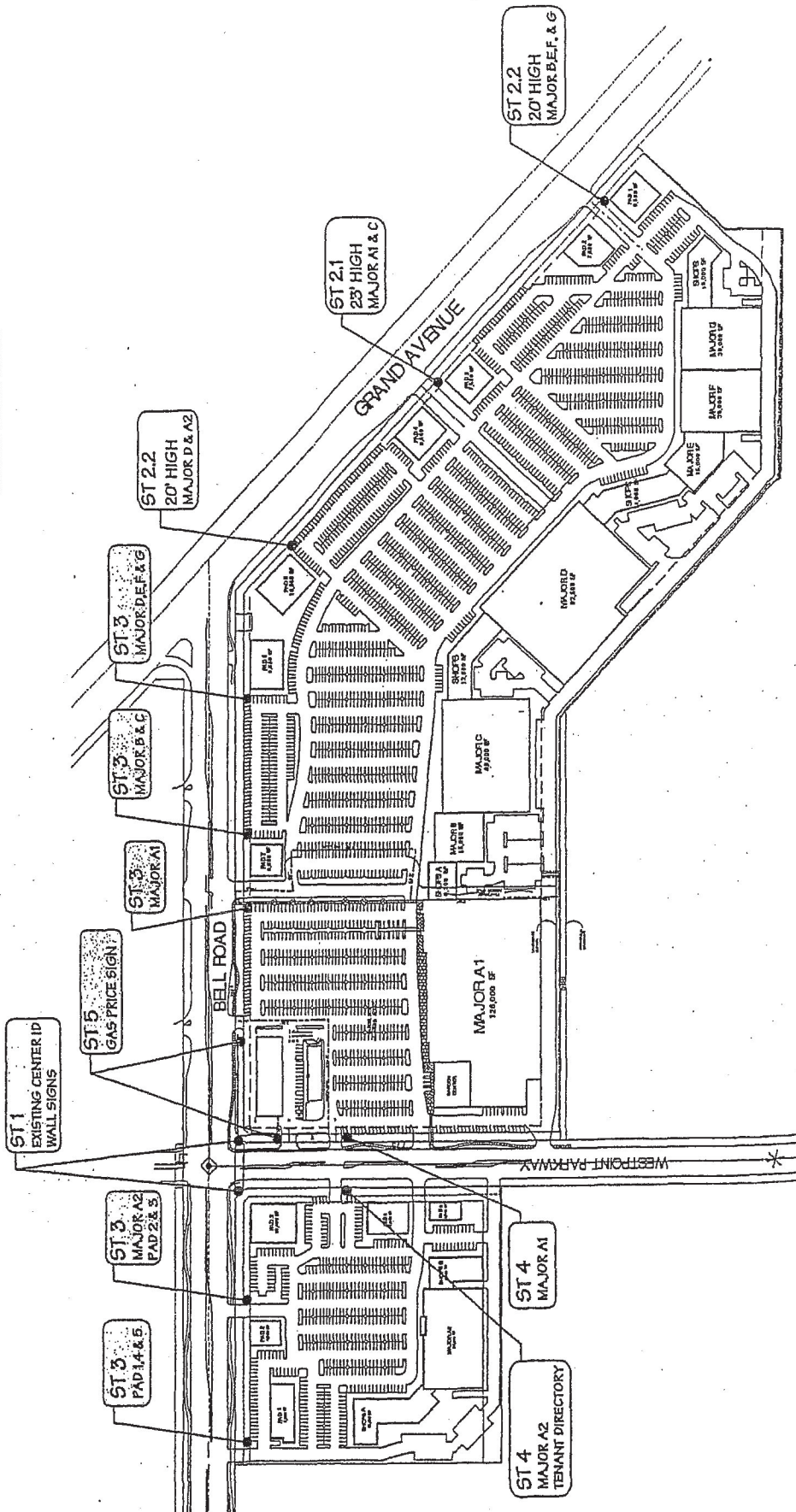
A. General Specifications

- 1. No animated, flashing or audible signs shall be permitted.
- 2. All signs and their installation shall comply with all local building and electrical codes.
- 3. No exposed raceways, crossovers, or conduit shall be permitted.
- 4. All cabinets, conductors, transformers and other equipment shall be concealed.
- 5. Painted lettering shall not be permitted.

6. Any damage to the sign band face or roof deck resulting from tenant's sign installation shall be repaired at tenant's sole cost.
7. Upon removal of any sign by tenant, any damage to the sign band face shall be repaired by tenant or by Owner/Developer at tenant's cost.

NOTE: ALL DRIVEWAYS ARE CONCEPTUAL AND
SUBJECT TO FUTURE AGENCY APPROVALS.
SIGNS MAY BE SHIFTED TO ACCOMMODATE FINAL
DRIVEWAY LOCATIONS

YELLOW BACKGROUND FILL DENOTES
CONCEPTUAL PORTION OF SITE PLAN



ARCHITECTURAL SITE PLAN



PROJECT:
West Point Towne Center
SWC Grand Ave. & Bell Rd.
Surprise AZ

TITLE:
Site Plan

DESIGNER:
Dan Horton

SALES:
Paul Blair

DESIGN NUMBER:
2000-E-017

SHEET NO:
SP1

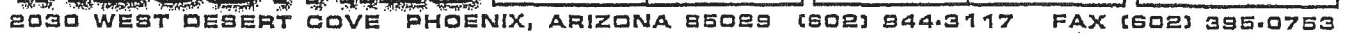
SCALE:
AS NOTED

DATE:
06/24/00

REVISIONS:

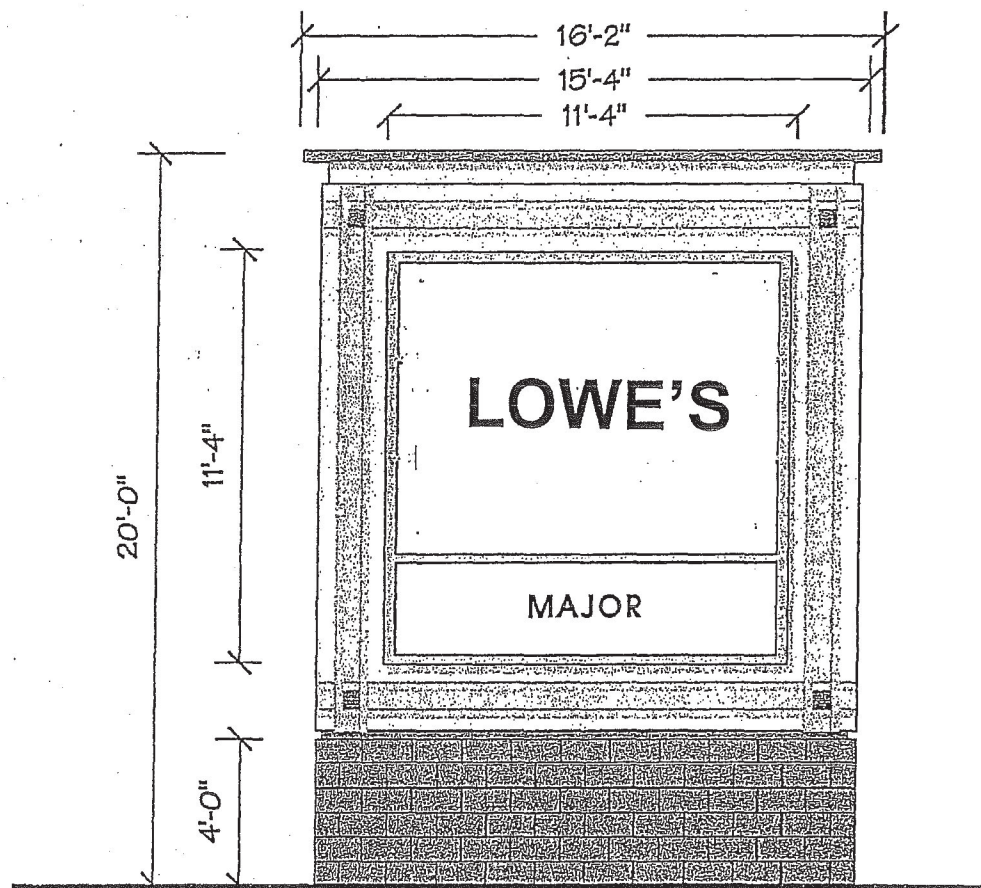
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ST 2.2 - GRAND AVENUE - typical

Blair
INDUSTRIES

PROJECT
West Point Town Center
SWC Grand Ave. & Bell Rd.
Surprise, AZ

TITLE
Grand Ave. Sign

DESIGNER
Dan Horton

SALES
Paul Blair

DESIGN NO.
2000-E-017

SCALE
3/16" = 1'-0"

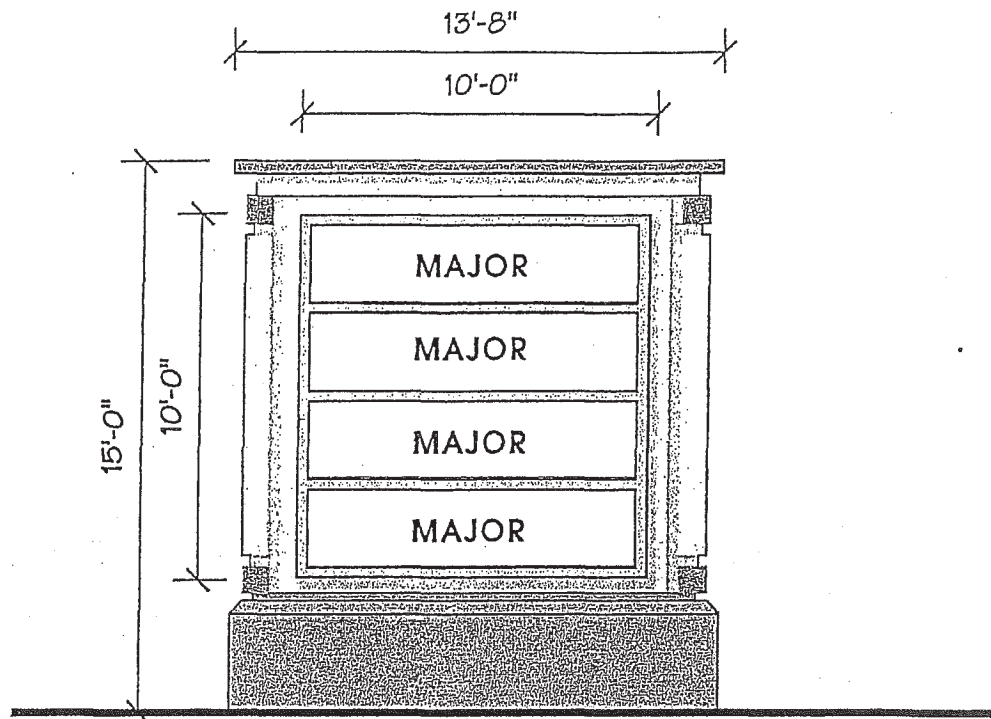
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ST 2.2

DATE
06/24/00

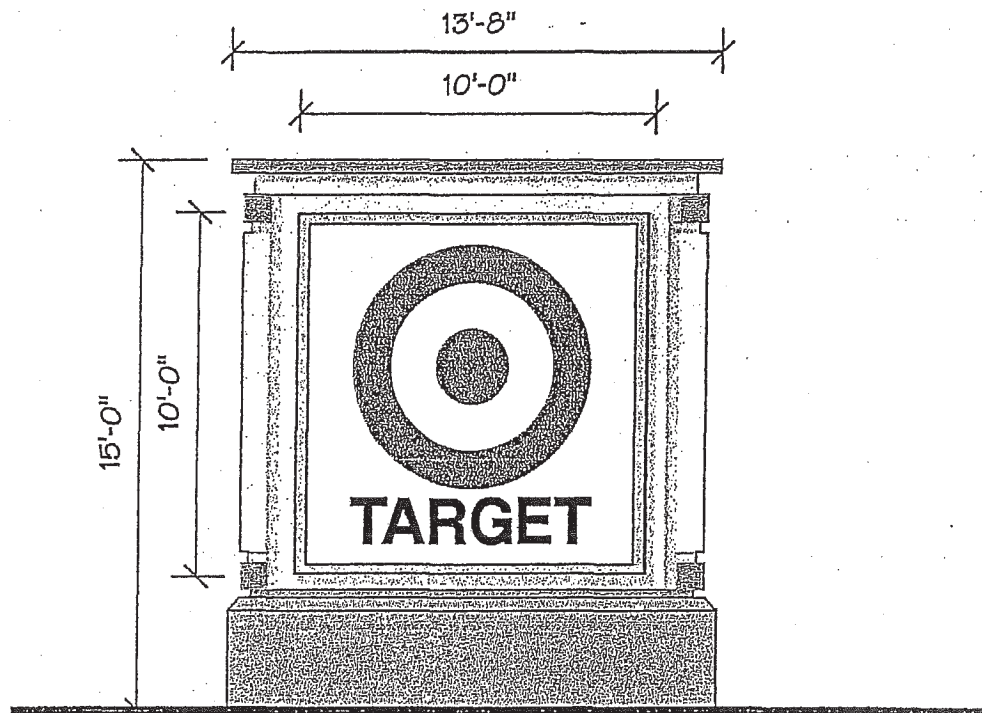
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ST 3 - BELL ROAD - MULTIPLE USER - TYPICAL



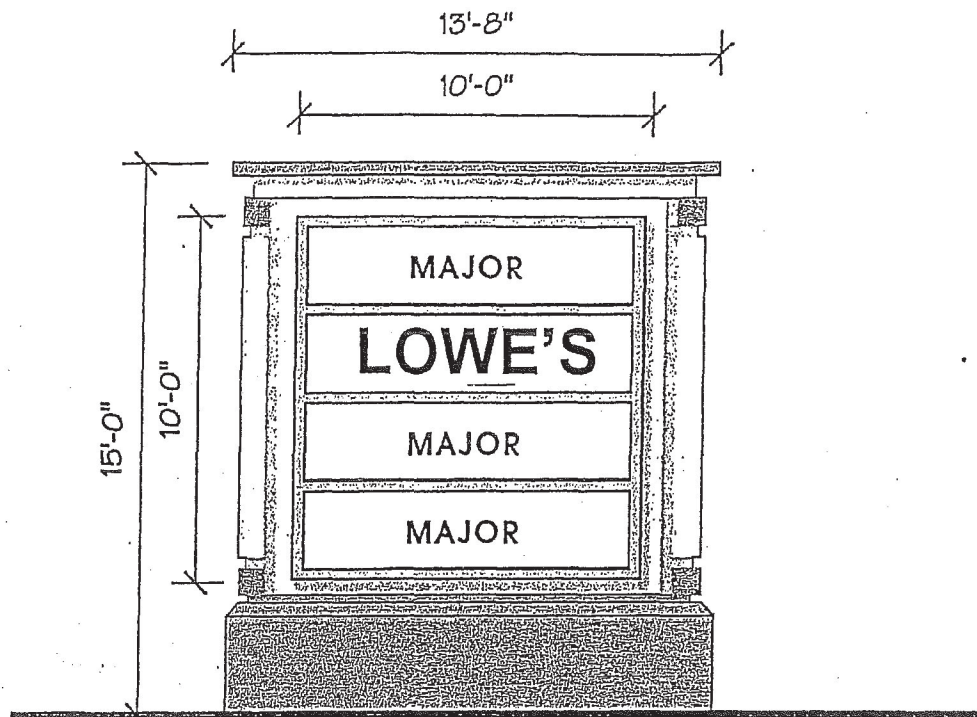
ST 3 - BELL ROAD - SINGLE USE

Blair
INDUSTRIES

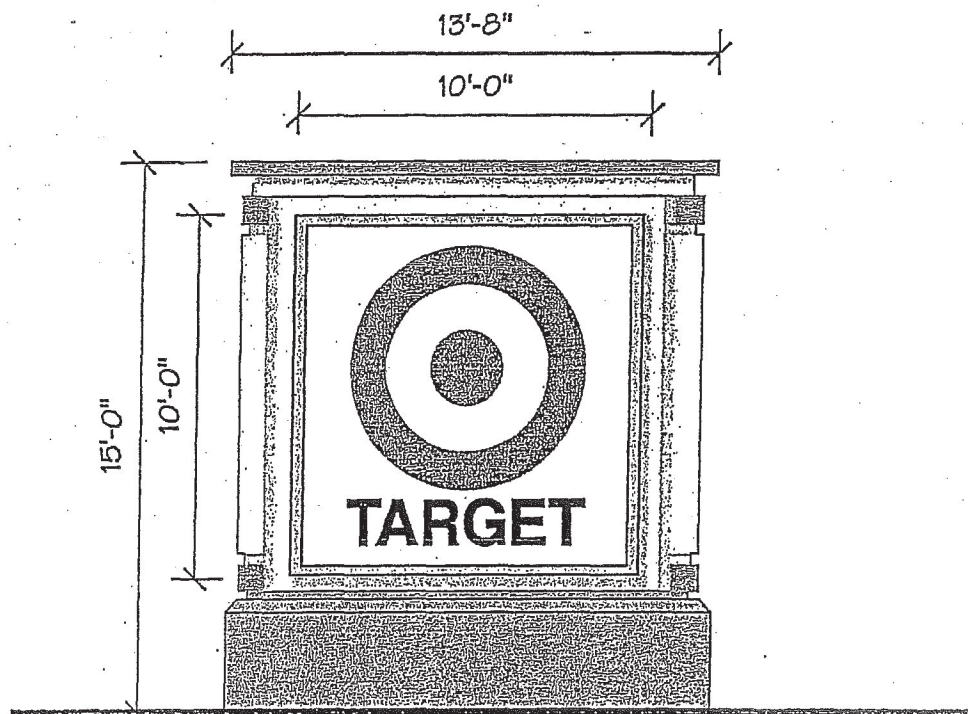
PROJECT West Point Towne Center SWC Grand Ave. & Bell Rd. Surprise, AZ	
TITLE Monument Sign	
DESIGNER Dan Horton	SALES Paul Blaser

DESIGN NO. 2000-E-017	DATE 06/24/00
SCALE 3/16" = 1'-0"	REVISIONS: △ △ △ △
SHEET NO. ST 3.0	

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ST 3 - BELL ROAD - MULTIPLE USER - TYPICAL



ST 3 - BELL ROAD - SINGLE USE

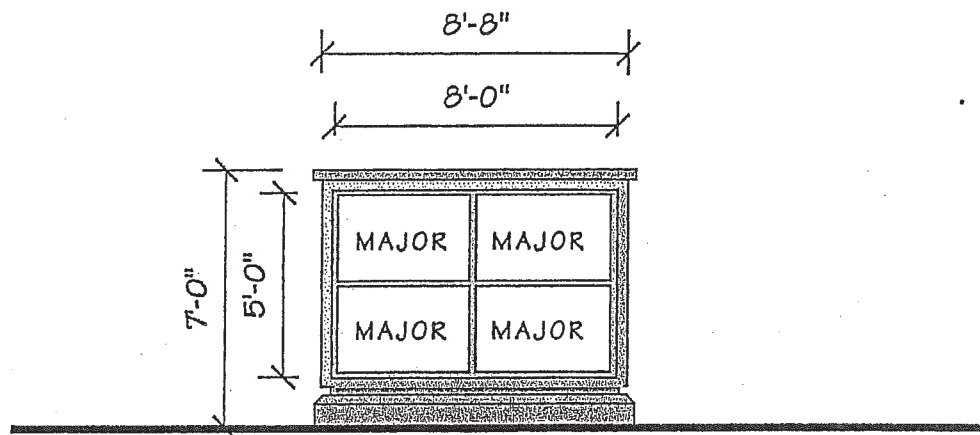
Blair
INDUSTRIES

PROJECT
West Point Towne Center
SWC Grand Ave. & Bell Rd.
Surprise, AZ
TITLE
Monument Sign
DESIGNER
Dan Horton
SALES
Paul Bleier

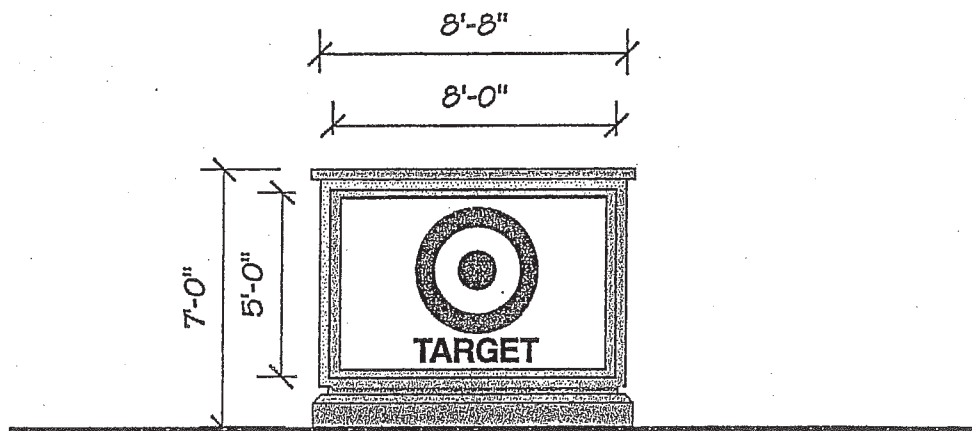
DESIGN NO.
2000-E-017
SCALE
3/16" = 1'-0"
SHEET NO.
ST 3.0

DATE
06/24/00
KEY/SIGNAGE
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ST 4 - WEST POINT PKWY - MULTIPLE USER - TYPICAL
 REVISION PER STIPULATION OF C.U.P. CASE #: CUP 00-79



ST 4 - WEST POINT PKWY - SINGLE USER
 REVISION PER STIPULATION OF C.U.P. CASE #: CUP 00-79

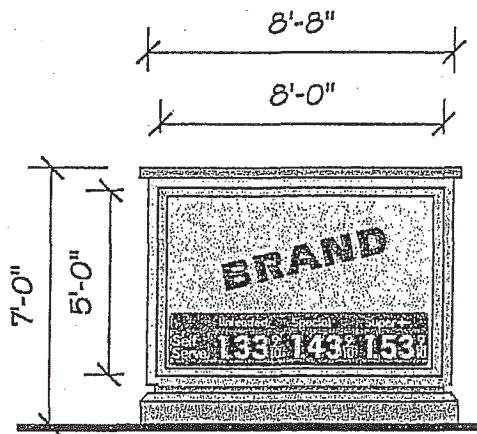


PROJECT West Point Towne Center SWC Grand Ave. & Bell Rd. Surprise, AZ	
TITLE Monument Sign	
DESIGNER Dan Horton	SALES Paul Bleier

DESIGN NO. 2000-E-017	DATE 06/24/00
SCALE 3/16" = 1'-0"	REVISIONS △ 07/19/00 △ △ △ △
SHEET NO. ST 4.0	

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APPROVED BY: _____



ST 5 - BELL RD. / WEST POINT PKWY- typical



PROJECT West Point Towne Center SWC Grand Ave. & Bell Rd. Surprise, AZ	
TITLE Monument Sign	
DESIGNER Dan Horton	SALES Paul Bleier

DESIGN NO. 2000-E-017	DATE 06/24/00
SCALE 3/16" = 1'-0"	REVISIONS ▲ ▲ ▲ ▲ ▲
SHEET NO. ST 5.0	

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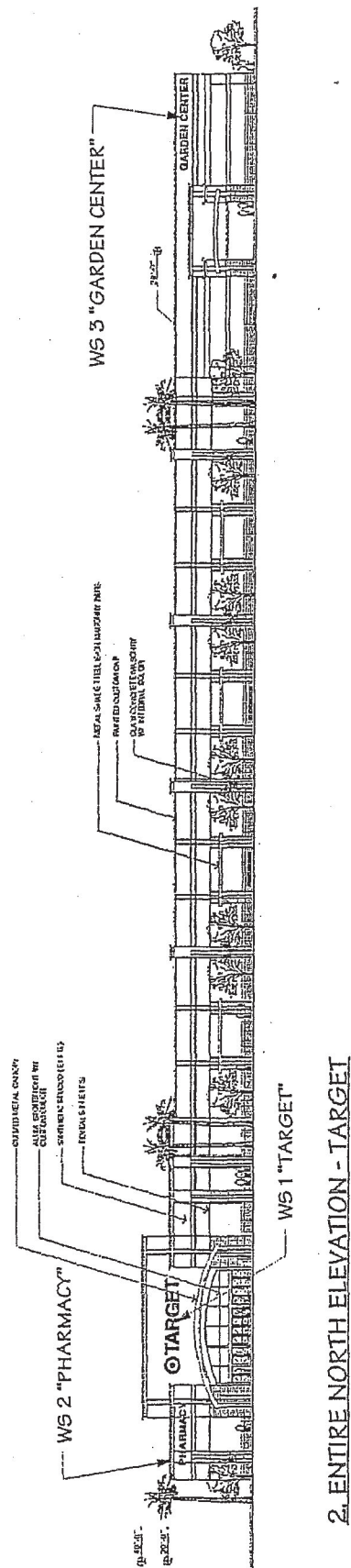
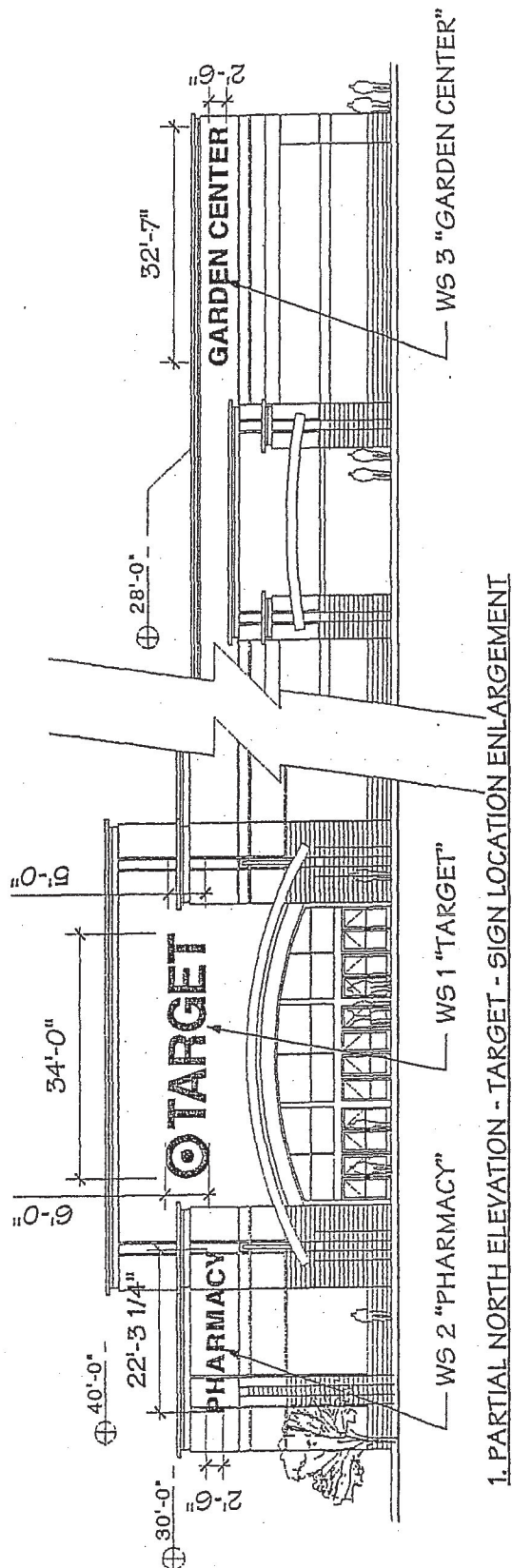


EXHIBIT C

Permitted Title Exceptions

(Title Commitment/Policy)

[See attached.]