



*a reliance business community*

## **S I G N A G E   G U I D E L I N E S**

prepared by **idea** for reliance companies

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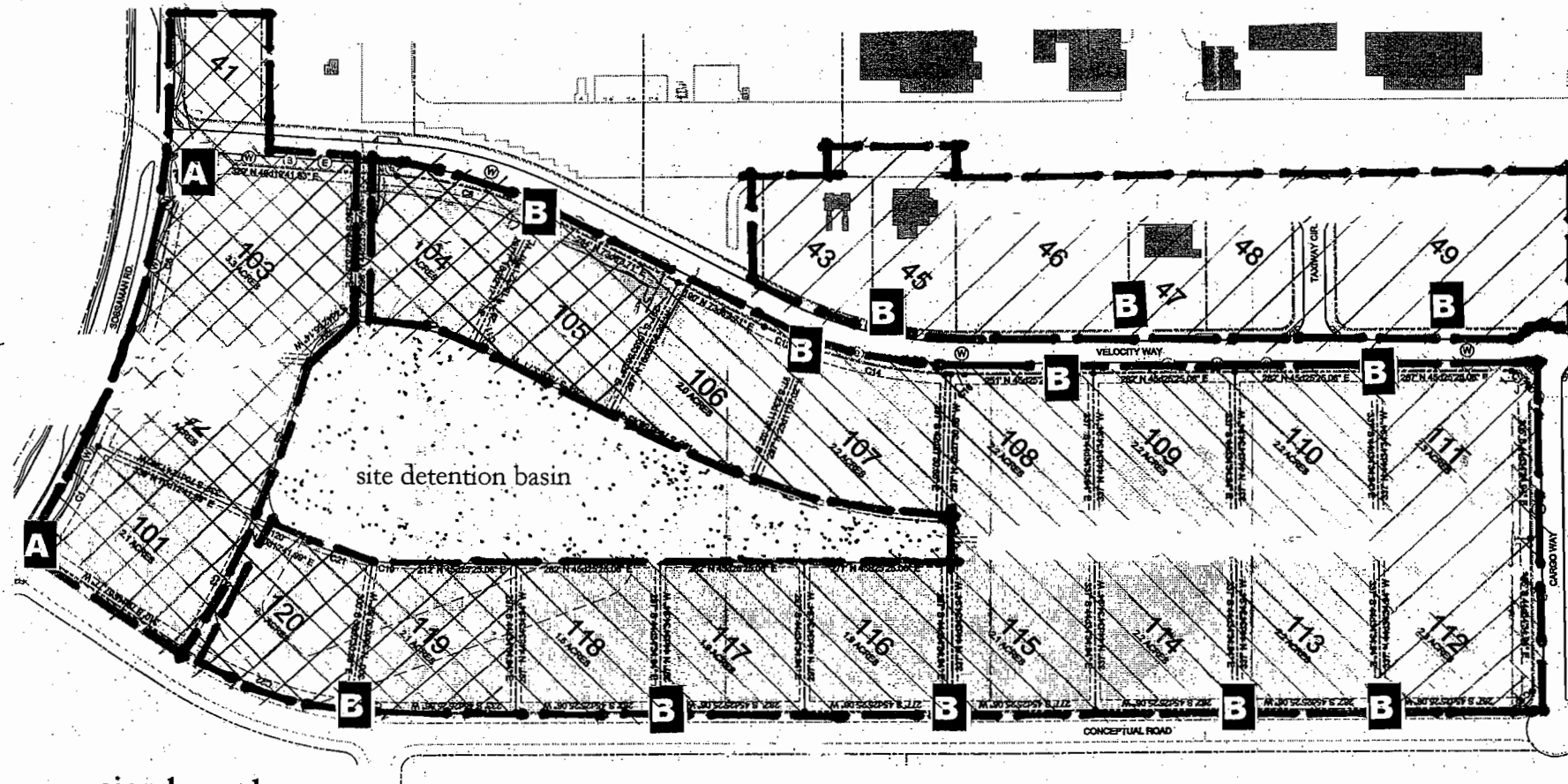
# introduction

the Reliance business community, **AERO**, at Williams Gateway Airport is a 60 acre site located south of the airport and east of Sossaman Road in Mesa, Arizona. the project has been envisioned to maximize a variety of light industrial, air freight, flex-space, aviation and office uses as defined by three districts. those districts are one, the office on the Sossaman frontage, two, buildings on the inside of the Velocity Way/Cargo Way loop road and three, the aviation uses on parcels on the north side of Velocity Way. these guidelines present signage details, parameters and standards that apply to each of these three distinct, yet related districts within the **AERO** development.

the purpose of this document is to establish those parameters and standards which when implemented will achieve the degree of sign design quality, user orientation, character and the harmony that is the desire of the developer and the airport authority.

the guidelines will serve as a point of reference for the owner and designer alike. that point of reference is the presentation of both parameters to respond to and standards to adhere to. parameters are characteristics inherent in the nature of the site and conceptual development plan that should be influential to all design solutions. standards are those elements which shall be incorporated into all design solutions and will be strongly enforced.

within these guidelines, there is limited flexibility of aesthetic and economic choice. with proper design consideration given to these guidelines, and any other local requirements, when applicable the **AERO** image will one of a highly desirable location for owner, employee and visitor. it is the intent of these guidelines to augment the Williams Gateway Airport Authority design guidelines and local zoning and building ordinances.



## sign legend

- A** main entry monument
- B** possible individual site entry monument

master sign key plan

## sign criteria

these sign criteria have been developed to ensure design compatibility and consistency among all signs within **AERO** project located on the east side of Sossaman Road south of Ray Road in the City of Mesa, Arizona. conformance with these criteria will be strictly enforced by the project developer, Reliance Companies and development partners, its successors and the airport authorities. Any sign that is installed and is not in conformance with these criteria or not approved by the developer or it's successors, must be removed or brought into conformance by the tenant/owner to the satisfaction of the developer or it's successors.

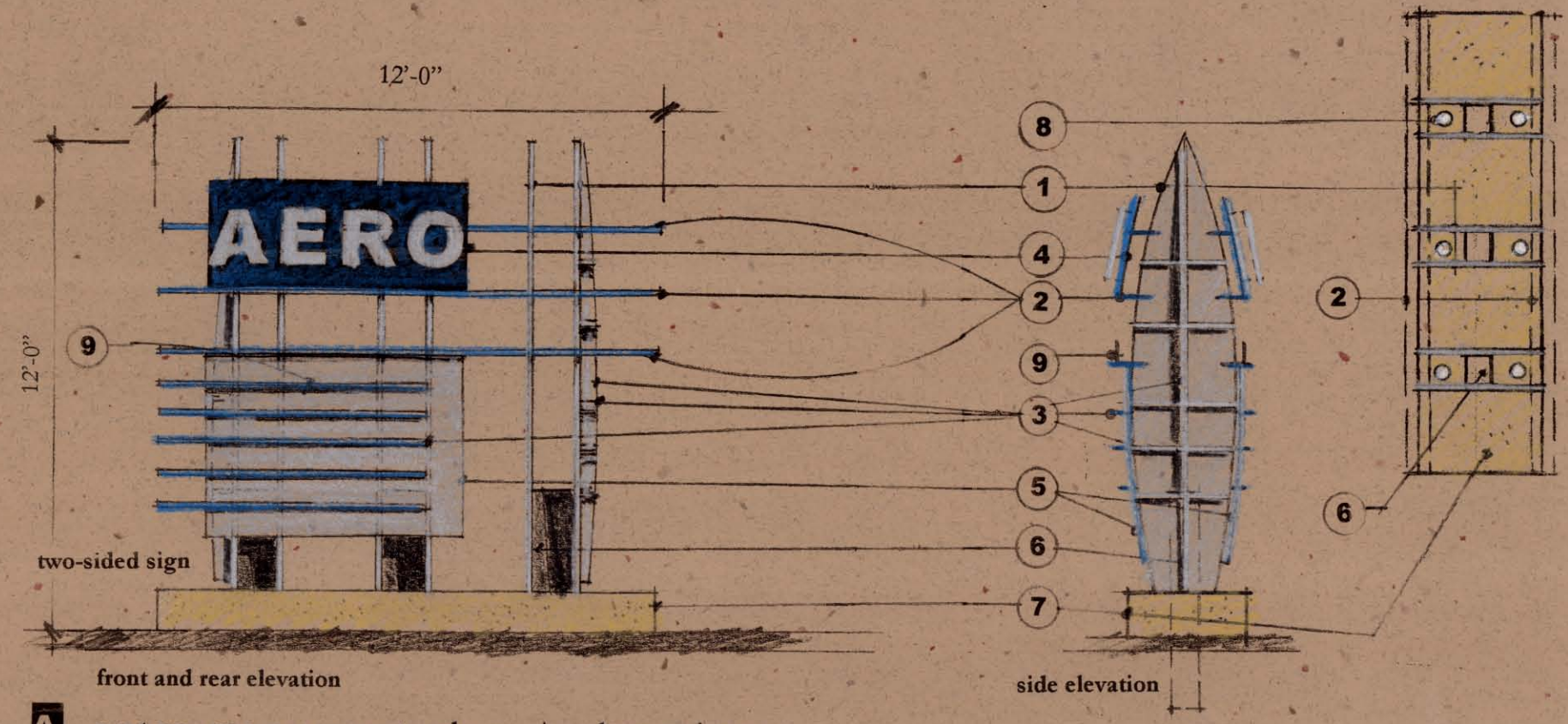
the developer or it's successors shall approve of all tenant/owner signs, in writing, prior to installation. approval shall be for appearance and location on the building only. The developer is not responsible for review for conformance with the City of Mesa sign code. sign permits must be obtained from the City by the tenant/owner. These criteria have been developed exclusively for a project known as **AERO** and all signs must be in compliance with these criteria.

## general signage requirements

any reference herein to the word tenant, owner or tenant/owner shall be construed to include any owner or tenant of any single building or portion of a building under the terms of office condominium ownership as established by the developer. any reference to developer as it pertains to these criteria shall mean Reliance Companies and the development partners or it's successors. city shall refer to the City of Mesa.

1. tenant/owner shall submit 2 sets of shop drawings and specifications for all signs proposed to be installed on a building including glass-mounted lettering. developer shall review the shop drawings and specifications and return one set to the tenant/owner marked "approved," "approved as noted," or "revise and re-submit".
2. "revise and re-submit" drawings will be returned to the tenant/owner with comments. These drawings shall be revised by the tenant/owner and resubmitted to the developer for approval.
3. upon receipt of developer approval, tenant/owner shall proceed with the city permit process.
4. no signs, advertisements, notices or other lettering shall be exhibited, inscribed, painted or affixed on any part of a sign, except lettering and/or graphics which have received prior written approval of the developer.
5. tenant/owner or it's authorized representative shall obtain all permits for the installation of the tenant signs.
6. tenant/owner shall have sole responsibility for compliance with all applicable statutes, codes, ordinances or other regulations for all work performed on the premises by or on behalf of the tenant/owner. Subsequent to City approval, tenant/owner may proceed with the installation of signs.
7. the approval of the developer of each tenant/owner plans, specifications, calculations or work shall not constitute an implication, representation, or certification by the developer that said items are in conformance and compliance with applicable statutes, codes, ordinances or other regulations.
8. all signage is subject to Developer, City and Airport Authority approval and these criteria.
9. all building mounted signage shall be constructed and installed at the sole expense of the tenant/owner unless prior arrangements to the contrary have been agreed upon and stated in writing in the purchase or lease terms.
10. tenant/owner and the tenant/owner's contractor shall be responsible for the repair of any damage caused by its installation or the removal of any signage.

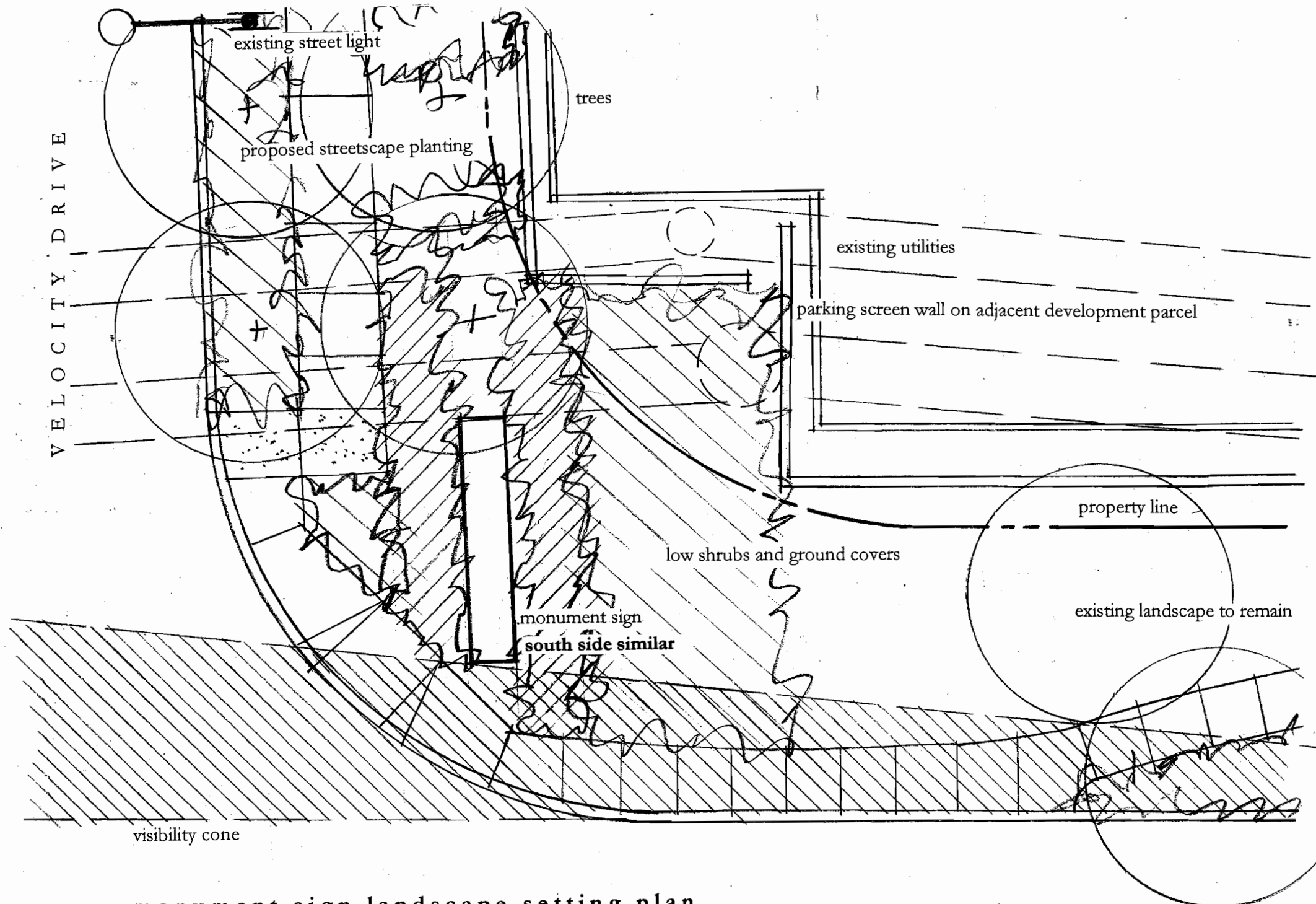
11. all sign bolts, fastenings, sleeves and clips shall be of hot-dipped galvanized iron, stainless steel, aluminum or brass. black iron material of any type for mounting purposes will not be permitted
12. no labels shall be permitted on the exposed surface of signs, except those required by local ordinance. Those required shall be applied in an inconspicuous location.
13. any penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
14. no exposed tubing, conduit or raceways will be permitted. All conductors, transformers, and other equipment shall be concealed.
15. all electrical signs components shall bear the UL label.
16. all signs shall conform to both the Uniform Building Code and the National Electrical Code.
17. tenant/owner shall bear all liability and responsibility for the operation of their selected sign contractor.
18. painted lettering on buildings or glass will not be permitted.
19. flashing, moving or audible signs will not be permitted.
20. individual freestanding signs will not be permitted except as described in these plans for sign types A and B.
21. exposed neon lighting is not permitted.
22. high-performance glass-applied vinyl graphics in the project logotype of Helvetica Bold with a maximum height of 3" in upper and lower case, to display the name, address, emergency numbers and hours of operation may be applied to the storefront adjacent to the main or secondary entry door not to exceed 2 square feet of copy to accommodate the names of individual proprietors within a singular business name. the layout shall be submitted and approved by the developer prior to installation.
23. wall-mounted tenant/owner name signage shall be individual 24" high maximum for the buildings x 3" deep reverse pan channel letters Helvetica Bold in brushed aluminum finish. the tenant/owner may exercise the option to either non-illuminate or halo-illuminate the letters.
24. any changes to previously approved signage or other window or storefront lettering or graphics will require the tenant/owner submit shop drawings and specifications for the written approval of the developer and said changes shall be subject to Developer, City and Airport Authority approvals



**A** entry monument plan & elevations  
 scale: 1/4" = 1'-0"

**keynotes**

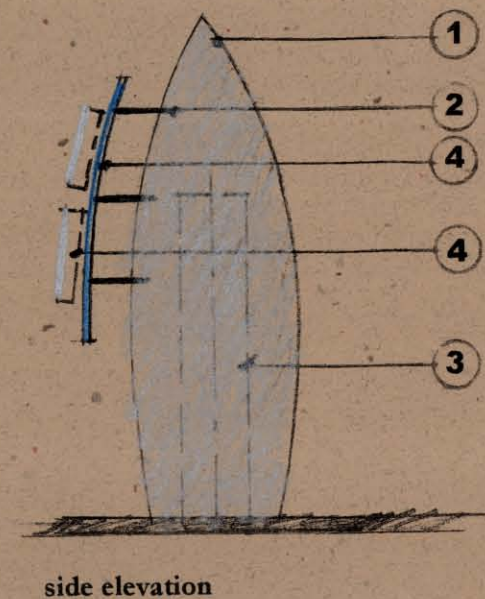
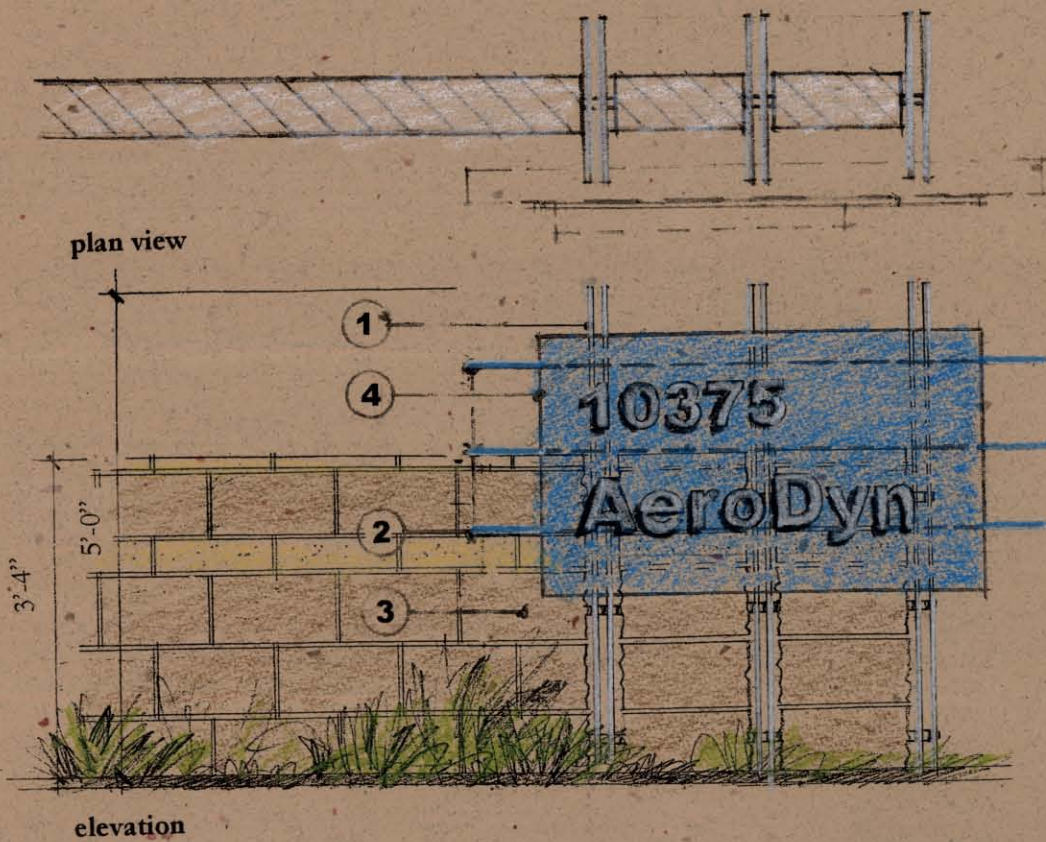
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|---|--|
| 1. 1/2" aluminum color steel wing profile pairs   | 5. aluminum color panels   |
| 2. 1/2" x 6" blue enameled fins   | 6. 8" x 8" structural steel tube with footings (flat black)                          |
| 3. 1/2" x 4" blue enameled fins   | 7. Davis 'San Diego Buff' integral color concrete base                               |
| 4. blue enamel perforated panel with pinned off<br>1/2" thick plate letters in brushed aluminum | 8. 50 watt very narrow spot low voltage well lights                                  |
|   | 9. optional 1/2" x 4" aluminum plate letters at leading edge of fin for tenant names |



**monument sign landscape setting plan**  
 scale: 1/8" = 1'-0"

S O S S A M A N R O A D

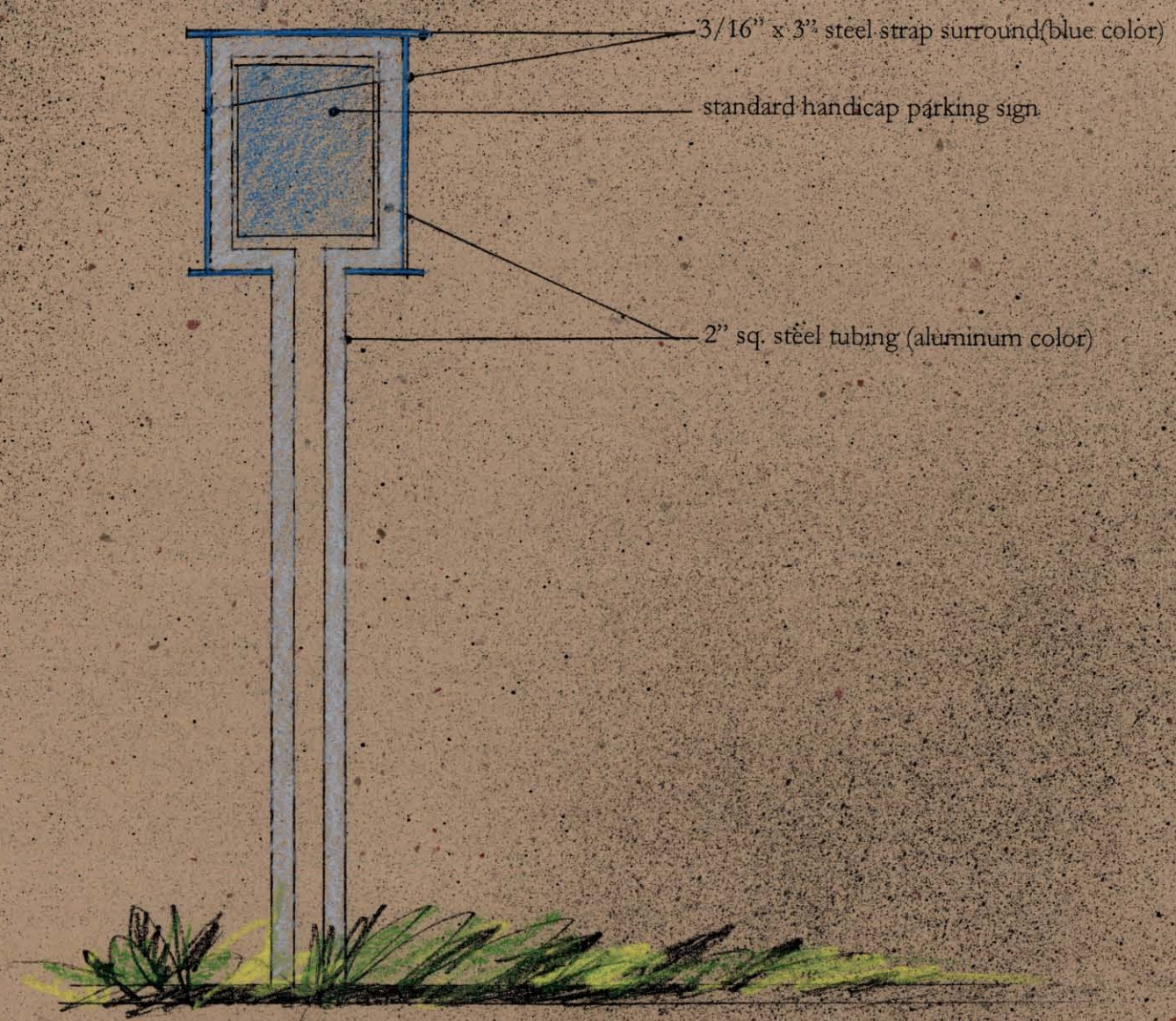
the individual site entry monuments shall be located at the each primary point of entry along the loop drive. they shall be set in landscaped settings, engaged with site screen walls along the streetscape and serve to continue the visual tone for the project.



**B** individual site entry signage plan & elevation  
scale: 1/2" = 1'-0"

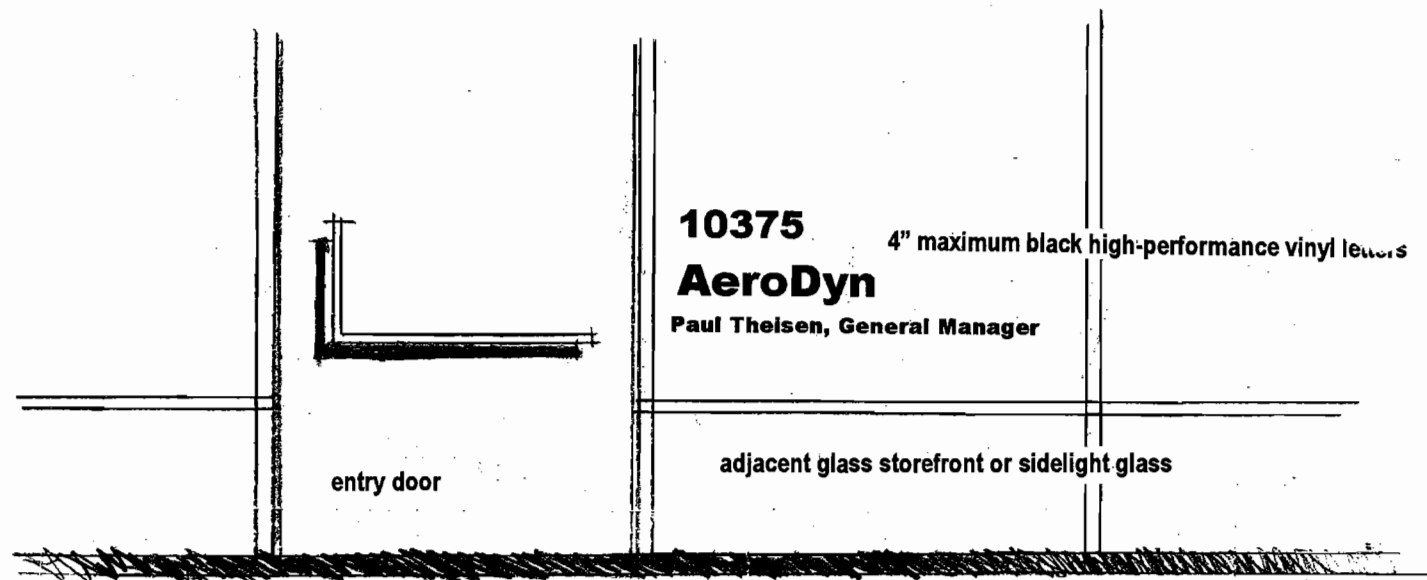
**keynotes**

1. 1/2" aluminum color steel wing profile pairs
2. 1/2" x 6" blue enameled fins
3. cmu screen wall
4. blue enamel perforated panel with pinned off 1/2" thick plate letters in brushed aluminum with name of business or tenant

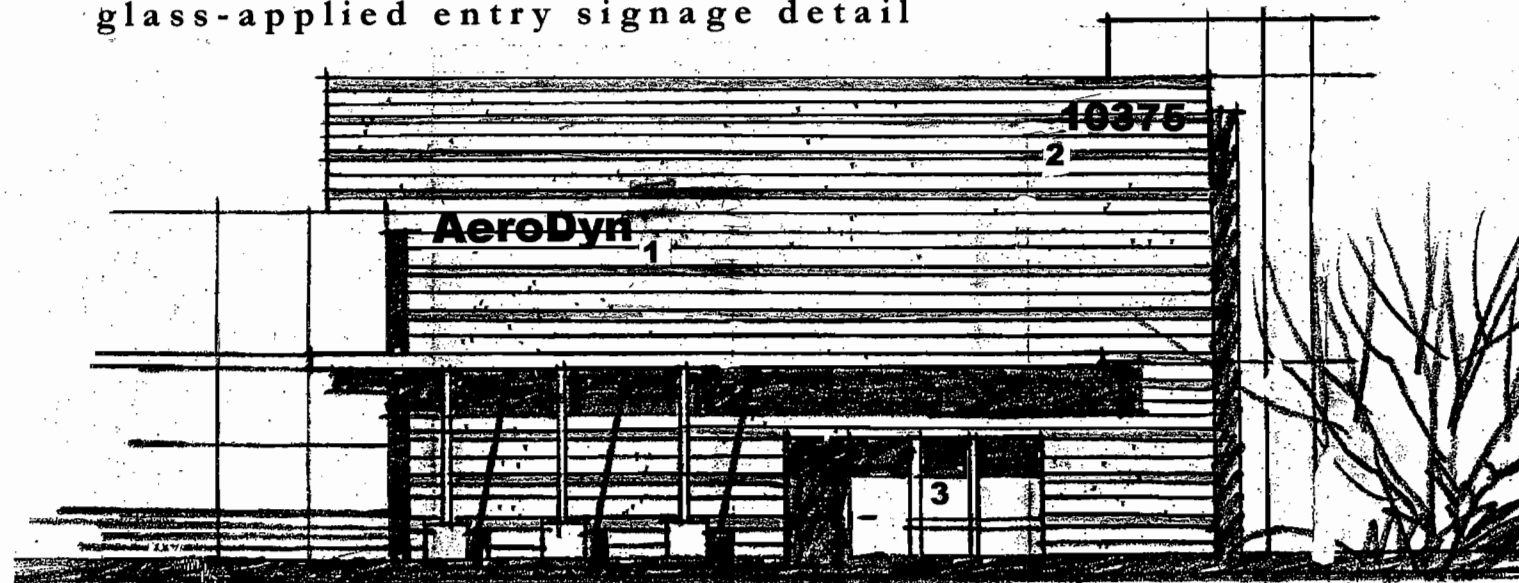


elevation

accessible parking sign  
scale: 1/2" = 1'-0"



glass-applied entry signage detail



building signage guideline elevation for walls and glass entry surfaces

building signage notes

1.tenant /business names shall be a maximum of 24" high, 3" reverse pan channel clear aluminum finish letters in the Helvetica Bold typeface with an option for tenants to install warm white LED halo illumination

2.addresses shall be 18" high 3" reverse pan channel numerals in brushed aluminum finish in the Helvetica Bold typeface in accordance with City of Mesa fire department requirements

3. glass applied signage location typical at each tenant in the right storefront panel adjacent to the door.

(see detail)