

Scottsdale Fashion Square

Scottsdale, Arizona

August 21, 2006

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INTRODUCTION

This Amendment to the Master Sign Program for Scottsdale Fashion Square is to allow tenant signage over non-leased space and to add "Public Parking" as indicated by the enclosed drawings, plans and elevations.

Rationale

Parking structures can often act as directional guides in structures such as Scottsdale Fashion Square

Until Riverwalk was built, the south side of the parking structure was facing an empty lot. With the new project nearing completion, the south parking structure has gained new importance in identifying the retail tenants within the site.

The addition of the "Public Parking" sign and adjacent "P" symbol over the entry reinforces the ties with this parking lot to other public parking facilities in the city.

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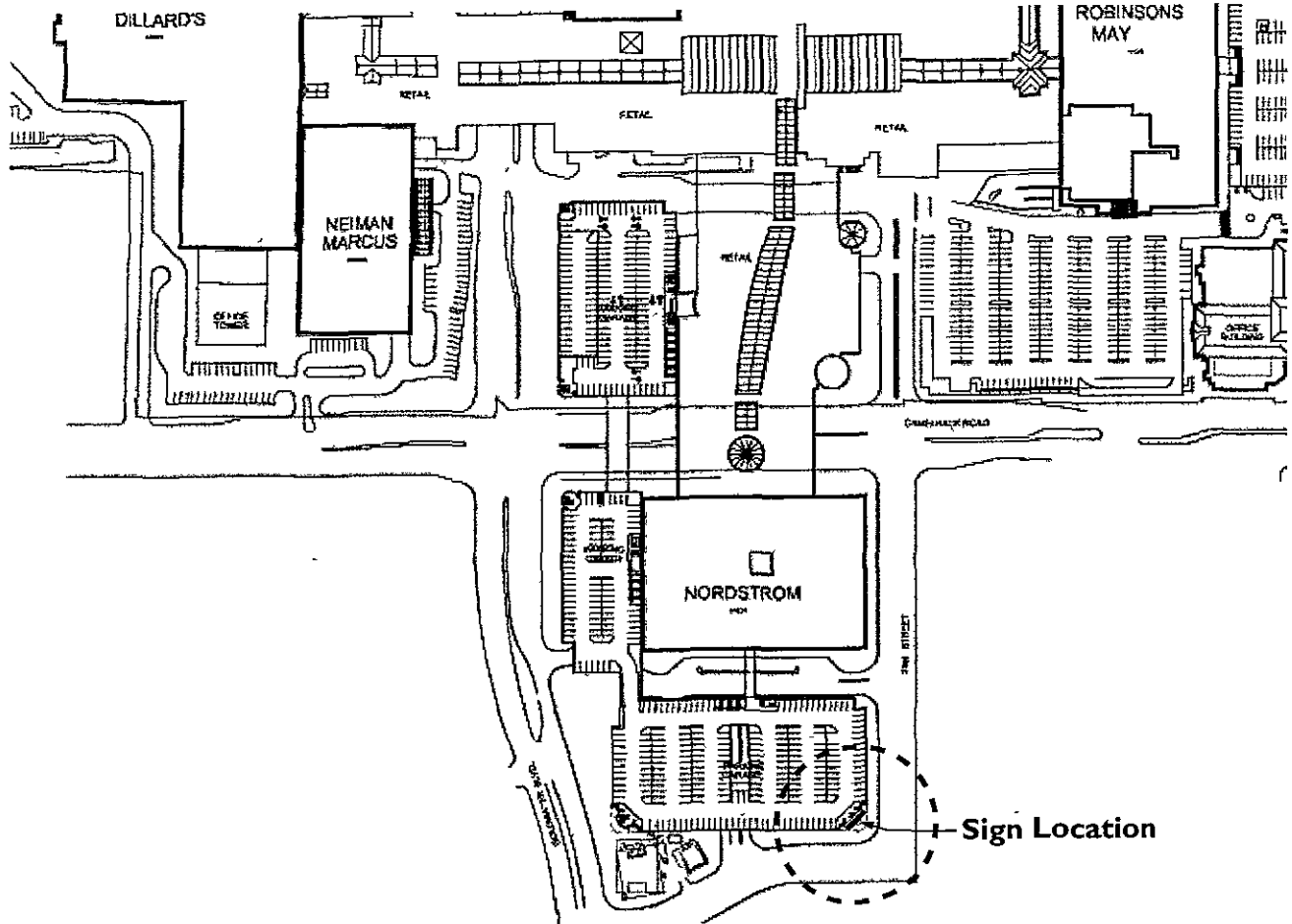
APPROVED
8/25/06 CP
DATE INITIALS

Scottsdale Fashion Square

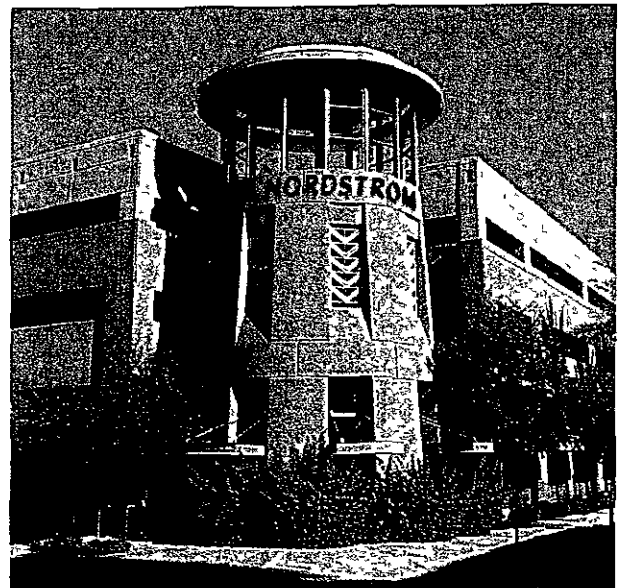
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SITE SIGN LOCATION PLAN



Existing Location

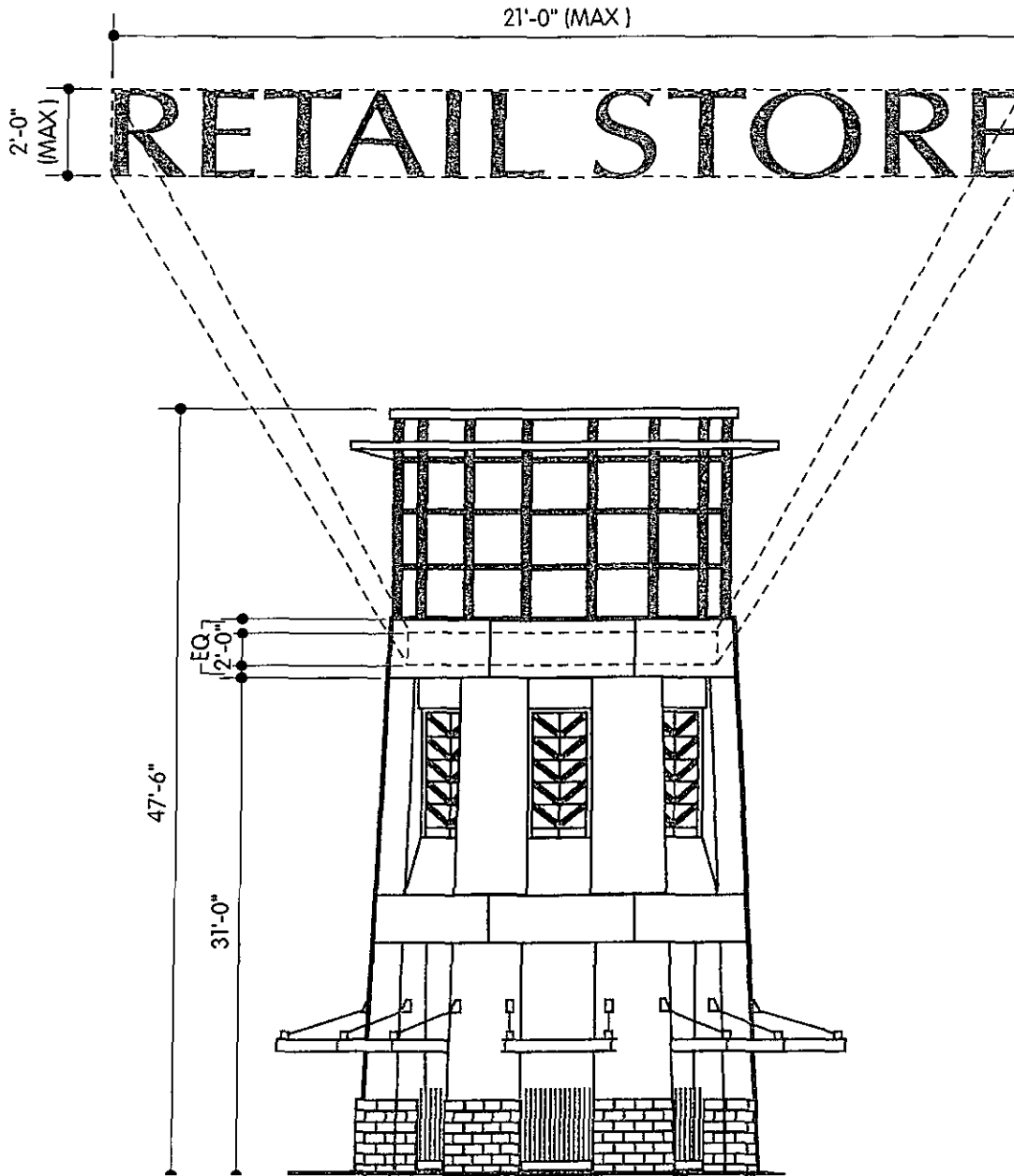


Proposed Signage

Scottsdale Fashion Square
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Sign Location On Stairs

Sign Envelope

Sign is limited to placement within the identified sign envelope. The envelope is 21'-0" x 2'-0". Overall sign area for the envelope is Forty-Two Square Feet (42 S F)

Sign must be contained within the envelope. No part of the sign is allowed to penetrate the perimeter of its envelope.

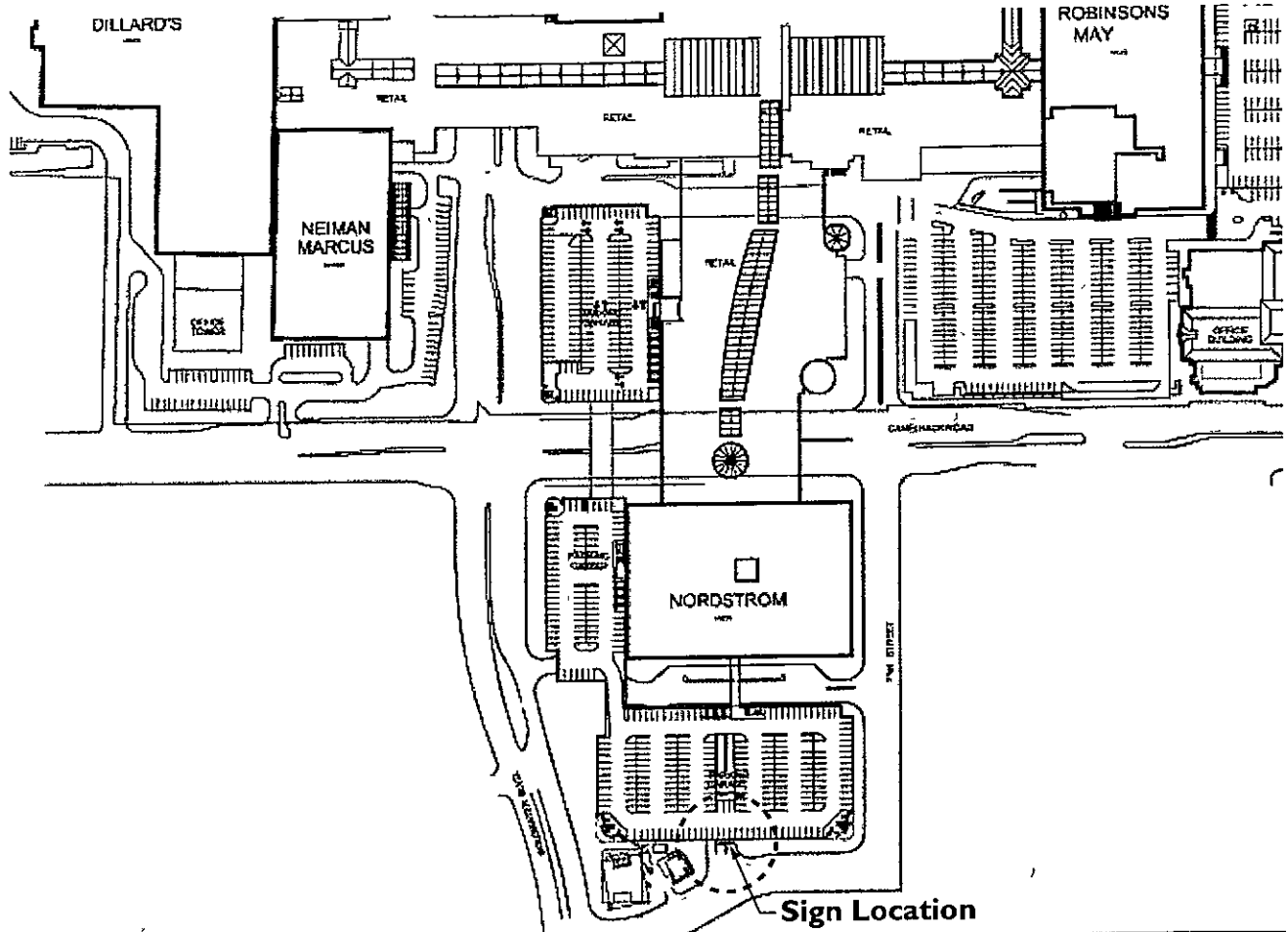
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"PUBLIC PARKING" SIGN LOCATION PLAN



Scale 1/16"=1'-0"

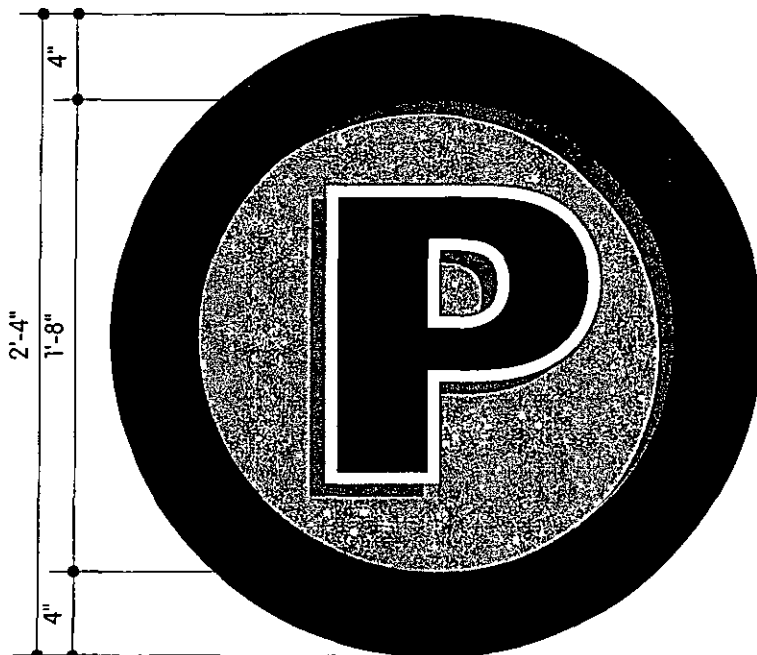
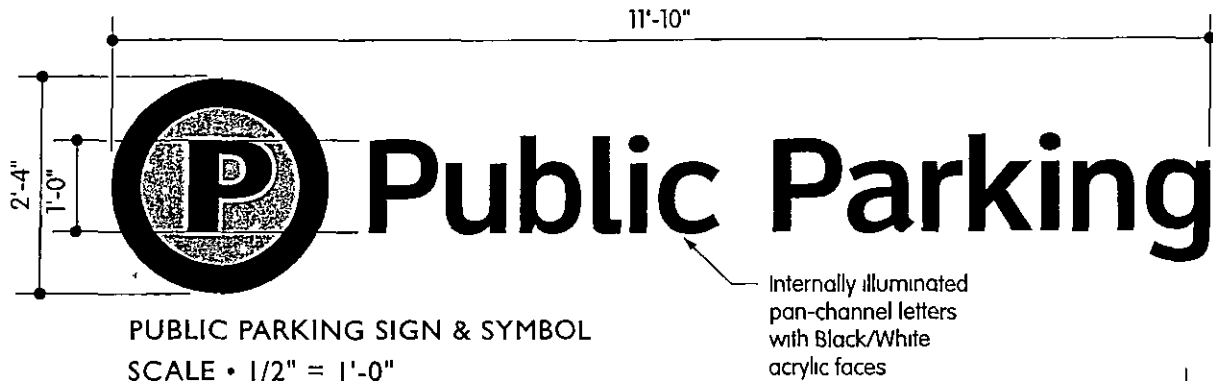
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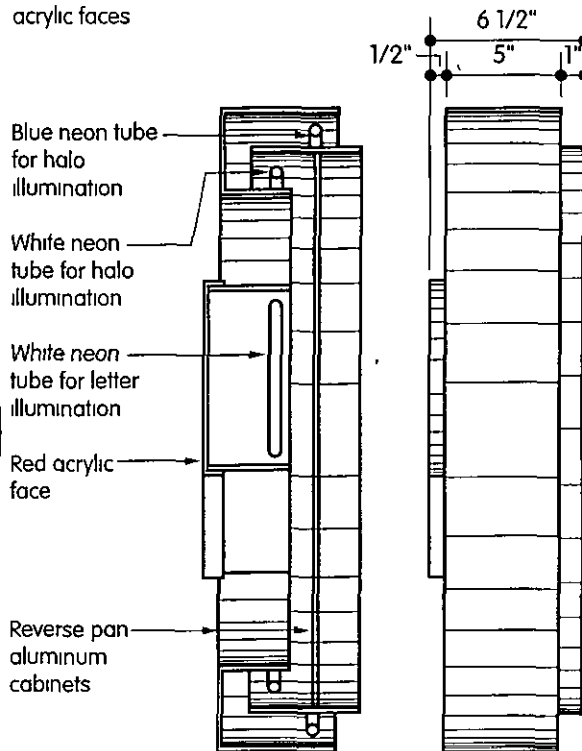
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Public Parking Identification (Details)



PARKING SYMBOL ELEVATION
SCALE • 1 1/2" = 1'-0"



SIGN ILLUMINATED (SIMULATION)

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GENERAL CRITERIA

Tenant identification shall be individual, internally illuminated letters and logos

Construction

Individual pan channel letters and logos must be constructed of minimum of .050 aluminum returns. Pan channel letter faces must be a minimum 1/8" acrylic - No polycarbonate material will be allowed. Reverse pan channel letter faces must be a minimum of 1/8" thick aluminum. All retainers must be metal.

No "Channelume," "Letteredge," or similar material will be allowed. Exposed conduits, fasteners, tubing or transformers will not be permitted. All cabinets, inductors, transformers, or other equipment will be concealed in a water tight condition.

Exposed conduit from the electrical source to the letters, or between elements of the sign is not allowed.

Raceways must be placed behind the wall which the sign is located.

Illumination

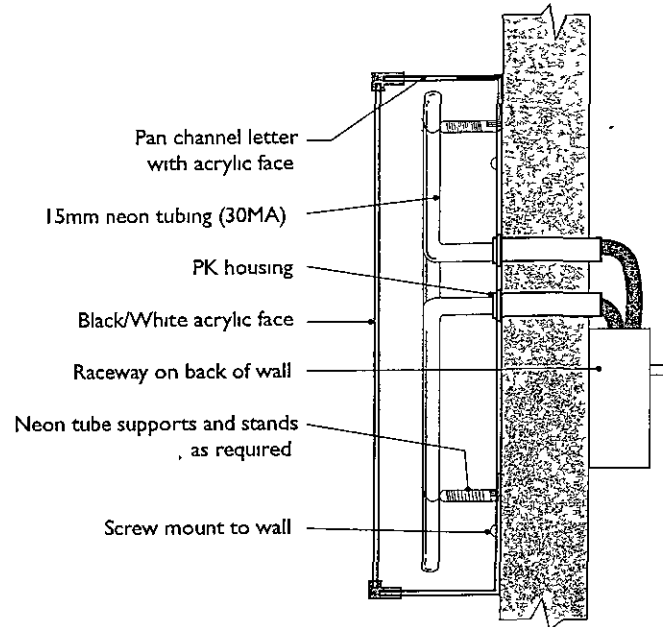
Tenant building signage must be internally illuminated. Halo effects are allowed, but exposed neon is not allowed.

Letter Height

Maximum letter height for a capital letter is limited to Two Feet (2'-0") tall. Graphic embellishment of a letter as part of a logo, or logos themselves, may be the full height and width of the envelope, as long as they are not distorted from the registered logo to fit the envelope.

Line Spacing

Single line copy only is allowed at this location.



Example of Pan Channel Letter

Letterstyles and Colors

Letter styles are per tenant corporate standards.

Black/white acrylic is to be used for the letter faces.

Retainers and trim caps for pan channels to be dark duranodic bronze.