

SIGNAGE TYPE FONTS

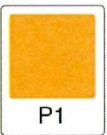
(to match Mall existing)

Frutiger Lt Std 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Frutiger Lt Std 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Frutiger Lt Std 75 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Colors:



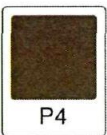
Dark Gold to match Matthews #MP02059



Light Gold to match Matthews #MP07791



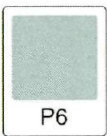
Dark Bronze to match Matthews #MP10161



Light Bronze to match Matthews #MP04991



Dark Verdigris to match Matthews #MP14151



Light Verdigris to match Matthews #MP14647



"Variegated Verdigris" Faux painted oxidized patina finish to match existing mall signage

APPROVED
7-17-09
DATE

S · C · O · T · T · S · D · A · L · E

Fashion Square

Phase 10 Comprehensive Sign District Amendment

Presented by

SmithCraft
CUSTOM SIGNS & GRAPHICS

3643 South 7th Street
Phoenix, AZ 85040.1130
602.268.1349 Office
602.268.1369 Facsimile

July 14, 2009

Applicable Zoning Ordinance provisions.

The Scottsdale Fashion Square Comprehensive Sign District shall comply with Article XIII. Sign Requirements, specifically the following sections of the Zoning Ordinance shall be applicable:

Sec. 8.100. ADMINISTRATION. and subsections.

Sec. 8.200. DEFINITIONS.

Sec. 8.300. PROCEDURES. and applicable subsections.

Sec. 8.400. GENERAL REQUIREMENTS. and subsections

Sec. 8.500. PERMANENT SIGNS ALLOWED. and applicable subsections of the Downtown (D) zoning district, and applicable subsections that apply to the site, buildings and uses contained within Scottsdale Fashion Square site area/plan.

Sec. 8.534.1.B. Projecting signs. and subsections related to projecting signs.

Sec. 8.600. TEMPORARY SIGNS ALLOWED. and subsections.

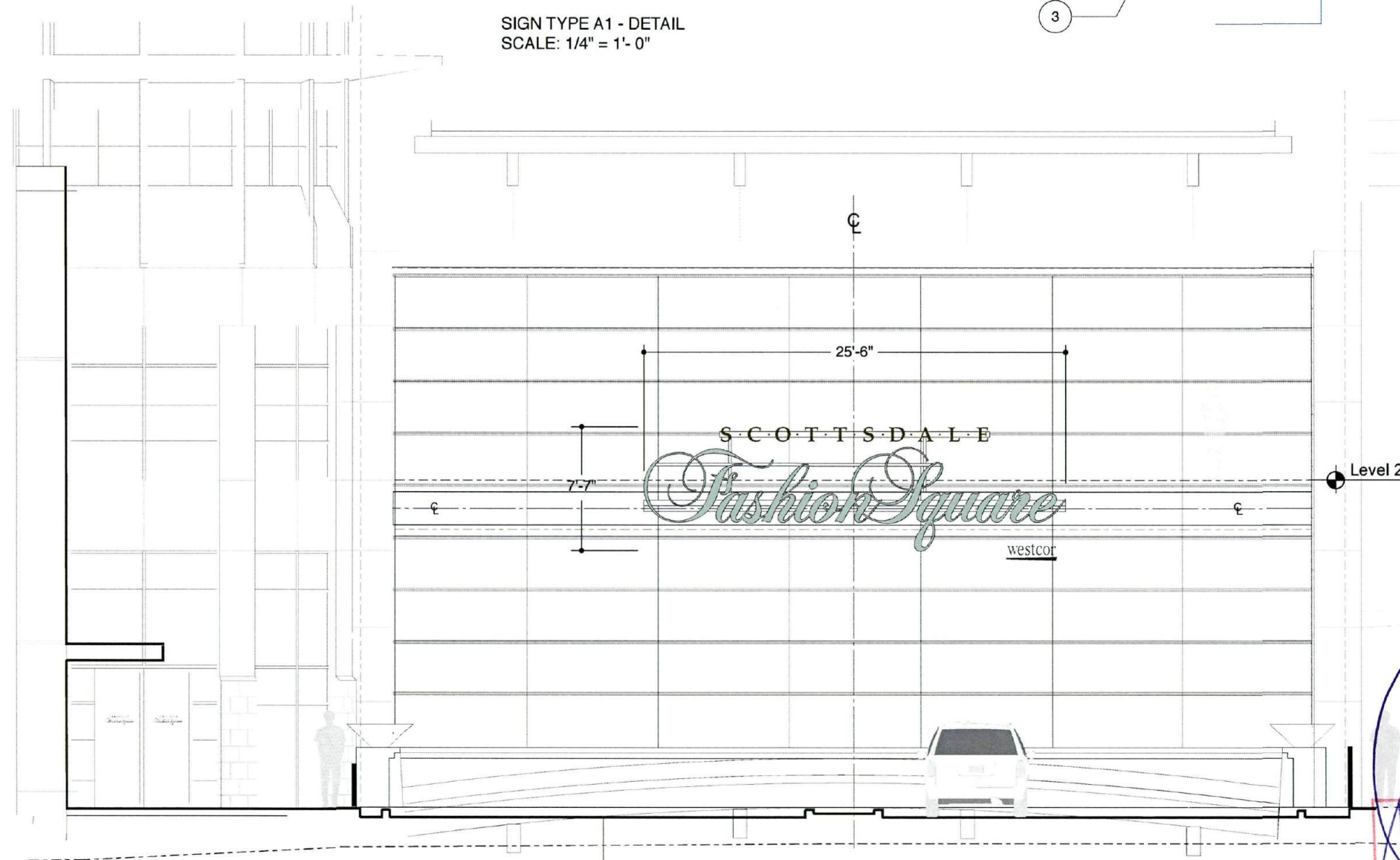
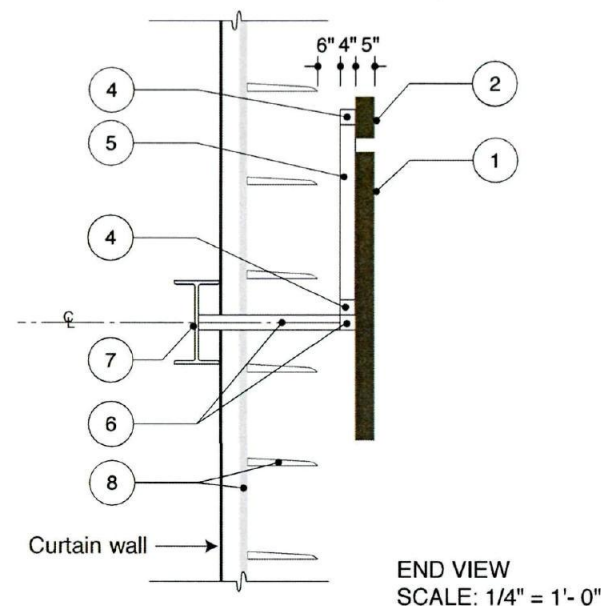
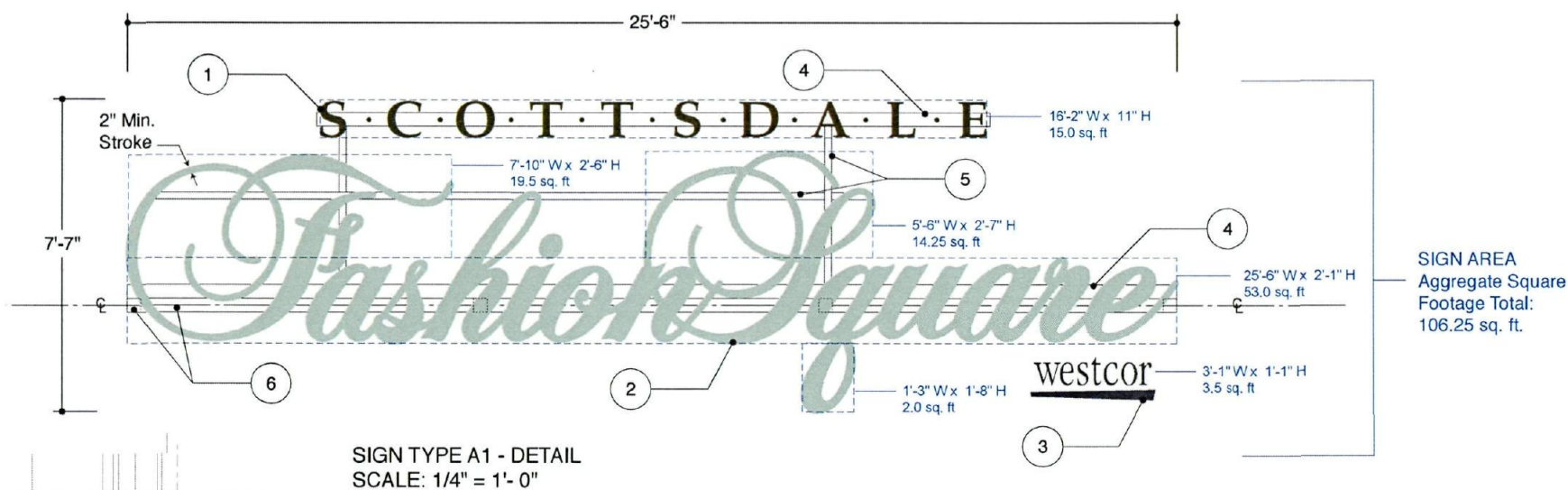
If the Scottsdale Revised Code, Appendix B Basic Zoning Ordinance, Article XIII. Sign Requirements and applicable sections is amended, the most current ordinance regulations shall apply. As determined by the City of Scottsdale 's Zoning Administer, applicable sections and subsections shall be those sections specific to the Scottsdale Fashion Square development as indicated on the Site Plan (Sheet 18) and shall included Section 8.534.1.B. Projecting signs, and subsections related to projecting signs.

PLANNING REVIEW
BY DAN SYMER
480-312-4218

APPROVED

7-17-09
DATE

213-MS-1996#2



ELECTRICAL NOTE:
VOLTAGE: 120V OR 277 (VERIFY)
AMPS REQUIRED: 16 AMPS
PHASE: SINGLE PHASE

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and for other applicable local codes. This includes proper grounding and bonding of the sign.

APPROVED
7-17-09
DATE

Notes:

Sign Type A1: Scottsdale Fashion Square Identity

- "Fashion Square" - Internally illuminated face-lit channel letters flush-mounted to wireways. Letters to have acrylic face faces. Painted aluminum returns with closed backs. Returns and backs painted (Bronze P3) with translucent printed "verdigris" (P5) vinyl on white acrylic faces.
- "Scottsdale" - Internally illuminated face-lit channel letters flush-mounted to wireways. Letters to have acrylic faces. Painted aluminum returns with closed backs. Returns and backs painted (bronze P3) with perforated vinyl (bronze P3) on white acrylic faces. Bullets are not illuminated - painted P3.
- "Westcor" logo - 1/8" FCO aluminum letters, powder-coat black finish. Mounted to curtain wall glass with double coated tape and silicone adhesive.
- 4" x 4" x 1/8" square aluminum tube wireway. Painted to match curtain wall and building backgrounds as required.
- 4" x 2" x 1/8" aluminum rectangular tube vertical and horizontal supports. Painted to match curtain wall and building backgrounds as required.
- Armature (by General Contractor): 4" x 4" x 3/16" steel tube welded to existing I-Beam at four points. Armature to project out past louver system and across the span of the lettering (25'-6"). See Armature Detail on Sheet 14.1 Painted to match curtain wall and building backgrounds as required.
- Existing I-Beam.
- Existing Louver system.

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Design: 08-123108
Spec: XX0000
Scale: Noted
EPS: .eps

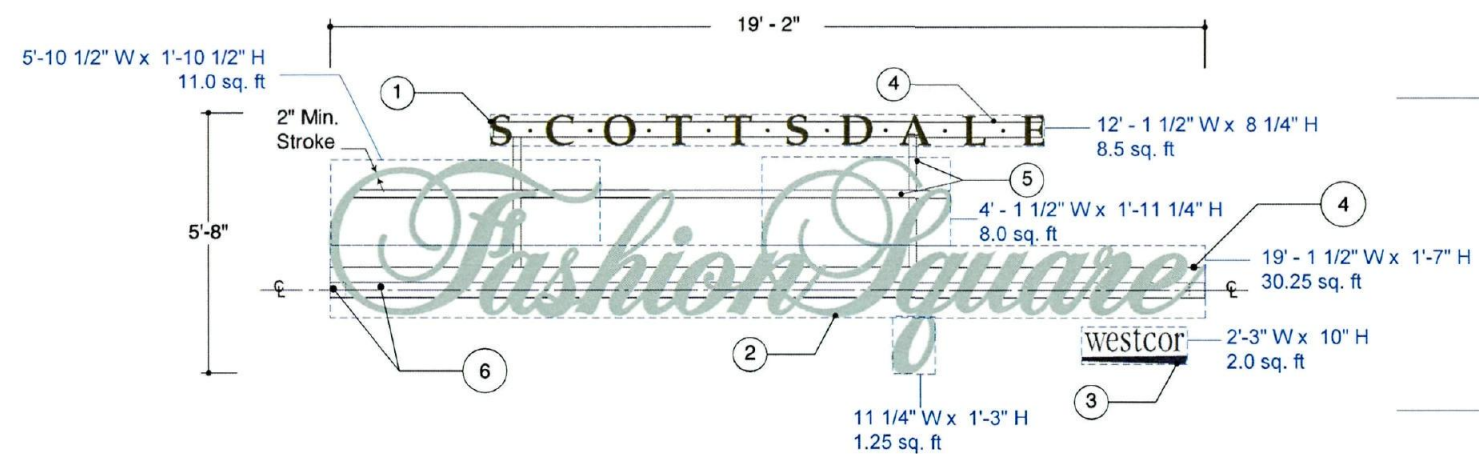
Rep: J. Nickerson
By: P. Bradley
Date: 01/11/09

Revision:
07/14/09

**Scottsdale Fashion Square
Phase 10**
7014-590 Camelback Rd.
Scottsdale, AZ 85251

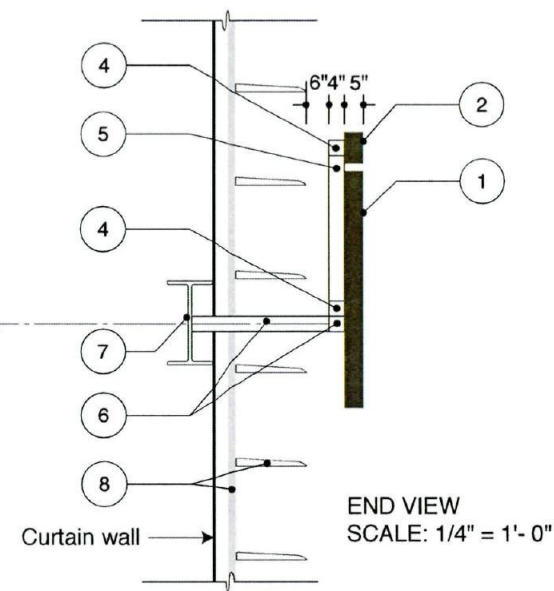
Sign Type:
A1

Sheet:
3.0



A2-01 SIGN TYPE A2 - DETAIL
SCALE: 1/4" = 1'-0"

SIGN AREA
Aggregate Square
Footage Total:
60.5 sq. ft.



Notes:

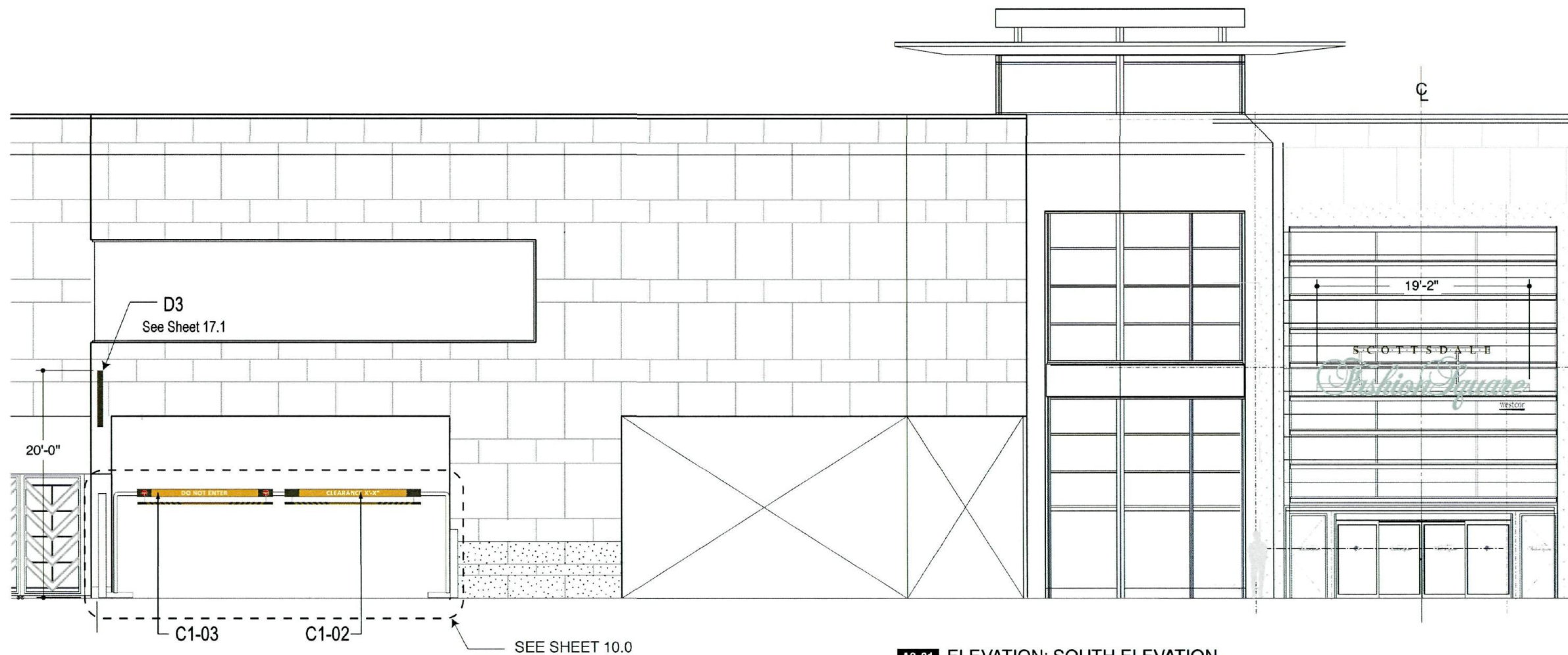
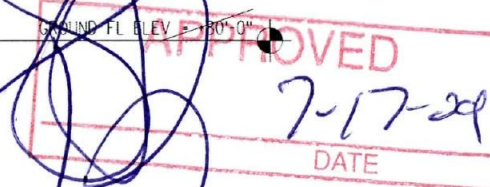
Sign Type A2: Scottsdale Fashion Square Identity

- "Fashion Square" - Internally illuminated face-lit channel letters flush-mounted to wireways. Letters to have acrylic face faces. Painted aluminum returns with closed backs. Returns and backs painted (Bronze P3) with translucent printed "verdigris" (P5) vinyl on white acrylic faces.
- "Scottsdale" - Internally illuminated face-lit channel letters flush-mounted to wireways. Letters to have acrylic faces. Painted aluminum returns with closed backs. Returns and backs painted (bronze P3) with perforated vinyl (bronze P3) on white acrylic faces. Bullets are not illuminated - painted P3.
- "Westcor" logo - 1/8" FCO aluminum letters, powder-coat black finish. Mounted to curtain wall glass with double coated tape and silicone adhesive.
- 4" x 4" x 1/8" square aluminum tube wireway. Painted to match curtain wall and building backgrounds as required.
- 4" x 2" x 1/8" aluminum rectangular tube vertical and horizontal supports. Painted to match curtain wall and building backgrounds as required.
- Armature (by General Contractor): 4" x 4" x 3/16" steel tube welded to existing I-Beam at four points See Armature Detail on Sheet 15.1. Armature to project out past louver system and across the span of the lettering (19'-2"). Painted to match curtain wall and building backgrounds as required.
- Existing I-Beam.
- Existing Louver system.

ELECTRICAL NOTE:

VOLTAGE: 120V OR 277 (VERIFY)
AMPS REQUIRED: 16 AMPS
PHASE: SINGLE PHASE

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.



A2-01 ELEVATION: SOUTH ELEVATION
SCALE: 3/32" = 1'-0"

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Design: 08-123108
Spec: XX0000
Scale: Noted
EPS: .eps

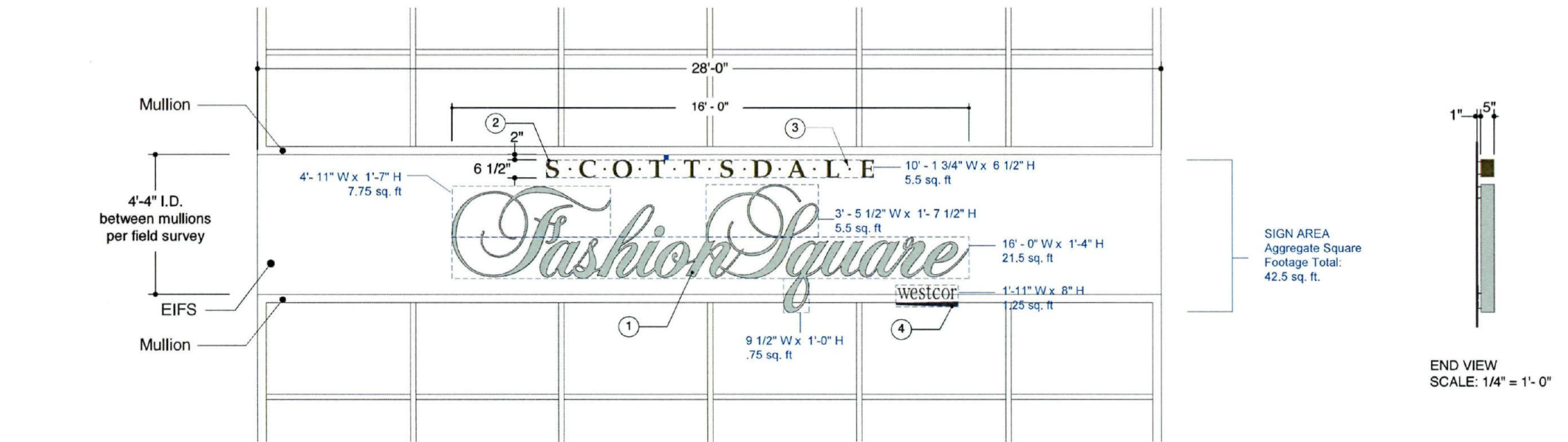
Rep: J. Nickerson
By: P. Bradley
Date: 01/11/09

Revision:
07/14/09

Scottsdale Fashion Square
Phase 10
7014-590 Camelback Rd.
Scottsdale, AZ 85251

Sign Type:
A2

Sheet:
4.0



SIGN TYPE A3 - DETAIL
SCALE: 1/4" = 1'-0"



NORTH ELEVATION
SCALE: 1/8" = 1'-0"

Notes:

Sign Type A3: Scottsdale Fashion Square Identity

1. "Fashion Square" - Halo-illuminated reverse pan channel letters. Faces and returns painted P5.
2. "Scottsdale" - Halo-illuminated reverse pan channel letters flush-mounted to EFIS wall system. Faces and returns painted P3.
3. Dots between letters: 1/4" aluminum stud mounted flush. Painted P3 (Dark Bronze)
4. "Westcor" logo - 1/8" FCO aluminum letters, powder-coat black finish. Stud mouted flush to building fascia.

ELECTRICAL NOTE:

VOLTAGE: 120V OR 277 (VERIFY)
AMPS REQUIRED: 16 AMPS
PHASE: SINGLE PHASE

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Design: 08-123108
Spec: XX0000
Scale: Noted
EPS: .eps

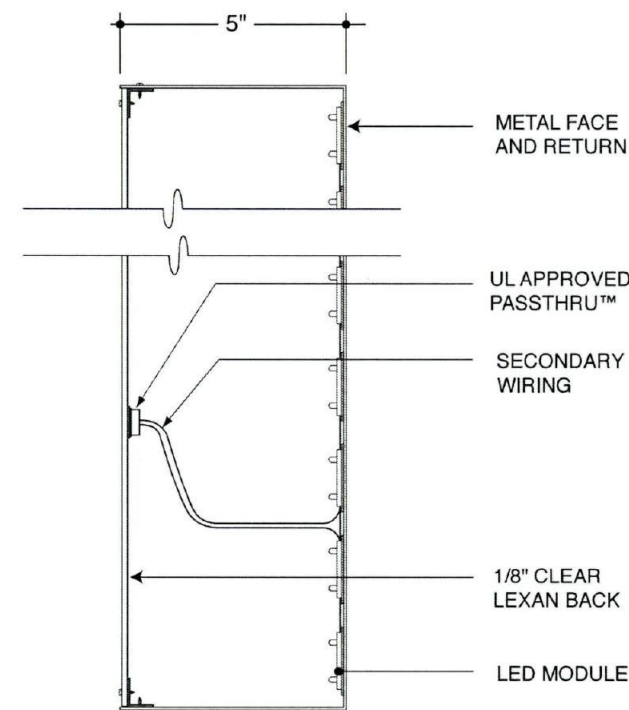
Rep: J. Nickerson
By: P. Bradley
Date: 01/11/09

Revision:
07/14/09

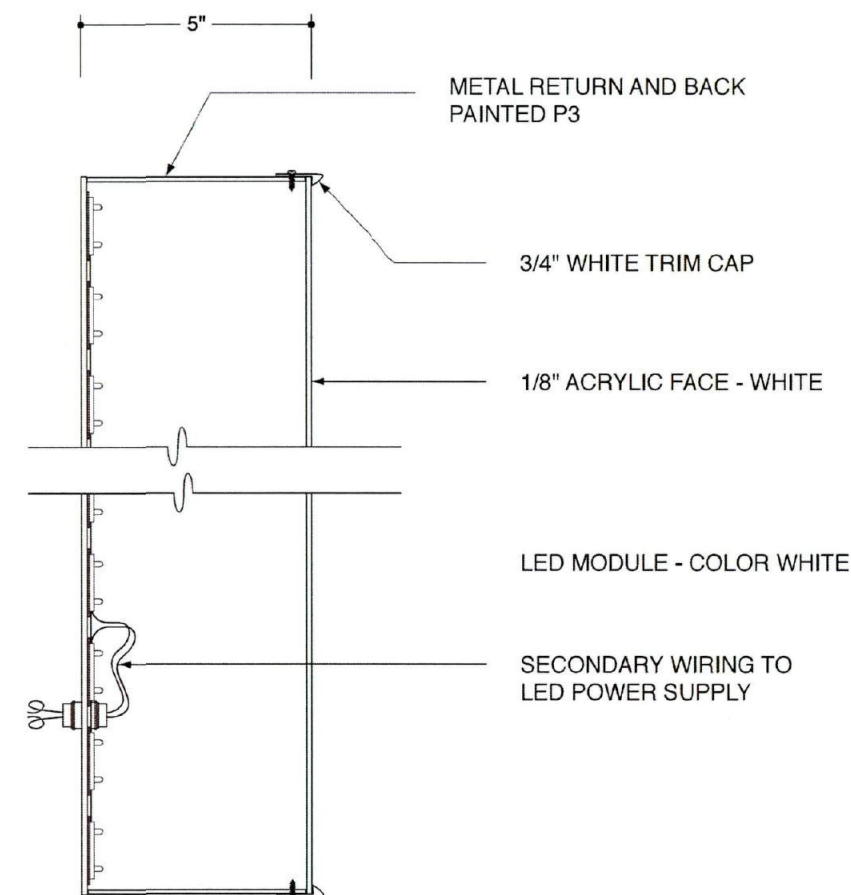
**Scottsdale Fashion Square
Phase 10**
7014-590 Camelback Rd.
Scottsdale, AZ 85251

Sign Type:
A3

Sheet:
5.0



TYPICAL SECTION OF A
LED ILLUMINATED
REVERSE PAN CHANNEL LETTER
SCALE: 3" = 1'-0"



TYPICAL SECTION OF A
LED ILLUMINATED
CHANNEL LETTER
SCALE: 3" = 1'-0"



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Design: 08-123108
Spec: XX0000
Scale: Noted
EPS: .eps

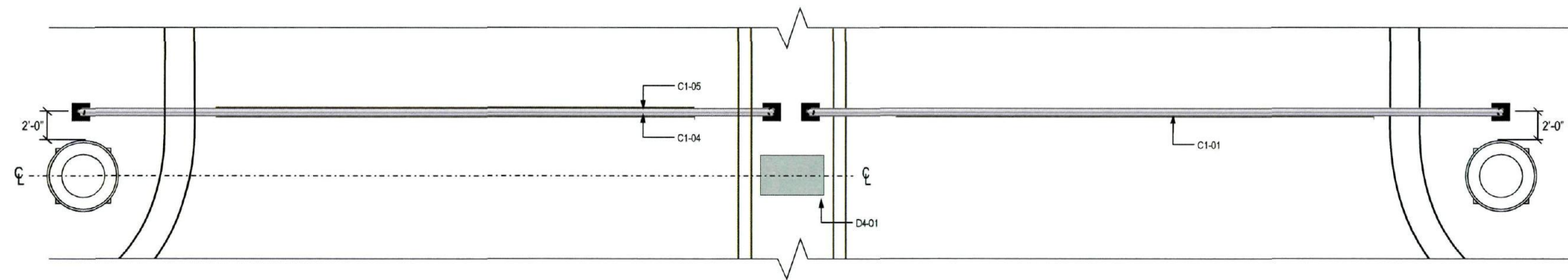
Rep: J. Nickerson
By: P. Bradley
Date: 01/11/09

Revision:
07/14/09

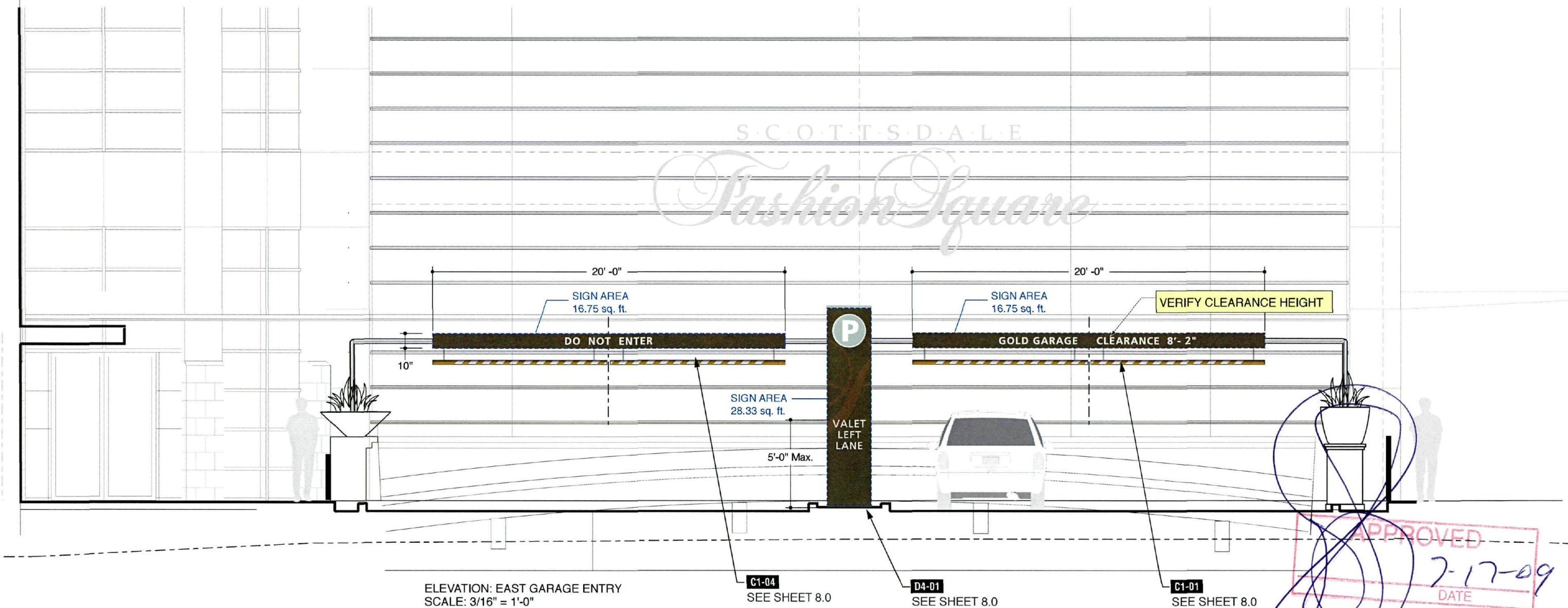
**Scottsdale Fashion Square
Phase 10**
7014-590 Camelback Rd.
Scottsdale, AZ 85251

Sign Type:
A1, A2
& A3

Sheet:
6.0



PLAN: EAST GARAGE ENTRY
SCALE: 3/16" = 1'-0"



ELEVATION: EAST GARAGE ENTRY
SCALE: 3/16" = 1'-0"

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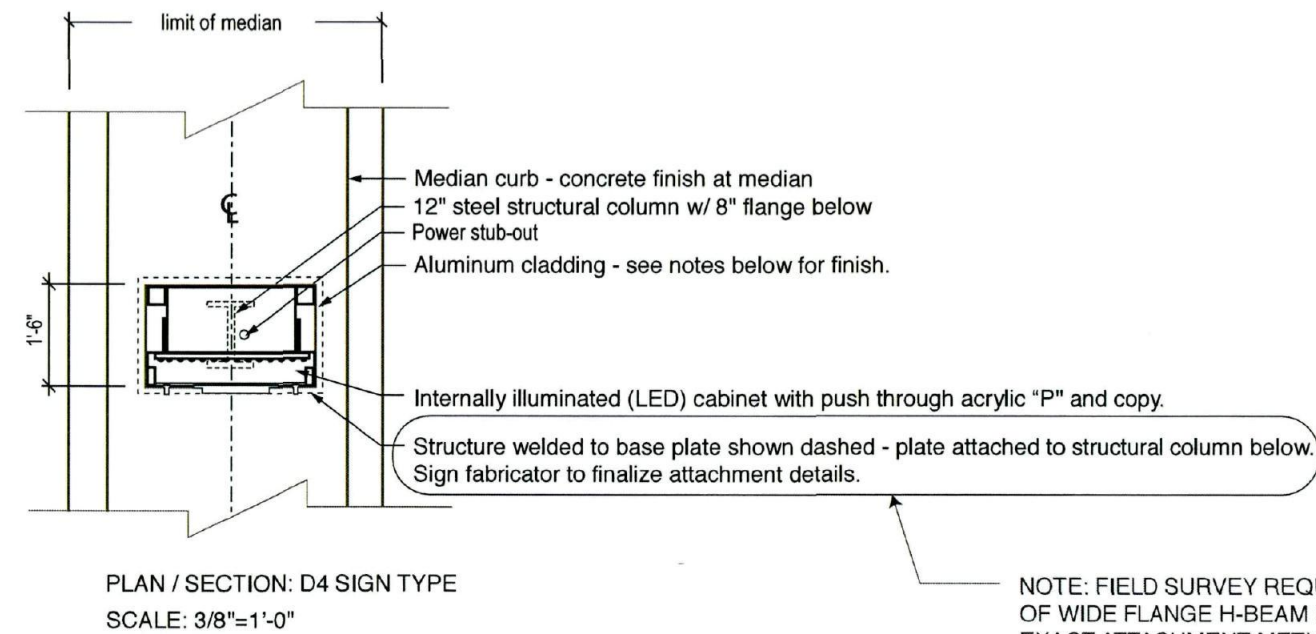
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EPS: .eps

Rep: J. Nickerson
By: P. Bradley
Date: 01/11/09

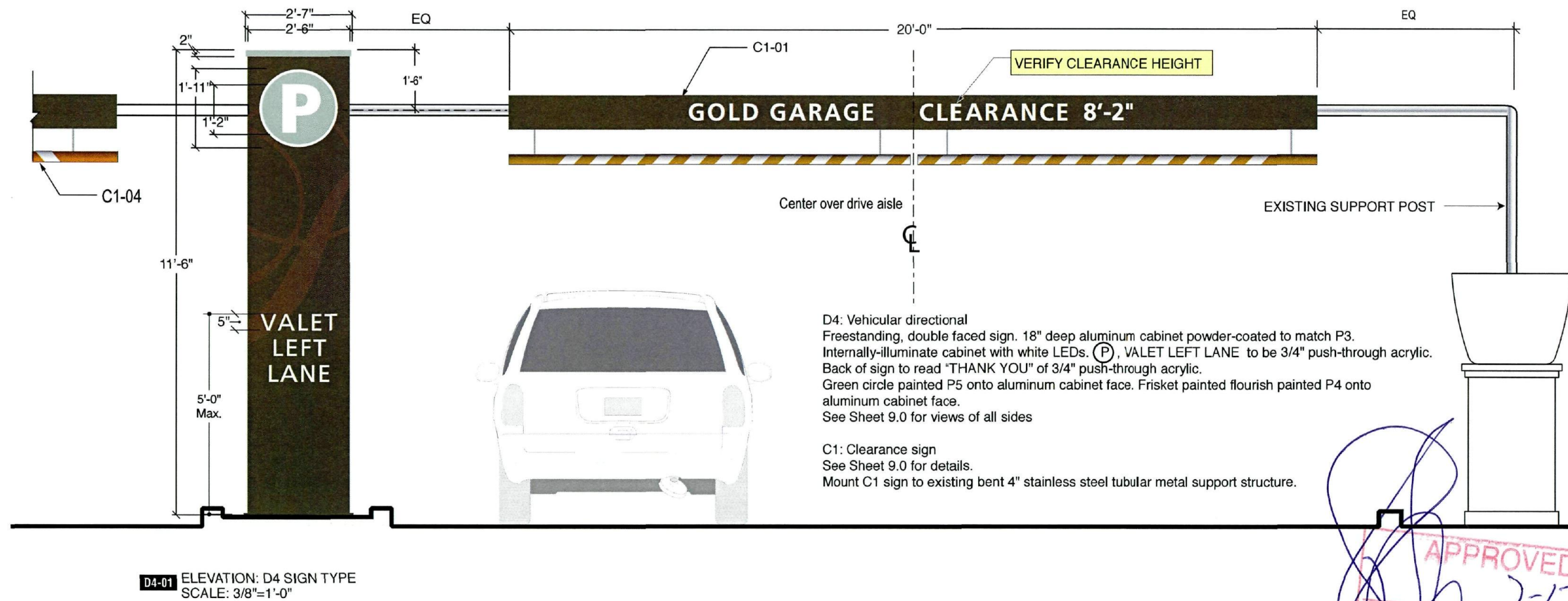
Revision:
07/14/09

**Scottsdale Fashion Square
Phase 10**
7014-590 Camelback Rd.
Scottsdale, AZ 85251

Sign Type:
C1, D4
Sheet:
7.0



NOTE: FIELD SURVEY REQUIRED
OF WIDE FLANGE H-BEAM FOR
EXACT ATTACHMENT METHOD



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7-17-09
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Spec: XX0000
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EPS: .eps

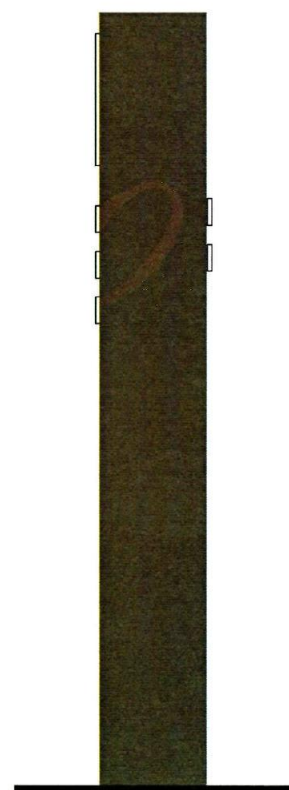
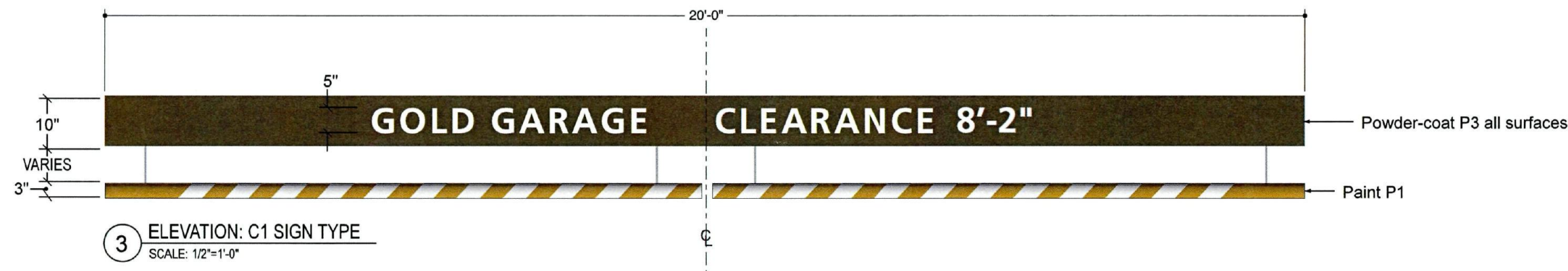
Rep: J. Nickerson
By: P. Bradley
Date: 01/11/09

Revision:
07/14/09

**Scottsdale Fashion Square
Phase 10**
7014-590 Camelback Rd.
Scottsdale, AZ 85251

Sign Type:
C1, D4

Sheet:
8.0



SIDE VIEW: D4 CROP DETAIL
SCALE: 3/8"=1'-0"

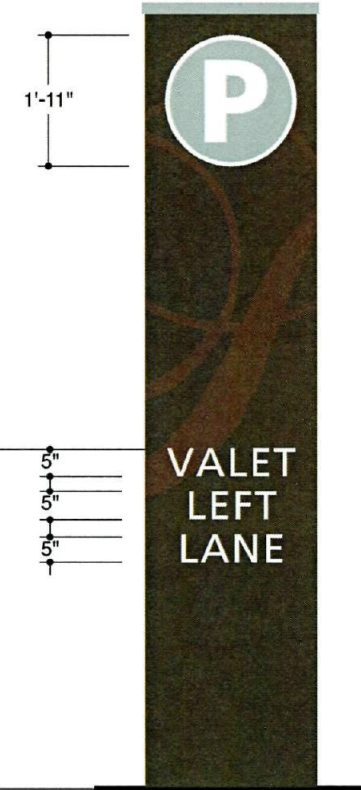


REAR VIEW: D4 CROP DETAIL
SCALE: 3/8"=1'-0"



SIDE VIEW: D4 CROP DETAIL
SCALE: 3/8"=1'-0"

APPROVED
7-17-09
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FRONT VIEW: D4 CROP DETAIL
SCALE: 3/8"=1'-0"

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Design: 08-123108
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Scale: Noted
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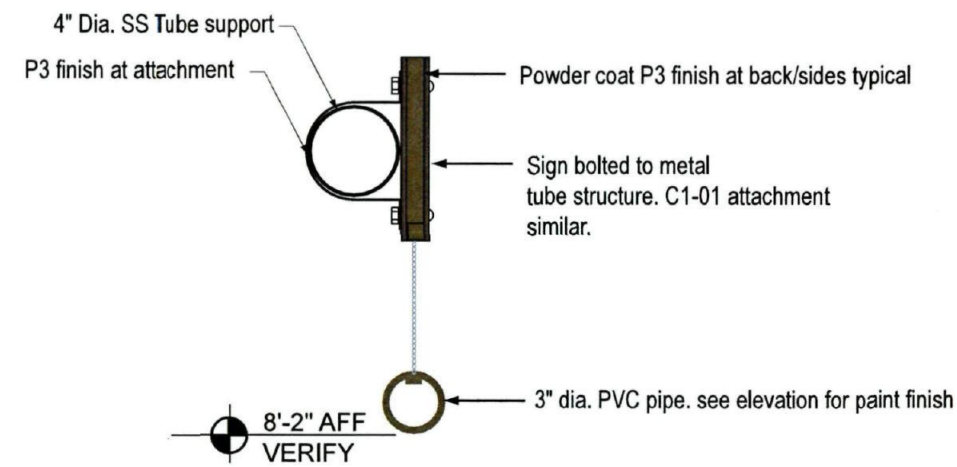
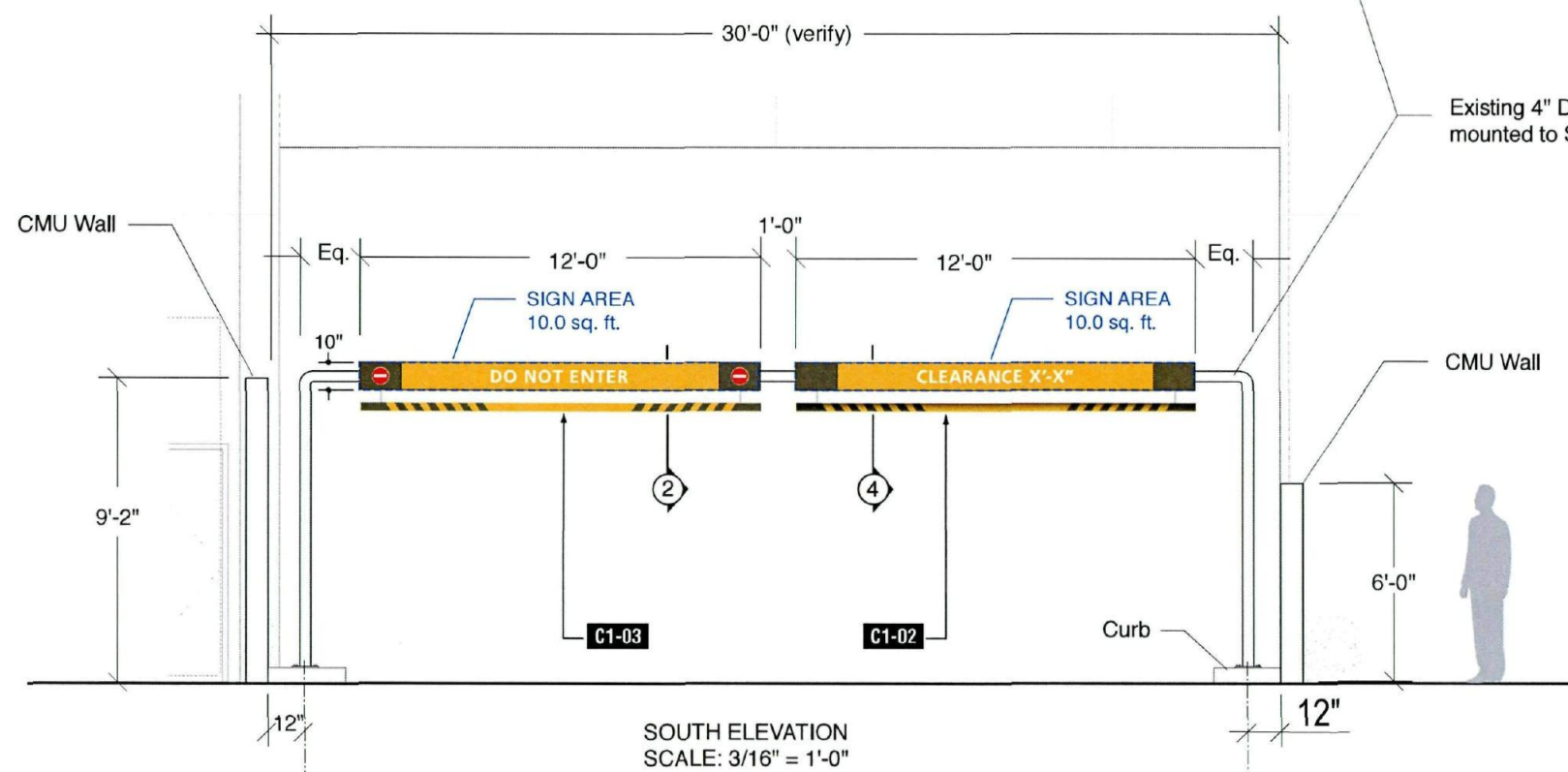
Rep: J. Nickerson
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Date: 01/11/09

Revision:
07/14/09

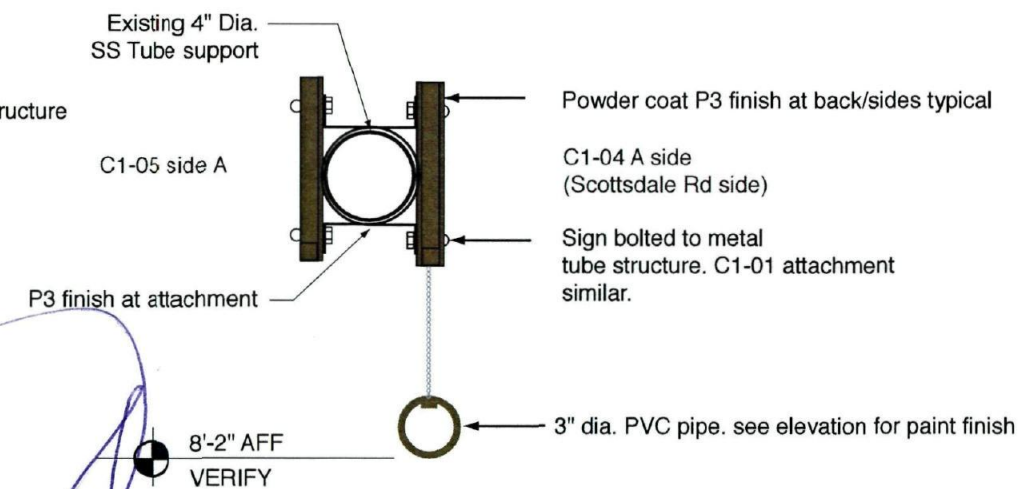
**Scottsdale Fashion Square
Phase 10**
7014-590 Camelback Rd.
Scottsdale, AZ 85251

Sign Type:
D4

Sheet:
9.0



4 C1 TYPICAL SECTION
SCALE: 1 1/2"=1'-0"



2 C1-04 / C1-05 SECTION
SCALE: 1 1/2"=1'-0"

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Design: 08-123108
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EPS: .eps

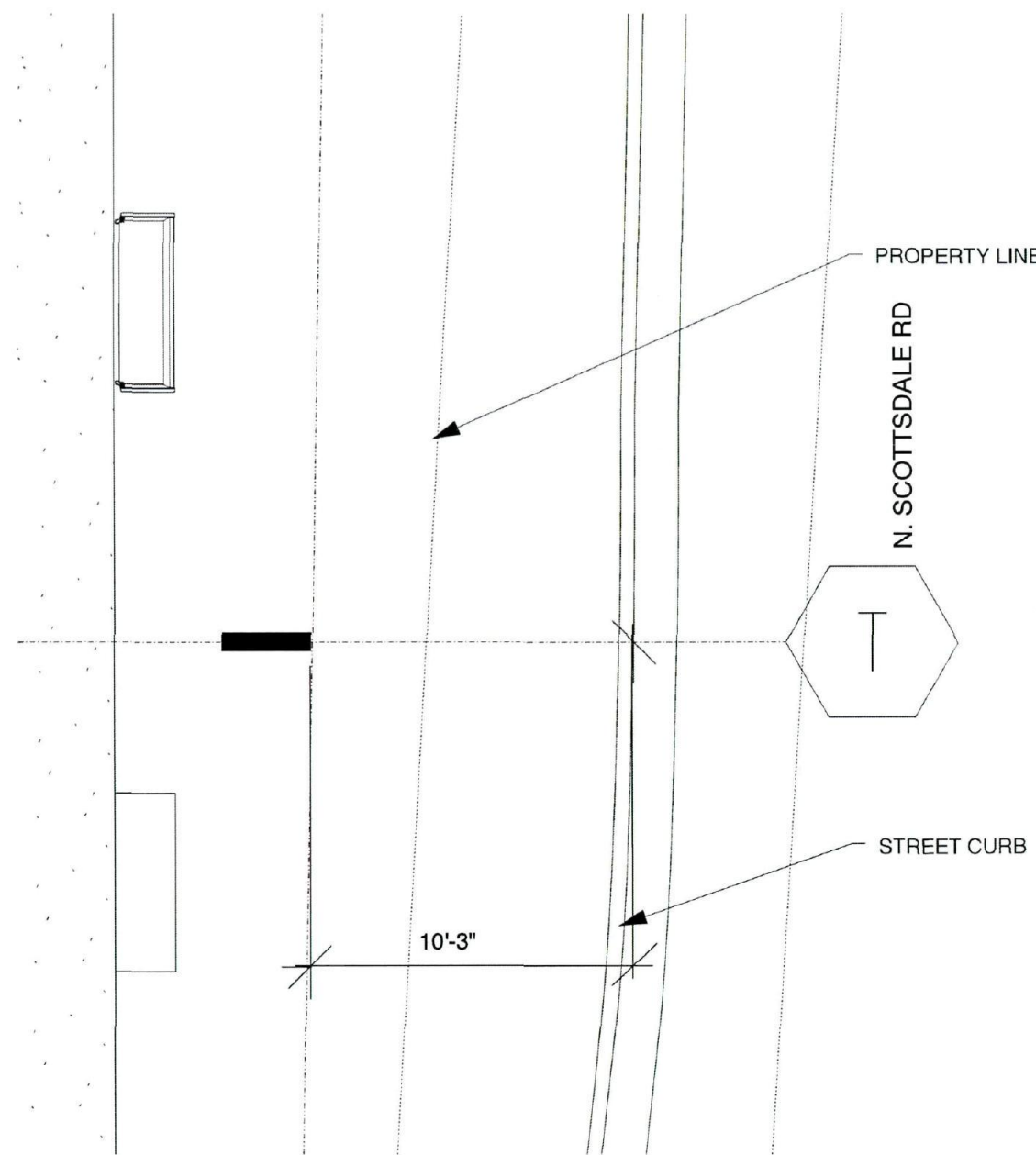
Rep: J. Nickerson
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Date: 01/11/09

Revision:
07/14/09

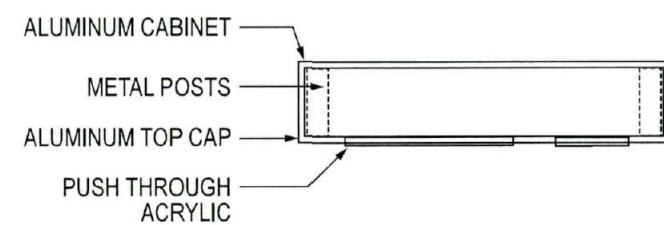
**Scottsdale Fashion Square
Phase 10**
7014-590 Camelback Rd.
Scottsdale, AZ 85251

Sign Type:
0.0

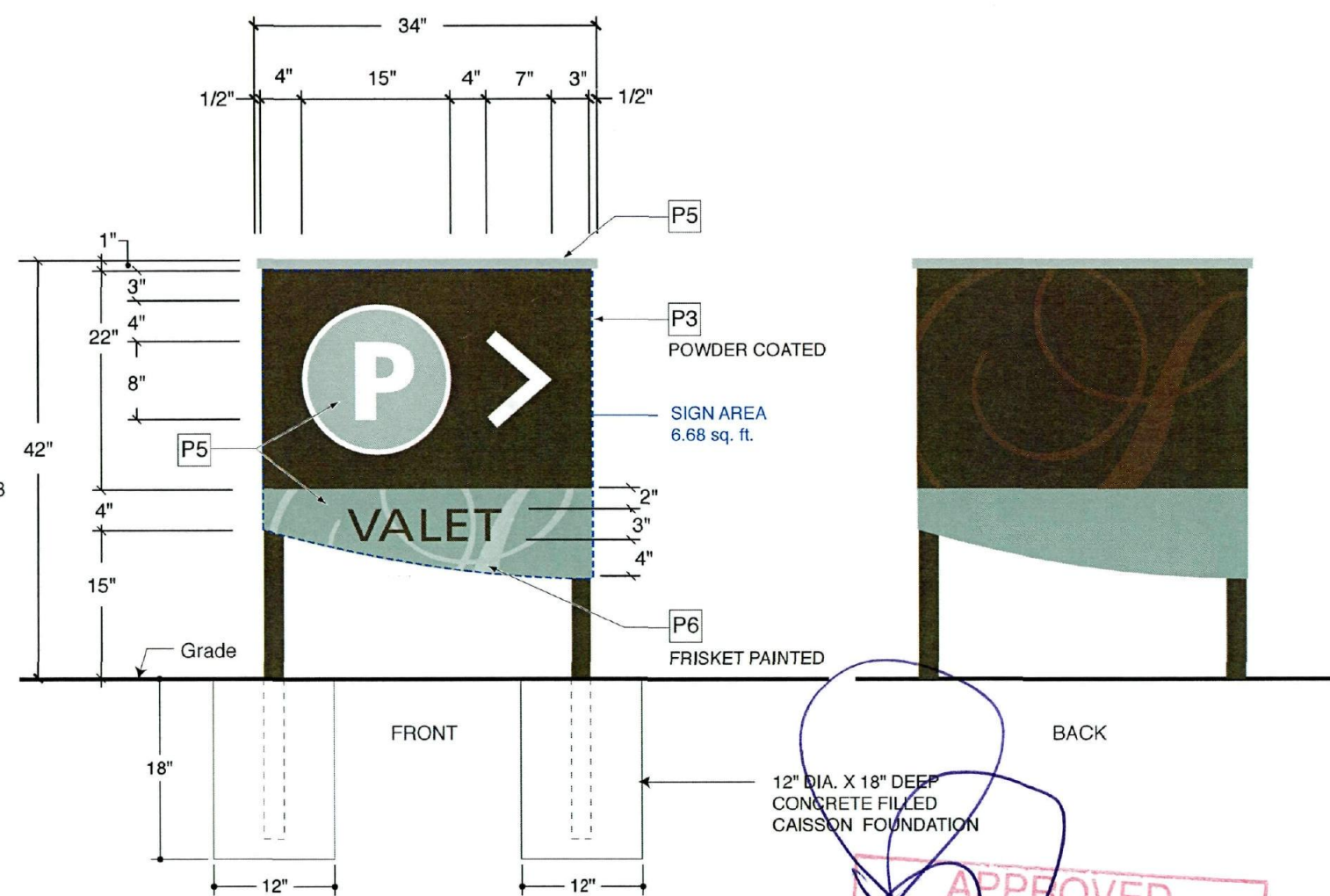
Sheet:
10.0



PLAN: D1 VEHICULAR DIRECTIONAL
SCALE: 3/16" = 1'-0"



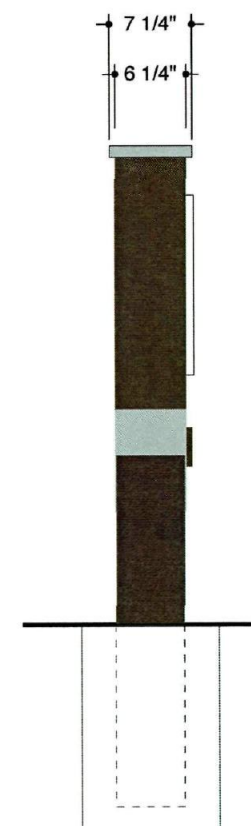
4 D1 PLAN VIEW DETAIL
SCALE: 3/4" = 1'-0"



D1 VEHICULAR DIRECTIONAL (ILLUMINATED)
SCALE: 3/4" = 1'-0"
QUANTITY = 1

Vehicular Directional
Freestanding, 2-sided 6" deep aluminum cabinet powder-coated to match P3.
Bottom green band painted to match P5. Internally-illuminate cabinet with white LEDs.
P and arrow to be 3/4" push-through acrylic. Green circle painted P5 onto aluminum cabinet face.
Frisket painted flourish painted P4 onto aluminum cabinet face. 2" x 6" x 1/8" aluminum support posts powder-coated to match P3. Posts set in concrete footing. "VALET" text to be 1/2" cut out aluminum letters powder-coated to match P3. Posts set in concrete footing. "VALET" text to be 1/2" cut out aluminum letters powder-coated to match P3. Frutiger Bold and Black Typeface.

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.



D1 LEFT SIDE VIEW
SCALE: 3/4" = 1'-0"

APPROVED
7-17-09
DATE

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Design: 08-123108
Spec: XX0000
Scale: Noted
EPS: .eps

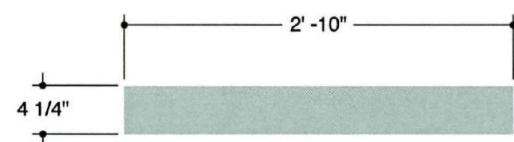
Rep: J. Nickerson
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07/14/09

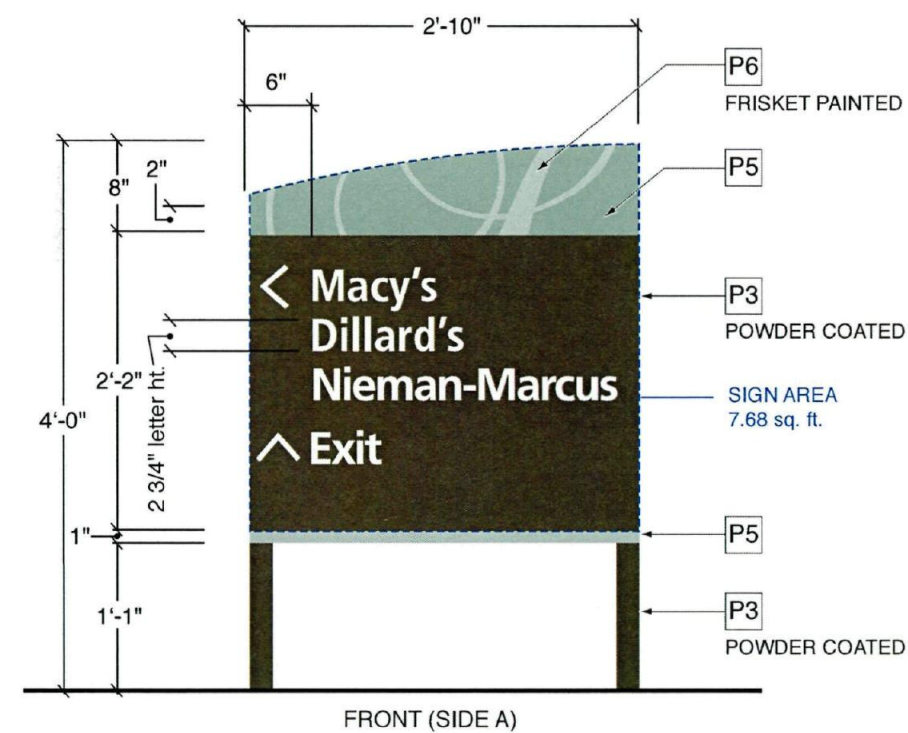
**Scottsdale Fashion Square
Phase 10**
7014-590 Camelback Rd.
Scottsdale, AZ 85251

Sign Type:
D1
Sheet:
11.0

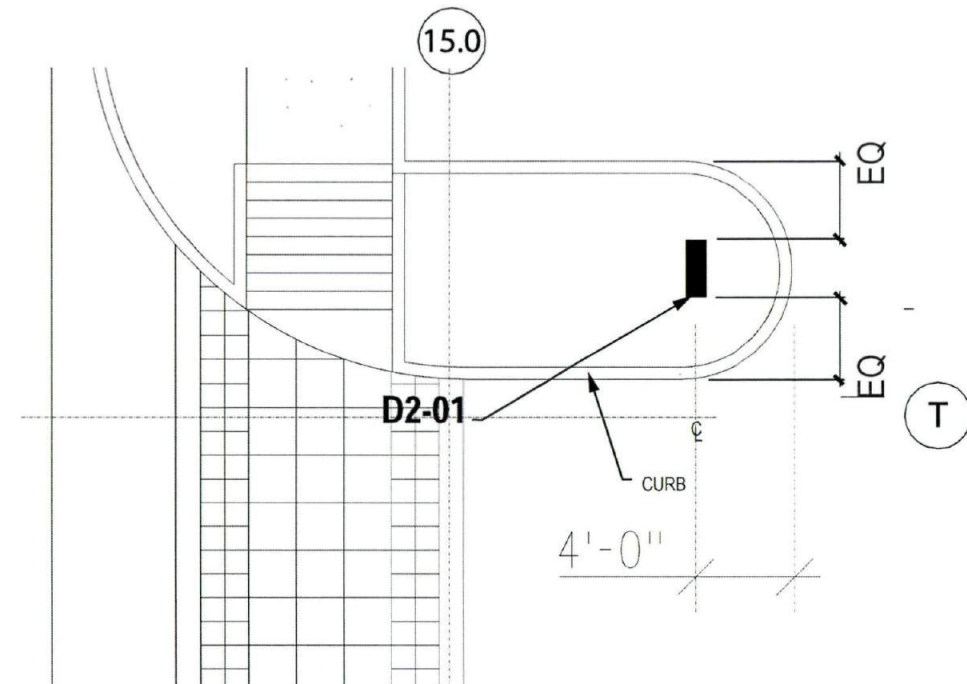
Vehicular Directional
Freestanding, 2-sided directional sign. Aluminum panels powder-coated to match P3.
Top & bottom green band painted to match P5. Top band to have frisket painted
flourish painted P6 - both sides.
Directional text and arrow to be of applied 3M Reflective white vinyl.
2" x 4" x 1/8" metal support posts powder-coated to match P3.
Post foundation design by signage fabricator.
Refer to signage schedule for copy message. Typeface: Frutiger Bold



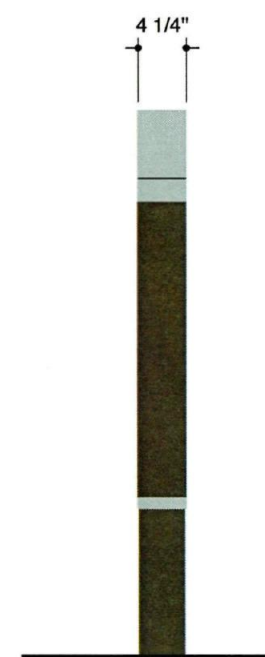
6 PLAN VIEW
SCALE: 3/4" = 1'-0"



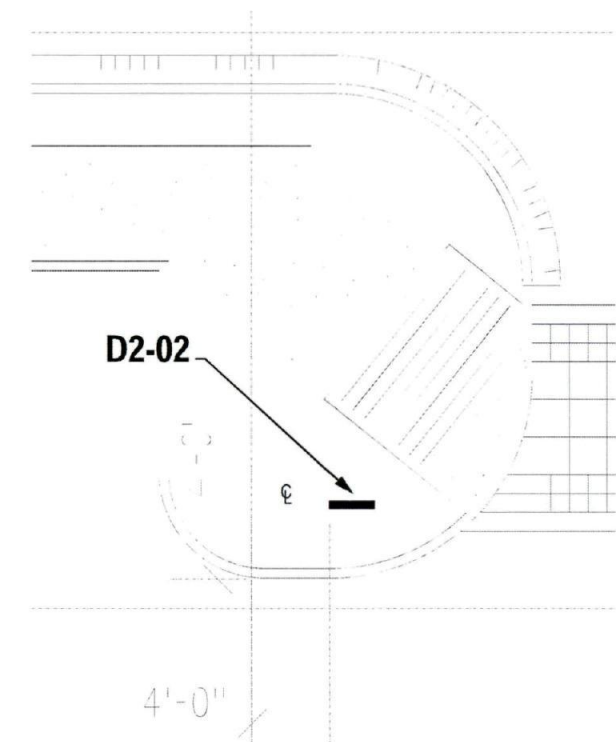
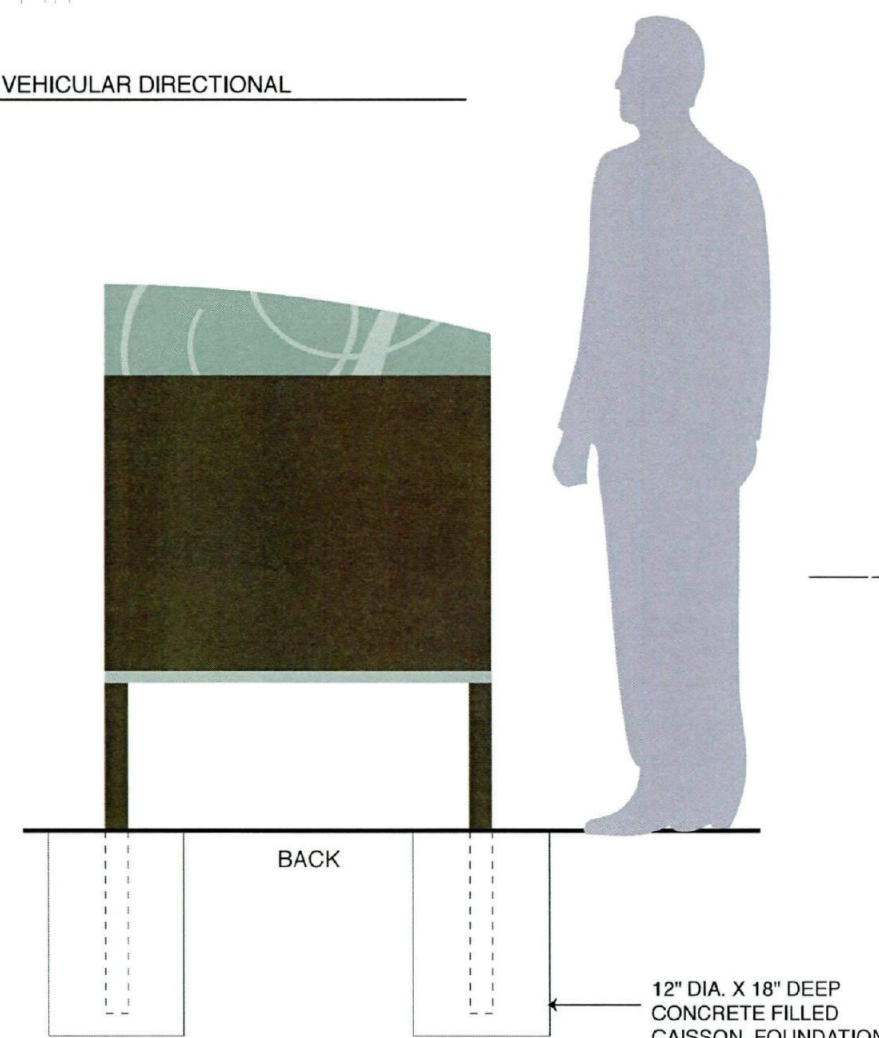
ELEVATION: VEHICULAR DIRECTIONAL D2
SCALE: 3/4" = 1'-0"
QUANTITY = 3 (COPY AS PER MESSAGE SCHEDULE)



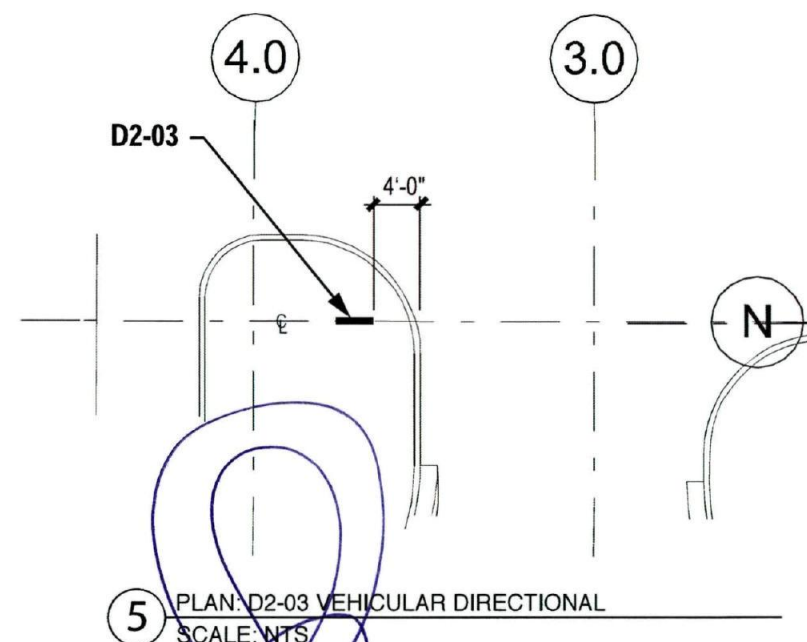
1 PLAN: D2-01 VEHICULAR DIRECTIONAL
SCALE: NTS



SIDE VIEW
SCALE: 3/4" = 1'-0"



4 PLAN: D2-02 VEHICULAR DIRECTIONAL
SCALE: NTS



5 PLAN: D2-03 VEHICULAR DIRECTIONAL
SCALE: NTS

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Design: 08-123108
Spec: XX0000
Scale: Noted
EPS: .eps

Rep: J. Nickerson
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Date: 01/11/09

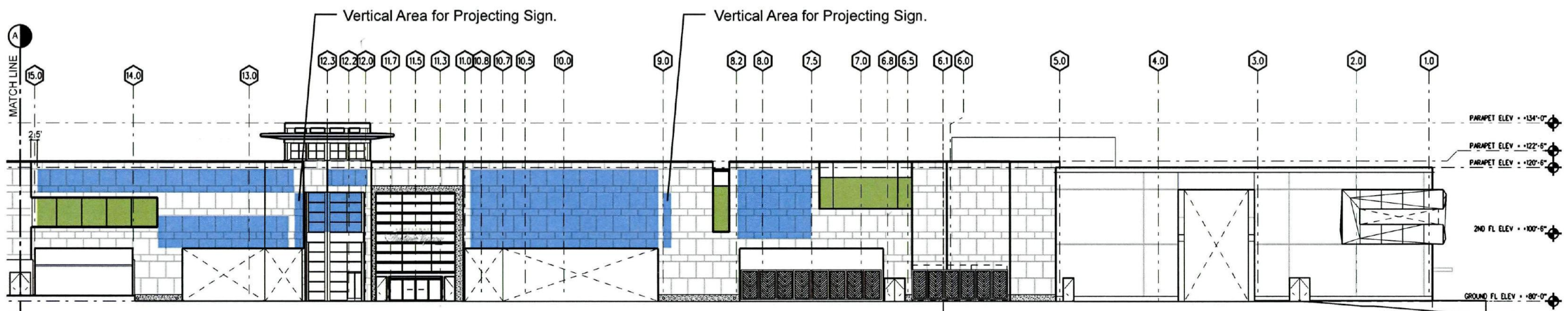
Revision:
07/14/09

**Scottsdale Fashion Square
Phase 10**
7044-590 Camelback Rd.
Scottsdale, AZ 85251

Sign Type:
D2

Sheet:
12.0

APPROVED
7-17-09
DATE



2 Partial South Elevation: Future Tenant Signage Location
Scale: NTS
Note: See BNY signage sheets for Barney's New York signage

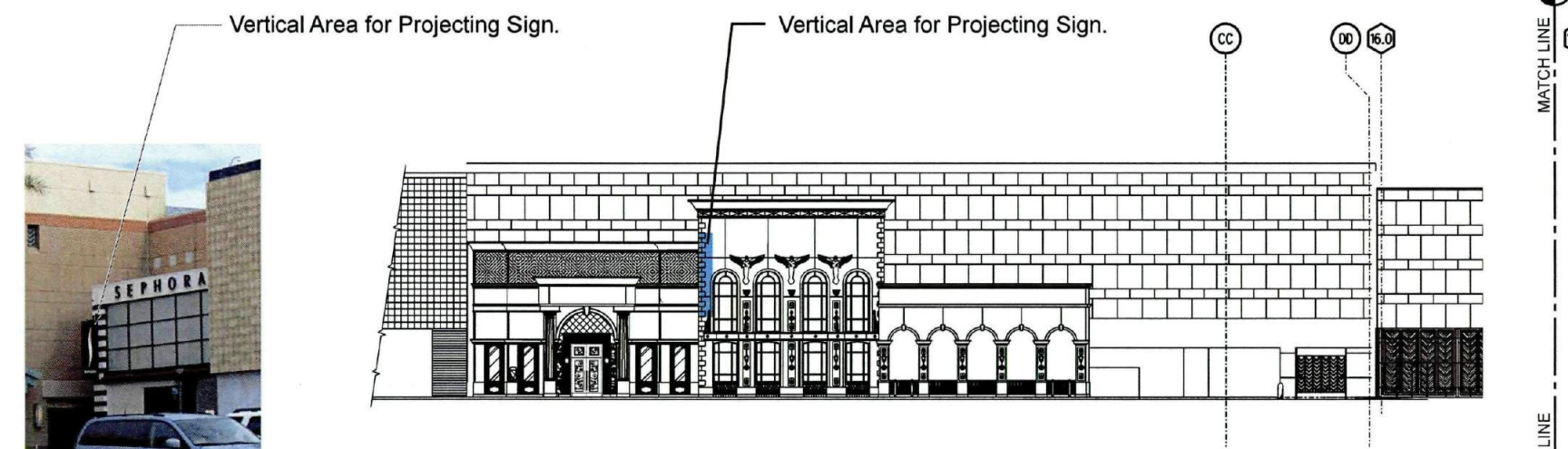
Color Key

- Limits of possible tenant identification signage (exact size per City of Scottsdale code). Tenant identification sign can only be located in frontage area of tenant's leased space.
- Possible graphics/display location by tenant or mall. Subject to future City of Scottsdale Consideration.

Unless the Scottsdale Revised Code, Appendix B Basic Zoning Ordinance is amended regarding projecting signs after the approval of this Amendment to the Comprehensive Sign District All Projecting Signs shall comply with the following.

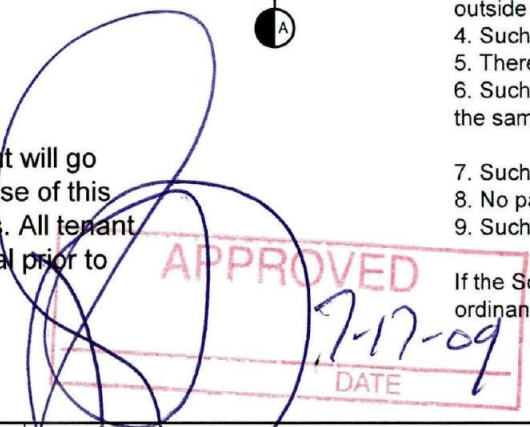
- Sec. 8.534.1.B. Projecting signs.
1. Such sign is permitted only as approved in a master sign program.
 2. The maximum area of such sign shall be thirty-six (36) square feet.
 3. Such sign may project a maximum of forty-eight (48) inches from the wall of the building to the outside edge.
 4. Such sign shall be located a minimum of eight (8) feet above the adjacent grade.
 5. There shall be a maximum of one (1) such sign for each fifty (50) lineal feet of building wall.
 6. Such sign shall not be located within twenty (20) feet in any direction of another projecting sign on the same building wall.
 7. Such sign may be internally or externally illuminated.
 8. No part of such sign may extend above the roof line of the building to which it is attached.
 9. Such sign shall be oriented internally so that it is not visible from any public street or highway.

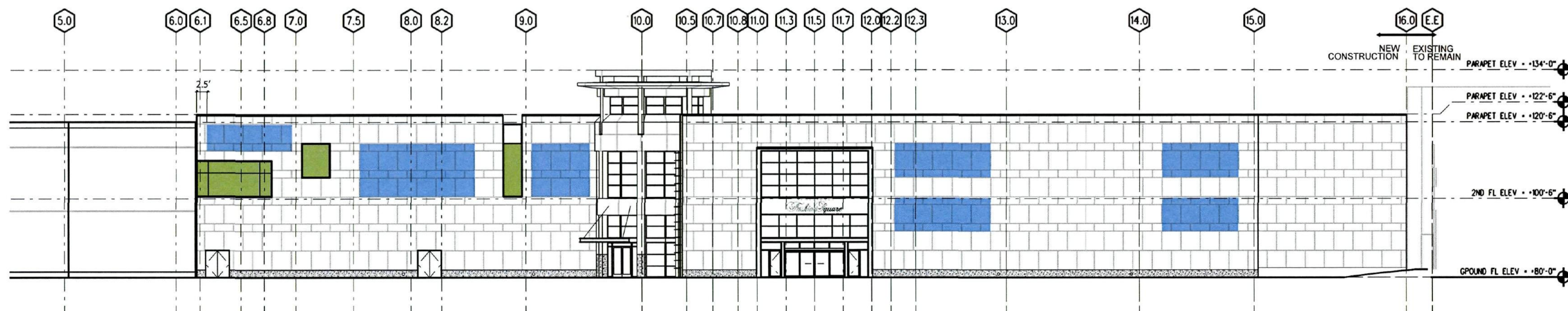
If the Scottsdale Revised Code, Appendix B Basic Zoning Ordinance is amended, the most current ordinance regulations shall apply.



1 Partial South Elevation: Future Tenant Signage Location
Scale: NTS
Note: See BNY signage sheets for Barney's New York signage

Note:
Tenant signage area as shown is to be determined per code and tenant will go through full City of Scottsdale permitting process for signage the purpose of this exhibit is for obtaining approval for future tenant signage general areas. All tenant sign drawings and plans to be submitted to Westcor for written approval prior to obtaining permits from the City of Scottsdale.





1 North Elevation: Future Tenant Signage Location
Scale: NTS

Note: See BNY signage sheets for Barney's New York signage

Color Key



Limits of possible tenant identification signage
(exact size per City of Scottsdale code).
Tenant identification sign can only be located
in frontage area of tenant's leased space.



Possible graphics/display location
by tenant or mall.
Subject to future City of Scottsdale Consideration.

Note:

Tenant signage area as shown is to be determined per code and tenant will go through full City of Scottsdale permitting process for signage the purpose of this exhibit is for obtaining approval for future tenant signage general areas. All tenant sign drawings and plans to be submitted to Westcor for written approval prior to obtaining permits from the City of Scottsdale.

Unless the Scottsdale Revised Code, Appendix B Basic Zoning Ordinance is amended regarding projecting signs after the approval of this Amendment to the Comprehensive Sign District All Projecting Signs shall comply with the following.

Sec. 8.534.1.B. Projecting signs.

1. Such sign is permitted only as approved in a master sign program.
2. The maximum area of such sign shall be thirty-six (36) square feet.
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If the Scottsdale Revised Code, Appendix B Basic Zoning Ordinance is amended, the most current ordinance regulations shall apply.



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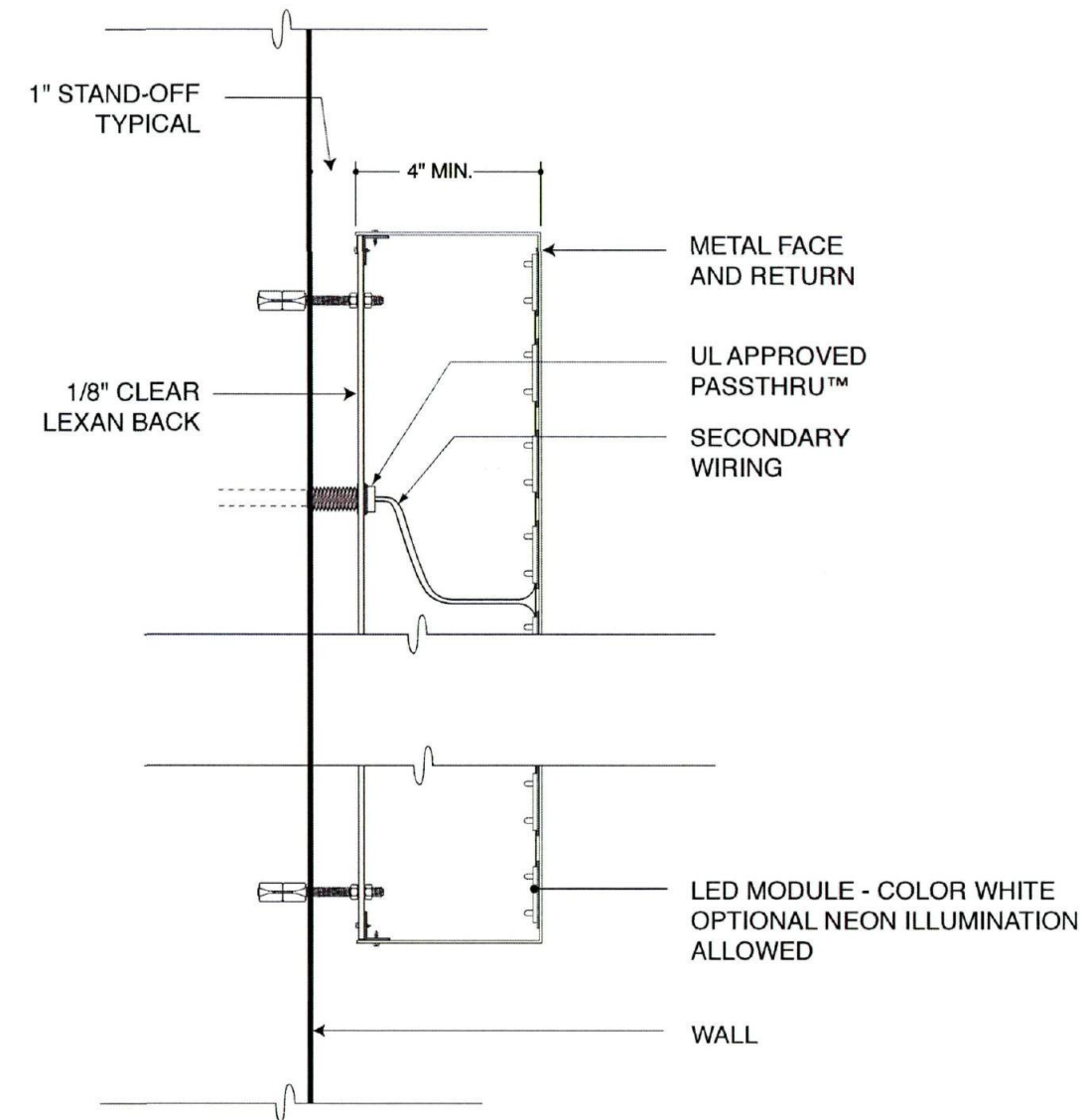
Rep: J. Nickerson
By: P. Bradley
Date: 01/11/09

Revision:
07/14/09

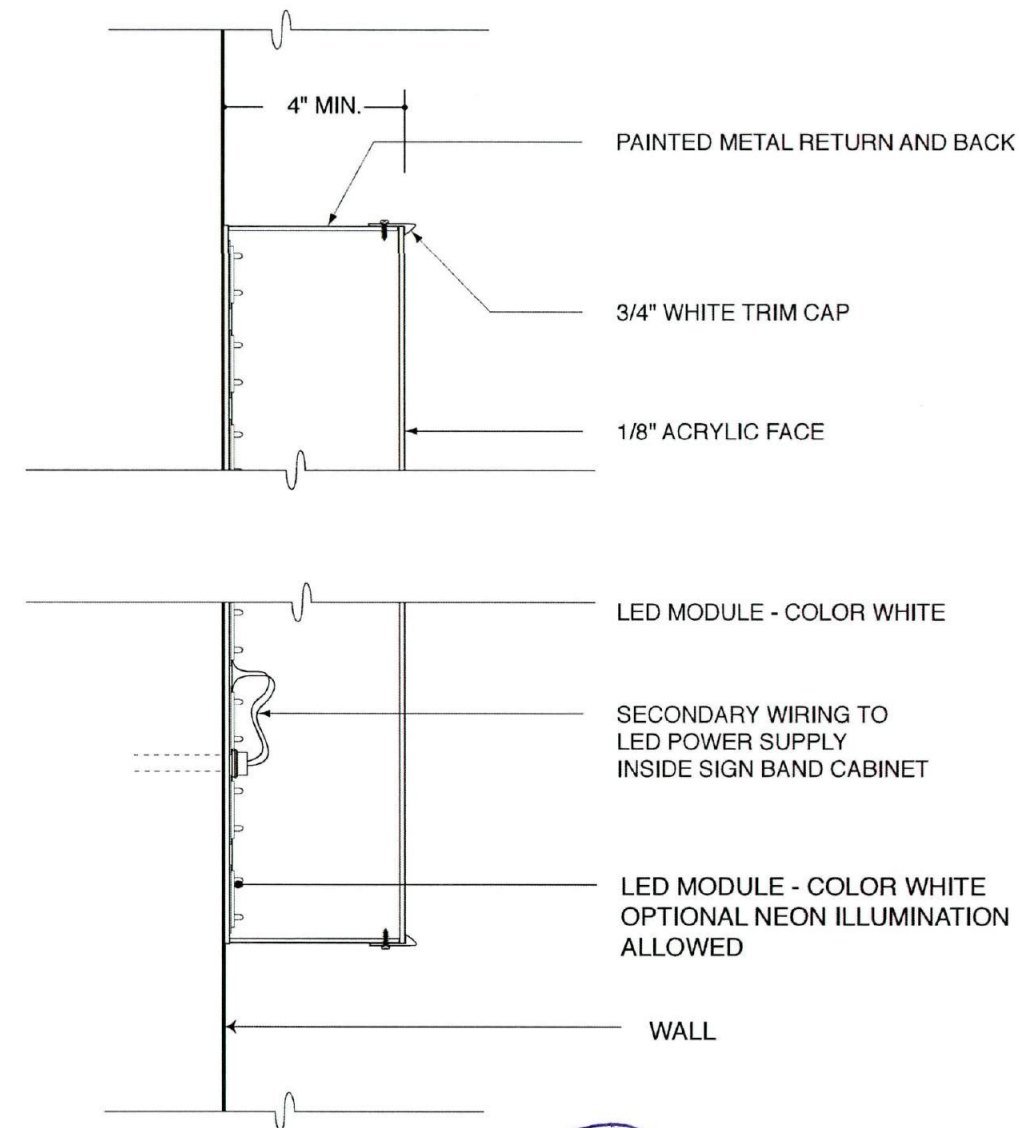
**Scottsdale Fashion Square
Phase 10**
7014-590 Camelback Rd.
Scottsdale, AZ 85251

Sign Type:

Sheet:
14.1



TYPICAL SECTION OF A
HALO ILLUMINATED LETTER
SCALE: 3" = 1'-0"



TYPICAL SECTION OF A
FACE LIT LETTER
SCALE: 3" = 1'-0"



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Phase 10**
7014-590 Camelback Rd.
Scottsdale, AZ 85251

Sign Type:

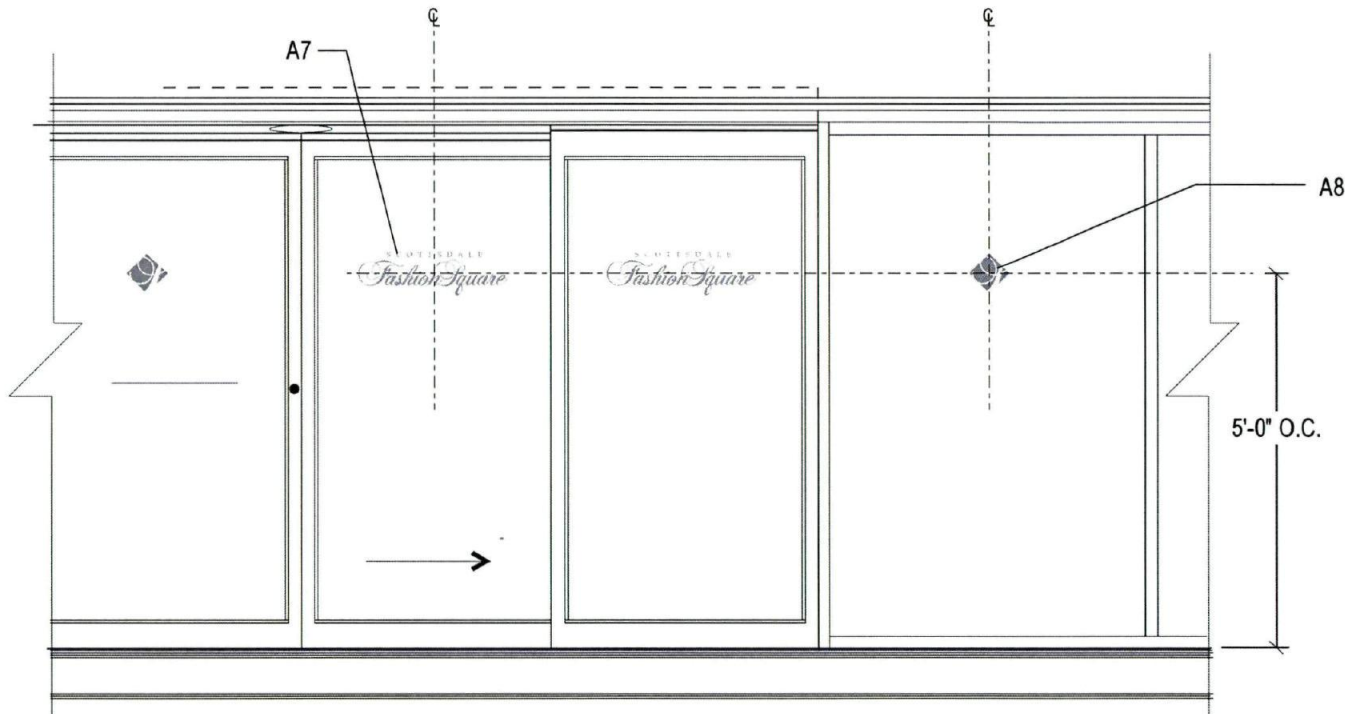
Sheet:
16.0

A7 SIGN TYPE

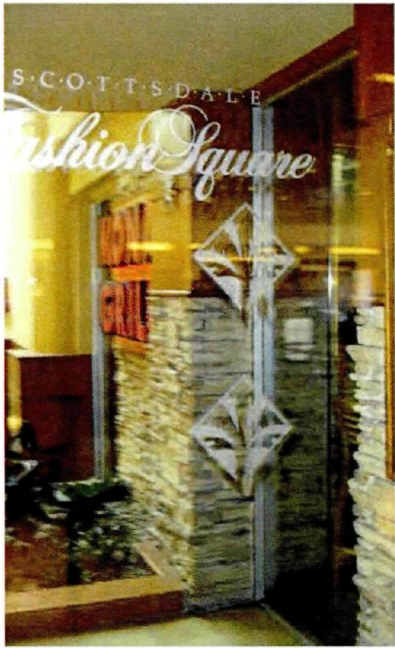
Frosted vinyl logo applied to inside surface of glass
at glass entry door panels. Match existing vinyl
specification in mall at Nordstrom wing "Valet".

A8 SIGN TYPE

Frosted vinyl logo applied to full fixed glass panels, only.
Match existing vinyl specification in mall at Nordstrom wing "Valet"
with new 5" ht. "diamond" design
If panel is wider than 48", space two logos equally.



A7, A8: ID AT GLASS PANELS (to match existing)
SCALE: NTS



EXISTING IDENTIFICATION SIGNAGE AT
MALL ENTRY DOORS FROM VALET
SCALE: NTS



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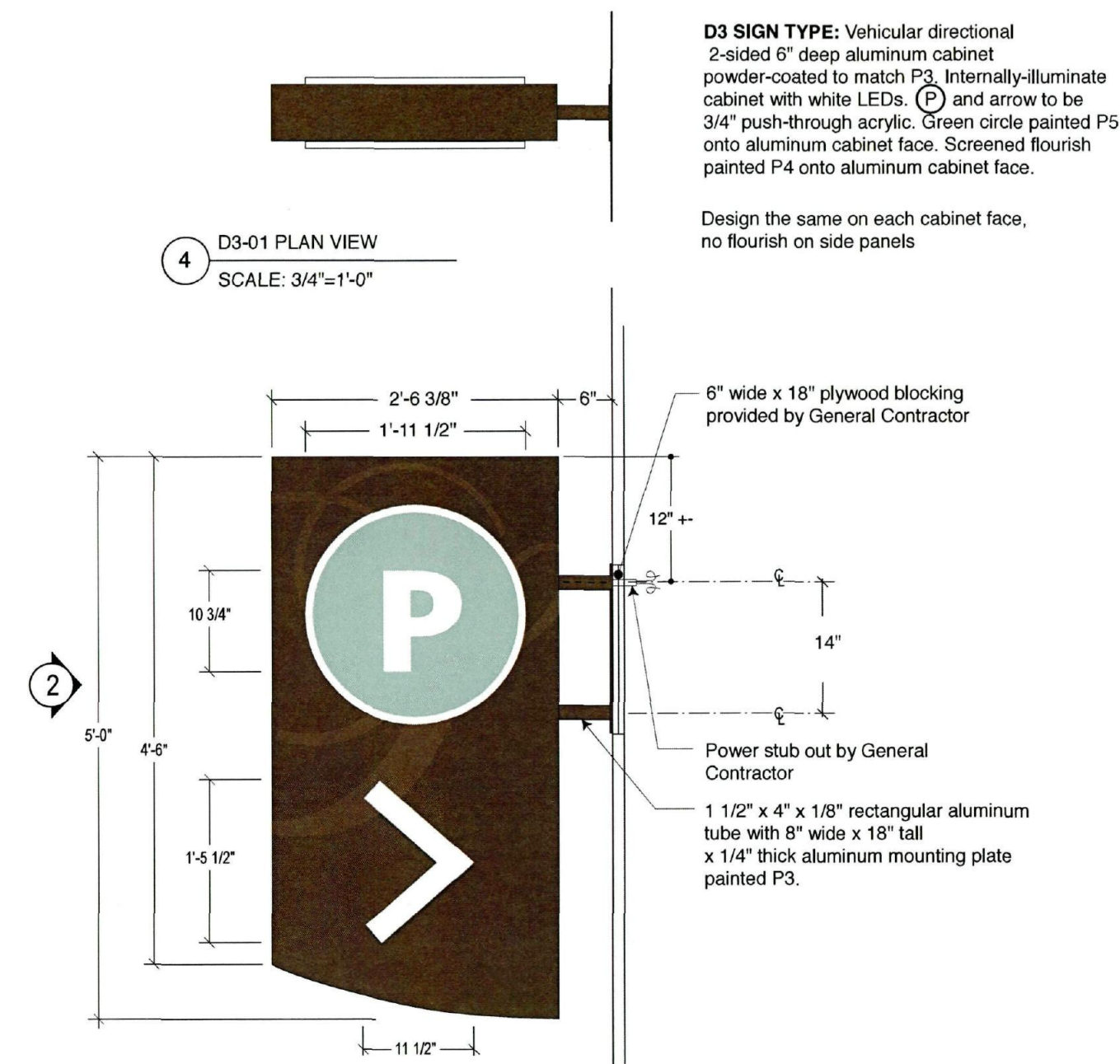
Rep: J. Nickerson
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Date: 01/11/09

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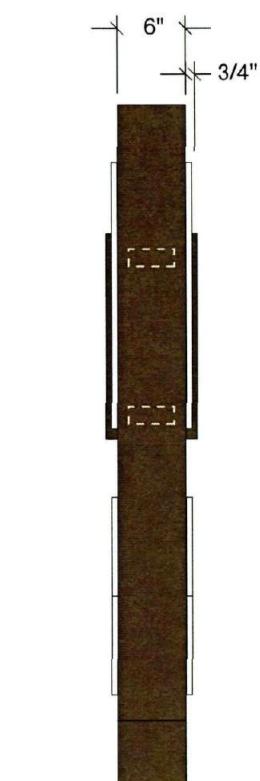
**Scottsdale Fashion Square
Phase 10**
7014-590 Camelback Rd.
Scottsdale, AZ 85251

Sign Type:
A7, A8

Sheet:
17.0



1 D3 PARKING DIRECTIONAL
SCALE: 3/4"=1'-0"



Unless the Scottsdale Revised Code, Appendix B Basic Zoning Ordinance is amended regarding projecting signs after the approval of this Amendment to the Comprehensive Sign District All Projecting Signs shall comply with the following,

Sec. 8.534.1.B. Projecting signs.

1. Such sign is permitted only as approved in a master sign program.
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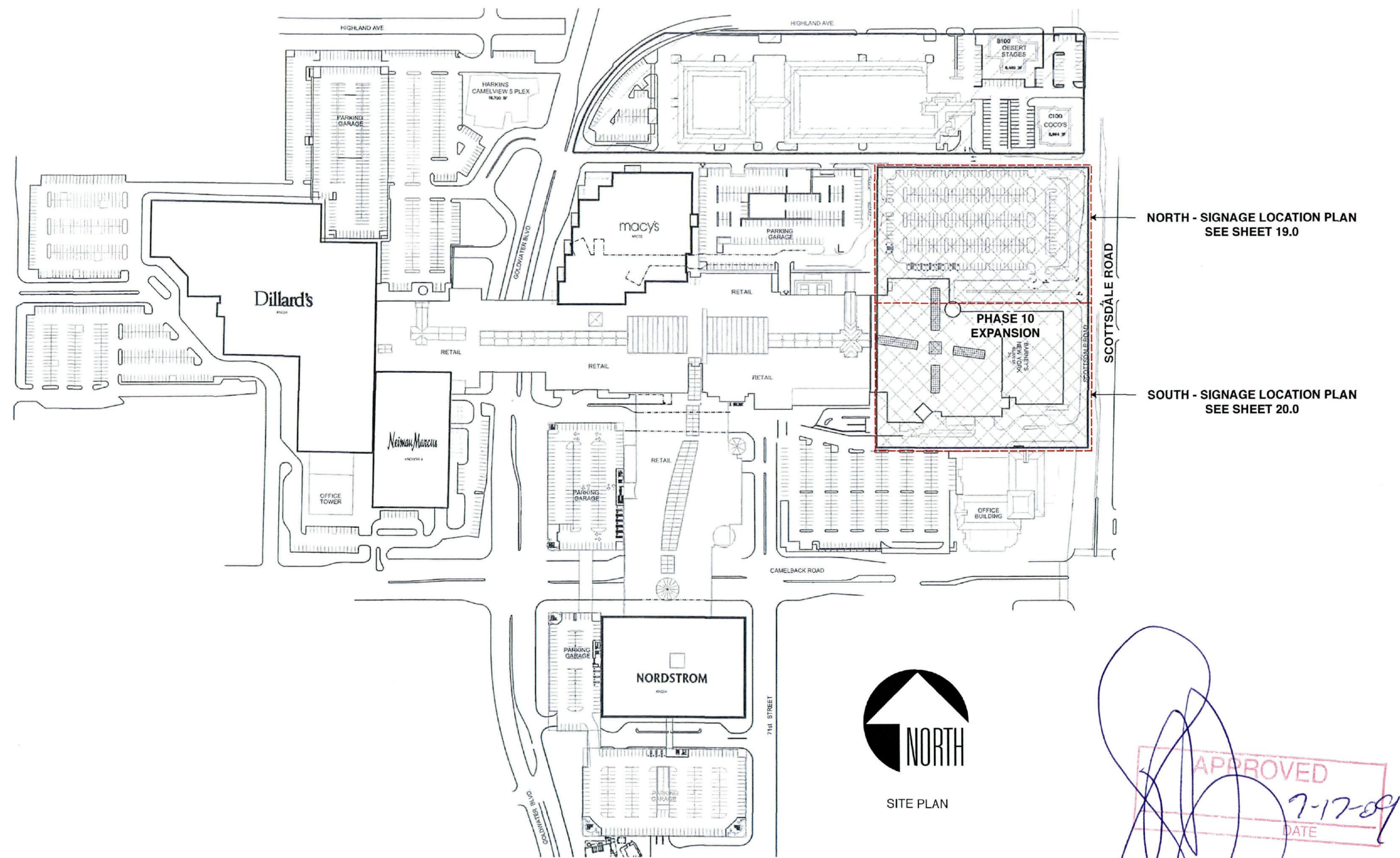
Rep: J. Nickerson
By: P. Bradley
Date: 01/11/09

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Scottsdale Fashion Square
Phase 10
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Scottsdale, AZ 85251

Sign Type:
D3

Sheet:
17.1



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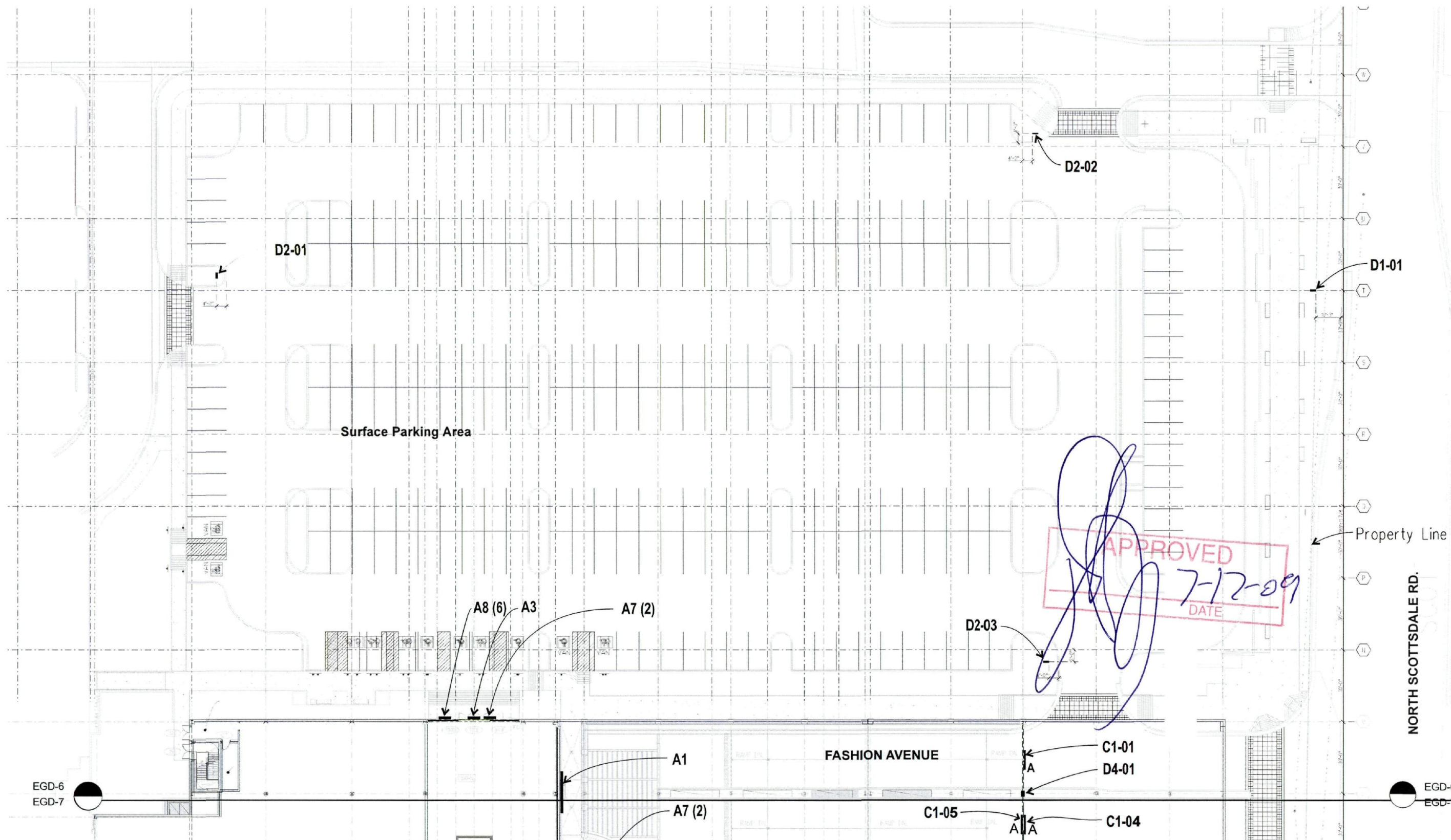
Rep: J. Nickerson
By: P. Bradley
Date: 04/24/09

Revision:
xx/xx/xx

**Scottsdale Fashion Square
Phase 10**
7014-590 Camelback Rd.
Scottsdale, AZ 85251

Site Plan

Sheet:
18.0



NORTH - SIGNAGE LOCATION PLAN

SCALE: NTS



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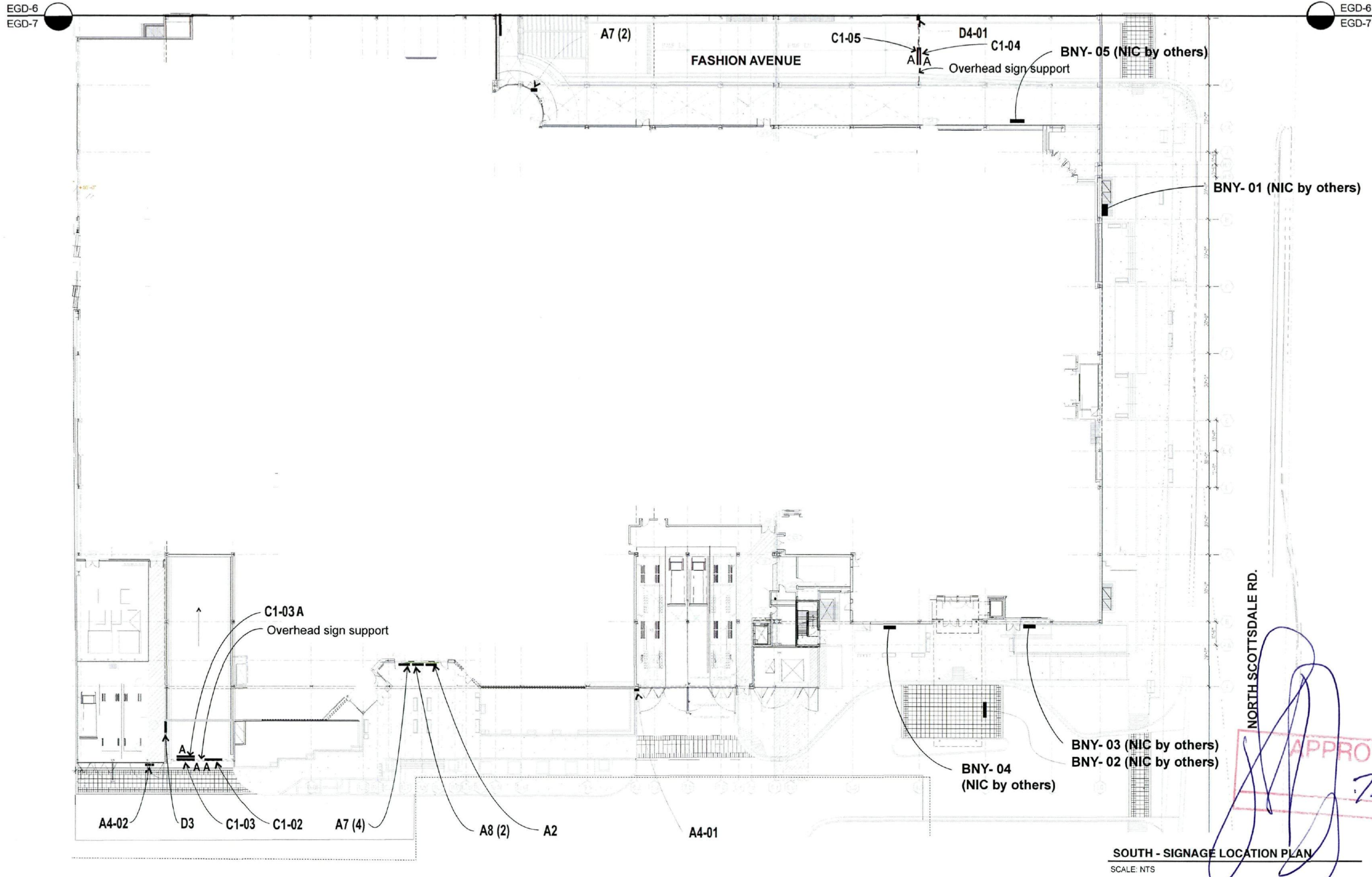
Rep: J. Nickerson
By: P. Bradley
Date: 04/24/09

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**Scottsdale Fashion Square
Phase 10**
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**NORTH
SIGN
PLAN**

Sheet:
19.0



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**Scottsdale Fashion Square
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SOUTH
SIGN
PLAN

Sheet:
20.0



APPROVED
7-17-09
DATE

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Photo
Survey

Sheet:
20.0