

Mulberry Marketplace  
NWC Guadalupe Road & Signal Butte Road  
Mesa, AZ

Narrative for the Comprehensive Sign plan:

Mulberry Marketplace is designed as an upscale shopping center for the mutual benefit of Mesa residents and tenants throughout the center. All building signs are to be manufactured from UL listed components, and comply with all Mesa City Sign codes. Sign construction, materials, sizes and availability are described on pages 5-6 of the Comprehensive sign package. In this Comprehensive sign package we are seeking for more allowable building signage than what the Mesa sign code allows. Anchor tenants with 100,000 square feet of leased space will be allowed 2 square feet of signage per 1 foot of linear frontage maxed at 500 sq ft of signage. Major tenants with 60,000 square feet of leased space will be allowed 2 square feet of signage per 1 foot of linear frontage maxed at 425 sq ft of signage. Pad tenants will be allowed 2 square feet of signage per 1 foot of linear frontage maxed at 160 sq ft of signage. Inline tenants with 30,000 square feet of leased space will be allowed 2 square feet of signage per 1 foot of linear frontage maxed at 160 sq ft of signage.

It is crucial to the success of the tenants to be allowed the additional building signage to advertise services and sub leased tenants inside the stores. The additional allowable square footage is the only deviation for Mesa sign code in the Mulberry Marketplace Comprehensive sign plan. The additional allowable square footage falls in line with other comparable centers in Mesa with Comprehensive sign plans.

All ground signs on the property are designed with the same colors, stone and accents as the buildings in the center. All ground signs are designed to comply with Mesa Sign Code. All ground signs comply with height, panel allotments and square footage requirements. Mulberry Marketplace is seeking to have (2) two main center ID ground signs and (4) pad ground signs.

Respectfully submitted,

Andy Gibson  
President  
Bootz & Duke Sign Company

