

**TO:** DEVELOPMENT REVIEW BOARD **DATE:** 8/19/99  
**FROM:** PROJECT COORDINATION  
**SUBJECT:** CASE 4-MS-99

**REQUEST:** Approve Master Sign Program  
**PROJECT NAME:** The Promenade  
**LOCATION:** SEC Frank Lloyd Wright Boulevard & Scottsdale Road


**DEVELOPER/OWNER:** BVT Promenade Associates  
**ARCHITECT/DESIGNER:** Ellerman & Schick Associates  
**ENGINEER:** NA  
**APPLICANT/COORDINATOR:** Paul Bleier/Bleier Industries, Inc.

**STAFF RECOMMENDATION:** APPROVE subject to the following stipulations:

1. Any addition, change or modification to this master sign program requires Development Review Board Approval.
2. Signs affixed to exterior windows, visible from the public right-of-way shall be prohibited.
3. Future pad buildings will present signage as part of the Development Review building approval.
4. All PK holes to be patched and painted upon removal of tenants' sign.
5. No portable signs of any type permitted.

**DISCUSSION:** The request is to establish a master sign program for The Promenade, a new 83 acre multiple tenant retail and entertainment complex located at the southeast corner of Scottsdale Road and Frank Lloyd Wright Boulevard. This new project is a multi-phased development, which will consist of over 675,000 square feet of retail, restaurant, theater and specialty-themed shops. The proposal includes center identification signs, major tenant, and shop tenant signage. The project identification signs will be attached to decorative landscape screen walls, one located at the northeast corner of Scottsdale Road and Paradise Lane, the other at the southwest corner of Frank Lloyd Wright and 76<sup>th</sup> Street. Twenty-four inch reverse channel letters with white "halo" illumination will be used for the entry identification signs. A dark non-reflective color will be selected for the entry ID.

8/19  
OK 8/19  
Signage for the 12 major tenants (M1 through M12) will consist of pan channel letters with internal illumination. The color, letter and logo style for the major tenants will be consistent with their nationally recognized specifications. A 72-inch sign band will be used for the major tenants. No sign copy will extend beyond this area. All tenants primary signage to be located on the main entrance to each tenants business. All signage to be installed on the approved sign band specifically designated for such use. Shop tenants (SA, SC, SD, and SE) will use internally illuminated 24-inch channel letters. Plexiglas color to be limited to white, blue, red or yellow. Letter returns to match building wall color for all tenants in the center.

  
Curtis Kozall  
Sign Inspector  
312-7034

**ATTACHMENTS:** #1-Aerial  
#2-Zoning Map  
#3-Site Plan  
#4-17 Elevations  
#18-Master Sign Program

**APPROVED**  
8/19/99 JK  
DATE INITIALS

Scottsdale Road

Q.S.  
36-45

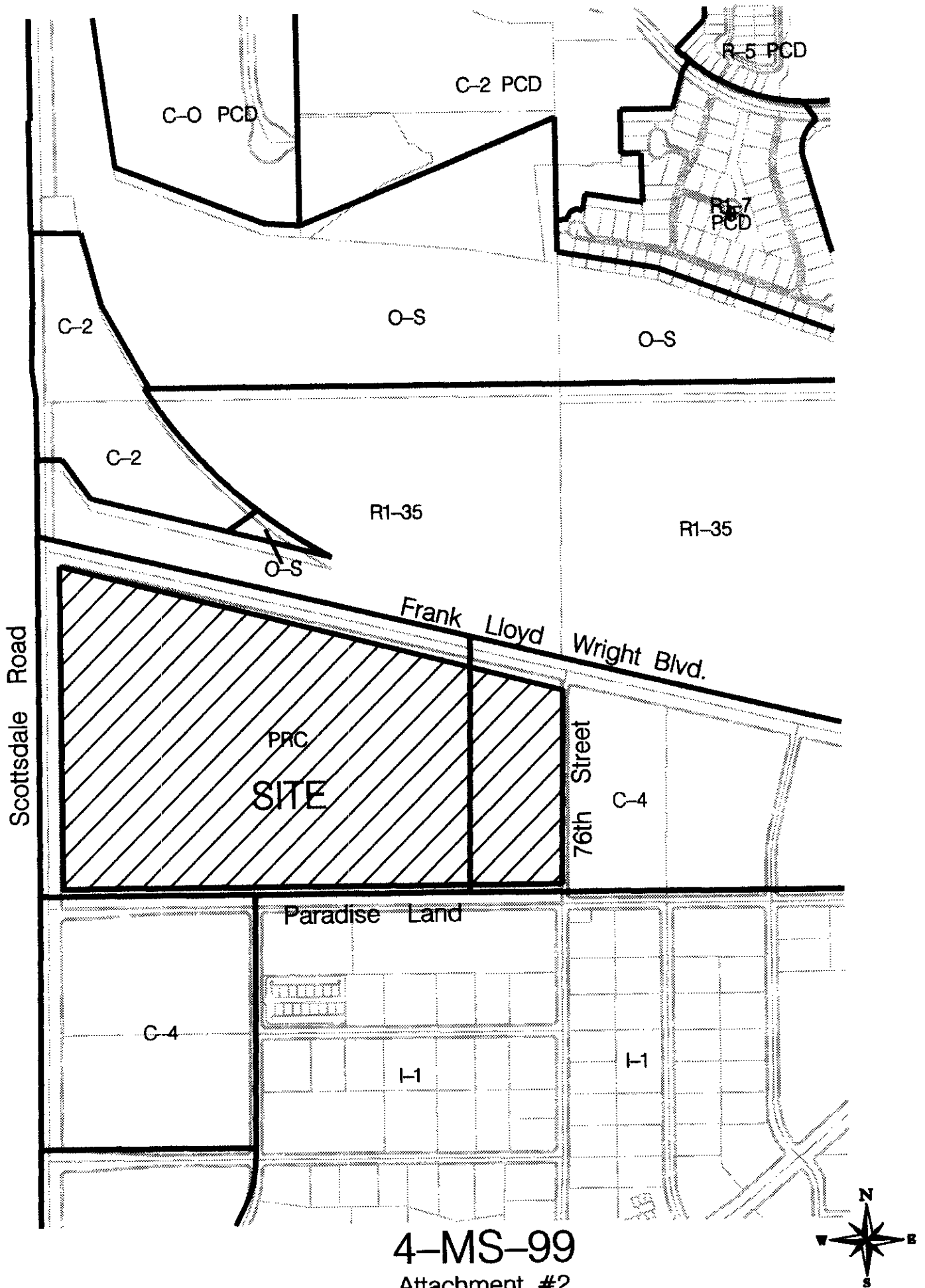
G.I.S. ORTHOGRAPHIC  
1997

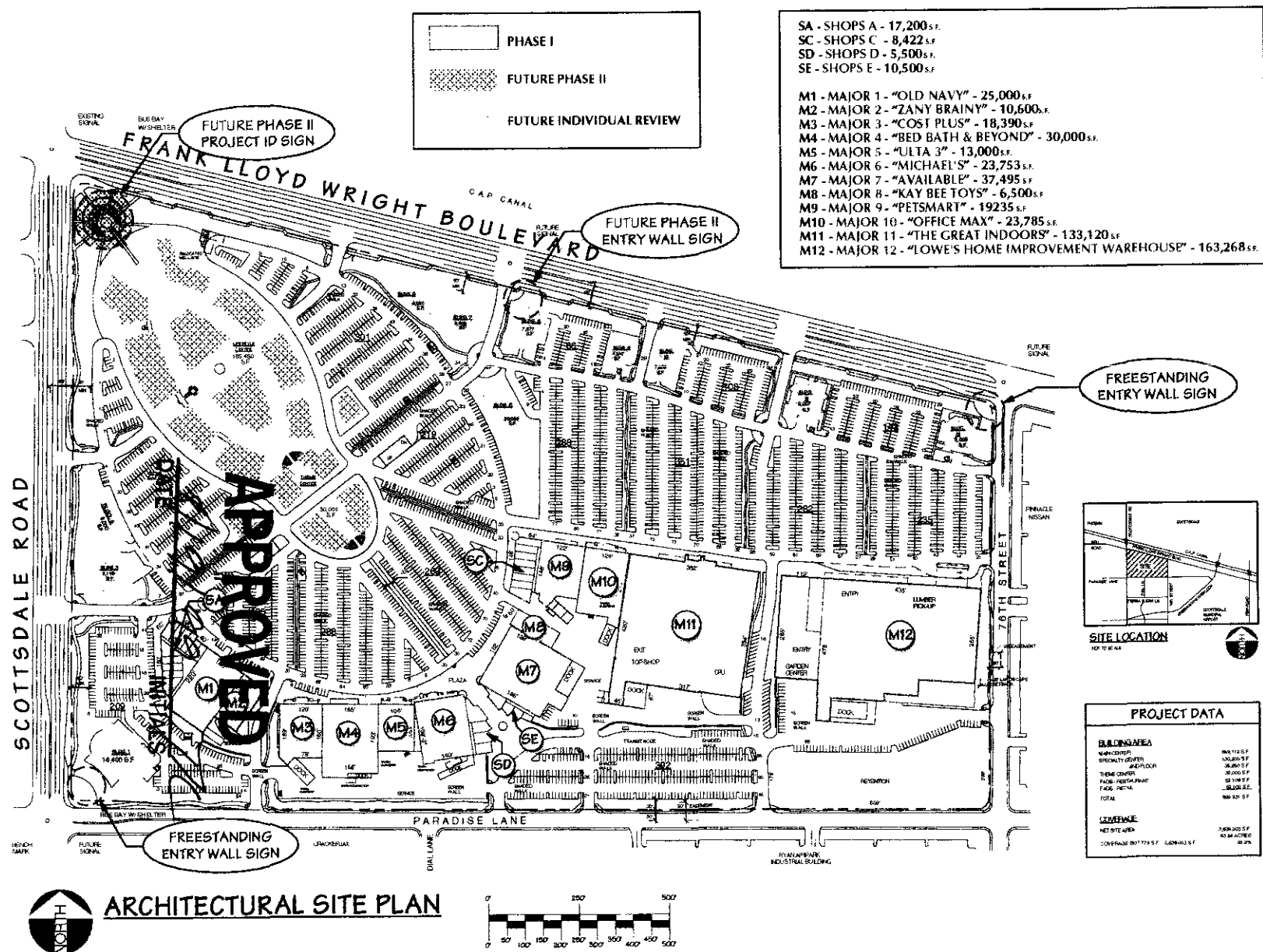
4-MS-99

N

# The Promenade

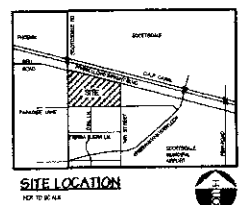
ATTACHMENT #1





- SA - SHOPS A - 17,200 s.f.  
SC - SHOPS C - 8,422 s.f.  
SD - SHOPS D - 5,500 s.f.  
SE - SHOPS E - 10,500 s.f.
- M1 - MAJOR 1 - "OLD NAVY" - 25,000 s.f.  
M2 - MAJOR 2 - "ZANY BRAINY" - 10,600 s.f.  
M3 - MAJOR 3 - "COST PLUS" - 18,390 s.f.  
M4 - MAJOR 4 - "BED BATH & BEYOND" - 30,000 s.f.  
M5 - MAJOR 5 - "ULTA 3" - 13,000 s.f.  
M6 - MAJOR 6 - "MICHAEL'S" - 23,753 s.f.  
M7 - MAJOR 7 - "AVAILABLE" - 37,495 s.f.  
M8 - MAJOR 8 - "KAY BEE TOYS" - 6,500 s.f.  
M9 - MAJOR 9 - "PETSMART" - 19,235 s.f.  
M10 - MAJOR 10 - "OFFICE MAX" - 23,785 s.f.  
M11 - MAJOR 11 - "THE GREAT INDOORS" - 133,120 s.f.  
M12 - MAJOR 12 - "LOWE'S HOME IMPROVEMENT WAREHOUSE" - 163,268 s.f.

FREESTANDING  
ENTRY WALL SIGN



PROJECT DATA	
BUILDING AREA	1,000,000 S.F.
MANUFACTURING	10,000 S.F.
OFFICE/RETAIL	30,000 S.F.
TRUCK CENTER	30,000 S.F.
PAVE. RESTAURANT	10,000 S.F.
PAVE. RETAIL	10,000 S.F.
TOTAL	180,000 S.F.
LANDSCAPE	100,000 S.F.
NET SITE AREA	40.00 ACRES
COVERAGE	80.77% S.F. 32.94% S.F.

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REVISIONS:

SHEET NO.: **SP1**

SCALE: **As Noted**

DATE: **3/23/99**

APPROVED BY:

PROJECT: The Pederson Group - The Promenade  
NEC Frank Lloyd Wright Blvd. & Scottsdale Rd.  
Scottsdale, AZ

TITLE: **Site Plan**

DESIGNER: **Paul Bleier**

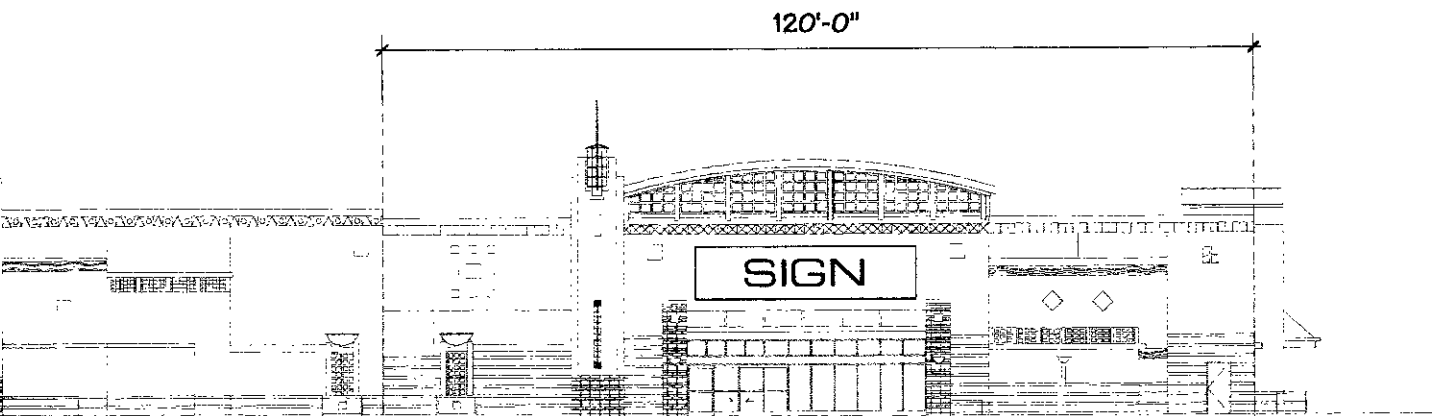
DESIGN NUMBER: **99-C-014**

DRAWN BY: **Dan Horton**

SALES: **Paul Bleier**

602.944.3117 FAX 602.395.0753 • EMAIL: bleier@primenet.com

2030 WEST DESERT COVE • PHOENIX, ARIZONA 85029

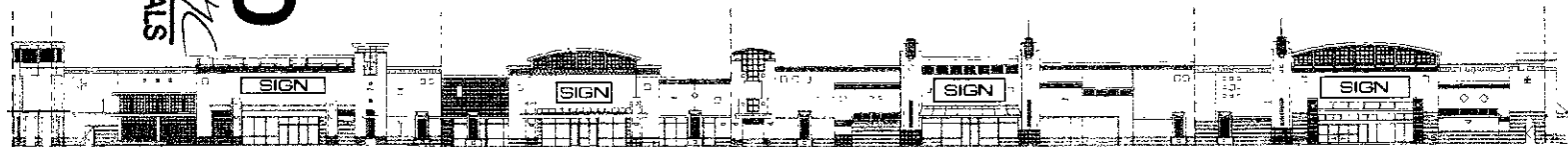


M3

MAJOR 3  
"COST PLUS"  
18,390 S.F.

NORTH ELEVATION MAJOR 3  
SCALE: NT6

DATE 8/19/98  
INITIALS HC  
**APPROVED**



M6

MAJOR 6  
"MICHAEL'S"  
23,753 S.F.

M5

MAJOR 5  
"ULTA 3"  
30,000 S.F.

M4

MAJOR 4  
"BED BATH & BEYOND"  
30,000 S.F.

M3

MAJOR 3  
"COST PLUS"  
18,390 S.F.

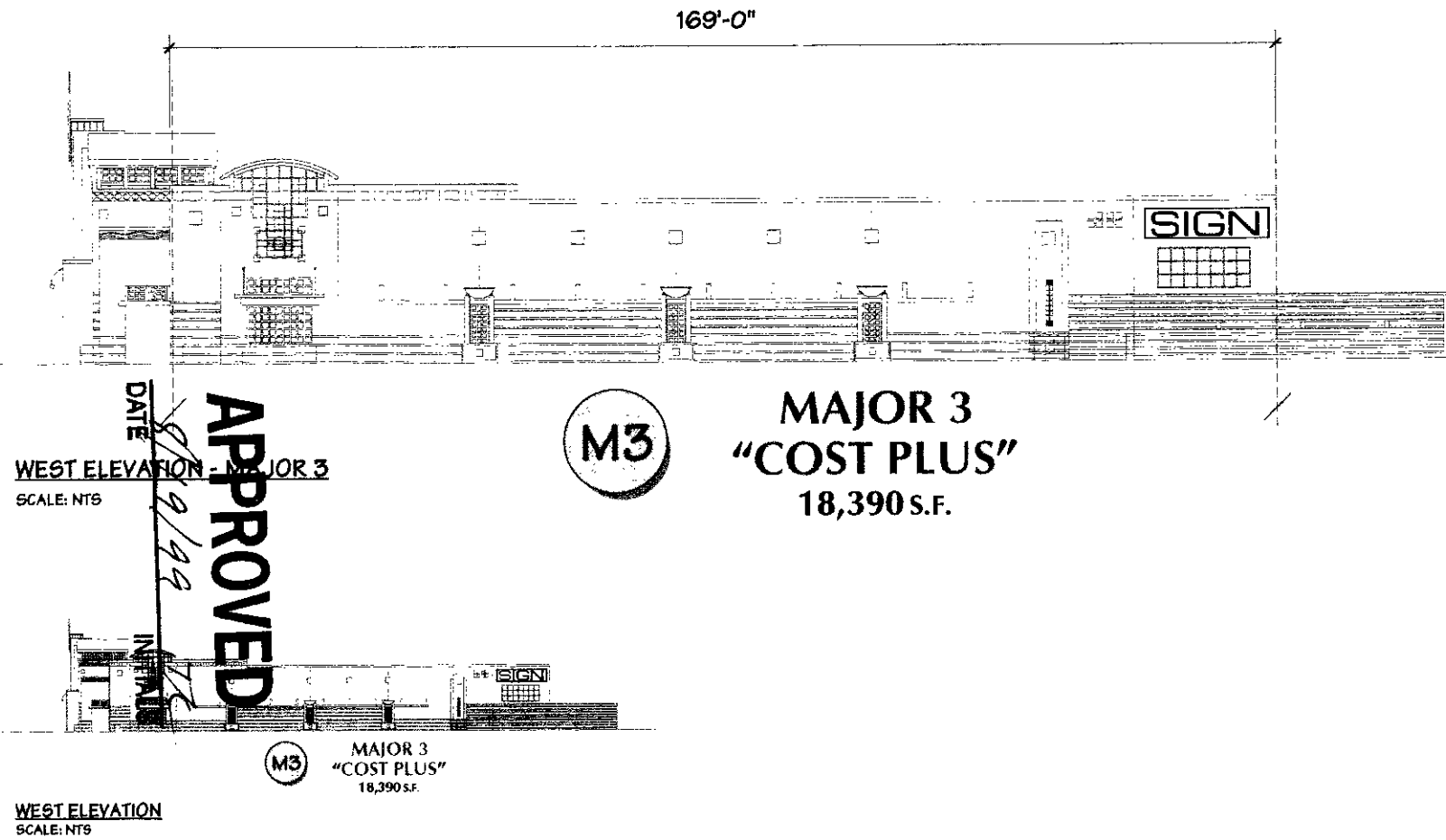
NORTH ELEVATION  
SCALE: NT6

**Blalster INDUSTRIES**

2030 WEST DESERT COVE • PHOENIX, ARIZONA 85029 • 602.944.3117 FAX 602.995.0753 • EMAIL: blalster@primenet.com

PROJECT: The Pederson Group - The Promenade NEC, 1001 W. McDowell Blvd. & Scottsdale Rd. Scottsdale, AZ	SHEET NO.: <b>M3</b>	REVISIONS: △ △ △
TITLE: NORTH ELEVATION @ MAJOR 3	SCALE: As Noted	APPROVED BY: [Signature]
DESIGNER: Dan Horton	DESIGN NUMBER: 98-C-014	DATE: 8/25/98
SALES: Paul Blier		

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PROJECT: The Pedersen Group - The Promenade  
NEC Frank Lloyd Wright Blvd. & Scottsdale Rd.  
Scottsdale, AZ

TITLE: WEST ELEVATION @ MAJOR 3

DESIGNER: Dan Horton

SALES: Paul Bleier

DESIGN NUMBER: 88-C-014

DATE: 3/25/99

REVISIONS:

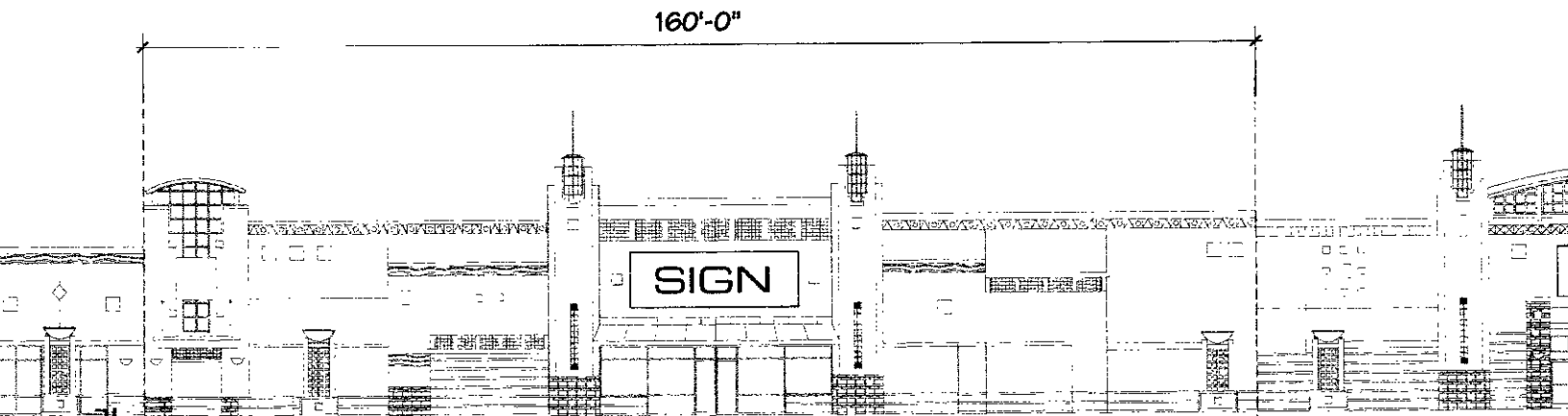
SHEET NO. 11

M 3.1

SCALE: As Noted

APPROVED BY:

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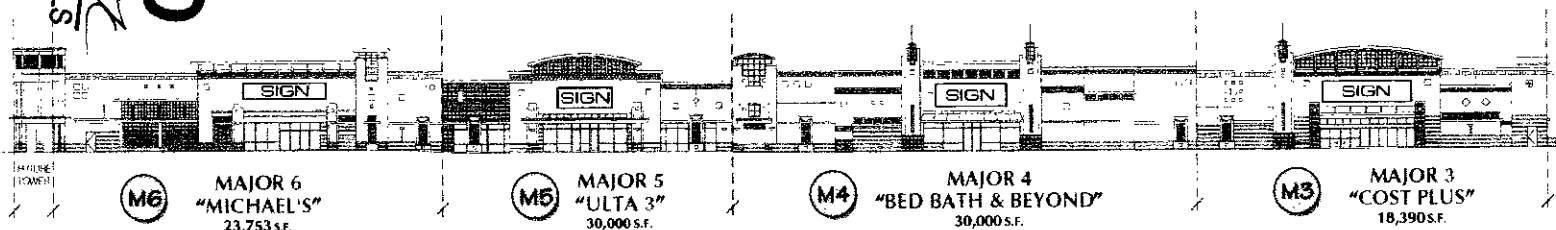


M4

**MAJOR 4  
"BED BATH & BEYOND"**  
30,000 S.F.

**NORTH ELEVATION - MAJOR 4**

SCALE: NTS



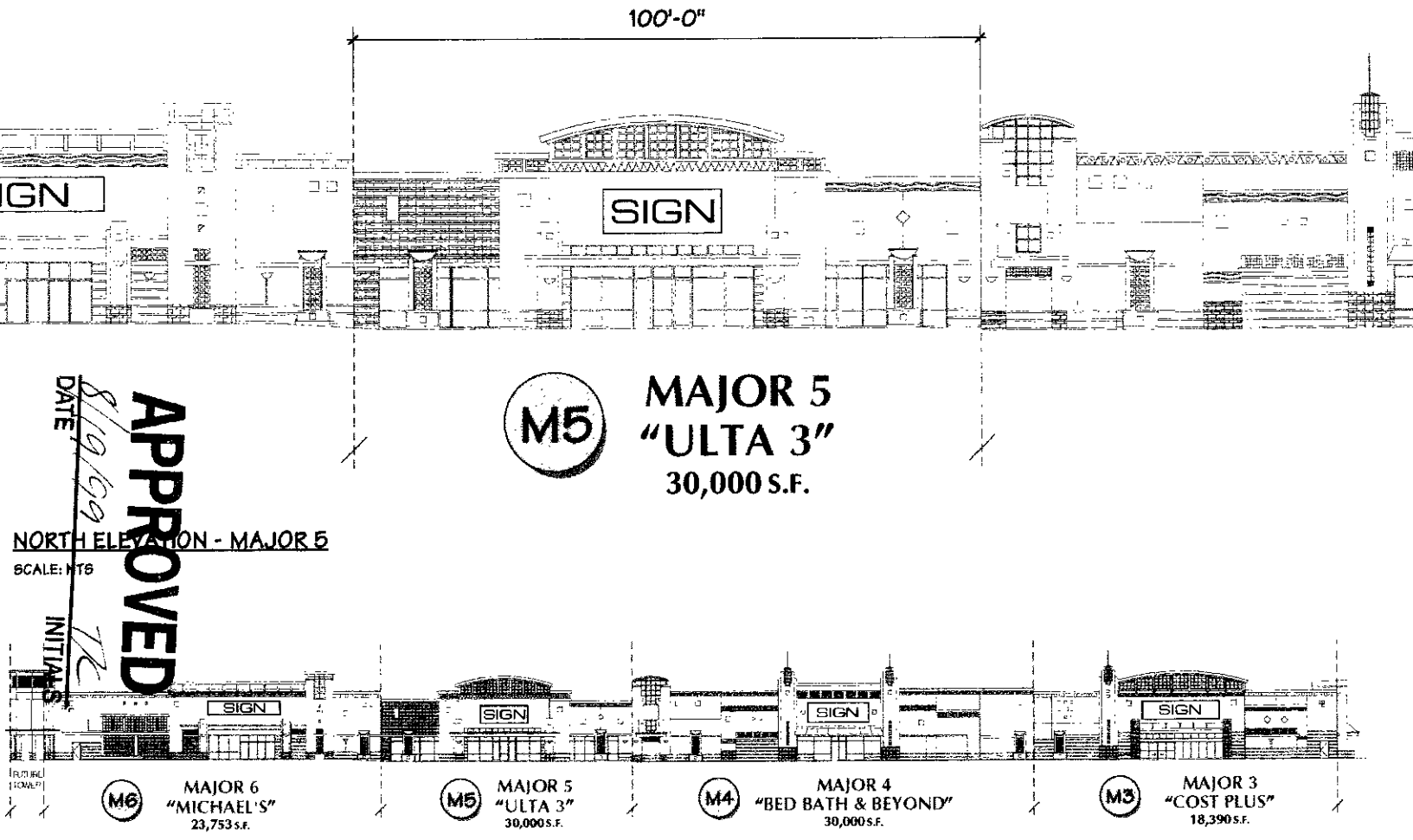
**NORTH ELEVATION**  
SCALE: NTS

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PROJECT: The Pederson Group - The Promenade N. 1st Ave. & N. 1st St. Scottsdale, AZ	SHEET NO.: <b>M 4</b>	REVISIONS: △ △ △
TITLE: NORTH ELEVATION @ MAJOR 4	SCALE: As Noted	APPROVED BY: △ △ △
DESIGNER: Dan Hoffman	DESIGN NUMBER: 99-C-014	DATE: 2/25/99
SALES: Paul Bieler		

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ATTACHMENT #7



PROJECT:  
The Piederson Group - The Promenade  
NE Frank Lloyd Wright Blvd. & Scottsdale Rd.  
Scottsdale, AZ

DESIGNER:  
Dan Horben

SALES:  
Paul Bleier

DESIGN NUMBER:  
89-C-01

DATE:  
5/25/89

APPROVED BY:

REVISIONS:  
M 5

SCALE:  
As Noted

SHEET NO.:  
M 5

SCALE:  
As Noted

DATE:  
5/25/89

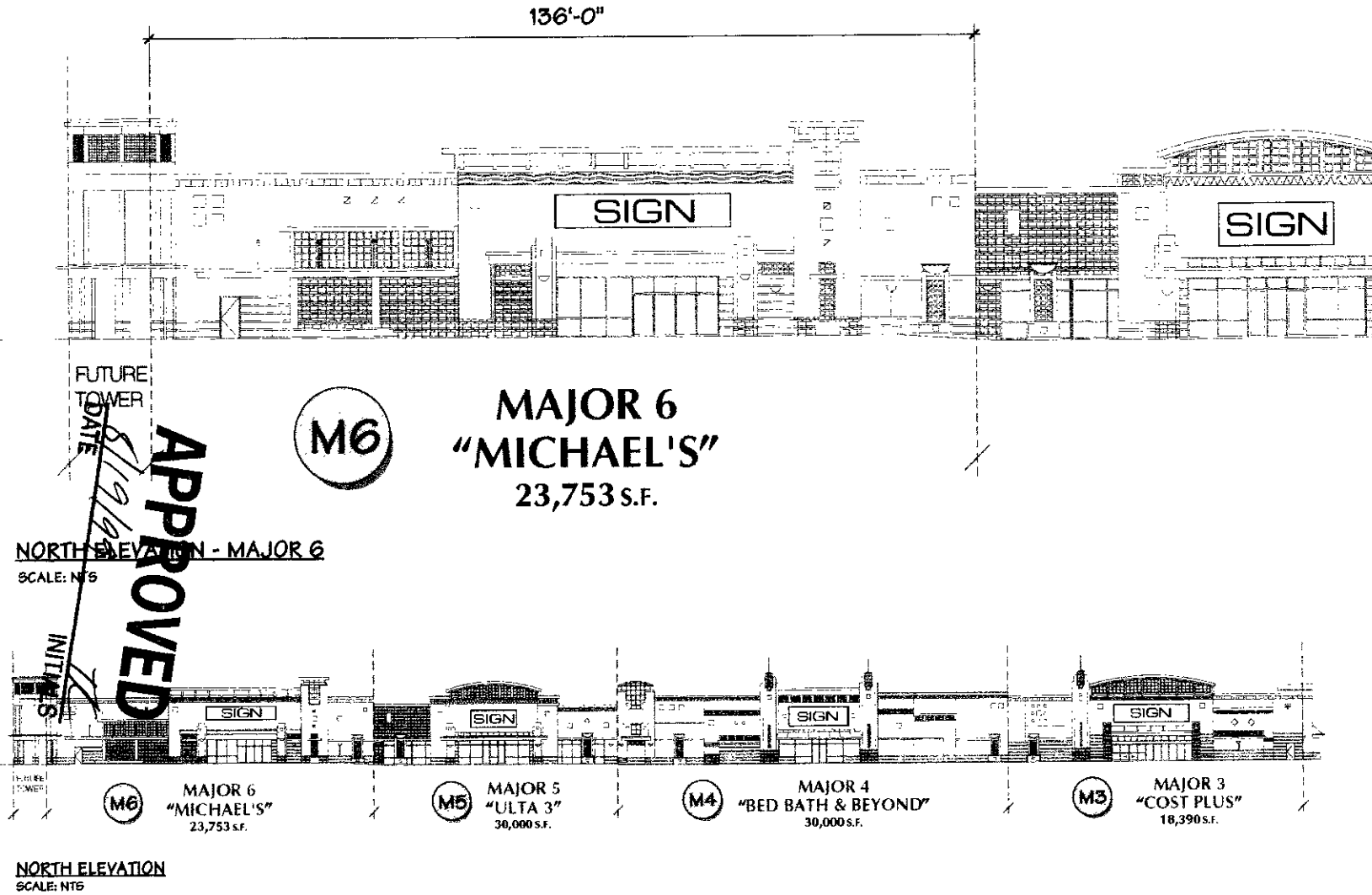
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**PROJECT:**  
The Pederson Group - The Promenade  
NEC Frank Lloyd Wright Blvd. & Scottsdale Rd.  
Scottsdale, AZ

**TITLE:**  
NORTH ELEVATION @ MAJOR 6

**DESIGNER:**  
Dan Horton

**SALES:**  
Paul Blaler

**DESIGN NUMBER:**  
89-C-014

**DATE:**  
9/25/99

**APPROVED BY:**

**REVISIONS:**

NO.	DESCRIPTION	DATE
1	MAJOR 6	9/25/99

**SCALE:**  
As Noted

**DATE:**  
9/25/99

**APPROVED BY:**

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NORTH ELEVATION MAJOR 9

SCALE: NTS

DATE 8/19/99

INITIALS JK

APPROVED

122'-0"

M9

MAJOR 9  
"PETSMART"  
19,235 S.F.

M10

MAJOR 10  
"OFFICE MAX"  
23,785 S.F.

M9

MAJOR 9  
"PETSMART"  
19,235 S.F.

SC

SHOPS C  
"MULTIPLE USERS"  
8,422 S.F.

NORTH ELEVATION  
SCALE: NTS

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REVISIONS:

SHEET NO.

M9

SCALE:

As Noted

DATE:

3/25/98

DESIGNER:

Dan Horben

SALES:

Paul Blier

DESIGN NUMBER:

99-C-014

TITLE:

NORTH ELEVATION - MAJOR 9

APPROVED BY:

PROJECT:

The Pederson Group - The Promenade

NEC Frank Lloyd Wright Blvd & Scottsdale Rd

Scottsdale, AZ

2030 WEST DESERT COVE

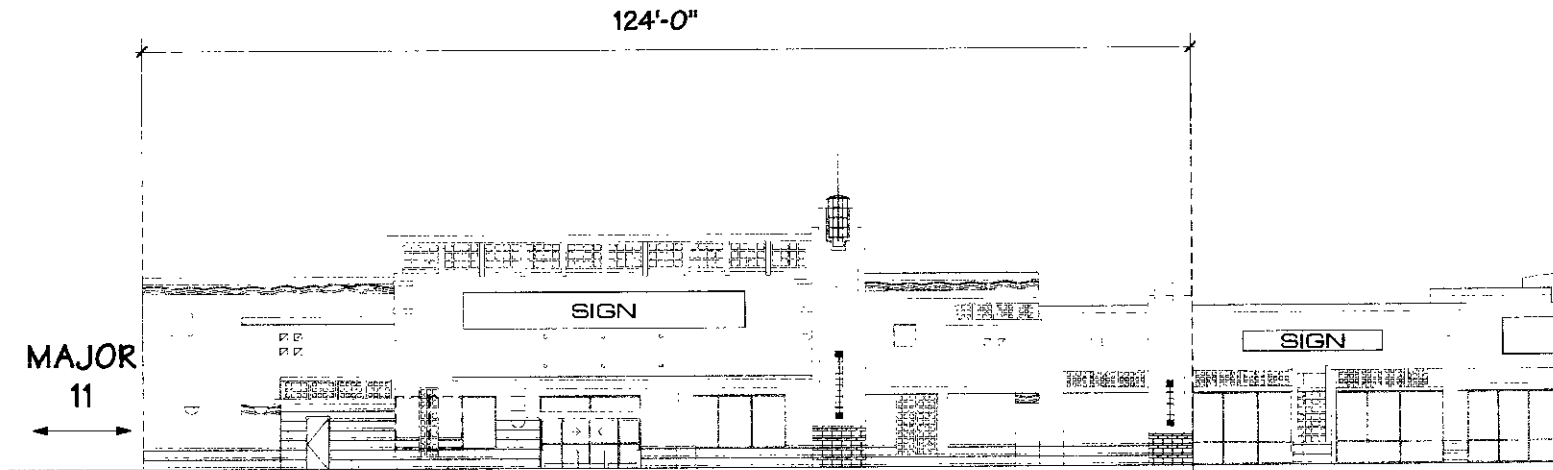
PHOENIX, ARIZONA 85029

602.944.3117

FAX 602.395.0753

EMAIL: bliss@primenet.com

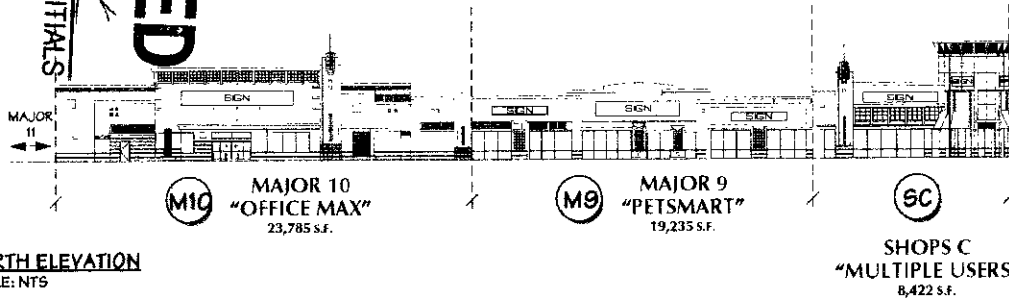
Bliss Industries



**M10**  
**MAJOR 10**  
**"OFFICE MAX"**  
 23,785 S.F.

**NORTH ELEVATION - MAJOR 10**  
 SCALE: NTS

DATE 8/19/99  
 INITIALS TK  
**APPROVED**



**M10**  
**MAJOR 10**  
**"OFFICE MAX"**  
 23,785 S.F.

**M9**  
**MAJOR 9**  
**"PETSMART"**  
 19,235 S.F.

**SC**  
**SHOPS C**  
**"MULTIPLE USERS"**  
 8,422 S.F.

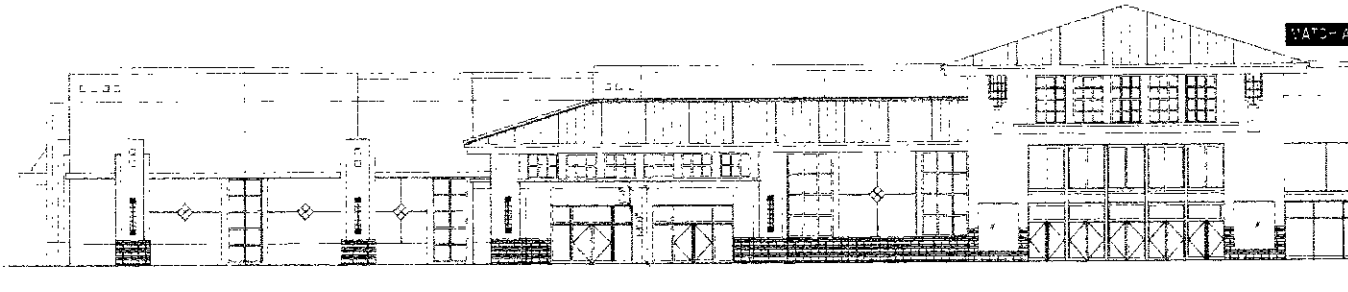
**NORTH ELEVATION**  
 SCALE: NTS

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PROJECT: The Pederson Group - The Promenade NEC Frank Lloyd Wright Blvd. & Scottsdale Rd. Scottsdale, AZ	SHEET NO: <b>M10</b>	REVISIONS: ▲ ▲ ▲
TITLE: NORTH ELEVATION - MAJOR 10	SCALE: As Noted	APPROVED BY: DATE: 5/25/99
DESIGNER: Darr Horton	DESIGN NUMBER: 99-C-014	
SALES: Paul Blair		

**Blair**  
**INDUSTRIES**

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M11

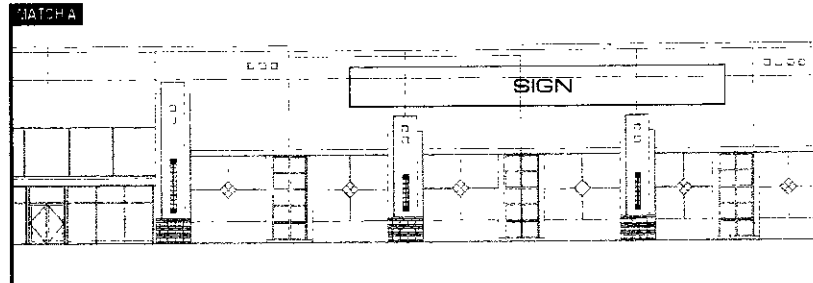
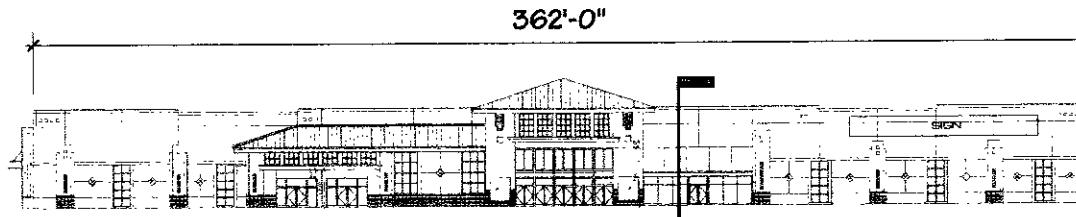
**MAJOR 11  
"THE GREAT INDOORS"**  
133,120 S.F.

NORTH ELEVATION - MAJOR 11  
SCALE: NTS

**APPROVED**

INITIALS

NORTH ELEVATION - MAJOR 11  
SCALE: NTS



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2030 WEST DESERT COVE • PHOENIX, ARIZONA 85029 • 602.944.3117 FAX 602.395.0753 • EMAIL: blalier@primenet.com

PROJECT: The Pederson Group - The Promenade 1600 Frank Lloyd Wright Blvd. & Scottsdale Rd. Scottsdale, AZ	SHEET NO.: <b>M 11</b>	REVISIONS: △
TITLE: NORTH ELEVATION @ MAJOR 11	SCALE: As Noted	APPROVED BY: DATE: 5/25/99
DESIGNER: Dan Horton	DESIGN NUMBER: 99-C-014	
SALES: Paul Blalier		

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M11

MAJOR 11  
"THE GREAT INDOORS"  
33,120 S.F.

APPROVED

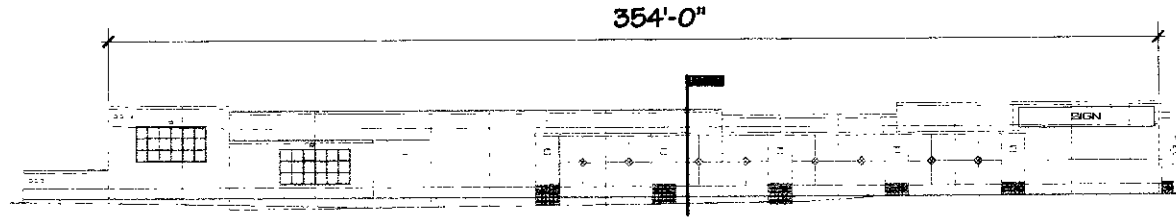
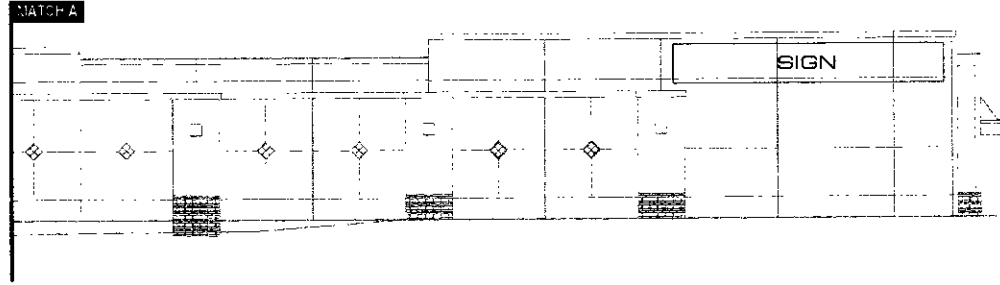
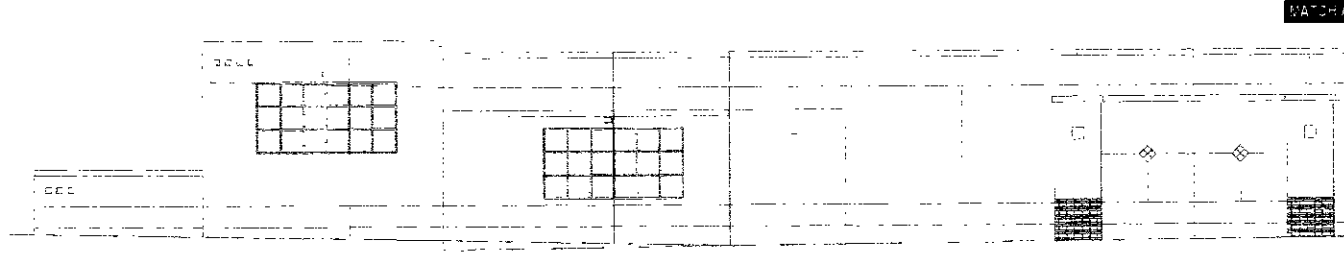
SOUTH ELEVATION - MAJOR 11

SCALE: NTS

DATE 8/19/99  
INITIALS JK

SOUTH ELEVATION - MAJOR 11

SCALE: NTS

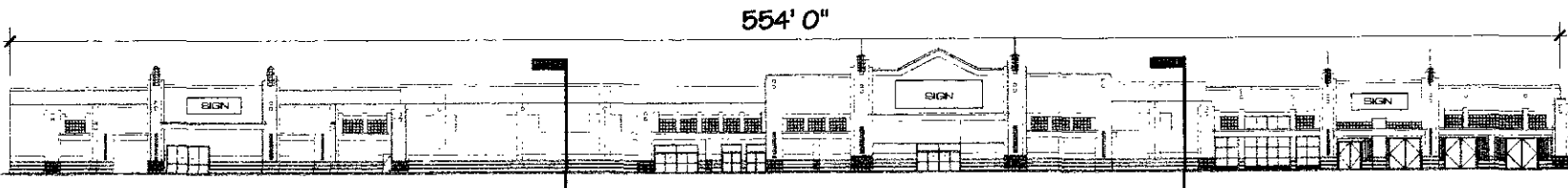
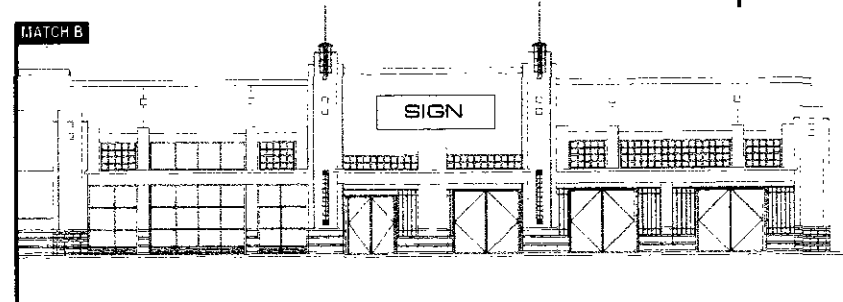
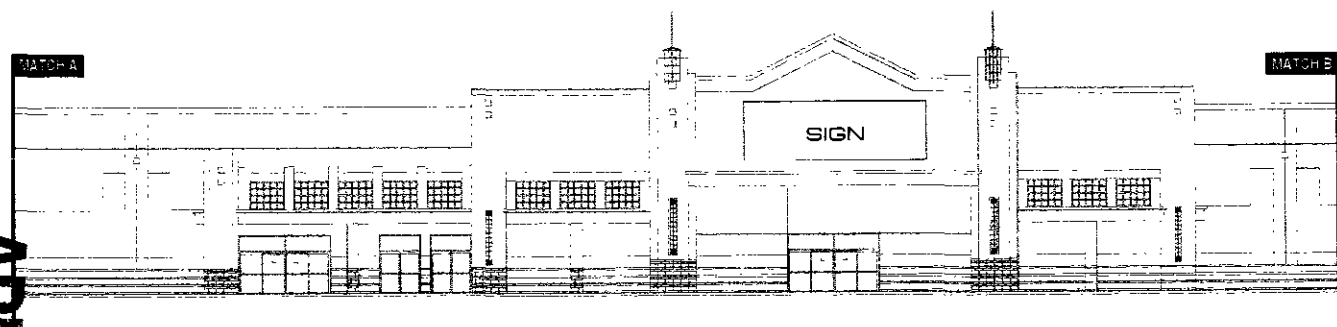
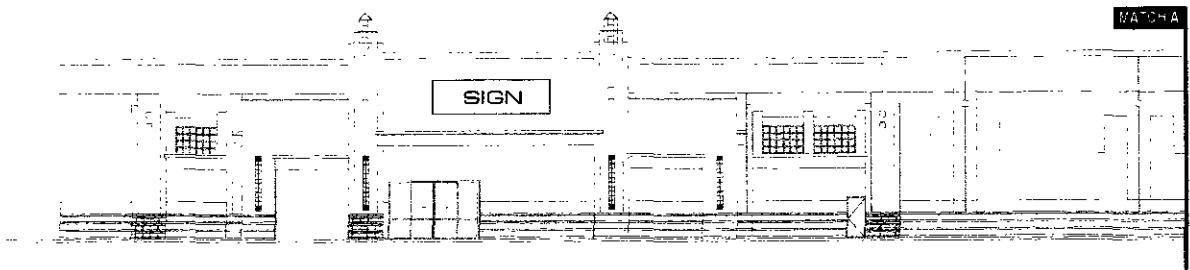


<p><b>PROJECT:</b> The Peterson Group - The Promenade NEC, Fort Worth, TX NEC, Fort Worth, TX &amp; Scottsdale Rd. Scottsdale, AZ</p>		<p><b>SHEET NO.:</b> M 11.1</p>	<p><b>REVISIONS:</b></p>
<p><b>TITLE:</b> SOUTH ELEVATION @ MAJOR 11</p>		<p><b>SCALE:</b> As Noted</p>	<p><b>APPROVED BY:</b></p>
<p><b>DESIGNER:</b> Dan Horton</p>	<p><b>SALES:</b> Paul Bielec</p>	<p><b>DESIGN NUMBER:</b> 88-C-014</p>	<p><b>DATE:</b> 5/25/99</p>
<p>2030 WEST DESERT COYE • PHOENIX, ARIZONA 85029 • 602.944.3117 FAX 602.396.0753 • EMAIL: bielec@primenet.com</p>			

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# ATTACHMENT #13



NORTH ELEVATION - MAJOR 12  
SCALE: NTS

DATE 8/19/99  
INITIALS JTC

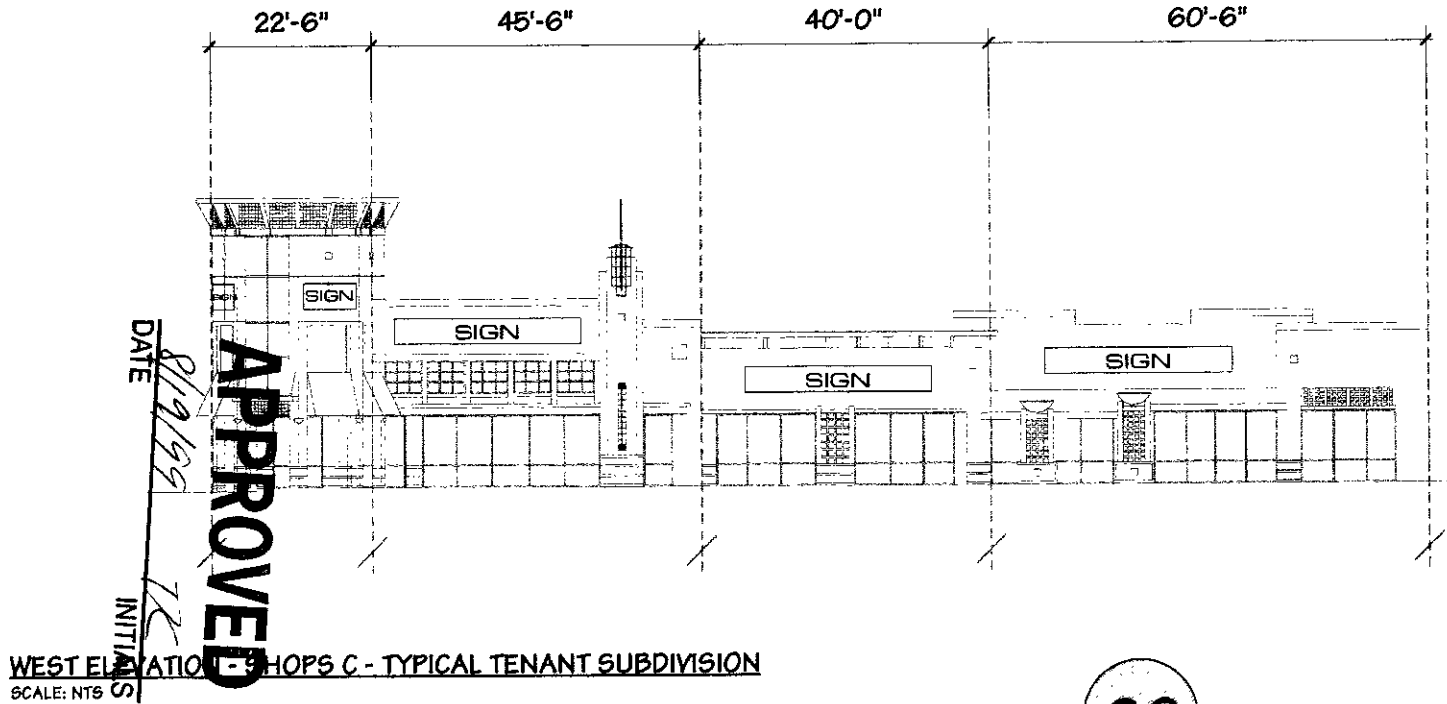
**APPROVED**  
12

MAJOR 12  
"LOWE'S"  
163,268 S.F.

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PROJECT:	THE FEDERSON GROUP - THE PROMENADE NEE Frank Lloyd Wright Blvd. & Scottsdale Rd. Scottsdale, AZ	SHEET NO.:	M 12	REVISIONS:	△
TITLE:	NORTH ELEVATION - MAJOR 12	SCALE:	As Noted	APPROVED BY:	
DESIGNER:	Dan Horton	DESIGN NUMBER:	98-C-014	DATE:	3/25/99
SALES:	Paul Blaser				

**Blair INDUSTRIES**  
2050 WEST DESERT COVE • PHOENIX, ARIZONA 85029 • 602.944.3117 FAX 602.395.0753 • EMAIL: blair@primenet.com



**SHOPS C**  
**"MULTIPLE USERS"**  
8,422 S.F.

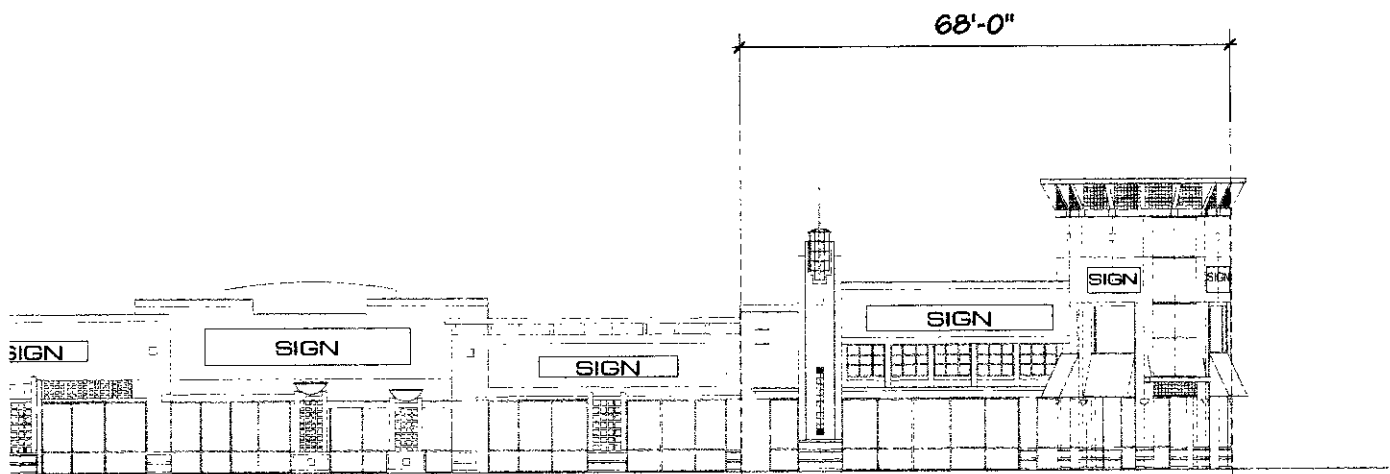
4-MS-99

<p><b>PROJECT:</b> The Pederson Group - The Promenade NEC Frank Lloyd Wright Blvd. &amp; Scottsdale Rd. Scottsdale, AZ</p>		<p><b>SHEET NO.:</b> SC</p>	<p><b>REVISIONS:</b></p>
<p><b>TITLE:</b> WEST ELEVATION - SHOPS C</p>		<p><b>SCALE:</b> As Noted</p>	<p><b>APPROVED BY:</b></p>
<p><b>DESIGNER:</b> Dan Horton</p>	<p><b>SALES:</b> Paul Bieler</p>	<p><b>DESIGN NUMBER:</b> 88-C-014</p>	<p><b>DATE:</b> 9/25/99</p>

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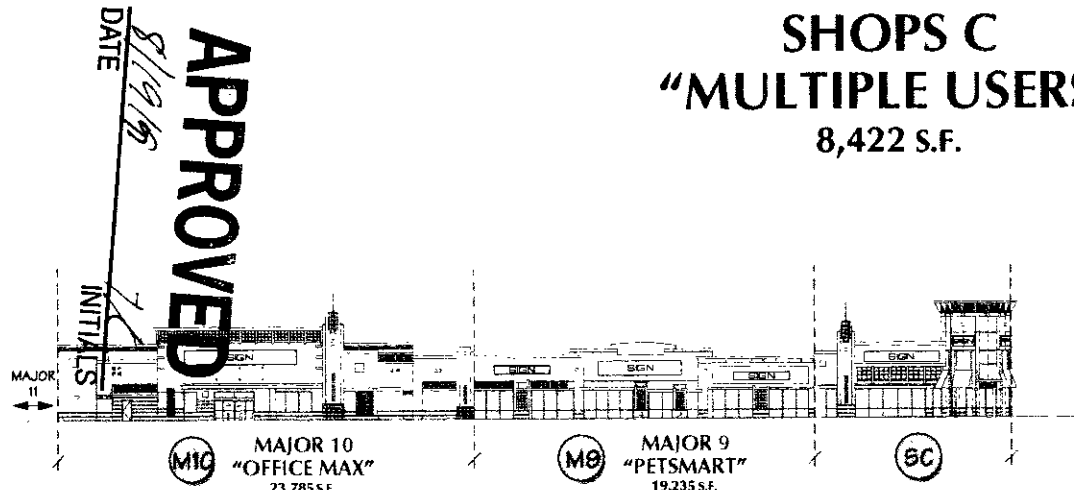
ATTACHMENT #15



**NORTH ELEVATION - SHOPS C**  
SCALE: NTS



**SHOPS C**  
**"MULTIPLE USERS"**  
8,422 S.F.



**NORTH ELEVATION**  
SCALE: NTS

**PROJECT:** Ederson Group - The Promenade  
NEC Frank Lloyd Wright Bldg. & Scottsdale Rd.  
Scottsdale, AZ

**TITLE:** NORTH ELEVATION - SHOPS C

**DESIGNER:** Dan Horben

**SALES:** Paul Peller

**DESIGN NUMBER:** 98-C-011

**DATE:** 5/25/98

**APPROVED BY:**

**SHEET NO.:** SC.1

**SCALE:** As Noted

**REVISIONS:**

NO.	DESCRIPTION	DATE
1		
2		
3		

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**Blieier INDUSTRIES**

2030 WEST DESERT COVE • PHOENIX, ARIZONA 85029 • 602.944.3117 FAX 602.395.0753 • EMAIL: blieier@primenet.com



**4-MS-99**

75% MAX. OF STORE FRONT

2'-0" MAX. HEIGHT

# Flower Power

2'-0" MAX. HEIGHT

4" MIN.

## Flower Power

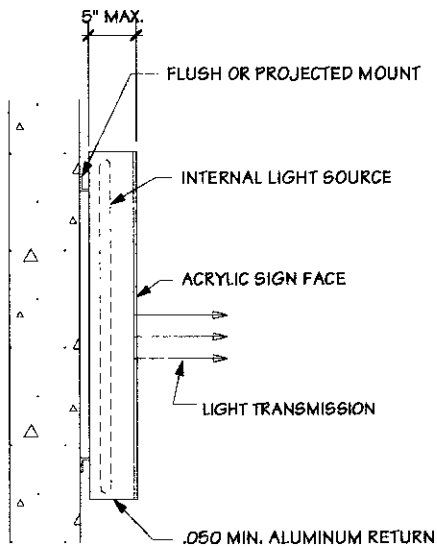
LETTER STYLE SHALL BE IN ACCORDANCE WITH CORPORATE ID STANDARDS

NATIONAL FRANCHISE TENANTS WITH AN OCCUPANCY OF 1500 SF OR GREATER SHALL BE PERMITTED TO USE THEIR CORPORATE COLOR SPECIFICATIONS OF EXTERIOR SIGNAGE.

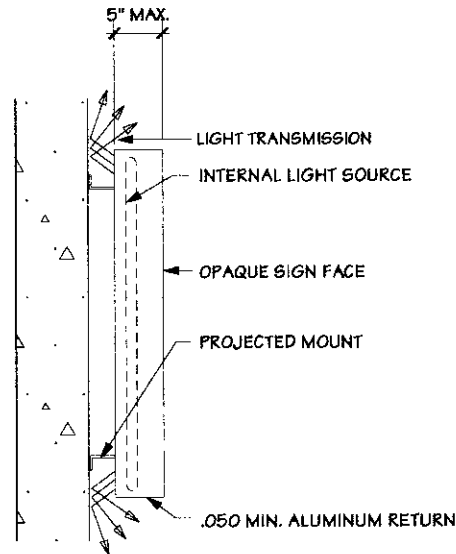
RECOMMENDED ACRYLIC COLORS (TENANTS OTHER THAN NATIONAL FRANCHISE TENANTS AS NOTED ABOVE):  
 PLEXIGLAS 7328 "WHITE"  
 PLEXIGLAS 2051 "BLUE"  
 PLEXIGLAS 2283 "RED"  
 PLEXIGLAS 2465 "YELLOW"

### WALL SIGNS - IN-LINE SHOP TENANTS

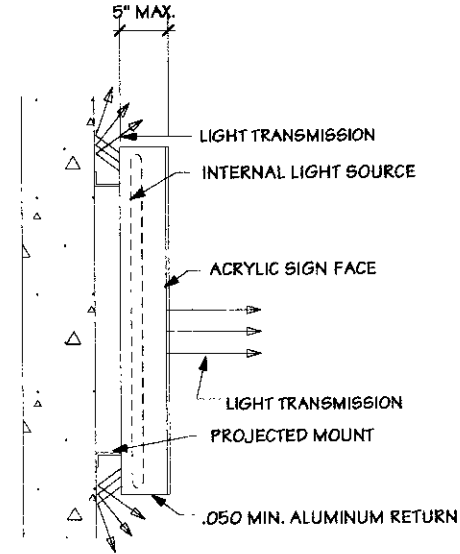
SCALE: NTS



**FACELIT / PAN CHANNEL**  
SCALE: NTS



**BACKLIT / REVERSE PAN CHANNEL**  
SCALE: NTS



**COMBINATION  
FACELIT & BACKLIT / PAN CHANNEL**  
SCALE: NTS

**Ballistic Industries**  
 2030 WEST DESERT COVE • PHOENIX, ARIZONA 85029 • 602.944.3117 FAX 602.395.0753 • EMAIL: Peter@pntmenet.com

PROJECT: The Pederson Group - The Promenade  
 NRG Franchise, Inc. & Scottsdale, AZ

TITLE: IN-LINE SHOP TENANTS - WALL SIGNAGE

DESIGNER: Dan Horpen

SALES: Paul Pletzer

DESIGN NUMBER: 98-C-014

SHEET NO.: CS 2

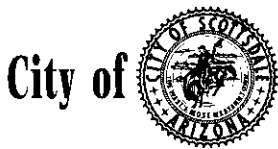
SCALE: As Noted

DATE: 9/25/99

APPROVED BY:

REVISIONS:

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City of Scottsdale

# PROJECT NARRATIVE



- ☐ Rezoning ☐ Other
- ☐ Use Permit
- ☐ Development Review
- ☒ Master Sign Programs
- ☐ Variance

Case # 4MS99 / 45 -PA- 99

The Promenade @  
Project Name Frank Lloyd Wright Boulevard  
SEC Scottsdale Road and  
Location Frank Lloyd Wright Boulevard

Applicant Paul Bleier, Bleier Industries, Ltd  
2030 W. Desert Cove  
Phoenix, AZ 85029

## SITE DETAILS

Proposed/Existing Zoning: C-3 Parking Required: \_\_\_\_\_

Use: Commercial Retail Parking Provided: \_\_\_\_\_

Parcel Size: 83.54 Acres # Of Buildings: \_\_\_\_\_

☐ Gross Floor Area ☐ Total Units: \_\_\_\_\_ Height: \_\_\_\_\_

☐ Floor Area Ratio ☐ Density: \_\_\_\_\_ Setbacks: N- \_\_\_\_\_ S- \_\_\_\_\_

E- \_\_\_\_\_ W- \_\_\_\_\_

In the following space, please describe the project or the request

This is a proposal for a Master Sign Program of a major new retail entertainment center located at the southeast corner of Scottsdale Road and Frank Lloyd Wright Boulevard.

The Scottsdale Airpark and related major retail uses along Frank Lloyd Wright Boulevard have evolved into a major regional employment and commercial core within the City of Scottsdale.

Frank Lloyd Wright Boulevard is recognized as a "gateway" to North Scottsdale, and the parcel is being designed with this in mind. The corner will feature open space and is being designed to make a significant architectural statement at this intersection. The design will create a unique identity for this development, which will emphasize a view corridor and a pedestrian promenade from the corner of Scottsdale Road and Frank Lloyd Wright Boulevard. From the architectural feature at the corner, the promenade will travel through a Specialty Center which will have its own space and identity, and will be composed of upscale fashion oriented shops. Pedestrian linkages are designed to encourage families to walk among the shops in the Specialty Center, and down the promenade to an open air courtyard which will feature major retail shops. This project will contain clusters of dining establishments with open air patios. This long promenade with walkways on either side will create a pedestrian urban street scene and a form of "piazza." The goal is to design an entertainment/dining/commercial development which will be a regional destination where our guests will shop at an emporium of upscale shops, browse books and listen to music at major book and music stores, and eat at signature dining establishments which will compliment the development.

**4-MS-99**

**ATTACHMENT #18**

**MASTER SIGN PROGRAM**

THE PREMENADE @ FRANK LLOYD WRIGHT BOULEVARD

Development Review # - DR - A - MS - 99 Zoning C-3

**DESIGN CRITERIA FOR:**

- ☒ Minor Tenant SHOPS A, C, D AND E (IN LINE SHOP TENANTS)
- ☐ Pad Tenant
- ☐ Major Tenant
- ☐ Other

**SPECIFICATIONS**

**COPY**

	INDIVIDUAL LETTERS	CABINET
Color:	Acrylic: 7328 White, 2051 Blue, 2283 Red, 2465 Yellow	
Height:	24"	
Length:	Not to exceed 75% of leased frontage	
Material:	Aluminum	
Number of Lines:	One or two	
Total Height of Lines:	24"	

**LETTER STYLE**

	INDIVIDUAL LETTERS	CABINET
Type:	Pan channel, reverse pan channel or combination	
Script:	Per tenant's specifications	
Upper Case:	Yes	
Lower Case:	Yes	

(Specifications continued on back - Please Turn over)

## SPECIFICATIONS

### ILLUMINATION (Lighting)

	INDIVIDUAL LETTERS	CABINET
Internal:	Yes	
Backlit/Halo:	Yes, or combination	
Neon Color:	Various colors to match color of plex face utilized	

### INDIRECT

Ground:	No	
Aerial:	No	

### LOCATION

Vertical:	Center line of designated envelope	
Horizontal:	Center line of designated envelope	

### RETURNS

Color:	Per tenant's specifications	
Size:	5" deep	

### TRIM CAP

Color:	Per tenant's specifications	
Size:	Per tenant's specifications	

### LOGOS

Color:	Multi-colored, per tenant's specifications	
Size:	24" height	

### OTHER

National tenants occupying more than 1,500 sf may use their corporate color specifications for their signage.

City of



Scottsdale



## MASTER SIGN PROGRAM

THE PROMENADE @ FRANK LLOYD WRIGHT BOULEVARD

Development Review #

- DR -

A - MS - 99

Zoning

C-3

### DESIGN CRITERIA FOR:

☐ Minor Tenant

☐ Pad Tenant

☒ Major Tenant

MAJORS 1-12

☐ Other

### SPECIFICATIONS

#### COPY

	INDIVIDUAL LETTERS	CABINET
Color:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	
Height:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	
Length:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	
Material:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	
Number of Lines:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	
Total Height of Lines:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	

#### LETTER STYLE

	INDIVIDUAL LETTERS	CABINET
Type:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	
Script:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	
Upper Case:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	
Lower Case:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	

(Specifications continued on back - Please Turn over)

## SPECIFICATIONS

### ILLUMINATION (Lighting)

	INDIVIDUAL LETTERS	CABINET
Internal:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	
Backlit/Halo:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	
Neon Color:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	

### INDIRECT

Ground:	NO	
Aerial:	NO	

### LOCATION

Vertical:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	
Horizontal:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	

### RETURNS

Color:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	
Size:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	

### TRIM CAP

Color:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	
Size:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	

### LOGOS

Color:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	
Size:	TO BE SUBMITTED BY INDIVIDUAL FUTURE TENANT	

### OTHER




# MASTER SIGN PROGRAM

THE PROMENADE @ FRANK LLOYD WRIGHT BOULEVARD

Development Review # - DR - 14 - MS - 99. Zoning C-3

## DESIGN CRITERIA FOR:

- ☐ Minor Tenant  
☐ Pad Tenant  
☐ Major Tenant  
☒ Other ENTRY WALL SIGN / FEATURE

## SPECIFICATIONS

### COPY

	INDIVIDUAL LETTERS	CABINET
Color:	TO BE DETERMINED	
Height:	24"	
Length:	25 Feet	
Material:	Aluminum	
Number of Lines:	One (1)	
Total Height of Lines:	24"	

### LETTER STYLE

	INDIVIDUAL LETTERS	CABINET
Type:	Reverse Pan Channel	
Script:	Per project logo / to be determined	
Upper Case:	Yes	
Lower Case:		

(Specifications continued on back - Please Turn over)



## SPECIFICATIONS

### ILLUMINATION (Lighting)

	INDIVIDUAL LETTERS	CABINET
Internal:	Yes	
Backlit/Halo:	Yes	
Neon Color:	To be determined	

### INDIRECT

Ground:	Yes	
Aerial:	No	

### LOCATION

Vertical:	Center on structural feature	
Horizontal:	Center on structural feature	

### RETURNS

Color:	To be determined	
Size:	5' Maximum	

### TRIM CAP

Color:	None	
Size:		

### LOGOS

Color:	To be determined	
Size:	24"	

### OTHER

Integrate with masonry entry wall designed	
by landscape architect	



## MASTER SIGN PROGRAM

THE PROMENADE @ FRANK LLOYD WRIGHT BOULEVARD

Development Review # - DR - A - MS - 99. Zoning C-3

### DESIGN CRITERIA FOR:

- ☐ Minor Tenant \_\_\_\_\_  
☐ Pad Tenant \_\_\_\_\_  
☐ Major Tenant \_\_\_\_\_  
☒ Other SPECIALTY SHOPS

### SPECIFICATIONS

#### COPY

	INDIVIDUAL LETTERS	CABINET
Color:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	
Height:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	
Length:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	
Material:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	
Number of Lines:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	
Total Height of Lines:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	

#### LETTER STYLE

	INDIVIDUAL LETTERS	CABINET
Type:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	
Script:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	
Upper Case:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	
Lower Case:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	

(Specifications continued on back - Please Turn over)

## SPECIFICATIONS

### ILLUMINATION (Lighting)

	INDIVIDUAL LETTERS	CABINET
Internal:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	
Backlit/Halo:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	
Neon Color:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	

### INDIRECT

Ground:	NO	
Aerial:	NO	

### LOCATION

Vertical:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	
Horizontal:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	

### RETURNS

Color:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	
Size:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	

### TRIM CAP

Color:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	
Size:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	

### LOGOS

Color:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	
Size:	TO BE SUBMITTED BY FUTURE SHOP TENANTS	

### OTHER


**MASTER SIGN PROGRAM**

THE PROMENADE @ FRANK LLOYD WRIGHT BOULEVARD

Development Review # - DR - 14-MS-99 Zoning C-3

**DESIGN CRITERIA FOR:**

☐ Minor Tenant

☒ Pad Tenant FUTURE PAD TENANTS BUILDINGS 1, 3 - 12

☐ Major Tenant

☐ Other

**SPECIFICATIONS**

**COPY**

	INDIVIDUAL LETTERS	CABINET
Color:	TO BE SUBMITTED BY FUTURE PAD TENANT	
Height:	TO BE SUBMITTED BY FUTURE PAD TENANT	
Length:	TO BE SUBMITTED BY FUTURE PAD TENANT	
Material:	TO BE SUBMITTED BY FUTURE PAD TENANT	
Number of Lines:	TO BE SUBMITTED BY FUTURE PAD TENANT	
Total Height of Lines:	TO BE SUBMITTED BY FUTURE PAD TENANT	

**LETTER STYLE**

	INDIVIDUAL LETTERS	CABINET
Type:	TO BE SUBMITTED BY FUTURE PAD TENANT	
Script:	TO BE SUBMITTED BY FUTURE PAD TENANT	
Upper Case:	TO BE SUBMITTED BY FUTURE PAD TENANT	
Lower Case:	TO BE SUBMITTED BY FUTURE PAD TENANT	

(Specifications continued on back - Please Turn over)

## SPECIFICATIONS

### ILLUMINATION (Lighting)

	INDIVIDUAL LETTERS	CABINET
Internal:	TO BE SUBMITTED BY FUTURE PAD TENANT	
Backlit/Halo:	TO BE SUBMITTED BY FUTURE PAD TENANT	
Neon Color:	TO BE SUBMITTED BY FUTURE PAD TENANT	

### INDIRECT

Ground:	NO	
Aerial:	NO	

### LOCATION

Vertical:	TO BE SUBMITTED BY FUTURE PAD TENANT	
Horizontal:	TO BE SUBMITTED BY FUTURE PAD TENANT	

### RETURNS

Color:	TO BE SUBMITTED BY FUTURE PAD TENANT	
Size:	TO BE SUBMITTED BY FUTURE PAD TENANT	

### TRIM CAP

Color:	TO BE SUBMITTED BY FUTURE PAD TENANT	
Size:	TO BE SUBMITTED BY FUTURE PAD TENANT	

### LOGOS

Color:	TO BE SUBMITTED BY FUTURE PAD TENANT	
Size:	TO BE SUBMITTED BY FUTURE PAD TENANT	

### OTHER


Case:  
The Promenade at Frank Lloyd Wright Boulevard

## **THE PROMENADE AT FRANK LLOYD WRIGHT BOULEVARD**

### **SIGN CRITERIA**

This Sign Criteria has been established for the purpose of assuring an outstanding retail and shopping experience for the mutual benefit of the general public and of all tenants. Properly adhered to, the criteria will ensure that tenant identification is consistent in quality, and is compatible with the overall architectural character of the Shopping Center. It is intended that each Tenant provide an imaginative signage solution and each proposed sign will be evaluated on its design quality and compatibility with the surrounding building architecture.

Each Tenant and/or Tenant's Sign Contractor shall review the following information before proceeding with the design of their signage. Any non-conforming or non-approved signs shall be brought into immediate conformance at the expense of the Tenant.

Pederson / BVT Promenade Associates, herein referred to as "Landlord" shall administer and interpret the criteria:

#### **A. GENERAL REQUIREMENTS**

1. Tenant shall submit or cause to be submitted to Landlord for approval prior to fabrication, four (4) copies of detailed drawings specifying the location(s), size, layout, design, methods of illumination and color of the proposed sign(s), including letterstyle and/or any special logo graphics.
2. All permits for signs and their installation shall be obtained by Tenant or its representative from the City of Scottsdale prior to sign installation.
3. Tenant shall be responsible for the fulfillment of all requirements and specifications of this criteria.
4. Any signs installed or placed by Tenant on the Premises or within the Common Area without the prior written approval of the Landlord will be subject to removal and/or proper installation at Tenant's cost. Tenant shall upon request of Landlord immediately remove any sign, advertisement, declaration, lettering or notice which tenant has placed or permitted to be placed in, upon, above or about the Premises, or in the Common Area, and which has not been approved in

Case:  
The Promenade at Frank Lloyd Wright Boulevard

writing by Landlord, and if Tenant fails or refuses to do so, Landlord may enter upon the Premises and remove the same. Tenant shall be responsible for damages to cover the cost of repairs to sign facia or removal of signage resulting from non-approved installation. Tenant shall be solely responsible for any and all fines, duties and liens whatsoever imposed upon Landlord or the Shopping Center by any governmental body or agency having jurisdiction thereover pertaining to any sign which Tenant has placed or permitted to be placed in, upon, above or about the Premises which is in violation of any ordinance, rule, law, directive, regulation, requirement, guideline or order of such body or agency. Tenant agrees that the exterior signs of the Premises shall remain illuminated during the standard hours of operation of the Shopping Center established by Landlord.

5. The Tenant or Tenant's Sign Contractor shall review all architectural, structural and electrical documents as they relate to building wall and/or canopies and storefront details at the proposed location of signage prior to preparation of signage drawings and specifications. In addition, the Tenant's Sign Contractor should visit the project site to become familiar with as-built conditions and verify all dimensions at sign's location.

**B. GENERAL SPECIFICATIONS / PROHIBITED SIGNS**

1. Only signage provided for in this criteria and specifically approved by the Landlord pursuant to the Criteria shall be allowed.
2. Tenant shall cause its signage to be installed so that it is operative on or before the date the Tenant is required to open its store for business to the public in the Shopping Center.
3. The following signs are prohibited:
  - a. Conventional acrylic faced sign cabinets with applied copy on illuminated backgrounds.
  - b. Painted or hand lettered signs on building fascia or storefronts.
  - c. Flashing, moving or audible signs.
  - d. Luminous-vacuum formed type plastic letters.

Case:

The Promenade at Frank Lloyd Wright Boulevard

- e. Window signs except where specifically approved by Landlord.
- f. Inflatable signs or graphic devices.
- g. Freestanding attraction boards, posters or other permanent advertising devices.
- h. Paper, cardboard or Styrofoam signs.
- i. Freestanding monument signs for tenant identification, with the exception of on-site vehicular directional signs, or freestanding directory signs authorized by the City of Scottsdale.
- j. Signs with exposed neon tubing and raceways.
- k. Signs with gold or silver plastic trim cap that contrast with letter returns.

C.

CONSTRUCTION REQUIREMENTS

1. All exterior signs, bolts, fastenings and clips shall be of hot dipped galvanized iron or stainless steel. No black iron materials of any type shall be permitted.
2. No label shall be permitted on the exposed surface of signs, except those required by local ordinance, which shall be applied in an inconspicuous location.
3. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
4. Tenant's sign contractor shall repair any damage to the property caused by his work.
5. Tenant shall be fully responsible for the operations of Tenant's sign contractor.
6. All electrical signs and their installation must comply with all local building and electrical codes.
7. No exposed conduit, neon tubing or raceways shall be permitted.



Case:  
The Promenade at Frank Lloyd Wright Boulevard

8. All conductors and other equipment shall be concealed in accordance to UL 48 specifications.

D. DESIGN REQUIREMENTS: Wall Signage - Major Tenants

1. All signage shall conform to specifications established in this "Master Sign Program" and approved by the City of Scottsdale and the Landlord. Specifications include size, placement, methods of illumination, colors and materials to be utilized in the construction and installation of tenant signage.
2. Maximum size of all permitted wall signs for any single major tenant shall be determined by the following formula:

The aggregate sign area for each major tenant shall be calculated by multiplying one and one half (1 1/2) times the length of longest elevation or length of storefront occupied by the tenant.

Each major tenant may place its signage on wall surfaces specifically designated for such use. The area for a major tenant's sign(s) may not exceed one and one half (1 1/2) square foot of sign area for each lineal foot of wall elevation upon which the sign(s) is/are displayed. In no instance shall any single sign exceed two hundred fifty (250 SF) nor shall the aggregate sign area permitted for the major tenant be exceeded.

3. Letter Heights

Maximum letter height shall be six (6") feet.

(MAJOR TENANTS ONLY)

4. Maximum length of sign shall in no instance exceed 80% of tenant's building elevation upon which the sign(s) is/are displayed.
5. Logos shall be permitted subject to City of Scottsdale and Landlord approval.
6. Fabrication Specifications
  - a. All letters and logos are recommended to be fabricated from a minimum .050 aluminum material. Letters may be up to 12" deep to facilitate self-contained methods of illumination. They shall be fabricated as pan channel letters and logos w/ illuminated acrylic faces, reverse pan channel w/ backlit illumination and/or combination

Case:  
The Promenade at Frank Lloyd Wright Boulevard

face and backlit letters and logos. All letters and logos shall be painted in accordance to their corporate identification specifications.

- b. Letters and logos shall be internally illuminated. Exposed neon tubing and raceways are prohibited by City of Scottsdale sign ordinance regulations.
- c. Major tenants may utilize colors that are in accordance with their nationally recognized corporate identification specifications. The background wall color behind all signage elements shall be as specified, Color "P-5", ICI 213 "Red Clay".
- d. All major tenants shall be permitted to utilize their established letter style and logos in accordance to their corporate identification specifications.
- e. All signage shall be constructed in accordance to UL 48 specifications and shall be labeled accordingly.

E. DESIGN REQUIREMENTS: Wall Signage - In Line Shop Tenants

- 1. All signage shall conform to specifications established in this "Master Sign Program" and approved by the City of Scottsdale and the Landlord. Specifications include size, placement, colors and materials to be utilized in the construction and installation of tenant signage.
- 2. Maximum size of all permitted wall signs for any single in line shop tenant shall be determined by the following formula:

The aggregate sign area for each in line shop space shall be calculated by multiplying one and one half (1 1/2) times the length of longest elevation or length of storefront occupied by the tenant.

Each in line shop tenant may place its signage on wall surfaces specifically designated for tenant's use by the Landlord. The area for each tenant's sign may not exceed one and one half (1 1/2) square foot of sign area for each lineal foot of wall surface upon which the sign is displayed. In no instance shall the aggregate sign area permitted for the in line shop tenant be exceeded.

Case:  
The Promenade at Frank Lloyd Wright Boulevard

3. Letter Heights

Maximum letter height shall be 24" for one (1) line of copy. Maximum overall height of 24" is available for two (2) lines of copy with a 4" minimum space between lines.

4. Maximum length of sign shall in no instance exceed 75% of tenant's leased frontage upon which the sign is displayed. Landlord shall designate the exact placement of tenant signage.

5. Logos shall will be permitted subject to City of Scottsdale and Landlord approval.

6. Fabrication Specifications

a. All letters and logos are recommended to be fabricated from .050 aluminum material. Letters shall be approximately 5" deep. They shall be fabricated as pan channel letters and logos with illuminated acrylic faces, reverse pan channel with backlit illumination and/or combination facelit and backlit letters and logos. It is the desire to enhance the visual appearance of the storefront with unique signage. All letters and logos shall be painted to compliment the colors utilized herein.

b. Letters and logos shall be internally illuminated by neon tubing. Exposed neon tubing and raceways are prohibited by City of Scottsdale sign ordinance regulations.

c. It is recommended that in-line shop tenant's signage, except national franchise tenants noted herein, shall utilize one (1) of the following acrylic colors:

Plexiglas 7328	White
Plexiglas 2051	Blue
Plexiglas 2283	Red
Plexiglas 2465	Yellow

Logos may be multi-colored in accordance to tenant's design specification subject to Landlord and City of Scottsdale approval.

d. National franchise tenants with an occupancy of 1500 square feet or greater shall be permitted to use their corporate color specifications of exterior signage.

Case:  
The Promenade at Frank Lloyd Wright Boulevard

- e. All tenants shall be permitted to utilize their established letter style.
- f. All signage shall be constructed in accordance to UL 48 specifications and shall be labeled accordingly.
- g. Vinyl lettering shall be permitted on the storefront glass, but will be restricted to the business name and hours of operation only. The maximum size of lettering shall be 2" for the business name and 1" for the hours of operation.
- h. Each tenant who has a non-customer backdoor for receiving merchandise may have their name applied to the door with 2" vinyl lettering. Position on door to be determined by Landlord. Color of vinyl to be determined by Landlord.

F. DESIGN REQUIREMENTS: Wall Signage -Specialty Shops

- 1. The future specialty shops at the Promenade shall cause to be submitted for separate City of Scottsdale approval, its individual exterior sign program for this project.

G. DESIGN REQUIREMENTS: Wall Signage - Pad Tenant(s) Future

- 1. Future Pad Tenant(s) shall cause to be submitted for separate Landlord and City of Scottsdale approval, its individual exterior sign program for this project.

H. DESIGN REQUIREMENTS: Freestanding Entry Wall Signs

- 1. The Promenade shall be identified on freestanding entry walls as submitted. All copy shall be individual reverse pan channel painted to integrate with the final building colors and design features.
- 2. Letters shall be backlit "halo" in addition to being ground illuminated with lighting fixtures that comply with city of Scottsdale lighting ordinance standards.