



STAFF APPROVAL LETTER

23-MS-2014

Broadstone Waterfront Comprehensive Sign Program

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 two (2) years 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: 7025 E Via Soleri Dr
PARCEL: 173-42-069A
Q.S.: 17-44
ZONING: D/RCO-2 PBD

APPLICANT: Ana Jones
COMPANY: Trademark Visual
ADDRESS: 3732 E. University Drive Phoenix, AZ 85034
PHONE: 602-272-5055

Request: Request to approve a comprehensive sign program for the Broadstone Waterfront mixed-use development, located within the Scottsdale Waterfront Community Sign District.

STIPULATIONS

1. All signs within the Broadstone Waterfront development shall substantially adhere to the Broadstone Waterfront Comprehensive Sign Program (Case No. 23-MS-2014) submitted by Trademark Visual and approved by City staff on December 4, 2014.
2. The provisions of the Scottsdale Waterfront Community Sign District (Case No. 1-II-2003 and Development Agreement No. 2003-164-COS), and the Scottsdale Waterfront Master Design Concept Plan (Case No. 264-SA-2012) shall continue to apply.
3. Any modifications and future amendments to the Broadstone Waterfront Comprehensive Sign Program shall require Development Review Board or staff approval as determined by the Zoning Administrator.
4. All signs shall require separate submittals, reviews and permits.

Related Cases: 23-MS-2014, 264-SA-2014, 285-SA-2006, 1-II-2003, 2003-164-COS

SIGNATURE: Andrew Chi
Andrew Chi
Associate Planner

DATE APPROVED: December 5, 2014

STEP 2

FINAL PLAN REVIEW SUBMITTAL REQUIREMENTS

1. Master Sign Program Application Fee: \$230.00. Pay the fee at the One Stop Shop.
2. Submit a copy of this approval letter along with a completed sign permit application to the One Stop Shop for sign permit application review.
3. The proposed Broadstone Waterfront monument sign may be resubmitted for review and permits under Digital Plan Check Number 5522-14.
4. All other signs proposed in this comprehensive sign program may be submitted for review and permits on a separate sign permit application.

**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: _____

TRADEMARK

November 10, 2014

**Alliance Residential – Broadstone Waterfront – Comprehensive Sign Program
Reference: Scottsdale Waterfront Community Sign District Case 1-II-2003
(Sections I, II, 2.0-2.5 & 3.4)**

Broadstone Waterfront is located at 7025 E. Via Soleri Drive Scottsdale. Broadstone Waterfront is a collection of apartment homes in Old Town Scottsdale that will bring exclusive luxury living to new heights. Our Comprehensive sign plan will create an aesthetically pleasing combination of elegant details coupled with functionality. For any questions or additional information regarding this plan, please contact Dan Kronenberg at Trademark Visual, Inc. located at 3732 East University Drive, Phoenix, AZ 85034 (602) 272-5055



2415 East Camelback Road, Suite 600
Phoenix, AZ 85016

Mr. Andrew Chi
City of Scottsdale
Planning and Zoning
7447 E Indian School Rd
Scottsdale, AZ 85251

Andrew,

This letter serves as our consent to allow Trademark Visual, Inc. to submit for sign permits at 7025 E. Via Soleri Dr. Scottsdale, AZ 85251. Trademark Visual, Inc. will also act as our representative in obtaining all required approvals and documentation from the City of Scottsdale.

Sincerely,

Ian Swiergol

Managing Director - Southwest

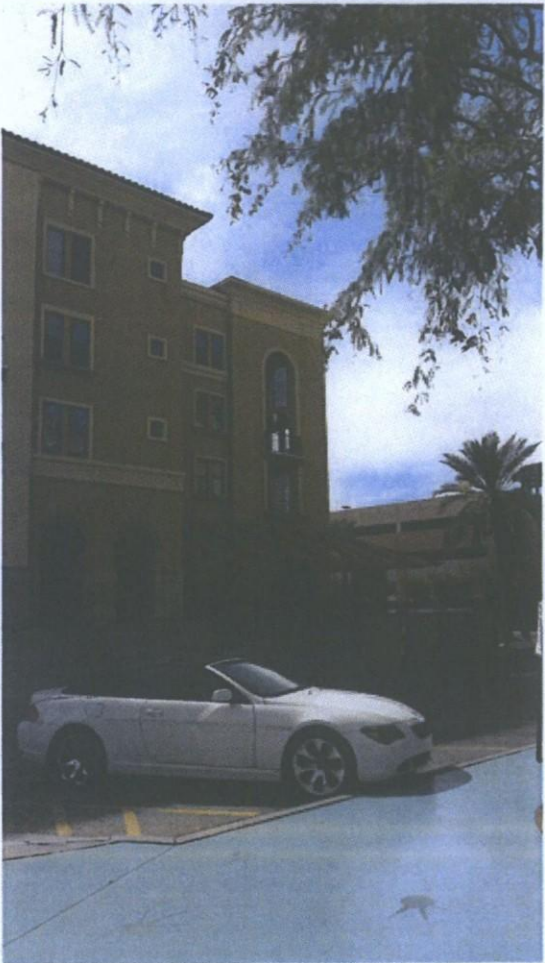
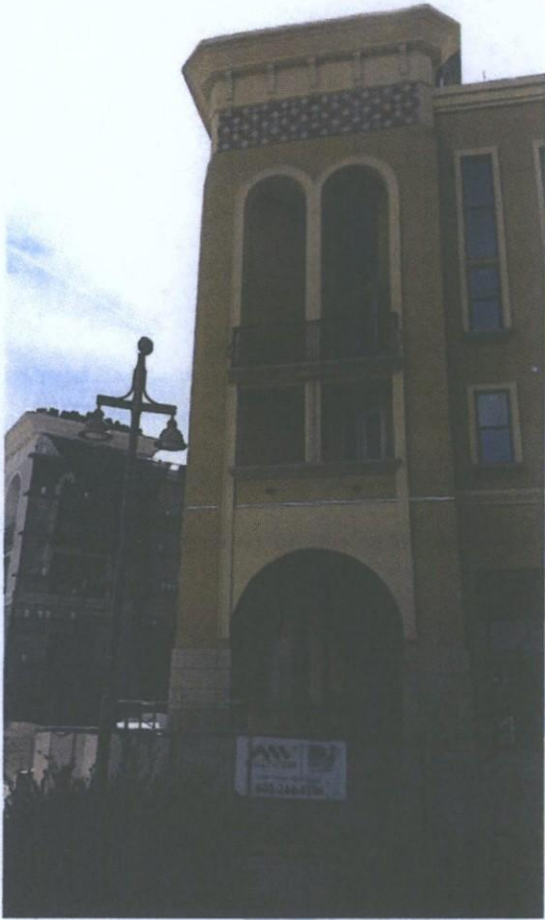
(o) 602.778.2807 | (m) 602.615.5400 | (f) 602.778.2850

iswiergol@allresco.com





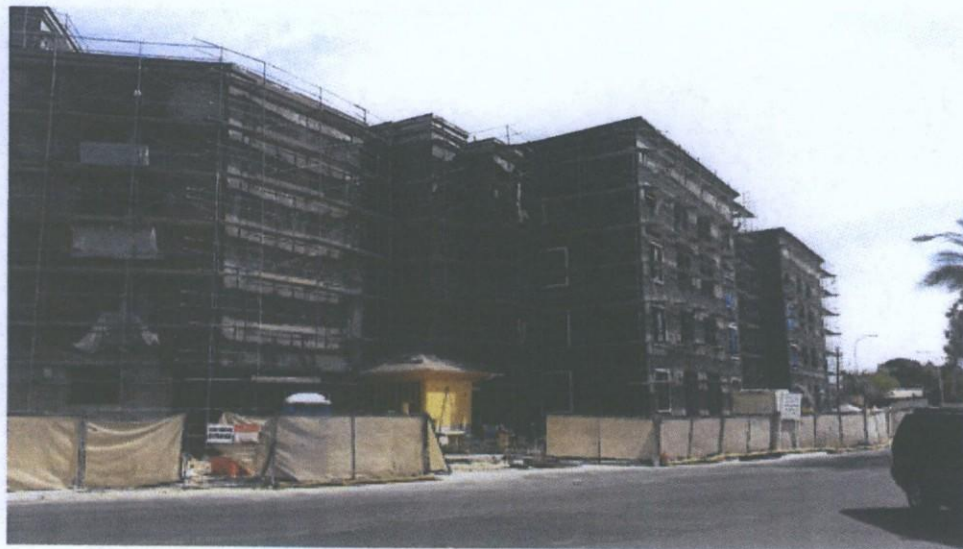






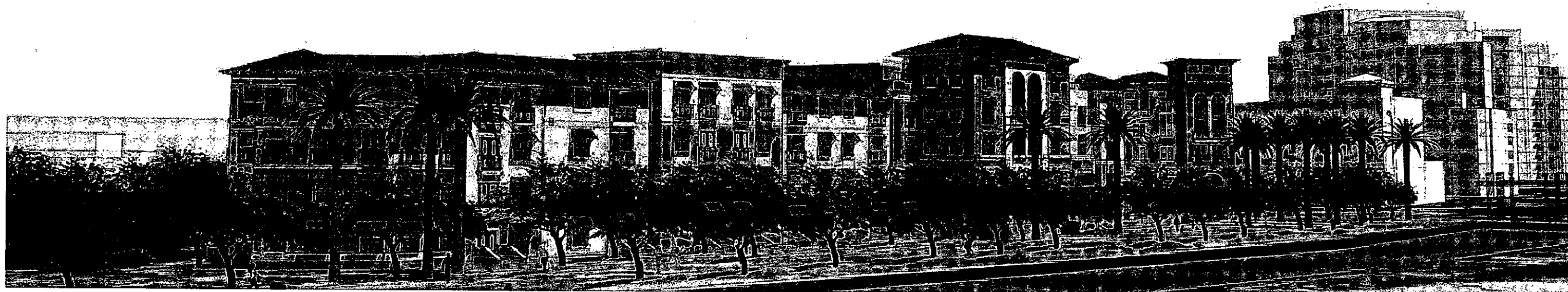












Comprehensive Sign Plan

Broadstone Waterfront

Alliance Residential

TRADEMARK

23-MS-2014
APPROVED

STIPULATION SET
RETAIN FOR RECORDS

12/05/14
DATE

Andrew Chiu
APPROVED BY

General Information

Contents

OVERVIEW

Project Description	4
Creative Elements	5
Site Plan	6
Sign Location Plan	7

Community Signs

Community Sign Criteria	9-10
Monument Sign	11
Building ID Sign	12-13
Free Standing Vehicular Directional Sign	14
Wall Mounted Vehicular Directional Sign	15

Tenant Signs

Tenant Sign Criteria	17-25
Sign Band Locations	26

Project Description

Project	Parcel Information	Zoning	Building Information	Occupancy	Property Owner
Broadstone Waterfront	PARCEL NUMBER 173-42-069A AREA IN SQUARE FEET 145,906 Sq. Ft. AREA IN ACREAGE 3.35 Acres	D/ROC-2	HEIGHT BUILDING FOOTPRINT AREA	LEASE OFFICE SPACE PARKING	Alliance Residential Company
Building Owner	Building Operations	Architect of Record	Signage Consultant		
Alliance Residential Company 2415 E. Camelback Rd Suite 600 Phoenix, AZ 85016 (602) 778-2800		ORB Architecture 2944 N. 44th St. Suite 101 Phoenix, AZ 85018 (602) 957-4530	Trademark Visual, Inc. 3732 E University Drive Phoenix, AZ 85034 Dan Kronenberg Brian Hinkle		

Creative Elements

Type Families

Colors

HELVETICA REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

P1

Auguste Bronze
Metallic
MP20183

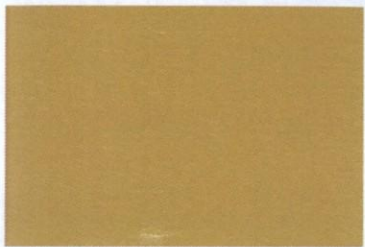


CATANEO BT BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

P2

Matthews Paint to
Match
Metallic Light Gold
Gerber 220-231

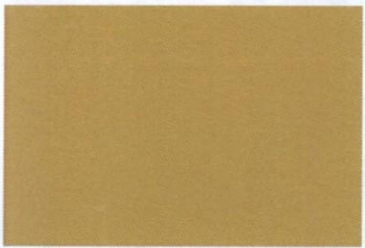


TRAJAN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

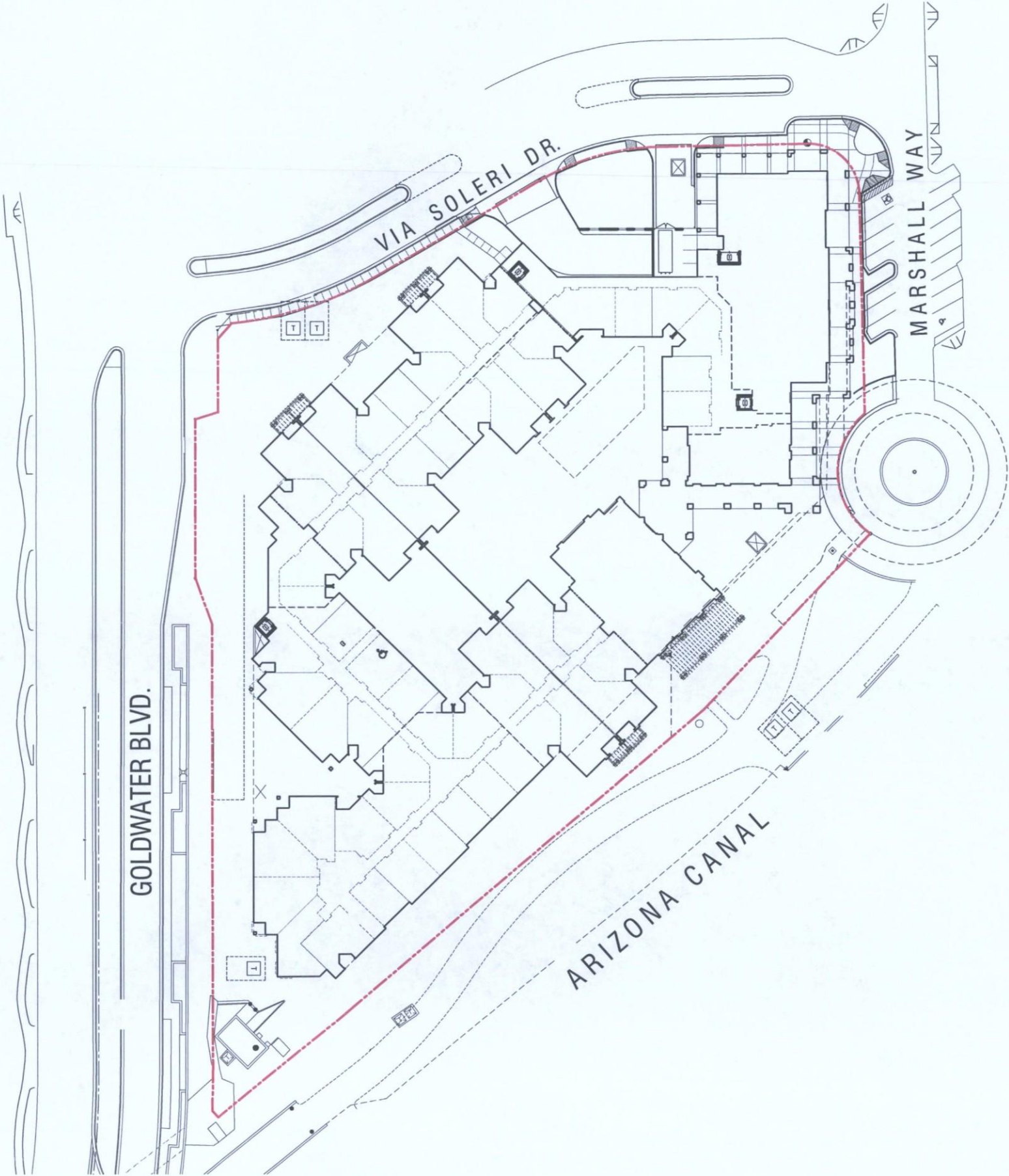
V1

Metallic Light
Yellow
Gerber 220-231



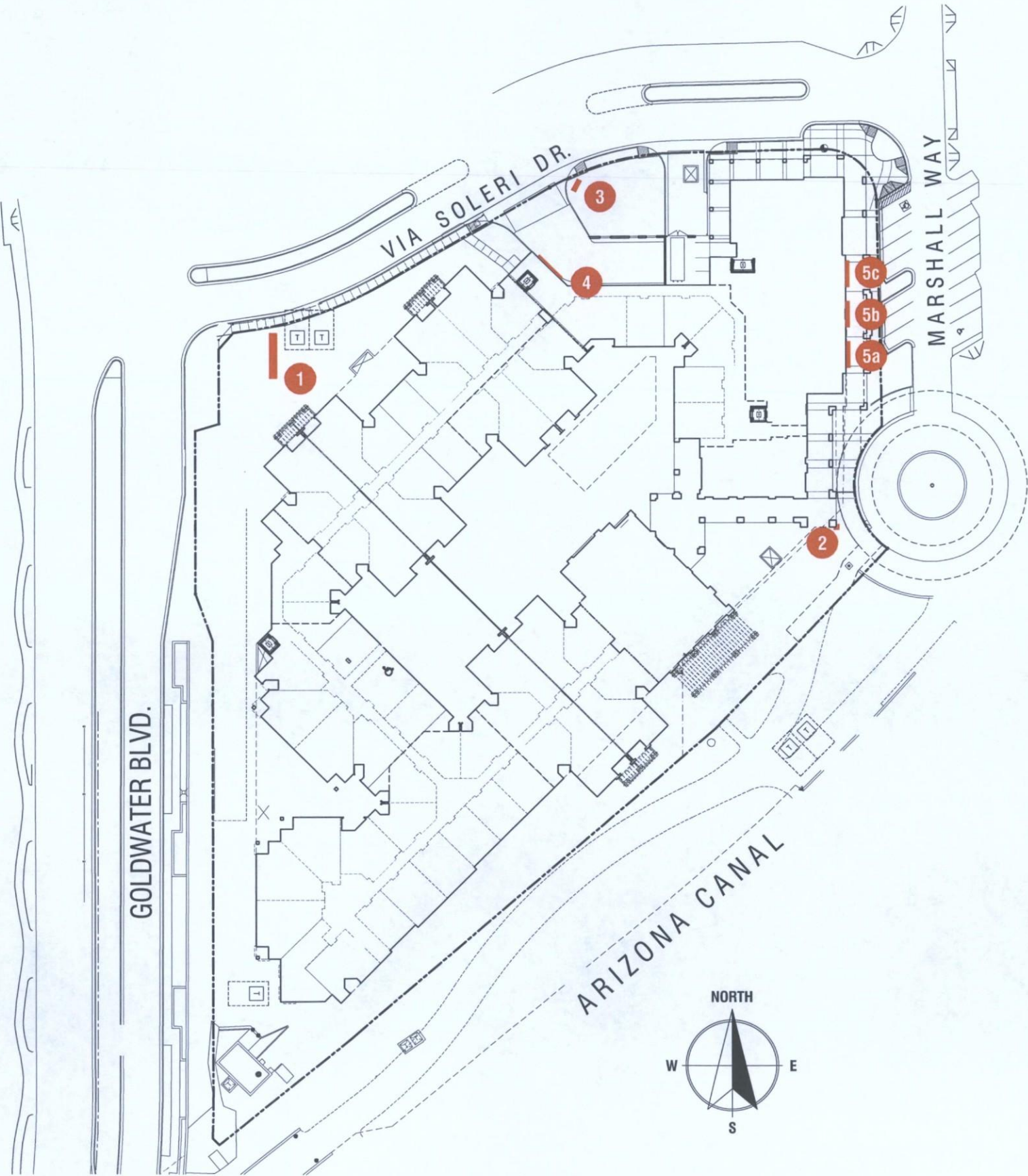
Site Plan

Site Boundry



Sign Location Plan

SIGN LEGEND	
TYPE	
1	Illuminated Monument Sign
2	Illuminated Blade Sign
3	Non-Illuminated Freestanding Directional
4	Non-Illuminated Parking Wall Sign
5a	Tenant Sign
5b	Tenant Sign
5c	Tenant Sign



Community Signs

Community Sign Criteria

1 Introduction & General Requirements

I. INTRODUCTION

The purpose of a comprehensive sign program is to ensure an attractive professional environment and to protect the interests of the Landlord and Tenants.

II. GENERAL REQUIREMENTS

A. Landlord shall administer and interpret the criteria and shall approve all signs in writing prior to their installation

B. Submittal and Compliance:

C. All Tenants, including anchor Tenant, shall submit or cause to be submitted to Landlord, for approval, 3 copies of detailed shop drawings covering location, size, design, color, materials, lettering and graphics of the proposed wall sign. The Tenant must not submit any sign drawings to the City of v without first obtaining the Landlord's approval.

D. Landlord shall review the drawings and mark them "Approved", "Approved as Noted" or "Revise and Resubmit."

E. "Approved" drawings will permit Tenant to proceed with permitting, construction and installation of its sign in accordance with the drawings.

F. "Approved as Noted" drawings will permit Tenant to proceed with permitting, sign construction and installation, provided that the modifications noted are incorporated into the design. If the Tenant takes exception to the modifications, Tenant shall revise and resubmit.

G. "Revise and Re-Submit" drawings require that the Tenant resubmit drawings to the Landlord incorporating all changes as required by the Landlord. No permitting, sign construction or installation shall be commenced until the Tenant has received written approval from the Landlord.

H. Drawings marked "Approved" or "Approved as Noted" shall be returned as follows: One copy shall be returned to the contracted sign company; One copy shall be returned to the Tenant; One copy shall be retained by the Landlord and placed in the lease file.

I. No signs, advertisements, notices, or other lettering shall be displayed, exhibited, inscribed, painted, or affixed on any part of the building visible from outside the premises except as specifically approved by the Landlord. Signs that are installed without written approval or are inconsistent with approval drawings, may be subject to removal and re-installation by Landlord at Tenant's expense.

J. The City of Scottsdale requires sign permits for all signs visible from outside the premises. It shall be tenants

sole responsibility to secure these and any other permits that may be required.

K. Permits shall be obtained for all signs visible from outside the premises. It shall be tenants sole responsibility to secure these and any other permits that may be required.

L. Landlord's approval of Tenant's plans shall not constitute an implication, representation, or certification by Landlord that said items are in compliance with applicable statutes, codes, ordinances, or other regulations. Said compliance shall be the sole responsibility of Tenant for all work performed on the premises by or for Tenant.

M. Sign contractors performing any sign work at 7025 E. Via Soleri Drive must be bonded, insured and licensed by the Arizona State Registrar of Contractors. Sign Contractor must be approved by Landlord prior to construction of sign.

N. To insure strict compliance with this sign criteria, Landlord suggests that Trademark Visual, Inc. of Phoenix (602-272-5055) provide all Tenant signage at 7025 E. Via Soleri Drive. Landlord reserves the right to correct any and all non-compliance with this Comprehensive Sign Program criteria at the Tenant's expense

O. Landlord may repair or replace any broken or faded sign or any sign deemed to be in disrepair at Tenant's expense.

Community Sign Criteria

2 Community Signs

I. INTRODUCTION

This section outlines the basic guidelines that cover all community signs at Broadstone Waterfront.

II. SPECIFIC GUIDELINES

There are generally three types of community signs at Broadstone Waterfront which are outlined in the following sections:

A. MONUMENT SIGNS Monument signs are freestanding multi-tenant signs that serve the purpose of identifying the retail project within the site as well as tenants within the site. Please Refer to the specific Monument sign section for additional details.

The Landlord reserves the right to determine tenant placement on the Monument Sign. The Landlord reserves the right to determine the number of tenants allowed on the Monument Signs. The Landlord reserves the right to place only one tenant on a Monument Sign in which case the sign is still considered a Multi-Tenant sign and may be revised at a later date to include more than one tenant.

The total sign area and dimensions of the Monument Sign shall be prescribed at the time of permitting and erection and shall not exceed the maximum allowable area as prescribed in the specific Monument Signs section. The Sign Area can be divided any way at the Landlord's discretion to accommodate a multiple tenant mix. The tenant sign panels can be modified to fit identification of national identities and branding of new and/or existing tenants. The cumulative size of all tenant sign panels shall not exceed the total sign area.

Tenants must receive written approval from the Landlord prior to using any panel on the Monument sign. Only the Landlord approved and specified sign company is allowed to replace and install the tenant panels. Any tenant panels removed or installed without Landlord written approval will be removed and/or replaced by the Landlord and the offending tenant will be responsible for all charges in addition to an administration fee equal to 100% of the charges. All tenants will purchase new aluminum panels and existing blank panels will be stored by the Landlord to use when removing tenant panels

There is one (1) Monument sign allowed at Broadstone Waterfront.

B. BUILDING ID SIGN Building ID signs are Wall Mounted signs that serve the purpose of identifying the project within

the site. Please Refer to the specific Building ID sign section for additional details.

The total sign area and dimensions of the Building ID Sign shall be prescribed at the time of permitting and erection and shall not exceed the maximum allowable area as prescribed in the specific Building ID Signs section.

There is one (1) Building ID sign allowed at Broadstone Waterfront.

C. FREE STANDING VEHICULAR DIRECTIONAL SIGNS Vehicular Directional Signs are freestanding signs that serve the purpose of guiding vehicular traffic to specific destinations within the site. Only Broadstone Waterfront is to be identified on these signs. No other business or entity identification shall be included in these sign types. Please refer to the specific Vehicular Directional Sign section for more details.

There is one (1) Freestanding Vehicular Directional Sign allowed at Broadstone Waterfront. The Placement of any Vehicular Directional Sign must maintain a minimum distance of 100' from any other freestanding sign.

D. WALL MOUNTED PARKING DIRECTIONAL Vehicular Directional Signs are Wall Mounted signs that serve the purpose of guiding vehicular traffic to specific destinations within the site. Only Broadstone Waterfront is to be identified on these signs. No other business or entity identification shall be included in these sign types. Please refer to the specific Vehicular Directional Sign section for more details.

There is one (1) Wall Mounted Vehicular Directional Sign allowed at Broadstone Waterfront.

III. GENERAL GUIDELINES

Unless noted, these general guidelines shall pertain to all community signs regardless of their specific use.

A. SIGNFACE All sign faces and tenant panels shall have a background that is 100% opaque. Typical sign faces and tenant panels would be routed aluminum faces with acrylic backed and/or acrylic push-thru letters.

B. FACE VALUE The Landlord reserves the right to establish the value of each tenant sign space and may charge the tenants accordingly.

C. PLACEMENT The placement of each community sign shall be determined and specified at sign permit submittal. The leading edge of the sign shall be at the closest point possible to the property line and/or right of way without encroaching on the easements. A sign may encroach on the easements only if permission is obtained in writing from the City of Scottsdale.

I. INTRODUCTION

This section outlines the basic guidelines that cover all community signs at Broadstone Waterfront.

II. SPECIFIC GUIDELINES

There are generally three types of community signs at Broadstone Waterfront which are outlined in the following sections:

A. MONUMENT SIGNS Monument signs are freestanding multi-tenant signs that serve the purpose of identifying the retail project within the site as well as tenants within the site. Please Refer to the specific Monument sign section for additional details.

The Landlord reserves the right to determine tenant placement on the Monument Sign. The Landlord reserves the right to determine the number of tenants allowed on the Monument Signs. The Landlord reserves the right to place only one tenant on a Monument Sign in which case the sign is still considered a Multi-Tenant sign and may be revised at a later date to include more than one tenant.

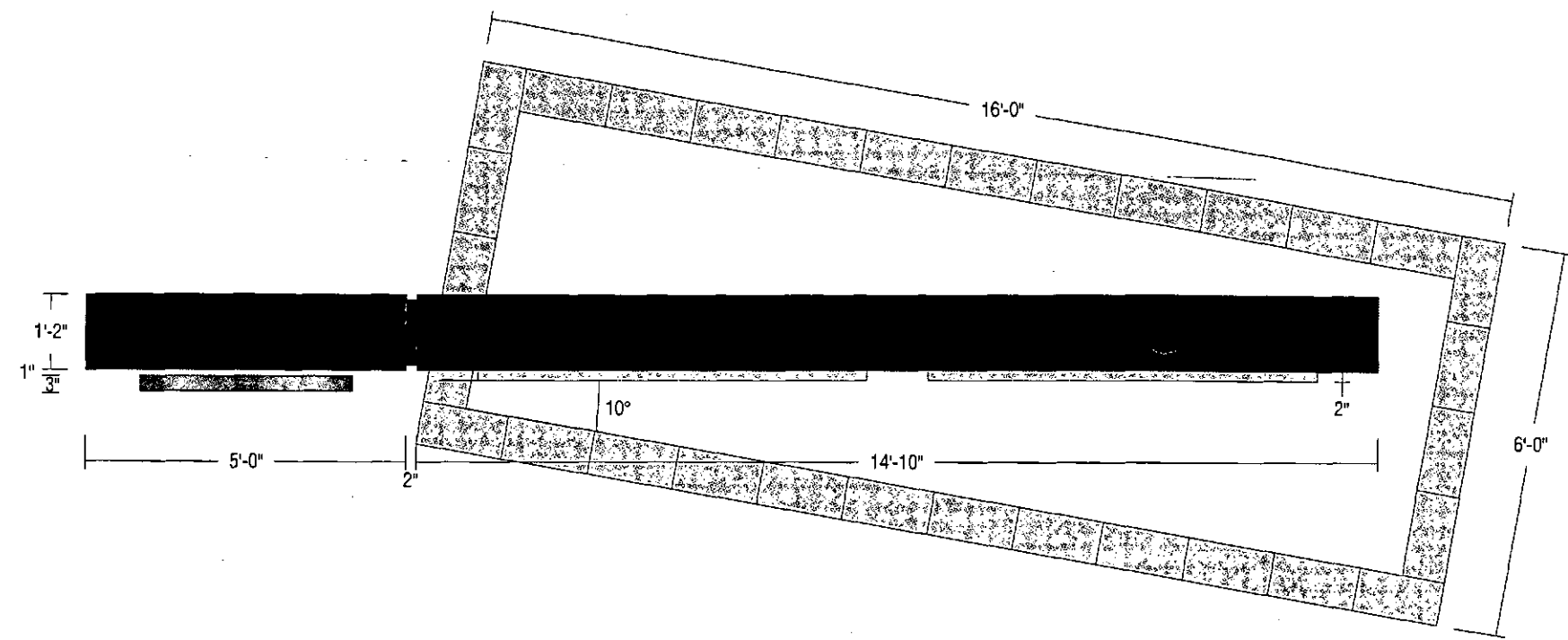
The total sign area and dimensions of the Monument Sign shall be prescribed at the time of permitting and erection and shall not exceed the maximum allowable area as prescribed in the specific Monument Signs section. The Sign Area can be divided any way at the Landlord's discretion to accommodate a multiple tenant mix. The tenant sign panels can be modified to fit identification of national identities and branding of new and/or existing tenants. The cumulative size of all tenant sign panels shall not exceed the total sign area.

Tenants must receive written approval from the Landlord prior to using any panel on the Monument sign. Only the Landlord approved and specified sign company is allowed to replace and install the tenant panels. Any tenant panels removed or installed without Landlord written approval will be removed and/or replaced by the Landlord and the offending tenant will be responsible for all charges in addition to an administration fee equal to 100% of the charges. All tenants will purchase new aluminum panels and existing blank panels will be stored by the Landlord to use when removing tenant panels

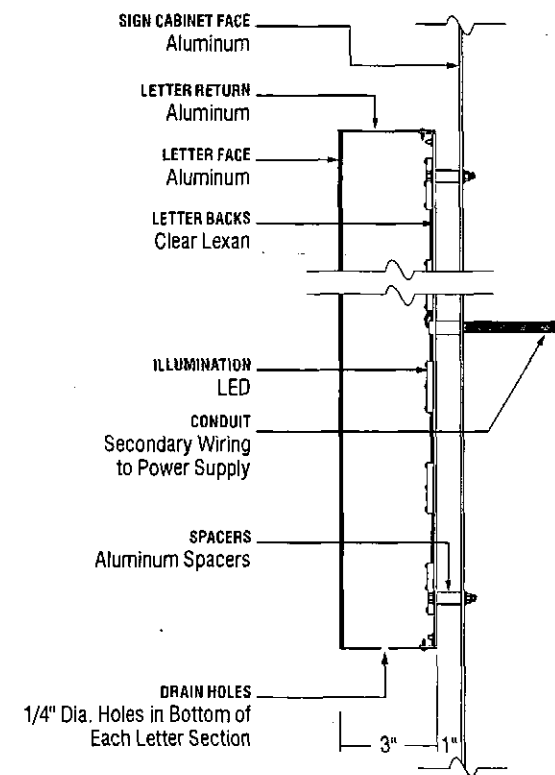
There is one (1) Monument sign allowed at Broadstone Waterfront.

B. BUILDING ID SIGN Building ID signs are Wall Mounted signs that serve the purpose of identifying the project within the site. Please Refer to the specific Building ID sign section for additional details.

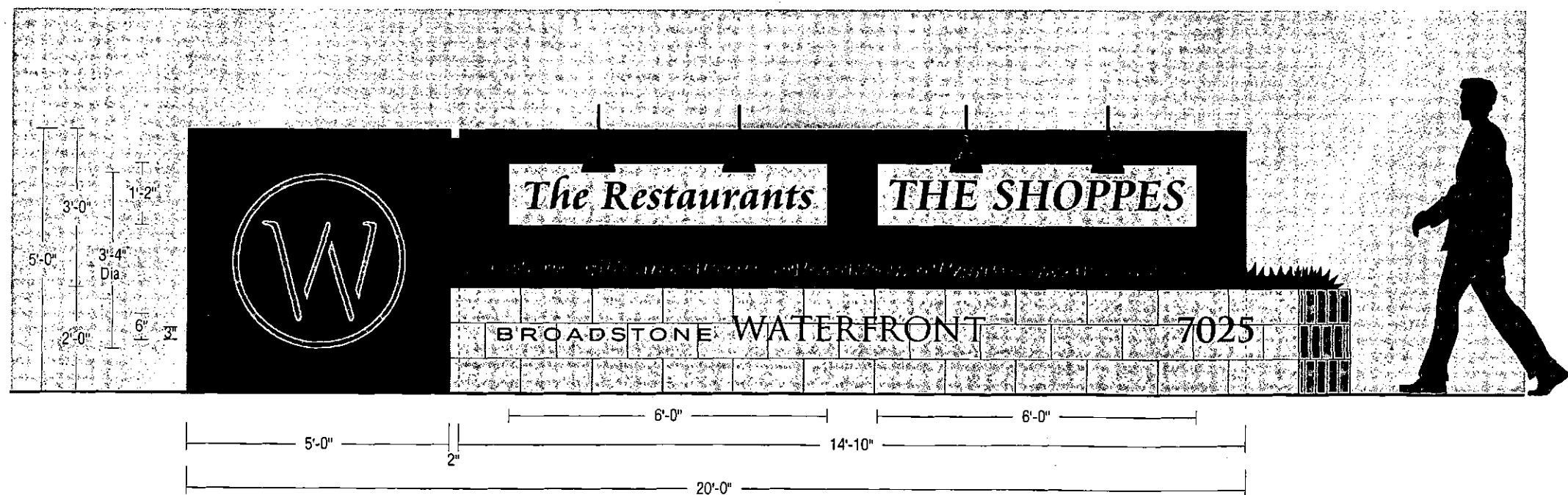
Monument Sign



B Plan View (Shown w/out gooseneck lamps)
SCALE: 3/8" = 1'-0"



C Typical Section View
HALO - Illuminated RPC Letters on Sign Cabinet



A Monument Sign - Single Sided
SCALE: 3/8" = 1'-0"

ILLUMINATED MONUMENT SIGN
CABINETS

.125 Aluminum
Painted; Satin Finish
MP20183 Auguste Bronze Met. ■

HALO ILLUMINATED LOGO

.125" Aluminum faces
.063" Returns
Horizontal Brushed Bronze Finish

ILLUMINATION

Halo Illuminated
LEDs - White

TENANT PANELS

.125 Aluminum
Painted; Satin Finish
Exact color to be determined

TENANT PANEL COPY

1/4" Aluminum FCO
Stud mounted flush

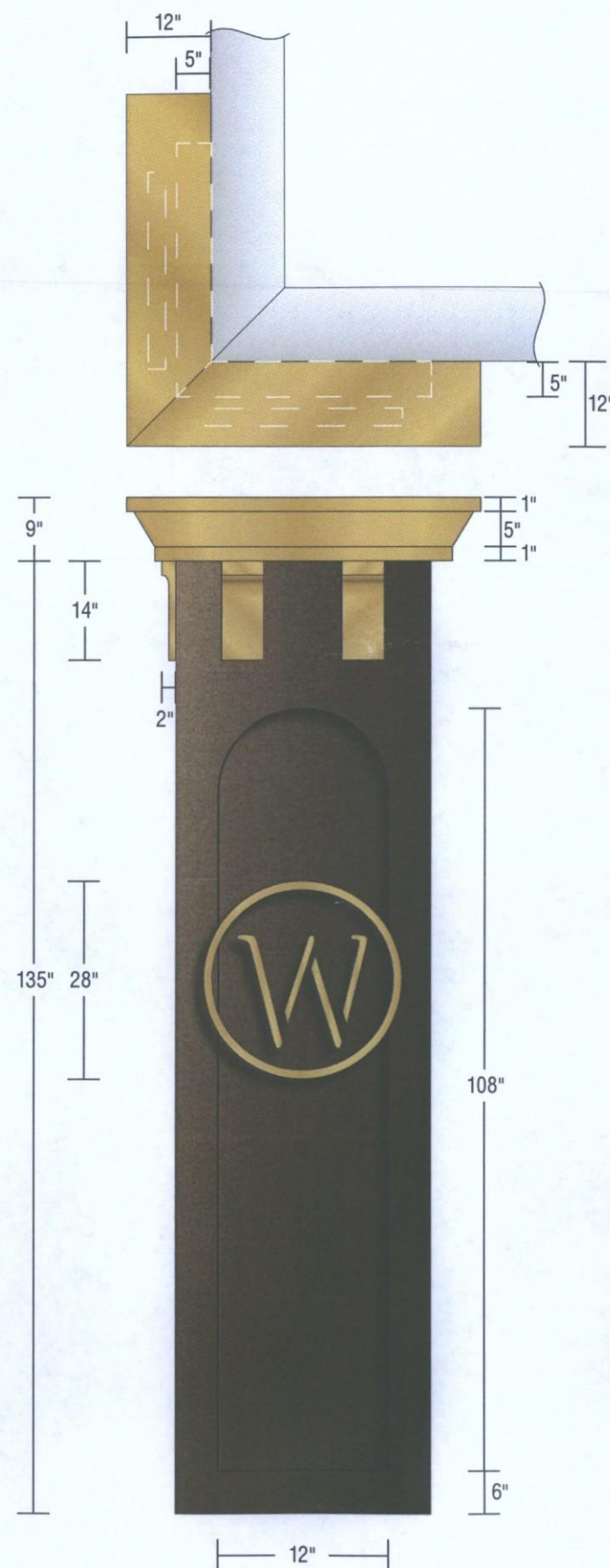
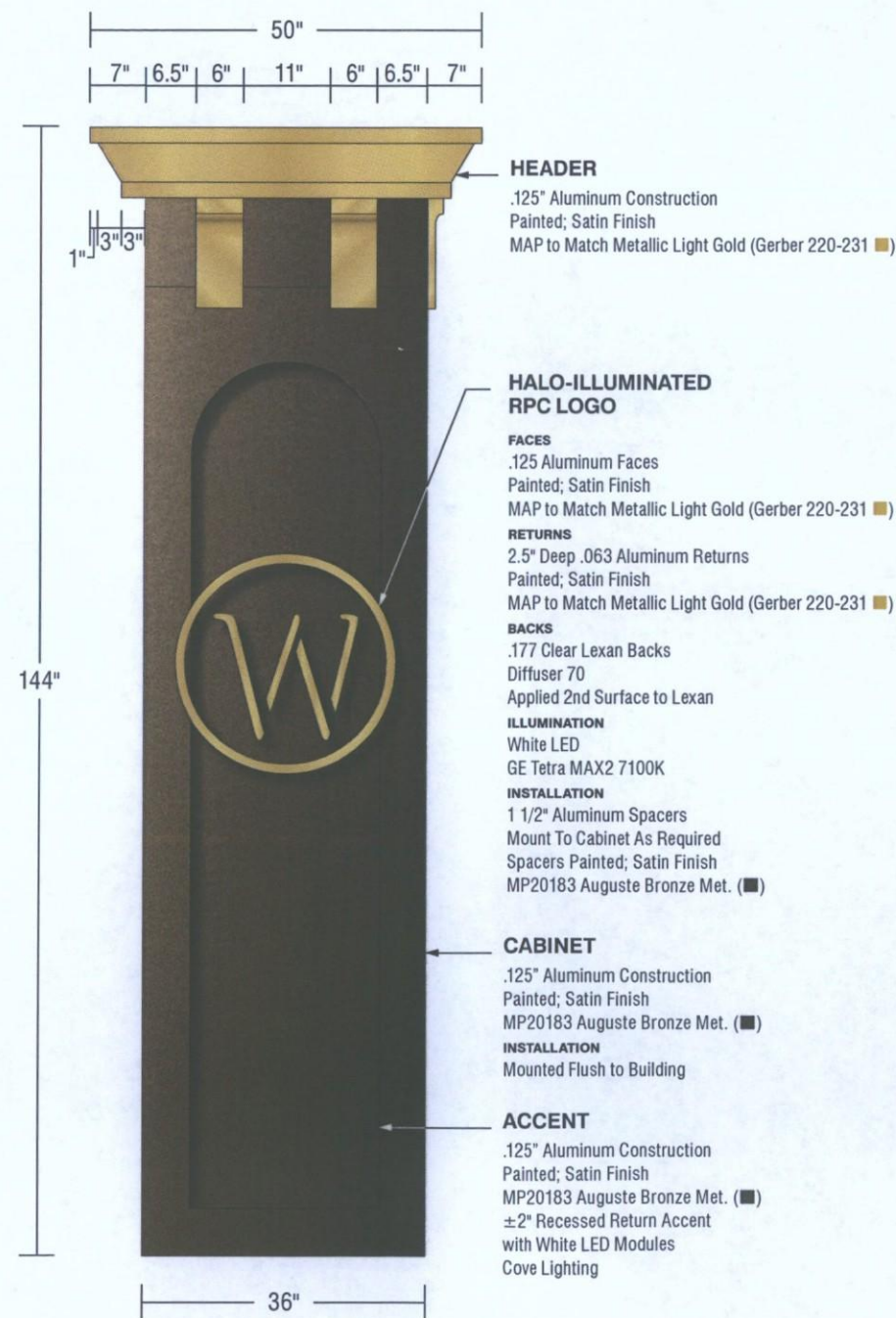
PROJECT ID & ADDRESS LETTERS

.125 Aluminum
Painted; Satin Finish
MP20183 Auguste Bronze Met. ■
Flush mounted with studs

PLANTER

Planter stone/tile to match stone work on buildings

Building ID Sign
East Elevation



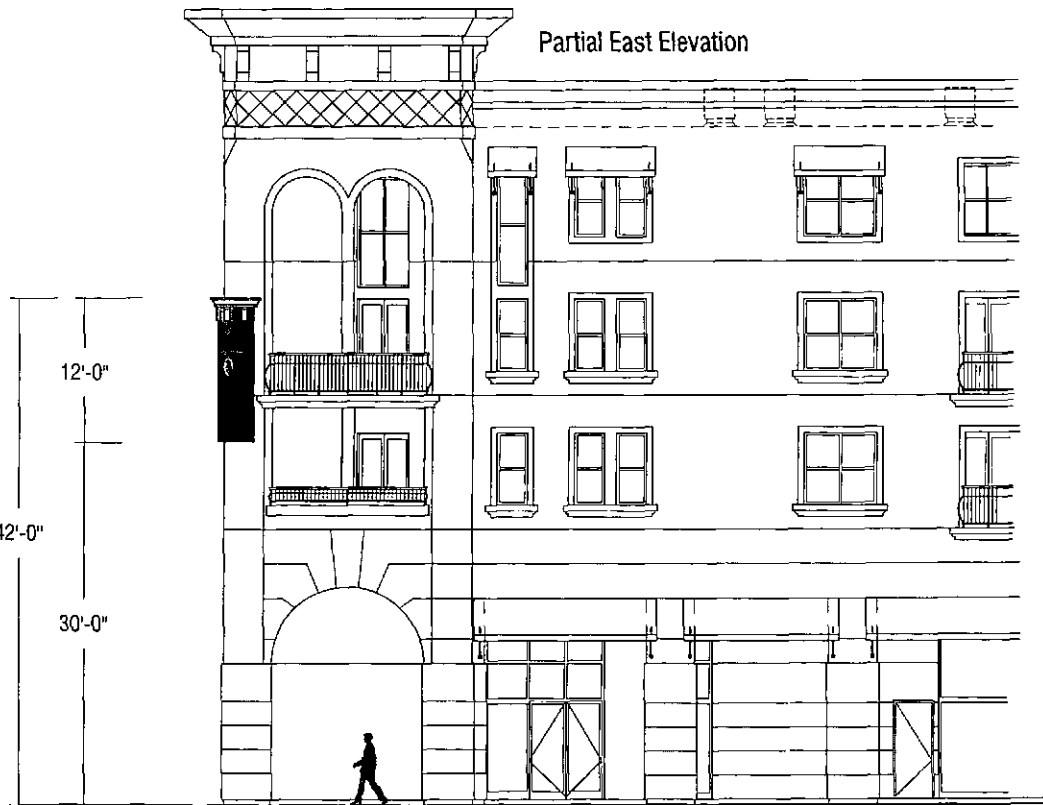
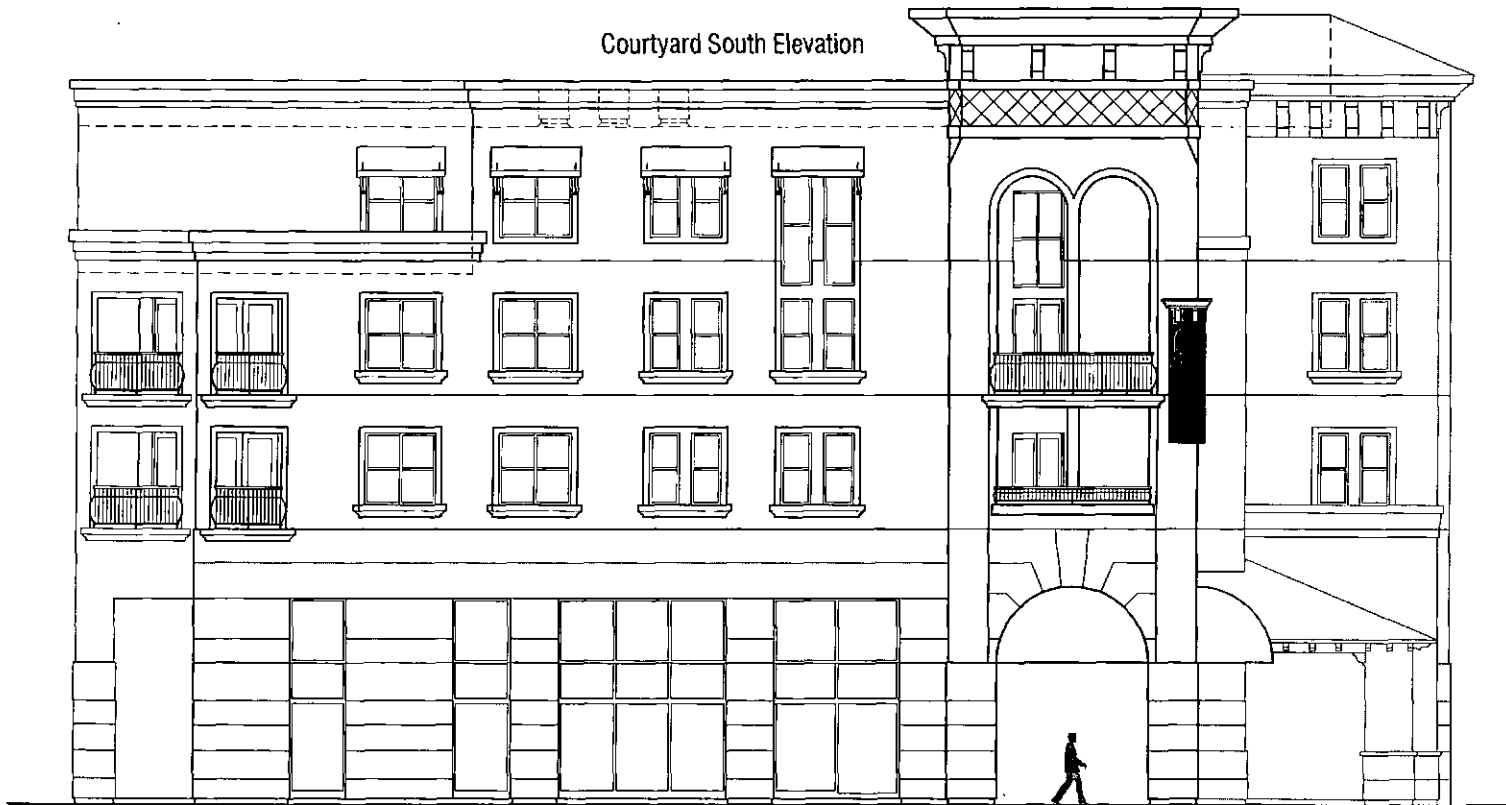
A Project Detail
SCALE 1/2" = 1' 0"

Qty: 1 / ☉ Install
36.0

B Isometric View
N.T.S.

Building ID Sign

East Elevation



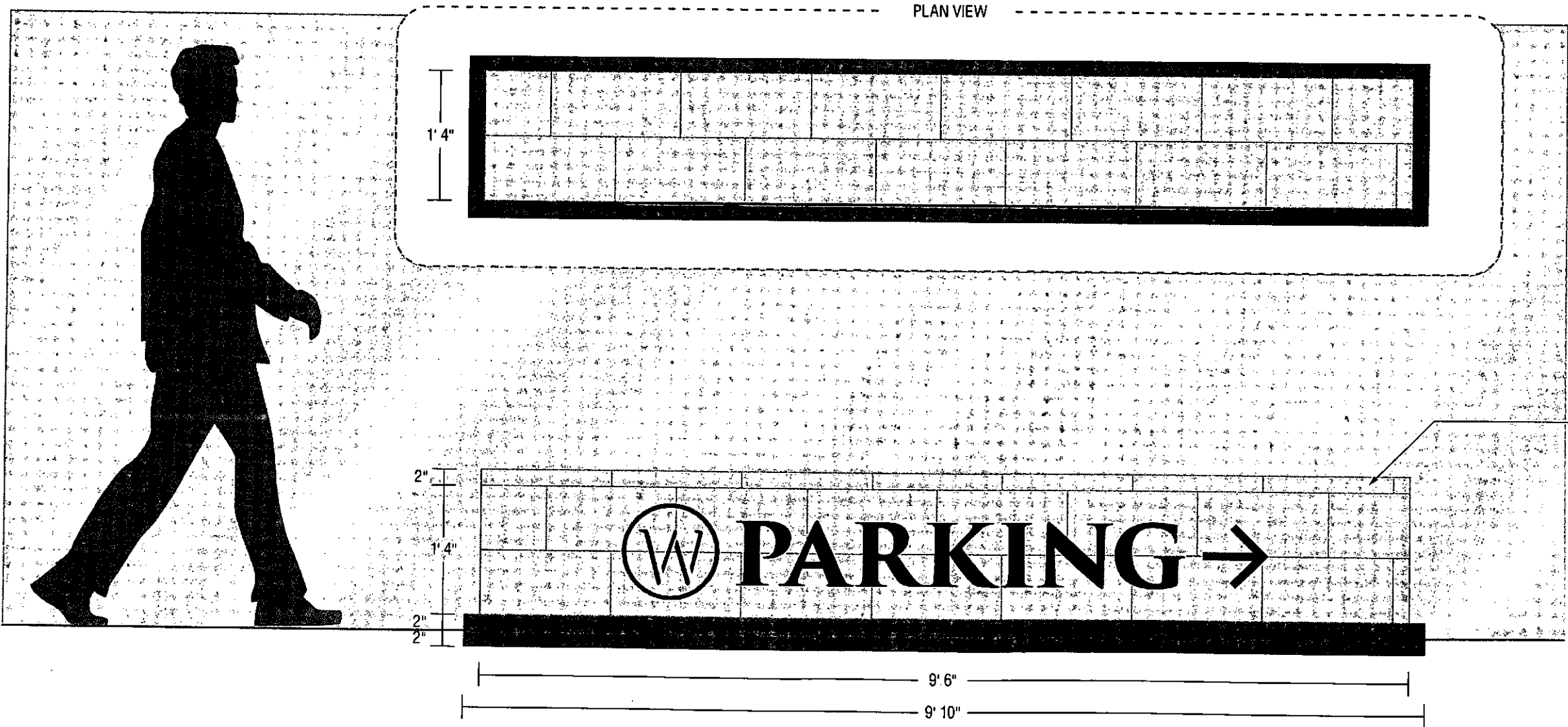
Ⓐ Proposed Sign Location
SCALE: 1/16" = 1'-0"

Freestanding Vehicular Directional Sign



A Project Detail
SCALE 1" = 10'

Qty: 1 / © Install



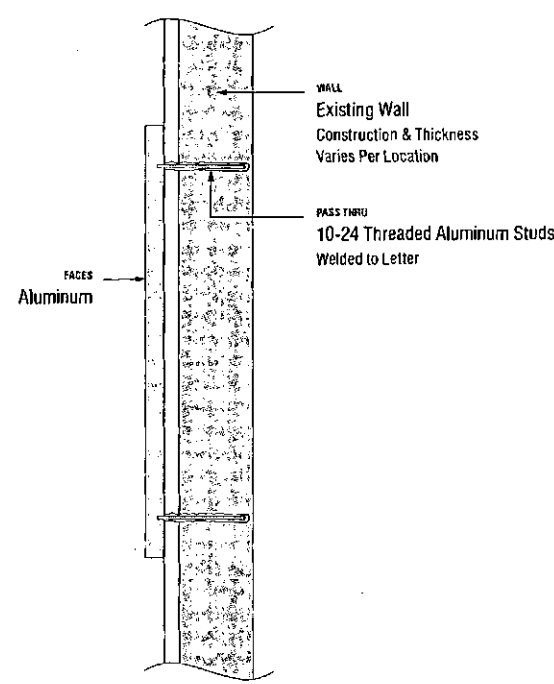
B Elevation View
SCALE 3/4" = 10'

Wall Mounted Vehicular Directional Sign



A Elevation Detail
SCALE: 1" = 1'-0"

Qty: 1 / © Install



B Section Detail - Typical
Flat Cut Out Letter / Non-Illuminated / Stud Mounted Flush

Tenant Signs

Tenant Sign Criteria

Guidelines

I. INTRODUCTION

This section outlines the basic guidelines that cover all Tenant Signs at Broadstone Waterfront. Unless noted, these general guidelines shall pertain to all Tenant Identification Signs that are not part of the Community Sign Criteria.

II. DEFINITION

Tenant Signs, as defined in this Master Sign Plan are signs that are permitted for the purpose of Tenant Identification.

III. EXEMPTIONS

General Purpose Wall Signs that serve a purpose other than Tenant Identification are exempt from the guidelines and criteria of this Master Sign Plan as long as they do not exceed four (4) square feet in area. General Purpose Wall Signs that fall under this exemption include but are not limited to:

Parking Signs	Pedestrian Crossing Signs
No Trespassing Signs	Private Property Signs
Fire Lane Signs	Trash Enclosure Signs
Towing Notice Signs	Traffic Control Signs
Emergency Access Signs	

General Purpose Wall Signs that are larger than four (4) square feet in area are not permitted.

IV. GRANDFATHERING

Any Tenant Sign that exists at the time that this Master Sign Plan is adopted will be considered grandfathered. The following standards apply to grandfathered signs:

A. If a grandfathered sign is removed from the building for any reason, the same sign may not be re-installed anywhere on the premises unless it fully complies with the current Master Sign Plan. A new sign permit is required.

B. If a grandfathered sign is removed from the building for any reason, a new sign being installed in its place must fully comply with the current Master Sign Plan. A new sign permit is required.

C. If a grandfathered sign is revitalized with new faces, lighting, paint and/or vinyl without removing the sign from the building, it is considered maintenance and shall remain a grandfathered sign. Maintenance does not require a permit.

D. If a grandfathered sign sustains damage or falls into disrepair that requires less than 50% of its components to be replaced through removal, the sign shall remain grandfathered. No new sign permit will be required.

E. If a grandfathered sign sustains damage or falls into disrepair that requires more than 50% of its components to be replaced through removal, the entire sign must be replaced with a new sign that fully complies with the current Master Sign Plan. A new sign permit is required.

V. ATTACHED WALL SIGNS

Each tenant at Broadstone Waterfront shall be required to erect at least one Attached Wall Sign on their storefront. Permanent and Semi-Permanent tenants shall be required to erect a permanent sign. Seasonal tenants shall be allowed to erect a temporary sign.

Attached Wall Signs may identify the individual business of Tenant by name or by name and principal service offered, when the name does not identify the principal service offered.

A. **SIZE ALLOWANCE** The amount of Attached Wall Signage permitted per tenant is based on the Tenant type and the size of their leased space. General allowances of signage per Tenant type are outlined in the Tenant Sign Matrix which follows this guideline section.

B. **ORIENTATION** Attached Wall Signs are to be single sided signs that are oriented in such a way that the sign face is parallel to the Building Surface upon which the sign is installed.

C. **BUILDING SURFACE** Building Surface as defined in this Master Sign Plan may be the exterior wall of the building or it may be an architectural feature in front of the leased space that is stood off of but connected to the building face.

D. **PLACEMENT** Tenants shall be permitted to install Attached Wall Signs on any exterior Building Surface that is conjoined to the tenant's leased space and that has a specified Sign Envelope. Attached Wall Signs must be designed for placement that is complementary to, and not in conflict with the architectural elements of the building. Attached Wall Signs may not extend above Building Surface or parapet wall at the sign location.

E. **SPACING** A minimum of 2 foot spacing is required between tenant signs.

F. **SIGN ENVELOPE** The Sign Envelope is defined as an area not to exceed 70% of the vertical and 80% of the horizontal background of the Building Surface upon which the sign is to be installed. Sign Envelope does not define the total allowable sign area. It defines the outermost reaches that a sign can occupy. Sign Area Calculations based on lineal feet of leased space still apply. See Figure 1 on Page 17.

G. **SIGN AREA CALCULATION** Allowable Sign Area for Attached Wall Signs is calculated as 1.5 square feet for each lineal foot of Leased Frontage per Building Elevation unless otherwise noted. Where a sign consists only of individual letters, numerals, symbols or other similar components, the total area of the sign shall be calculated by the sum of the areas of the smallest square or rectangle that encloses all the text and graphics as shown in Example 1 below. More than one bounding box can be used in defining Sign Area as long as all bounding boxes are conjoined to an adjacent bounding box as shown in Figure 2 below. If more than one bounding box is used, they must all be connected in some way. See Figure 2 on Page 17.

H. **LOGOS** Company Logos are permitted as part of a tenant Attached Wall Sign. Logos should be incorporated into the overall sign design.

I. **LETTER STYLE, COLOR, AND FINISHES** All designs, colors and fonts are acceptable along with the use of corporate colors, style and logos.

J. **LAYOUT STANDARDS** A minimum of 4" spacing will be used between all multiple lines of signage layouts, unless owners trademark creates a unique circumstance. Ascenders and descenders or logo details are not be allowed to extend beyond the Sign Envelope. See Figure 3 on Page 17.

K. **CONSTRUCTION** The illustrations below demonstrate the different types of letters allowed. Specific details for each type are located further in this section.

L. **DEPTH** Attached Wall Signs have minimum and maximum depths permitted based upon their respective construction types and are specified under the details of each construction type located further in this section.

M. **ILLUMINATION** All methods of illumination are acceptable (Internal, Halo, or Face). LED is the encouraged and

preferred source of illumination and all merchants are encouraged to use this environmentally friendly energy source. If it is not possible, neon and/or fluorescent is allowed with Landlord approval. Exposed neon is not permitted on Attached Wall Signs. Flashing, blinking or animated signs are not permitted as Attached Wall Signs.

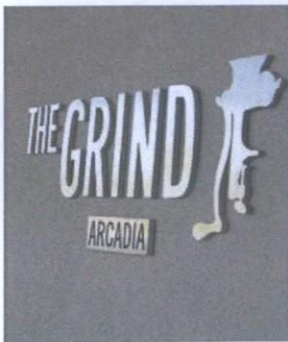
N. **RACEWAYS** Visible, surface mounted raceways are acceptable only in conditions where direct attachment is not feasible. Raceways may be necessary to conceal electrical components. Backup raceways are permitted in non-visible locations such as the back of a parapet wall above the roofline of the building. Each case is evaluated on an individual basis and any cost associated with a raceway will be the responsibility of the Tenant. The Landlord reserves the right to disallow raceways.

O. **CABINETS** Cabinets may be part of the sign design as long as creative and custom elements are brought into the design. Generally, cabinets must have a custom shape that is not square or rectangular unless the tenant's existing logo is square or rectangular in shape. The Landlord reserves the right to disallow a cabinet sign that is considered not in keeping with the aesthetic of the building or center.

P. **HARDWARE** All exterior bolts, fasteners, clips or other hardware shall be of hot-dipped galvanized iron, aluminum or stainless steel. No black iron materials of any type shall be permitted. Where possible, visible hardware should match the color of adjacent components whether it be affixed to the sign or to the building. Sign contractor and/or Tenant shall pay for any damage to the fascia, canopy, structure, roof, or flashing caused by sign installation.

Q. **CODE COMPLIANCE** All signs and their installation shall comply with applicable building and electrical codes.

R. **LABELS** No labels shall be permitted on the exposed surface of the signs except those required by local ordinances.



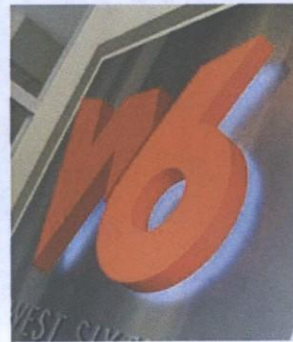
Non-Illuminated Flat Cut Out (FCO)



Face and Halo Illuminated Pan Channel (PCL)



Face Illuminated Pan Channel (PCL)



Halo Illuminated Reverse Pan Channel (RPC)



Non-Illuminated Reverse Pan Channel (RPC)

Tenant Sign Criteria

Guidelines (continued)

Those required shall be applied in an inconspicuous location.

S. UL CODE All signs must be manufactured under the UL Code and specifications. Each sign shall have a UL Certification sticker attached. Any sign not installed with the UL Certification sticker will be removed at the expense of the tenant and will not be allowed to be re-installed unless proof can be obtained that the sign was manufactured by a certified UL approved manufacturer.

T. SEALING PENETRATIONS All penetrations made to the building fascia required for the sign installation must be neatly sealed in a water tight fashion. The seals must be performed at the industry standards in order to maintain any existing warranties. No penetrations may be made in any roof membrane without the approval of the Landlord.

VI. TENANT WINDOW SIGNS

Tenants shall be permitted to install Window Signs intended to provide pedestrian-level information. The intended audience is pedestrians, therefore the size of any Window Sign should not be so large as to capture the attention of vehicular traffic.

Tenant Window Signs may not occupy more than 25% of front glass area or within three (3) feet behind the window area. Please refer to the Window Sign details located further in this section for more specific information.

VII. SIGNS ON AWNINGS

With landlord approval, Tenants may erect awnings on their space as defined in the center's Design Criteria. An Awning in and of itself is not classified as a sign and therefore is not governed by this Master Sign Plan. Awnings do not require a Sign Permit. (Other approvals and permits may be required.)

If an Awing features lettering, logos, or any other graphic element, then each of those elements shall be considered a sign on an awning. A Sign on an Awing requires landlord approval and a sign permit from the City of Scottsdale.

VIII. MAINTENANCE

Each tenant or occupant is responsible to have all signs maintained properly. Any defects in the signage must be repaired within 5 days of notification received from the Landlord. This includes repairing internal or external illumination and/or replacing faces that have faded or don't match.

If the tenant does not repair said sign within 5 days of notification, the Landlord has the right to have the said repairs completed by a vendor of his choice at the sole expense of the tenant. An administration fee equal to 100% of the Landlords

cost to repair the said signage in addition to the cost of the repair may be assessed to the tenant if the Landlord is required to provide the necessary maintenance due to non-compliance.

IX. COMPLIANCE

Tenant is fully responsible for compliance with this Comprehensive Sign Plan. If the City of Scottsdale discovers non-compliance they will notify the Landlord and may also notify the Tenant. Tenant shall be responsible to bring their Tenant Signage into compliance within a period determined by the City of Scottsdale - no less than 24 hours for Temporary Signs and no less than 7 calendar days for permanent and semi-permanent signs. Landlord reserves the right to correct any and all non-compliance with this Master Sign Plan criteria at the Tenant's expense.

To insure strict compliance with this sign criteria, Landlord suggests that Trademark Visual, Inc. of Phoenix (602-272-5055) provide all Tenant signage at Broadstone Waterfront.

X. REQUIRED INSURANCE FOR SIGN CONTRACTORS

All Sign Contractors must carry workers compensation and commercial liability insurance against all damages suffered or done to any and all persons and or property while engaged in the construction or installation of signs with a combined single limit in an amount not less than One Million dollars (\$1,000,000.00) per occurrence. Landlord must be named as additionally insured in the workers compensation and commercial liability insurance. A statement of proof from the insurance carrier must be attached to all submittal documents.

XI. LICENSE

Every contractor must hold a current contractors license in the State of Arizona. The license number must be included on all submittal documents.

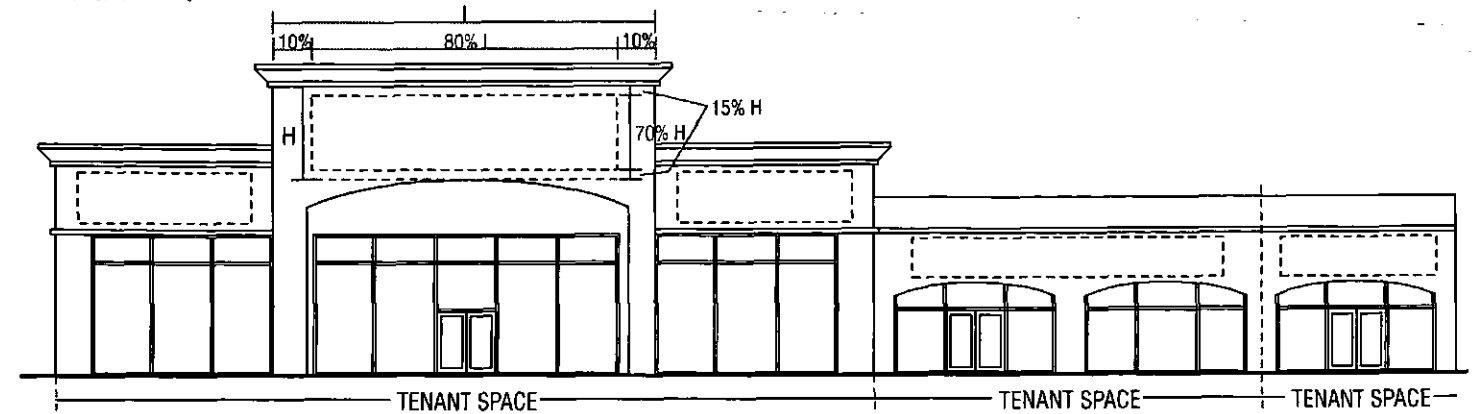


Figure 1



Figure 2

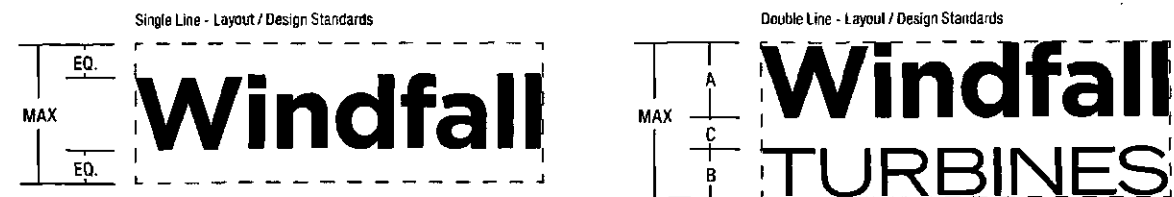


Figure 3

Tenant Signs

Face Illuminated Pan Channel Letters

I. CONSTRUCTION

Aluminum backs and returns
Translucent acrylic or polycarbonate faces
“Channelume,” “Letteredge,” or similar material will not be allowed.

II. DEPTH

Minimum Depth: 3"
Maximum Depth: 8" for signs with concealed raceways, and 12" for self-contained letters or cabinets.

III. COLORS

All colors and combinations of colors are permissible.

IV. FINISH

Aluminum components to be painted and sealed with professional automotive grade paint with a smooth texture. Sheen may be gloss or satin. No matte finishes.

V. ILLUMINATION

Internal LED modules or neon tubing. Illumination color should be appropriate to the sign design and is not limited. Illumination source shall not be exposed or directly visible from the exterior of the sign. If used, quantity of LED modules should be sufficient to provide an even illumination of the faces without hot spots.

VI. ATTACHMENT

All sign components are to be flush mounted to Building Surface with non-corrosive mechanical fasteners appropriate to the wall type.

VII. ELECTRICAL

Power supplies shall be mounted remotely for most applications. Large letters and logos may have power supplies mounted inside the pan channel. Remote power supplies should be mounted above the roof whenever possible. Visible raceways are discouraged but may be permitted on a case by case basis at the discretion of the Landlord and the City of Scottsdale.

VIII. UL COMPLIANCE

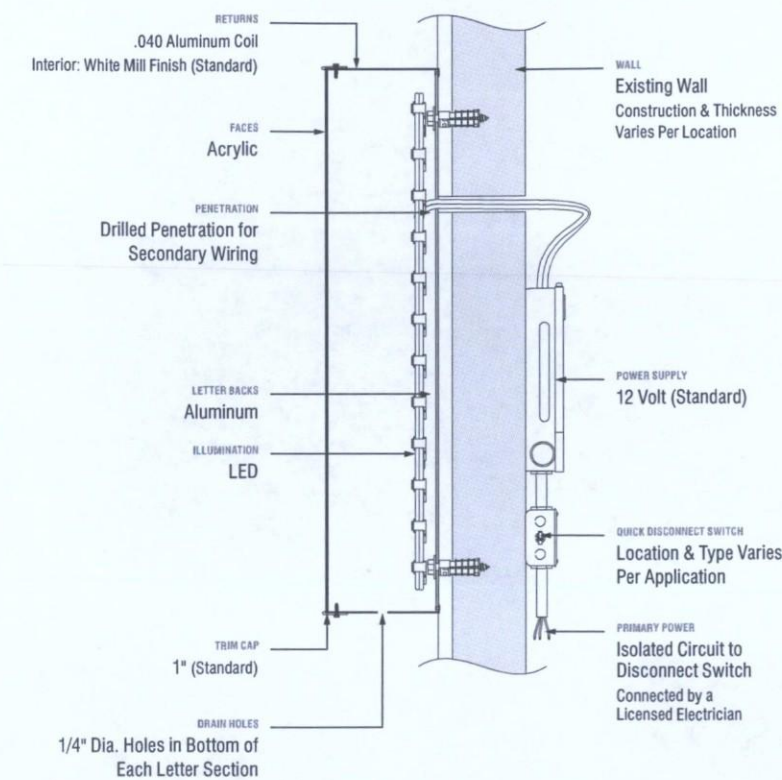
All electric sign components shall be fabricated and installed utilizing UL approved materials and methods by a certified UL manufacturer and shall carry UL labels on the exterior of the sign components.

IX. CRITERIA

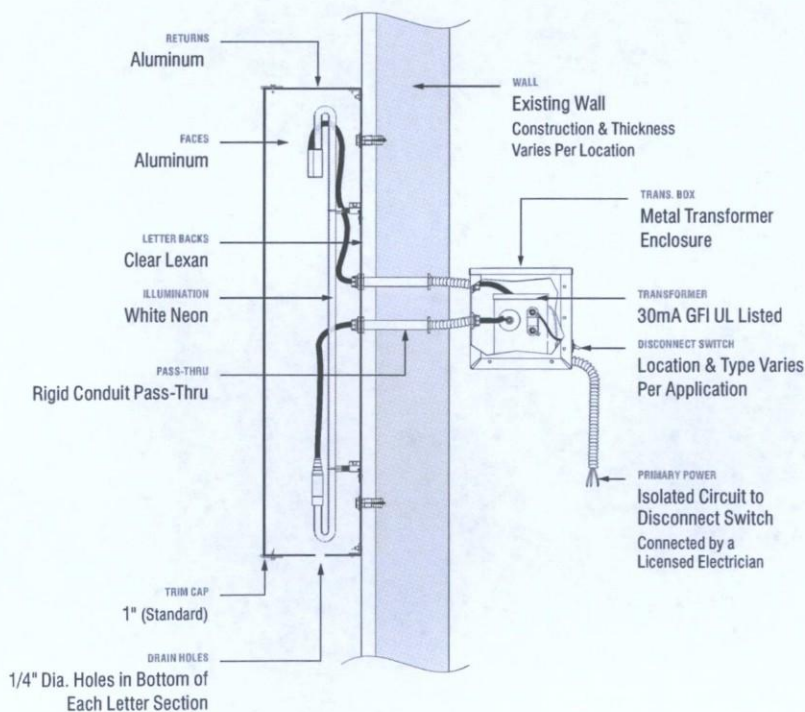
General guidelines and criteria found at the beginning of this section also apply.

X. LANDLORD APPROVAL

Regardless of the design of the sign and its compliance with the general guidelines, all signs must be approved by the Landlord prior to being submitted for permits. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Signage will require a permit from the City of Scottsdale.



Section Detail - Typical
Pan Channel Letter / LED Internally-Illuminated / Flush Mounted



Section Detail - Typical
Pan Channel Letter / Neon Internally-Illuminated / Flush Mounted



Tenant Signs

Halo Illuminated Reverse Pan Channel Letters

I. CONSTRUCTION

Aluminum faces and returns
Clear polycarbonate backs
“Channelume,” “Letteredge,” or similar material will not be allowed.

II. DEPTH

Minimum Depth: 3"
Maximum Depth: 8" for signs with concealed raceways, and 12" for self-contained letters or cabinets.

III. COLORS

All colors and combinations of colors are permissible.

IV. FINISH

Aluminum components to be painted and sealed with professional automotive grade paint with a smooth texture. Sheen may be gloss or satin. No matte finishes. Faces may have vinyl or digitally printed film applied.

V. ILLUMINATION

Internal LED modules or neon tubing. Illumination color should be appropriate to the sign design and is not limited. Illumination source shall not be exposed or directly visible from the exterior of the sign. If used, quantity of LED modules should be sufficient to provide an even halo illumination without hot spots.

VI. ATTACHMENT

All sign components are to be flush mounted to Building Surface with non-corrosive mechanical fasteners appropriate to the wall type.

VII. ELECTRICAL

Power supplies shall be mounted remotely for most applications. Large letters and logos may have power supplies mounted inside the reverse pan channel. Remote power supplies should be mounted above the roof whenever possible. Visible raceways are discouraged but may be permitted on a case by case basis at the discretion of the Landlord and the City of Scottsdale.

VIII. UL COMPLIANCE

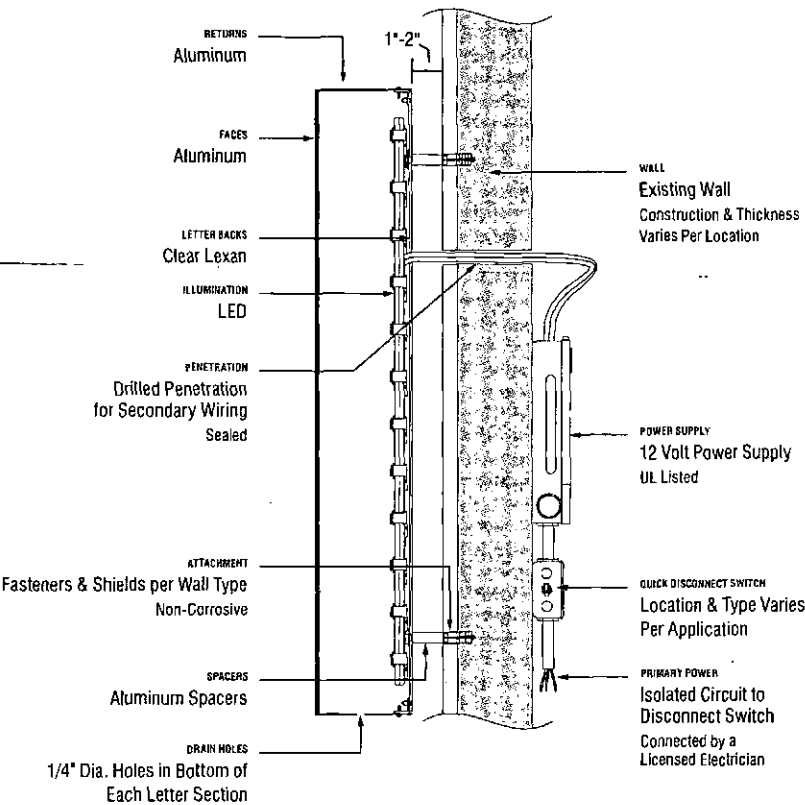
All electric sign components shall be fabricated and installed utilizing UL approved materials and methods by a certified UL manufacturer and shall carry UL labels on the exterior of the sign components.

IX. CRITERIA

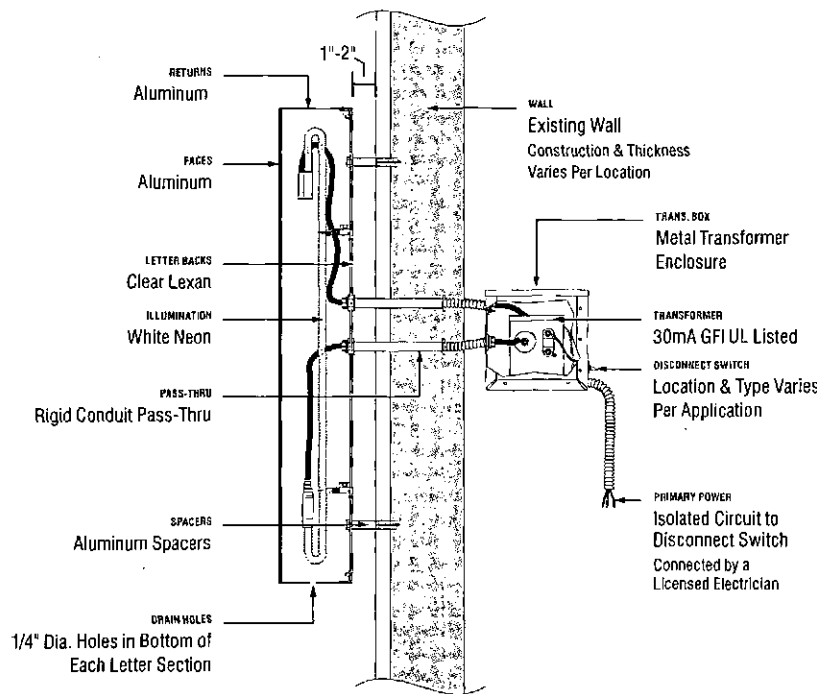
General guidelines and criteria found at the beginning of this section also apply.

X. LANDLORD APPROVAL

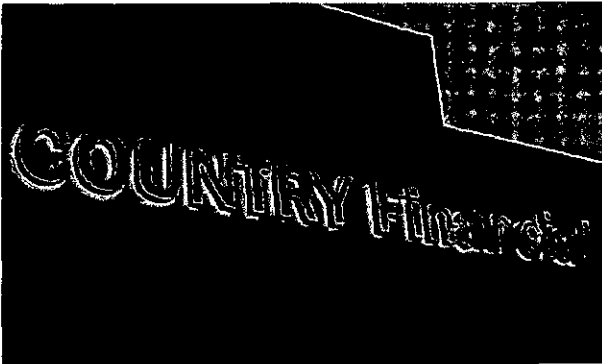
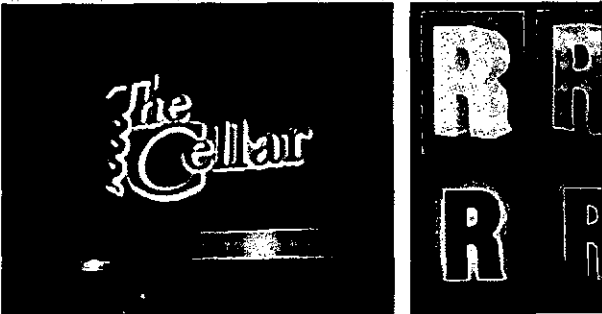
Regardless of the design of the sign and its compliance with the general guidelines, all signs must be approved by the Landlord prior to being submitted for permits. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Signage will require a permit from the City of Scottsdale.



Section Detail - Typical



Section Detail - Typical



Tenant Signs

Face and Halo Illuminated Pan Channel Letters

I. CONSTRUCTION

Aluminum backs and returns
Translucent acrylic or polycarbonate faces
Clear polycarbonate backs
“Channelume,” “Letteredge,” or similar material will not be allowed.

II. DEPTH

Minimum Depth: 3”
Maximum Depth: 8” for signs with concealed raceways, and 12” for self-contained letters or cabinets.

III. COLORS

All colors and combinations of colors are permissible.

IV. FINISH

Aluminum components to be painted and sealed with professional automotive grade paint with a smooth texture. Sheen may be gloss or satin. No matte finishes.

V. ILLUMINATION

Internal LED modules or neon tubing. Illumination color should be appropriate to the sign design and is not limited. Illumination source shall not be exposed or directly visible from the exterior of the sign. If used, quantity of LED modules should be sufficient to provide even halo and face illumination without hot spots.

VI. ATTACHMENT

All sign components are to be flush mounted to Building Surface with non-corrosive mechanical fasteners appropriate to the wall type.

VII. ELECTRICAL

Power supplies shall be mounted remotely for most applications. Large letters and logos may have power supplies mounted inside the reverse pan channel. Remote power supplies should be mounted above the roof whenever possible. Visible raceways are discouraged but may be permitted on a case by case basis at the discretion of the Landlord and the City of Scottsdale.

VIII. UL COMPLIANCE

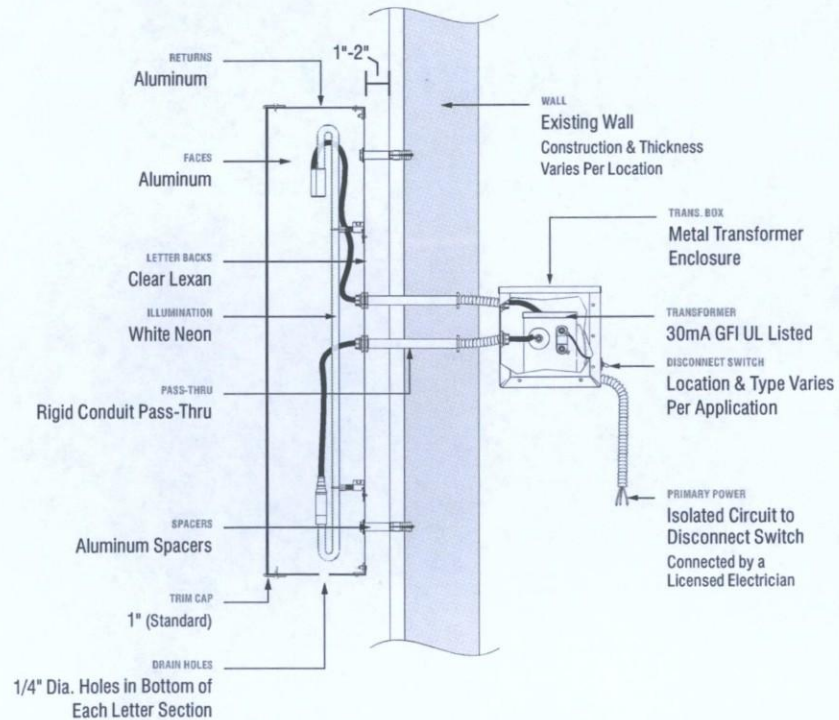
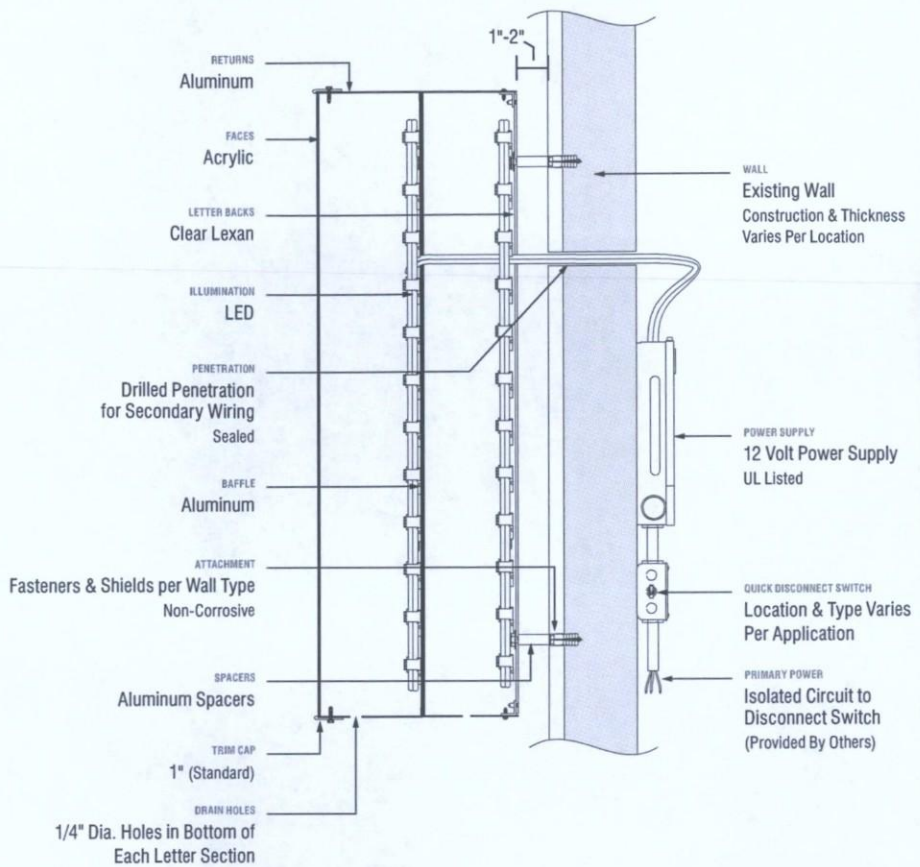
All electric sign components shall be fabricated and installed utilizing UL approved materials and methods by a certified UL manufacturer and shall carry UL labels on the exterior of the sign components.

IX. CRITERIA

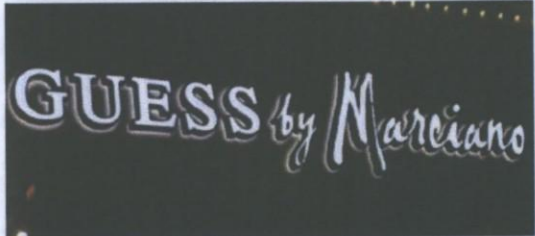
General guidelines and criteria found at the beginning of this section also apply.

X. LANDLORD APPROVAL

Regardless of the design of the sign and its compliance with the general guidelines, all signs must be approved by the Landlord prior to being submitted for permits. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Signage will require a permit from the City of Scottsdale.



Section Detail - Typical



Tenant Signs

Internally Illuminated Custom Cabinet Sign

I. CONSTRUCTION

Aluminum returns
Translucent acrylic, polycarbonate, or aluminum faces
Clear polycarbonate or aluminum backs
“Channelume,” “Letteredge,” or similar material will not be allowed.

II. DEPTH

Minimum Depth: 3”
Maximum Depth: 8” for signs with concealed raceways, and 12” for self-contained letters or cabinets.

III. COLORS

All colors and combinations of colors are permissible.

IV. FINISH

Aluminum components to be painted and sealed with professional automotive grade paint with a smooth texture. Sheen may be gloss or satin. No matte finishes.

V. ILLUMINATION

Internal LED modules or neon tubing. Illumination color should be appropriate to the sign design and is not limited. Illumination source shall not be exposed or directly visible from the exterior of the sign. If used, quantity of LED modules should be sufficient to provide even halo and face illumination without hot spots.

VI. ATTACHMENT

All sign components are to be flush mounted to Building Surface with non-corrosive mechanical fasteners appropriate to the wall type.

VII. ELECTRICAL

Power supplies shall be mounted remotely for most applications. Large letters and logos may have power supplies mounted inside the reverse pan channel. Remote power supplies should be mounted above the roof whenever possible. Visible raceways are discouraged but may be permitted on a case by case basis at the discretion of the Landlord and the City of Scottsdale.

VIII. UL COMPLIANCE

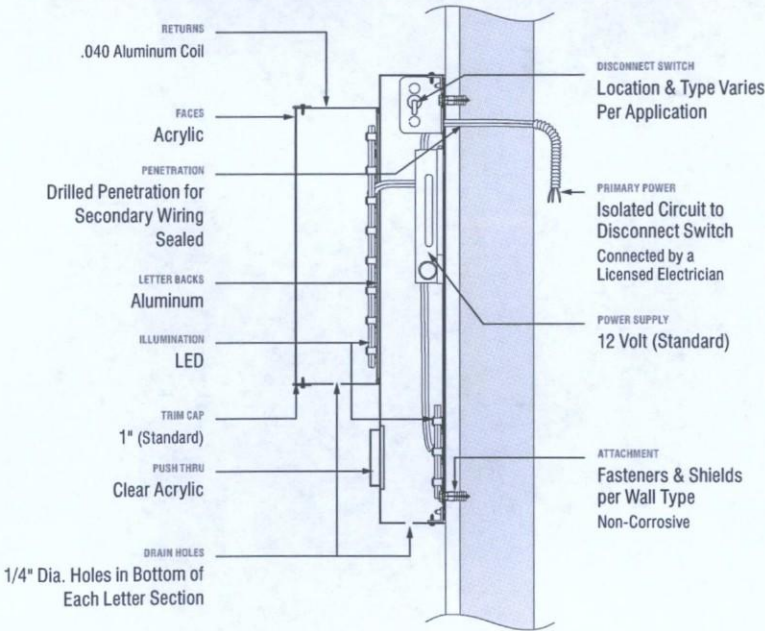
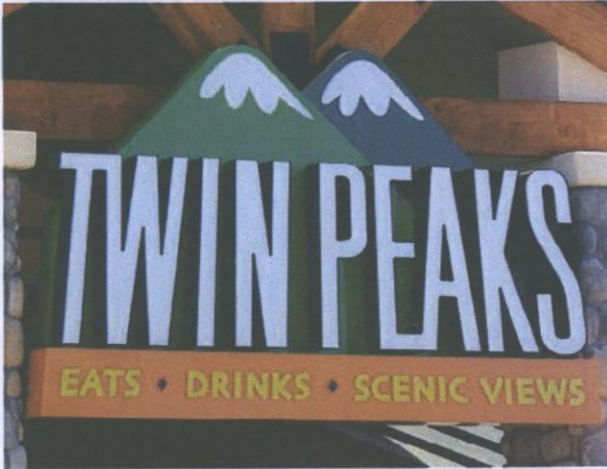
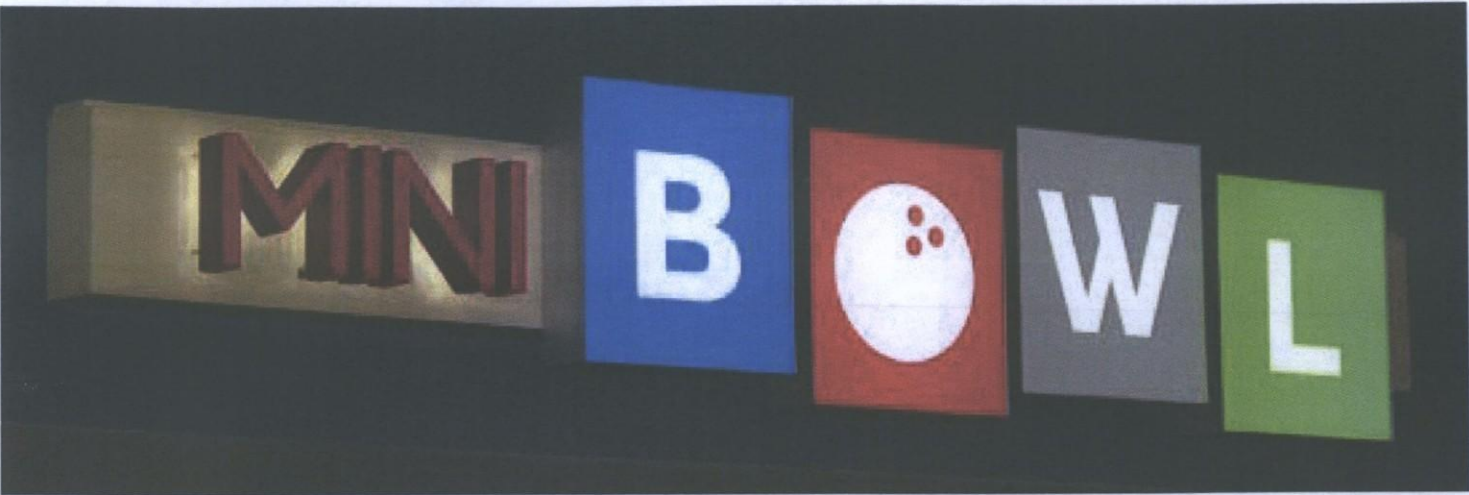
All electric sign components shall be fabricated and installed utilizing UL approved materials and methods by a certified UL manufacturer and shall carry UL labels on the exterior of the sign components.

IX. CRITERIA

General guidelines and criteria found at the beginning of this section also apply.

X. LANDLORD APPROVAL

Regardless of the design of the sign and its compliance with the general guidelines, all signs must be approved by the Landlord prior to being submitted for permits. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Signage will require a permit from the City of Scottsdale.



Section Detail - Typical
Pan Channel Custom Cabinet / LED Internally & Face Illuminated / Flush Mounted



Tenant Signs

Non-Illuminated Reverse Pan Channel Letters

I. CONSTRUCTION

Aluminum faces and returns
Return depth is generally 3" but is not limited to that depth.
"Channelume," "Letteredge," or similar material will not be allowed.

II. DEPTH

Minimum Depth: 1"
Maximum Depth: 6"

III. COLORS

All colors and combinations of colors are permissible.

IV. FINISH

Aluminum components to be painted and sealed with professional automotive grade paint with a smooth texture. Sheen may be gloss or satin. No matte finishes. Faces may have vinyl or digitally printed film applied.

V. ILLUMINATION

Illumination is optional and must be external. Light fixtures would generally be decorative "gooseneck" style lamps mounted above the sign or fixtures mounted at ground-level with lighting directed up toward the sign. Landlord must approve lighting. Landlord reserves the right to disallow any form of external illumination on any building surface. Any

external lighting shall have full cut-offs.

VI. ATTACHMENT

All sign components are to be flush mounted to Building Surface with non-corrosive mechanical fasteners appropriate to the wall type.

VII. ELECTRICAL

N/A

VIII. UL COMPLIANCE

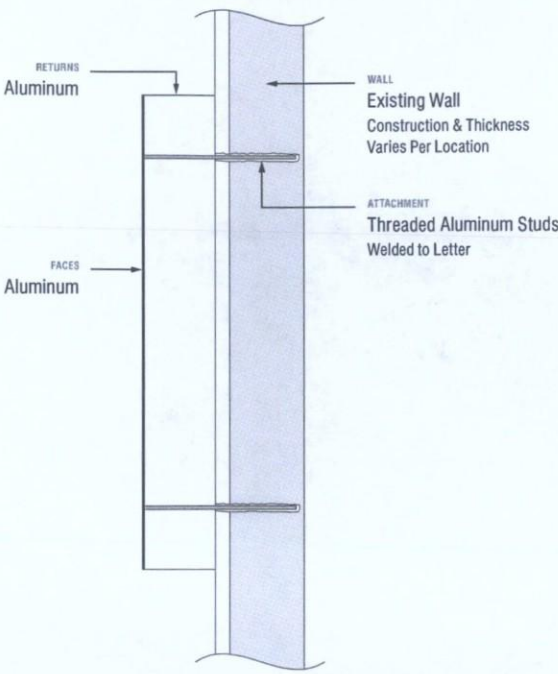
N/A

IX. CRITERIA

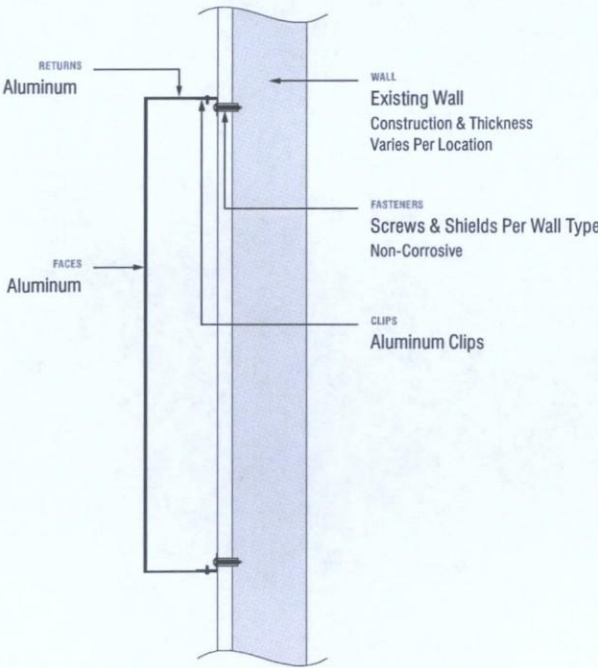
General guidelines and criteria found at the beginning of this section also apply.

X. LANDLORD APPROVAL

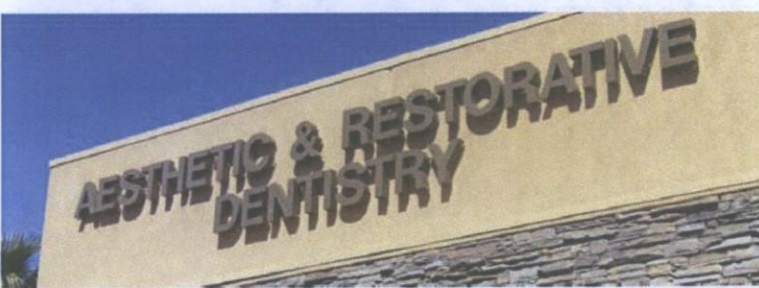
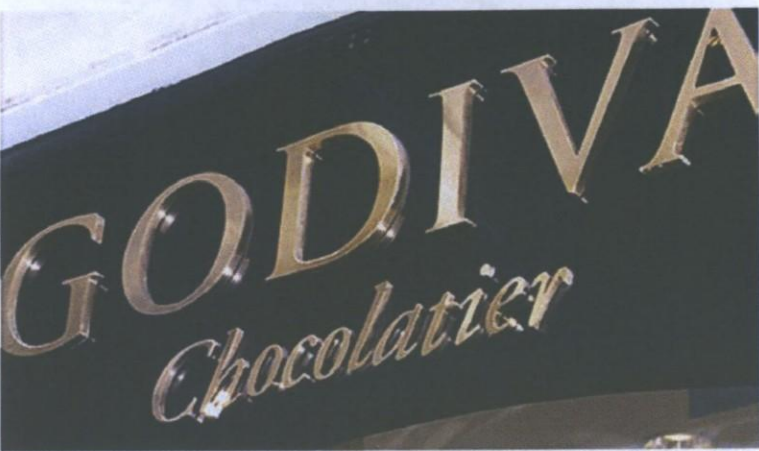
Regardless of the design of the sign and its compliance with the general guidelines, all signs must be approved by the Landlord prior to being submitted for permits. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Signage will require a permit from the City of Scottsdale.



Section Detail - Typical
Reverse Pan Channel Letter / Non-Illuminated / Stud Mounted Flush



Section Detail - Typical
Reverse Pan Channel Letter / Non-Illuminated / Clip Mounted Flush



Tenant Signs

Window Signs

I. PROVISION

Tenants shall be permitted to install Window Signs intended to provide pedestrian-level information. The intended audience is pedestrians, therefore the size of any Window Sign should not be so large as to capture the attention of off premise vehicular traffic. Tenants shall be permitted to install Window Signs only under the following conditions.

II. ALLOWED WINDOW SIGN PURPOSES

- Tenant Name and Tagline
- Address or Suite Number
- Hours of Operation
- Emergency Contact Information
- Open/Closed
- Brand Identification
- Sale Information
- Product Information

III. ALLOWED WINDOW SIGN TYPES

- Per Sec. 8.412:
- High performance vinyl graphics (first surface or second surface applied)
- Digitally printed graphics (first surface applied)
- Posters hung from interior
- Neon Window Signs (Open/Close Only)
- Static Window Clings

IV. PROHIBITED WINDOW SIGNS (not limited to)

- Border Neon or Rope Lighting
- Painted Window Splashes (seasonal or thematic in nature)
- Hand Made Posters or Paper Signs
- Digital Signs, Computer Monitors and/or Televisions
- Flashing, Moving, Scrolling or Animated Signs
- Prefabricated, "Off the shelf" neon elements
- "Going-out-of-business" in any medium
- Solid black-out films of any kind or color

V. SIZE/AREA

Window Sign area is not to exceed 25% of window or door glass area per glass pane area. See Figure 1.

VI. COLORS

All colors and combinations of colors are permissible. It is recommended that designs should be subtle and sophisticated. Cream, ivory, or frosted vinyls are recommended. When color is used, it should be muted and have a transparency of a minimum of 50%.

VIII. SUITE NUMBERS

Suite numbers shall appear directly over each entry and be white vinyl applied 1st surface to glass. Suite numbers to be 6" high in Helvetica Regular.

VIII. QUALITY

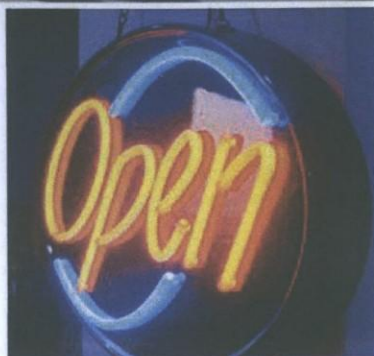
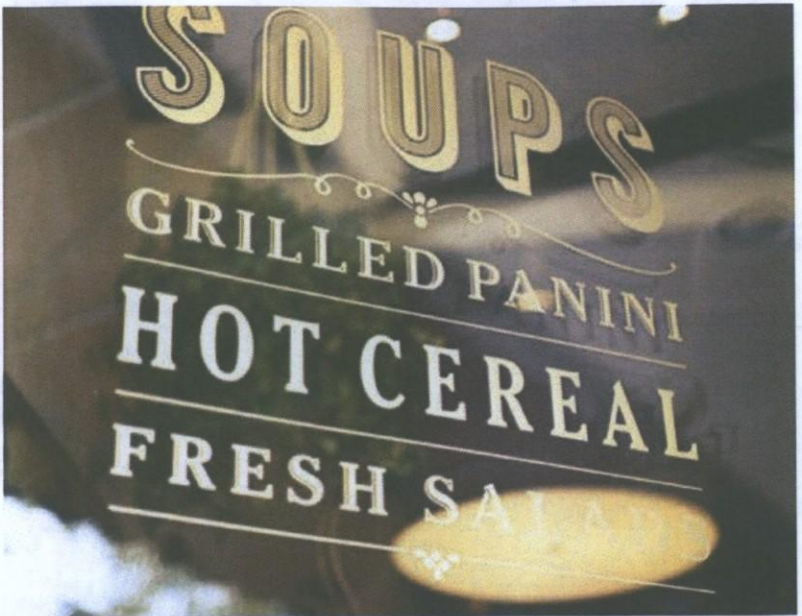
While Window Signs may be permanent or temporary in nature, in either case, they shall be of professional quality and installed in a professional manner. No window signs should be taped to window glass or frames.

IX. UL COMPLIANCE

All electric sign components shall be fabricated and installed utilizing UL approved materials and methods by a certified UL manufacturer and shall carry UL labels on the exterior of the sign components.

X. LANDLORD APPROVAL

Regardless of the design of the sign and its compliance with the general guidelines, all signs must be approved by the Landlord. The Landlord reserves the right to disallow any proposed sign at its sole discretion.



Tenant Signs

Signs on Awnings

I. PROVISION

With landlord approval, Tenants of Broadstone Waterfront may erect awnings on their space as defined in the center's Design Criteria. An awning in and of itself is not classified as a sign and therefore is not governed by this Comprehensive Sign Plan. Awnings do not require a Sign Permit. (Other approvals and permits may be required.)

However, if an awning features lettering, logos or any other graphic element, then each of those elements shall be considered a sign on an awning. A Sign on an Awning requires landlord approval and a sign permit from the City of Scottsdale.

II. PLACEMENT

A sign may only be placed on an awning that is located on the tenant's exterior elevation.

III. SIZE

A sign on an awning may not occupy a space larger than a maximum of 20% of the total sign area. The awning surface becomes the "sign envelope" that defines the available sign area.

Signs on awnings will be counted in the aggregate amount of wall signage allowed as outlined in this Section of this Master Sign Plan. Therefore, if a tenant's Attached Wall Sign is already at the maximum allowance for wall signage, then that tenant would not be allowed to have any signs on awnings.

IV. MATERIALS

As awning construction can vary, a Sign on an Awning must be fabricated from materials that are suitable for the awning construction. Generally, for fabric awnings, signs should be directly applied to the awning fabric as vinyl graphics, screen printed, digitally printed or eradicated. For metal awnings, signs may be directly applied as vinyl, screen printed or digitally printed graphics, or they may be a panel mounted to the awning. The landlord reserves the right to disallow any material or method that it deems to be unsuitable or unsightly.

V. COLORS

All colors and combinations of colors are permissible.

VI. ILLUMINATION

Signs on Awnings shall not be illuminated from within the awning structure. Surface illumination via external fixtures is permitted.

VII. LANDLORD APPROVAL

Regardless of the design of the sign and its compliance with the general guidelines, all signs must be approved by the Landlord prior to being submitted for permits. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval.



Sign Band Locations



EAST ELEVATION

SIGN BANDS		
TYPE		SIZE
5a	Tenant Sign	3' 0" x 10' 0"
5b	Tenant Sign	3' 0" x 10' 0"
5c	Tenant Sign	3' 0" x 10' 0"