

# ORO VALLEY MARKETPLACE

## COMPREHENSIVE SIGN PLAN

TOWN COUNCIL SUBMITTAL

OV3-06-02 / APPROVED DECEMBER 20, 2006

REQUEST FOR MODIFICATION

NOVEMBER, 2014

Developed by:



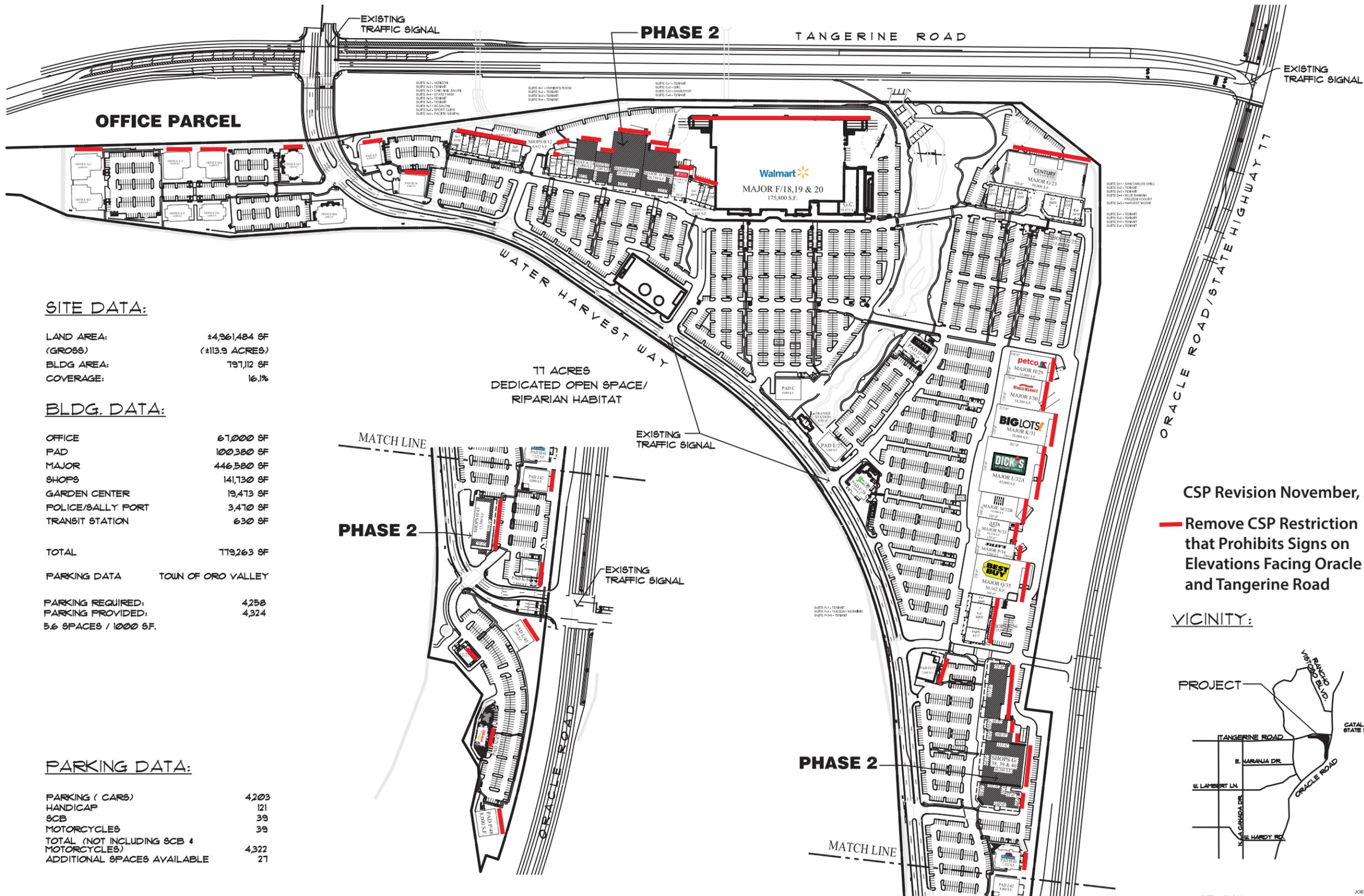
**Vestar**

2425 E. CAMELBACK RD.  
SUITE 750  
PHOENIX, AZ 85016  
TEL: 602.866.0900  
FAX: 602.955.2298

Signage Consultant:

**bleier**  
INDUSTRIES

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



**SITE DATA:**

LAND AREA:	±4,961,484 SF
(GROSS)	(±113.9 ACRES)
BLDG AREA:	191,112 SF
COVERAGE:	16.1%

**BLDG. DATA:**

OFFICE	67,000 SF
PAD	100,380 SF
MAJOR	446,580 SF
SHOPS	141,730 SF
GARDEN CENTER	19,473 SF
POLICE/SALLY FORT	3,410 SF
TRANSIT STATION	630 SF

TOTAL 119,263 SF

PARKING DATA TOWN OF ORO VALLEY

PARKING REQUIRED:	4,258
PARKING PROVIDED:	4,324
5.6 SPACES / 1000 SF.	

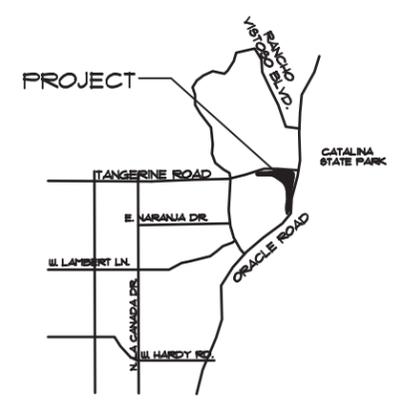
**PARKING DATA:**

PARKING ( CARS)	4,203
HANDICAP	121
SCB	39
MOTORCYCLES	39
TOTAL (NOT INCLUDING SCB & MOTORCYCLES)	4,322
ADDITIONAL SPACES AVAILABLE	21

11 ACRES  
DEDICATED OPEN SPACE/  
RIPARIAN HABITAT

CSP Revision November, 2014  
 — Remove CSP Restriction  
 that Prohibits Signs on  
 Elevations Facing Oracle Road  
 and Tangerine Road

**VICINITY:**



DATE: 09-15-14  
 JOB NUMBER: 09031  
 09031-ST06



**ORO VALLEY MARKETPLACE**

TANGERINE ROAD & ORACLE ROAD  
 ORO VALLEY, ARIZONA



**Butler Design Group**  
 Architects & Planners  
 5555 East Van Buren St.  
 Suite 215  
 Phoenix, Arizona 85006  
 phone 602-967-1800  
 fax 602-967-7722



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# ORO VALLEY MARKETPLACE

## General Requirements / Building Signage

These criteria have been established by the Developer for the purpose of maintaining a continuity of quality and aesthetics throughout Oro Valley Marketplace for the mutual benefit of all Tenants, and to comply with the approved Master Sign Program for the development and regulations of the Town of Oro Valley Sign Ordinance. As used herein, the term "Developer" shall also include all future successors, assigns, and/or designated agents. ***In addition to the criteria established herein, Tenants are advised that the Developer maintains supplemental private restrictions that regulate the design, placement, and type of all Tenant signage. Tenants are required to contact and obtain from the Developer their approval prior to any sign permit submittal. As part of the Tenant's sign permit submittal, the Tenant shall provide an approval letter from the Developer and/or an approved set of design drawings signed by the Developer acknowledging that the specified signage conforms to the Developer's supplemental private restrictions regulating the design, placement, and type of Tenant signage.*** Conformance to these criteria will be strictly enforced by the Town of Oro Valley.

### I. GENERAL REQUIREMENTS

- A. The Town of Oro Valley shall review all signs for conformance with this criteria and the OVZCR. In the event that this criteria is silent and fails to address a specific sign type, definition, or specification pertaining to a sign installation, and/or operation and maintenance of a sign, the OVZCR shall regulate.
- B. Advertising devices such as attraction boards, posters, banners and flags shall not be permitted in addition to all prohibited sign types regulated by the OVZCR except that advertising posters shall be permitted to be displayed as part of the Movie Theatre's exterior poster case displays and as part of the ST 3 Pedestrian Directory sign type.
- C. All Tenant signage shall be installed in accordance with the approved Master Sign Program.

### II. SPECIFICATIONS - TENANT WALL SIGNS

- A. General Specifications
  1. All temporary signs and their installation shall comply with OVZCR regulations of the Town of Oro Valley Zoning Code.

2. Sign installations utilizing exposed raceways, crossovers and electrical conduit shall be prohibited except for special conditions where physical conditions exist. Should this occur, the Planning and Zoning Administrator for the Town of Oro Valley shall have the sole and separate discretion in varying any provision herein.
3. All electrical cabinets, conductors, transformers and other equipment required to illuminate a sign shall be concealed.
4. Window signs and painted lettering shall be permitted in accordance with OVZCR regulations of the Town of Oro Valley Zoning Code.
5. All signs or devices advertising an individual use, business or building shall be attached to the building within the Tenant's leased premise. Where building elevations contain architectural features and/or articulation that require the Tenant's signage to be positioned beyond the Tenant's leased premise, the Planning and Zoning Administrator for the Town of Oro Valley shall have the sole and separate discretion in approving the sign placement.
6. Contrasting background building colors and/or building materials shall not be used in a manner so as to create a border or distinct background used to delineate Tenant signage. Exception to this requirement shall be the "Blue Wedge" design illustrated herein and specifically approved as part of the Master Sign Program.

### 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 the combination of both face lit and backlit illumination methods. Letters and logos shall be mounted to building wall surfaces, architectural features and/or articulated wall sections. Electrical connections shall be concealed to remote and/or self-contained transformers and power sources wherever possible.

#### A. Sign Area

1. The maximum sign area per building elevation shall be calculated by multiplying one and one-half (1.50) times the length of the storefront(s) and/or elevation(s) occupied by the Tenant without limitation as to number of sign elements per building elevation. No more than two (2) elevations may be utilized for signage by a Tenant per OVZCR regulations, ~~except that no Major and/or Shop Tenant signage shall be permitted on their rear elevations facing Tangerine Road and/or Oracle Road.~~ Section III.A.4 governs maximum aggregate sign area on any single elevation.
2. Pursuant to OVZCR definition, sign area shall be measured by multiplying the overall height of the tallest letter by the overall length of the total sign including the logo. The Planning and Zoning Administrator may approve the calculation of signs by measuring the sum of the smallest rectangular

# ORO VALLEY MARKETPLACE

## Building Sign Matrix Major Tenants

SIGN	SIGN TYPE	FUNCTION	LOCATION	HEIGHT	SIZE	ILLUMINATION	MATERIALS
Major Tenant with occupancy of 50,000 SF or greater	Wall Mounted Signs	Tenant Identification	Two (2) Elevations Maximum <del>Signage is prohibited on Rear Elevations facing Tangerine Rd and/or Oracle Rd</del>	60" Maximum Letter Height Exclusive of Logos	1.50 SF / Linear Foot of Building Frontage and/or Elevation Upon Which Signage is Placed  Five Hundred (500 SF) Square Feet Maximum Aggregate Sign Area Per Elevation	Interior, Backlit or a combination thereof.  Voltarc 4500° White Neon or equal for Backlit or Combination Illumination	Aluminum, Acrylic, Painted Metal, Flexface Material
Major Tenant with occupancy greater than 10,000 SF through 49,999 SF	Wall Mounted Signs	Tenant Identification	Two (2) Elevations Maximum <del>Signage is prohibited on Rear Elevations facing Tangerine Rd and/or Oracle Rd</del>	60" Maximum Letter Height Exclusive of Logos	1.50 SF / Linear Foot of Building Frontage and/or Elevation Upon Which Signage is Placed  Three Hundred (300 SF) Square Feet Maximum Aggregate Sign Area Per Elevation	Interior, Backlit or a combination thereof.  Voltarc 4500° White Neon or equal for Backlit or Combination Illumination	Aluminum, Acrylic, Painted Metal, Flexface Material
Major Tenant with occupancy 9,999 SF or less	Wall Mounted Signs	Tenant Identification	Two (2) Elevations Maximum <del>Signage is prohibited on Rear Elevations facing Tangerine Rd and/or Oracle Rd</del>	36" Maximum Letter Height Exclusive of Logos	1.50 SF / Linear Foot of Building Frontage and/or Elevation Upon Which Signage is Placed  Two Hundred (200 SF) Square Feet Maximum Aggregate Sign Area Per Elevation	Interior, Backlit or a combination thereof.  Voltarc 4500° White Neon or equal for Backlit or Combination Illumination	Aluminum, Acrylic, Painted Metal, Flexface Material
All Major Tenants	Under Canopy Blade Sign (Optional)	Tenant Identification	In front of tenant's leased space	Below architectural canopy. Maintain 8' Clearance AFF	6.67 SF	Non-illuminated	Aluminum, Acrylic, Painted Metal, Vinyl Graphics

### Letter Style and/or Logo Restrictions:

- Copy and/or logos utilized shall be Tenant's choice.
- Tenant signage shall include only the approved vinyl colors specified herein as part of the approved Master Sign Program. Tenants, whose copy and/or logos are trademarked may utilize any vinyl and/or acrylic color required to duplicate the trademarked copy and/or logo.

### Illumination

- Tenant building signage shall be internally illuminated, backlit to create a silhouette, and/or a combination of face lit and backlit lighting methods mentioned herein. For consistency of appearance and intensity, backlit illuminated letters and/or combination of face lit and backlit illuminated letters shall use Voltarc™ 4500° White Tubing or equal for the source of illumination. For internally illuminated letters and logos, colored neon tubing and/or colored LED lighting shall be utilized to illuminate vinyl and/or acrylic faces in a manner that provides a visual color consistency and continuity throughout Oro Valley Marketplace.
- Exposed neon is not permitted.
- Illuminated wall signs shall be turned off no later than one hour after the close of the business in accordance with OVZCR regulations.

CSP Revision November, 2014



MAJOR AT WEST/FRONT ELEVATION BUILDING GROUP NO. - SCALE 1" = 30'-0"



MAJOR AT WEST/FRONT ELEVATION BUILDING GROUP NO. - SCALE 1" = 30'-0"

**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 the combination of both face lit and backlit illumination methods. Letters and logos shall be mounted to building wall surfaces, architectural features and/or articulated wall sections. Electrical connections shall be concealed to remote and/or self-contained transformers and power sources wherever possible.

**A. Sign Area**

1. The maximum sign area per building elevation shall be calculated by multiplying one and one-half (1.50) times the length of the storefront(s) and/or elevation(s) occupied by the Tenant without limitation as to number of sign elements per building elevation. No more than two (2) elevations may be utilized for signage by a Tenant per OVZCR regulations, ~~except that no Major and/or Shop Tenant signage shall be permitted on the rear elevations facing Tangerine Road and/or Oracle Road.~~ Section III.A.4 governs maximum aggregate sign area on any single elevation. **CSP Revision November, 2014**

2. Pursuant to OVZCR definition, sign area shall be measured by multiplying the overall height of the tallest letter by the overall length of the total sign including the logo. The Planning and Zoning Administrator may approve the calculation of signs by measuring the sum of the smallest rectangular shape needed to enclose each letter or symbol if special circumstances arise that would warrant the need to calculate differently.

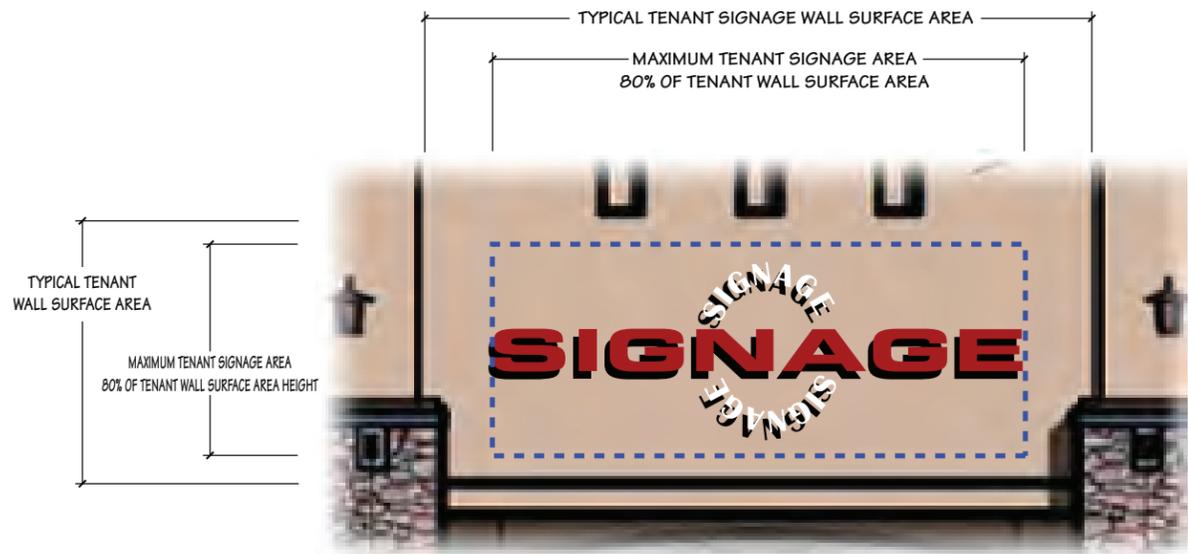
3. As a minimum allowance, all Shop Tenants shall be permitted a minimum of thirty-two (32) square feet of sign area per elevation upon which signage is placed.

4. Major Tenants occupying less than 9999 SF shall be limited to a maximum aggregate sign area of two hundred (200 SF) square feet per elevation upon which signage is placed subject to allowable sign area limitations established herein. Major Tenants occupying 10000 SF through 49999 shall be limited to a maximum aggregate sign area of three hundred (300 SF) square feet per elevation upon which signage is placed subject to allowable sign area limitations established herein. Major Tenants occupying greater than 50000 SF shall be limited to a maximum aggregate sign area of five hundred (500 SF) square feet per elevation upon which signage is placed subject to allowable sign area limitations established herein.

**Letter Height and Placement Restrictions**

1. Majors Tenants occupying less than 9999 SF shall be limited to a maximum letter height of thirty six (36") inches. Majors occupying 10000 SF through 49999 SF shall be limited to a maximum letter height of sixty (60") inches. Majors occupying greater than 50000 SF shall be limited to a maximum letter height of sixty (60") inches. Logos shall not be subject to maximum letter height restrictions herein established, however, shall be included in sign area computations. All Tenants shall be permitted to display their trademarked corporate identification and logos subject to sign area limitations and design specifications contained in the approved Master Sign Program. Signage shall be designed to be aesthetically balanced with surrounding building features, architectural embellishments and articulation developed to create the thematic design of Oro Valley Marketplace.

2. Length of Sign on Wall Surface: Signage shall not exceed eighty (80%) percent of the building elevation, architectural embellishment and/or articulation upon which it is placed.



ENLARGEMENT OF TENANT SIGN AREA - MAJOR - SCALE 1/8" = 1'-0"



WEST/FRONT ELEVATION BUILDING GROUP NO. 1 - SCALE 1" = 80'-0"

**ORO VALLEY MARKETPLACE**  
ORO VALLEY, ARIZONA

Developer:



2425 East Camelback Road • Suite 750 • Phoenix, Arizona 85016  
PHONE: 602-866-0900

2030 WEST DESERT COVE AVE. • PHOENIX, ARIZONA 85029 • 602.944.3117 • FAX 602.395.0753 • SALES@BLEIERINDUSTRIES.COM

**bleier INDUSTRIES**

PROJECT: Oro Valley Marketplace Oro Valley, Az	DESIGN NO: 2005-F-012	DATE: 11/15/06
TITLE: Typical Major Tenant Building Elevations	SCALE: AS NOTED	REVISIONS:
DESIGNER: Dan Horton	SALES: Paul Bleier	SHEET NO: M 1

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# ORO VALLEY MARKETPLACE

## 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.  Two (2) Elevations Maximum  <del>Signage is prohibited on Rear Elevations facing Tangerine Rd and/or Oracle Rd</del>	24" Maximum Letter Height Exclusive of Logos	1.5 SF / Linear Foot of Building Leased Frontage  32 SF Minimum Per Elevation Upon Which Signage is Placed	Interior, Backlit or a Combination thereof.	Aluminum, Acrylic, Painted Metal, Vinyl Graphics
Shop Tenants in Theatre District	Wall Signs	Tenant ID	Wall surfaces and architectural features designed to accommodate signage.  Two (2) Elevations Maximum	24" Maximum Letter Height Exclusive of Logos	1.5 SF / Linear Foot of Building Leased Frontage  32 SF Minimum Per Elevation Upon Which Signage is Placed	Interior, Backlit, Exposed Fiber Optics or a Combination thereof.	Aluminum, Acrylic, Painted Metal, Vinyl Graphics
Shop Tenants	Under Canopy Blade Sign (Mandatory)	Tenant ID	In front of tenant's leased space	Below architectural canopy. Maintain 8' Clearance AFF	6.67 SF	Non-illuminated	Aluminum, Acrylic, Painted Metal, Vinyl Graphics

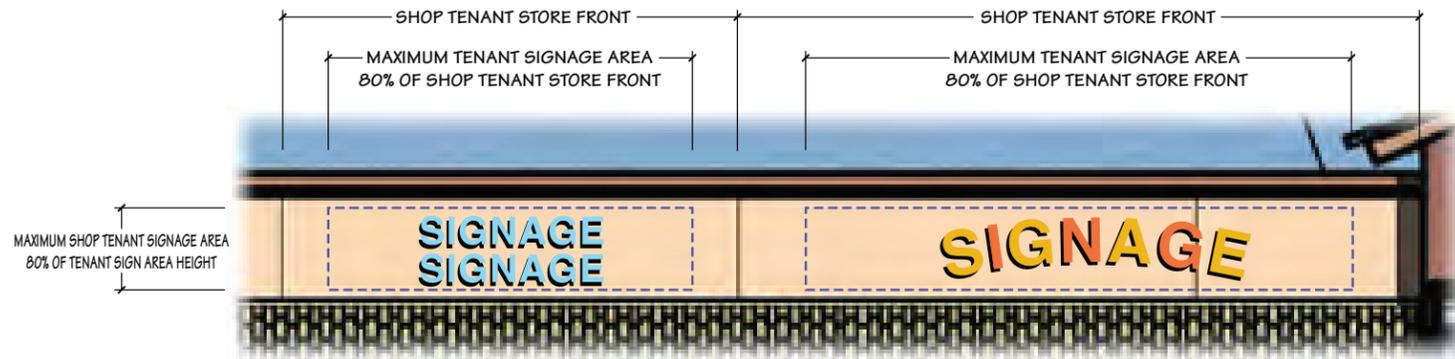
CSP Revision November, 2014

Letter Style and/or Logo Restrictions:

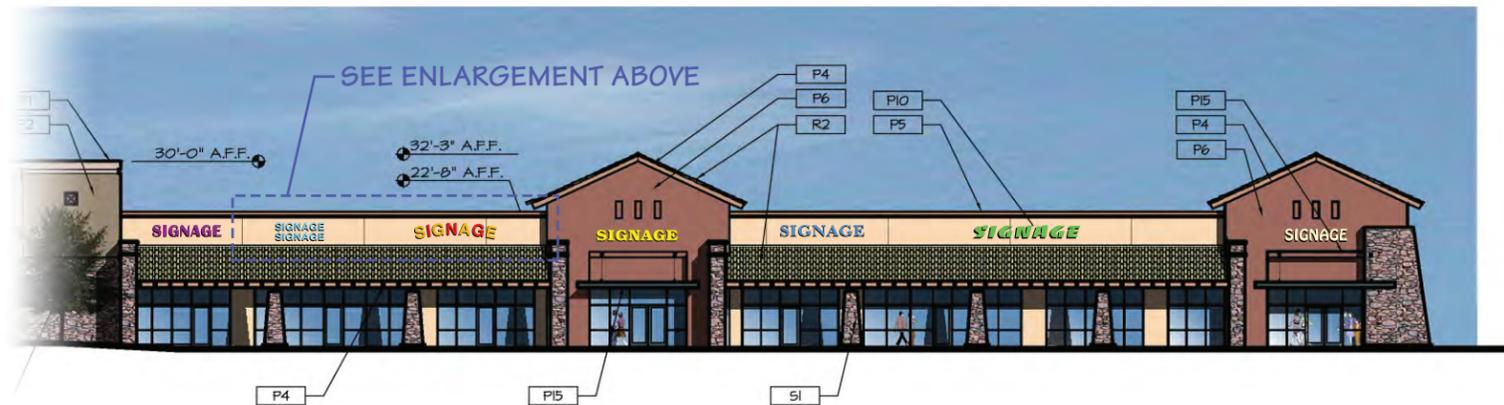
- Copy and/or logos utilized shall be Tenant's choice.
- Tenant signage shall include only the approved vinyl colors specified herein as part of the approved Master Sign Program. Tenants, whose copy and/or logos are trademarked may utilize any vinyl and/or acrylic color required to duplicate the trademarked copy and/or logo.

Illumination

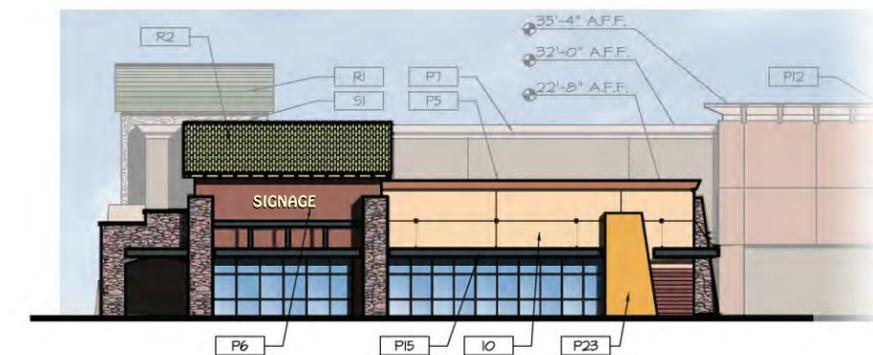
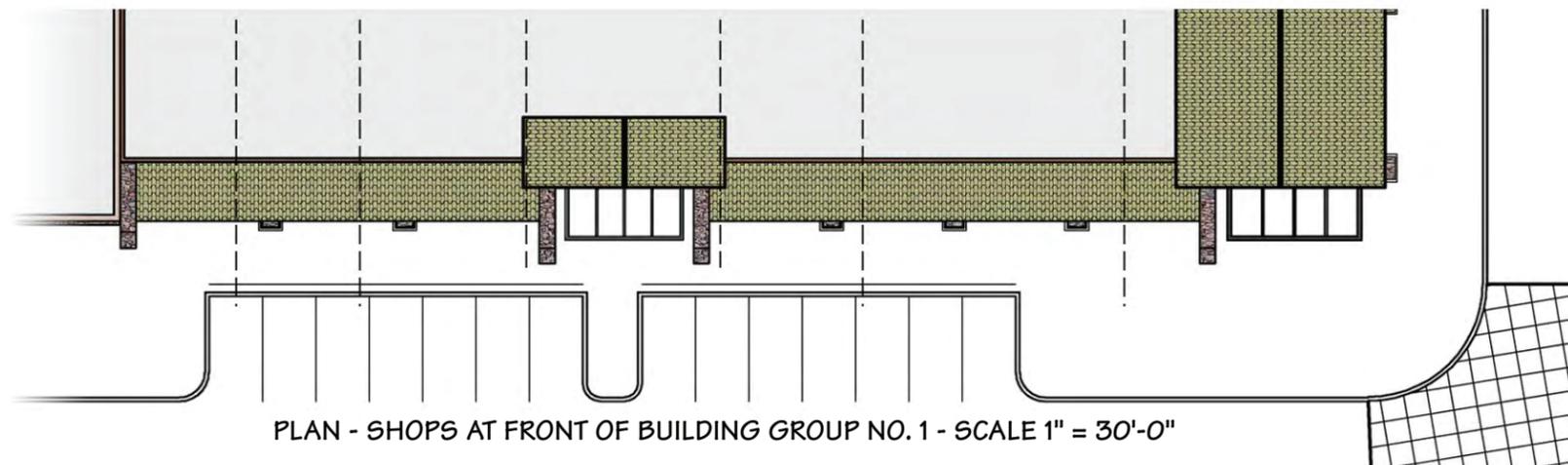
- Tenant building signage shall be internally illuminated, backlit to create a silhouette, and/or a combination of face lit and backlit lighting methods mentioned herein. For consistency of appearance and intensity, backlit illuminated letters and/or combination of face lit and backlit illuminated letters shall use Voltarc™ 4500° White Tubing or equal for the source of illumination. For internally illuminated letters and logos, colored neon tubing and/or colored LED lighting shall be utilized to illuminate vinyl and/or acrylic faces in a manner that provides a visual color consistency and continuity throughout Oro Valley Marketplace.
- Exposed neon is not permitted. Shop Tenants located in the Theatre District may utilize flexible LED tube lighting.
- Illuminated wall signs shall be turned off no later than one hour after the close of the business in accordance with OVZCR regulations.
- **Shop Tenants in Shop Building 43 shall be limited to backlit illuminated signage on the elevation facing and/or oriented towards the riparian habitat. Other elevations may use all approved illuminated methods stated above.**



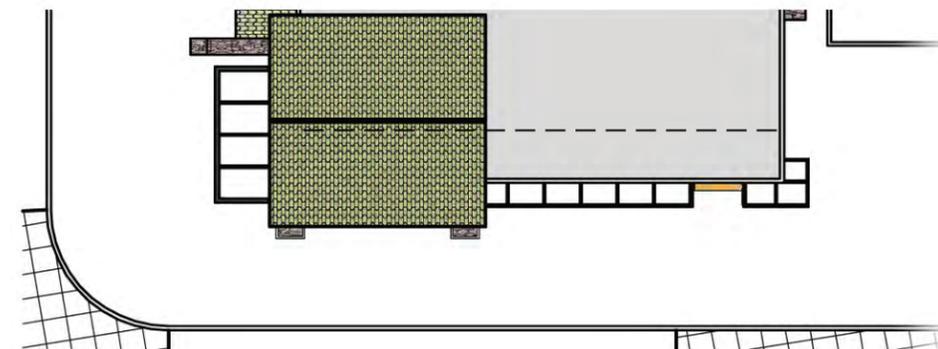
ENLARGEMENT OF TENANT SIGN AREA  
SHOPS AT WEST/FRONT ELEVATION BUILDING GROUP NO. - SCALE 1/8" = 1'-0"



SHOPS AT WEST/FRONT ELEVATION BUILDING GROUP NO. 1 - SCALE 1" = 30'-0"



SHOP AT SOUTH ELEVATION BUILDING GROUP NO. 1 - SCALE 1" = 30'-0"



### 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 the combination of both face lit and backlit illumination methods. Letters and logos shall be mounted to building wall surfaces, architectural features and/or articulated wall sections. Electrical connections shall be concealed to remote and/or self-contained transformers and power sources wherever possible.

#### A. Sign Area

1. The maximum sign area per building elevation shall be calculated by multiplying one and one-half (1.50) times the length of the storefront(s) and/or elevation(s) occupied by the Tenant without limitation as to number of sign elements per building elevation. No more than two (2) elevations may be utilized for signage by a Tenant per OVZCR regulations, **except that no Major and/or Shop Tenant signage shall be permitted on the rear elevations facing Tangerine Road and/or Oracle Road.** Section III.A.4 governs maximum aggregate sign area on any single elevation. **CSP Revision November, 2014**

2. Pursuant to OVZCR definition, sign area shall be measured by multiplying the overall height of the tallest letter by the overall length of the total sign including the logo. The Planning and Zoning Administrator may approve the calculation of signs by measuring the sum of the smallest rectangular shape needed to enclose each letter or symbol if special circumstances arise that would warrant the need to calculate differently.

3. As a minimum allowance, all Shop Tenants shall be permitted a minimum of thirty-two (32) square feet of sign area per elevation upon which signage is placed.

#### Letter Height and Placement Restrictions

1. Shop Tenants shall be limited to a maximum letter height of twenty four (24") inches. Logos shall not be subject to maximum letter height restrictions herein established, however, shall be included in sign area computations. All Tenants shall be permitted to display their trademarked corporate identification and logos subject to sign area limitations and design specifications contained in the approved Master Sign Program. Signage shall be designed to be aesthetically balanced with surrounding building features, architectural embellishments and articulation developed to create the thematic design of Oro Valley Marketplace.

2. Length of Sign on Wall Surface: Signage shall not exceed eighty (80%) percent of the building elevation, architectural embellishment and/or articulation upon which it is placed.

3. Shop Tenant signage shall not exceed eighty (80%) percent of the Tenant's leased storefront length when placed adjacent to another shop Tenant's sign sharing a common wall background.

ORO VALLEY MARKETPLACE  
ORO VALLEY, ARIZONA

Developer:

2425 East Camelback Road • Suite 750 • Phoenix, Arizona 85016  
PHONE: 602-866-0800

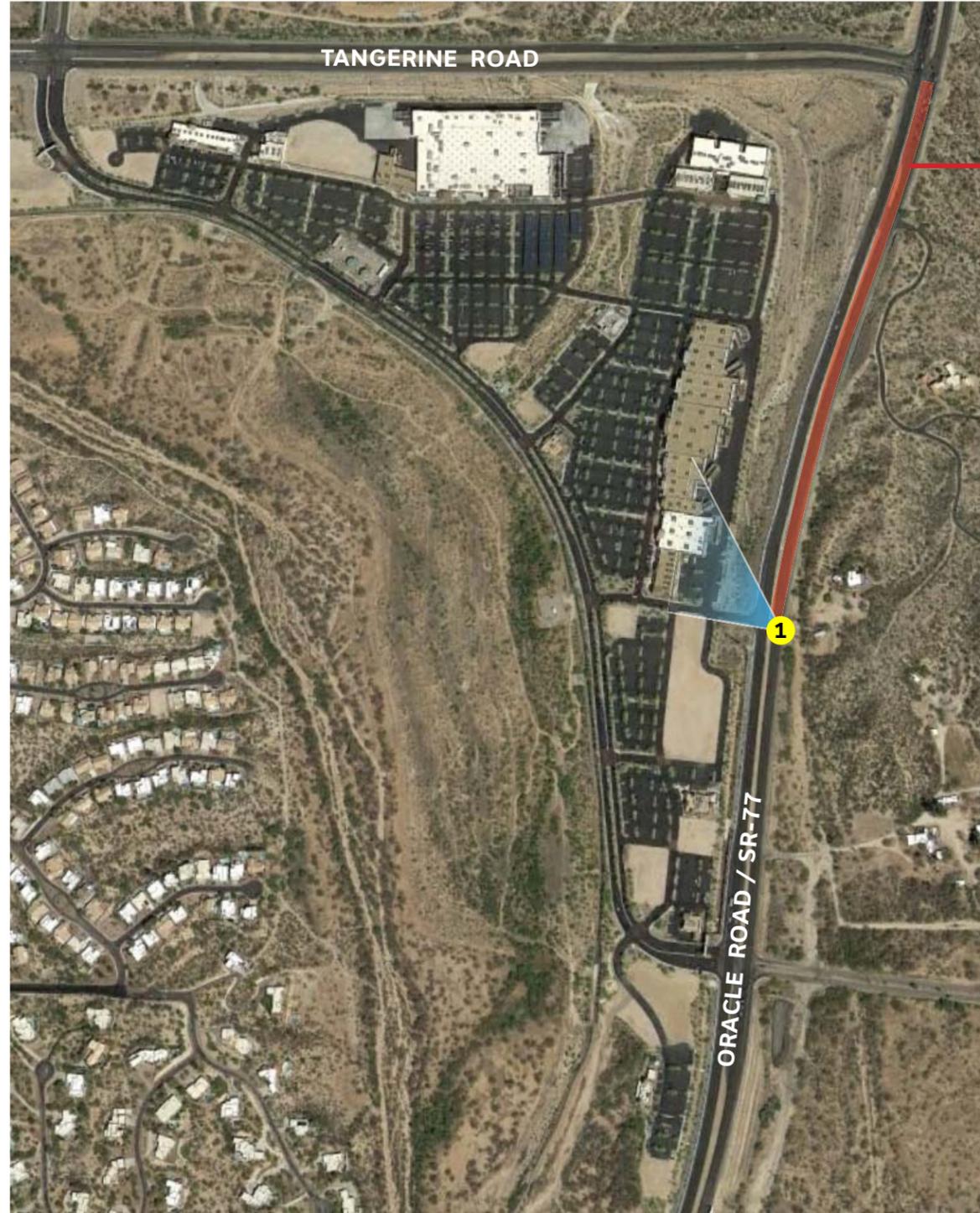
2030 WEST DESERT COVE AVE. • PHOENIX, ARIZONA 85029 • 602.944.3117 • FAX 602.395.0753 • SALES@BLEIERINDUSTRIES.COM

**bleier**  
INDUSTRIES

PROJECT: Oro Valley Marketplace Oro Valley, Az	DESIGN NO: 2005-F-012	DATE: 11/15/06
TITLE: Typical Shop Tenant Building Elevations	SCALE: AS NOTED	REVISIONS:
DESIGNER: Dan Horton	SALES: Paul Bleier	SHEET NO: 51

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# Oracle Road Northbound Views



*NOTE: Due to topographical shifts and roadway elements/angle, northbound visibility beyond Viewpoint 1 is minimal to none.*



**1** Oracle Road - Northbound Viewpoint 1

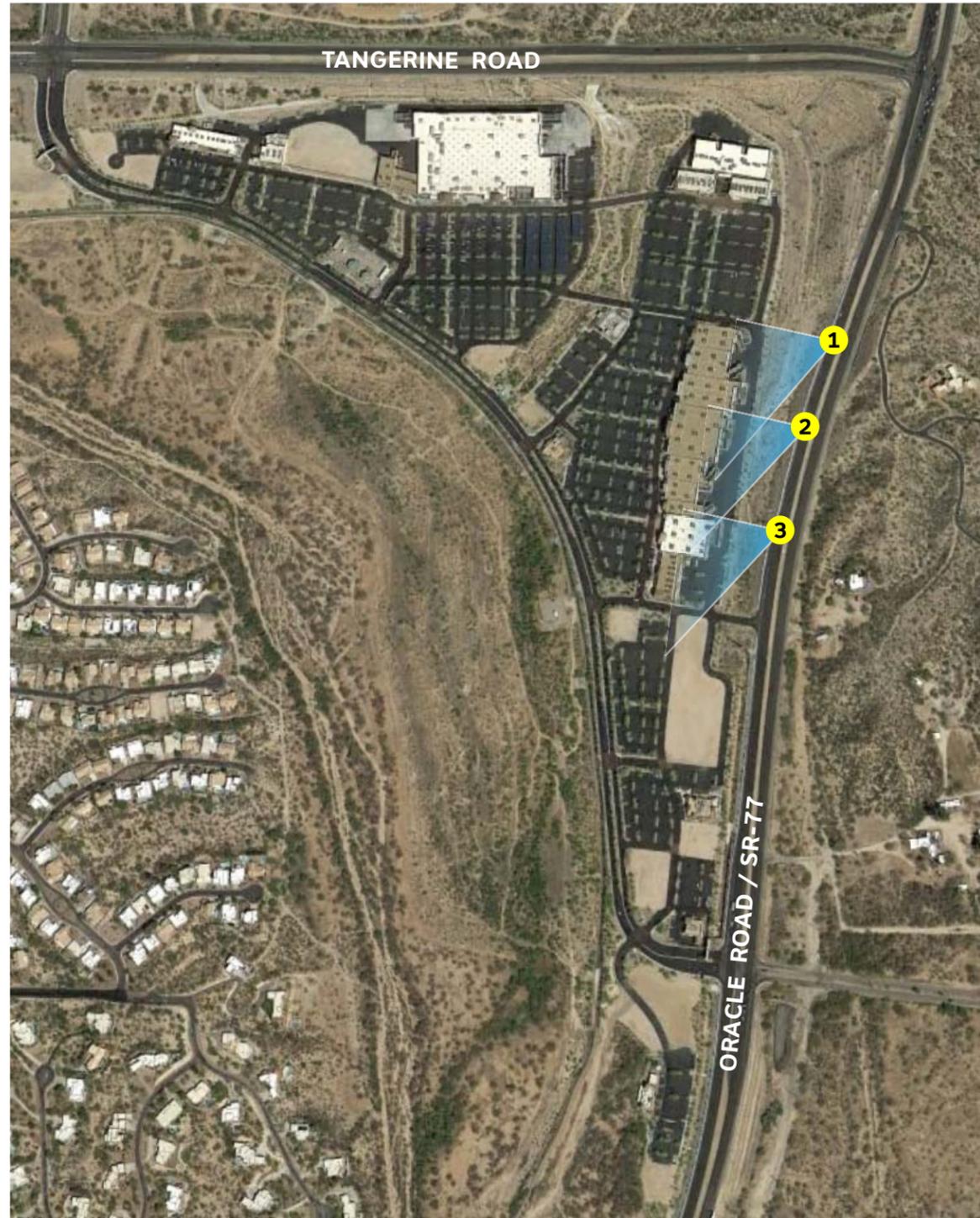
Oro Valley Marketplace - Site Map

<b>PROJECT:</b>	
Oro Valley Marketplace Tenant Signage Oro Valley, AZ	
<b>TITLE:</b>	
Tenant Signage Visibility Study	
<b>DESIGNER:</b>	<b>SALES:</b>
--	Paul Bleier
<b>DESIGN No.:</b>	<b>DATE:</b>
--	1/9/2015
<b>SCALE:</b>	<b>REVISIONS:</b>
Not To Scale	
<b>SHEET No.:</b>	
<b>1</b>	
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# Oracle Road Southbound Views



Oro Valley Marketplace - Site Map



1 Oracle Road - Southbound Viewpoint 1



2 Oracle Road - Southbound Viewpoint 2



3 Oracle Road - Southbound Viewpoint 3

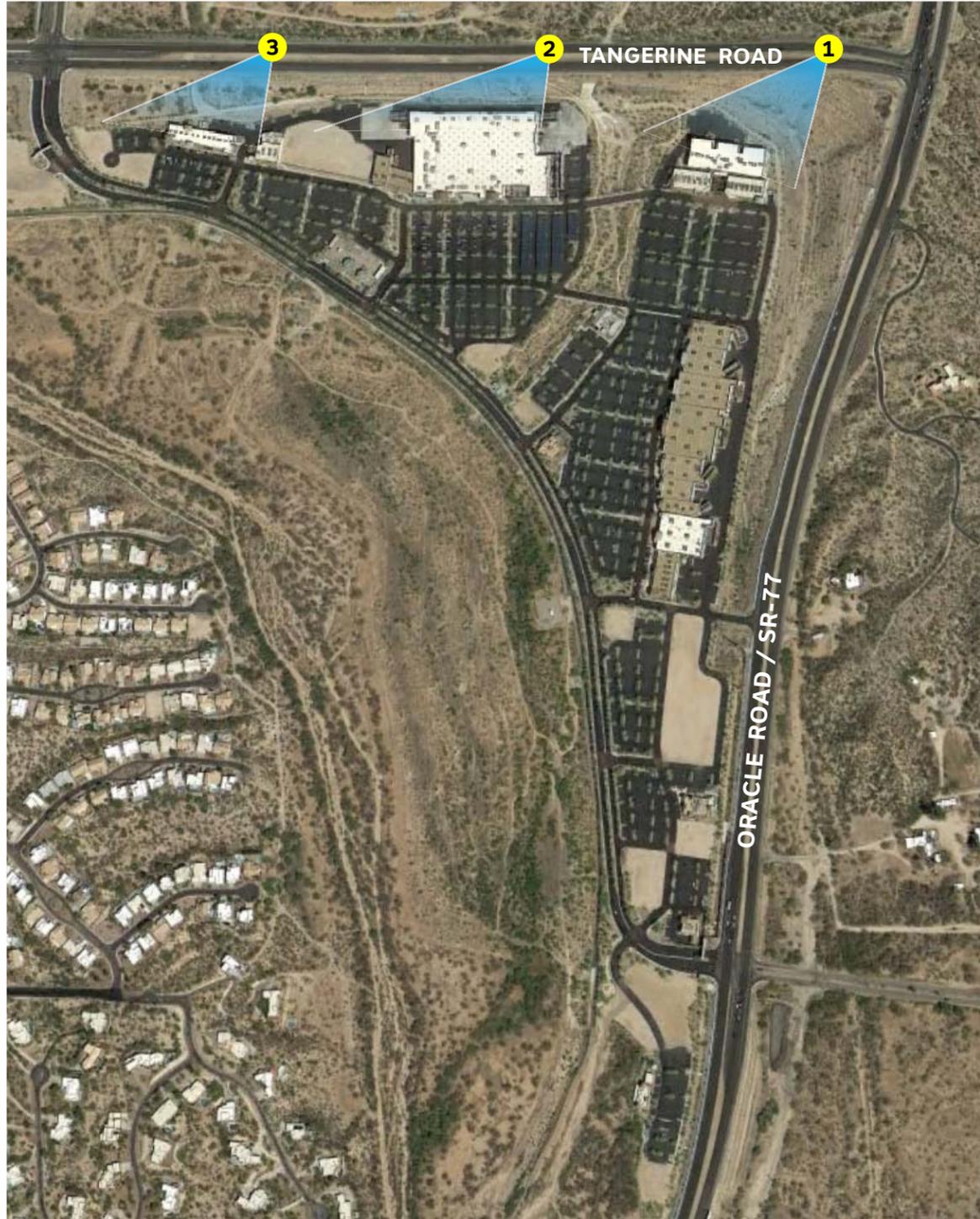
PROJECT:	
Oro Valley Marketplace Tenant Signage Oro Valley, AZ	
TITLE:	
Tenant Signage Visibility Study	
DESIGNER:	SALES:
--	Paul Bleier
DESIGN No:	DATE:
--	1/9/2015
SCALE:	REVISIONS:
Not To Scale	
SHEET No:	
<b>2</b>	
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# Tangerine Road

## Westbound Views



Oro Valley Marketplace - Site Map



1 Tangerine Road - Westbound Viewpoint 1



2 Tangerine Road - Westbound Viewpoint 2



3 Tangerine Road - Westbound Viewpoint 3

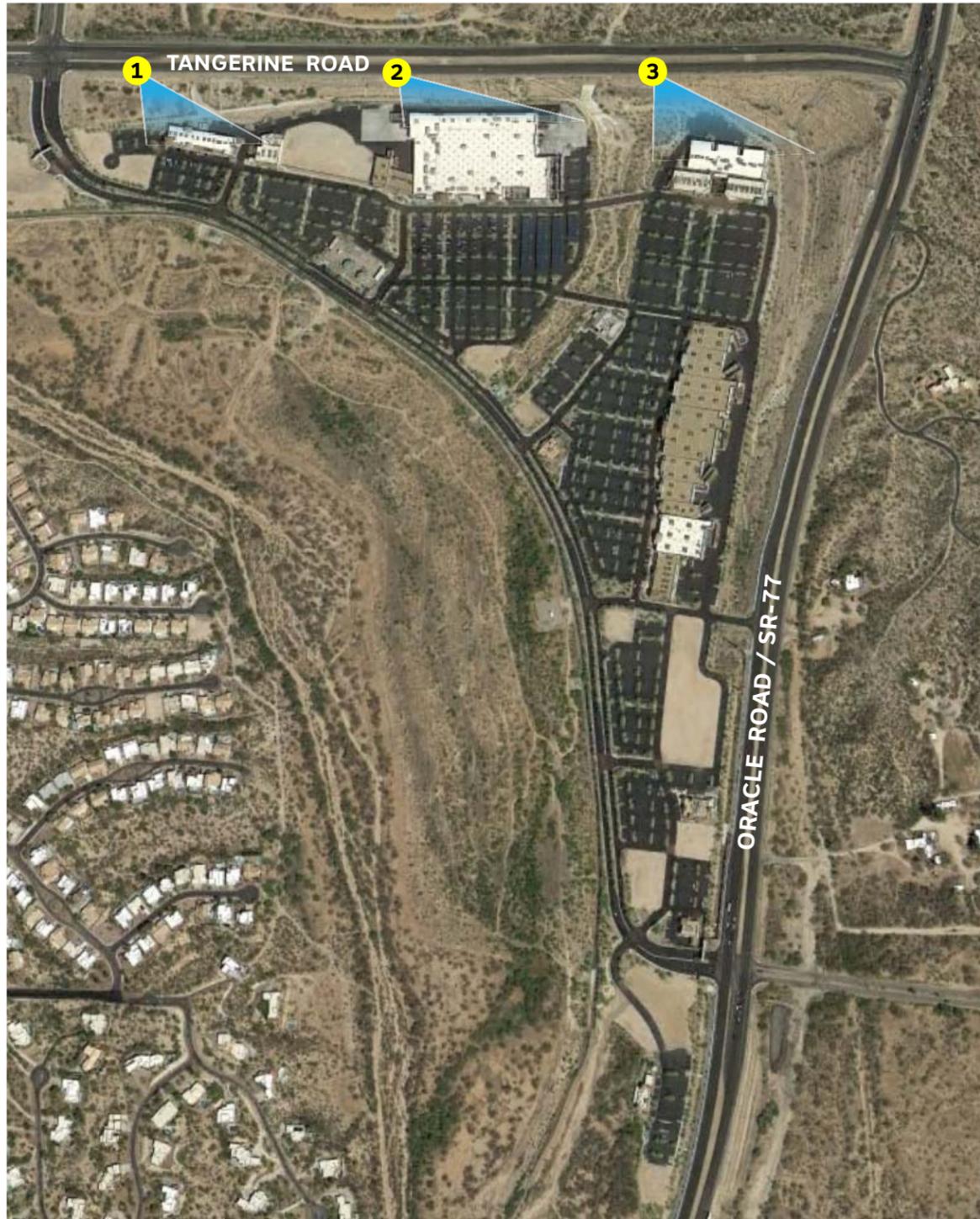
PROJECT:	
Oro Valley Marketplace Tenant Signage Oro Valley, AZ	
TITLE:	
Tenant Signage Visibility Study	
DESIGNER:	SALES:
--	Paul Bleier
DESIGN No:	DATE:
--	1/9/2015
SCALE:	REVISIONS:
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# Tangerine Road

## Eastbound Views



Oro Valley Marketplace - Site Map



1 Tangerine Road - Eastbound Viewpoint 1



2 Tangerine Road - Eastbound Viewpoint 2



3 Tangerine Road - Eastbound Viewpoint 3

PROJECT:	
Oro Valley Marketplace Tenant Signage Oro Valley, AZ	
TITLE:	
Tenant Signage Visibility Study	
DESIGNER:	SALES:
--	Paul Bleier
DESIGN No:	DATE:
--	1/9/2015
SCALE:	REVISIONS:
Not To Scale	
SHEET No:	
<b>4</b>	
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