

LOFT 4020

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Approval

APPROVED

2-12-08

ACH
INITIALS

41-DR-2007#2

APPROVED
CITY OF SCOTTSDALE

ACH 01/07/09
INITIALS DATE

Amendment

MASTER SIGN PLAN

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CONTACT: **CRAIG MUSICK**

LOFT 4020
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Part I—General Information

Purpose

The goal of this sign design criteria is to balance the tenants' need for high impact visibility and the community's need for an aesthetically pleasing retail center.

Signage at LOFT 4020 was designed by Gardner Signs working closely with the City of Scottsdale, Richardson Design Partnership and Red Mountain Retail Group. This sign program is being submitted as a "Master Sign Plan" so as to allow for a greater cohesiveness in tenant signage design.

General Requirements

1. All signs require approval by Landlord, which approval shall be given or denied in accordance with the criteria set forth herein.
2. Tenant shall, at its own risk and expense, erect such sign(s), (including final electrical connections and time clock) as are required under this Exhibit and shall maintain such sign(s) in good state of repair. Tenant hereby agrees to indemnify Landlord for costs incurred by Landlord for the erection, maintenance, or removal of such sign(s). Upon vacating the Premises, tenant agrees to remove all signs and repair all damage caused by such removal.
3. If any of the following limitations, restrictions or criteria are found to be invalid under any local ordinance, regulation or law, to the extent that such limitations, restrictions or criteria is invalid as aforesaid, then the Landlord, at its sole discretion, may modify such limitations, restrictions or criteria to comply with such local ordinance, regulation or law. In no case shall the invalidity of any one of the foregoing limitations, restrictions or criteria invalidate this Exhibit.



Part II—Submittal and Approval Process

Design Intent

All signage is expected to be an extension of the architecture and design of the buildings. The sign design should include only the retail name of the respective company.

Tenants are expected to retain the services of a professionally trained graphic designer to create their sign package based on this sign criteria. The designs should be creative, yet simple and clear. Signage should be limited to the trade name only. Anything in addition to this is at the discretion of the landlord.

All tenants are required to submit their sign package designs to the Landlord for review prior to submitting to the city for permitting purposes and prior to fabrication.

The design of tenants' sign package and the fabrication and installation of all signage is subject to Landlord's approval and will be performed and paid for at tenant's expense.

All required documents must be submitted prior to review by Landlord. Please submit for approval the required documentation, as described in the following section.

Tenant Submittal Requirements

The tenant shall submit to the landlord the following documentation prior to any submissions to the City of Scottsdale for a sign permit and prior to any fabrication. Documents submitted must include the following:

- ☐ **Contact Information:** On a cover sheet for the submittal, include the following information:

- (a) Tenant's Trade Name
- (b) Store Unit, Square Footage of Unit and Exterior Storefront Length
- (c) Contact Name for Tenant
- (d) Phone Number and Email Address for Tenant Contact
- (e) Sign Fabricator Company Name
- (f) Contact Name for Sign Fabricator
- (g) Phone Number and Email Address for Sign Fabricator Contact

- ☐ **Shop Drawings:** There should be a drawing for each sign type being requested. Each drawing must include the following information and specifications:

- (a) Shop drawing must be scaleable, including elevation placement details.
- (b) Sign must be shown superimposed on applicable elevation to indicate sign placement.
- (c) Attachment method and materials used for mounting of signage must be specified.
- (d) Dimensions for height of individual letters and overall dimensions of the entire sign must be indicated on drawing.
- (e) All methods of illumination must be specified including power requirements. All thicknesses and colors of materials should be indicated (including manufacturer).



Part II—Submittal and Approval Process (continued)

- ☐ **Tenant Site Plan:** A site plan of the tenant's space must be submitted with the following information indicated:

- (a) Site plan must be drawn to scale
- (b) Indicate placement of each sign type being requested on the building to show overhead placement.

Once the sign package submittal has been completed, please submit to the Landlord or Sign Consultant for review. Make all submissions to:

Landlord

Red Mountain Retail Group
1234 East 17th Street
Santa Ana, CA 92701
P: (714) 460-1551
F: (714) 245-7401

Peter Blied
pblied@rmrginc.com

Sign Consultant

Arizona Commercial Signs
4018 E. Winslow Ave
Phoenix, AZ 85040
480-921-9900 Phone
602-437-8073 Fax

Craig Musick
cmusick@arizonacommercialsigns.com

Upon approval of submitted design package, the Landlord will provide an acceptance letter and an approved drawing to be submitted with the sign permit application for the City of Scottsdale. Should the City require additional modifications or revisions, said changes must be approved by the Landlord prior to re-submittal to the City of Scottsdale.

Landlord reserves the right in Landlord's sole discretion to permit exceptions to these requirements. Permission granted to a tenant to deviate from the strict requirements of this sign criteria shall not entitle any other tenant similar treatment.

Once the City of Scottsdale has provided an approved sign permit, submit a copy of the permit to the Landlord immediately. Upon completion of the fabrication and installation of signage, inspection and approval by landlord is required.

Sign Fabrication Requirements

All signage must be fabricated consistent with the design approved by the Landlord and as stipulated by the sign permit provided by the City of Scottsdale. The following requirements also apply to all fabrication and sign fabricators:

1. Sign Fabricator shall meet with the Landlord prior to the placement and installation of Tenant's sign. A copy of the Landlord approved drawing should be presented to Landlord as evidence of prior approval.
2. The tenant and their fabricator are responsible for any damage caused to the property during the installation. Said damage must be repaired immediately and tenants' expense.
3. All signs must be fabricated and installed to comply with all applicable building and electrical codes and bear a U.L. label.
4. All clips, bolts and fasteners shall be of non-corrosive materials and concealed.
5. All electrical conduit, wireways, crossovers, transformers or ballasts, secondary wiring and any other equipment related to signage shall be concealed from the public's view.

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PART II
Fabrication Requirements
PAGE 03

Part III—Approved Sign Types

Introduction

This section contains information regarding the types of signage that are allowed, those that are prohibited and sign placement requirements.

The following sign types are permitted for tenants' to use as their identification. The primary identification for a tenant must be canopy-hung set of exterior illuminated channel letters. Ancillary identification is allowed through the usage of a shingle sign (also known as a blade sign). Each of these sign types must meet the following requirements as well as be consistent with the specifications provided on the following pages.

Primary Sign

Requirements	Page 05
Design Specifications	Page 06

Shingle Sign

Requirements	Page 07
Design Specifications	Page 08

Center Identification Signs

Requirements	Page 09
Design Specifications	Pages 10 & 11

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PART III
Introduction
PAGE 04

Part III—Approved Sign Types

Primary Signs

This type of sign is the only type that may be used as a tenants' main identification. In addition to meeting the following requirements, these signs must be consistent with the specifications shown on **page 06** of this sign criteria.



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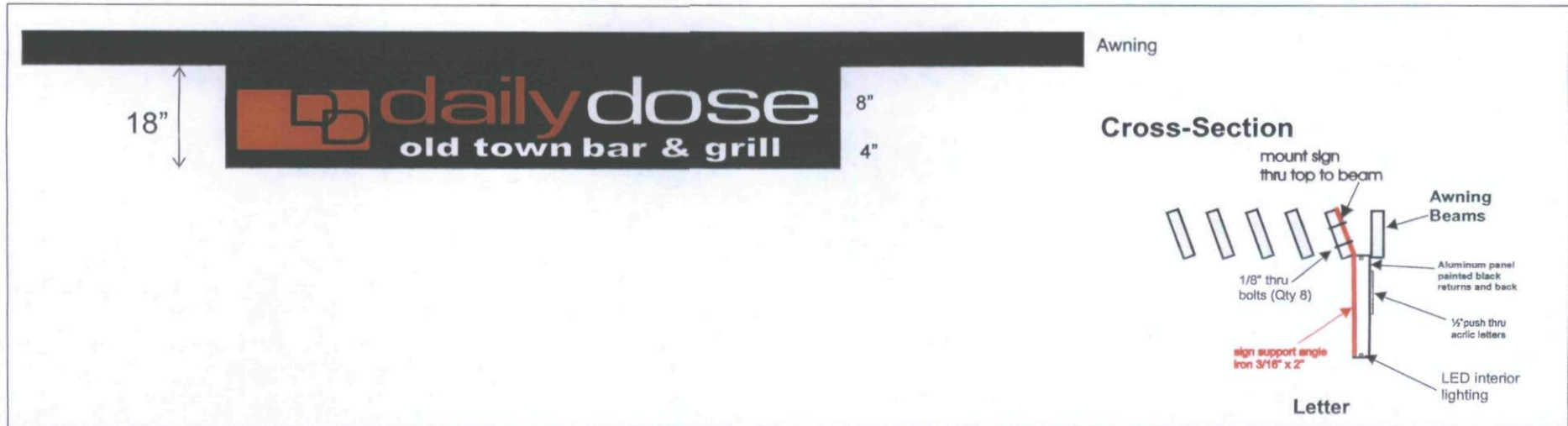
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PART III
Primary Signs
PAGE 05

Part III—Approved Sign Types

Primary Sign Specifications



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S/F ILLUMINATED TENANT ID DISPLAY

FABRICATE & INSTALL (1) REQUIRED

Sign Construction:

Aluminum panel sign with routed copy; copy to be 1/2" push thru clear acrylic with vinyl overlay; mount to existing beam thru top of panel; sign to be mounted on 2nd beam from front of awning; LED internal illumination. Primary power run by others.

PRIMARY ELECTRICAL: 120V - total sign amps T B D

POWER OUT: T B D

POWER LOCATION: Power to be provided at site by others (location T B D.)

MOUNTING SURFACE: Existing exterior canopy. Field vly canopy construction to determine final attachment. Mounting dimensions T B D

COLORS & FINISHES:

Black semi gloss sign panel
Tenant copy color open with landlord approval

* 7'-6" clearance from bottom of sign to grade below.

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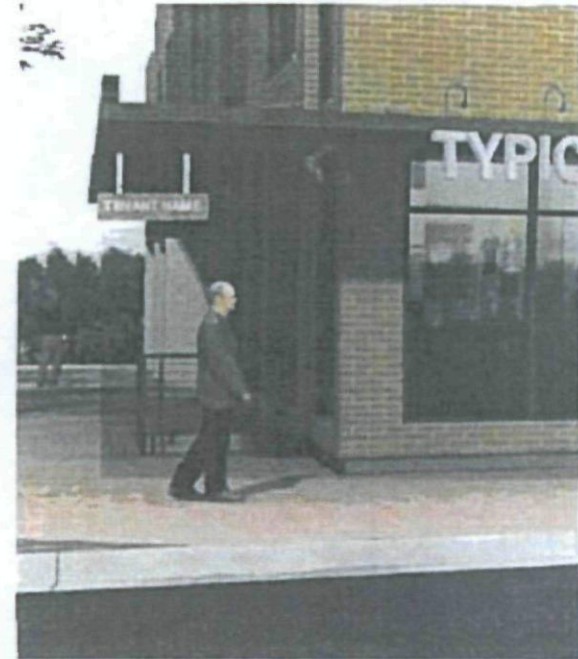
PART III
Primary Signs
PAGE 06

Part III—Approved Sign Types

Shingle Signs

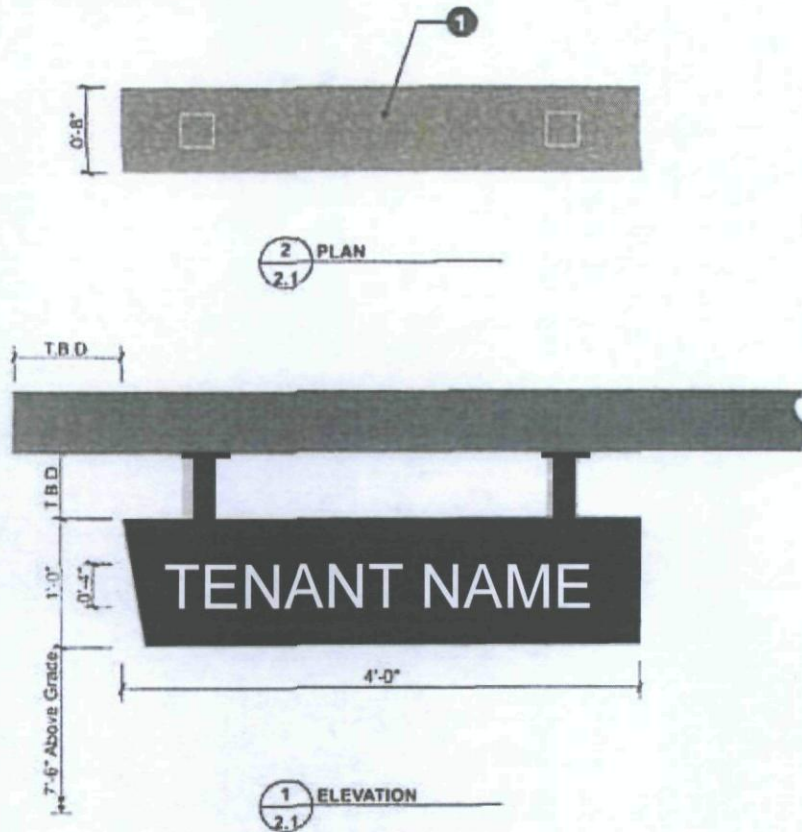
This type of sign is intended to be used as a secondary means of identification for tenants. In addition to meeting the following requirements, these signs must be consistent with the specifications shown on **page 07** of this sign criteria.

1. The overall size of this sign must be consistent with the specification drawings as shown on **page 07**.
2. The cabinet portion of this sign is to be fabricated from aluminum and painted to be consistent with the included specifications.
3. The blade cabinet is non illuminated with vinyl copy to be approved by landlord
4. Tenant copy to be vinyl 1st surface
5. Tenant copy is not to exceed 4" in overall height.



Part III—Approved Sign Types

Shingle Sign Specifications



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DOUBLE FACE TENANT BLADE DISPLAY

FABRICATE & INSTALL (1) REQUIRED

- 1 FRAME TYPE: Double face post and panel with 1" frame painted black
- 2 FACE TYPE: .090 aluminum
- 3 TENANT COPY: Tenant copy to be 1st surface vinyl at tenant discretion with landlord approval

ILLUMINATION: None

4

MOUNTING SURFACE: Existing exterior canopy. Field vly. canopy construction to determine final attachment method. Mounting dimensions T.B.D.

COLORS & FINISHES:

- A Paint M.A.P. Black

**7'-6" clearance from bottom of sign to grade.*

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PART III
Shingle Signs

PAGE 08

Part III—Approved Sign Types

Center Identification Signs

This type of sign is intended to be used as a means of identification for project itself (not for tenants). In addition to meeting the following requirements, these signs must be consistent with the specifications shown on **pages 10 & 11** of this sign criteria.

1. The overall size of these signs must be consistent with the specification drawings as shown on **page 10** and **page 11**.
2. Signs are to be fabricated as reverse-illuminated pan channel letters. Cabinet signs of any kind are not allowed.
3. The letters are to be remotely wired with a concealed and weather-proof box to house secondary wiring and power supplies.
4. Letters are to be illuminated with super-bright white LED.
5. Faces and returns are to be painted to match specifications shown on following two pages.



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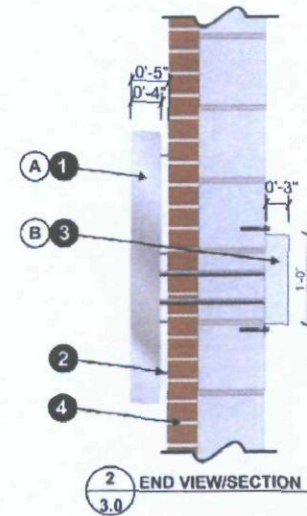
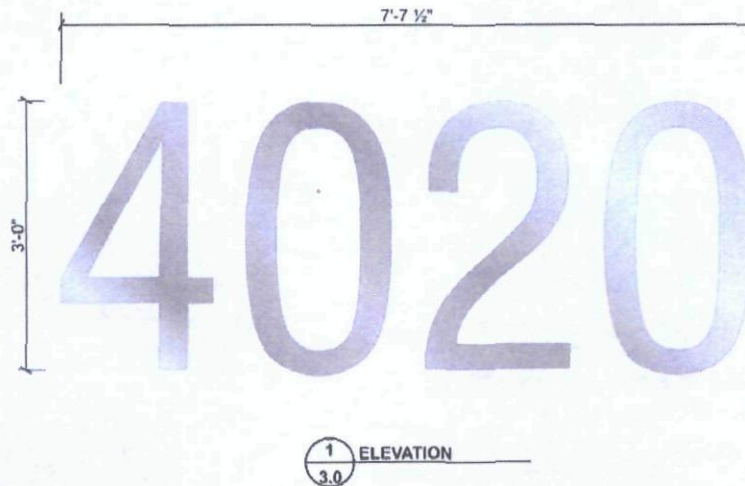
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PART III
Center Identification

PAGE 09

Part III—Approved Sign Types

Center Identification Sign Specifications (Address Numerals)



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S/F HALO ILLUM. REVERSE CHANNEL LETTERS

FABRICATE & INSTALL (1) REQUIRED

- 1 **CHANNEL LETTER TYPE:** Halo-illuminated reverse channel letters
FACES: .125" Thk. routed alum. w/ paint finish. Weld/versiflok faces to returns.
RETURNS: .040" Thk. prefinished dk. bronze aluminum (vfy.) without weep holes & paint finish
BACKS: .150" Thk. clear polycarb. w/ alum. angle clips around perimeter for return attachment.
- 2 **LETTER MOUNTING METHOD:** Stud mount to fascia spaced off 1" w/ alum. spacers (mill finish)
ILLUMINATION: SloanLED (vfy.) White LEDs mount to letter returns. LED size & LED qty. T.B.D.
NOTE: Increase qty. of LEDs from standard qty. to insure adequate illumination.
POWER SUPPLY: SloanLED "Self-Contained 20" (vfy.) LED power supplies housed inside custom transformer cover behind fascia.
PRIMARY ELECTRICAL: 120V - total sign amps T.B.D.
POWER LOCATION: Power to be provided at site by others (location T.B.D.)
SWITCH LOCATION: T.B.D.
SERVICE ACCESS: Remove letter faces (w/ attached returns) to service LEDs.

- 3 **TRANSFORMER COVER:** Break formed .063" thk. alum. (hem raw edges & rivet on ends)
MOUNTING METHOD: Use ABC III F retainers as angle clips for fascia attachment.
 Attach clips to fascia w/ 3/8" fasteners & masonry anchors (vfy.).
SERVICE ACCESS: Remove transformer cover from angle clips
- 4 **MOUNTING SURFACE:** Exterior brick fascia. Mounting dimensions T.B.D. See sheets 6.0 thru 10.0 for placement details.

COLORS & FINISHES:

- A Paint M.A.P. Brushed Alum. (nuance)
- B Paint M.A.P. to match fascia (vfy.). Color T.B.D.

LOFT 4020
MASTER SIGN PLAN



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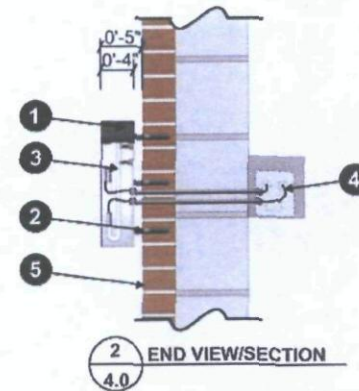
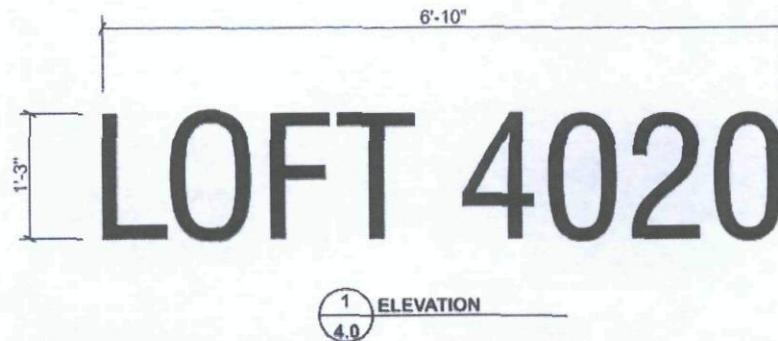
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PART III
 Center Identification

PAGE 10

Part III—Approved Sign Types

Center Identification Sign Specifications (LOFT 4020 Sign)



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S/F HALO ILLUM. REVERSE CHANNEL LETTERS

FABRICATE & INSTALL (1) REQUIRED

- 1 **CHANNEL LETTER TYPE:** Halo-illuminated reverse channel letters
FACES: .125" Thk. routed alum. w/ paint finish. Weld/versilok faces to returns.
RETURNS: .040" Thk. prefinished dk. bronze aluminum (vfy.) without weep holes & paint finish
BACKS: .150" Thk. clear polycarb. w/ alum. angle clips around perimeter for return attachment.
- 2 **MOUNTING METHOD:** Stud mount to fascia spaced off 1" w/ alum. spacers (paint color)
- 3 **ILLUMINATION:** S/T 13mm Voltarc 6500K white neon tubing w/ dbl. backs & std. tube supports
- 4 **TRANSFORMER:** 60 MA, 12060 standard or below (12,000v max.) housed inside standard transformer box behind fascia
PRIMARY ELECTRICAL: 120v - amps T.B.D.
POWER LOCATION: Power to be provided at site by others (location T.B.D.)
SWITCH LOCATION: Transformer box
SERVICE ACCESS: Remove letter faces (w/ attached returns) to service neon.
- 5 **MOUNTING SURFACE:** Exterior brick fascia. Mounting dimensions T.B.D. See sheets 6.0 thru 10.0 for placement details.

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PART III
 Center Identification

PAGE 11

Part IV—General Size Requirements

Introduction

The following contains specific requirements regarding depth, length, height, area and quantity of signs that a tenant may have. These items are dictated by the overall size of the tenant's store.

Definitions

Business Frontage: The lineal distance of the building space occupied by the particular business measured on a straight line parallel to the street. Where a business does not parallel a street, the front foot shall be measured along the exterior of the building space occupied by the particular business. In the event that a tenant fronts two streets, the larger of the two frontages will be counted.

Sign Area: In the case of individual letters used as a sign, the area is ninety percent (90%) of the area enclosed within the *smallest regular geometric figure* needed to completely encompass all letters, insignias or symbols of the sign, including horizontal spacings between letters, insignias or symbols.

Requirement Tables

The following pages indicate the sizes that are allowed on a per tenant basis. Refer to **page 13** for general sizes of the primary signage, **page 14** for the general sizes of the shingle signage and **page 15** for the overall size requirements that would apply to the current tenant layout.



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PART IV
Size Requirements
PAGE 12

Part IV—General Size Requirements

Primary Sign—General Requirements

The following table illustrates the requirements that each tenant must abide by for their primary sign(s). As detailed on **page 05**, the primary sign is a tenant's primary means of communicating their location to nearby viewers (mainly vehicular). These requirements include:

Maximum Sign Size (Cumulative): This total represents the maximum amount of square footage allowed for all of a tenants' primary signs. If a tenant has more than one primary sign, the total of the two would be counted.

Maximum Sign Size (On a Per Sign Basis): This total represents the maximum amount of square footage allowed for any individual primary sign. No single primary sign may exceed this maximum size (regardless of quantity allowed).

Letter Height: This is the maximum height allowed for the letters on a Primary sign (in terms of inches).

Overall Sign Height: This is the maximum height allowed for the entire sign (from top to bottom). This does not include the spacers.

Maximum Quantity: This is the maximum quantity of primary signs allowed to a single tenant.

Primary Sign - General Requirements	
Category	Requirement
Maximum Sign Size (Cumulative)	One and a half (1.5) square foot of signage for every business front foot (1'-0"). This calculation represents the cumulative total for all primary signage of a single tenant. No tenant may exceed eighty (80) total square feet.
Maximum Sign Size (On a Per Sign Basis)	Forty (40) square feet is the maximum size for a single primary sign. No primary sign may exceed forty (40) square feet.
Letter Height	Maximum letter height of 18"
Overall Sign Height	18" tall for Canopy-Mounted Signs. Flush mounted letters on a wall that require two or more lines of copy have a maximum height of 40". <i>7'-6" clearance from bottom of sign to grade.</i>
Maximum Quantity	One (1) primary sign is allotted to a tenant for each building elevation that tenant occupies, up to a maximum of two (2) primary signs. Additional primary signs may be allotted by the landlord up to two (2) total.



Part IV—General Size Requirements

Shingle Sign—General Requirements

The following table illustrates the requirements that each tenant must abide by for their shingle sign(s). As detailed on **page 07**, the shingle sign is a tenant's secondary means of communicating their location to nearby viewers (mainly pedestrian). These requirements include:

Maximum Sign Size (Cumulative): This total represents the maximum amount of square footage allowed for all of a tenants' shingle signs. If a tenant has more than one shingle sign, the total of the two would be counted.

Maximum Sign Size (On a Per Sign Basis): This total represents the maximum amount of square footage allowed for any individual shingle sign. No single shingle sign may exceed this maximum size (regardless of quantity allowed).

Sign Dimensions: This is the overall dimensions that each shingle sign must have.

Height from Grade: This represents the height from the bottom edge of the shingle sign to the ground below.

Maximum Quantity: This is the maximum quantity of shingle signs allowed to a single tenant.

Single Sign - General Requirements	
Category	Requirement
Maximum Sign Size (Cumulative)	Shingle Signs that meet the following criteria are exempt from the cumulative sign total.
Maximum Sign Size (on a per sign basis)	Four (4) square feet is the maximum size for a shingle sign.
Sign Dimensions	Each shingle sign must be 1'-0" in overall height and 4'-0" in overall width.
Height from Grade	Each shingle sign must be suspended from canopy such that the bottom of the shingle sign is no lower than 7'-6" from grade.
Maximum Quantity	One (1) shingle sign is allotted to a tenant for every street a tenants store has frontage on. A maximum of two (2) is allowed for a single tenant.



Part IV—General Size Requirements

Existing Tenant Requirements

The following table illustrates how each of the three current tenants would have their signage calculated (based on the primary sign and shingle sign requirements indicated on **pages 13** and **14**, respectively).

The "Tenant Details" section contains information regarding the size of the tenant's frontage (as based on the longest frontage dimension in the event that a tenant has two) and the number of street elevations.

The "Primary Sign(s)" section contains information regarding the maximum quantity, maximum cumulative size and maximum sign size as they relate to the specific tenants and their size. These calculations are based on the requirements for primary signs, as shown on **page 13**.

The "Shingle Sign(s)" section contains information regarding the maximum quantity and maximum sign size as they relate to the specific tenants and their size. These calculations are based on the requirements for shingle signs, as shown on **page 14**.

Existing Tenant Requirements							
Tenant Details			Primary Sign(s)			Shingle Sign(s)	
Tenant	Number of Elevations	Total Frontage	Maximum Quantity	Maximum Size (Cumulative)	Maximum Size (per sign)	Maximum Quantity	Maximum Size (per sign)
Tenant A	1	40'-0"	2	60 square feet	40 square feet	1	4 square feet
Tenant B	2	55'-0"	2	80 square feet	40 square feet	2	4 square feet
Tenant C	1	47'-0"	1	70 square feet	40 square feet	1	4 square feet

Part V—Site Plan, Elevations & Renderings

Introduction

The following section contains several different types of drawings and depictions of this project with the purpose of indicating the placement location of all signage and overall scale of placed signage. These include: Site Plan, Elevation Drawings and Elevation Renderings. Refer to the below key for the appropriate page:

Site Plan

Overall Site Plan with Sign Placement **Page 17**

Elevation Drawings

East Elevation with Sign Placement **Page 18**
North Elevation with Sign Placement **Page 18**
West Elevation **Page 19**
South Elevation with Sign Placement **Page 19**

Elevation Renderings

East Elevation Rendering **Page 20**
South Elevation Rendering **Page 21**



LOFT 4020
MASTER SIGN PLAN



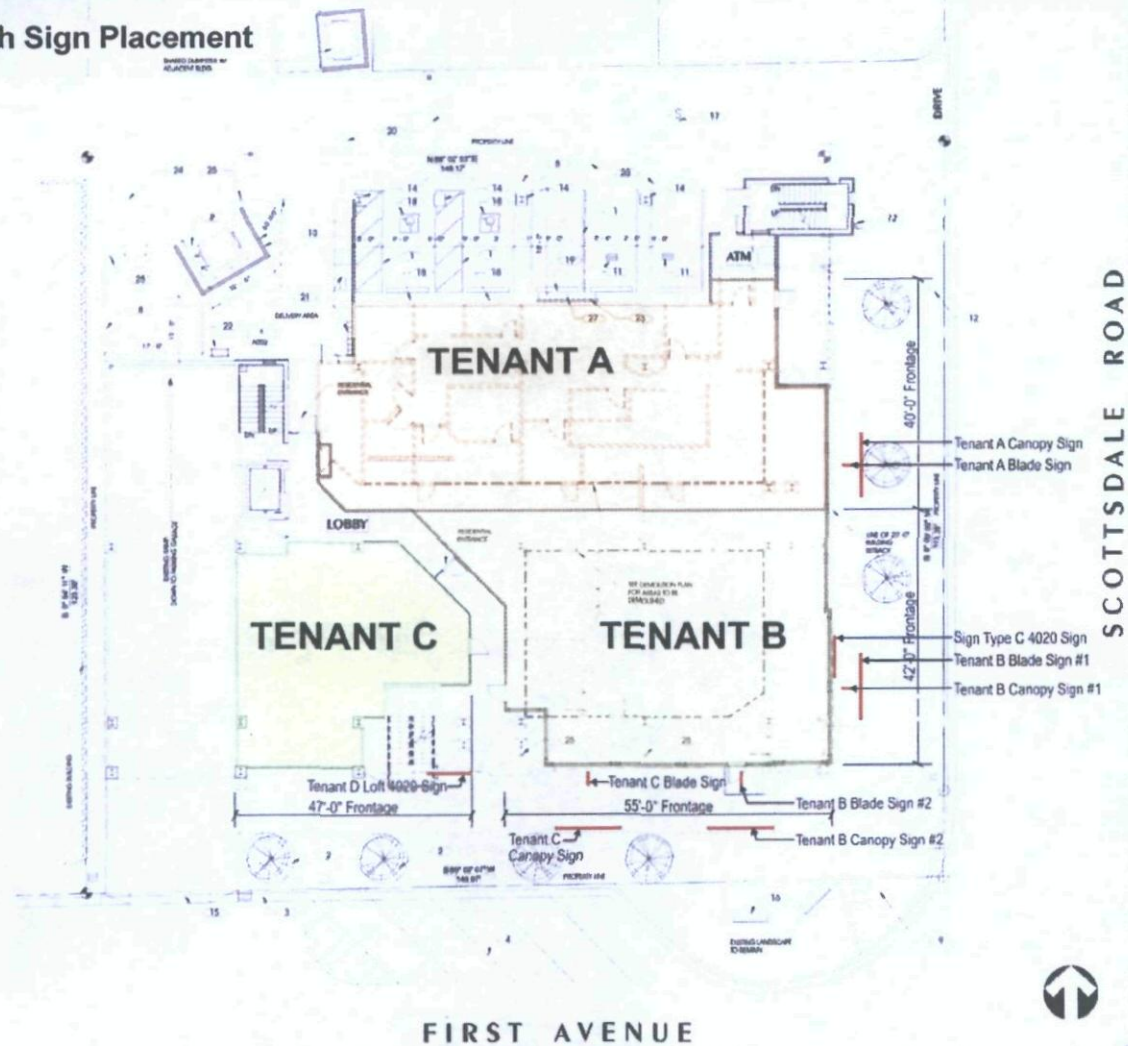
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PART V
Introduction
PAGE 16

Part V—Site Plan, Elevations & Renderings

Overall Site Plan with Sign Placement



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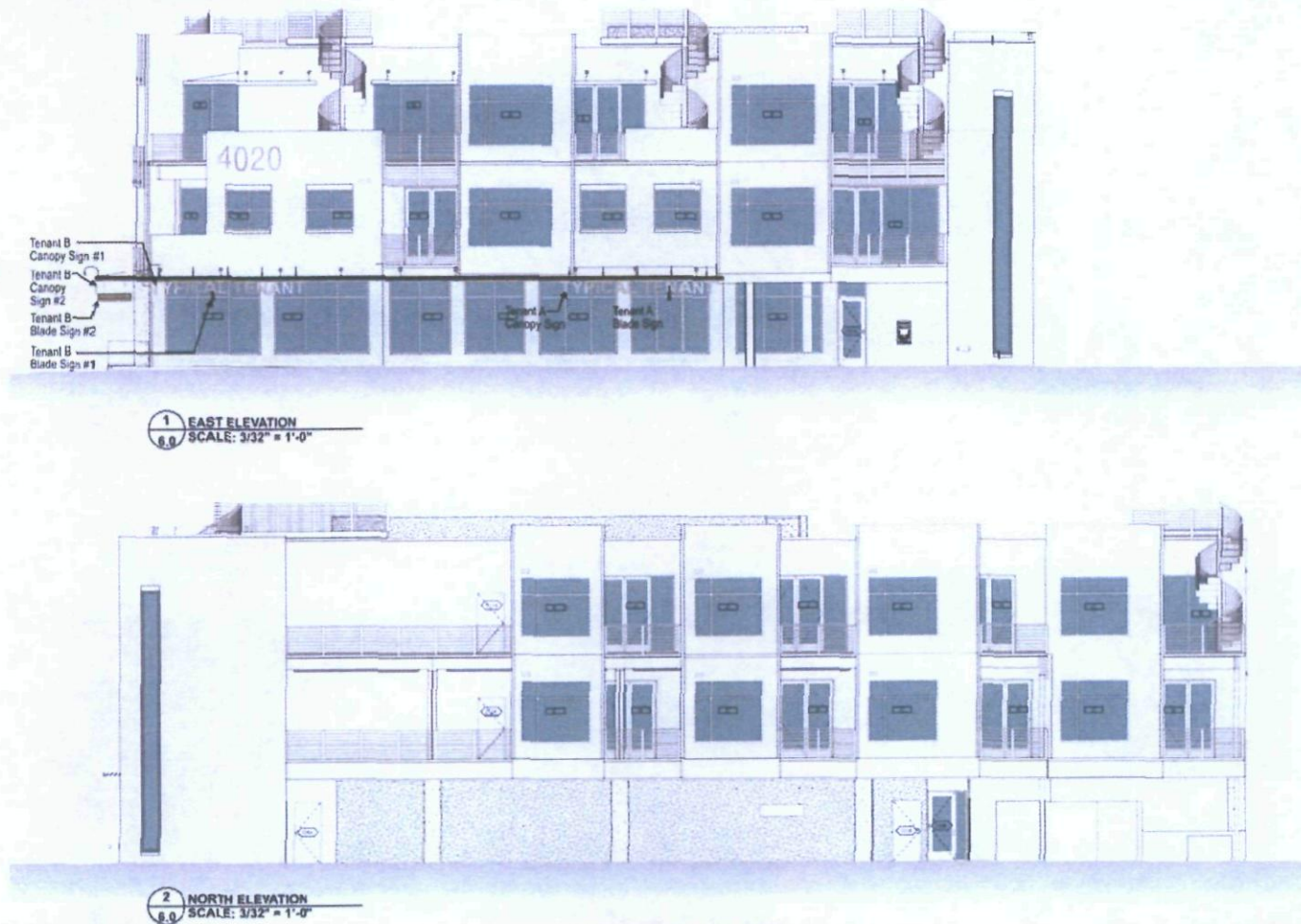
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PART V
Site Plan

PAGE 17

Part V—Site Plan, Elevations & Renderings

Elevation Placement—East & North Elevations



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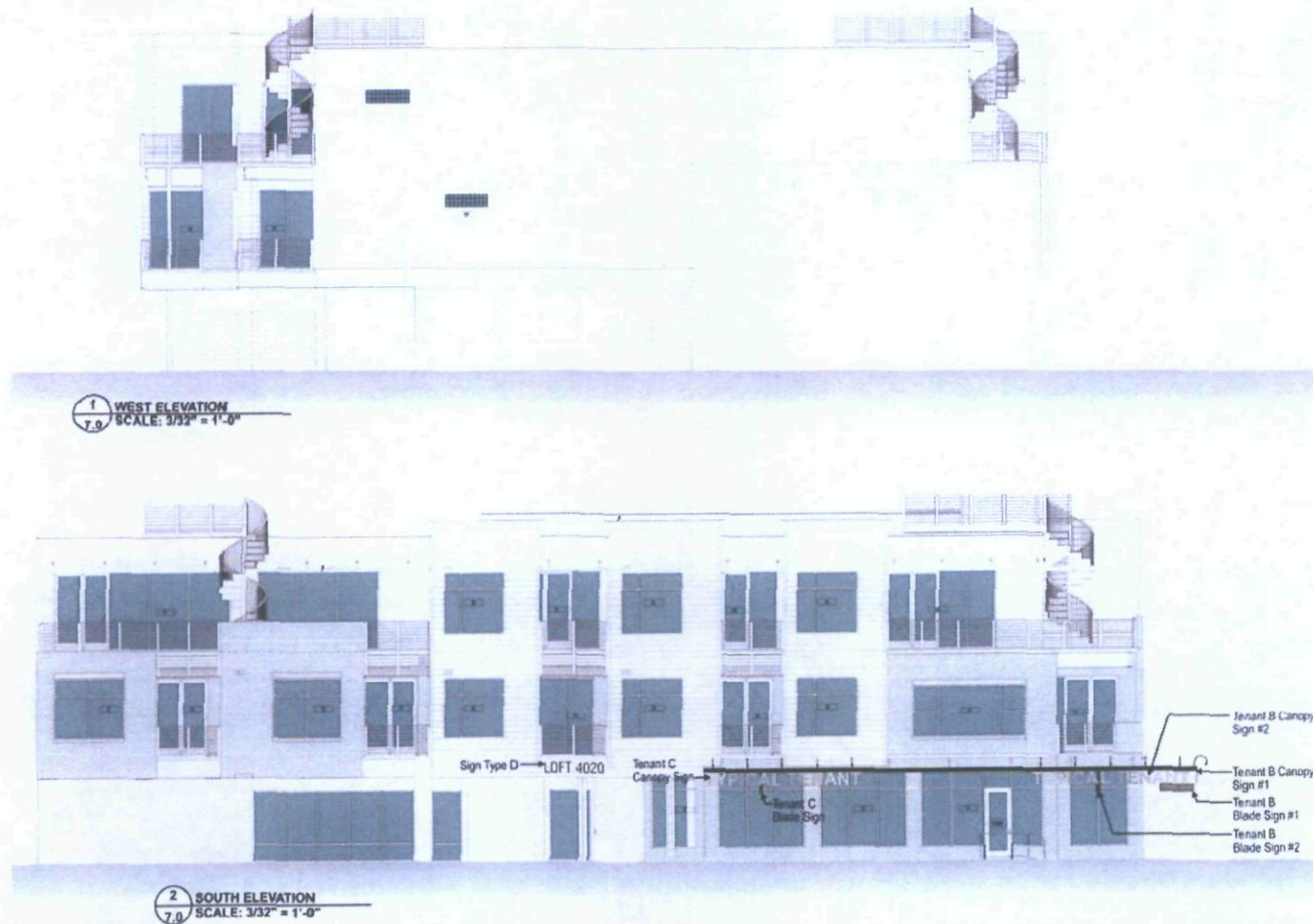
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PART V
East & North Elevations

PAGE 18

Part V—Site Plan, Elevations & Renderings

Elevation Placement—West & South Elevations



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PART V
West & South Elevations

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Part V—Site Plan, Elevations & Renderings

Rendering Placement—East Elevation



1 SCOTTSDALE RD. EAST ELEVATION
9.9 NOT TO SCALE

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PART V
East Elevation Rendering
PAGE 20

Part V—Site Plan, Elevations & Renderings

Rendering Placement—South Elevation



2 SOUTH ELEVATION FIRST AVE.
NOT TO SCALE

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PART V
South Elevation Rendering

PAGE 21

* additional Amendment
page *

Project Name: PROJECT - Wall Sign Elevations - 4020 Loft Building	
Nationwide 	Sign Systems
CONTACT: CRAIG MUSICK - 480.921.9900	DATE OF DWG.: 12-24-08
SCALE(S):	REVISION DATE:
SIGN DESIGN:	INITIALS FOR APPROVAL:
ELEVATION:	DATE OF APPV'L:
DETAILS:	

Typical sign elevation placement for tenant main ID signage

