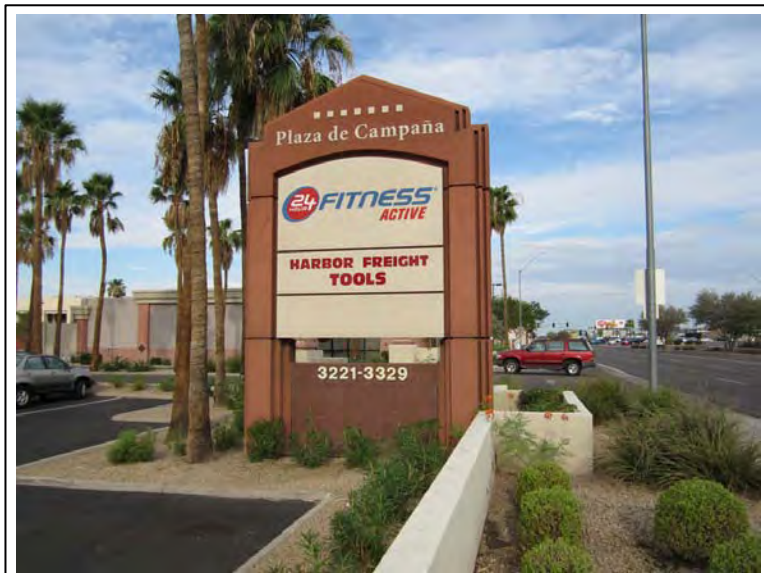


Comprehensive Sign Plan

Plaza de Compañía

CSP Approval ZA 89-13



Major Amendment
July, 2012

Plaza de Campaña Comprehensive Sign Plan

MAJOR AMENDMENT

**SEC Bell Road and 32nd Street
Phoenix, Arizona**

July, 2012

OWNER:

**Plaza de Campana, L.L.C.,
an Arizona Limited Liability Company
C/o Vestar Property Management
Contact: Richard Hearn
2425 E. Camelback Road, Suite 750
Phoenix, Arizona 85016
(602) 866-0900 Phone
(602) 955-2298 Fax**

SIGNAGE CONSULTANT:

**Bleier Industries, Ltd.
Contact: Paul Bleier
9650 West Roosevelt Street
Tolleson, Arizona 85353
(602) 944-3117 Phone
(602) 395-0753 Fax**

Table of Contents

Section 1 - Project Information	Page No.
Project Data	4
Legal Description	5
Project Narrative	7
Site Description.....	8
Site Entry Plan	9
Design Theme and Narrative	10
General Design Parameters	11
Legibility Criteria	12
Section 2 - Site Signage	
Sign Type Matrix.....	14
Site Plan / Drawings.....	15
Section 3 - Building Signage	
General Requirements.....	23
Building Sign Matrix / Drawings	28
Section 4 - Appendix	

Project Information

Project Data

Plaza de Campaña

Southeast Corner of Bell Road and 32nd Street

Street Address:	3223 East Bell Road
Zoning:	Commercial C-2
Land Use:	Commercial Retail, Office, Mixed Use
Building Heights:	2 Stories or 32'-8"
Gross Site Area:	19.1 Gross Acres 165,137 SF Mixed Use
Building Areas:	
Existing Buildings	161,137 SF
Future New Buildings	4,000 SF Pad
Parcel Numbers:	214-32-009 A 0; 214-32-009 B9; 214-32-008 3; 214-32-007 6; 214-32-006 9; 214-32-005B 0; 214-32-005A 1

Legal Description

MAY 15 2003 10:13 AM FR

Exhibit A

PARCEL NO. 1:

Lots 5, 6, 7 and 8, PARADISE ACRES, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, in Book 37 of Maps, page 16;

EXCEPT the North 7 feet thereof as conveyed to Maricopa County in Deed recorded in Docket 2415, page 145, records of Maricopa County, Arizona; and

EXCEPT that portion of Lot 8 conveyed to the City of Phoenix in Deed recorded October 16, 1984, in Document No. 84-449479; and

EXCEPT that portion of Lot 5 described as follows:

BEGINNING at the Northwest corner of Section 1, Township 3 North, Range 3 East of the Gila and Salt River Base and Meridian, Maricopa County, Arizona;

Thence North 89 degrees 57 minutes 49 seconds East along the North line of said Section 1, a distance of 1130.55 feet;

Thence South 00 degrees 02 minutes 20 seconds West, 40.00 feet to the TRUE POINT OF BEGINNING of the heretofore described parcel;

Thence continuing South 00 degrees 02 minutes 20 seconds West parallel with the East line of said Lot 5, a distance of 257.56 feet;

Thence North 89 degrees 57 minutes 40 seconds West, 110.00 feet;

Thence South 00 degrees 02 minutes 20 seconds West parallel with the East line of said Lot 5, a distance of 95.00 feet;

Thence North 89 degrees 57 minutes 40 seconds West, 10.00 feet;

Thence South 00 degrees 02 minutes 20 seconds West parallel with the East line of said Lot 5, a distance of 232.00 feet to a point on the South line of said Lot 5;

Thence South 89 degrees 49 minutes 50 seconds East along the South line of said Lot 5, a distance of 310.00 feet to the Southeast corner of said Lot 5;

Thence North 00 degrees 02 minutes 20 seconds East along the East line of said Lot 5, a distance of 585.52 feet to a point 7 feet South of the Northeast corner of said Lot 5;

Thence South 89 degrees 57 minutes 49 seconds West parallel with and 7 feet South of the North line of said Lot 5, a distance of 190.00 feet to the TRUE POINT OF BEGINNING; and

EXCEPT those portions shown as Bell Road, 32nd Street, and Phelps Road on Map of Dedication, PLAZA DE CAMPANA, recorded in Book 294 of Maps, page 20, records of Maricopa County, Arizona; and

EXCEPT that portion of Lot 8 conveyed to the City of Phoenix in Deed recorded August 20, 1992, as Document No. 92-0458322; and

ALSO EXCEPT from the North 162 feet of the West half of Lot 8, all oil, gas and other minerals, as reserved in instrument recorded in Docket 10683, page 514.

PARCEL NO. 2:

P. 08/15

602 285 5100 TO 9-95522298

MAY 16 2003 11:14 FR MARICOPA & WEEKS

That portion of Lot 5, PARADISE ACRES, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, in Book 37 of Maps, page 16, described as follows:

BEGINNING at the Northwest corner of Section 1, Township 3 North, Range 3 East of the Gila and Salt River Base and Meridian, Maricopa County, Arizona;

THENCE North 89 degrees 57 minutes 49 seconds East along the North line of said Section 1, a distance of 1130.55 feet;

THENCE South 00 degrees 02 minutes 20 seconds West, 40.00 feet to the TRUE POINT OF BEGINNING of the herein described parcel;

THENCE continuing South 00 degrees 02 minutes 20 seconds West parallel with the East line of said Lot 5, a distance of 257.56 feet;

THENCE North 89 degrees 57 minutes 40 seconds West, 110.00 feet;

THENCE South 00 degrees 02 minutes 20 seconds West parallel with the East line of said Lot 5, a distance of 95.00 feet;

THENCE North 89 degrees 57 minutes 40 seconds West, 10.00 feet;

THENCE South 00 degrees 02 minutes 20 seconds West parallel with the East line of said Lot 5, a distance of 232.00 feet to a point on the South line of said Lot 5;

THENCE South 89 degrees 49 minutes 50 seconds East along the South line of said Lot 5, a distance of 310.00 feet to the Southeast corner of said Lot 5;

THENCE North 00 degrees 02 minutes 20 seconds East along the East line of said Lot 5, a distance of 585.52 feet to a point 7 feet South of the Northeast corner of said Lot 5;

THENCE South 89 degrees 57 minutes 49 seconds West parallel with and 7 feet South of the North line of said Lot 5, a distance of 190.00 feet to the TRUE POINT OF BEGINNING;

EXCEPT those portions shown as Bell Road, 34th Street, and Phelps Road on Map of Dedication, PLAZA DE CAMPANA II, recorded in Book 337 of Maps, page 40, records of Maricopa County, Arizona.

P. 09/15

602 265 5100 TO 9-95522298

MAY 16 2003 11:14 FR MARISCAL & WEEKS

Project Narrative

The “Plaza de Campaña” center was developed in the late 80’s as a mixed use retail and office development. Its primary tenant at the time was an AMC Theatre since closed and replaced by a 24 Hour Fitness Center.

Other current business uses include pad and inline restaurants, medical offices, an urgent care center, and multiple local retail establishments.

The Major Amendment to the Comprehensive Sign Plan submitted herein will allow tenants to identify their establishments with signage that maintains a creative sense of unity without sacrificing each tenant’s unique and individual style. Over the years, multiple minor amendments have been made to the original CSP document. It is the intent of this submittal to provide a current document compiling the previously approved amendments while seeking the approval for two (2) additional secondary monument signs.

Site Description

The “Plaza de Campaña” center is located at the southeast corner of Bell Road and 32nd Street.

Bell Road

Bell Road is a principal east-west arterial bordering the north side of the center. It serves traffic from the far west portions of the metro area and to Scottsdale in the east. Bell Road is a divided arterial has three lanes in each direction. The posted speed limit is 45 MPH.

The “Plaza de Campaña” center has approximately 1200 feet of frontage along Bell Road.

32nd Street

32nd Street is a principal north-south arterial bordering the west side of the center. It serves traffic from the 51 Freeway to the south, and local residential traffic from the north. 32nd Street has two lanes southbound and three lanes northbound adjacent to the site’s western boundary. The posted speed limit is 45 MPH.

The “Plaza de Campaña” center has approximately 575 feet of frontage along 32nd Street.

34th Street

34th Street is the site’s eastern boundary. It is a two lane local roadway and is a two-way street.

The “Plaza de Campaña” center has approximately 575 feet of frontage along 34th Street.

Phelps Road

Phelps Road is the site’s southern boundary. It is a two lane local roadway and is a two-way street.

The “Plaza de Campaña” center has approximately 1200 feet of frontage along Phelps Road.

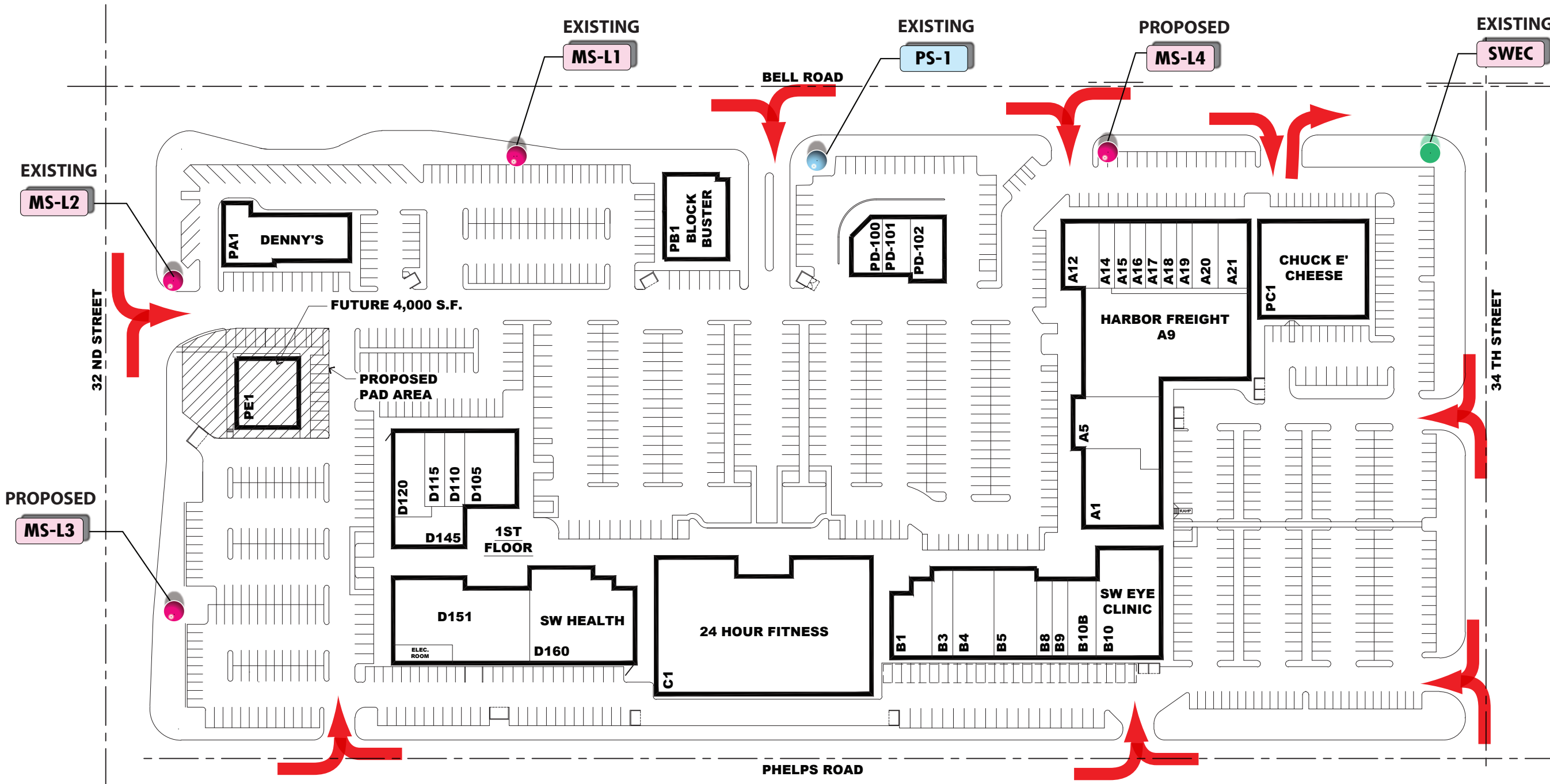


Site Entry Plan

bleier
INDUSTRIES

9650 WEST ROOSEVELT STREET
TOLLESON, ARIZONA 85353
602-944-3117
FAX 602-395-0753
SALES@BLEIERINDUSTRIES.COM

PROJECT:	
Plaza de Campaña SEC Bell Road & 32nd St. Phoenix, AZ	
TITLE:	
Site Entry Plan	
DESIGNER:	SALES:
FMB	Paul Bleier
DESIGN No:	DATE:
2012-07-024	7/24/2012
SCALE:	REVISIONS:
AS NOTED	
SHEET No:	
Entry	
<small>© 2012, BLEIER INDUSTRIES, LTD. This drawing and the ideas expressed herein, remain the confidential property of Bleier Industries, Ltd. This drawing and the ideas contained in it are not to be reproduced, copied or disclosed to any other person or entity without the express written permission of an officer of Bleier Industries, Ltd.</small>	



Design Theme and Narrative

The architectural theme for the “Plaza de Campaña” center was established in the late 80’s by Mittlestaedt / Kessler, Ltd. Architects. At the time, the effort included the design and rehabilitation of a previously incomplete development that had gone into bankruptcy and was returned to its lenders. The rehabilitation undertaken to complete the build out of the center included the construction of new arcades, trellised towers, and upgrades to the landscape. During this refurbishment, the design of the freestanding signage was established by the architect and approved as part of the Comprehensive Sign Plan submittal. The additional ground signs requested as part of this Major Amendment submittal will match the existing secondary monument displays, thereby maintaining a cohesive tie to the established design theme.

General Design Parameters

Quantity

Freestanding signs proposed for “Plaza de Campaña” are consistent with the scope and magnitude of the site. Approximate frontages along its boundaries are as follows: 1200 feet along Bell Road on the site’s northern boundary, and 575 feet along 32nd Street on the site’s western boundary will accommodate a total on one (1) PS-1 Primary Monument with Center ID, four (4) MS-1 multi-tenant secondary monument signs and one (1) SWEC single tenant monument sign.

Size

The size of the proposed freestanding signage is proportional to the scope and size of the overall development and will satisfy the readability and functional purposes intended for each of the displays. All signage has been designed to maintain legibility to both motorists and pedestrians alike.

Materials

“Plaza de Campaña” freestanding signage is designed to incorporate the project’s original material palette and design theme.

Illumination

All lighting will comply with City of Phoenix “Dark Sky” lighting ordinances.

Legibility Criteria

Bell Road

Bell Road is a principal east / west arterial roadway serving the Phoenix metropolitan area. The posted speed limit is 45 MPH.

“Plaza de Campaña” has approximately 1200 feet frontage along Bell Road. A quantity of one (1), PS-1 Primary Monument Sign, two (2) MS-1 Secondary Monument Signs and one (1) SWEC Single Tenant Monument Sign are proposed for this frontage and have been designed to be viewed from distances in excess of 500 feet.

32nd Street

32nd Street is a principal north / south arterial roadway serving the Phoenix metropolitan area. The posted speed limit is 45 MPH.

“Plaza de Campaña” has approximately 575 feet frontage along 32nd Street. A quantity of two (2) MS-1 Secondary Monument Signs are proposed for this frontage and has been designed to be viewed from distances in excess of 500 feet.

A. Sign Setbacks

All freestanding signs are to remain clear of all P.U.E., visibility triangles and shall maintain a 2 feet minimum set back from all public sidewalks.

B. Sign Placement

The specific placement of all freestanding displays will be carefully integrated with landscape and hardscape features.

C. Type Style, Size, Spacing, Colors and Materials

All freestanding displays have been designed to integrate the architectural theme of the project. Individual tenants identified on the freestanding displays will be permitted to display their individual corporate typestyles and colors.

Site Signage

Plaza de Campaña

Freestanding Sign Matrix

SIGN	SIGN TYPE	FUNCTION	LOCATION	QUANTITY	HEIGHT	SIZE	ILLUMINATION	MATERIALS
TYPE PS-1 Primary Monument	Monument	Center ID with Multi-tenant Identification	Placed along Bell Road	1	Twenty-one feet and six inches (21'-6") to top of display	100 SF Maximum Inclusive of Center ID and tenant copy. (Existing Sign)	Interior Fluorescent Illumination and LED Cove Lighting	Steel, aluminum, acrylics and painted finishes
TYPE MS-1 Secondary Monuments	Monument	Multi-tenant Identification	Placed along Bell Road and 32 nd Street	4	Twelve feet and two inches (12'-2") to top of displays.	80 SF Maximum (10 Tenants)	Interior Fluorescent Illumination and LED Cove Lighting	Steel, aluminum, acrylics and painted finishes
TYPE SWEC Tenant Monument	Monument	Single Tenant Monument	SWC Bell Rd and 34 th Street	1	Eight (8') Feet	40 SF Maximum (1 Tenant)	Interior Fluorescent Illumination and LED Cove Lighting	Steel, aluminum, acrylics and painted finishes

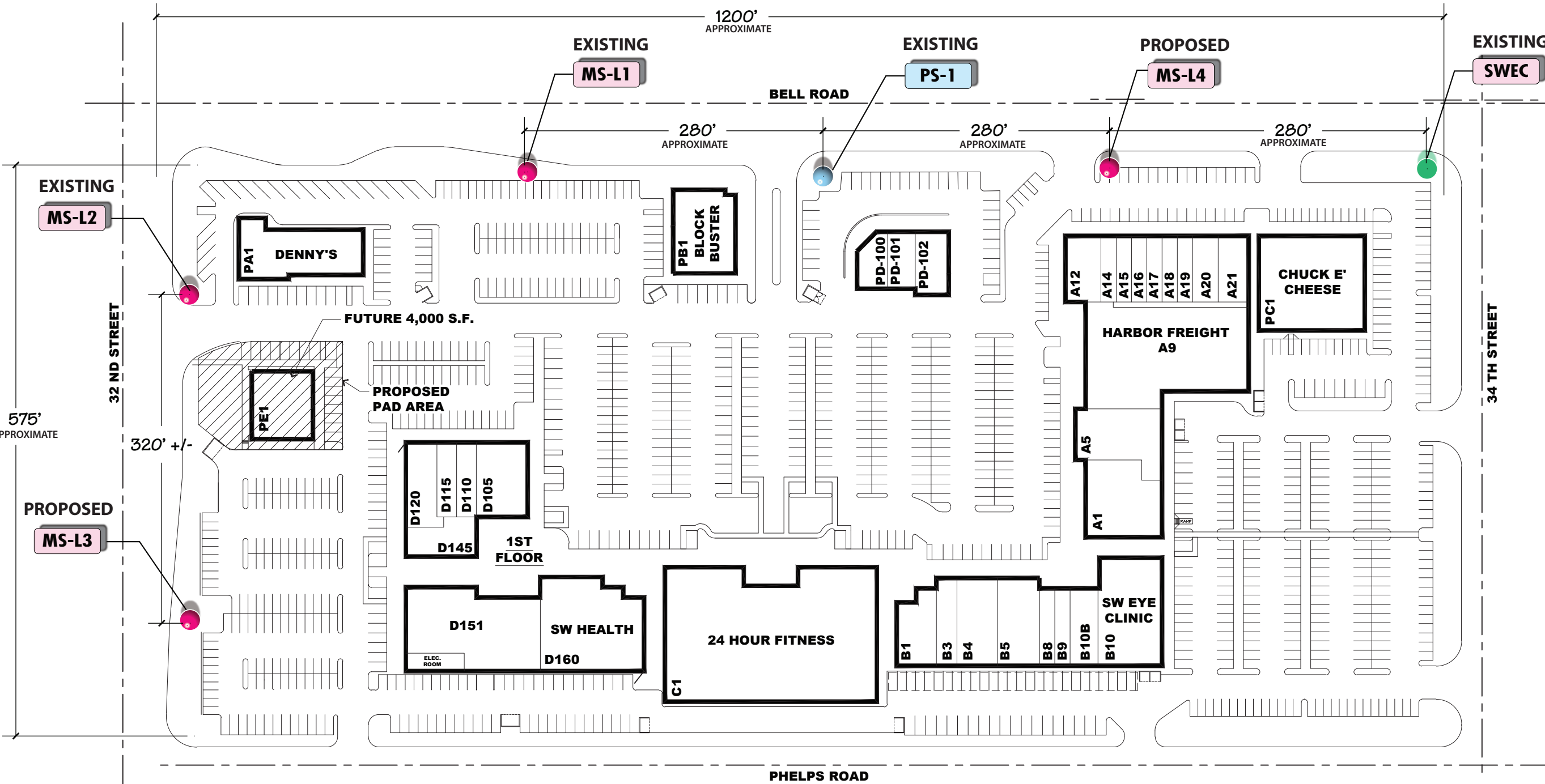
General Notes:

- 1) Two additional Type MS-1 Secondary Monument signs are requested as part of this Major Amendment to the Comprehensive Sign Plan.
- 2) No freestanding sign shall be placed within a PUE or traffic visibility triangle unless waivers have been approved by the City of Phoenix.



- PS-1** PRIMARY MONUMENT SIGN W/ CENTER ID
- MS-L** MULTI-TENANT MONUMENT SIGN
- SWEC** SINGLE TENANT MONUMENT SIGN

PROJECT:	
Plaza de Campaña SEC Bell Road & 32nd St. Phoenix, AZ	
TITLE:	
Sign Location Site Plan	
DESIGNER:	SALES:
FMB	Paul Bleier
DESIGN No:	DATE:
2012-07-024	7/24/2012
SCALE:	REVISIONS:
AS NOTED	
SHEET No:	
SP-1	
<small>© 2012, BLEIER INDUSTRIES, LTD. This drawing and the ideas expressed herein, remain the confidential property of Bleier Industries, Ltd. This drawing and the ideas contained in it are not to be reproduced, copied or disclosed to any other person or entity without the express written permission of an officer of Bleier Industries, Ltd.</small>	

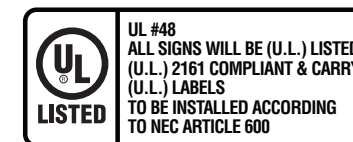




Scale: 3/8" = 1'-0"

Existing Primary Monument Sign

- 1 Routed aluminum center ID sign panel, textured and painted DE 977 "Cedar Rust". 3/8" push-thru acrylic letter with FCO overlay.
- 2 Routed aluminum sign panel lightly textured and painted DE 1049 "Clovis". 3/8" push-thru acrylic with first surface applied vinyl copy/graphics to utilize tenant's corporate colors.



bleier
INDUSTRIES

9650 WEST ROOSEVELT STREET
TOLLESON, ARIZONA 85353
602-944-3117
FAX 602-395-0753
SALES@BLEIERINDUSTRIES.COM

PROJECT:	DATE:	REVISIONS:
Plaza de Campaña SEC Bell Road & 32nd St. Phoenix, AZ	07/24/12	
TITLE:	SHEET No:	
Primary Monument Sign	PS-1	
DESIGNER:	SALES:	
FMB	Paul Bleier	
DESIGN No:	SCALE:	
2012-07-024	AS NOTED	

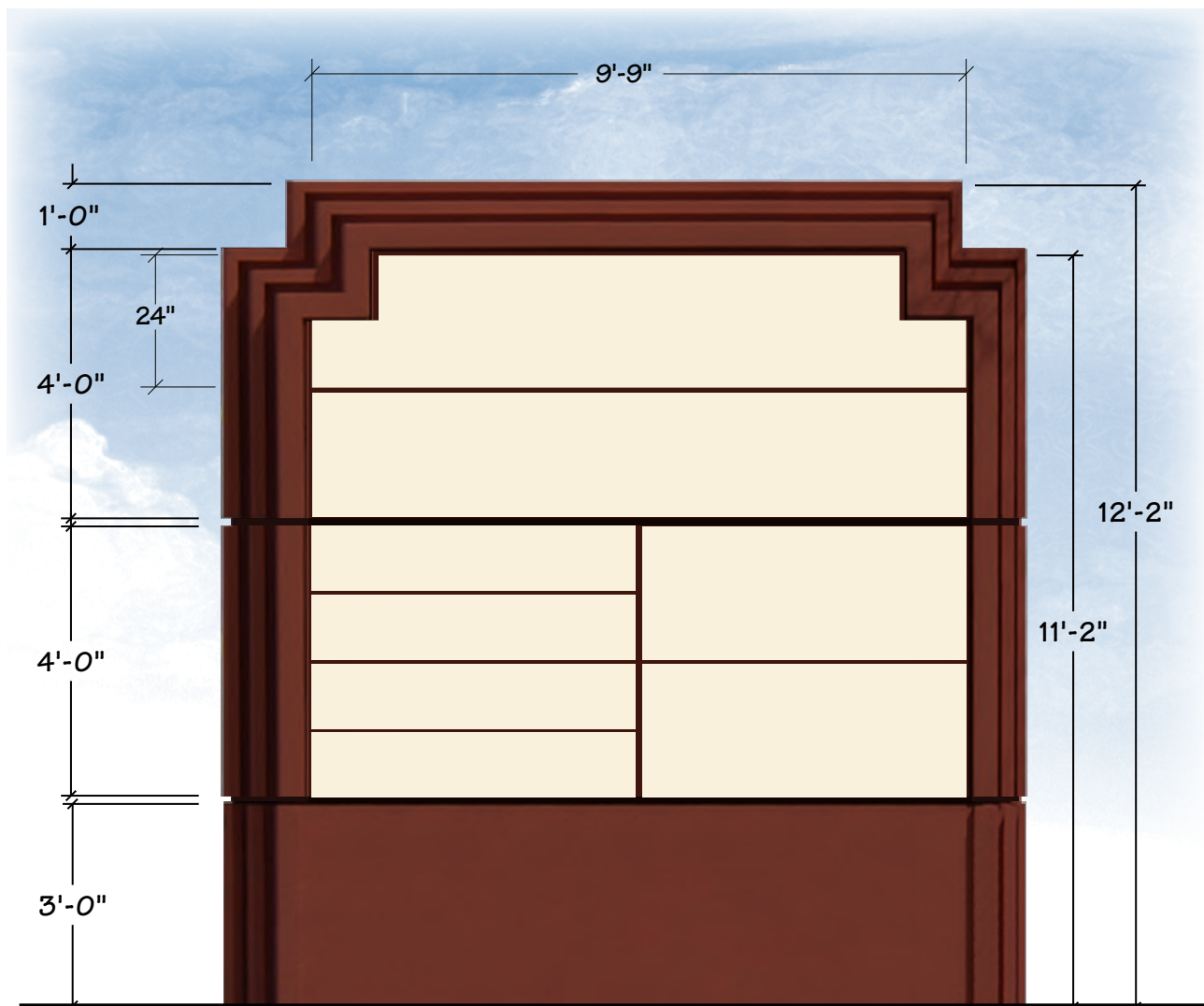
© 2012, BLEIER INDUSTRIES, LTD.
This drawing and the ideas expressed herein, remain the confidential property of Bleier Industries, Ltd. This drawing and the ideas contained in it are not to be reproduced, copied or disclosed to any other person or entity without the express written permission of an officer of Bleier Industries, Ltd.



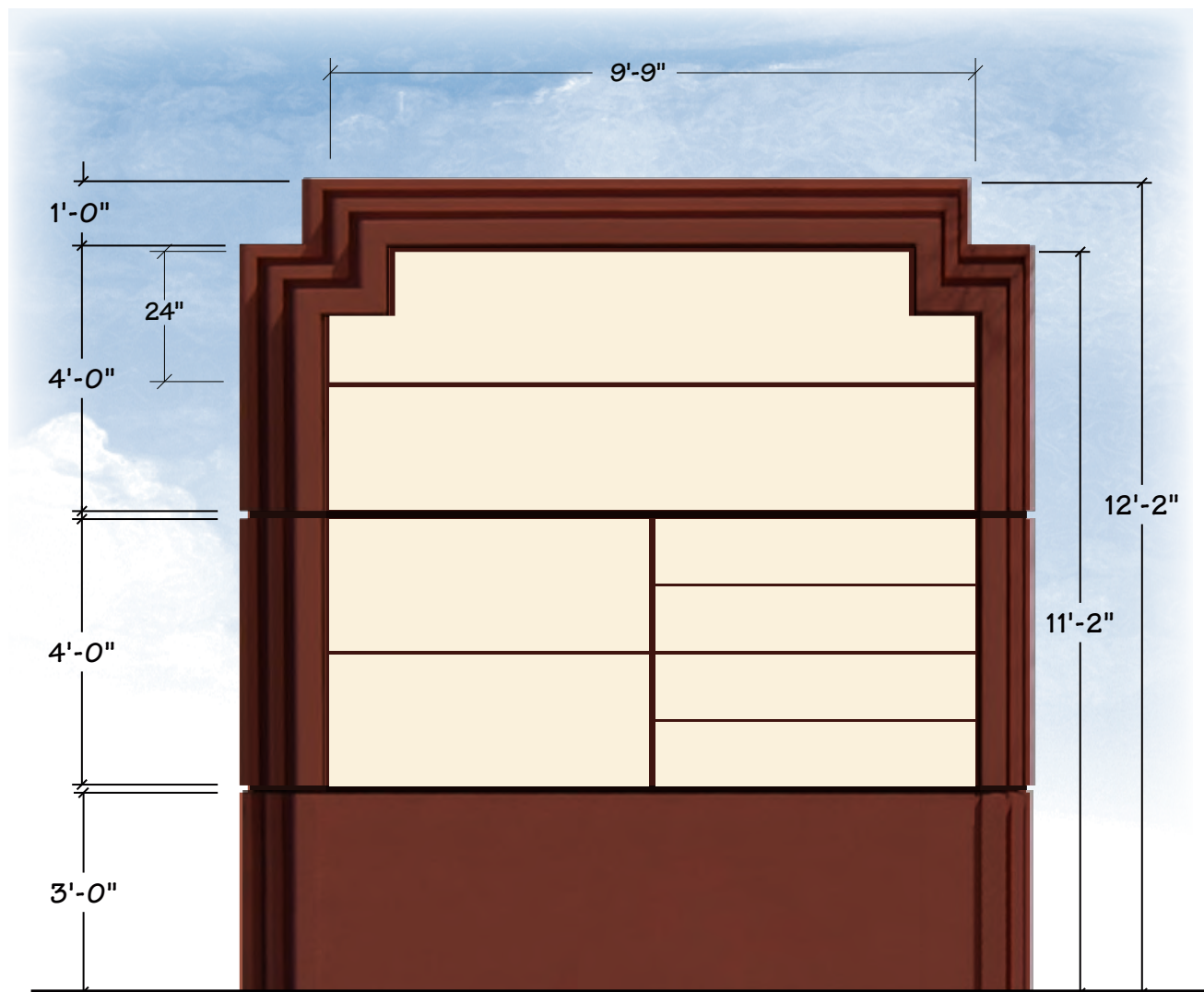
To Street →
East Elevation

← To Street
West Elevation

Existing Secondary Monument Sign MS-L1 Bell Road



East Elevation Scale: 3/8" = 1'-0"



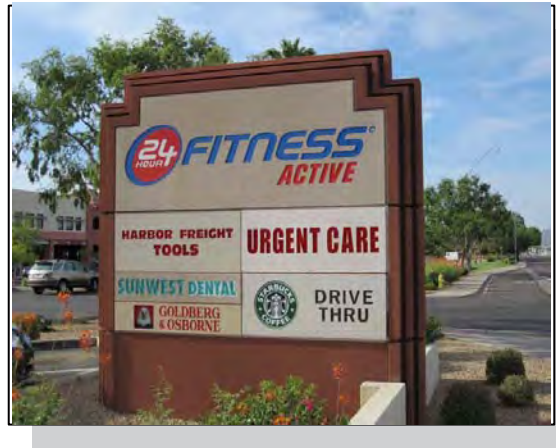
West Elevation Scale: 3/8" = 1'-0"

bleier
INDUSTRIES

9650 WEST ROOSEVELT STREET
TOLLESON, ARIZONA 85353
602-944-3117
FAX 602-395-0753
SALES@BLEIERINDUSTRIES.COM

PROJECT:	
Plaza de Campaña SEC Bell Road & 32nd St. Phoenix, AZ	
TITLE:	
Secondary Monument Sign	
DESIGNER:	SALES:
FMB	Paul Bleier
DESIGN No:	DATE:
2012-07-024	07/24/12
SCALE:	REVISIONS:
A5 NOTED	
SHEET No:	
MS-1	
© 2012, BLEIER INDUSTRIES, LTD. This drawing and the ideas expressed herein, remain the confidential property of Bleier Industries, Ltd. This drawing and the ideas contained in it are not to be reproduced, copied or disclosed to any other person or entity without the express written permission of an officer of Bleier Industries, Ltd.	

UL LISTED
UL #48
ALL SIGNS WILL BE (U.L.) LISTED,
(U.L.) 2161 COMPLIANT & CARRY
(U.L.) LABELS
TO BE INSTALLED ACCORDING
TO NEC ARTICLE 600

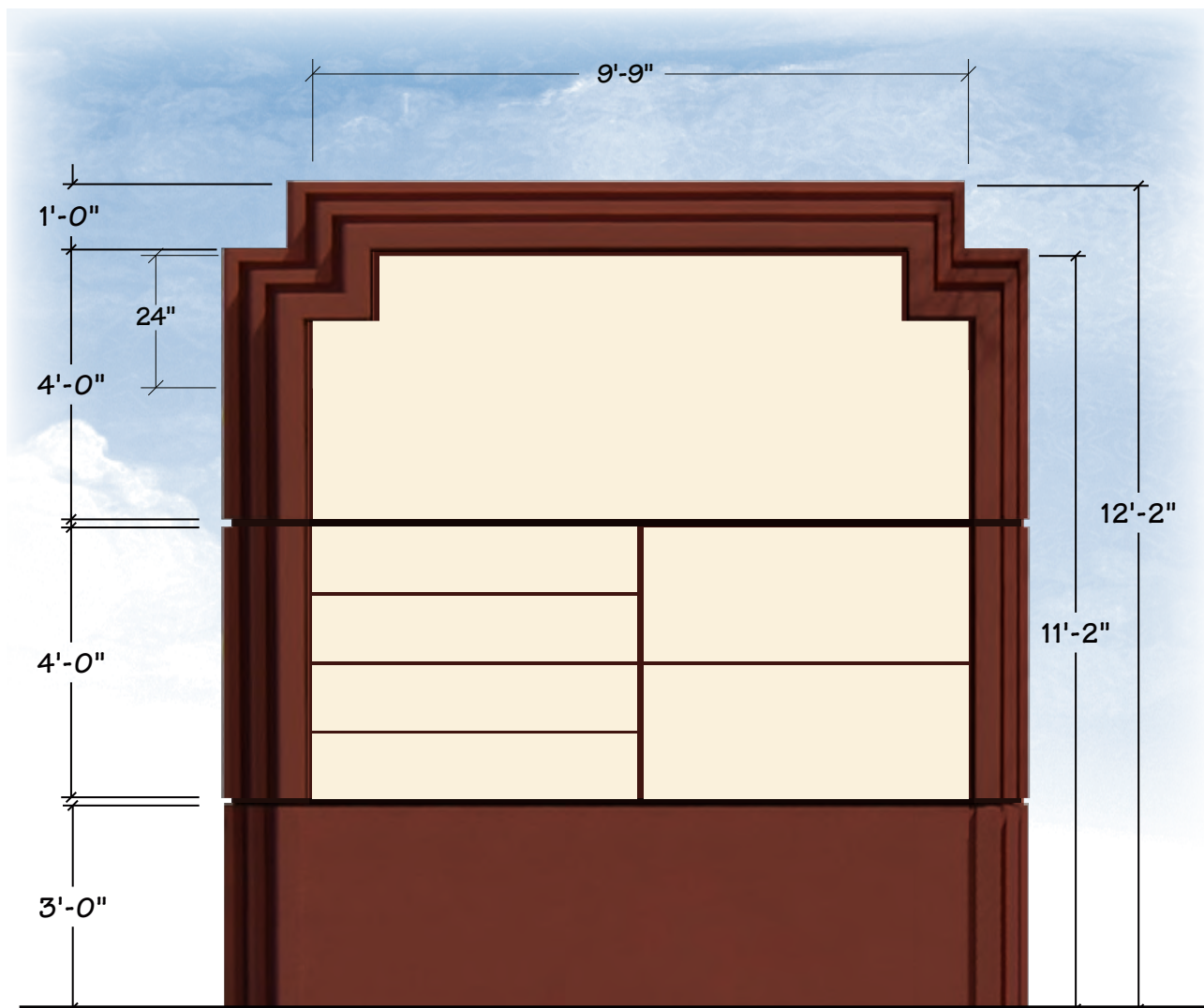


To Street →
North Elevation

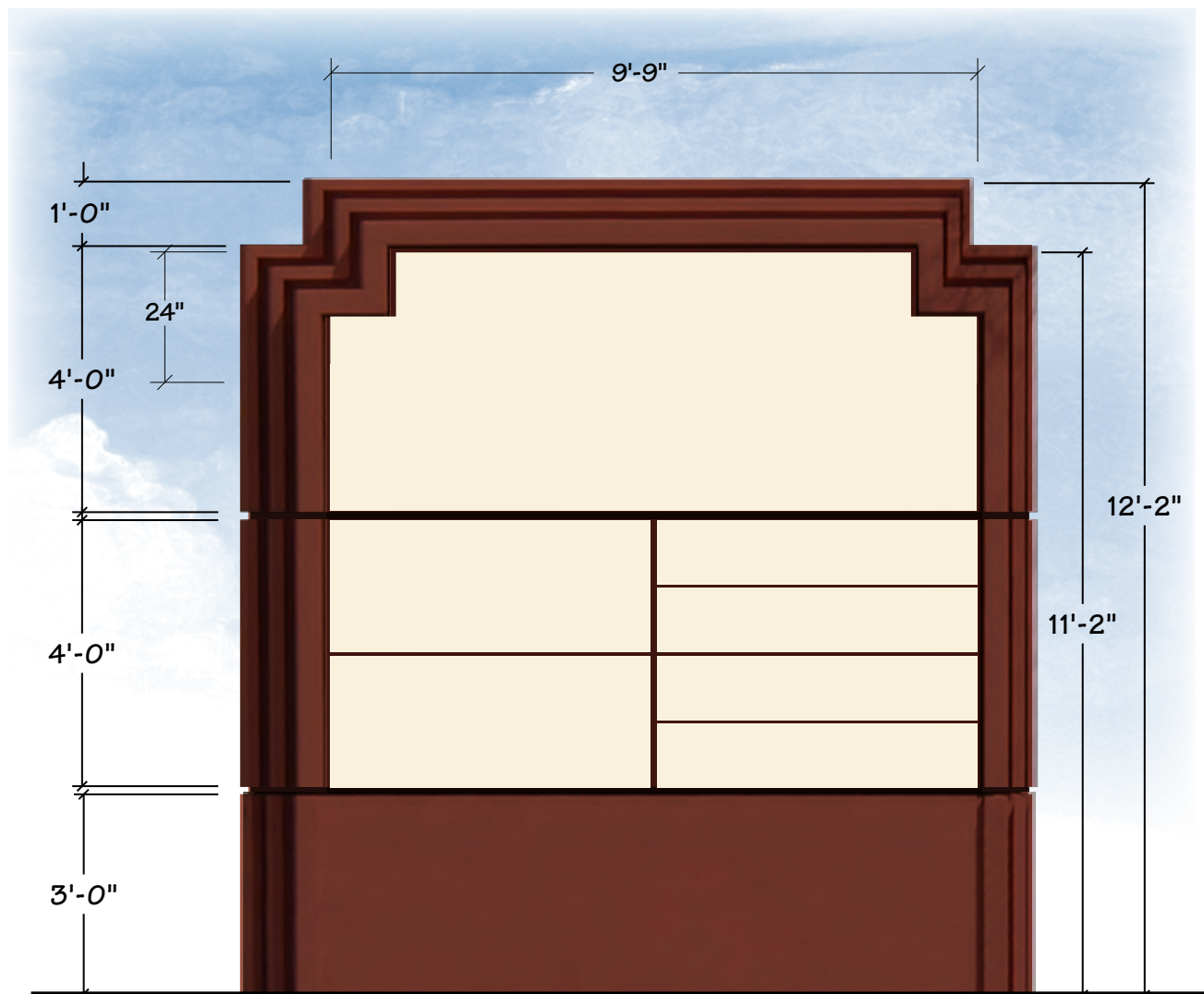


← To Street
South Elevation

Existing Secondary Monument Sign MS-L2 32nd Street



South Elevation Scale: 3/8" = 1'-0"



North Elevation Scale: 3/8" = 1'-0"

bleier
INDUSTRIES

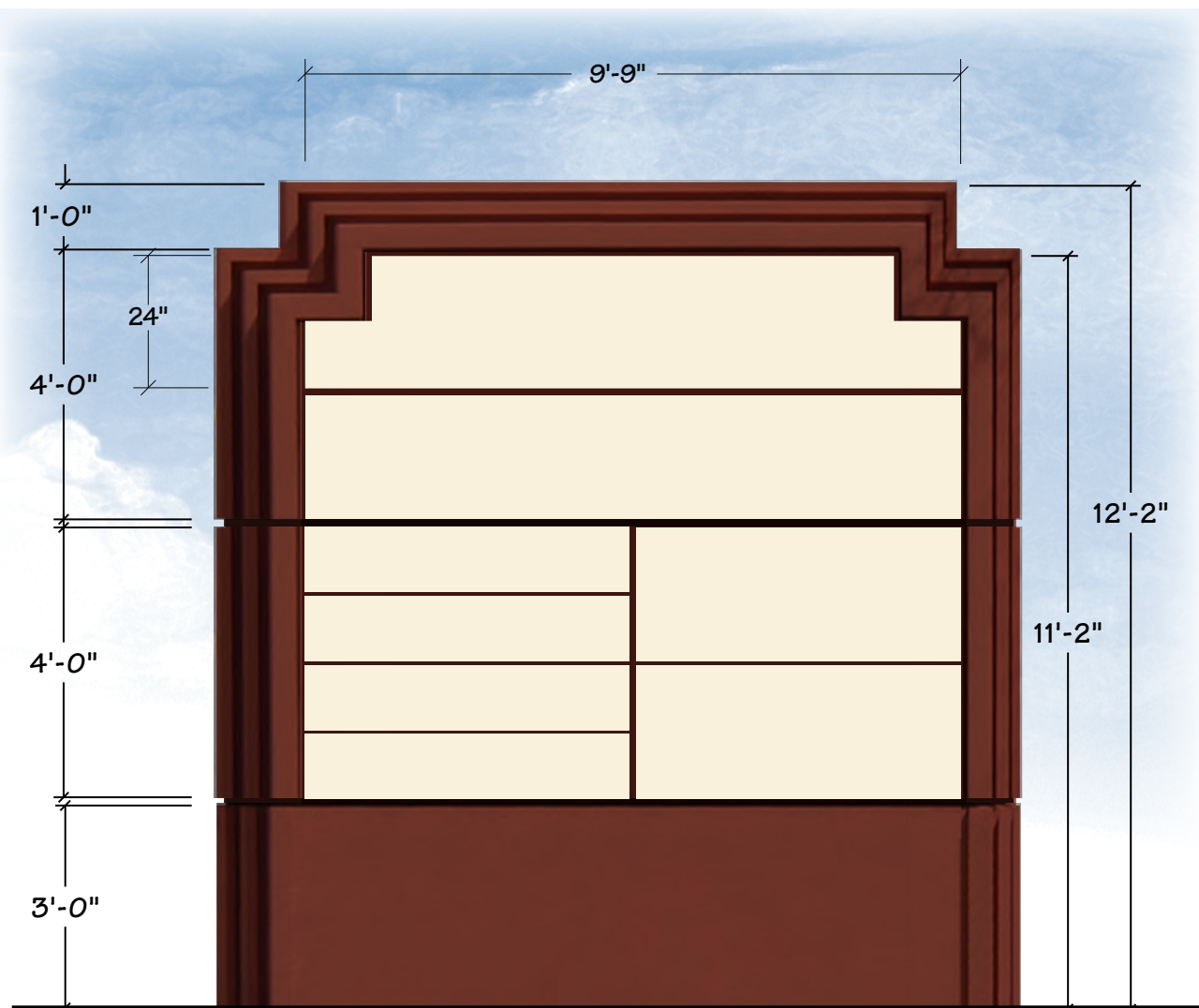
9650 WEST ROOSEVELT STREET
TOLLESON, ARIZONA 85353
602-944-3117
FAX 602-395-0753
SALES@BLEIERINDUSTRIES.COM

PROJECT:	
Plaza de Campaña SEC Bell Road & 32nd St. Phoenix, AZ	
TITLE:	
Secondary Monument Sign	
DESIGNER:	SALES:
FMB	Paul Bleier
DESIGN No:	DATE:
2012-07-024	07/24/12
SCALE:	REVISIONS:
A5 NOTED	
SHEET No:	
MS-1	
© 2012, BLEIER INDUSTRIES, LTD. <small>This drawing and the ideas expressed herein, remain the confidential property of Bleier Industries, Ltd. This drawing and the ideas contained in it are not to be reproduced, copied or disclosed to any other person or entity without the express written permission of an officer of Bleier Industries, Ltd.</small>	

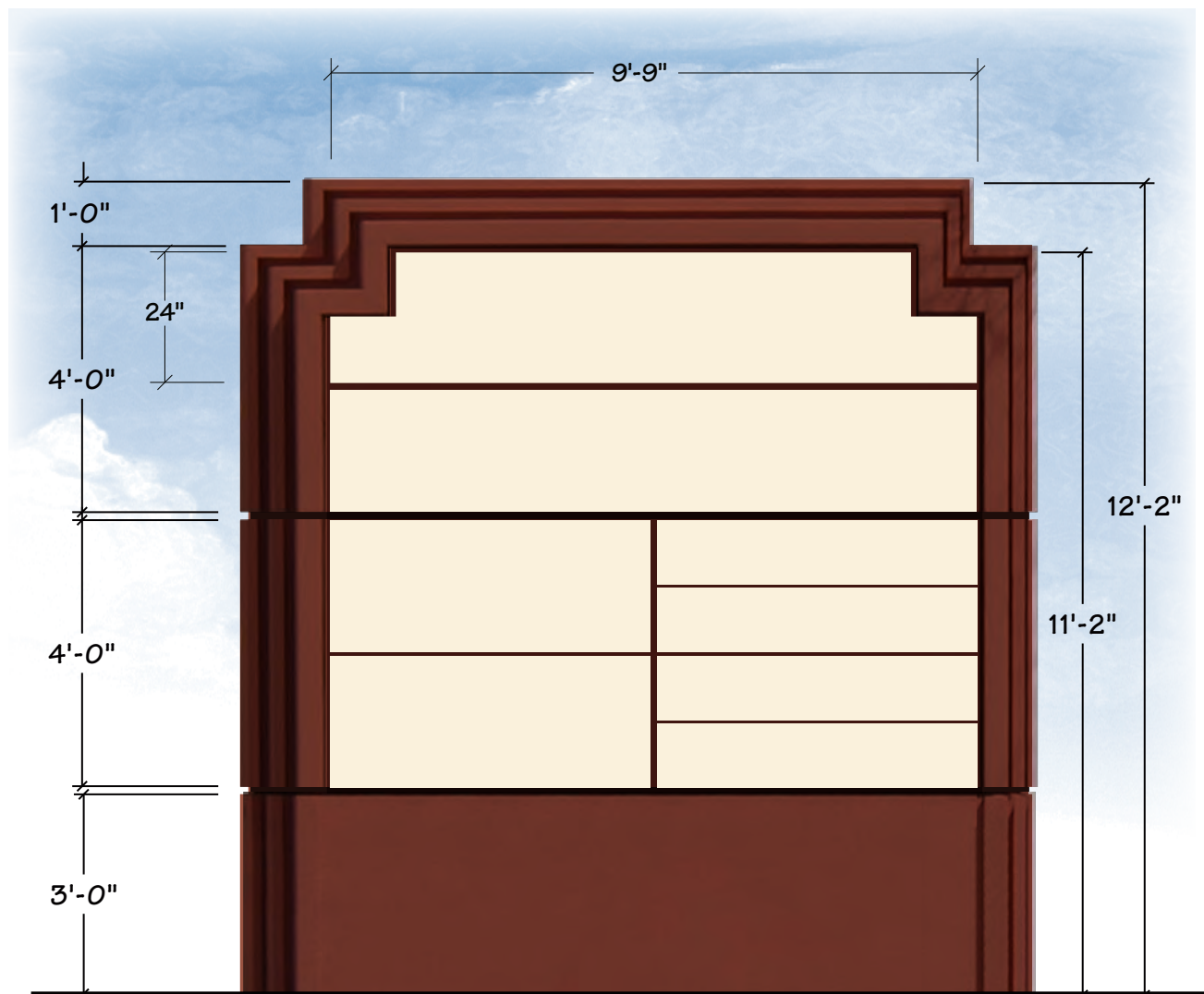
UL LISTED
UL #48
ALL SIGNS WILL BE (U.L.) LISTED,
(U.L.) 2161 COMPLIANT & CARRY
(U.L.) LABELS
TO BE INSTALLED ACCORDING
TO NEC ARTICLE 600



Proposed Secondary Monument Sign MS-L3 32nd Street



South Elevation Scale: 3/8" = 1'-0"



North Elevation Scale: 3/8" = 1'-0"

bleier
INDUSTRIES

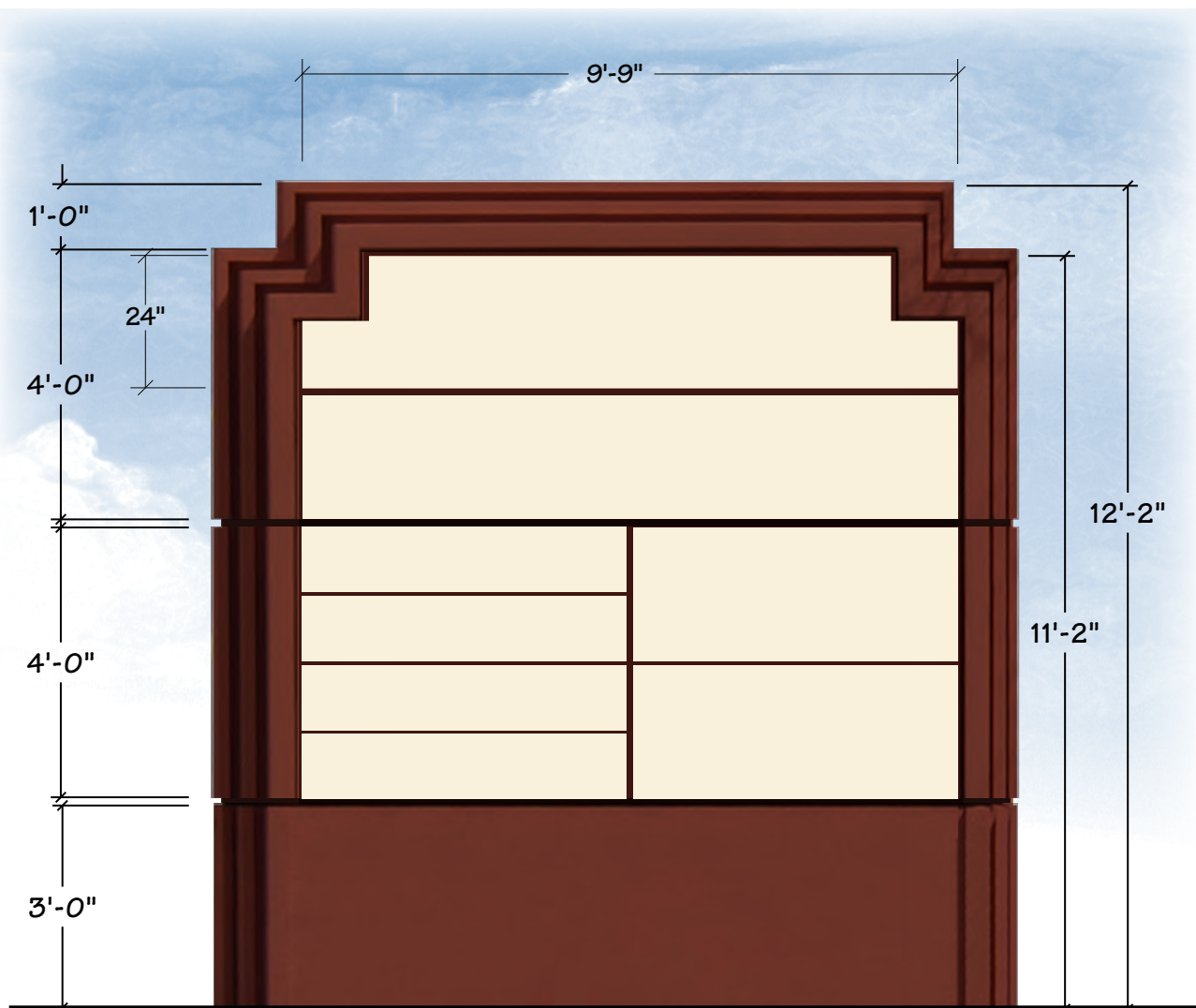
9650 WEST ROOSEVELT STREET
TOLLESON, ARIZONA 85353
602-944-3117
FAX 602-395-0753
SALES@BLEIERINDUSTRIES.COM

PROJECT:	
Plaza de Campaña SEC Bell Road & 32nd St. Phoenix, AZ	
TITLE:	
Secondary Monument Sign	
DESIGNER:	SALES:
FMB	Paul Bleier
DESIGN No:	DATE:
2012-07-024	07/24/12
SCALE:	REVISIONS:
A5 NOTED	
SHEET No:	
MS-1	
© 2012, BLEIER INDUSTRIES, LTD. <small>This drawing and the ideas expressed herein, remain the confidential property of Bleier Industries, Ltd. This drawing and the ideas contained in it are not to be reproduced, copied or disclosed to any other person or entity without the express written permission of an officer of Bleier Industries, Ltd.</small>	

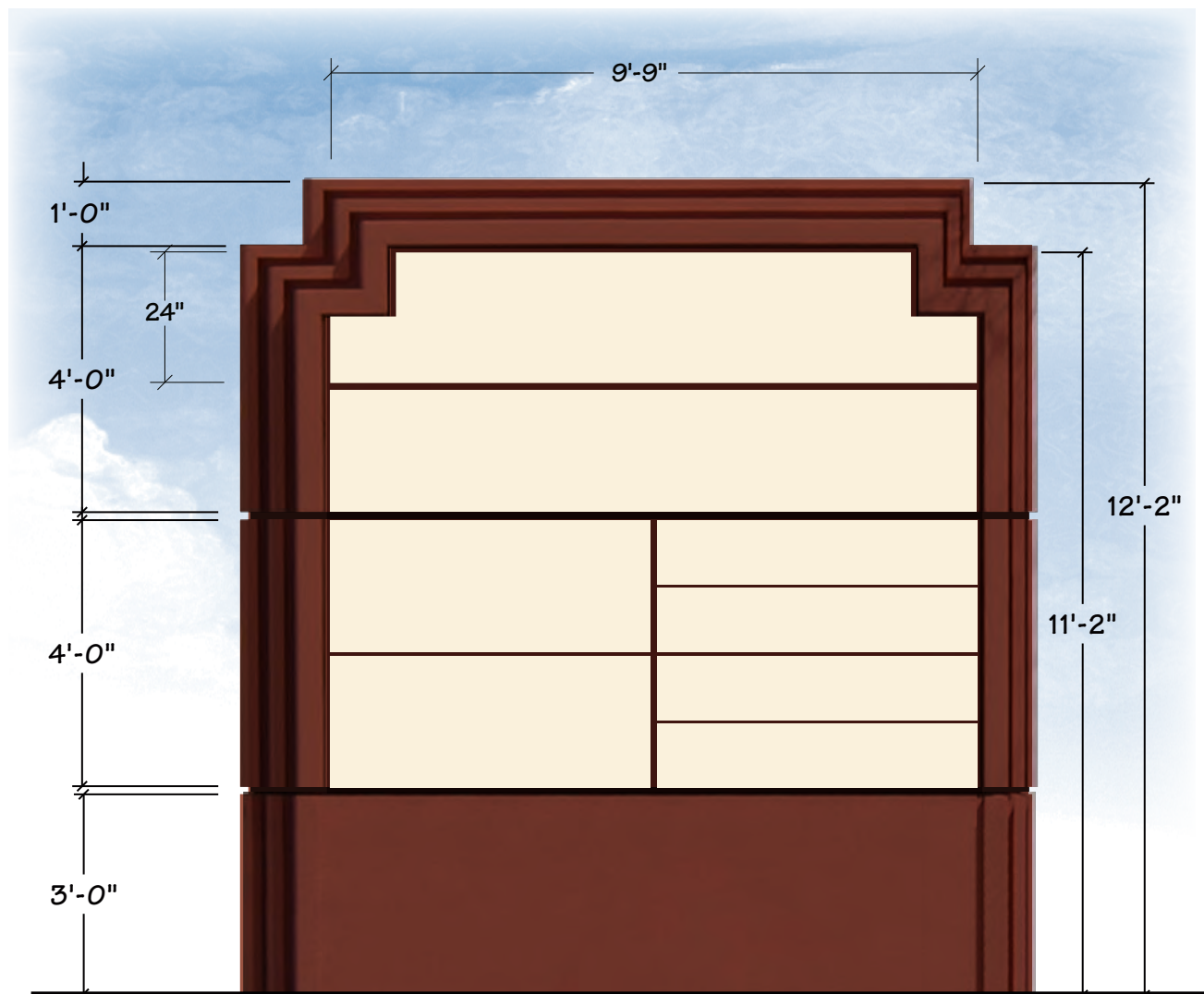
UL LISTED
UL #48
ALL SIGNS WILL BE (U.L.) LISTED,
(U.L.) 2161 COMPLIANT & CARRY
(U.L.) LABELS
TO BE INSTALLED ACCORDING
TO NEC ARTICLE 600



Proposed Secondary Monument Sign MS-L4 Bell Road



East Elevation Scale: 3/8" = 1'-0"




West Elevation Scale: 3/8" = 1'-0"

bleier
INDUSTRIES

9650 WEST ROOSEVELT STREET
TOLLESON, ARIZONA 85353
602-944-3117
FAX 602-395-0753
SALES@BLEIERINDUSTRIES.COM

PROJECT:	
Plaza de Campaña SEC Bell Road & 32nd St. Phoenix, AZ	
TITLE:	
Secondary Monument Sign	
DESIGNER:	SALES:
FMB	Paul Bleier
DESIGN No:	DATE:
2012-07-024	07/24/12
SCALE:	REVISIONS:
A5 NOTED	
SHEET No:	
MS-1	
© 2012, BLEIER INDUSTRIES, LTD. <small>This drawing and the ideas expressed herein, remain the confidential property of Bleier Industries, Ltd. This drawing and the ideas contained in it are not to be reproduced, copied or disclosed to any other person or entity without the express written permission of an officer of Bleier Industries, Ltd.</small>	

 UL #48
ALL SIGNS WILL BE (U.L.) LISTED,
(U.L.) 2161 COMPLIANT & CARRY
(U.L.) LABELS
TO BE INSTALLED ACCORDING
TO NEC ARTICLE 600




Existing Tenant Monument Sign SWEC Bell Road Sign Permit 124337

bleier
INDUSTRIES

9650 WEST ROOSEVELT STREET
TOLLESON, ARIZONA 85353
602-944-3117
FAX 602-395-0753
SALES@BLEIERINDUSTRIES.COM

PROJECT:	
Plaza de Campaña SEC Bell Road & 32nd St. Phoenix, AZ	
TITLE:	
Southwest Eye Clinic Monument Sign	
DESIGNER:	SALES:
FMB	Paul Bleier
DESIGN No:	DATE:
2012-07-024	07/24/12
SCALE:	REVISIONS:
AS NOTED	
SHEET No:	
SWEC	
<small>© 2012, BLEIER INDUSTRIES, LTD. This drawing and the ideas expressed herein, remain the confidential property of Bleier Industries, Ltd. This drawing and the ideas contained in it are not to be reproduced, copied or disclosed to any other person or entity without the express written permission of an officer of Bleier Industries, Ltd.</small>	

 **UL #48**
ALL SIGNS WILL BE (U.L.) LISTED,
(U.L.) 2161 COMPLIANT & CARRY
(U.L.) LABELS
TO BE INSTALLED ACCORDING
TO NEC ARTICLE 600

Building Signage

General Requirements Building Signage

This criteria has been established for the purpose of maintaining a continuity of quality and aesthetics throughout “Plaza de Campaña” for the mutual benefit of all tenants, and to comply with the approved Comprehensive Sign Plan for the center, regulations of the City of Phoenix 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 criteria is subject to final approval by the City of Phoenix as part of a Major Amendment submittal to the existing Comprehensive Sign Plan. If a conflict is found to exist between this criteria and the final criteria approved by the city, the latter shall prevail.

I. GENERAL REQUIREMENTS

- A. The Tenant shall submit or cause to be submitted to Vestar Property Management (Owner’s Representative) and/or their successor, for approval, prior to fabrication, four (4) copies of detailed drawings indicating the location, size, layout, design color, illumination materials and method of attachment of the Tenant’s proposed signage.
- B. The Tenant or Tenant's representative shall obtain all required permits for the signs and their installation.
- C. All signs shall be constructed and installed at Tenant's sole expense.
- D. The Tenant shall be responsible for the fulfillment of all requirements and specifications, including those of the City of Phoenix.
- E. All signs shall be reviewed for conformance with these criteria and overall design quality. The approval or disapproval of sign

submittals based on aesthetics of design shall remain the sole right of Owner's Representative.

- F. The Tenant shall be responsible for the installation and maintenance of Tenant's sign. Should the Tenant's sign require maintenance or repair, the Owner's Representative shall give Tenant ten (10) days written notice to complete said maintenance or repair. Should the Tenant fail to do so, the Owner's Representative may undertake repairs and Tenant shall reimburse Owner's Representative for repair costs incurred within ten (10) days from receipt of the Owner's Representative 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. Exposed raceways, crossovers or conduit may be permitted.
 - 4. All cabinets, conductors, transformers and other equipment shall be concealed.
 - 5. Painted lettering shall not be permitted except as approved by the Developer and the City of Phoenix.
 - 6. Any damage to the masonry brick, stucco face or canopy deck resulting from the Tenant's sign installation shall be repaired at Tenant's sole cost.
 - 7. Upon removal of any sign by the Tenant, any damage to the sign background shall be repaired by the Tenant or by the Owner's Representative at Tenant's sole cost.

B. Location of Signs

1. All signs or devices advertising an individual business shall be attached to the building at the location directed by Owner's Representative.

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 may be mounted onto raceways if mounted onto a wall surface that does not permit electrical penetration(s) and flush to the stucco building backgrounds when feasible to do so subject to the Tenant's location within the project. Electrical connections shall be concealed to remote transformers and power supplies whenever possible. All signage shall be installed in compliance to the City of Phoenix electrical code and labeled in accordance to UL 48 specifications. The Tenant at the 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-quarter (1.25) times the length of the storefront(s) and/or elevation(s) occupied by the tenant. All Tenants shall be permitted a minimum sign area of fifty (50) square feet regardless of the length of the storefront occupied by the Tenant.

B. Letter Height and Placement Restrictions

1. Letter height shall not be restricted. Tenant signage shall be installed in accordance with the approved Comprehensive Sign Plan in locations designated by the Owner's Representative.
2. The Owner's Representative shall approve all signage. Approval shall be based upon the findings that the proposed

signage complements the surrounding building features and thematic design of the “Plaza de Campaña” project.

3. Length of Sign on Wall Surface: In no event shall any Tenant’s wall sign exceed seventy-five (75%) percent of the building elevation and/or wall surface upon which it is placed. The available background surface area of the sign may regulate the available letter height and overall size of the tenant’s sign.

C. Letter Style or Logo Restrictions

1. Copy and/or logos utilized shall be the Tenant's choice, subject to the approval of the Owner’s Representative and the City of Phoenix.

D. Illumination

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

IV. GENERAL CONSTRUCTION REQUIREMENTS

- A. All exterior signs shall be secured by concealed fasteners, stainless steel, or nickel or cadmium plated to prevent rusting.
- 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. Special care shall be adhered to when mounting signage onto the historic brick portions of the building. Attachment to the mortar joints is preferred whenever possible.
- 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. The Tenant shall be fully responsible for the operations of Tenant's sign contractors and shall indemnify, defend and hold the Owner and Owner's Representative harmless for, from and against damages or liabilities on account thereof.

Plaza de Campaña

Building Sign Matrix

SIGN	SIGN TYPE	FUNCTION	LOCATION	HEIGHT	SIZE	ILLUMINATION	MATERIALS
All Tenants	Flush Wall Mounted Signs Raceway Mounted Signs Canopy Mounted Signs	Tenant ID	Wall surfaces and architectural features designed to accommodate signage.	Within Building Silhouette	1.25 SF / Linear Foot of Building Street Frontage (Typical) 50 SF Minimum (Typical)	Interior, Backlit or a combination thereof. Exposed neon tubing.	Aluminum, Acrylic, Painted Metal, Digital Vinyl Graphics, Sculptured Materials

General Notes:

- 1) Tenant signage may be placed on all wall surfaces of the Tenant’s leased space or as otherwise directed subject to the Owner’s Representative and City of Phoenix approvals.
- 2) Ornamental features such as metal trim, neon tubing, and sculptural shapes are encouraged. Sculptural elements may be displayed as part of the Tenant’s signage subject to Owner’s Representative and City of Phoenix approval.



Typical Pan Channel Lettering and Logo
Internal Illumination
Flush Mounted to Building



Typical Pan Channel Lettering and Logo
Internal Illumination
Mounted on Raceway to Building



Typical Pan Channel Lettering and Logo
Internal Illumination
Mounted onto Specialty Metal Background to Building



Typical Reverse Pan Channel Lettering and Logo
Backlit "Halo" Illumination
Peg Mounted to Building

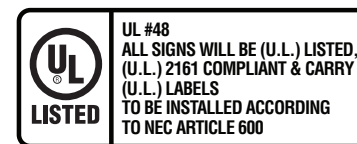


Typical Pan Channel Lettering and Logo
Internal Illumination
Mounted on Raceway to Building
Two Story Tenant Space



Two Story Tenant Space
Tenants May Place Sign Copy on Architectural Features
and Wall Surfaces as Directed by Landlord

Building Signage



bleier
INDUSTRIES

9650 WEST ROOSEVELT STREET
TOLLESON, ARIZONA 85353
602-944-3117
FAX 602-395-0753
SALES@BLEIERINDUSTRIES.COM

PROJECT: Plaza de Campaña SEC Ball Road & 32nd St. Phoenix, AZ	DATE: 07/24/12	REVISIONS:
TITLE: Typical Building Signage	SHEET No: BLDG	
DESIGNER: FMB	SALES: Paul Bleier	
DESIGN No: 2012-07-024	SCALE: AS NOTED	
© 2012, BLEIER INDUSTRIES, LTD. This drawing and the ideas expressed herein, remain the confidential property of Bleier Industries, Ltd. This drawing and the ideas contained in it are not to be reproduced, copied or disclosed to any other person or entity without the express written permission of an officer of Bleier Industries, Ltd.		

Appendix

Plaza De Campana

Date Approved	Type	Case No.	Approved Request/Stipulations
02/23/89	UP - CSP	89-13	<p style="text-align: center;">APPROVED</p> <p>1. Request for a use permit for a Comprehensive Sign Plan for Plaza De Campana at 3223 E. Bell Road.</p> <p style="text-align: center;">STIPULATIONS</p> <p>1. Subject to final approval of the comprehensive sign plan by the Zoning Administrator.</p>
08/08/95	MINOR AMENDMENT		<p style="text-align: center;">APPROVED</p> <p>1. Minor amendment to comprehensive sign plan number 89-13 to 1) increase the maximum height of wall signage on building A, B, and Building D to a maximum height of 16 feet , 2) to allow minimum 50 square feet of sign area per tenant, 3) change the maximum letter height from 20 inches to 21 inches, 4) allow height and size of logos to be approved by the Landlord and the City of Phoenix, 5) allow colors to be up to Landlord's discretion. Clear plex faces leaving neon tubing "exposed" will be acceptable. (1) through (5) - Minor amendment required.</p> <p style="text-align: center;">STIPULATIONS</p> <p>1. #2. 50 square feet minimum or 1.25 x lineal building frontage, whichever is larger.</p>
02/08/99	MINOR AMENDMENT		<p style="text-align: center;">APPROVED</p> <p>1. Minor amendment to comprehensive sign plan number 89-13 to 1) Request to raise the height for sign on east elevation from 14' to 18' in height.</p> <p style="text-align: center;">STIPULATIONS</p> <p>1. None</p>
2006	MINOR AMENDMENT		<p style="text-align: center;">APPROVED</p> <p>1. Minor amendment to comprehensive sign plan number 89-13 to 1) install a cabinet sign on the northeast elevation, 2) raise the overall sign height from 18' to 19', 3) increase the square footage of signs on tower from 60 square feet maximum to 64.6 square feet. (1) - (3) - Minor amendment required.</p> <p style="text-align: center;">STIPULATIONS</p> <p>1. None</p>

Revised 8/2/95
Revised 4/14/2010

- 2. Because of need for somewhat larger tenant signage to be available for anchor tenants, and also because of some awkward existing layout, 2 towers have been added with space to allow more latitude in sign locations. These towers are located at buildings A & B. See Sketches 2, 3 & 4. Sketches indicate size & location of sign areas to be used.
- 3. The location and redesign of the facade of the AMC Theatre lends itself to the relocation of the AMC log to the center of the tower providing a focus for the main entrance drive. The logo will be supported between two steel beams spanning the columns at the entrance. See Sketch 5.
- 4. The two story office building located at the west side of the project presents special challenges for signage. The signband described in Paragraph 1 above will be used for signage for the first floor tenants. The second floor tenants located on the courts and facing the theatre will also have a signband of similar dimensions. See Sketches. Tenants facing north and west in building D will have signage attached to the building wall above the windows. The sign size will also be 1,25 sq. ft., 1 ft. of storefront. See Sketch 6.
- 5. Building D will also have popouts on the north and west elevations added for additional latitude for signage for anchor tenants. See Sketch 7.
- 6. Three ground signs will be constructed on the street frontage.

- SIGNAGE -

All tenant signs at the buildings will be reverse pan channel^{may} internally illuminated letters^{and/or pan channel} attached to a raceway (The raceway will be painted to match the ~~all~~^{it is attached to} wall) Plexiglas covers will be limited to red, blue, or yellow with the landlords retaining ability to allow other colors if warranted by the tenants recognized trademark. Clear plex faces, leaving neon tubing "exposed" will be acceptable. Height and size of logos to be approved by the landlord and the City of Phoenix.

(The theatre signage is the only exception - internally illuminated letters are attached directly to the building or to steel beams. See Paragraph 3 and Sketch 4.)

Tenants are free to select their own typestyle.

February 23, 1989

Case No.: 89-13

Applicant:

Subject:

Premises:

APPROVED

Gerald R. Kesler (Owner: Odyssaea Prop.)
USE PERMIT requested to approve a comprehensive sign
plan for Plaza De Campana.
Sec. 858-A
3223 East Bell Road Commercial C-2

Speaking in support of this request was Mr. Gerald Kesler of 4130 East Van Buren, Suite 200. Also present and assisting staff on this case was Carol Johnson of the Planning Department staff.

There was no opposition present.

DECISION:

This request for a Use Permit for a comprehensive sign plan for Plaza De Campana at 3223 East Bell Road is approved subject to the final approval of the comprehensive sign plan by the Zoning Administrator.

FINDINGS OF FACT:

The comprehensive sign plan which will allow two ground signs on Bell Road, one of which will be 20' high, as well as wall signs on arcade projections of the buildings is approved. The signs in this program meet the Ordinance intent of enhancing the visual environment, while providing identification and direction for the use on the site. The main sign on Bell Road is placed at a height of 20' owing to the need to keep the change panel high enough from the ground so passersby cannot alter the message or steal the letters. Were it for this specific need for height, the sign would be lower.

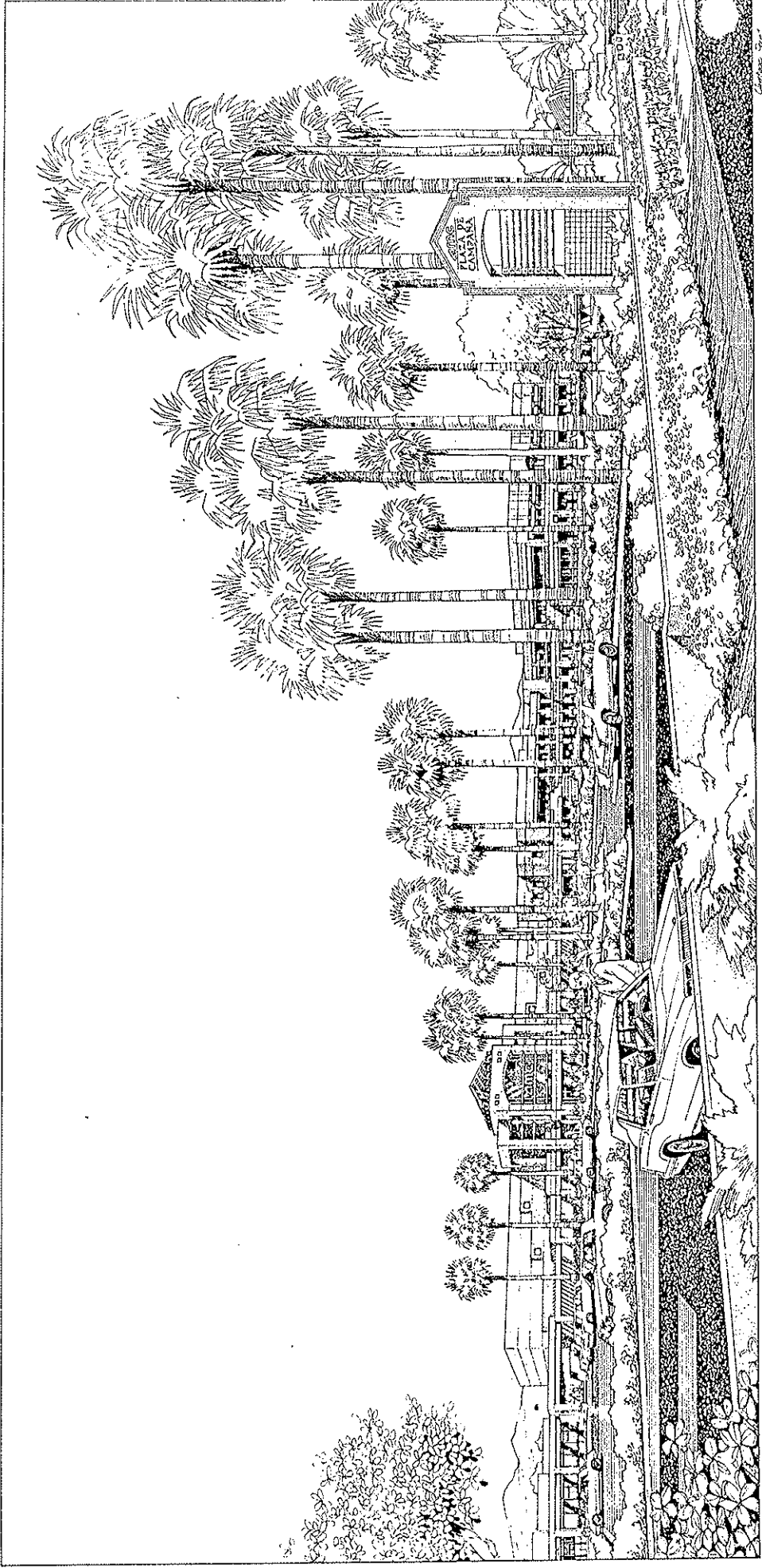
This and all other signs are appropriate to the character of the development, provide adequate identification and information, provide and enhance the visual environment, promote traffic safety, and are consistent with the intent of the Sign Ordinance. Signs are placed where they are sufficiently visible and readable to perform their function well and in particular, some are located on walls not immediately adjacent to the use they describe so that they can perform this function properly. The number of signs is the minimum number necessary to facilitate internal circulation and identify the various businesses on the site. The size and height of signs are adequate to provide visibility and readability and present an attractive means of identifying the businesses on the site.

SUMMARY:

The applicant said this request is for a comprehensive sign plan. He said he was aware of concerns about the height of the monument sign out front which is 21.5 feet in height. They have reduced the height and the size from the previous sign. Mr. Brookhart said some signs are on projections from the building, but he could approve those as part of the comprehensive sign package. He said this property falls within the East Bell Road study area which included guidelines for signs. The applicant said that a lower sign than proposed would create problems with vandals because they like to steal letters off of the marquee signs. The applicant said that the theater needs the marquee sign so they can change copy readily. Mr. Brookhart then said he would approve this request. He said although he preferred that the sign could be lowered it was necessary to keep it at 20' to avoid vandalism to the changeable copy.

PLAZA DE CAMPANA
COMPREHENSIVE SIGN PROGRAM

<u>SIGN TYPE</u>	<u>MAXIMUM HEIGHT</u>	<u>LETTERS</u>	<u>COPY</u>	<u>REMARKS</u>
Monument	21'-6"	Internally illuminated	Center I.D. Marquee	Neon Accents
Ground I.D.	8'-0"	Internally illuminated	4 Anchor Tenants	Neon Accents
Signband at Building A & B	16'-0"	Internally illuminated on raceway	Tenant I.D.	*
Theatre	28'-0"	Internally illuminated	AMC 8 Theatres	*
Tower at Building A	16'-0"	Internally illuminated on raceway	Tenant I.D.	*
Tower at Building B	14'-0"/23'-6"	Internally illuminated on raceway	Tenant I.D.	*
Building D at north elevation of south building, entire court-yard and east elevation of north building	16'-0"/24'-0"	Internally illuminated on raceway	Tenant I.D.	*
Building D at west and north elevation of north building	16'-0"/31'-0"	Internally illuminated on raceway	Tenant I.D.	*
Pad buildings	24'-0"	Internally illuminated	Tenant I.D.	
* Tenant signage to be 1.25 sq. ft/linear foot of tenants storefront length.				



COMPREHENSIVE SIGN PROGRAM

PLAZA DE CAMPANA
32ND ST & BELL

Mittelstaedt/Kesler, Ltd.

ARCHITECTURE / INTERIOR DESIGN
4130 E. VAN BUREN SUITE 200 PHOENIX, AZ 85008
(602) 275-3821

PLAZA DE CAMPANA 32ND STREET & BELL COMPREHENSIVE SIGN PROGRAM

- PROJECT INFORMATION -

Plaza De Campana, located on one of the busiest corners in Phoenix, contains approximately 158,000 sq. ft. of mixed use space including 66,000 sq. ft. of office, an AMC Theatre complex and two pad sites. The parcel size is 17.16 net/19.1 gross area. Zoning is C-2.

Buildings vary in height from 22'-0" to 32'-8" with all buildings except the office building 1 story.

Following the resolution of bankruptcy proceedings, the center was returned to its lenders, Odessyeus Partners in New York; and the decision was made to invest in the uncompleted center and undertake to lease all vacant areas.

At the time of the takeover, approximately 32,000 sq. ft. had tenants including the AMC Theatre.

The rehabilitation of the center includes the construction of new arcades, trellised towers, and extensive landscaping to considerably upgrade the center and change the image brought on by years of incompleteness.

The intersection of 32nd Street and Bell has traffic counts of approximately 70,000 cars per day.

The major entry is located along Bell Road and focuses on the redesigned AMC Theatre, the anchor tenant. Secondary entrances are also located along Bell and also 32nd Street.

- PROPOSED SIGN PROGRAM -

1. A continuous signband has been established to unify the center. The band is 2 foot tall and runs between supporting columns at the face of the arcade throughout the center. This band will be used for most tenants with the top of the band at +12'-0" from finish floor. Signage size will be 1.25 sq. ft., 1 linear foot of storefront. See Sketch 1.

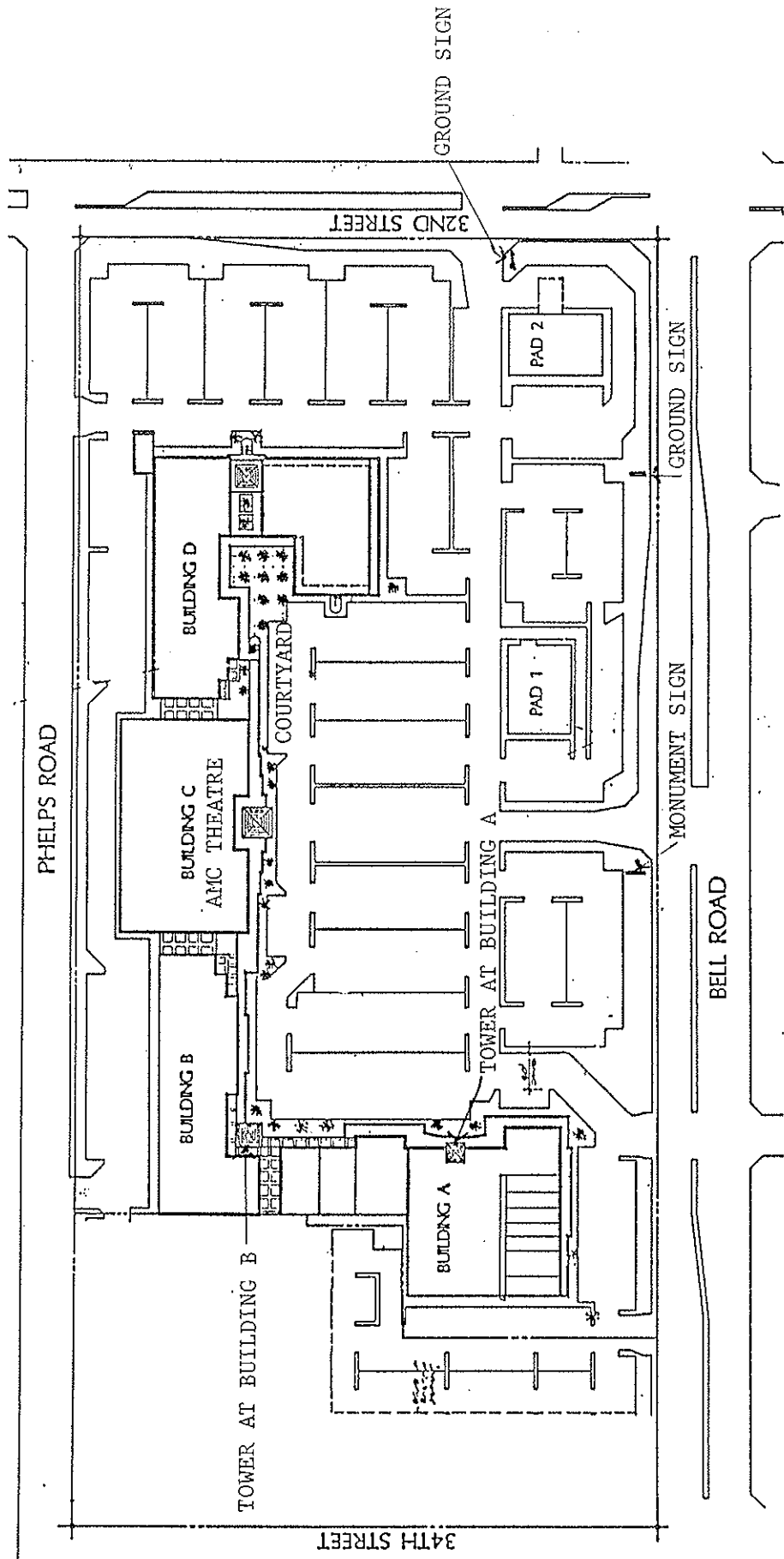
2. Because of need for somewhat larger tenant signage to be available for anchor tenants, and also because of some awkward existing layout, 2 towers have been added with space to allow more latitude in sign locations. These towers are located at buildings A & B. See Sketches 2, 3 & 4. Sketches indicate size & location of sign areas to be used.
3. The location and redesign of the facade of the AMC Theatre lends itself to the relocation of the AMC logo to the center of the tower providing a focus for the main entrance drive. The logo will be supported between two steel beams spanning the columns at the entrance. See Sketch 5.
4. The two story office building located at the west side of the project presents special challenges for signage. The signband described in Paragraph 1 above will be used for signage for the first floor tenants. The second floor tenants located on the courts and facing the theatre will also have a signband of similar dimensions. See Sketches. Tenants facing north and west in building D will have signage attached to the building wall above the windows. The sign size will also be 1.25 sq. ft., 1 ft. of storefront. See Sketch 6.
5. Building D will also have popouts on the north and west elevations added for additional latitude for signage for anchor tenants. See Sketch 7.
6. Three ground signs will be constructed on the street frontage.

- SIGNAGE -

All tenant signs at the buildings will be reverse pan channel internally illuminated letters attached to a raceway. (The raceway will be painted to match the wall it is attached to.) Plexiglass covers will be limited to red, blue, or yellow with the landlords retaining ability to allow other colors if warranted by the tenants recognized trademark.

(The theatre signage is the only exception - internally illuminated letters are attached directly to the building or to steel beams. See Paragraph 3 and Sketch 4.)

Tenants are free to select their own typestyle.



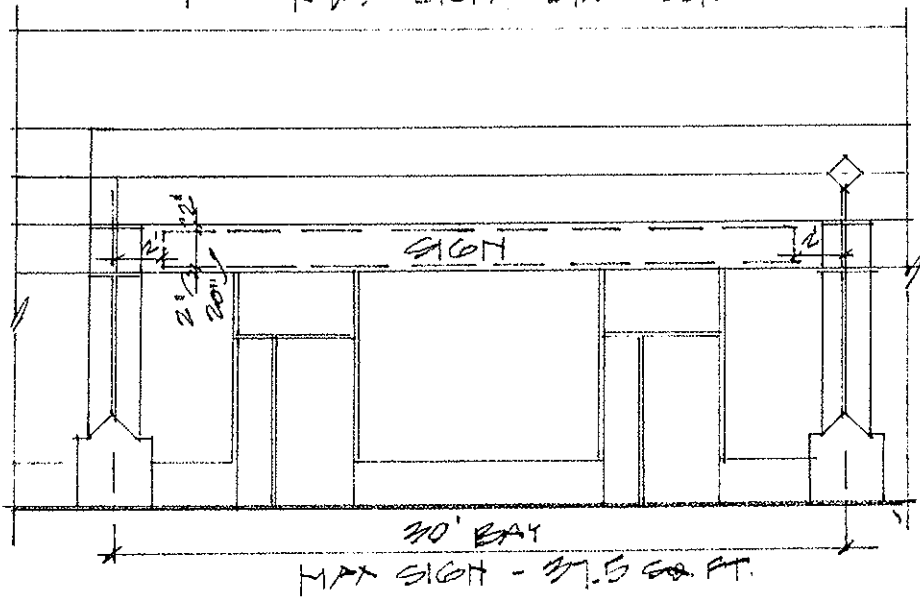
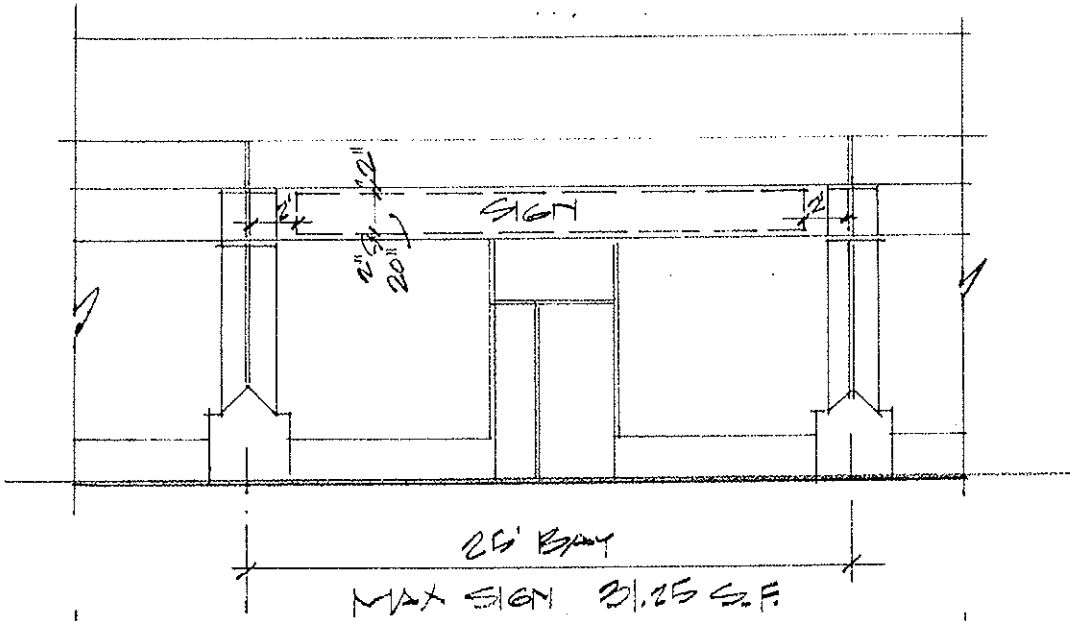
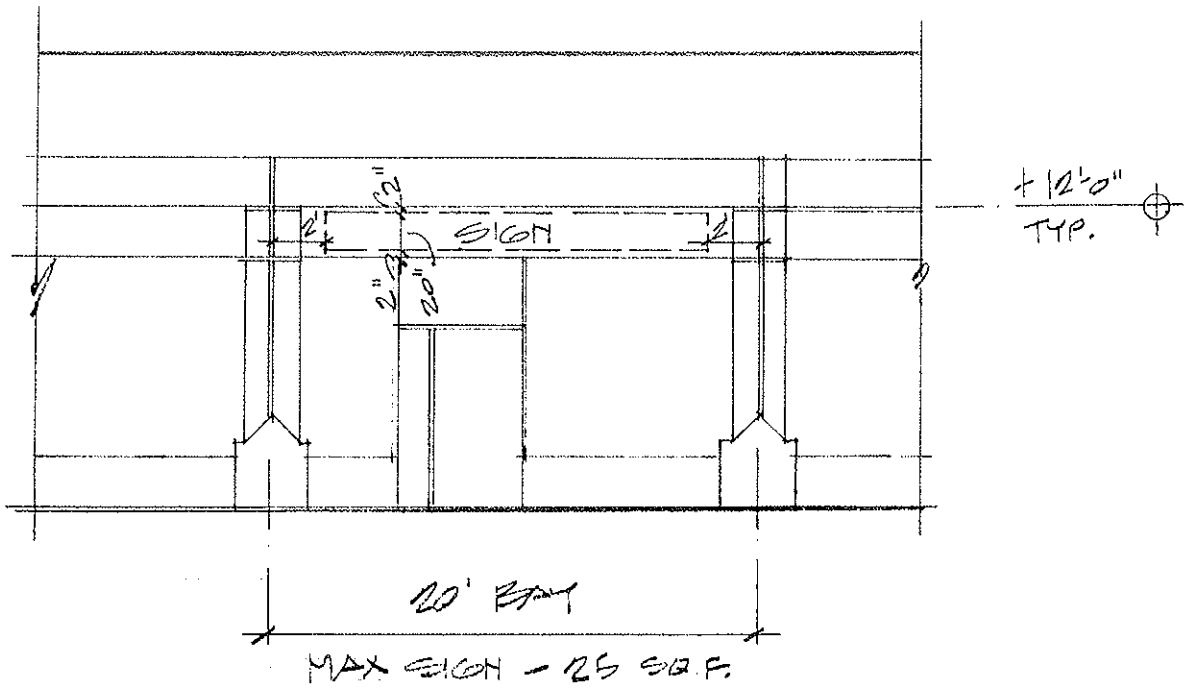
SITE PLAN

PLAZA DE CAMPANA
32ND ST & BELL

PLAZA DE CAMPANA
COMPREHENSIVE SIGN PROGRAM

<u>SIGN TYPE</u>	<u>MAXIMUM HEIGHT</u>	<u>LETTERS</u>	<u>COPY</u>	<u>REMARKS</u>
Monument	21'-6"	Internally illuminated	Center I.D. Marquee	Neon Accents
Ground I.D.	8'-0"	Internally illuminated	4 Anchor Tenants	Neon Accents
Signband at Building A & B	12'-0"	Internally illuminated on raceway	Tenant I.D.	*
Theatre	28'-0"	Internally illuminated	AMC 8 Theatres	*
Tower at Building A	16'-0"	Internally illuminated on raceway	Tenant I.D.	*
Tower at Building B	14'-0"/23'-6"	Internally illuminated on raceway	Tenant I.D.	*
Building D at north elevation of south building, entire courtyard and east elevation of north building	12'-0"/24'-0"	Internally illuminated on raceway	Tenant I.D.	*
Building D at west and north elevation of north building	12'-0"/31'-0"	Internally illuminated on raceway	Tenant I.D.	*

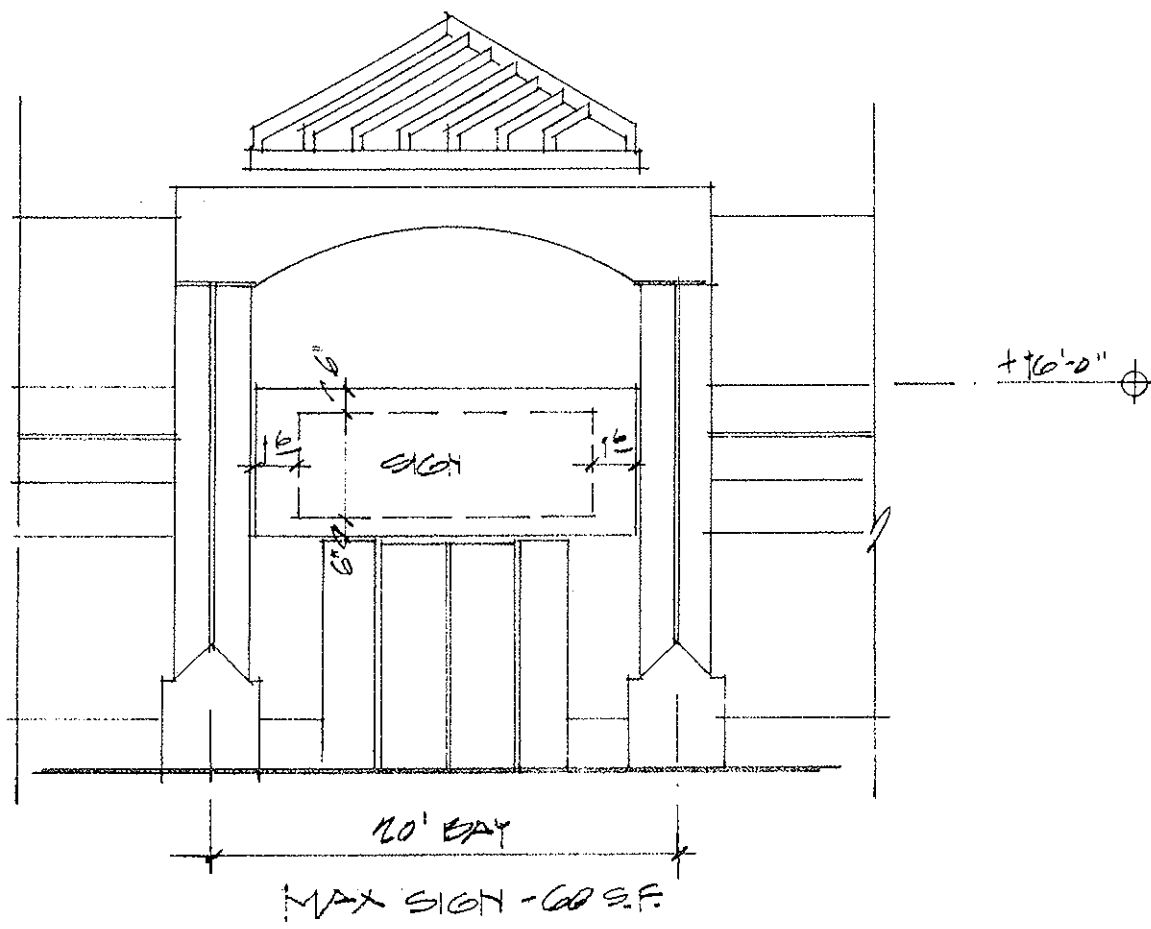
* Tenant signage to be 1.25 sq. ft./linear foot of tenants storefront length.



IF BAY IS
 SPLIT-HOLD 12'
 BETWEEN TENANT
 SIGNS, MAX
 SIGN FOR 15'
 STOREFRONT -
 10.75 SQ. FT.

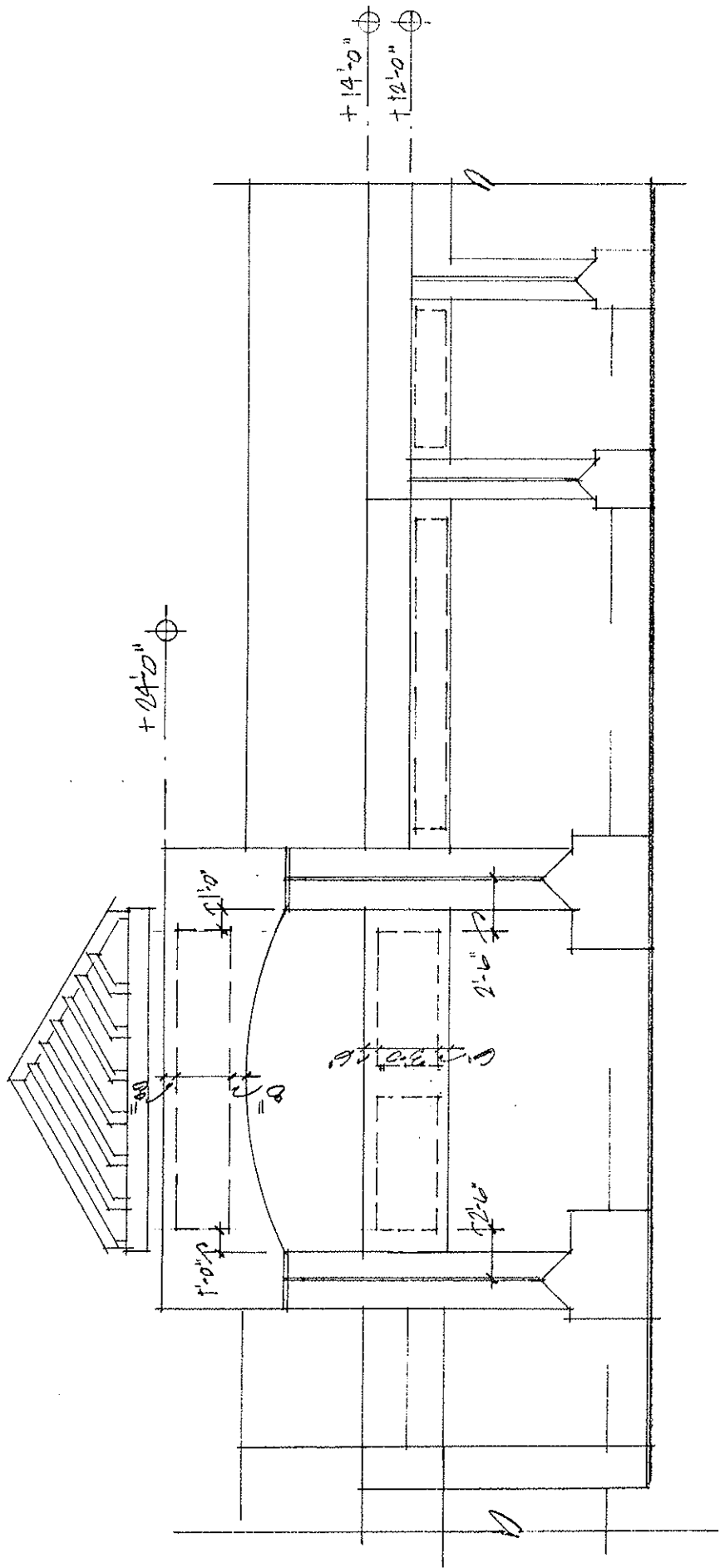
TYPICAL SIGNBAND / BUILDINGS A & B

SKETCH 1



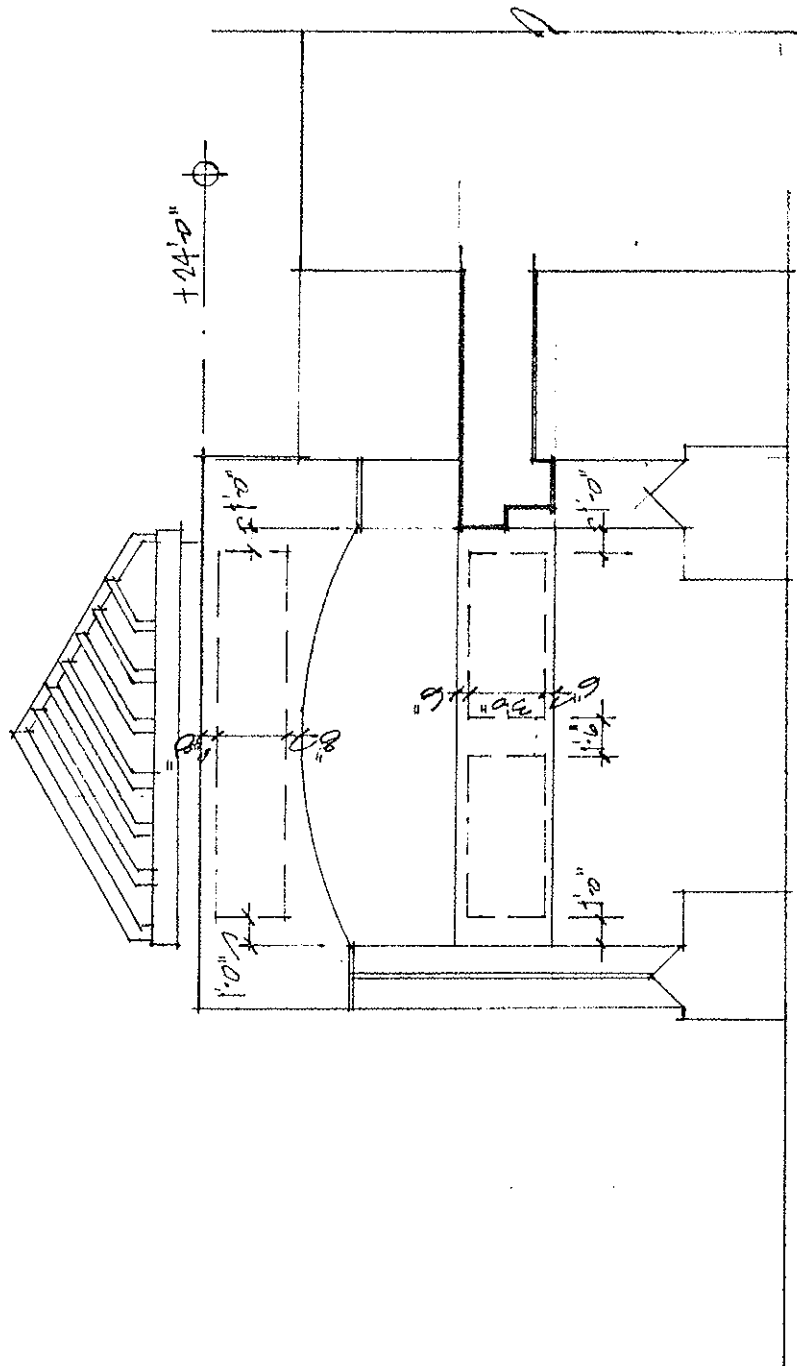
SKETCH 2

TOWER AT BUILDING A



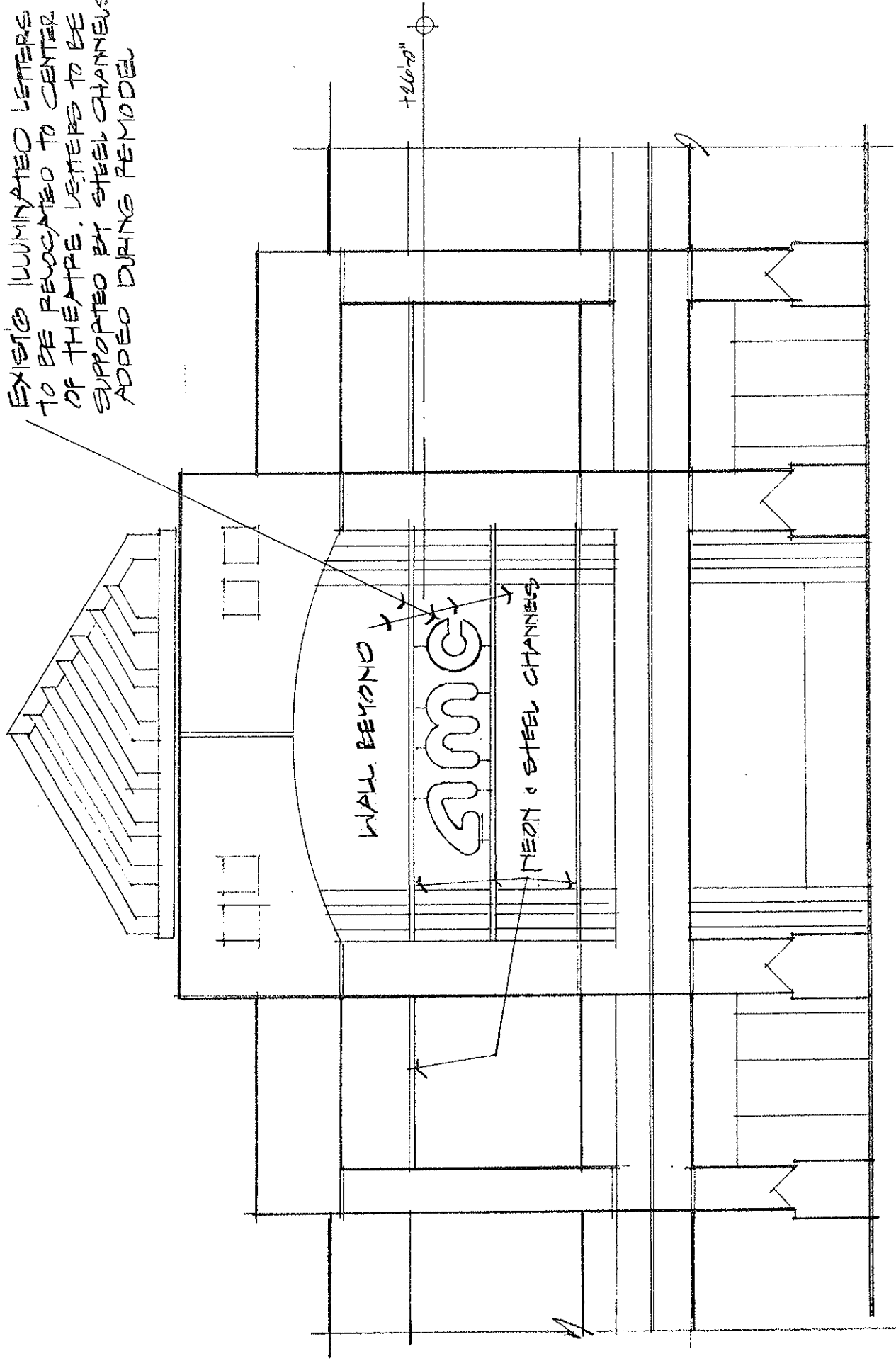
TOWER AT BUILDING B NORTH ELEVATION

SKETCH 3



TOWER AT BUILDING B WEST ELEVATION

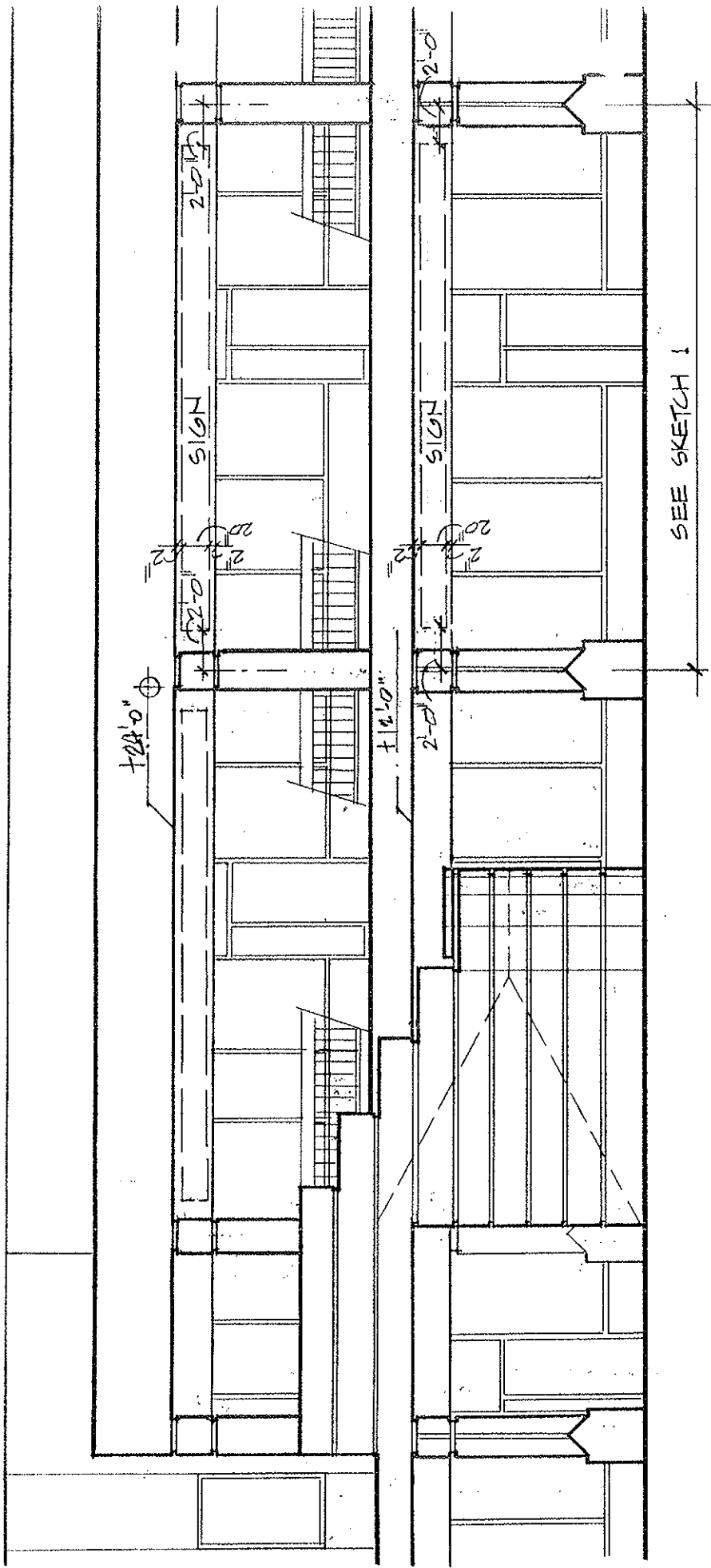
EXISTING ILLUMINATED LETTERS
TO BE RELOCATED TO CENTER
OF THEATRE. LETTERS TO BE
SUPPORTED BY STEEL CHANNELS
ADDED DURING REMODEL



AMC THEATRE SIGNAGE

SKETCH 5

COURTYARD & EAST ELEVATION BUILDING D



SKETCH 6

