



STAFF APPROVAL LETTER

3-MS-2008#2

Scottsdale Quarter Master Sign Program Amendment

STEP 1

STAFF APPROVAL NOTIFICATION

This letter is notification that your request has been conceptually approved by Current Planning Services staff.

Additional review and permits may be required. Refer to Final Plan Review Submittal Requirements below.

This approval expires one (1) year from date of approval if a permit has not been issued, or if no permit is required, work for which approval has been granted has not been completed.

PROJECT INFORMATION

LOCATION: 15169 N Scottsdale Rd
PARCEL: 215-44-001F
Q.S.: 35-45
CODE VIOLATION #:

APPLICANT: Gwen Jarick
COMPANY: Nelson Partners Inc.
ADDRESS: 15210 N Scottsdale Rd Ste 300 Scottsdale, AZ 85254
PHONE: 480-949-6800

Request: Request to amend the Scottsdale Quarter Master Sign Program (3-MS-2008) to allow a non-contiguous tenant wall sign on a decorative landscape wall located between Buildings C & D along Scottsdale Road at the Scottsdale Quarter.

STIPULATIONS

1. One (1) non-contiguous tenant wall sign shall be allowed on the decorative landscape wall located between Buildings C & D, as demonstrated on the site plan and elevations submitted by Nelsen Partners, Inc. and approved by Current Planning staff dated November 3, 2011.
2. For the non-contiguous tenant landscape wall sign, the maximum sign area for each one (1) lineal foot of decorative landscape wall shall be one (1) square foot of signage.
3. The tenant wall sign shall count against that tenant's sum total sign area, as outlined under Section 8.534.1.VII - Multiple-tenant commercial buildings in the PRC district of Article VIII. Sign Requirements.
4. At the time of any sign permit application submittal, written approval from the landlord or designee shall be required for any tenant that is proposing a sign on the decorative landscape wall.
5. The signage design criteria for all tenants as outlined in the original Scottsdale Quarter Master Sign Program (3-MS-2008) shall continue to apply.
6. Any modifications to the Scottsdale Quarter Master Sign Program shall require Development Review Board or staff approval, as determined by the Development Review Board Liaison and the Zoning Administrator.
7. All signs shall require separate reviews, approvals and permits.

Related Cases: 3-MS-2008#2, 3-MS-2008

SIGNATURE: _____

Andrew Chi

Andrew Chi
Associate Planner

DATE APPROVED: November 3, 2011

STEP 2

FINAL PLAN REVIEW SUBMITTAL REQUIREMENTS

Submit a copy of this approval letter, along with a completed Sign Permit Application for sign permit application review and permit(s).

**POLICY OF THE CITY OF SCOTTSDALE
ON APPEALS OF DEDICATIONS, EXACTIONS, OR ZONING REGULATIONS**

RIGHTS OF PROPERTY OWNER

In addition to other rights granted to you by the U.S. and Arizona Constitution, federal and state law and city ordinances or regulations, you are hereby notified of your right to appeal the following City actions relating to your property:

- 1) Any dedication or exaction which is required of you by an administrative agency or official of the city as a condition of granting approval of your request to use, improve or develop your real property. This appeal right does not apply to a dedication or exaction required as part of a city legislative act (for example a zoning ordinance) where an administrative agency or official has no discretion to determine the dedication or exaction.
- 2) The adoption or amendment of a zoning regulation that creates a taking of property in violation of Arizona and federal court decisions.

APPEAL PROCEDURE

The appeal must be in writing and specify the City action appealed and the date final action was taken, and it must be filed with or mailed to the hearing officer designated by the city within 30 days after the final action is taken. Address the appeal as follows:

Hearing Officer, C/O City Clerk

3939 Drinkwater Blvd.
Scottsdale, AZ 85251

- ❖ No fee will be charged for filing
- ❖ The City Attorney's Office will review the appeal for compliance with the above requirements, and will notify you if your appeal does not comply.
- ❖ Eligible appeals will be forwarded to the hearing officer, and a hearing will be scheduled within 30 days of receipt by the hearing officer of your request. Ten days notice will be given to you of the date, time and place of the hearing unless you indicate that less notice is acceptable to you.
- ❖ The city will submit a takings impact report to the hearing officer.
- ❖ In an appeal from a dedication or exaction, the City will bear the burden of proving that the dedication or exaction to be imposed on your property bears an essential nexus between the requirement and a legitimate governmental interest and that the proposed dedication or exaction is roughly proportional to the impact of the use, improvement or development you proposed.
- ❖ In an appeal from the adoption or amendment of a zoning regulation, the City will bear the burden of proving that any dedication or exaction requirement in the zoning regulation is roughly proportional to the impact of the proposed use, improvement, or development, and that the zoning regulation does not create a taking of property in violation of Arizona and federal court cases.
- ❖ The hearing officer must render his decision within five working days after the appeal is heard.
- ❖ The hearing officer can modify or delete a dedication or exaction or, in the case of an appeal from a zoning regulation, transmit a recommendation to the City Council.
- ❖ If you are dissatisfied with the decision of the hearing officer, you may file a complaint for a trial de novo with the Superior Court within 30 days of the hearing officer's decision.

If you have questions about this appeal process, you may contact:

City Manager's Office
3939 Drinkwater Blvd.
Scottsdale, AZ 85251
(480) 312-2422

City Attorney's Office
3939 Drinkwater Blvd.
Scottsdale, AZ 85251
(480) 312-2405

Please be aware that City staff cannot give you legal advice. You may wish, but are not required, to hire an attorney to represent you in an appeal.

SIGNATURE: _____

NelsenPartners

Nelsen Partners, Inc.
Architecture Planning Interiors

Austin - Scottsdale

15210 N. Scottsdale Road, Suite 300
Scottsdale, Arizona 85254
tel 480.949.6800
fax 480.949.6801

www.nelsenpartners.com

Principals

Brad J. Nelsen, AIA, RMA
Philip J. Crisara, AIA
George A. Melara, AIA
Erston Senger, AIA

Associate Principals

Helen Bowling, AIA
Stan Haas, FIAA
Michael Martin, AIA

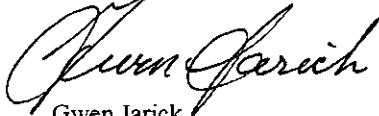
October 5, 2011

Andrew Chi, Associate Planner
7447 E Indian School Road, Suite 105
Scottsdale, AZ 85251

Narrative for the Amendment to the Existing Master Sign Program for Scottsdale Quarter

We would like to add the possibility for signage on a landscape wall along Scottsdale Rd. This location would allow a tenant to have more visibility along Scottsdale Rd. while keeping the high standards of design of the center. Please see the attached exhibits for the sign location.

Best regards,



Gwen Jarick
Project Manager, Nelsen Partners, Inc.

VIA EMAIL

October 18, 2011

GLIMCHER

Andrew Chi
Associate Planner
City of Scottsdale
7447 E. Indian School Road, Suite 105
Scottsdale, Arizona 85251
P: 480-312-7828
E: achi@scottsdaleaz.gov

RE: New Sign Location
Scottsdale Quarter

Dear Mr. Chi,

Kierland Crossing would like to formally request an additional sign location be included within the Scottsdale sign program. The proposed location is on the planter wall between 15037 and 15169 N. Scottsdale Road and can be identified on the attached plans and elevations.

The sign requirements are stipulated as follows:

- Sign shall meet City of Scottsdale's sign ordinance for total sign area by building frontage combining additional sign location and building signage areas.
- Sign may not extend past the perimeter of the wall edge.
- Sign will not project more than 10 inches from the wall surface.
- Sign can only be individual pin letters or reverse pan letters externally illuminated from the ground.
- Ground lighting may not illuminate beyond the perimeter of the wall.
- Maximum sign area allowed shall not exceed 40% of the total sign area of the wall.
- Sign length shall not exceed 70% of the length of the wall.
- Wall color shall remain as approved.

Should you have any questions or concerns, feel free to contact me at (614)887-5690.

Sincerely,
Kierland Crossing, LLC.



Brian D. Teske
Sr. Project Manager

Enclosures

Cc: Mall

3-MS-2008 #2



Master Sign Program Approval Application & Submittal Requirements

Project Number: <u>677 - PA - 2011</u>	Case Number: <u>3 - MS - 2008#2</u>	Staff Coordinator: <u>ANDREW CHI</u>
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Please check one of the following:	<input type="checkbox"/> New Master Sign Program	<input checked="" type="checkbox"/> Amendment to Existing Master Sign Program
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Project Name: SCOTTSDALE QUARTER MASTER SIGN PROGRAM AMENDMENT

Project Address: 15169 N. Scottsdale Rd. Suite 100

Zip Code: 85260

Current Zoning District: PRC Parcel Number(s): 215-44-001F

Quarter Section: 35-45

Request: Add location for allowable signage along Scottsdale Rd.

Associated Case(s): 3-MS-2008

Owner: Brian Teske

Company: Glimcher Reality Trust

Phone: 614-887-5690

Fax: _____

E-mail: bteske@glimcher.com

Address: 180 E. Broad St. Columbus, Ohio 43215

Applicant: Gwen Jarick

Company: Nelsen Partners Inc.

Phone: 480-949-6800

Fax: 480-949-6801

E-mail: gjarick@nelsenpartners.com

Address: 15210 N. Scottsdale Rd. #300 Scottsdale AZ 85254

Submittal Requirements: Please submit three (3) copies of the materials requested below.

- ☒ **Completed Application** (this form)
- ☒ **Application Fee** (fees subject to change every July) \$100.00
- ☒ **Context Aerial and/or Site Location Map**
- ☒ **Narrative** describing nature of request
- ☒ **Property Owner Approval Letter**
- ☐ **Homeowners/Property Owners Association Approval Letter** (if applicable)
- ☒ **Sign Criteria Regulations & Language**
- ☒ **Color photographs of the site** (including all areas of change).

- ☒ **Site Plan** indicating extent and location of signage, additions, buildings, and other structures; indicate dimensions of all freestanding signs.
- ☐ **Floor Plan(s)** of existing building or buildings within a commercial center. The floor plan shall be dimensioned and clearly delineate each potential tenant space.
- ☒ **Elevation Drawings** of all buildings with sign locations indicated.
- ☐ **Other:** _____

Please Note: After staff review, it may be determined that this request requires approval by the Development Review Board through the public hearing process. Any fees paid shall apply toward the fee for this process. **If approved at staff level, this approval expires twelve (12) months from date of approval if a permit is required but has not been issued.**

Applicant Signature: [Signature]

Date: Oct 25, 2011

Official Use Only:

Submittal Date: 10/25/11

City Staff Signature: Andrew Chi

Planning, Neighborhood and Transportation

7447 E. Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-2500 • Fax: 480-312-7088



City of Scottsdale Cash Transmittal

88572

88572
5 00401418
10/25/11 PLN-1STGP
DSIMMONS HP00858011
10/25/2011 11:27 AM
\$87.00

Received From :

Nelson Partners Inc.
15210 N SCOTTSDALE RD STE 300
SCOTTSDALE, AZ 85254
480-949-6800

Bill To :

Nelson Partners Inc.
15210 N SCOTTSDALE RD STE 300
SCOTTSDALE, AZ 85254
480-949-6800

Reference # 677-PA-2011
Address 15169 N SCOTTSDALE RD STE 100
Subdivision MOD FOR SCOTTSDALE QUARTER

Marketing Name
MCR 1020-26
APN 215-56-056G

Owner Information
GLIMCHER
180 E BROAD ST
COLUMBUS, OH 43215
614-887-5690

Lot Number 1
County No
Gross Lot Area 0
NAOS Lot Area 0
Net Lot Area
Number of Units 1
Density

Issued Date 10/25/2011
Paid Date
Payment Type CREDIT CARD
Cost Center
Metes/Bounds No
Water Zone
Water Type
Sewer Type
Meter Size
QS 34-45

Code	Description	Additional	Qty	Amount	Account Number
3168	PRE-APPLICATION / DR		1	\$87.00	100-21300-44221

SIGNED BY GWEN FRANKLIN ON 10/25/2011

Total Amount **\$87.00**

(When a credit card is used as payment I agree to pay the above total amount according to the Card Issuer Agreement.)

TO HAVE WATER METER SET - CALL 480-312-5650 AND REFER TO TRANSMITTAL # 88572

Signage and Graphics

3.1 Signage and Graphics Criteria

Scottsdale Quarter is intended to look, work and feel like a premium shopping district, of which the tenant signs are a vital contribution. Uncontrolled signs can quickly create a visual and verbal jungle and fail in their goal to communicate effectively, in turn undermining overall cohesiveness. The ultimate goal is to produce a consistent collage of signs that tastefully inform, delight and stimulate the shopper while fitting in seamlessly with the context of the environment.

Due to the variety of architectural treatments within Scottsdale Quarter, each storefront sign will be carefully considered in relationship to its particular location. What may be appropriate in one location may not work in another. All sign materials must be consistent with the design theme, enhancing the storefront and evoking a positive retail image as well as reinforcing the high contrast of color present throughout the project renovation. Each proposed sign will be evaluated on its originality and compatibility with the neighboring signs, and its overall image within Scottsdale Quarter.

3.1.1 Sign Types

The following sign types will be part of the master plan:

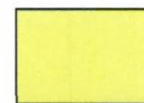
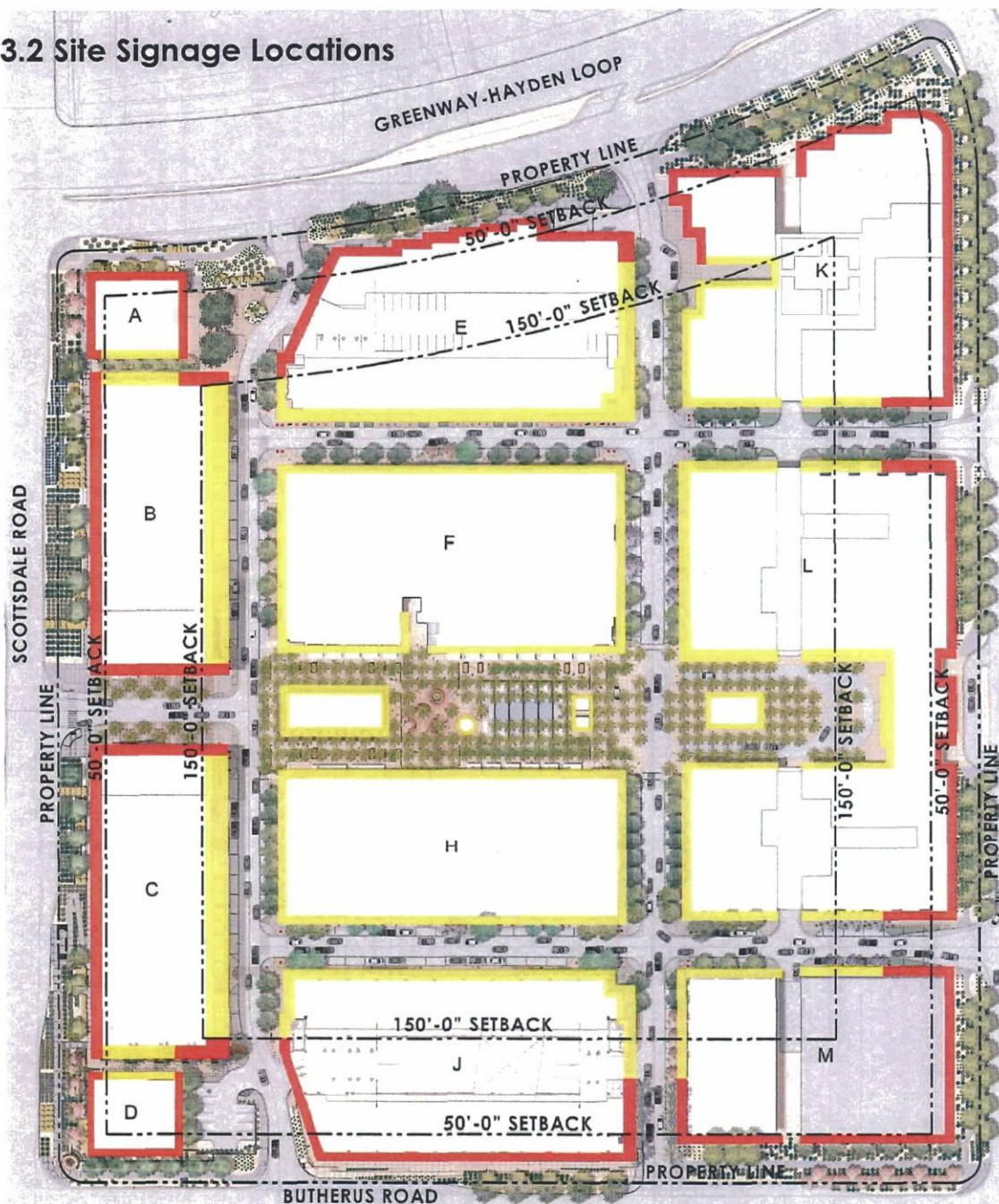
1. Suspended Canopy Sign (T1)
2. Standing Canopy sign (T2)
3. Projecting Sign (T3)
4. Building Wall Sign (T4, T5 T6)
5. Fascia/ Glass Mounted Sign (T7)
6. Windows Signs & Graphics (T8)
7. Awning Sign (T9)
8. Printed Menu Display (T10)
9. Banners (T12)
10. Stop Sign w/ Street Name
11. Stop Sign w/ Direction
12. Directory Sign
13. Column Sign
14. LED Garage Counter

Sign permits will be required for all signs.

The Landlord reserves the right to disapprove any sign design which is not compatible with these criteria and the aesthetics of Scottsdale Quarter. Exceptions to these specifications are extremely rare and may be considered if, in the Landlord's opinion, the sign design is of exceptional merit and architectural quality. Such exceptions must be approved in advance by the Landlord. As with all undertakings, the ultimate success of Scottsdale Quarter depends on the positive contributions of all participants.

3.2 Not Used

3.2 Site Signage Locations



All sign types are permitted



Restricted- all sign types are permitted EXCEPT T3 - Projecting Signs.

- All T12 Banner Signs must be located BEHIND the 50'-0" setback line.
- All Directory signs must be located BEHIND the 150'-0" setback line. Any advertising must be oriented to the INTERIOR of the project.
- All tenants with one (1) elevation facing a public street and a second elevation facing interior to the project are allowed a sum total sign area of two (2) square feet for each one (1) lineal foot of building frontage.
- All other tenants are allowed a sum total sign area of one and one-half (1 1/2) square feet for each one (1) lineal foot of building frontage.

The Tenant's sum total sign area is measured by the Building Front Foot or Building Frontage. The Building Front Foot or Building Frontage is the maximum width of the projected building elevation measured on a straight line and is visible from the street or a straight line parallel, which has the primary entrance. In the event that the building fronts are on two or more streets, the tenant shall be given the option to select one (1) front for the purposes of computing the allowable sum total sign area.

3.3 Signage Program

3.3.1 Project Signage Standards

1. Project signage shall be governed by the City's sign code. All such signage is subject to the prior, written approval of the Landlord.
2. All signage must meet structural and construction standards.
3. All signage shall be installed by a licensed sign contractor or a licensed Class A or Class B contractor.
4. All electric signage shall require separate electrical sign permits.

3.3.2 Conflicts

In the event of a conflict between this section of the Tenant Design Criteria Manual (chapter 3) and the rest of the Tenant Design Criteria Manual, this section shall take precedence.

3.3.3 General Signage Requirements

1. Imaginative sign layouts are encouraged. Adaptation of current sign practices may be necessary in order to comply with these criteria.
2. Landlord approval of sign shop drawing submittal is required prior to fabrication or installation. In accordance with City

requirements, all signage must comply with the City of Scottsdale's sign ordinance.

3. Sign wording is limited to the Tenant's trade name and shall not include specification of merchandise sold or services rendered, regardless of the Tenant's legal name. Corporate crests, logos or insignia may be acceptable pending the Landlord's approval and provided they are part of the Tenant's name.

4. Signs shall be integrated into the building architecture and be compatible with the color and material palette of the individual tenant. Letter size and location must be proportional to the overall storefront design and compliance with design district criteria. Note: Letter dimensions of greater proportions may be considered if, in the Landlord's opinion, the sign design is of exceptional merit and architectural quality.

5. Signs are to remain on during shopping center business hours. Signs are to be controlled by a time clock and must be on a separate circuit from other lighting.

6. Advertising placards, banners, pennants, names, insignia, trademarks and other descriptive material may not be attached to the storefront or glazing.

7. Signs can be externally illuminated, halo-illuminated or internally illuminated, depending upon the sign type. Halo-

illuminated components must be contained wholly within the depth of the letter.

8. All illuminated signs shall be required to meet the standards set forth in the City of Scottsdale lighting ordinance and sign code.

9. Premium quality fabrications are required. Hums, flickers and light leaks are not permitted. Attachment devices, bolts, clips, threaded rods, fasteners, tubes, raceways, conduit and other mechanisms are to be concealed from view or painted to match mounting surface.

10. All required labels must be inconspicuous with the exception of permit labels which must be permanently adhered in a visible and accessible location at the time of inspection in accordance with the City of Scottsdale's sign ordinance, section 8.308.

11. The following sign types are encouraged:

- Reverse-pan channel neon (for halo lighting)
- Internally-illuminated routed wall plaque with frosted plexiglass letters pushed through.
- Edge-lit, sandblasted glass (continuous edge light source, no spotlights)
- Cast metal letters, raised or flush with fascia surface.

- Screen-printed glass or metal panels.
- Indirect illumination on non-internally illuminated signs.

12. Grommets with backing are to be provided at fascia or other penetrations.

13. The sign must not be contiguous with the tenant's lease outlined space.

3.3.4 Prohibited Signs

The following signs are prohibited:

- Exposed neon and neon recessed in open metal channel letters. Glare from neon is also not allowed. Only reverse-pan channel neon (for halo lighting) is allowed. Rheostat controls are to be integral with transformers for Landlord adjustment.
- Vacuum formed or injection-molded plastic signs.
- Cabinet, box or "can" signs with illuminated translucent backgrounds and silhouetted letters.
- Temporary or "sales" signs attached to storefront.
- Freestanding tripod signs or freestanding "sandwich board" signs.
- Flashing, scintillating, moving, sequencing, audible or odor-producing signs.
- Paper, cardboard and styrofoam signs.
- Credit card and advertising placards, decals, stickers or trademarks.
- Manufacturer labels.
- Carpet or rubber entry mat signs

- Internally illuminated awnings
- Other signs deemed unsuitable by the Landlord.

3.4 Sign Design Criteria

3.4.1 Calculating Allowable Area

1. The total sign area allowed for each tenant is one and one half (1 1/2) square feet for each one lineal foot of building frontage.
2. A tenant with one (1) elevation facing a public street and a second elevation facing interior to the project is allowed a sum total sign area of two (2) square feet for each one (1) lineal foot of building frontage.

3.4.2 Individual Sign Area Calculation

Under the definition of "Sign Area" in section 8.200 in the City of Scottsdale's Sign Ordinance, the area of any sign that has individual letters is the area enclosed within the smallest regular geometric figure needed to completely encompass all letters, insignia or symbols of the sign, calculated at 90% area. For signs other than individual letters, words, insignias, or symbols, the area is the total area of the face or the total area within the outer edge of any existing border of the sign.

In case of an irregularly shaped sign or a sign with letters or symbols directly affixed or painted on the wall of a building, the area of the sign is the entire area within a single continuous rectilinear perimeter or not more than eight straight lines enclosing

extreme limits of any writing, representation, emblem, or any figure of similar character, together with any material or color forming an integral part or background of the display if used to differentiate such sign from the backdrop of structure against which it is placed. But if a freestanding sign structure is not a fence which functions as such, the sign area shall be the area of the entire structure.

While there are several sign types outlined in this manual, it is discouraged that a single tenant use all of the allowable sign types to identify its space.

EXAMPLE:

INDIVIDUAL LETTERS



$$L \times W \times 90\% = \text{AREA}$$

CABINET



$$L \times W = \text{AREA}$$

3.4.3 Sign Lighting

1. Electrical service to Tenant's signs shall be from Tenant's electrical service and on a 24- hour time clock, operation times to be determined by Landlord.
2. All proposed lighting schemes shall be included in Tenant's submission to Landlord for approval prior to construction or installation.
3. All external sign lights must be aimed downward except the canopy sign type in section 2.3.5.
4. All illuminated signs shall be required to meet the standards set forth in the City of Scottsdale's lighting ordinance and sign code.
5. The Tenant is responsible for all signs, permits, power sources, connections and installations.
6. All raceways, transformers, ballasts, o.k. housings, conduit, boxes, electrode boxes and other wiring shall be concealed from public view.
7. Exposed crossovers between letters or words are not permitted.
8. Metal sign material, fastenings and clips or all types shall be hot-dipped galvanized iron, stainless steel or brass. Black iron materials of any type are not permitted.
9. Labels on exposed sign surfaces are not

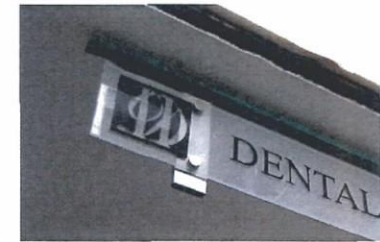
permitted, except those required by local ordinances. Any required labels must be inconspicuous.

10. All electrical sign components must be U.L. Rated.

7. Tenants shall follow all additional General Requirements listed.

8. Tenant storefronts located within the Project Interior Building Sign Zone may increase their maximum allowable sign area by one-third.

*Tenant shall reimburse Landlord for the costs of materials and installation of the suspended canopy signs. Suspended Canopy Signs are mandatory for Scottsdale Quarter Retail, Restaurant, & Entertainment Tenants.



3.5 Storefront Signs

3.5.1 SIGN TYPE T1: SUSPENDED CANOPY SIGNS

Double-sided suspended canopy signs may occur in locations where the Landlord has provided architectural canopies as part of the base building. Armature for suspended canopy signs should be constructed as a rigid element, not allowing the sign to swing. Suspended signs should display the tenant's unique identity (logo) while evoking the sense of contemporary high craftsmanship and design sensitivity. The tenant shall submit the design of the proposed logo application on the standardized sign for review according to the procedures outlined.

One (1) suspended canopy sign is permitted per store frontage.

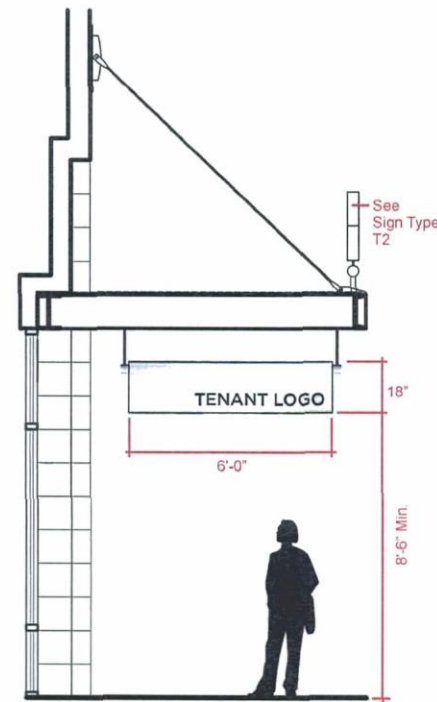
Size: Max. 6ft. x 2ft.

Illumination: Projecting signs may be externally illuminated with appropriately designed lighting outriggers.

Mounting restrictions: A consistent distance from the bottom edge of the suspended sign to the finished pedestrian surface shall be 8'-6" for canopy signs (A) and 10'-0" for

arcade signs (B).

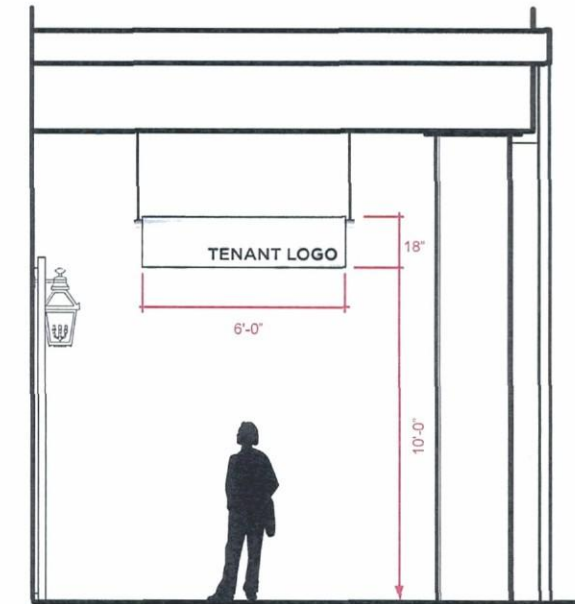
At certain locations, Landlord will make suspended canopy signs available to the tenant for a fee. Contact Landlord for details



A. Typical Canopy Condition

•Per section 8.501.VII of the City of Scottsdale's Sign Ordinance, suspended canopy signs will count towards the tenant's sum total sign area and it's respective allowable size per elevation.

• All signs must be in compliance with Area Allowed by the City of Scottsdale Sign's Ordinance Sections 8.501.A.2 and 8.501.A.3



B. Typical Arcade Condition

6ft x 1.5ft Shown, max. 6ft x 2ft allowed

3.3.2 SIGN TYPE T2: STANDING CANOPY SIGNS

Standing canopy signs are located above the storefront and/or entry doors, parallel to the building facade and mounted at the leading edge of the canopy. The sign should convey the tenant's unique identity (logo) and create a unified design with the tenant's storefront display. Standing canopy signs should express characteristics which evoke a sense of contemporary high craftsmanship and design sensitivity.

Maximum Sign Area: No more than 36 square feet.

To keep the scale and proportions of the project, Standing Canopy signs shall have a maximum letter height of 40".

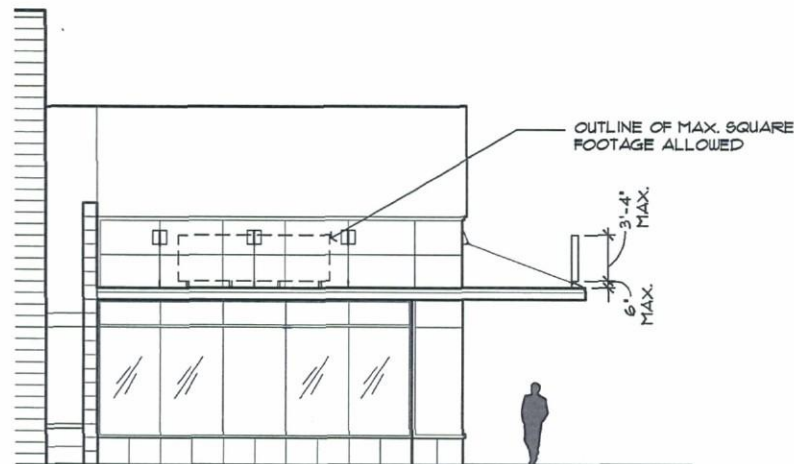
Lighting: All standing canopy signs shall not be internally illuminated. See Section 2.3.5 for illumination of standing canopy signs.

Mounting Restrictions: The bottom of the sign shall be 6" from the top edge of the canopy. Letter forms shall not extend beyond the face of the canopy.

Exposed raceways are not allowed and cabinet signs shall not be used.

Standing Canopy Signs shall not be used on the same storefront as a building wall sign for the same tenant.

- Per section 8.501.VII of the city of Scottsdale's Sign ordinance, Standing Canopy Signs will count towards the tenant's sum total sign area and it's respective allowable size per elevation.
- All signs must be in compliance with Area Allowed by the City of Scottsdale's Sign Ordinance Sections 8.501.A.2 and 8.501.A.3.



3.5.3 SIGN TYPE T3: PROJECTING SIGN

The tenant may utilize a double-sided projecting sign that is mounted perpendicular to the building for additional identification. The connection for projecting signs should be constructed as a rigid element not allowing the sign to swing. Projecting signs should display the tenant's unique identity (logo) while evoking the sense of contemporary high craftsmanship and design sensitivity. The tenant shall submit the design of the proposed logo application on the standardized sign for review according to the procedures outlined. The sign area for the projecting sign will be counted against the Tenant's overall sign area allowance.

One (1) projecting sign is permitted per each fifty (50) lineal feet of store frontage. Such sign shall not be located within twenty (20) feet in any direction of another projecting sign on the same building wall.

Maximum Sign Area: 36 square feet.

Illumination: Projecting signs may be internally or externally illuminated with appropriately designed lighting outriggers. Light boxes with acrylic faces, exposed neon or similar tube-type illumination will not be permitted.

Mounting restrictions: Tenant projecting signs shall not project from the building face more than a maximum of 4'-0". No part of such sign may extend above the top of parapet on the building to which it is attached. Such sign may extend in front of the leasehold of any adjacent tenant. Sign shall be mounted a minimum of 8'-0" above sidewalk. Sign shall be oriented so that it is not visible from any public street or highway.

- Per section 8.501.VII of the City of Scottsdale's Sign ordinance, Projecting Signs will count towards the tenant's sum total sign area and it's respective allowable size per elevation.

- All signs must be in compliance with Area Allowed by the City of Scottsdale's Sign Ordinance Sections 8.501.A.2 and 8.501.A.3



3.5.4 SIGN TYPE T4 BUILDING WALL SIGN

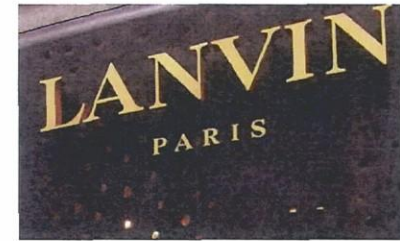
In addition to other sign types, tenants may also have wall-mounted signs facing outer public roads. Wall signs are parallel to the building facade/walls and should not project more than twelve (12) inches from the wall. The sign should convey the tenant's unique identity and create a unified design with the tenant's storefront display. Wall signs should express characteristics that evoke a sense of contemporary high craftsmanship and design sensitivity. The tenant shall submit the design of the proposed sign for review according to the procedures outlined.

Maximum Sign Area: the total area of all wall signs may not exceed 15% of the area of that portion of the building face between the ground level and the roof line or a line twenty-five feet above grade level, whichever is less. The length of a wall sign shall not exceed seventy percent of the length of the wall or the width of the leased space which it is located, whichever is less.

Mounting restrictions: Wall signs shall not extend beyond the roof line of a building except as permitted on a parapet wall. No part of a wall sign shall be located more than twenty five feet above grade.

- Per section 8.501.VII of the City of Scottsdale's Sign Ordinance, Building Wall Signs will count towards the tenant's sum total sign area and it's respective allowable size per elevation.

- All signs must be in compliance with Area allowed by the City of Scottsdale Sign Ordinance Sections 8.501.A.2 and 8.501.A.3.



**3.5.5 SIGN TYPE T5:
NOT USED**

**3.5.6 SIGN TYPE T6:
UPPER TENANT WALL SIGN**

Upper level Tenants may use, after permitted, a wall sign located on the upper wall of the building.

Maximum Sign Area: 90 square feet, not to exceed 3'-0" in height. Text version of logo is recommended.

Illumination: Anchor tenant Wall Signs are to have a translucent letter face with LED internal illumination, with halo illumination on the back wall.

No wall sign shall exceed 250 feet above grade.

- Per section 8.501.VII of the City of Scottsdale's Sign Ordinance, Anchor and Upper Tenant Wall Signs will count towards the tenant's sum total sign area and it's respective allowable size per elevation.

- All signs must be in compliance with Area Allowed by the City of Scottsdale's Sign Ordinance Sections 8.501.A.2 and 8.501.A.3

- For an Office Tenant to qualify for exterior building wall signage, the Office Tenant must occupy a minimum of 50% of the building floor area of the floor Tenant is occupying.
- Number of Wall Signs: The Office Tenant shall be allowed one (1) exterior wall sign. The Office Tenant shall only place a sign on the Building they are currently occupying.
- Location of Office Signage will be determined by the Tenant's occupied square footage, available building exterior wall sign locations and/or as shown per the Tenant's Lease exhibit.



3.5.7 SIGN TYPE T7

FASCIA /GLASS MOUNTED SIGNS

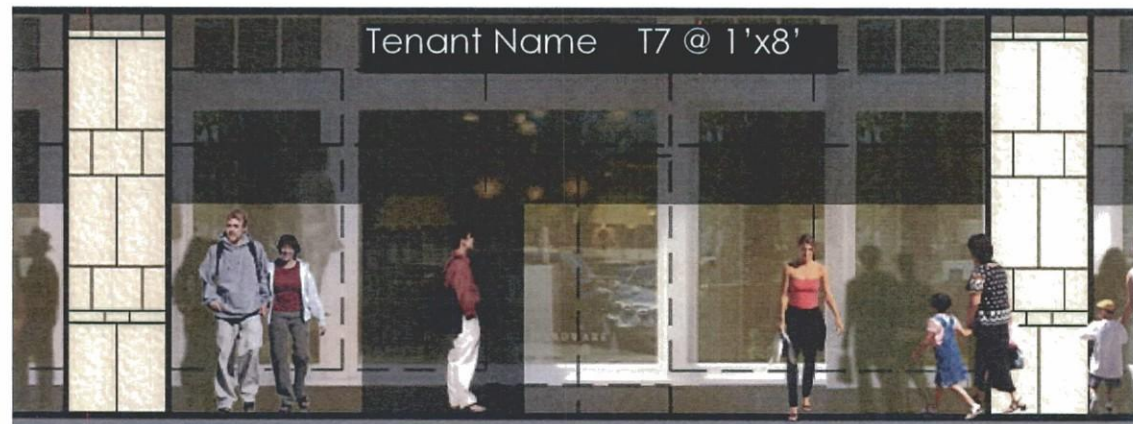
Fascia-mounted signs are located above the storefront display windows and/or entry doors, parallel to the building facade. The sign should convey the tenant's unique identity (logo) and create a unified design with the tenant's storefront display. The tenant shall submit the design of the proposed logo application on the standardized sign for review according to the procedures outlined.

Mounting Restrictions: Wall-mounted fascia signs shall not overlap or cover building features such as cornices, eaves, windows, door frames, columns and other decorative elements. Wall-mounted letterforms shall not project more than 8" from the building. Where non-illuminated sign types are considered, the following restrictions shall apply:

- Individual dimensional letters mounted directly to wall surface shall be at least 1/2" thick on 1/2" spacers, or 1" thick if directly applied.
- Letters formed from thin metal plate or similar materials shall be pin-mounted at least 1" from the signing surface.
- The landlord requires external (spot) illumination for non-internally illuminated signs.

- Per section 8.501.VII of the City of Scottsdale's Ordinance, Fascia/Glass Mounted Signs will count towards the tenant's sum total sign area and it's respective allowable size per elevation.

- All signs must be in compliance with Area Allowed by the city of Scottsdale Sign Ordinance Sections 8.501.A.2 and 8.501.A.3.



3.5.8 SIGN TYPE T8 WINDOW SIGNS & GRAPHICS

The tenant may apply a logotype, a logo or a decorative type band to the second surface of storefront glazing. Window signs are meant to be subordinate to the primary identity signage; type bands are to provide additional information such as goods or services provided or a changing marketing campaign. Appearance should be subtle and toned down.

The suggestion for applying second surface display window signage or type bands is screen printed inks or vinyls. Color: White.

3.5.9 SIGN TYPE T9 AWNING SIGNS

Some Tenants will have the opportunity to have additional signage place on storefront awnings. The colors, finishes and materials used should convey the tenant's unique identity and create a unified design with the tenant's storefront display. The tenant shall submit the design of the proposed sign for review according to the procedures outlined as follows:

- Awning signs are to be graphics composed of logos, crests and accent graphics.
- All signage elements should be silk-screened or fabric appliqué type to fabric awning surfaces.
- Metal awnings should be silk-screened or cut vinyl rated for exterior use.

- Per Section 8.412.IV of the City of Scottsdale's Sign Ordinance: if sign letters or logos are placed on the awning valance, no letters or logos may be placed elsewhere on the awning.

3.5.10 SIGN TYPE T10 PRINTED MENUS-DISPLAYS

(For Restaurant Tenants Only)

The tenant has the option of displaying the printed table menu in a tamper resistant enclosure fabricated in materials appropriate to the restaurant design. Menus adhered to the backside of storefront glazing are prohibited.

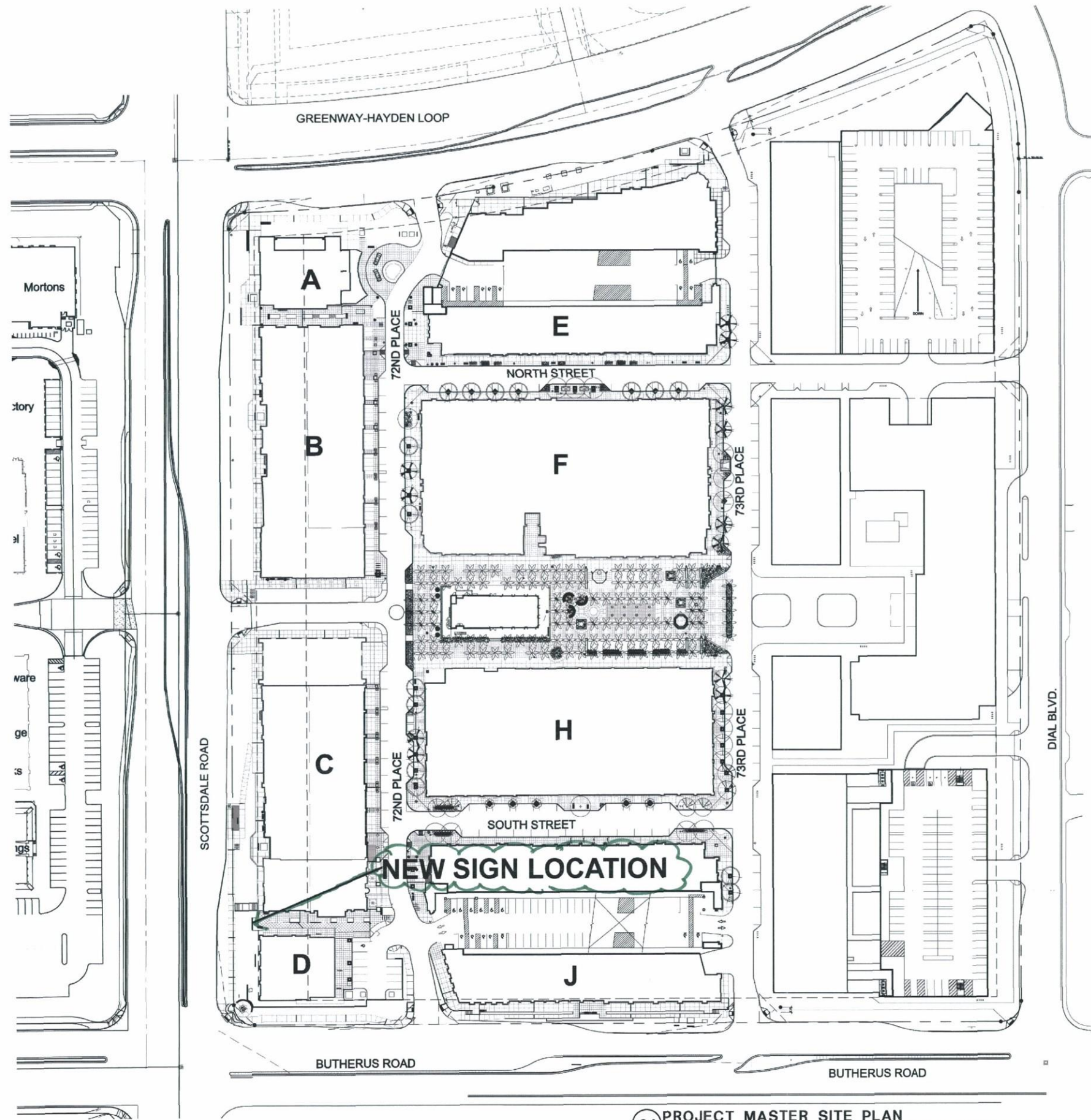
3.5.11 SIGN TYPE T11 LANDSCAPE WALLS

Some tenants will have the opportunity to have additional signage placed on the landscape wall facing Scottsdale Road between buildings C and D. The sign may not extend past the perimeter of the wall edge. These signs should not project more than ten inches from the wall surface. The sign can only be individual pin letters or reverse pan letters externally illuminated from the ground. Ground lighting may not illuminate beyond the perimeter of the wall. The maximum sign area allowed shall not exceed 40% of the total area of the wall. The length of the wall sign shall not exceed 70% of the length of the wall. The wall may not be painted a different color.

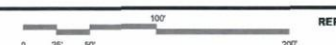
3.5.12 SIGN TYPE T12 BANNERS

Seasonal and special event banners shall be allowed in accordance with the following:

1. The design, location and mounting method for such banners shall be as approved by the development review board.
2. Such banner may contain both graphics and text.
3. The maximum area of such banner shall be thirty-two (32) square feet.
4. Such banner shall be mounted at a minimum height of eight (8) feet as measured from grade to the lowest portion of the banner.
5. Banners shall be of a new material and shall be displayed a maximum of fourteen (14) days before removal.
6. Such banner shall be mounted securely and shall not be allowed to flap in the wind.
7. No rope, wire, or similar material shall be used to secure such sign.
8. Such banner shall be oriented to the interior of the project and shall be set back a minimum of fifty (50) feet from the perimeter property lines of the project so that it is not visible from any public street or highway.
9. Seasonal and special event banners shall require a sign permit.
10. Banners will be approved by the Landlord prior to placement. Banners will be placed by Landlord.



01 PROJECT MASTER SITE PLAN
Scale: 1" = 60'-0"



Planning Review by:
Andrew Chi (480) 312-7828
email: achi@scottsdaleaz.gov

STIPULATION SET
RETAIN FOR RECORDS
APPROVED

11/06/11 DATE *Andrew Chi* INITIALS

3-M5-2008#2

SCOTTSDALE QUARTER

N. SCOTTSDALE ROAD
:SCOTTSDALE, ARIZONA

Date : August 2, 2011

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Project No.
36415

Sheet
A101.1
MASTER SITE PLAN





VIEW FROM THE SOUTHWEST



VIEW FROM THE WEST

