

P r e c i s e S i g n



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Submittal Narrative

September 14, 2010

Project: The 4020 Building
4020 N. Scottsdale Rd.
Scottsdale, AZ 85251

On behalf of Torrey Pines Real Estate Investments, Inc., we are requesting approval to modify the existing Master Sign Plan of this mixed use property located at 4020 N. Scottsdale Rd. The ground floor consists of retail based tenants located along Scottsdale Road with residential lofts above.

Designed to reach the potential traffic and pedestrian customer, we are proposing a fresh sign approach that includes individual letters placed on the north tower and east building elevations. A backer-panel will be added to reflect the halo lighting and hide the 2" deep rear-wireway.

The under canopy signs will be double faced and mounted perpendicular to the storefront at the entrance of each tenant. The copy will be illuminated using 1/2" push-thru acrylic letters overlaid with 3M vinyl films per the tenant logo specifications.

The modified plan now coordinates with the architectural features of the building and will further enhance the beauty and style of this property.

Thank you, for your consideration.

Sincerely,

Clark Lynch
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