

Case: 15-DR-95  
Terravita Marketplace

## **TERRAVITA MARKETPLACE SIGN CRITERIA**

This sign criteria has been established for the purpose of assuring an outstanding shopping center for the mutual benefit of all tenants. Conforming to strict design guidelines established by the *Terravita Master Planned Community*, the richness and ambience of the surrounding Sonoran Desert and Carefree Community to maintain the development's objective of creating the best designed shopping center in Arizona. This criteria shall be strictly enforced and any non-conforming or non-approved signs shall be brought into immediate conformance at the expense of the tenant.

Landlord shall administer and interpret the criteria:

### **A. GENERAL REQUIREMENTS**

1. Tenant shall submit or cause to be submitted to Landlord for approval prior fabrication, two copies of detailed drawings covering the locations, size, layout, design and color of the proposed sign, including lettering and/or graphics.
2. All permits for signs and their installation shall be obtained by Tenant or its representative from the City of Scottsdale.
3. Tenant shall be responsible for the fulfillment of all requirements and specifications.
4. Signs installed without written approval of the Landlord will be subject to removal at the tenant's expense. Damages may be assessed to cover cost of repairs to sign fascia or removal of signage resulting from non-approved installation.

### **B. GENERAL SPECIFICATIONS**

1. Painted lettering shall not be permitted.
2. Flashing, moving or audible signs shall not be permitted.
3. All electrical signs and their installation must comply with all local building and electrical codes.
4. No exposed conduit, neon tubing or raceways shall be permitted.
5. All conductors and other equipment shall be concealed in attic area in accordance to UL 48 specifications.

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6. No freestanding monument sign will be permitted with the exception of directional signs, menu boards or freestanding signs granted by special use permit by the City of Scottsdale.

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.

D. DESIGN REQUIREMENTS: Wall Signage - In Line Shop Tenants / A.B.C.D

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

The maximum aggregate sign area for each shop building shall be calculated based upon one and one half (1 1/2) times the length of longest elevation.

Each individual tenant may place signage on wall surfaces designated for tenant's use by the Landlord. The area for each tenant's sign may not exceed one (1) 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 shop building be exceeded.

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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 tenant's sign shall in no instance exceed 80% of tenant's leased frontage upon which the sign is displayed. Landlord shall designate the exact placement of tenant signage.

5. Logos shall not be permitted.

6. Fabrication Specifications

a. All letters shall be fabricated from a minimum of .050 aluminum material. Letters shall be 3" deep and spaced off the wall 1" for back lighting purposes.

b. All Letters shall be backlit illuminated with 6500 white neon/30 ma. remote transformers.

c. All individual letters shall be painted to match Devco & Reynolds "Dune Gray" /1D55.

d. A national tenant with a recognized trademarked corporate sign specification may utilize colors other than the color specified in 6c. above. The tenant shall submit samples of colors for review and approval to the Landlord, Terravita and the City of Scottsdale. It is understood that the color palette approved for this development is restrictive and variation will be strictly reviewed.

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 glass, but will be restricted to the business name and hours of operation only. The maximum size of lettering shall be 2".

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- h. Each tenant who has a non-customer backdoor for receiving merchandise may have their name applied to the door with 2" vinyl lettering.

**E. DESIGN REQUIREMENTS: Wall Signage - Albertsons**

- 1. All signage shall conform to specifications established in the "Master Sign Program" approved by the Landlord, Terravita and the City of Scottsdale. Specifications include size, placement, colors and materials to be utilized in the construction / installation of tenants signage.

- 2. Maximum size of all wall signs shall be determined by the following formula:

The maximum aggregate sign area for each shop building shall be calculated based upon one and one half (1 1/2) times the length of longest elevation.

Each individual tenant may place signage on wall surfaces designated for tenant's use by the Landlord. The area for each tenant's sign may not exceed one (1) 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 shop building be exceeded.

- 3. Letter heights shall be determined by the corporate logo/letterstyle displayed within the allowable aggregate sign area.

**4. Fabrication Specifications**

- a. All letters and logos to be fabricated from .090 aluminum material. Letters shall be 5" deep. Albertsons letters shall be painted Dupont # 77257 Medium Blue with 1-1/2" white outline. Logo, left leg and flower in logo Dupont # 24160 Dark Blue with 1-1/2" white outline. Right leg of logo shall be painted Dupont # 77257 Medium Blue.
- b. Letters and logos shall be backlit illuminated with 6500 white neon/30ma. remote transformers.
- c. Albertsons shall be permitted to utilize their established letter style and logo.

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- d. All signage shall be constructed in accordance to UL 48 specifications and shall be labeled accordingly.

F. DESIGN REQUIREMENTS: Wall Signage - Major Tenant Walgreens

1. All signage shall conform to specifications established in the "Master Sign Program" approved by the Landlord, Terravita and the City of Scottsdale. Specifications include size, placement, colors and materials to be utilized in the construction / installation of tenants signage.
2. Maximum size of all wall signs shall be determined by the following formula:

The maximum aggregate sign area for each shop building shall be calculated based upon one and one half (1 1/2) times the length of longest elevation.

Each individual tenant may place signage on wall surfaces designated for tenant's use by the Landlord. The area for each tenant's sign may not exceed one (1) 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 shop building be exceeded.

3. Letter heights shall be determined by the corporate logo/letterstyle displayed within the allowable aggregate sign area.
4. Fabrication Specifications
  - a. All letters to be fabricated from .050 aluminum material. Letters shall be 5" deep. All letters shall be painted to match Rohm & Haas # 2793 Red /Satin Finish.
  - b. Letters shall be backlit illuminated with 6500 white neon/30 ma. remote transformers.
  - c. Walgreens shall be permitted to utilize their established letter style.
  - d. All signage shall be constructed in accordance to UL 48 specifications and shall be labeled accordingly.

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**G. DESIGN REQUIREMENTS: Wall Signage - Future Tenant Pad "A"**

1. Future Tenant Pad "A" shall cause to be submitted for separate Landlord, Terravita and City of Scottsdale approval, its individual exterior sign program for this project.

**H. DESIGN REQUIREMENTS: Freestanding Monument Signs**

1. Terravita Marketplace shall be identified on two(2) freestanding externally/backlit illuminated monument signs as submitted. Design shall match color, texture and configuration of the Terravita Planned Community monument signs. All copy shall be 3" reverse pan channel letters painted Devoe & Reynolds "Dune Gray"/1D55C". Copy shall be backlit with 6500 white neon/30ma remote transformers. Monument signs shall be ground lighted utilizing approved fixtures.