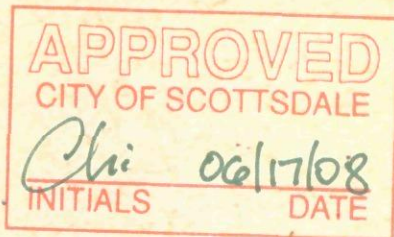


Ranch Crossing



Planning Review by:
Andrew Chi (480) 312-7828
email: achi@scottsdaleaz.gov

Case#: 80-SA-2008

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INTRODUCTION

This Master Sign Program / Tenant Criteria has been established with the purpose of assuring an outstanding retail shopping experience to the mutual benefit of the general public and all DC Ranch Crossing 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 center and surrounding neighborhoods.

Per the Development Agreement, section 2.2 , 2.3 and 2.4, this sites commercial status allows the project to be considered as one, even if subdivided (which includes the residential and hotel parcels) into separate pads. Additionally, the 4th amendment outlines which commercial parcels these provisions apply to and designates the entire commercial development proposed for the SEC of Union Hills Drive and Pima Roads. Therefore, because the provisions also state that as long as the parcels, as one or subdivided into separate parcels and treated as one, are developed according to approved plans for DC Ranch, they shall be considered one for development standard purposes as a commercial development with commercial development standards (PNC) including signage. Additionally, when separate parcels come in for DRB review and approval and signage approval.

In addition, the last page of the agreement allows for signage within the scenic corridor by right. Therefore, the signs proposed for the scenic corridor are allowed per the DA and therefore can be placed anywhere (excluding sight visibility triangles obviously) within the scenic corridor.

COLOR AND MATERIALS

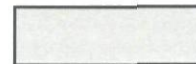
The sign system and palette of materials are derived from the architecture, so as to create a cohesive look throughout the site.

ARCHITECTURAL PALETTE / SIGNAGE COLORS

Butterfield (ICI 540)



Toasty Gray (ICI 627)



Golden Wheat (ICI 476)



English Cottage (ICI 469)



Phantom Mist (PP530-7)



FREESTANDING SIGNAGE HIERARCHY

Pima Road Tower Sign

There shall be one (1) project tower sign identifying the anchor retail tenant and the condominium project at the main entry to the project on Pima Road.

Mid-Size Monuments

There shall be two 12-foot multi-tenant, mid size monuments on 91st Street, Union Hills and Trailside View in lieu of each street's Tower Sign allocation.

Retail Shop Tenant Identification

Retail Tenants will have identification signage mounted to the front building fascia above their leased space, shingle signs within the pedestrian arcade areas, and window graphics.

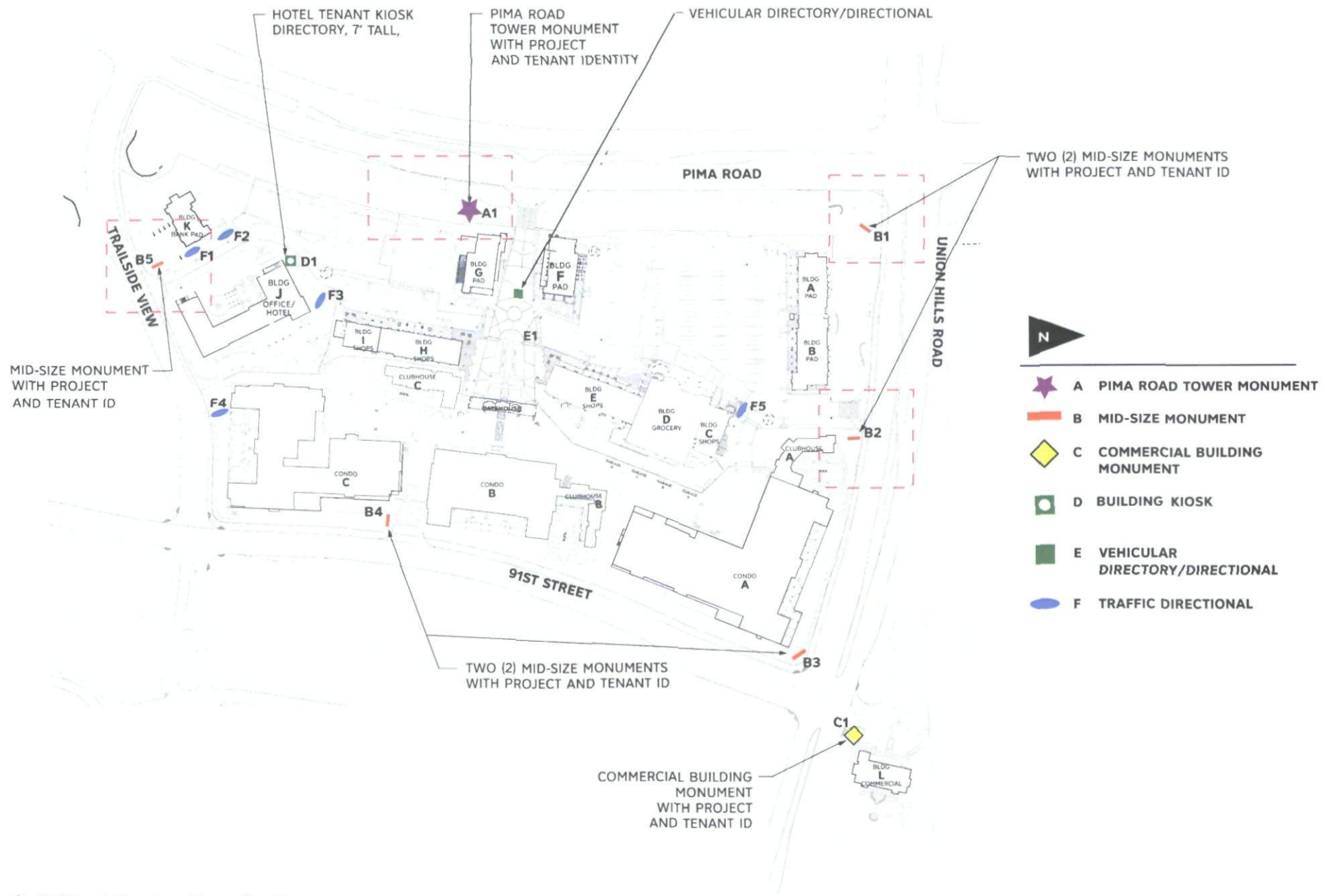
Commercial Building Tenant Identification

Tenant mix of bank, hotel, office building and retail tenants that will have identification signage mounted to the building fascia or canopies of all buildings which can be located on all elevations that face vehicular traffic.

Multi-Family Residential Buildings

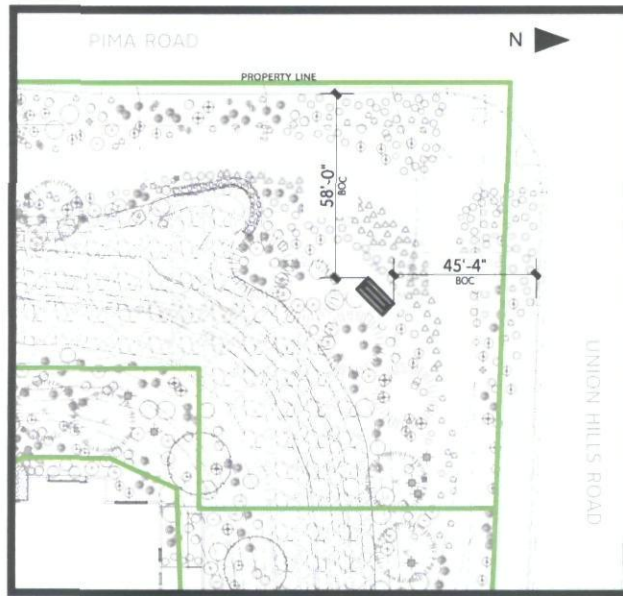
Directional type monuments for card access to and from residential area.

FREESTANDING SIGNAGE LOCATION MAP

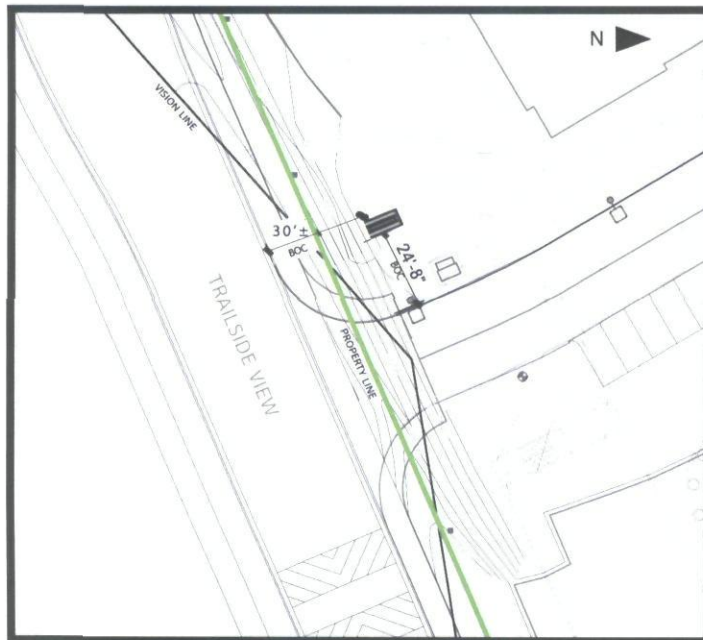




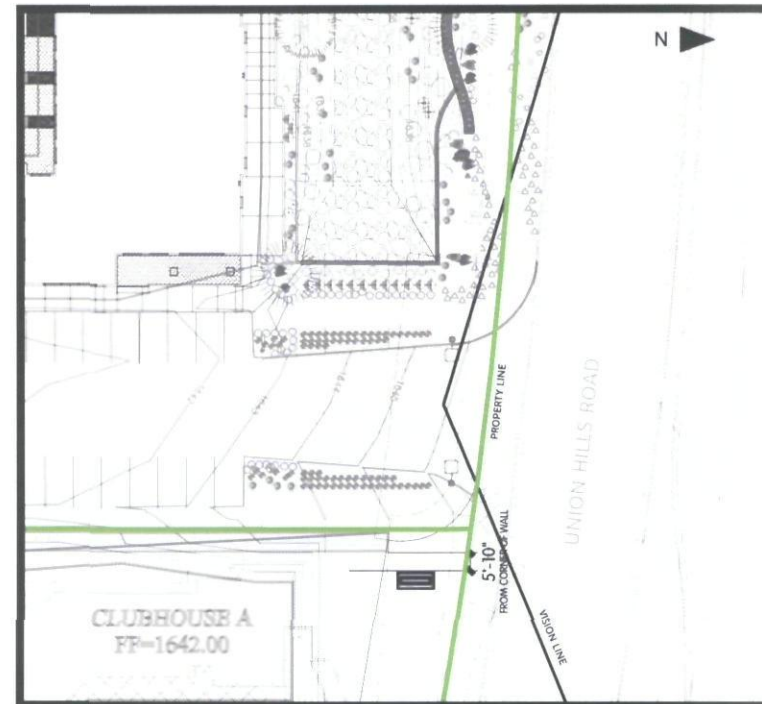
DETAIL 1 - SIGN TYPE A1
SCALE: 1" = 50' - 0"



DETAIL 2 - SIGN TYPE B1



DETAIL 4 - SIGN TYPE B5



DETAIL 3 - SIGN TYPE B2

SCALE: 1"=60'

FREESTANDING SIGN MATRIX

| SIGN TYPE | FUNCTION | LOCATIONS | QTY | HEIGHT | SIGN AREA | ILLUMINATION |
|--------------------------------------|---|---|-----|--|--|--|
| A - Tower Monument | Center & multi-tenant identification | Pima Road | 1 | Maximum 18'-0" to top of architectural embellishment | 70.75 s.f. | Halo backlit and Internal illumination |
| B - Mid-size Monument | Center & multi-tenant identification | Union Hills (2), 91st Street (2) and Trailside View (2) | 5 | Maximum 12'-0" to top of architectural embellishment Sizes vary | 50.83 s.f. | Halo backlit and Internal illumination |
| C - Commercial Building Monument | Center identification & multi-tenant identification | Union Hills and Trailside View (by others) | 1 | 5'-0" to top of architectural embellishment | 22.77 s.f. | External |
| D - Building Kiosk Directory | Tenant Identity | North Elevation of building along vehicular travel | 1 | Maximum 7'-0" | 4 s.f. for building ID 1 s.f. per tenant ID | External |
| E - Vehicular Directory/ Directional | Tenant Identity/ Traffic direction | Center of the main entry drive median | 1 | 6'-5" | 17.8 s.f. | Indirect or none |
| F - Traffic Directional | Traffic direction | Along vehicular pathways at decision points | 4 | 3'-0" | 4 s.f. | Indirect or none |
| G - Regulatory Not Shown on Map | Traffic regulatory | As required | TBD | Per Code | Per Code | Indirect or none |

A - PIMA ROAD TOWER SIGN

There shall be one (1) pylon sign with the project identification, the retail anchor tenant and the residential condominium monument integrated into the landscaping located on Pima Road at the primary entrance.

Construction

Sign Structure: 18'-0" x 8'-6" pylon of wrought iron look finished aluminum, with bases fabricated to match CDI building masonry and precast concrete elements.

Base Legs: EIFS over masonry

Identification

Project ID: Aluminum construction cabinet with wrought iron look finish, routed project identification and push through acrylic letters, with metal cut-out faces.
Area: 2'-2" x 8'-6" - 18.36 s.f.

Anchor Tenant: Individual reverse pan channel letters and logo with push through acrylic secondary type per the tenant's corporate logo standards Area: 11.08 s.f.

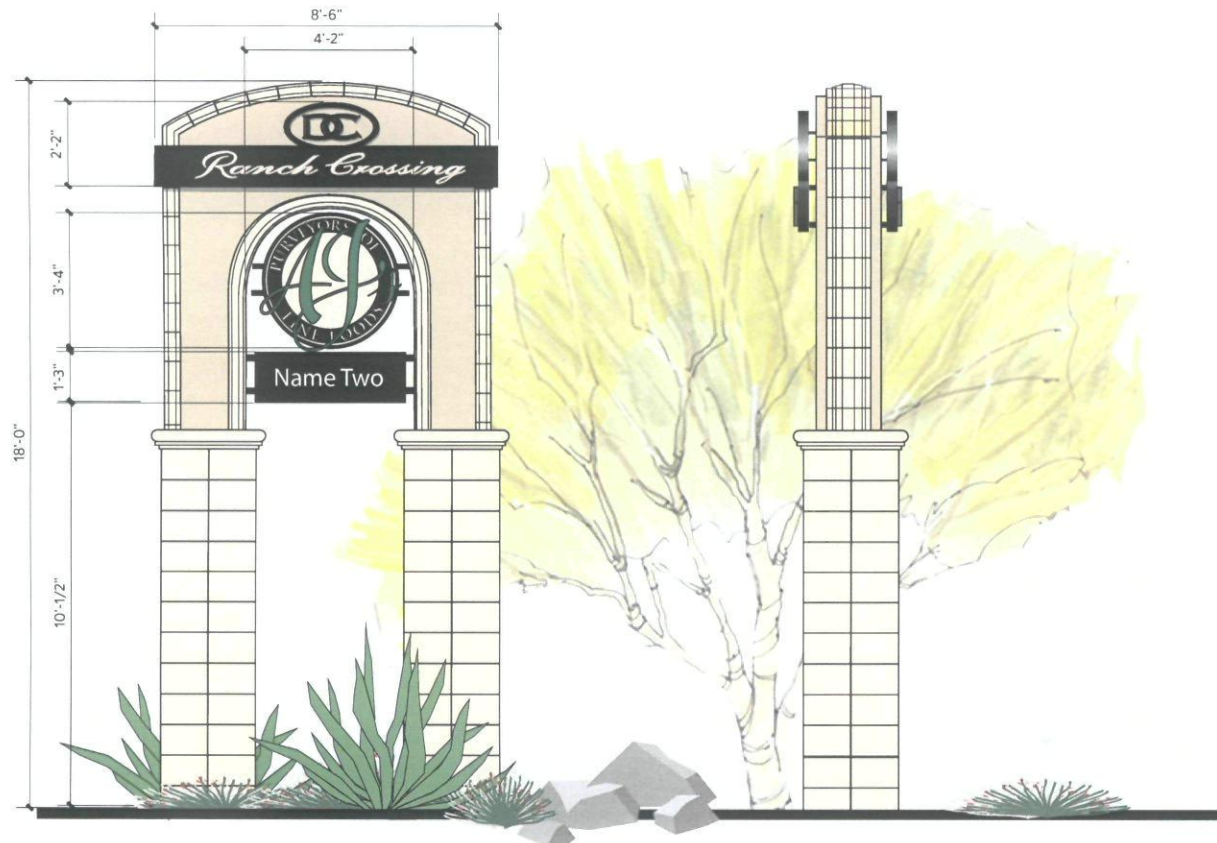
Second User: Integral cabinet with individual routed letters and push through acrylic. Faces to be flat cut out aluminum surface applied - color and identity per user's standards.
Area: 5 s.f.

Colors

Cabinet: Color to match architectural palette
Sign Base: EIFS over CMU finish

Illumination

Project ID: Internally illuminated to create halo effect
Users ID: Internal and halo



B - MID-SIZE MONUMENTS

Mid-size monuments shall include project identification, retail anchor tenant, residential identification and/or others as shown. A maximum of three (3) tenants may be on any one sign.

Construction

Sign Structure: B1 - 12'-0" x 9'-4"

B2 - B5 8'-0" x 9'-4"

Monuments: with wrought iron, with bases fabricated to match CDI building masonry and precast concrete elements.

Base: EIFS over masonry

Identification

Project ID: Wrought iron look finished aluminum cabinet, routed project identification and push through acrylic letters, with metal cut-out faces.

Area: - 3'-0" x 9'-4" - 28 s.f.

Anchor: Individual reverse pan channel letters/logo with push through acrylic secondary type per the tenant's corporate logo standards
Area: 4'-4" x 4'-4" - 18.75 s.f.

Residential: Individual reverse pan channel letters and logo.

Area: 4.08 s.f. Each

Retail Tenant: Individual reverse pan channel letters and logos - Maximum 8" high

Colors

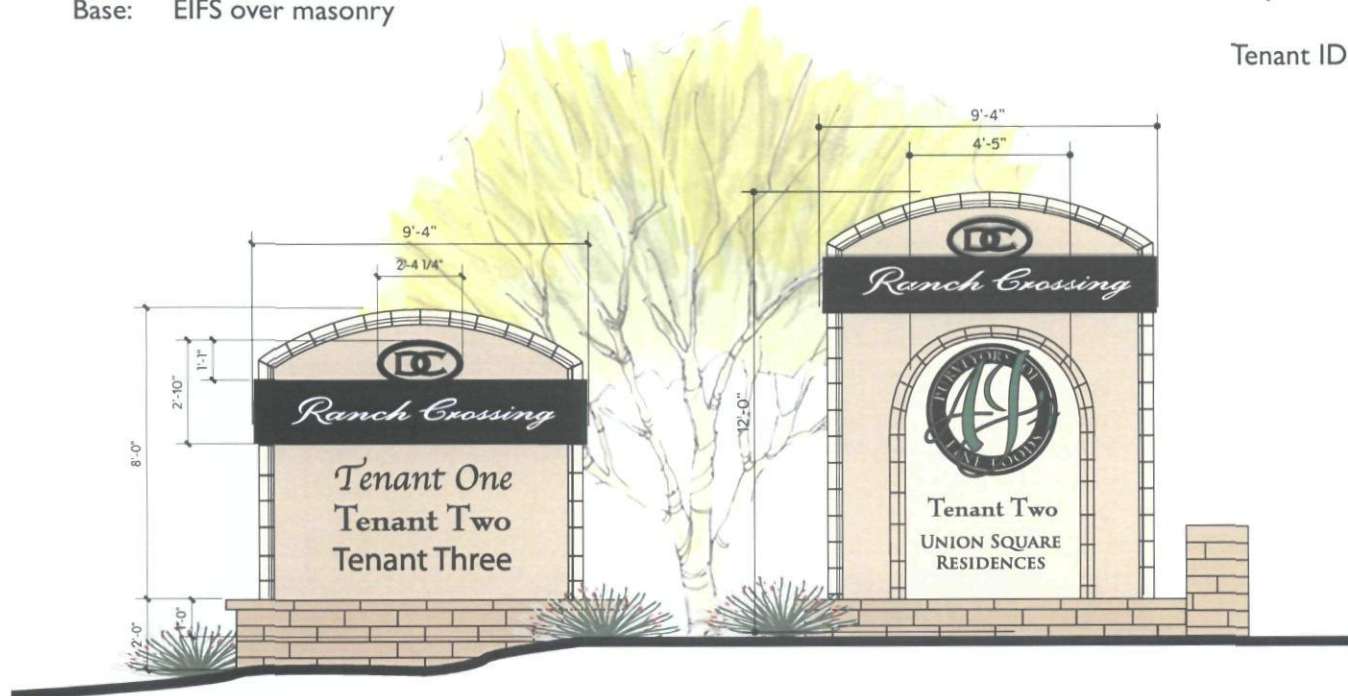
Cabinet: Color to match architectural palette

Sign Base: Masonry to match project.

Illumination

Project ID: Internally illuminated to create halo

Tenant ID: Internal and halo



B2 - B5 Monuments

B1 Monument

C - COMMERCIAL BUILDING MONUMENT

This sign type identifies commercial buildings located on Union Hills Road and in the interior of the site (including hotel). Project name, letter style and tenant listing shall be determined by the building owner.

Construction

Sign Structure: 8'-0" x 5'-0" structure with bases fabricated to match CDI building masonry and precast concrete elements.

Base: EIFS over masonry.

Identification

Cabinet: Aluminum cabinet with powder coated finish, and flat cutout letters.

Area: 6'-8" x 3'-5" - 22.77 s.f.

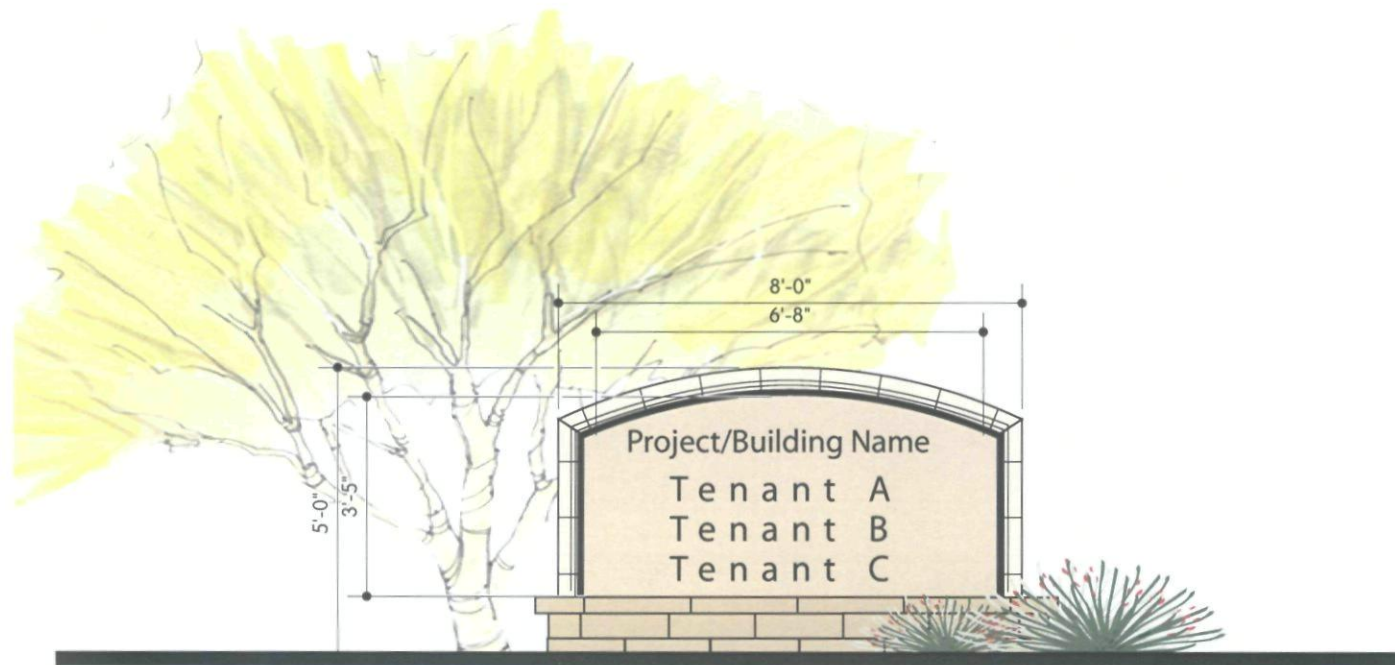
Colors

Cabinet: Color to match architectural palette

Sign Base: Precast concrete by CDI to match building.

Illumination

Overall: In-ground up-lights



D - BUILDING KIOSK/DIRECTORY

Kiosk to be located adjacent to the entry of the building and shall identify the name of the building and list tenants inside, per Owner's discretion.

Construction

Sign Structure: 6'-1" x 7'-0" structure of wrought iron look aluminum
Base: EIFS over CMU to match CDI building masonry and precast concrete elements.

Identification

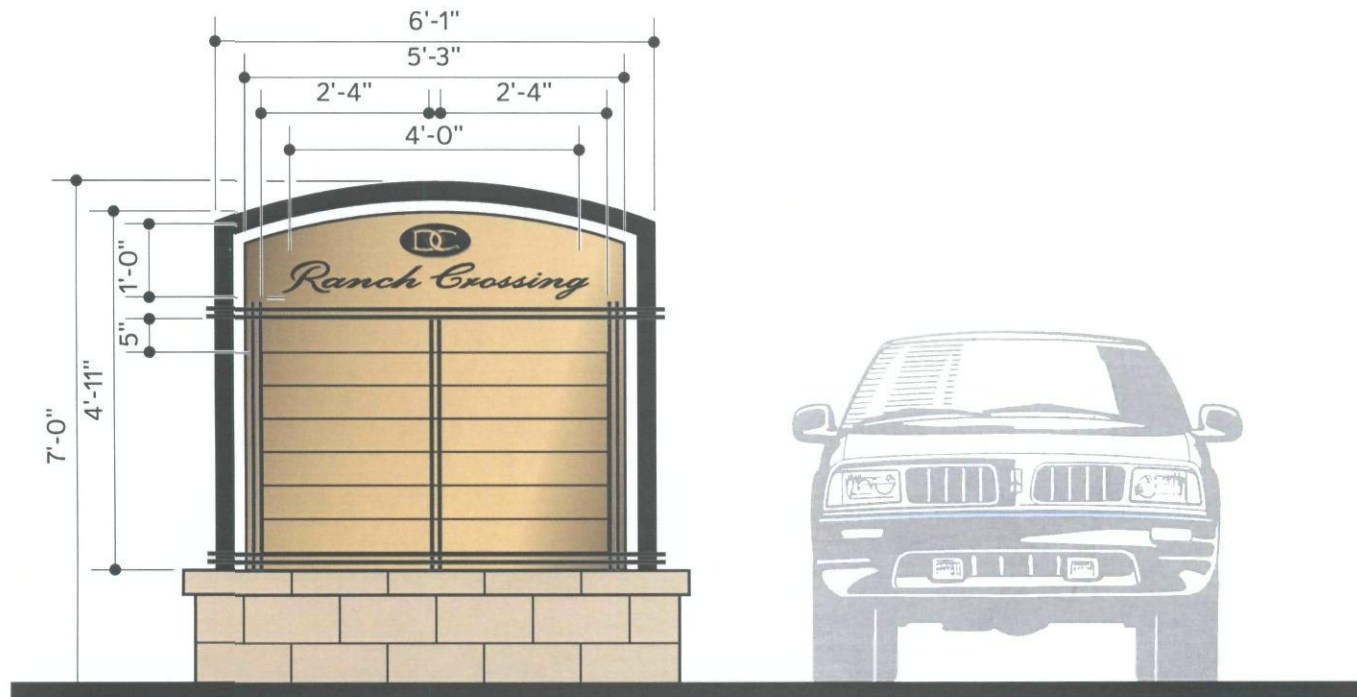
Cabinet: Aluminum cabinet with powder coated finish, flat cutout letters with black vinyl text.
Building ID: 4'-0" x 1'-0" - 4 s.f.
Tenant ID: 2'-4" x 5" - 1 s.f. per tenant

Colors

Cabinet: Color to match architectural palette
Sign Base: Masonry to match project.

Illumination

Overall: In-ground up-lights



E - VEHICULAR DIRECTORY/DIRECTIONAL

There is one (1) Vehicular Directory/Directional sign, located on-site in the median of the main entry drive. It provides directional arrows and lists of the major retail tenants.

Construction

Sign Structure: 4'-7" x 6'-5" structure of wrought iron look finished aluminum, with bases fabricated to match CDI building masonry and precast concrete elements.

Base: EIFS on CMU

Identification

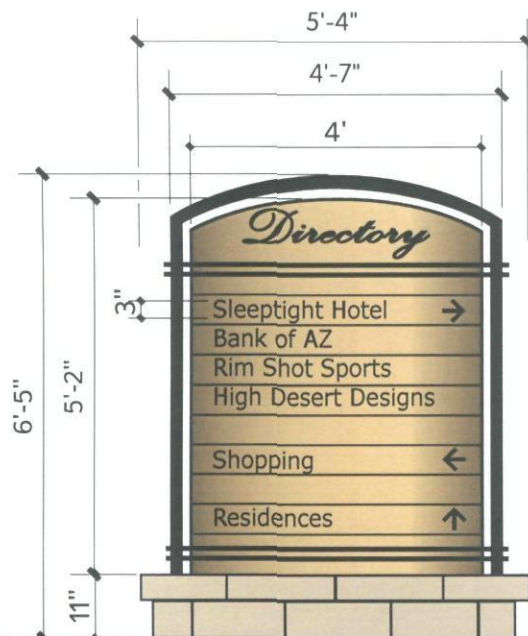
Cabinet: Aluminum panel with powder coated finish, with black reflective vinyl text on individual panels.
Area: 4'-0" x 5'-2" - 21.6 s.f.

Colors

Cabinet: Color to match architectural palette
Sign Base: Masonry to match project.

Illumination

Overall: Non-illuminated



F - TRAFFIC DIRECTIONAL

Used to guide traffic throughout the project

Construction

Sign Structure: 2'-7" x 4'-0" structure of wrought iron look finished aluminum, with bases fabricated to match CDI building masonry and precast concrete elements.

Base: EIFS on CMU

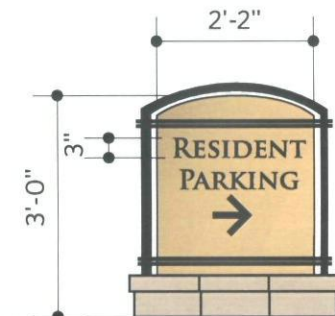
Panel: 2'-2" x 2'-10" aluminum cabinet.

Colors

Panel: Color to match architectural palette
Text: Reflective vinyl

Illumination

Overall: Non-illuminated



LIGHT POLE BANNERS

Used for festive / seasonal graphic accents.
Mounted to project light poles.

Construction

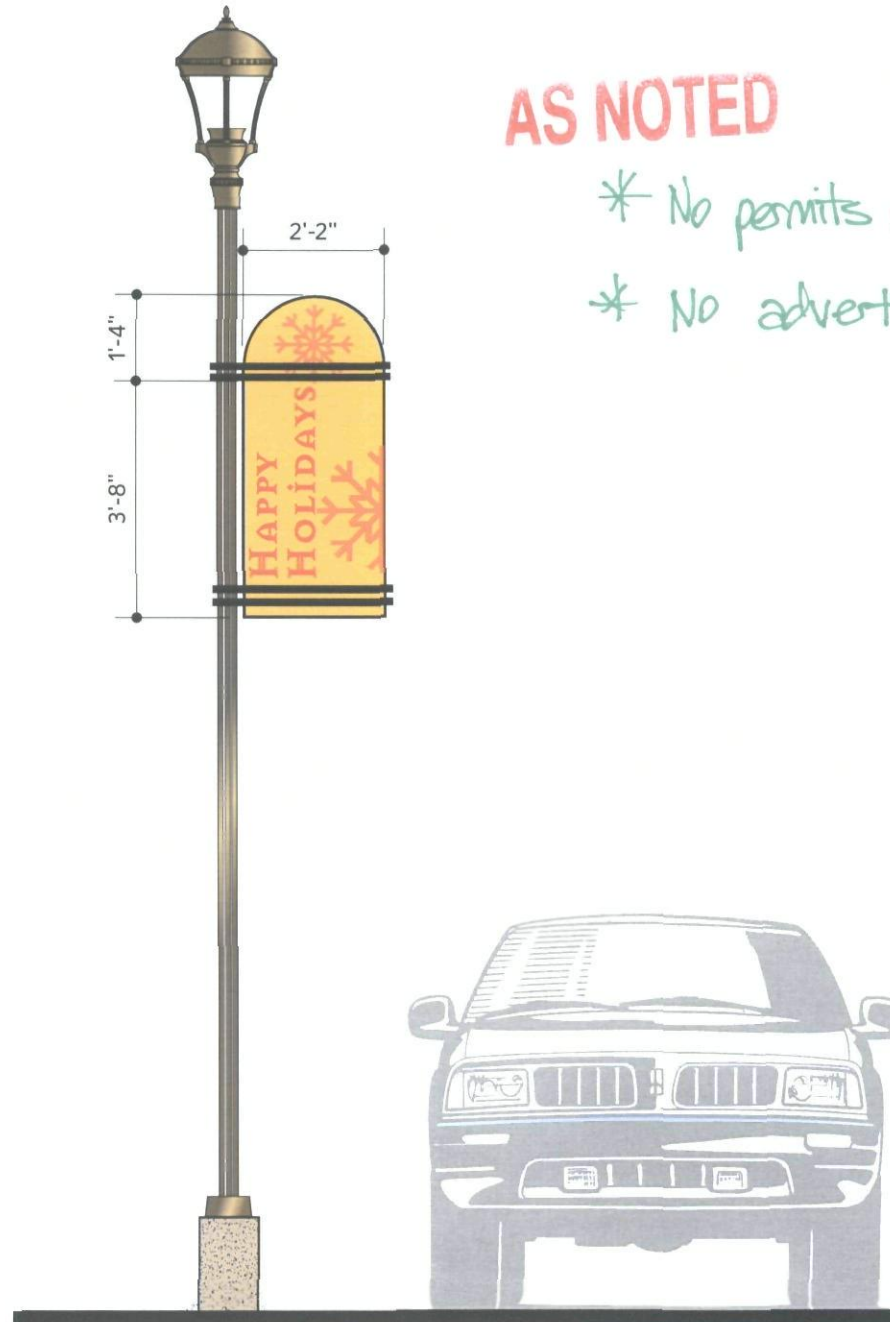
Panel: 2'-2" x 5'-0" with 1/2"x1/2"
aluminum tube accents.

Colors

Panel: Full range (non
Graphic: Seasonal graphics

Illumination

Overall: Ambient lighting



AS NOTED

* No permits required

* No advertising.

WALL SIGN CRITERIA

The DC Ranch Development Agreement, 4th amendment, section 2.2 , 2.3 and 2.4 which states that the commercial parcels are to be considered as one even if subdivided (which the residential and hotel parcels), are developed according to approved plans, they shall be considered one for development standard purposes as a commercial development with commercial development standards (PNC) including signage. With this analysis, all commercial development, including the future hotel parcel, can develop out utilizing commercial sign standards.

Wall signage criteria includes signage for all buildings within the mixed use retail, commercial and residential parcels on the site.

Sign Envelopes are to be defined as "The area upon the architectural elevation that is available for sign placement." The Architectural Frontage is the length of a tenants elevation defined by fenestrations or other elements that interrupt the continuous line of that elevation. In no event shall any sign envelope exceed eighty percent (80%) of the width of the architectural frontage nor seventy percent (70%) of the available height. (See examples A, B & C)

A minimum of 1/2 the letter height shall be used between all multiple lines of signage layouts. (See example C)

Sign Placement

All national retailers shall be permitted to utilize their standard corporate identification program subject to sign area limitations contained in the approved Master Sign Program. Tenant signs shall be centered horizontally and vertically within the architectural frontage and/or directly over the doorway if space permits. Signs must be located within Tenant's leased frontage.

All freestanding shops and pad buildings in the retail parking lot area are allowed signage locations on all four sides due to four sides architectural requirements.

No part of a building mounted signs shall extend above a parapet line. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall. Anchor tenants may have secondary signage located upon their architectural elevations provided that their sign allowance is not exceeded.

Sign Area

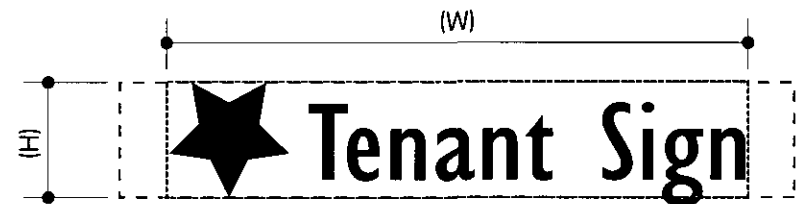
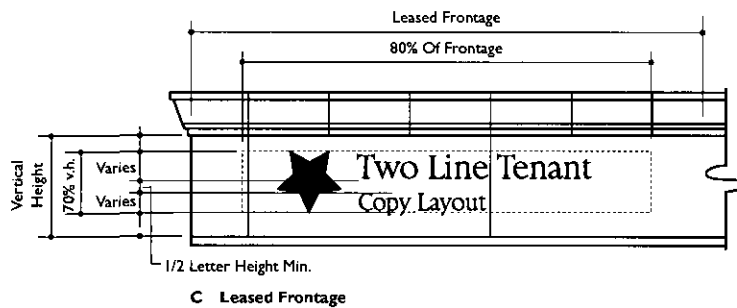
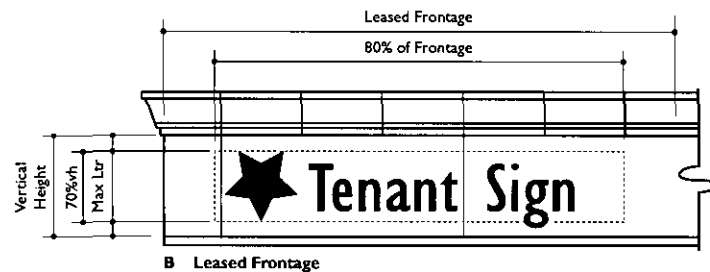
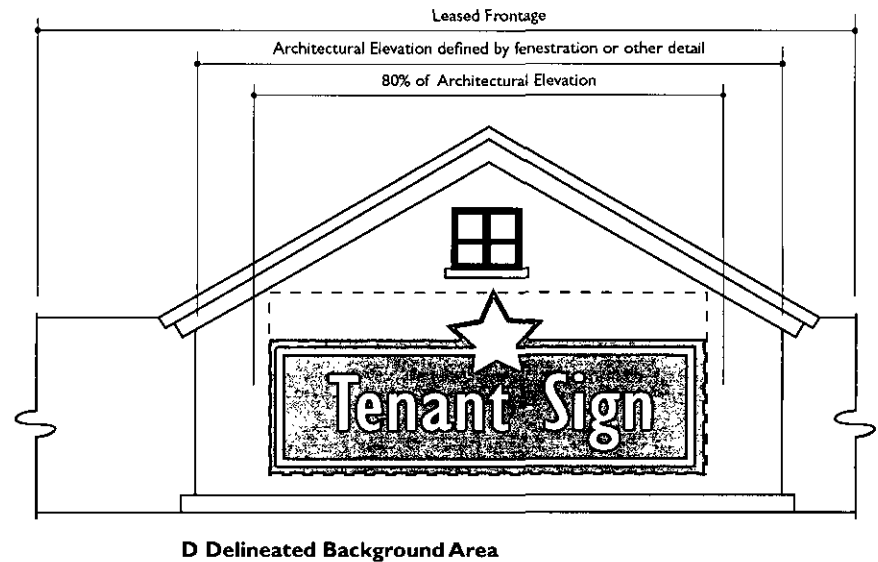
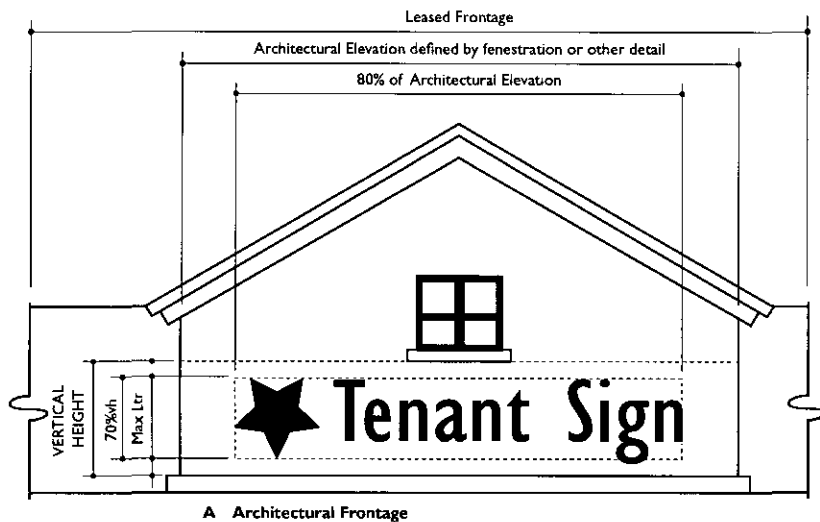
Sign Area is based on the tenant's leased frontage. Tenants shall be allowed one square foot per each lineal foot of leased building frontage. For buildings set back more than 200' from roadways, one and one half square foot of signage is allowed for each one foot of leased frontage.

Because of architectural details, the area of a Sign Envelope may provide less square footage than a tenant's leased frontage may allow. In addition, because of a tenant's corporate standards, the usable sign area may be less than the Sign Envelope allows.

Calculation

A sign mounted on a delineated background panel or area distinctively painted, textured or constructed that integrates with the signage and/or is colored from the tenants corporate standards colors shall be counted as part of the signage area (See exhibit D).

Individual letters and/or graphics installed against a wall or fascia of a building, screen wall or other structure that has not been painted, textured or otherwise altered to provide a distinctive, customized area to an individual tenant background, shall be measured as 90% of the sum of the smallest rectangle that will enclose all letters and logos (See exhibit E).



$$(H) \times (W) = \text{Sq. ft. Area (A)}$$

$$90\%(A) = \text{Signage area calculation}$$

E Letter Calculation

Design Standards

Tenant's may use their registered logotype. For tenants without a registered logotype, readable and graphic pleasing letters and logo styles are highly encouraged. Font styles used should be bold enough to utilize neon tubing illumination behind, but will not be allowed to be heavy, blocky san serif fonts. (See examples below for styles that will not be allowed.)

HAPPY DAZE GAMES

Blocky brush script with old, outdated feel

HAPPY DAZE GAMES

HAPPY DAZE GAMES

HAPPY DAZE GAMES

Bold block fonts with no character

Signage layouts must include a name for the store and cannot be descriptive only. For example INSURANCE, NAILS, TANNING SALON, as the sole identifier for the store will not be allowed.

NAIL SALON

Bold and blocky san serif as service ID on not allowed

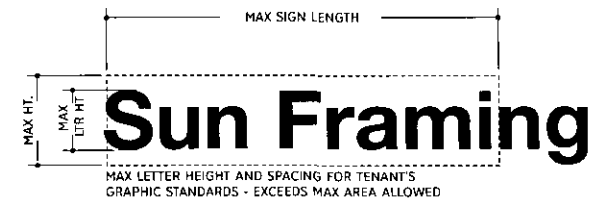
The *Art of Nails*
NAIL SALON

San serif font used with a name and style allowed

Letter Spacing/Kerning

To fit within layout standards, the lettering and/or identity may not be condensed more than 90% of horizontal letter width or vertical letter height of the original design.

Designs should be scaled down to original identity design proportions that fit allowable/ designated area.



Sun Framing

ACCEPTABLE LAYOUT
REDUCED LETTERHEIGHT AND 90% HORIZONTAL SPACING OF
TENANTS GRAPHIC STANDARDS

SunFraming

UNACCEPTABLE LAYOUT
MAX LETTER HEIGHT - TOO TIGHT KERNING

Sun Framing

UNACCEPTABLE LAYOUT
MAX LETTER HEIGHT AND LESS THAN 90% HORIZONTAL SPACING

ANCHOR TENANT CUSTOM CABINETS

Construction

All sign designs will be approved on an individual basis through owner's discretion. Creative designs and forms, and "custom" cabinet signs are encouraged. Unless as part of a nationally registered and/or trademarked logo, rectangular shaped "custom" cabinets are prohibited.

Design and Layout

Cabinets must be designed and fabricated with a minimum of three (3) signage/graphic planes, each a minimum of one inch (1") deep. Cabinet face planes must be opaque and contrasting in color, texture, or material from one another to create depth and dimension. The maximum depth of the cabinet is twelve inches (12") from the wall or sign band behind.

The main identification lettering (primary name) must be dimensional pan channel or reverse pan channel with a minimum thickness of one inch (1"). Modifiers or secondary copy that is less than eight inches (8") in height, and/or background graphics, may be routed from the face with either back-up or push-through acrylic. This does not count as a layer since the depth does not meet the one-inch (1") minimum depth.

Colors

Colors may be per corporate standards with owners approval.

Illumination

Custom cabinets shall be internally illuminated and should be halo illuminated to provide definition of the outer edge of the cabinet on background surface.

Installation

Custom cabinets shall stand off 1 1/2" off face of building to provide for halo illumination.



CUSTOM REVERSE PAN CHANNEL LOGO CABINET

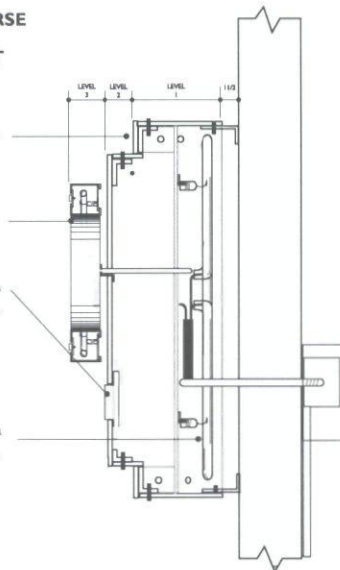
Custom aluminum faced cabinet with multi-level planes for lettering and graphics

Levels to be a minimum 1" deep - maximum of 12" deep overall.

Main identification lettering to be reverse pan channels.

Secondary copy, 5" high or less can be routed graphics with acrylic backup or push through with either solid or translucent / color materials first surface applied - edge to edge.

Neon tube or other light source for halo illumination of background wall surface. Color and light source to be approved by Architectural review board.



STANDARD TENANT SIGNAGE

All other signage for retail and commercial tenants shall be reverse pan channel letters and logos.

Construction

All tenants shall have individual reverse pan channel letters and logos constructed of minimum .080 faces and .050 aluminum returns. No Channelume," "Letteredge," or similar material will be allowed.

Letters shall be 5" maximum depth.

Exposed conduits, fasteners, tubing or transformers will not be permitted. All raceways, inductors, transformers or other equipment will be concealed in a water tight condition and behind tenant fascia.

Colors

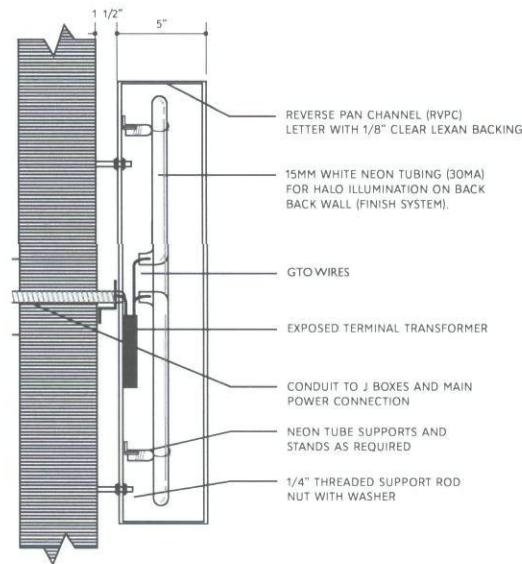
All tenants may use their registered colors and graphic standards.

Illumination

All illumination shall be white, 6500K neon.

Installation

All letters shall stand 1 1/2" off background for halo illumination.



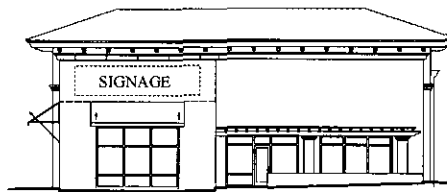
RETAIL BUILDING ELEVATIONS (TYPICAL)



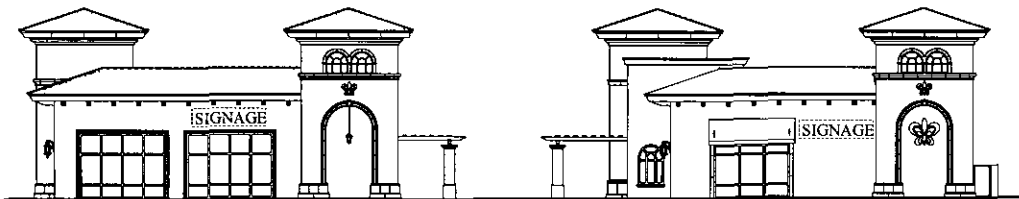
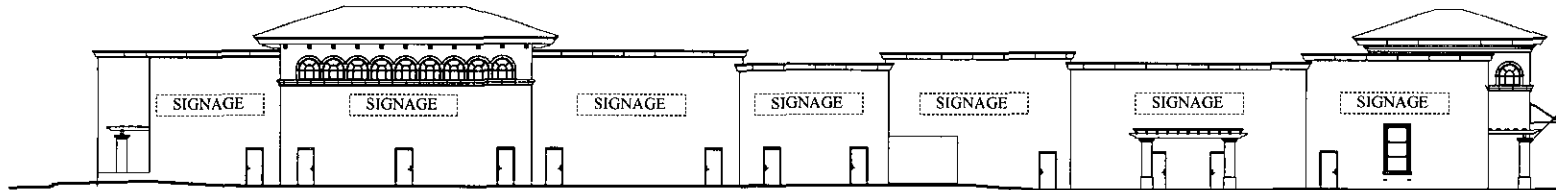
Building A, South Elevation – 1 sq. ft. per 1 ft. elevation



Building A, West Elevation – 1 sq. ft. per 1 ft. elevation

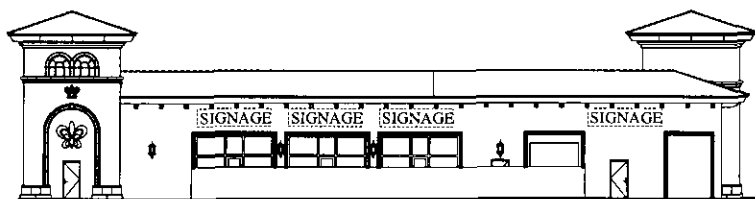


East Elevation – 1 sq. ft. per 1 ft. elevation

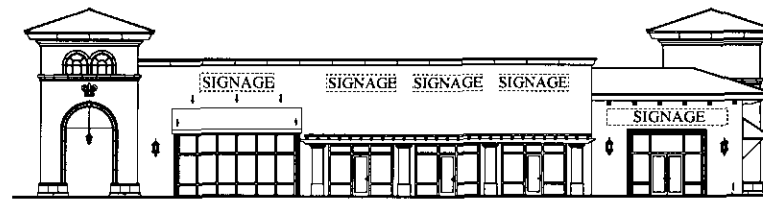


Building F- (Building G is similar)
1 sq. ft. per 1 ft. elevation
East Elevation

West Elevation

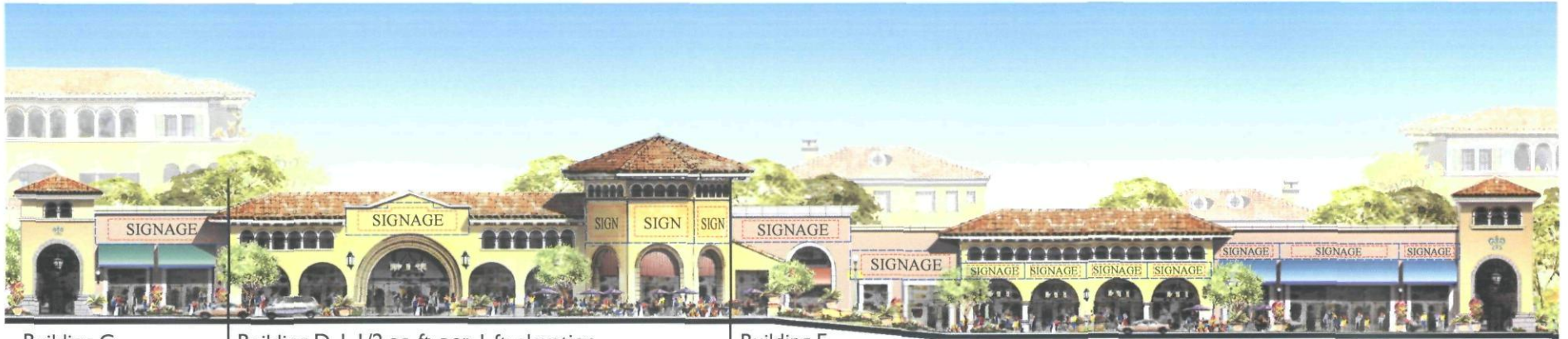


South Elevation



North Elevation

RETAIL BUILDING ELEVATIONS (TYPICAL)



Building C-
1 1/2 sq. ft. per 1 ft. elevation
West Elevation

Building D-1 1/2 sq. ft. per 1 ft. elevation

Building E-
1 1/2 sq. ft. per 1 ft. elevation



Building C-1 1/2 sq. ft. per 1 ft. elevation
North Elevation



Building E-1 1/2 sq. ft. per 1 ft. elevation
South Elevation

1. The first step in the process of creating a new product is to identify a market need. This involves conducting market research to understand what consumers want and what gaps exist in the current market.



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HOTEL BUILDING ELEVATIONS (TYPICAL)

Hotel shall provide a complete sign program for the site and wall signage at the time of it's Development Review Board hearing for approval.

Signage allowances shall meet the PNC zoning / commercial signage standards.

Note: One (1) hotel identification flag shall be allowed, with a maximum height of thirty feet (30'). Flagpole is to be one piece, conical, and must go through structural review with the City of Scottsdale. Flag area shall be calculated into the overall allowable square footage for the project.



Building J
1 sq. ft. per 1 ft. elevation
West Elevation



East Elevation



Building J
1 sq. ft. per 1 ft. elevation
North Elevation



South Elevation

PAD BUILDING ELEVATIONS (TYPICAL)



Building K
1 sq. ft. per 1 ft. elevation
North Elevation



West Elevation



South Elevation



East Elevation

RESIDENTIAL GATEHOUSE ELEVATIONS (TYPICAL)



Gatehouse
1 1/2 sq. ft. per 1 ft. elevation
West Elevation

STOREFRONT GRAPHICS

Window Graphics:

No more than 15% of front glass area may have signage/graphics applied to, or within, three (3) feet behind the window area.

Recommended designs should be subtle and sophisticated. Cream, ivory or frosted vinyls are recommended. When color is used, it should be muted and have a transparency of a minimum of 50%.

Window graphics may NOT be:

- Prefabricated, "off the shelf" neon elements
- Painted seasonal or thematic in nature
- "Going-out-of-Business" in any medium
- Solid black-out films of any kind or color

Suite Numbers:

Suite Numbers shall appear directly over each entry and be applied white vinyl on the exterior of the glass. 6" high suite numbers to be displayed in Copperplate Gothic Bold typeface.

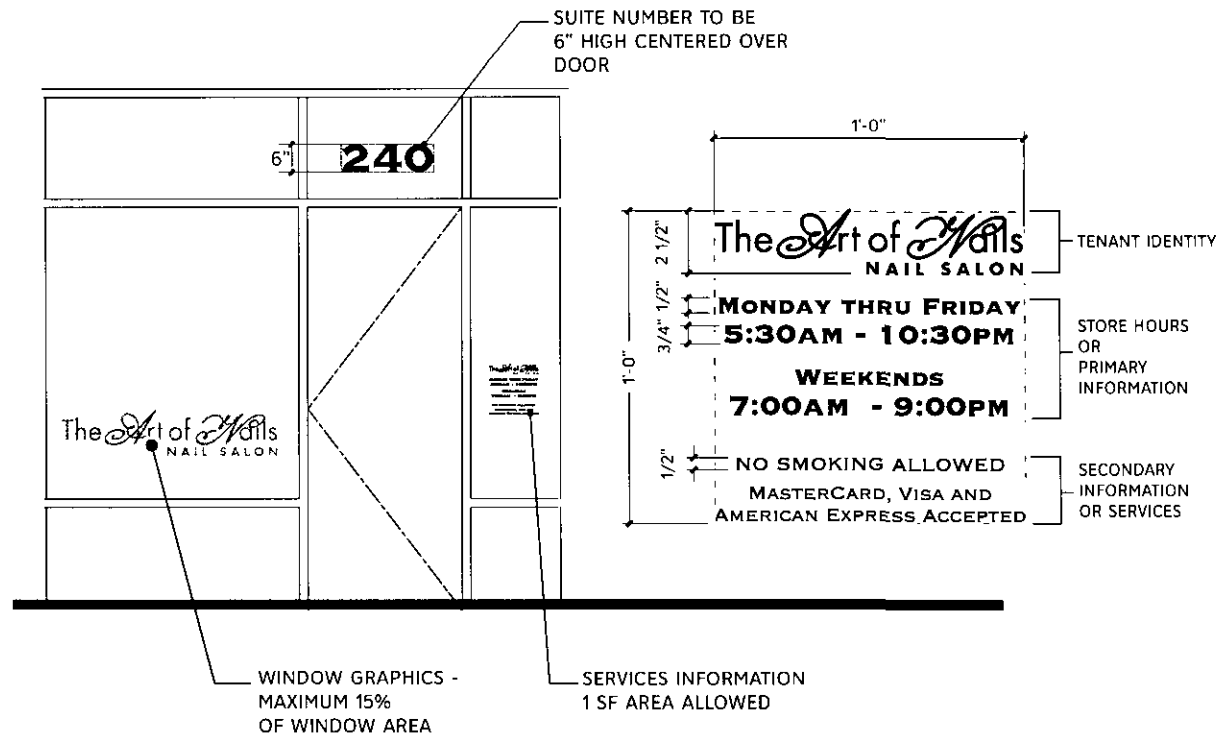
Services Information:

Services Information may consist of the tenants identification, hours of operation, services provided, payment options, prohibited elements, etc.

Information shall appear adjacent to each entry, to be applied vinyl on the exterior of the glass.

Typeface for identity area shall be allowed as the tenant's graphic standards. Information areas shall be Copperplate Gothic, sizes and layout standard as shown below.

All Storefront Graphics (window graphics, suite number and services information signage) layouts shall be approved in writing by the landlord for quality and consistency with the criteria package for DC Ranch Crossings.



ARCADE SHINGLE

Bracket:

All brackets will be of the standard design in size, color and fabrication method for all tenants as shown at right. All shingle signs shall be suspended from walkway covers, awning and canopy areas based on the unique installation locations the center offers.

Installation height shall be a standard of 80" from finished floor at suite entrance.

Tenant Panel:

Suite Numbers shall be 3" and be individual flat cut out letters mounted into the upper portion.

Tenant panels can be of the tenants choice of colors, inset finishes and dimensional materials, and custom shapes fitting within the standard panel size below. All panel designs and layouts required approval from the owner. Mounting details to bracket will be provided to the tenant to match.

Construction

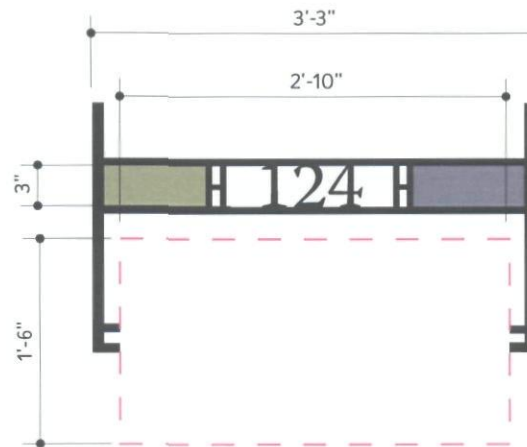
Panel: 1'-6" x 2'-10" x 1/4" aluminum with 1/2"x1/2" aluminum tube accents.
4 s.f. tenant identity.

Colors

Panel: Color to match architectural palette and tenant standards
Text: 1/4" flat cut out aluminum.

Illumination

Overall: Ambient lighting



AS NOTED

* No permits required

* No blade signs
Allowed that project
12" or more from
wall.



GENERAL REQUIREMENTS

All signs at DC Ranch Crossing must be compatible with the standards outlined in this Master Sign Program and in conformance with City of Scottsdale Sign Requirements. The purpose of the sign standards is to ensure an attractive shopping environment and to protect the interests of the surrounding neighborhood, Landlord, and all Occupants of all parcels within DC Ranch Crossing. Conformance will be strictly enforced, and any installed nonconforming or unapproved signs will be brought into conformance at the sole expense of the Occupant.

DC Ranch Crossing LLC, herein referred to as "Landlord", shall administer and interpret the criteria. Before designing signs, all DC Ranch Crossing Occupants will receive a copy of these signage standards. Sign plans submitted to the Landlord for approval must conform to these standards. The Landlord will administer and interpret the criteria. All signs must be approved in writing by the Landlord prior to permit application and installation.

1 Signage proposal

All Occupant's must submit to the Landlord two (2) sets of detailed shop drawings showing locations, sizes, design, colors, materials, lettering, graphics, conduits, junction boxes, sleeves, methods of illumination and other mounting apparatus of all proposed wall, window, and rear door signs. This submittal must be made at least fifteen (15) days prior to submitting requests for permits or manufacturing.

2 Sign contractor's responsibilities

Prior to preparation of signage drawings and specifications, Occupant's sign contractor must review all architectural, structural, and electrical documents as they relate to the building wall and/or storefront at the proposed signage location. In addition, the sign contractor should visit the project site to become familiar with as-built conditions and verify all dimensions.

3 Landlord review

After review of the signage proposal, the Landlord will return one of the two sets of drawings to the Occupant, marked either "Approved", "Approved as Noted," or "Revise and Resubmit."

"Approved"

If drawings are marked "Approved," the Occupant is allowed to proceed with sign construction and installation in accordance with the drawings.

"Approved as Noted"

If drawings are marked "Approved as Noted," the Occupant is allowed to proceed with sign construction and installation, provided that any modifications noted are incorporated into the design. An applicant that takes exception to the noted modifications may revise and resubmit, as explained below.

"Revise and Resubmit"

If drawings are marked "Revise and Resubmit," the plans will be returned to the Occupant with comments. The drawings should be revised and resubmitted for Landlord approval.

4 Openings in building walls

Locations of all openings for conduit and sleeves in building walls must be indicated by the sign contractor on the drawings submitted. The contractor shall install the sign in accordance with the approved drawings.

5 Occupant responsibilities for other regulations

The Landlord's approval of an Occupant's signage plan does not constitute an implication, representation, or certification by the Landlord that those plans are in compliance with applicable statutes, codes, ordinances, or other regulations. Compliance with other regulations

is the sole responsibility of the Occupant for all work performed on the premises by or for the Occupant.

6 Prohibited signs

- Pan Channel Letters with Illuminated faces.
- Cabinet (Typical) Acrylic, Plexiglas, or plastic-faced panels with surface or second-surface applied or painted graphics, injection molded panels with integral color - internally backlit cabinet construction.
- No signs, advertisements, notices, or other lettering shall be displayed, exhibited, inscribed, painted, or affixed on any part of the buildings visible from outside the premises, except as specifically approved by the Landlord.
- Rude, obscene, offensive, animated, flashing, blinking, rotating, moving, or audible signs.
- Placards; posters; playbills; postings; paintings; flags; signs in public right-of-way; and fixed balloons are not permitted in any location, whether or not visible from outside the premises.
- Change-panel signs are prohibited.
- "A" frames and portable signs.
- Signs that are installed without written approval from the Landlord, or that are inconsistent with approved drawings, may be subject to removal and reinstallation by the Landlord at the Occupant's expense.
- Painted or hand lettered signs on storefronts.

- Luminous vacuum formed type plastic letters.
- Inflatable signs or graphic devices.
- Freestanding attraction boards, posters or other permanent advertising devices.
- Paper, cardboard or Styrofoam signs.
- Signs with exposed neon tubing or raceways.

7 Illuminated signs

The City of Scottsdale requires permits for all signs and electrical permits for all signs that are illuminated. It is the Occupant's sole responsibility to secure these and any other permits that may be required.

8 Size limitation

Each Occupant must limit the area of its sign in accordance with the area allocated for signage. Maximum letter height and length varies according to storefront, but it must not exceed the area allocated for signage. Each Occupant will be granted a minimum of one sign. Occupant's with more than one elevation wall may have a sign on each elevation.

9 Labels

No labels are permitted on the exposed surface of signs, except those required by local ordinance. Sets of individual letters shall have one label on an end letter only. These are to be installed in an inconspicuous location.

10 Freestanding signs

All freestanding signs must meet applicable setbacks, and their installation must comply with all local building and electrical codes.

11 Upkeep and maintenance

Each Occupant is fully responsible for the upkeep and maintenance of its sign(s), including any individual pylon or monument signage, and Occupants are to repair any sign defects within five (5) days of notification. If an Occupant does not repair said sign(s), the Landlord, at the Occupant's sole cost and expense, may repair and/or replace sign(s).

A penalty of 100% of the Landlord's cost to repair said signage, in addition to the cost of the repair, may be assessed to the Occupant if the Landlord is required to provide the necessary maintenance due to the Occupant's noncompliance following notification.

12 Illumination timer

Power to illuminate the Occupant's sign is to be from Occupant's electricity meter, switched through a time clock, set in accordance with schedules determined by the Landlord.

13 Sealing of building penetrations

All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight fashion.

14 Damage caused by or during installation

The sign contractor and/or Occupant will pay for any damage to a building's fascia, canopy, structure, roof, or flashing caused by sign installation. Occupant shall be fully responsible for the operations of Occupant's sign contractor and shall indemnify, defend, and hold Landlord harmless for, from, and against damages or liabilities of account thereof.

15 Required insurance for sign contractors

All sign contractors must carry workers' compensation and commercial liability insurance against all damages suffered or done to any and all persons and/or property while engaged in the construction or installation of signs, with a combined single limit in an amount not less than two million and no/100 dollars (\$2,000,000.00) per occurrence. Every sign contractor must hold a current contractor's license in the State of Arizona. Landlord must be named as additionally insured in the workers' compensation and commercial liability insurance.

16 Sign Permits

Occupant is responsible for obtaining all necessary sign permits prior to sign installation.

17 Landlord's right to modify requirements

The Landlord has the right to modify the sign standards and requirements for any Occupant.