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#92792

4018 E. Winslow • Phoenix, AZ 85040 • 480-921-9900 • Fax: 602-437-8073

**SIGN CRITERIA**  
**AGUA CALIENTE RETAIL CENTER**  
**70<sup>th</sup> Street & Saguaro Drive**  
**Scottsdale, Arizona**

This criteria has been developed to insure design compatibility and conformance for all signage at the Agua Caliente Retail Center Scottsdale, Arizona. As this criteria will be strictly enforced, any non-conforming sign to this criteria and/or City of Scottsdale ordinance shall be removed and brought into conformance by the applicant.

All signage will require, prior to installation, written approval by the designated sign agent for the Agua Caliente Retail Center. Approval may be obtained by the contacting said agent.

**A. GENERAL REQUIREMENTS:**

1. Applications shall provide 3 sets of shops drawings for review. One set will be returned as approved, or revise and re-submit.
2. Revise and re-submit drawings will be returned with comments. These drawings should be changed and resubmitted for approval within 30 days upon receipt by applicant.
3. No signs, banners, advertisements, notices, etc., shall be attached to any part of sign.
4. Applicant or its representative shall obtain all permits and inspections to be in conformance with the City of Scottsdale sign and electrical regulations and ordinances.  
Applicant and/or its representative shall also be responsible for any violation to said codes, regulations and ordinances.
5. The approval of applicants plans by the Landlord or its said agent does not constitute any implication, representation, or certification that said items are in compliance with applicable statutes, codes, ordinances or other regulations.  
Approved shop plans are for appearance only and not code.

**B. DESIGN REQUIREMENTS FOR DIRECT ILLUMINATED SIGNAGE FOR RETAIL CENTER:**

1. All signs will consist of halo lit or non lit reverse pan channel letters centered both vertically and horizontally on sign band above leased space frontage.
2. Letter Style shall be open and logos will be permitted if used in corporate name.
3. Illumination shall be White LED or 6500 white neon. No exposed conduit, raceways, transformers, boxes ect., will be permitted. Major Tenants Halo illumination color open with landlord approval





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4. Logo construction may be full color and illuminated thru face as well as halo lit; logo sign face to be routed copy.
5. All letters are Reverse Pan Channel construction, with 2-3 inch returns painted black. Major tenants color open with Landlord Approval.
6. Applicant and/or contractor shall be responsible for any and all damage caused by installation of sign.

**C. DESIGN REQUIREMENTS FOR EXTERIOR SIGNAGE WITH INDIRECT LIGHTING:**

1. All design & size requirements will remain the same as specified with the following exceptions:
  - a. All letters to be flush mounted using studs only.
  - b. Illumination will be ground lighting supplied by Landlord.

**D. SIZE REQUIREMENTS:**

1. Major tenants shall be those in suites 101, 104 & 126 or any tenant leasing over 4000 SF. These tenants will be allowed a maximum 30 inches letter height using one line of copy or maximum 48 inches total letter sign height using two lines of copy. No sign shall exceed 80% of leased space frontage in length, location open to Landlord and city approval.
2. All other tenants shall be minor tenants and will be allowed one sign on store front and one sign on rear of store facing street. Letter height shall not exceed 24 inches if using one line of copy. If using two lines of copy, maximum letter height shall be 30 inches. No sign shall exceed 80% of leased space frontage in length.
3. Logos shall not exceed 30% of total sign area.
4. 1 SF to 1 Lineal foot of leased space allowed on street side  
1.5 SF to 1 Lineal foot of leased space allowed on parking lot side of center,  
As per City of Scottsdale Sign Code.

## OVERVIEW

### MASTER SIGN PROGRAM AGUA CALIENTE RETAIL CENTER

MAJOR TENANTS: Suites 101,104 & 126 or any tenant leasing over 4000 SF.

MINOR TENANTS: All others

TYPE OF SIGN: Direct illumination signage for Retail Center.

Reverse pan channel letters with backlit(halo) neon or LED illumination.

Installation: Clip Mount with 1.5" standoff.

Quantities/Size/Restrictions:

Number of Signs:

Letters:	ONE LINE OF COPY
Height:	24 inches for in line tenant 30 inches for Major tenant
Returns:	2-3 inches deep
Length:	Not to exceed 80% of leased frontage
Logos:	Not to exceed 30% of total sign area.

Letters:	TWO LINES OF COPY
Height:	30 inches for in line tenant 48 inches for Major tenant
Returns:	2-3 inches deep
Length:	Not to exceed 80% of leased frontage
Logos:	Not to exceed 30% of total sign area

Colors/ Finishes: Black semi gloss  
Major tenant letter color open to landlord approval  
Letter Style: Open  
Lighting: White LED or 6500 white neon  
Major tenants lighting color open to landlord approval  
Location: Centered vertically and horizontally on sign band on tenant  
Frontage only.

**DESIGN CRITERIA FOR:** Exterior signage with indirect lighting:  
Same as Direct Lighting with these exceptions:

Type of Sign: Reverse pan channel letter  
Installation: Flush mount with studs.  
Location: Centered in sign area  
Colors/ Finishes: Black  
Major tenant color open to landlord approval

### **WINDOW SIGNS**

Window signs will be permitted under the following conditions:

1. Tenant is allowed to use 25% maximum of window space for signage.
2. No painted signs on the glass surface will be allowed. There will be no Exceptions.
3. All window signs shall be of paper, showcard or other type of removable sign.
4. Landlord reserves the right to remove any window sign that is found to be objectional or not in the spirit of said criteria.
5. Pressure sensitive address numerals will be provided by the landlord

Should there be any questions as to the content of this criteria please contact:

**Arizona Commercial Signs  
Craig Musick  
4018 E. Winslow Avenue  
Phoenix, Arizona 85040  
480-921-9900**



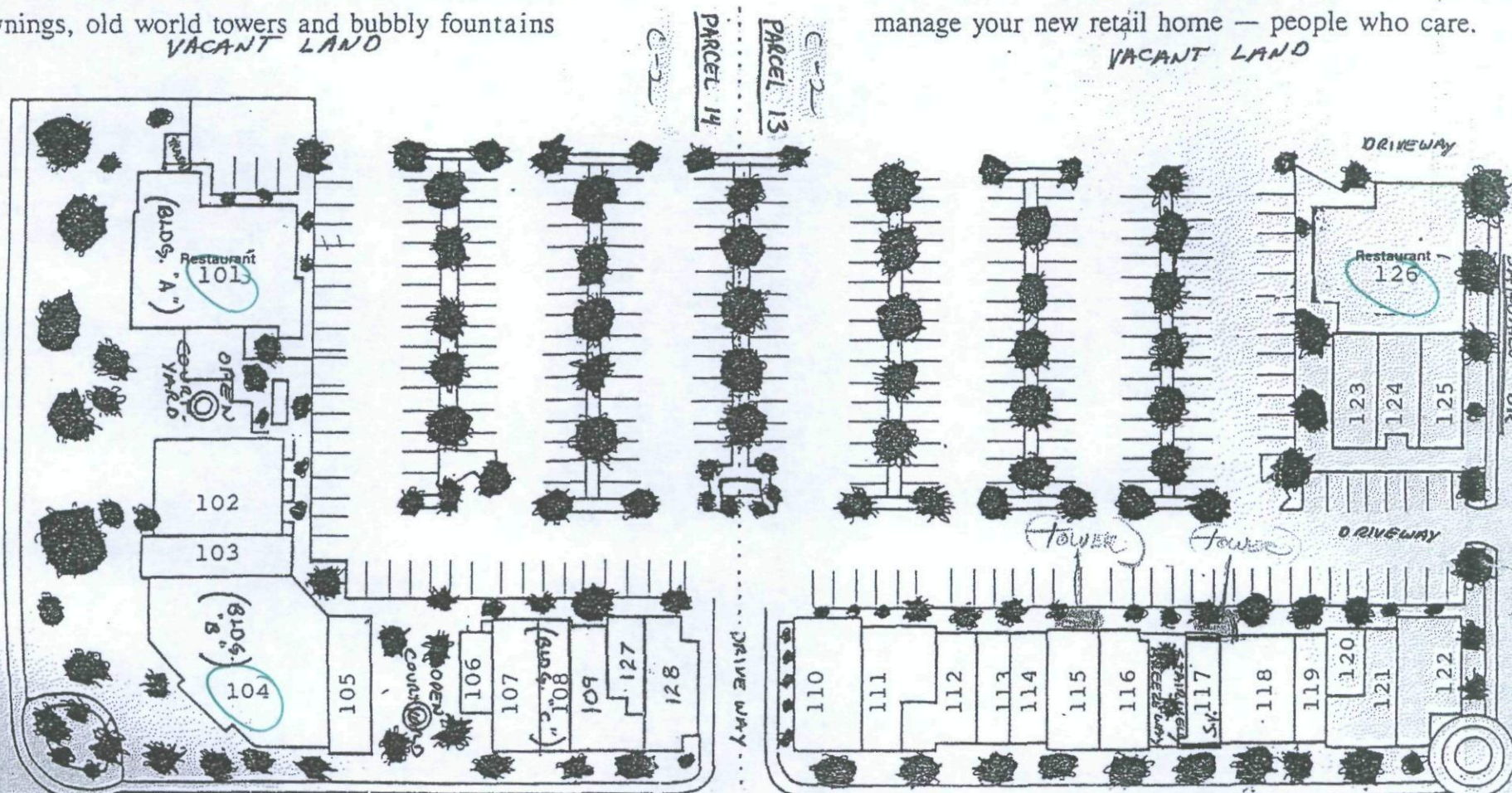
y Eight Thousand square feet of retail blended into a forty  
ked use development of hotel and office space. . . The site,  
along the future "loop" around the Scottsdale Road/Shea  
rd intersection, makes *Aqua Caliente* a "must have"  
. *Aqua Caliente's* warm and rich architecture of mission  
oper awnings, old world towers and bubbly fountains  
VACANT LAND

VACANT LAND

will establish an ambiance of quality to compliment the unique merchant. Maximum exposure is further enhanced by double signage visible to tens of thousands of future customers each day.

And for those tomorrows — the owners will lease, but we'll manage your new retail home — people who care.

VACANT LAND

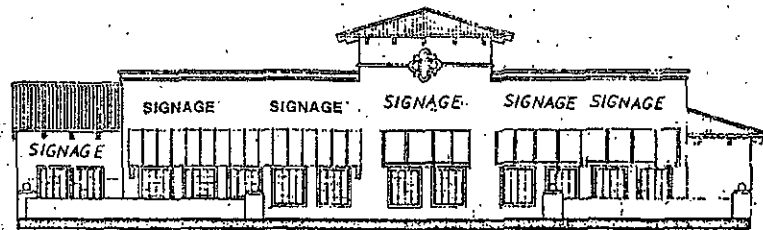


6990 E. Shea Boulevard  
Scottsdale, AZ 85254

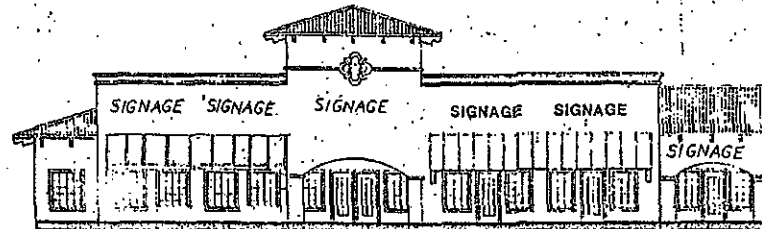
Upstairs Suites from South to North are 215, 216, 217, 218

70th STREET

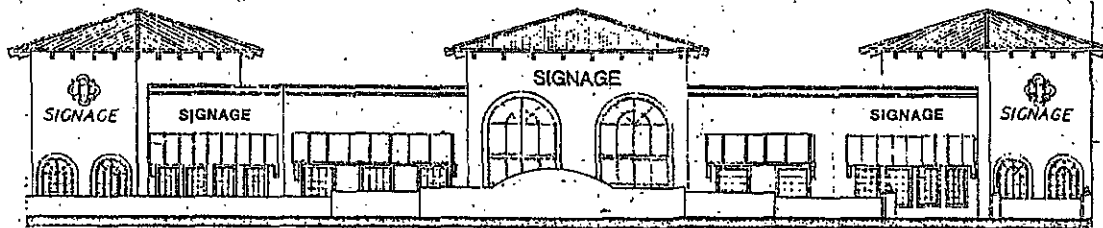




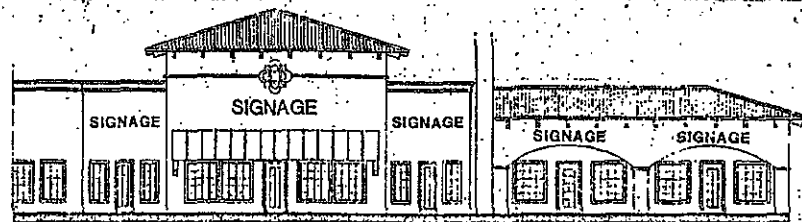
EAST ELEVATION



WEST ELEVATION



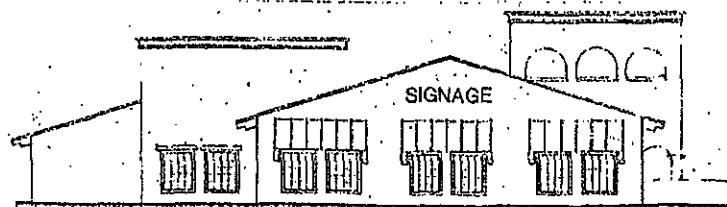
SOUTH ELEVATION



NORTH ELEVATION



NORTH ELEVATION



SOUTH ELEVATION

#### SIGNAGE CRITERIA

- A. Communicating Lighting of Signs
  1. All buildings on have building letters on west and north faces only, except restaurant and other will have building letters on north and south faces.
  2. All other letters to be only accept for landscape lighting on buildings.
- B. Communicating Height of Signs
  1. Restaurant and other major tenant letters height not to exceed 14 feet letter height and line of copy or 16 inches only two lines of copy with both lines not to exceed 36 inches.
  2. All other letters shall be letter height not to exceed 10 feet letter height and line of copy or 16 inches only two lines of copy with both lines not to exceed 36 inches.
- C. Signs not to exceed 25% of total edge area. Signs are allowed on both sides and are to be placed on display.



LOT 14 OF  
AGUA CALIENTE





