

DRO2-107
File Copy



Comprehensive Sign Plan

**N.E.C. Gilbert Road and Germann Road at the
San Tan Freeway**

Design Review Board Submittal

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V2.0 - March, 2003

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Site Signage

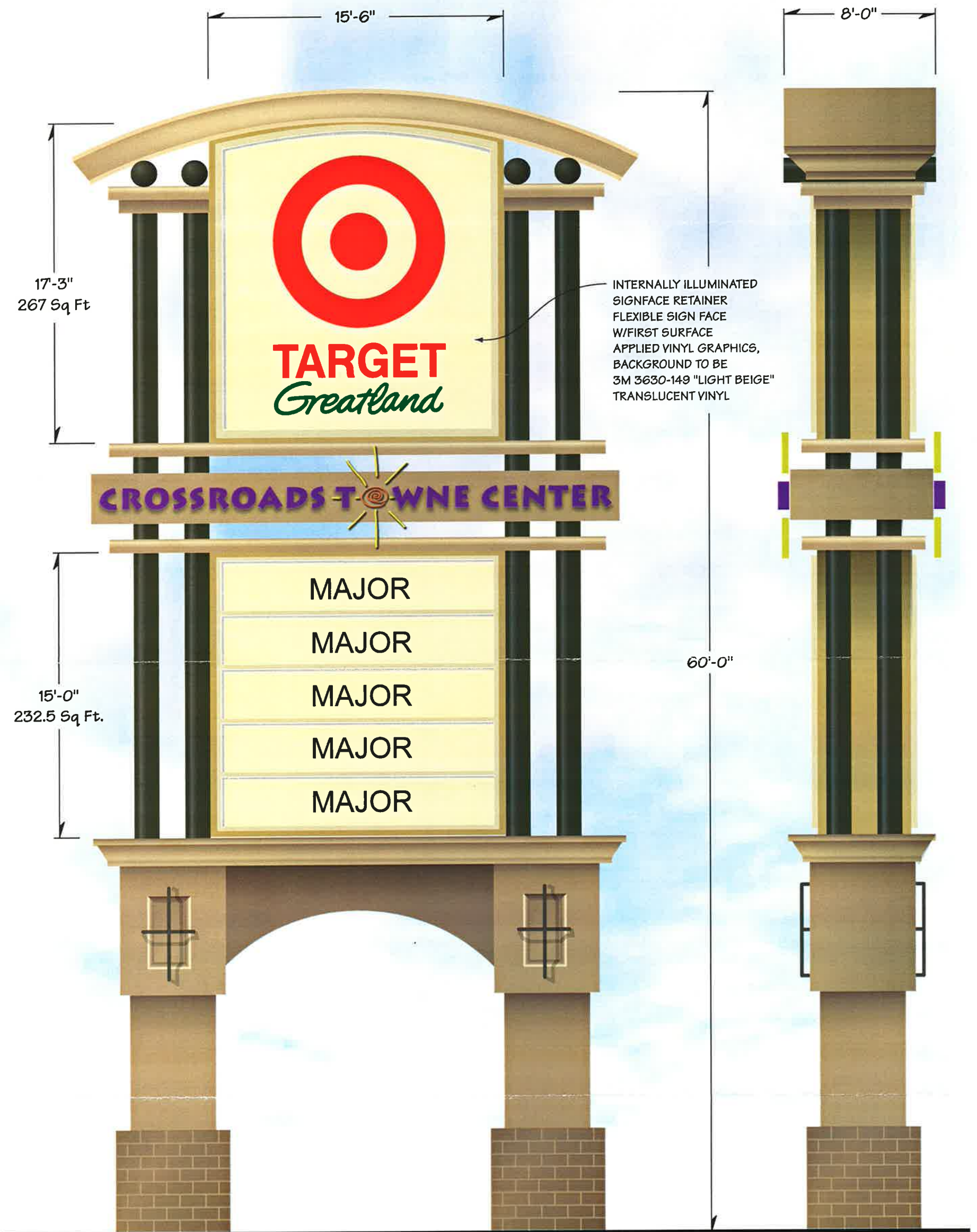


Freestanding Sign Matrix

SIGN	SIGN TYPE	FUNCTION	LOCATION	QUANTITY	HEIGHT	SIZE	ILLUMINATION	MATERIALS
TYPE 1 Freeway Pylon	Pylon	Center ID with tenant identification	Placed along San Tan Freeway (Loop 202)	2	Sixty (60') Feet to top of Pylon	500 SF Maximum Tenant Sign Area Exclusive of Center Identification and Architectural Embellishments	Combination of Interior and Exterior Illumination	Masonry, Stucco, Brushed Aluminum, Powder Coat and Acrylics
TYPE 2 Monument	Monument	Multi-tenant identification	Placed along Gilbert Road and Germann Road	Gilbert Road (4) Germann Road (3)	Fifteen (15') feet to top of sign panel exclusive of architectural embellishment	150 SF Maximum Sign Area Exclusive of Architectural Embellishments	Combination of Interior and Exterior illumination	Masonry, Stucco, Brushed Aluminum, Powder Coat and Acrylics
TYPE 3 Center Identification	Feature Wall	Center Identification	Placed at intersection of Gilbert Road and Germann Road	1	Eight (8') feet to top of Center Identification copy panel exclusive of architectural embellishment	50 SF Maximum Sign Area Exclusive of Architectural Embellishments	Combination of Internal illumination and/or Ground Illumination	Masonry, Stucco, Brushed Aluminum, Powder Coat and Acrylics

Sign types, quantities, and sizes subject to approval by the Town of Gilbert Mayor and City Council.

All signs are subject to Design Review Board Approval.



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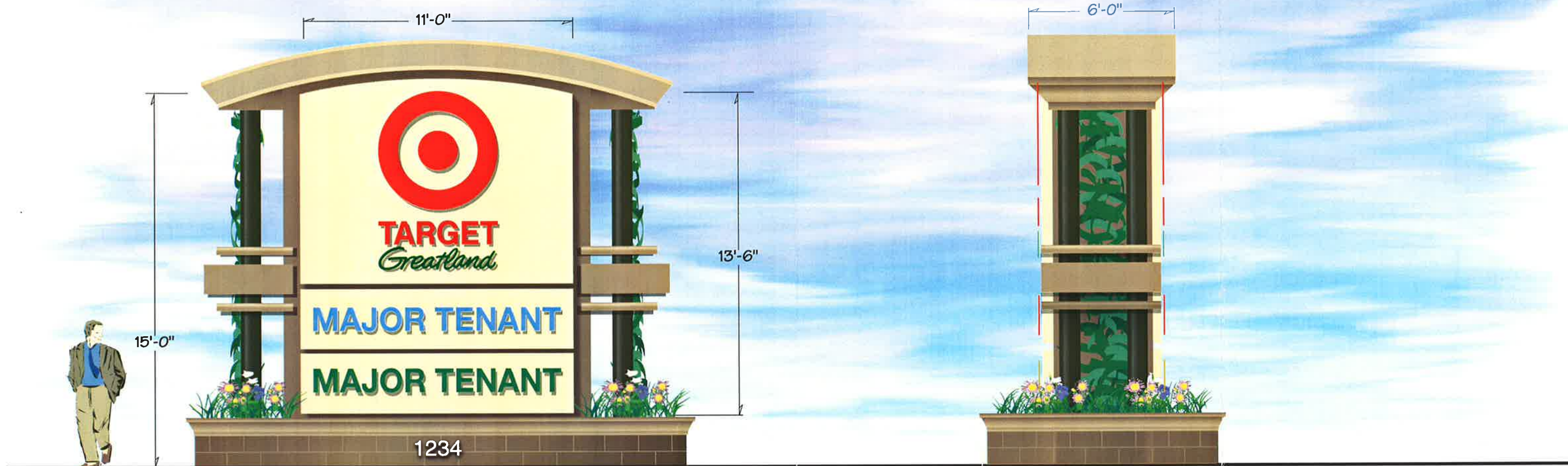
PROJECT: Crossroads Towne Center SWC Santan Fwy (Loop 202) & Gilbert Rd Gilbert, AZ	
TITLE: 60' Freeway Pylon	
DESIGNER: Dan Horton	SALES: Paul Bleier

DESIGN NO: 2002-J-049	DATE: 3/19/03
SCALE: 3/16" = 1'-0"	REVISIONS:
SHEET NO: ST1.1	

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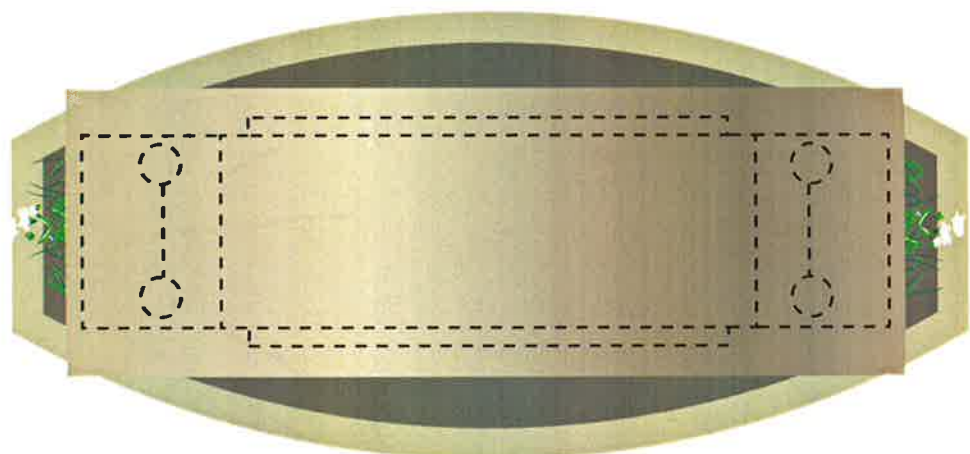
APPROVED BY:
X

RAISED ALUMINUM SIGN PANEL WITH
 ROUTED TENANT GRAPHICS. 3/8" ACRYLIC
 PUSH-THRU TENANT GRAPHIC
 W/FIRST SURFACE APPLIED VINYL



1234
 20'-0"
 15' High / 148.5 Sq Ft Multi-Tenant Sign Elevation

4'-0"
 9'-4"
 Side Elevation



Plan View

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PROJECT:	Crossroads Towne Center Santan Fwy (Loop 202) & Gilbert Rd. Gilbert, AZ
TITLE:	Monument Sign
DESIGNER:	Dan Horton
SALES:	Paul Bleier

DESIGN NO:	2002-J-049	DATE:	3/19/03
SCALE:	1/4" = 1'-0"	REVISIONS:	
SHEET NO:	ST2		

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APPROVED BY:

Building Signage



Building Sign Matrix - Major Tenants

SIGN	SIGN TYPE	FUNCTION	LOCATION	HEIGHT	SIZE	ILLUMINATION	MATERIALS
Major Tenant with occupancy greater than 50,000 SF	Wall Mounted Signs	Tenant Identification	All elevations	72" Maximum Letter Height	1.50 SF / Linear Foot of Building Street Frontage (Typical)	Interior, Backlit or a combination thereof.	Aluminum, Acrylic, Painted Metal, Flexface Material
Major Tenant with occupancy greater than 15,000 SF but less than 50,000 SF	Wall Mounted Signs	Tenant Identification	All elevations	60" Maximum Letter Height	1.50 SF / Linear Foot of Building Street Frontage (Typical)	Interior, Backlit or a combination thereof	Aluminum, Acrylic, Painted Metal, Flexface Material
Major Tenant with occupancy less than 15,000 SF	Wall Mounted Signs	Tenant Identification	All elevations	36" Maximum Letter Height	1.50 SF / Linear Foot of Building Street Frontage (Typical)	Interior, Backlit or a combination thereof	Aluminum, Acrylic, Painted Metal, Flexface Material
All Major Tenants	Under Canopy Blade Sign	Tenant Identification	In front of tenant's leased space	Below architectural canopy. Maintain 8' Clearance AFF	8 SF	Non-illuminated	Aluminum, Acrylic, Painted Metal, Vinyl Graphics

Sign types, quantities, and sizes subject to approval by the Town of Gilbert Mayor and City Council.

All signs are subject to Design Review Board Approval.



Building Sign Matrix - Shop Tenants

SIGN	SIGN TYPE	FUNCTION	LOCATION	HEIGHT	SIZE	ILLUMINATION	MATERIALS
Shop Tenants	Wall Signs	Tenant ID	Wall surfaces and architectural features designed to accommodate signage.	Within Building Silhouette	1.50 SF / Linear Foot of Building Street Frontage (Typical) 40 SF Minimum 36" Maximum Letter Height	Interior, Backlit or a combination thereof.	Aluminum, Acrylic, Painted Metal, Flexface Material
Shop Tenants	Under Canopy Blade Sign	Tenant ID	In front of tenant's leased space	Below architectural canopy. Maintain 8' Clearance AFF	8 SF	Non-illuminated	Aluminum, Acrylic, Painted Metal, Vinyl Graphics

Sign types, quantities, and sizes subject to approval by the Town of Gilbert Mayor and City Council.

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Sign Matrix - Pad Tenants

SIGN	SIGN TYPE	FUNCTION	LOCATION	HEIGHT	SIZE	ILLUMINATION	MATERIALS
Pad Tenant	Wall Signs	Tenant ID	Wall surfaces and architectural features designed to accommodate signage.	Within Building Silhouette	1.50 SF / Linear Foot of Building Street Frontage (Typical) 40 SF Minimum 36" Maximum Letter Height	Interior, Backlit or a combination thereof.	Aluminum, Acrylic, Painted Metal, Flexface Material
Pad Tenant	Under Canopy Blade Sign	Tenant ID	In front of tenant's leased space	Below architectural canopy. Maintain 8' Clearance AFF	8 SF	Non-illuminated	Aluminum, Acrylic, Painted Metal, Vinyl Graphics
Pad Tenant	Menu Signs	Menu Display and Pricing	Drive Thru	Per Sign Ordinance	Per Sign Ordinance	Interior and Ground Illumination	Aluminum, Acrylic, Painted Metal, Flexface Material
Pad Tenant	Traffic Directionals	Vehicular	Driveways and Drive Thru as Required	Per Sign Ordinance	Per Sign Ordinance	Interior and Ground Illumination	Aluminum, Acrylic, Painted Metal, Flexface Material
Pad Tenant	ATM	ATM	Wall or Freestanding	Per Sign Ordinance	Per Sign Ordinance	Interior and Ground Illumination	Aluminum, Acrylic, Painted Metal, Flexface Material

Sign types, quantities, and sizes subject to approval by the Town of Gilbert Mayor and City Council.

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1.  SW2842 ROYCROFT SUEDE <i>BY SHERWIN WILLIAMS</i>	5.  SW0045 ANITQUARIAN BROWN <i>BY SHERWIN WILLIAMS</i>	9.  SW7040 SMOKEHOUSE <i>BY SHERWIN WILLIAMS</i>	13.  SW2846 ROYCROFT BRONZE GREEN <i>BY SHERWIN WILLIAMS</i>	16.  SW3 134-B WEATHERED TEAK <i>BY SHERWIN WILLIAMS</i>
2.  SW6142 MACADAMIA <i>BY SHERWIN WILLIAMS</i>	6.  SW6117 SMOKEY TOPAZ <i>BY SHERWIN WILLIAMS</i>	10.  SW7041 VAN DYKE BROWN <i>BY SHERWIN WILLIAMS</i>	14.  SW2848 ROYCROFT PEWTER <i>BY SHERWIN WILLIAMS</i>	17.  SW3 124-B PECAN <i>BY SHERWIN WILLIAMS</i>
3.  SW7036 ACCESSIBLE BEIGE <i>BY SHERWIN WILLIAMS</i>	7.  SW6060 MOROCCAN BROWN <i>BY SHERWIN WILLIAMS</i>	11.  SW6988 BOHEMIAN BLACK <i>BY SHERWIN WILLIAMS</i>	15.  SW2837 AURORA BROWN <i>BY SHERWIN WILLIAMS</i>	
4.  SW7038 TONY TAUPE <i>BY SHERWIN WILLIAMS</i>	8.  SW0012 EMPIRE GOLD <i>BY SHERWIN WILLIAMS</i>	12.  SW6994 GREENBLACK <i>BY SHERWIN WILLIAMS</i>		

A E.I.F.S. / PRIMARY

B E.I.F.S. / ACCENT

C ACCENT COLORS

D STOREFRONT COLORS

E WOOD STAINS



F MASONRY A
BUFF
BY SUPERLITE BLOCK, INC.



G MASONRY B
BROWN #12
BY WESTERN BLOCK CO.



H ROOFING
NEWPORT BLEND
BY STACO TILES CO.



ROCKY GREY
BY ATAS



STONE VENEER
80% BUCKS COUNTY SOUTHERN LEDGESTONE
20% BUCKS COUNTY DRESSES FIELDSTONE
BY CLONESTONE



I STONE
SLATE; AZTEC GOLD 1410
BY I.M.C.A.

COLOR / MATERIAL PALETTE



GILBERT ROAD & LOOP 202
GILBERT, ARIZONA

v2.0 March, 2003

Crossroads Towne Center General Requirements Building Signage

These criteria have been established for the purpose of maintaining a continuity of quality and aesthetics throughout Crossroads Towne Center for the mutual benefit of all tenants, and to comply with the approved Comprehensive Sign Plan for the shopping center, regulations of the sign ordinance, building and electrical codes of any governmental authority having jurisdiction. Conformance will be strictly enforced, and any non-compliant sign(s) installed by a Tenant shall be brought into conformance at the sole cost and expense of the Tenant. This criterion is subject to final approval by the Town of Gilbert as part of the Comprehensive Sign Plan submittal. If a conflict is found to exist between these criteria and the final criteria approved by the city, the latter shall prevail.

I. GENERAL REQUIREMENTS

- A. Tenant shall submit or cause to be submitted to Landlord, 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 or Tenant's representative shall obtain all permits for signs and their installation.
- C. All signs shall be constructed and installed at Tenant's sole expense.
- D. Tenant shall be responsible for the fulfillment of all requirements and specifications, including those of the local municipality.
- E. All signs shall be reviewed for conformance with these criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole and exclusive right of Landlord or Landlord's authorized representative.

- F. Tenant shall be responsible for the installation and maintenance of Tenant's sign. Should Tenant's sign require maintenance or repair, Landlord shall give Tenant thirty (30) days written notice to effect said maintenance or repair. Should Tenant fail to do the same, Landlord may undertake repairs and Tenant shall reimburse Landlord within ten (10) days from receipt of Landlord's invoice.
- G. Advertising devices such as attraction boards, posters, banners and flags shall not be permitted.

II. SPECIFICATIONS - TENANT 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 electrical enclosures, conductors, transformers and other equipment shall be concealed.
 - 5. Painted lettering shall not be permitted except as approved by the Landlord and the.
 - 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 Landlord at Tenant's cost.
- B. Location of Signs
 - 1. All signs or devices advertising an individual use, business or building shall be attached to the building at the location directed by Landlord.

III. DESIGN REQUIREMENTS

Individual illuminated letters and logos may include pan channel metal letters with acrylic sign faces, reverse pan channel "backlit" illuminated letters, or any combination thereof. The letters are to be flush mounted onto the building fascia. Electrical connections shall be concealed to remote transformers. All signage shall be installed in compliance to 's electrical code and UL 2161 / UL 48 specifications. The Tenant at Tenant's sole expense shall repair any sign installation found to be non-compliant immediately.

A. Sign Area

1. The maximum aggregate sign area per building elevation for each tenant shall be calculated by multiplying one and one-half (1.5) times the length of the storefront(s) and/or elevation(s) occupied by the tenant. Any pad building or business in a multi-tenant building shall be permitted a minimum of forty (40 SF) square feet of sign area.

B. Letter Height and Placement Restrictions

1. Tenant signage shall be installed in accordance with the approved Comprehensive Sign Plan in location designated by the Landlord and/or Landlord's agents.
2. Tenants occupying less than 14999 SF shall be limited to a maximum letter height of thirty-six (36") inches. Tenants occupying 15000 SF through 50000 SF shall be limited to a maximum letter height of sixty (60") inches. All tenants, with the exception of Major "A", occupying greater than 50000 SF shall be limited to a maximum letter height of seventy-two (72") inches. All major tenants shall be permitted to utilize their standard corporate identification program subject to sign area limitations contained in the approved Comprehensive Sign Plan. All signage shall be reviewed by the developer and shall be approved based upon the findings that the signage

complements the surrounding building features, environment, and thematic design of the Crossroads Towne Center project.

3. features, environment, and thematic design of the Crossroads Towne Center project.
4. Length of Sign on Wall Surface: In no event shall any sign exceed seventy-five (75%) percent of the building elevation and/or wall surface upon which it is placed. The available surface area of the sign band shall regulate letter height.
5. Shop tenant signage shall not exceed 75% of Tenant's leased storefront length.

C. Letter Style or Logo Restrictions

1. Copy and/or logos utilized shall be Tenant's choice, subject to the approval of Landlord and/or Landlord's agents and the *Town of* Gilbert.

D. Illumination

1. Tenant building signage may be internally illuminated, backlit to create a silhouette, exposed neon and/or combination of lighting methods mentioned herein.

- Not Permitted.

E. Under Canopy Sign

1. The Tenant shall provide a double-faced non-illuminated under canopy sign for each shop space in accordance to specifications provided by the Landlord.
2. Copy shall be surface applied vinyl. The Landlord and/or Landlord's Agents shall approve all copy and layout.
3. The sign shall be suspended using a mechanism consistent with other under canopy signs throughout the Crossroads Towne Center and subject to Landlord's approval.

IV. GENERAL CONSTRUCTION REQUIREMENTS

- A. All exterior signs shall be secured by concealed fasteners that are stainless steel, nickel or cadmium plated.
- B. All signs shall be fabricated using full welded construction.
- C. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
- D. No labels or other identification shall be permitted on the exposed surface of signs except those required by local ordinance, which shall be applied in an inconspicuous location.
- E. Tenant shall be fully responsible for the operations of Tenant's sign contractors and shall indemnify, defend and hold Landlord harmless for, from and against damages or liabilities on account thereof.



SCALE: 1" = 40'-0"



522 SF T1 - SCALE: 3/16" = 1'-0"

ILLUMINATION:
15mm CLEAR RED NEON
15mm GREEN NEON
NOTE: Transformers are located inside letters.

ALUMINUM RETURNS & BACKS FLAT 3/16" THICK
ACRYLIC FACES ALUMINUM MOLDINGS
NOTE: Bullseye is comprised of two pieces;
outer ring & inner dot

BULLSEYE, TARGET FACES: ROHM & HAAS #2283 "RED"
GREATLAND: 506-0GP "GREEN"
MOLDINGS & RETURNS PAINTED TO MATCH FACES

ALLOWABLE SIGN AREA	
1.5 X 559 = 838.50 SF	
T1	522
T2	36
T3	73
TOTAL	631 SF



36 SF T2 - SCALE: 3/16" = 1'-0"

FACES: ROHM & HAAS #2283 "RED"
TRIMCAP & RETURNS PAINTED TO MATCH FACES
ALUMINUM RETURNS & BACKS
FLAT 3/16" THICK ACRYLIC FACES
1" TRIMCAP RETAINERS

ILLUMINATION:
15mm CLEAR RED NEON
NOTE: Transformers are located inside letters.



73 SF

T3 - SCALE: 3/16" = 1'-0"

1/4" ALUMINUM FLAT CUT
OUT LETTERS, PAINT RED
GLOSS FINISH TO MATCH
BENJAMIN MOORE
CARNIVAL RED

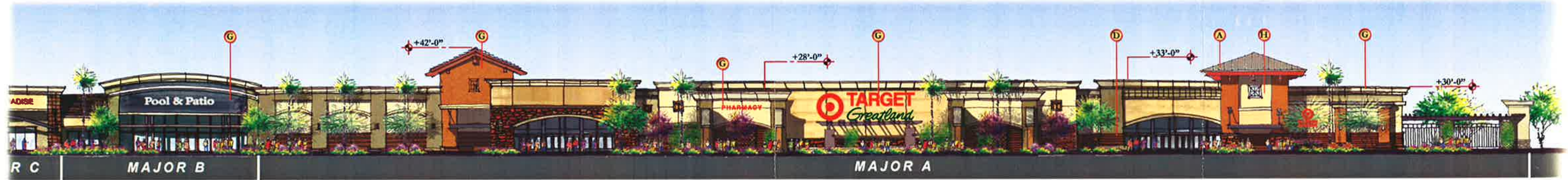
PROJECT: Crossroads Towne Center Santan Fwy (Loop 202) & Gilbert Rd. Gilbert, AZ	
TITLE: Building Signs	
DESIGN NO: 2002-J-049	DATE: 3/19/03
SCALE: As Noted	REVISIONS:
SHEET NO: CSP ELV1	

bleier
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Overall Elevation



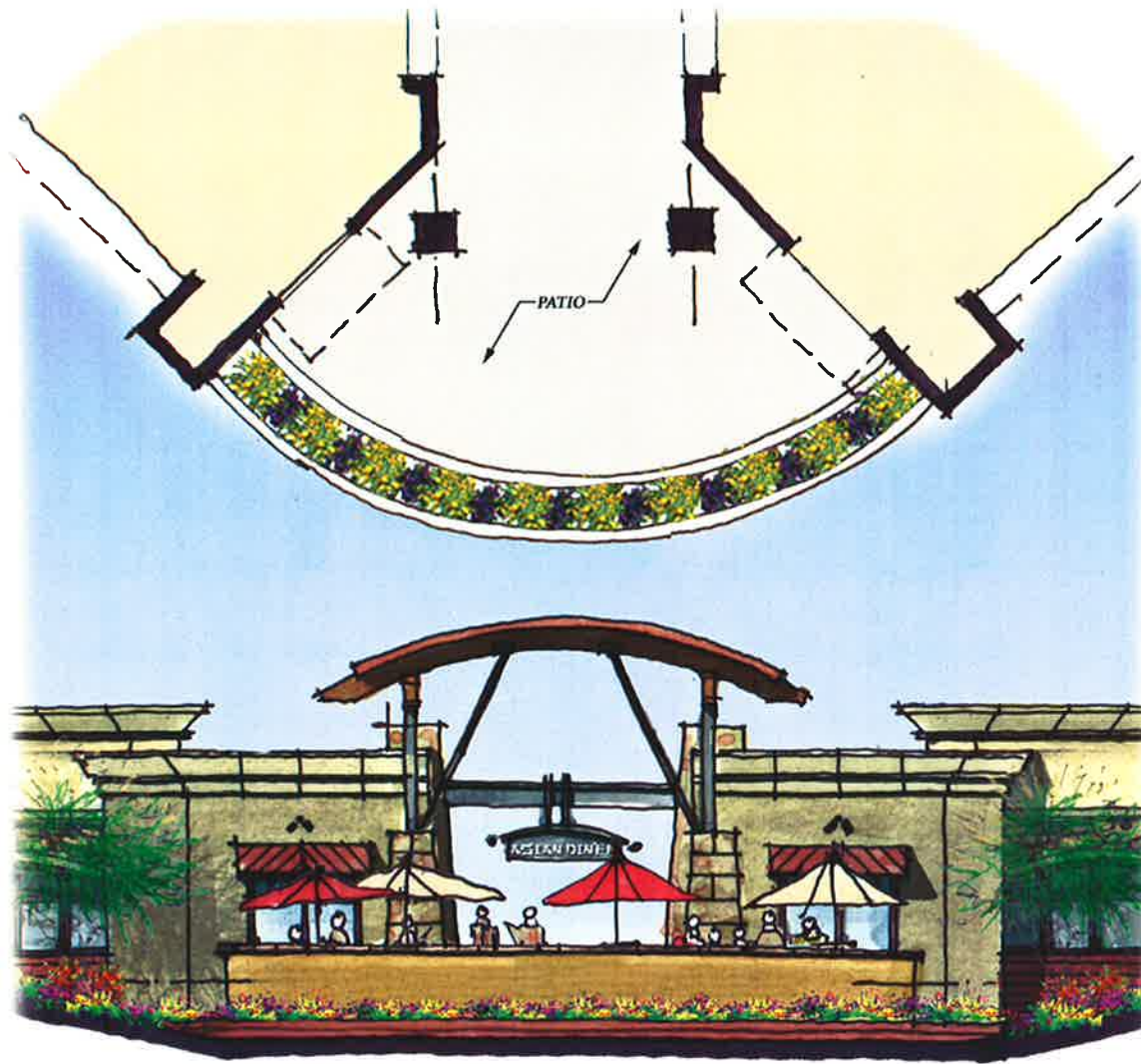
Enlarged Elevation



GILBERT ROAD & LOOP 202
GILBERT, ARIZONA

- A. Standing Seam Metal Roofing
- B. Flat Concrete Tile Roofing
- C. Painted Steel Accent
- D. CMU / Tilt Panel
- E. Cultured Stone
- F. Precast Concrete
- G. E.I.F.S / Stucco

v2.0 March, 2003



VIEW AT PATIO 'C-D'



CHARACTER STUDY 'D'

- A. Standing Seam Metal Roofing
- B. Flat Concrete Tile Roofing
- C. Painted Steel Accent
- D. CMU / Tilt Panel
- E. Cultured Stone
- F. Precast Concrete
- G. E.I.F.S / Stucco



CHARACTER STUDY 'C'

**Architectural Character
Retail Shops Buildings**



GILBERT ROAD & LOOP 202
GILBERT, ARIZONA

v2.0 March, 2003



PAD STUDY 'G'



PAD STUDY 'J'

- A. Standing Seam Metal Roofing
- B. Flat Concrete Tile Roofing
- C. Painted Steel Accent
- D. CMU / Tilt Panel
- E. Cultured Stone
- F. Precast Concrete
- G. E.I.F.S / Stucco

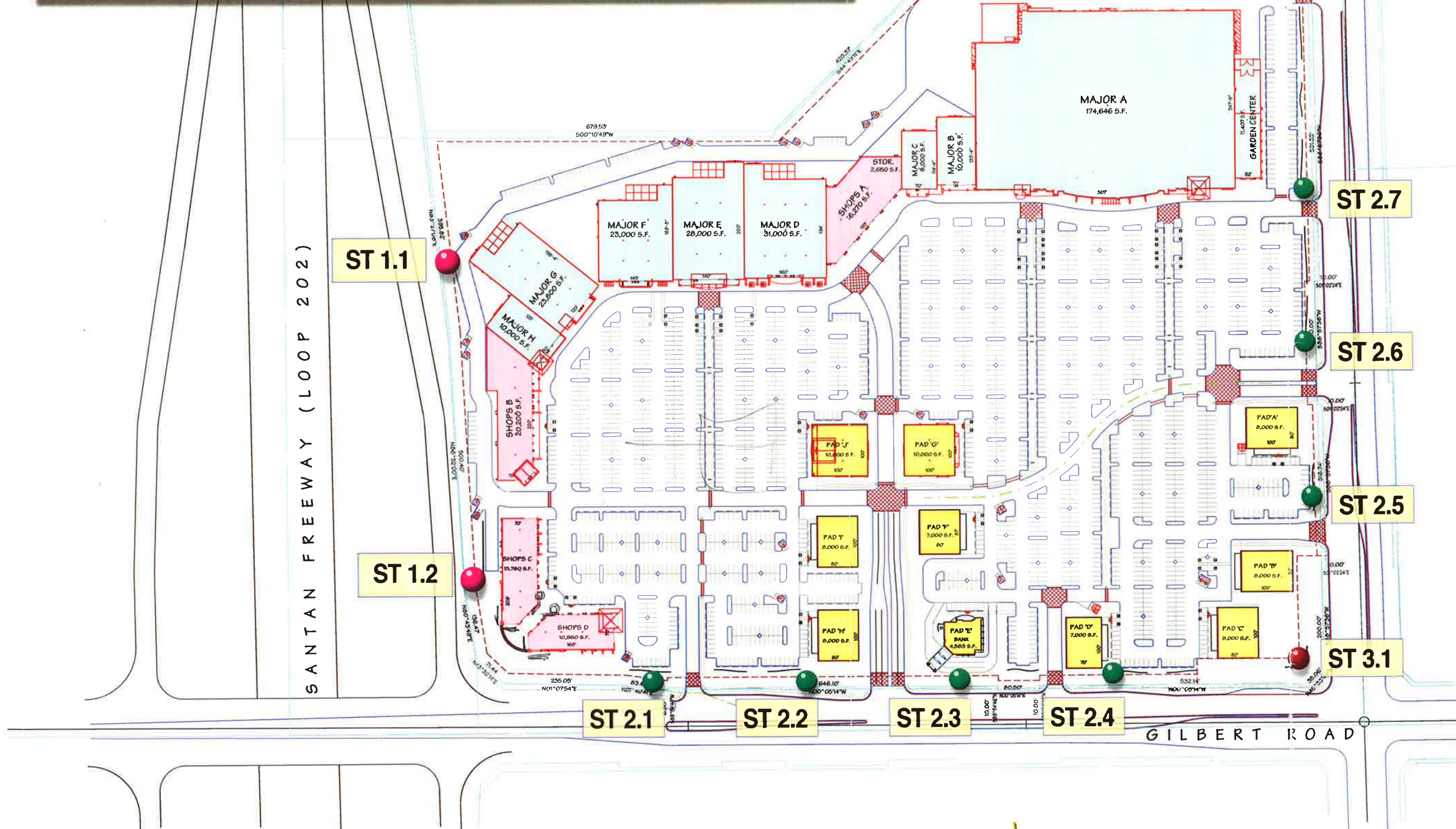
Architectural Character
Retail Pad Buildings



GILBERT ROAD & LOOP 202
GILBERT, ARIZONA

v2.0 March, 2003

ST-1 60' Pylon - Center ID & Multi-Tenant **ST-2** 15' Monument - Multi-Tenant **ST-3** Center ID



SCALE: 1" = 200'

Developer:  Vestar Development Co.	Signage Contractor:  bleier INDUSTRIES	Architect:  Butler Design Group Architects & Planners
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CROSSROADS TOWNE CENTER



v2.0 March, 2003