



# Development Review (Minor) Staff Approval

## 3-MS-2008#6 Scottsdale Quarter Master Sign Program Amendment

### APPLICATION INFORMATION

LOCATION:	15125 N Scottsdale Rd	APPLICANT:	George Melara, AIA
PARCELS:	215-56-414, 215-56-415, 215-56-422, 215-56-423, 215-56-424, 215-56-425, 215-56-426, 215-56-429, 215-56-430, 215-56-431	COMPANY:	Nelsen Partners, Inc.
Q.S.:	34-45	ADDRESS:	15210 N Scottsdale Rd Ste 300 Scottsdale, AZ 85254
ZONING:	PRC	PHONE:	480-621-4802

**Request:** To approve a master sign program amendment for Scottsdale Quarter to allow specific building and freestanding sign types for Scottsdale Quarter Block L, and to amend the lighting requirements for Sign Type T2 (Standing Canopy Signs) for the entire development (Buildings A, B, C, D, E, F, The Quad, H, I, J, K, L & M).

### STIPULATIONS

1. All building and freestanding signs within Scottsdale Quarter shall be consistent with this Scottsdale Quarter Master Sign Program Amendment, Case# 3-MS-2008#6, submitted by Nelsen Partners, Inc., with a City Staff approval date of 12/02/2019.
2. **This master sign program amendment shall replace the original master sign program that was previously approved on 12/18/2008 with Case# 3-MS-2008.**
3. **This master sign program amendment shall replace the former Block M signage requirements that was previously approved on 8/19/2015 with Case# 3-MS-2008#4.**
4. **This master sign program amendment shall replace the former Block L signage requirements that was previously approved on 3/27/2015 with Case# 3-MS-2008#3.**
5. All wayfinding sign standards, parking garage sign standards, and the Crescent Apartments (Building K) sign standards shall continue to comply with Case# 3-MS-2008#3, approved on 3/27/2015.
6. Signage requirements for all other Scottsdale Quarter Phases and Blocks shall continue to comply with Case# 3-MS-2008#2 and Case# 3-MS-2008#5.
7. Any modifications to the Scottsdale Quarter Master Sign Program shall require Development Review Board or Staff Approval.

**Related Cases:** 21-DR-2017, 3-MS-2008#5, 3-MS-2008#4, 3-MS-2008#3, 3-MS-2008#2, 3-MS-2008

### CONSTRUCTION DOCUMENT PLAN REVIEW SUBMITTAL REQUIREMENTS

Submit copies of this approval letter, along with the following plan sets to the One Stop Shop for plan review:

SIGN PERMIT APPLICATION: ☒ **Completed Sign Permit Application:** [www.scottsdaleaz.gov/codes/signs](http://www.scottsdaleaz.gov/codes/signs)

### Expiration of Development Review (Minor) Approval

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.

Staff Signature: Andrew Chi Date: 12/02/2019  
Andrew Chi, Planner

### Planning and Development Services

7447 East Indian School Road, Suite 105, Scottsdale, Arizona 85251 ♦ [www.ScottsdaleAZ.gov](http://www.ScottsdaleAZ.gov)



## Planning and Development Services

7447 East Indian School Road  
Scottsdale, Arizona 85251

June 21, 2019

Ana Jones  
Trademark Visual Inc  
3732 E University Dr  
Phoenix, AZ 85034

RE: Administrative Completeness Determination

Dear Ana,

It has been determined that your Development Application 3-MS-2008#6, Scottsdale Quarter Master Sign Program Amendment (Block L), is administratively complete. Your Development Application is being reviewed under the City's Enhanced Application Review Methodology, as requested on your Development Application form. I will begin the substantive review of the application material after the \$90.00 MSP amendment payment has been received. Please submit payment for this application by either:

- 1) Submitting payment through the online interface for the Digital Case Submittal process utilizing the Key Code H4625,

OR

- 2) Submitting payment in-person at the City's One-Stop-Shop referencing the project's case number.

Upon completion of my review of the application material, I will inform you in writing or electronically either: 1) the steps necessary to submit additional information; or, 2) I will issue a written or electronic approval letter pertaining to this application. If you have any questions, or need further assistance please contact me at 480-312-7828 or at [achi@ScottsdaleAZ.gov](mailto:achi@ScottsdaleAZ.gov).

Sincerely,

Andrew Chi  
Planner

C: Case File



# Master Sign Program Application

Application & Submittal Requirements



248 - PA - 2019 Project Number	3 - MS - 2008#6 Case Number	Andrew Chi, Planner Staff Coordinator
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Please check one of the following: ☐ New Master Sign Program ☒ Amendment to Existing Master Sign Program

Project Name: Scottsdale Quarter Master Sign Program Amendment (Block L)

Address: 15125 N. Scottsdale Rd. Scottsdale, AZ

Zip Code: 85254

Zoning District: PRC

Parcel Number(s): 215-56-431

Quarter Section: 34-45

Request: Approve a master sign program amendment for Scottsdale Quarter to allow specific building and freestanding sign types for Scottsdale Quarter Phase 3, located in Block L.

Associated Case(s): 3-MS-2008, #2, #3, #4, #5, #6

Owner: Nathan Stum

Agent/Applicant: Ana Jones

Company: Lennar Multifamily Communities

Company: Trademark Visual

Address: 7150 E Camelback Rd Suite 425 Scottsdale, AZ 85251

Address: 3825 S 36th St Phoenix, AZ 85040

Phone: 480-362-2890

Phone: 602-272-5055

E-mail: nate.stum@livelmc.com

E-mail: ajones@trademarkvisual.com

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

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> <b>Completed Application</b> (this form)                           | <input type="checkbox"/> <b>Site Plan</b> indicating extent and location of all signs and existing buildings; provide dimensions for all freestanding signs. |
| <input checked="" type="checkbox"/> <b>Application Fee</b> (subject to change every July): \$ 90.00    | <input type="checkbox"/> <b>Floor Plan Layout</b> of existing building or buildings. The plan shall show all tenant suites within a development.             |
| <input type="checkbox"/> <b>Context Aerial and/or Site Location Map</b>                                | <input type="checkbox"/> <b>Elevation Plan(s)</b> of all buildings with sign locations indicated; rendering of all freestanding signs.                       |
| <input type="checkbox"/> <b>Narrative</b> describing nature of request or scope of work                | <input type="checkbox"/> <b>Other:</b>   |
| <input type="checkbox"/> <b>Property Owner Approval Letter</b>   |  |
| <input type="checkbox"/> <b>Homeowners/Property Owners Association Approval Letter</b> (if applicable) |  |
| <input type="checkbox"/> <b>Sign Criteria Written Regulations</b>                                      |  |
| <input type="checkbox"/> <b>Context Photos</b>   |  |

Please indicate in the checkbox below the requested review methodology (see the descriptions on Page 2)

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> <b>Enhanced Application Review:</b> | I hereby authorize the City of Scottsdale to review this application utilizing the Enhanced Application Review methodology. |
| <input type="checkbox"/> <b>Standard Application Review:</b>            | I hereby authorize the City of Scottsdale to review this application utilizing the Standard Application Review methodology. |

Nathan Stum

Owner Signature

Agent/Applicant Signature

Official Use Only

Submittal Date:

Development Application No.:

## Planning and Development Services

7447 East Indian School Road Suite 105, Scottsdale, Arizona 85251 • www.ScottsdaleAZ.gov

## Chi, Andrew

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**From:** Elisa Runger <erunger@trademarkvisual.com>  
**Sent:** Tuesday, August 13, 2019 11:48 AM  
**To:** Chi, Andrew; George Melara  
**Cc:** Ana Jones; Cluff, Bryan  
**Subject:** Scottsdale Quarter MSP Amendment (3-MS-2008#6) Applicant Transfer Request

Good Afternoon Andrew,

Thanks so much for the follow up! Trademark is allowing Nelsen Partners, as a designee to Washington Prime, to become the main applicant contact for the Scottsdale Quarter MSP Amendment (Block L), Case 3-MS-2008#6. Attached is most recent submittal, with signage relating to Vitri. We were hoping to still be kept up to date on submittals, timelines, ect. as Nelsen Partners works through the amendment process.

Cheers,  
Elisa Runger  
D 602 889 4582  
M 520 907 6648  
erunger@trademarkvisual.com

## TRADEMARK

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**From:** Chi, Andrew <[AChi@Scottsdaleaz.gov](mailto:AChi@Scottsdaleaz.gov)>  
**Sent:** Monday, August 12, 2019 1:40 PM  
**To:** Elisa Runger <[erunger@trademarkvisual.com](mailto:erunger@trademarkvisual.com)>; George Melara <[gmelara@nelsenpartners.com](mailto:gmelara@nelsenpartners.com)>  
**Cc:** Ana Jones <[ajones@trademarkvisual.com](mailto:ajones@trademarkvisual.com)>; Cluff, Bryan <[BCluff@Scottsdaleaz.gov](mailto:BCluff@Scottsdaleaz.gov)>  
**Subject:** RE: Scottsdale Quarter MSP Amendment (Block L) 3-MS-2008#6

Hi Elisa and Ana,  
Thank you for the email – George Melara reached out to me earlier this morning and told me the same thing – I was going to ask you to provide a statement allowing Nelsen Partners to become the main applicant contact. Just to confirm: Is Trademark Visual allowing Nelsen Partners, as a designee to Washington Prime, to become the main applicant contact for the Scottsdale Quarter MSP Amendment (Block L), Case 3-MS-2008#6?

I will make sure the MSP amendment that Nelsen produces closely matches the document Trademark produced.

Thank you very much!

**Andrew Chi, Planner**  
City of Scottsdale | Planning & Development Department  
7447 East Indian School Road, Suite 105 Scottsdale, Arizona 85251  
[Direct] 480.312.7828  
[Email] [achi@scottsdaleaz.gov](mailto:achi@scottsdaleaz.gov)  
[Web] [www.scottsdaleaz.gov/planning-development](http://www.scottsdaleaz.gov/planning-development)

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**From:** Elisa Runger <[erunger@trademarkvisual.com](mailto:erunger@trademarkvisual.com)>  
**Sent:** Monday, August 12, 2019 1:08 PM  
**To:** George Melara <[gmelara@nelsenpartners.com](mailto:gmelara@nelsenpartners.com)>

**Cc:** Ana Jones <[ajones@trademarkvisual.com](mailto:ajones@trademarkvisual.com)>; Chi, Andrew <[ACHi@Scottsdaleaz.gov](mailto:ACHi@Scottsdaleaz.gov)>

**Subject:** Scottsdale Quarter MSP Amendment (Block L)

Good Afternoon George,

Thanks again for the phone call this afternoon regarding Block L. Wanted to include everyone who has been working with the MSP amendment, that per our conversation, we will be holding off on any updates to the MSP amendment, including the information sent over last week. Washington Prime will have full review and decision on direction that they would like to take place in regards to the MSP amendment. Thank you!

Cheers,

Elisa Runger

D 602 889 4582

M 520 907 6648

[erunger@trademarkvisual.com](mailto:erunger@trademarkvisual.com)

## TRADEMARK

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**From:** George Melara <[gmelara@nelsonpartners.com](mailto:gmelara@nelsonpartners.com)>

**Sent:** Monday, August 12, 2019 8:41 AM

**To:** Elisa Runger <[erunger@trademarkvisual.com](mailto:erunger@trademarkvisual.com)>

**Cc:** Ana Jones <[ajones@trademarkvisual.com](mailto:ajones@trademarkvisual.com)>

**Subject:** Re: Scottsdale Quarter MSP Amendment (Block L) Revised Overall Site Plan & Elevations

Elisa,

Please hold off on the modifications. Call me to discuss.

Best,

George A. Melara, AIA,

Vice President/ Managing Director

## NELSEN PARTNERS

ARCHITECTS & PLANNERS

Austin | Scottsdale

15210 N. Scottsdale Road

Suite 300

Scottsdale, Az 85254

t 480.949.6800

d 480.621.4802

c 602.284.1946

[nelsonpartners.com](http://nelsonpartners.com)

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## Chi, Andrew

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**From:** Stephen Harris <Stephen.Harris@washingtonprime.com>  
**Sent:** Wednesday, September 18, 2019 6:31 AM  
**To:** Chi, Andrew  
**Cc:** George Melara; Nathan Stum; Alan Bogart; Scott Fox  
**Subject:** Scottsdale Quarter Master Sign Program Landlord Approval (Case# 3-MS-2008#6)

Chi,

Thank you for your patience on this matter. We're pleased to tell you that both Lennar and WPG approved these revised documents for Scottsdale Quarter, available to download below to now include Block L. With the City's support and acceptance of these materials, the City has our collective approval to issue sign permits for signs in compliance with these materials at Block L. Should you have any questions, please feel free to contact me or George.

Best, SH

**STEPHEN H. HARRIS, AIA**

Vice President, Development

**WASHINGTON PRIME GROUP**

180 East Broad Street

Columbus, OH 43215

O 614.887.5984 C 614-369-5848

[stephen.harris@washingtonprime.com](mailto:stephen.harris@washingtonprime.com)

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**From:** George Melara [<mailto:gmelara@nelsenpartners.com>]  
**Sent:** Wednesday, September 04, 2019 4:23 PM  
**To:** Stephen Harris <[Stephen.Harris@washingtonprime.com](mailto:Stephen.Harris@washingtonprime.com)>  
**Cc:** Alan Bogart <[Alan.Bogart@washingtonprime.com](mailto:Alan.Bogart@washingtonprime.com)>; Scott Fox <[Scott.Fox@washingtonprime.com](mailto:Scott.Fox@washingtonprime.com)>  
**Subject:** FW: Scottsdale Quarter

Stephen,

See attached, link for you to download. As soon as you give us the approval, I will send to Andrew Chi with the City to approve the Master Sign Program.

Best,

George A. Melara, AIA,

Vice President/ Managing Director

**NELSEN PARTNERS**

ARCHITECTS & PLANNERS

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**From:** Avalon Leavens <[aleavens@nelsonpartners.com](mailto:aleavens@nelsonpartners.com)>  
**Date:** Wednesday, September 4, 2019 at 10:47 AM  
**To:** George Melara <[gmelara@nelsonpartners.com](mailto:gmelara@nelsonpartners.com)>  
**Subject:** Scottsdale Quarter

### Citrix Attachments

20190904_Tenant Design Guidelines.pdf	20.9 MB
20190904_Tenant Design Guidelines_Signage.pdf	18.5 MB

[Download Attachments](#)

Avalon Leavens uses Citrix Files to share documents securely.

Hello George,

Here is the link to the location of the Design Guidelines and the Signage Package. Please let me know if you need anything else.

Z:\Nai Jobs\315036 - Scottsdale Quarter - Lennar\6 Graphics\6.3 Presentations & Deliverables\20190815\_Tenant Design Guidelines Signage\_Block L

Thank you,  
Avalon Leavens

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

**RE: Landlord Signage Approval for MSP Amendment**

To Whom It May Concern:

This letter serves as our consent as Landlord to allow Trademark Visual, Inc. to submit for an amendment to the existing MSP ( 3-MS-2008#6) to include multi-tenant illuminated monument, directional, projecting and cabinet signage for the properties owned by Lennar Multifamily Communities located at 15125 N. Scottsdale Rd, Scottsdale, AZ 85260. Trademark Visual, Inc. will act as our representative in obtaining all required approvals and documentation from the City of Scottsdale.

Please contact me with any questions or concerns.

Sincerely,



Nathan Stum  
Vice President, Development  
[nate.stum@livelmcc.com](mailto:nate.stum@livelmcc.com)  
(480)362-2890

## **TRADEMARK**

March 27, 2019

City of Scottsdale Planning Division, Sign Services  
7447 E Indian School Road  
Scottsdale, AZ 85251

### NARRATIVE:

Our request is to submit for the consideration and approval of a Master Sign Program amendment for Scottsdale Quarter. Specifically, for Scottsdale Quarter – Phase III Block L, Lennar Multifamily Communities, Vitri located at 15325 N. Scottsdale Rd. Scottsdale, AZ 85254 to allow a single sided illuminated monument sign, double sided parking directional and illuminated cabinet sign along 73<sup>rd</sup> St., along with an illuminated blade sign along 73<sup>rd</sup> Pl.

For any questions or any additional information required please contact Elisa Runger or Ana Sandoval-Jones at Trademark Visual, Inc. located at 3825 S 36th St, Phoenix, AZ 85040 (602) 272-5055.

WASHINGTON  
PRIME GROUP

# Scottsdale OO Quarter QQ

CASE# 3-MS-2008#6

APPROVED

STIPULATION SET  
RETAIN FOR RECORDS

12/02/19

DATE

*Andrew Chi*

APPROVED BY

**SIGNAGE PACKAGE**

September 4, 2019



# 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.

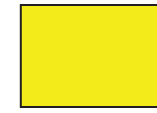
### 3.1.1 Sign Types

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 Site Signage Locations



All sign types are permitted



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



Signage permitted:

- Ground
- Monument
- Parking Directional
- Cabinet

- 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 in 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 photocell controls 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 Plexiglas 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.

**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.

### 3.4.3 Sign Lighting

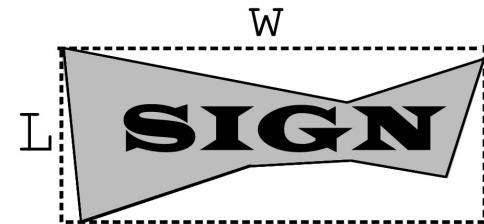
1. Electrical service to Tenant's signs shall be from Tenant's electrical service and on a 24- hour time clock, operation times to be determined by Landlord.
2. All proposed lighting schemes shall be included in Tenant's submission to Landlord for approval prior to construction or installation.
3. All external sign lights must be aimed downward except the canopy sign type in section 2.3.5.

### INDIVIDUAL LETTERS



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

### IRREGULARLY SHAPED SIGN/CABINET SIGN



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

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 of 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.
11. Tenants shall follow all additional General Requirements listed.
12. 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.

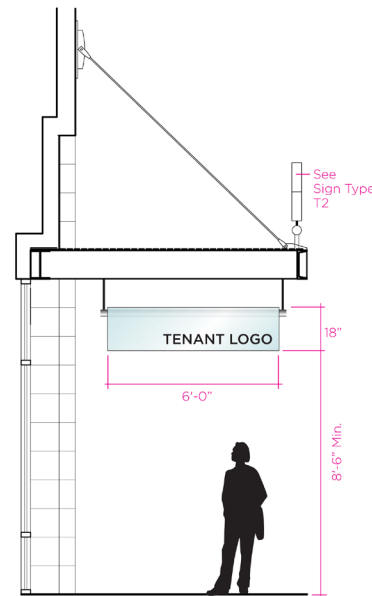
Size: Max. 6ft. x 2ft.

**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).

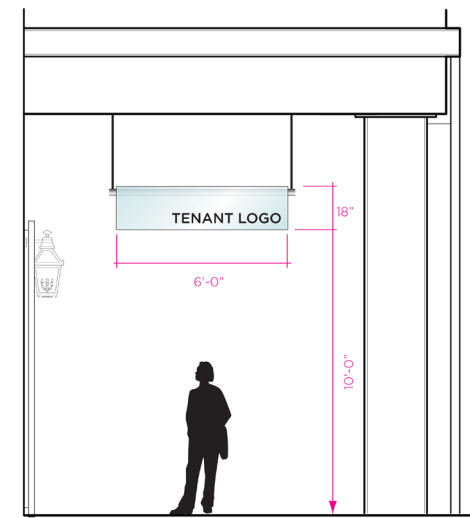
At certain locations, Landlord will make suspended canopy signs available to the Tenant for a fee. Contact Landlord for details.

- 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



Typical Canopy Condition

A. Typical Canopy Condition



Typical Arcade Condition

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 can be either face-lit, halo-lit, or indirect-lit. See Section 2.3.5 for illumination of standing canopy signs.

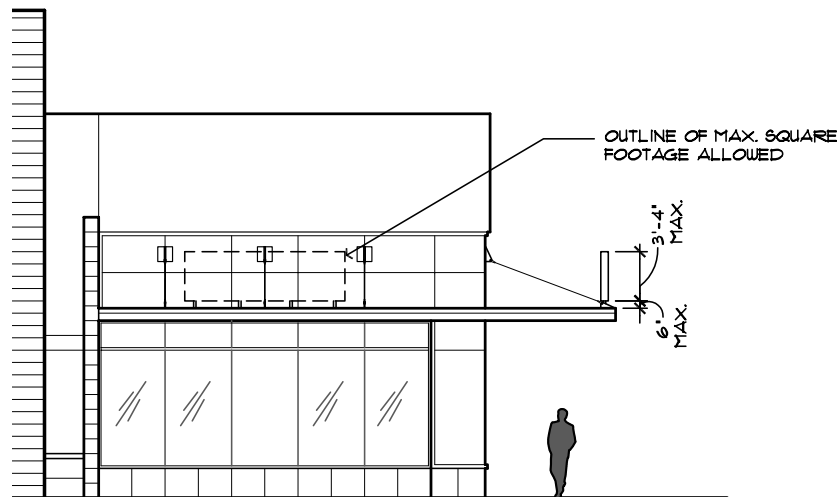
**Mounting Restrictions:** The bottom of the sign shall be 6" from the top edge of the canopy. Letter forms shall not extend beyond the face of the canopy.

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





### 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

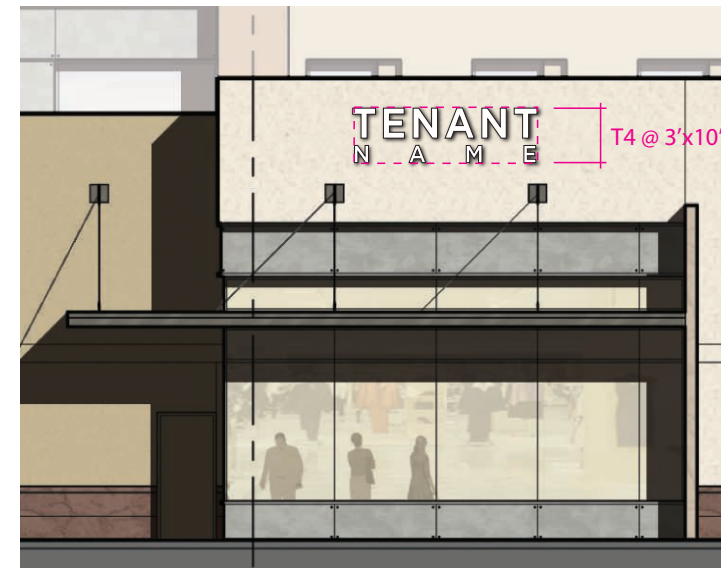
#### BUILDING WALL SIGN

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:

#### GROUND SIGNS

Ground signs are only permitted in specific locations on the site. Retail and office Tenants are not permitted to have ground signs. Ground signs are permitted for residential tenants in designated areas. Ground signage for residential include but are not limited to illuminated monument signs and parking directional signage when specified in permitted areas. Ground signs shall have reverse pan channel letters attached to a solid surface. Signs shall have halo lighting or uplit from the ground or both only.

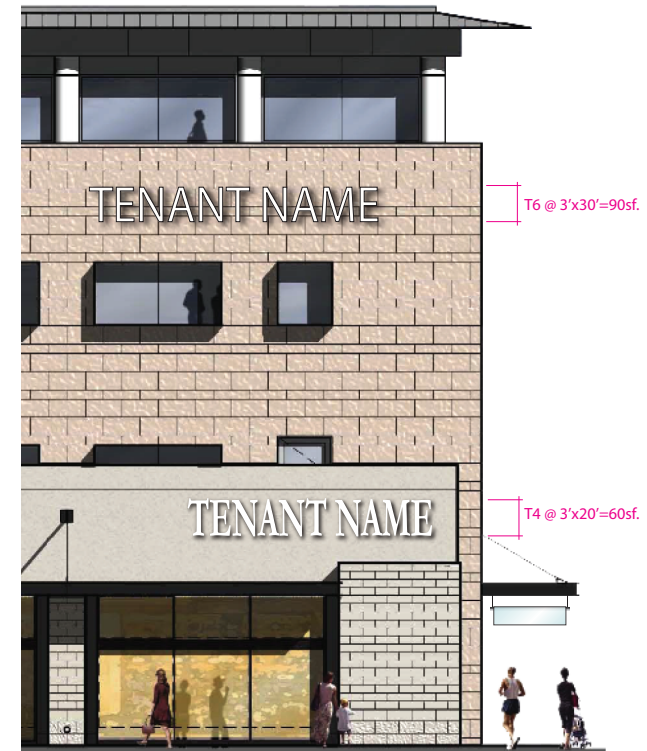
### 3.5.6 SIGN TYPE T6:

#### UPPER LEVEL 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



- 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 the 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 exterior wall sign locations and/or as shown per the Tenant's Lease Exhibit.



internal illumination, with halo illumination on the back wall.

No wall sign shall exceed 90 feet above grade.

- Per section 8.501.VII of the City of Scottsdale's Sign Ordinance, Anchor and Upper Level 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

### 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

- 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.



elements. Wall-mounted letter forms 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.

### **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**

## **NOT USED**

### **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.

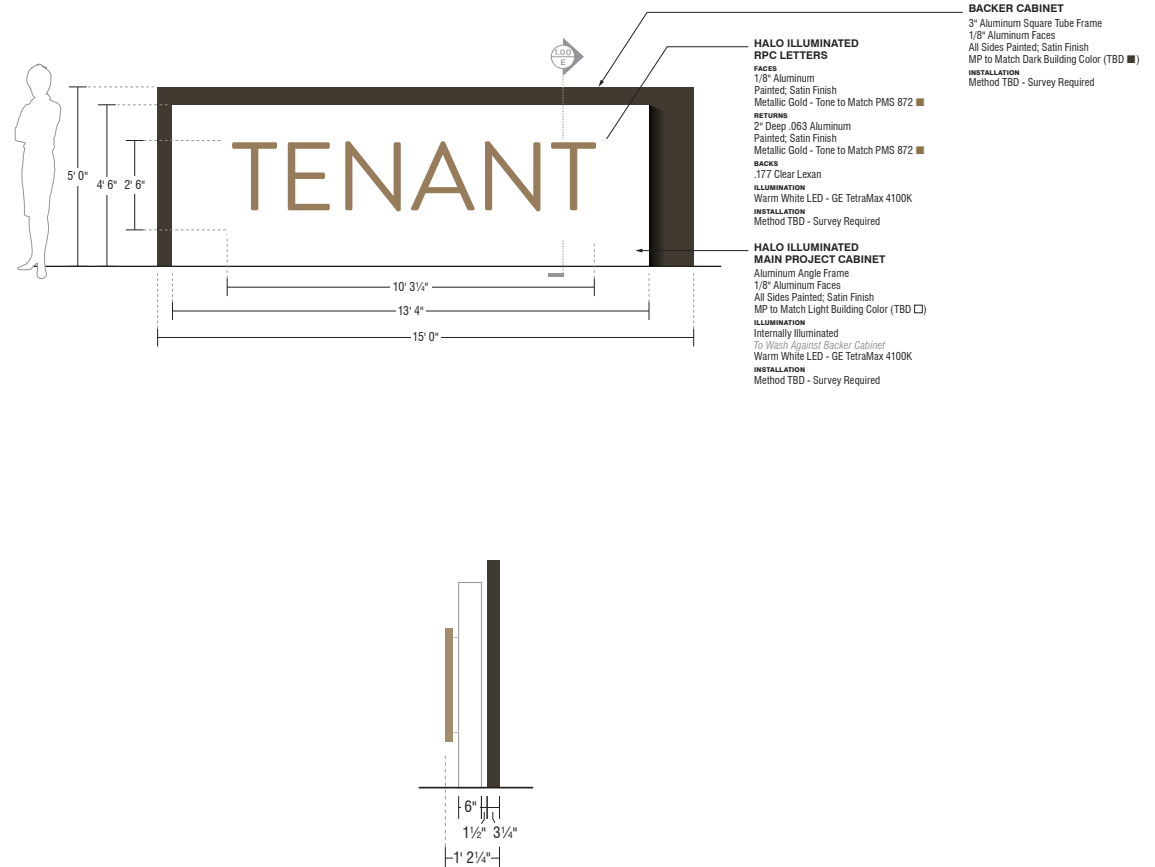
### 3.5.13 SIGN TYPE: T13

#### SINGLE-SIDED ILLUMINATED MONUMENT SIGN

Single-Sided illuminated monument signage may occur in designated areas that do not restrict pedestrian walk ways or equipment access . Monument signage should be securely mounted to solid surface and installed per manufactures specifications. Monument signage should provide lighting so that information and lettering is visible in low light and night conditions. The Tenant shall submit the design of the proposed signage application for review according to the procedures outlined. The sign area for the monument sign will be counted against the Tenant's overall sign area allowance.

**Maximum Sign Area:** All signs must be in compliance with Area Allowed by the city of Scottsdale Sign Ordinance.

**Mounting restrictions:** All signs must be in compliance with the mounting restrictions outlined by the city of Scottsdale Sign Ordinance.



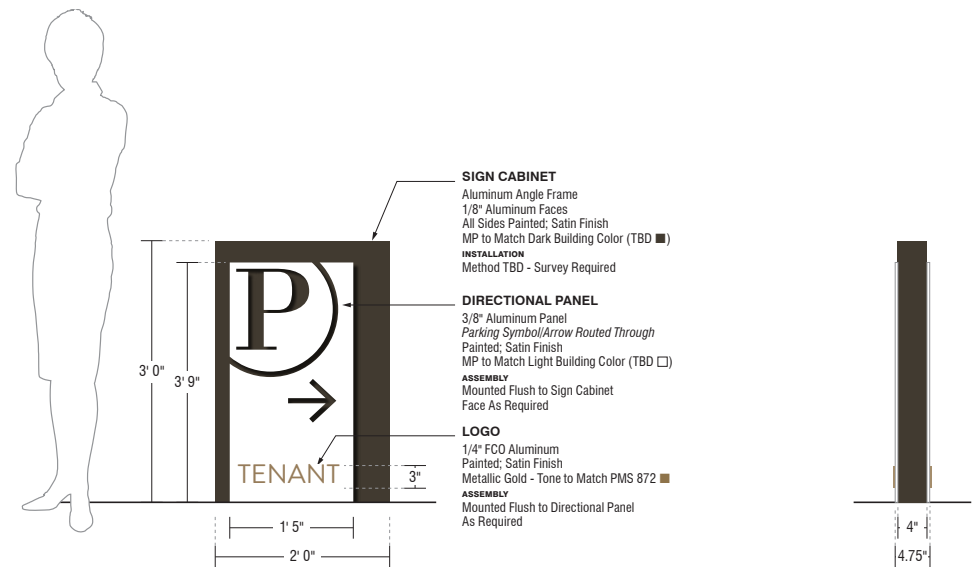
### 3.5.14 SIGN TYPE: T14

#### DOUBLE-SIDED PARKING DIRECTIONAL

Double-sided parking directional signage may occur in designated areas that do not restrict pedestrian walk ways or equipment access . Double-sided parking directional signage should be placed near or adjacent to designated parking areas. Double-sided parking directional signage should be securely mounted to solid surface and installed per manufactures specifications. Signage should provide lighting so that information and lettering is visible in low light and night conditions. The Tenant shall submit the design of the proposed signage application for review according to the procedures outlined. The sign area for the monument sign will be counted against the Tenant's overall sign area allowance.

**Maximum Sign Area:** All signs must be in compliance with Area Allowed by the city of Scottsdale Sign Ordinance.

**Mounting restrictions:** All signs must be in compliance with the mounting restrictions outlined by the city of Scottsdale Sign Ordinance.



### 3.5.16 SIGN TYPE: T16

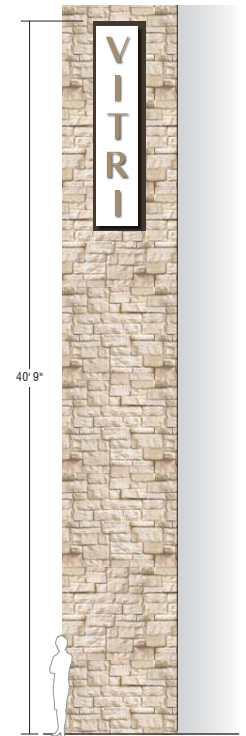
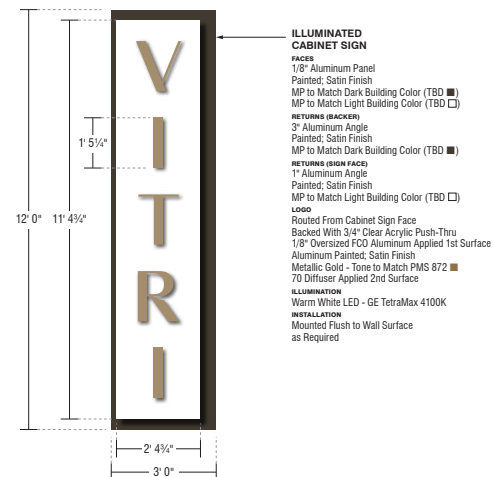
#### ILLUMINATED CABINET SIGN

In addition to other sign types, Tenants may also have illuminated cabinet signage. Cabinet signage 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. Cabinet signage 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:** All signs must be in compliance with Area Allowed by the city of Scottsdale Sign Ordinance.

**Mounting restrictions:** All signs must be in compliance with the mounting restrictions outlined by the city of Scottsdale Sign Ordinance.

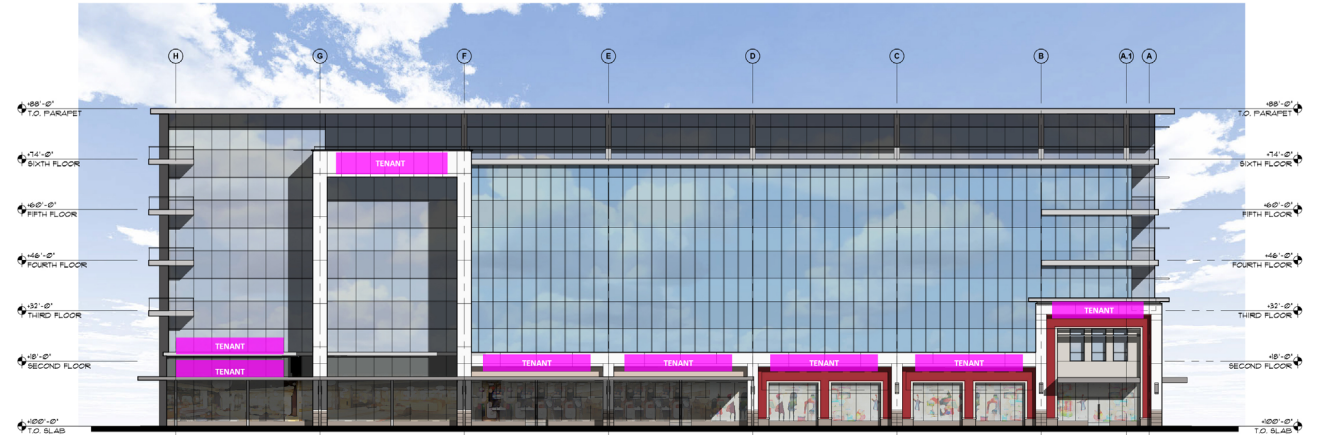
Per section 8.501.VII of the City of Scottsdale's Sign Ordinance, Building Wall Signs will count towards the Tenant's sum total sign area and it's respective allowable size per elevation.



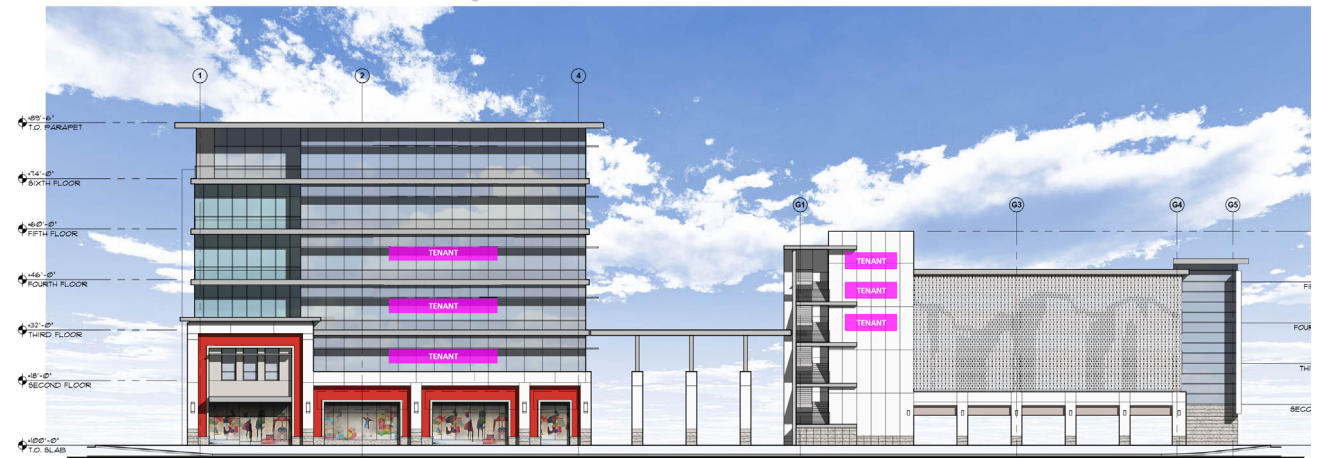


**Building M Allowable Signage Locations (Ground level tenants refer to design guidelines)**

West Elevation

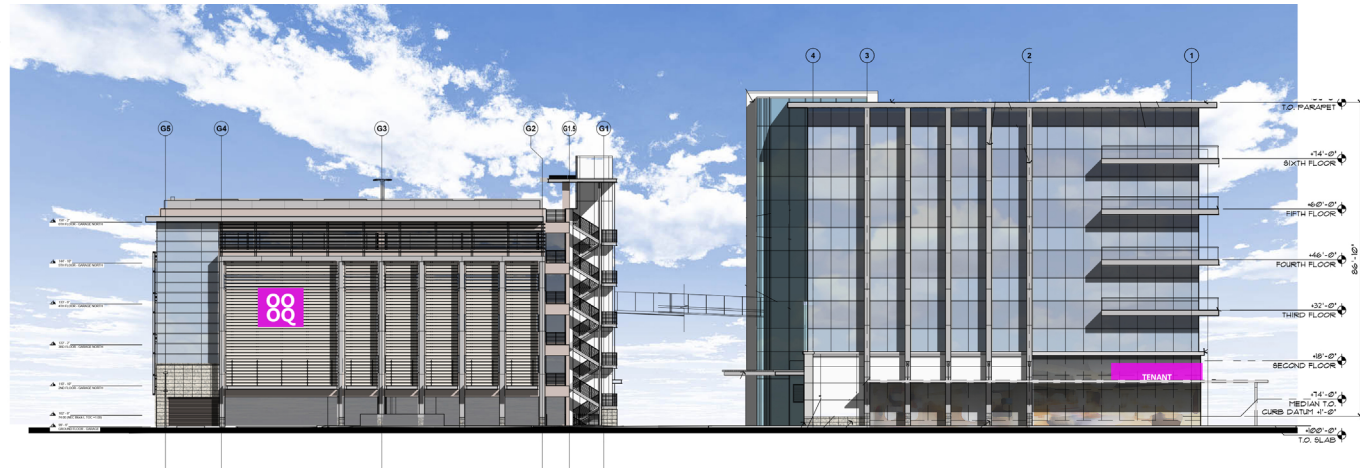


South Elevation



**Building M Allowable Signage Locations (Ground level tenants refer to design guidelines)**

North Elevation



**Building K Allowable Signage  
Locations - Upper Level Tenant -  
(Ground level tenants refer to the  
design guidelines)**

West Elevation



South Elevation



**Building K Allowable Signage  
Location - Upper Level Tenant  
(Ground level tenants refer to  
design guidelines)**

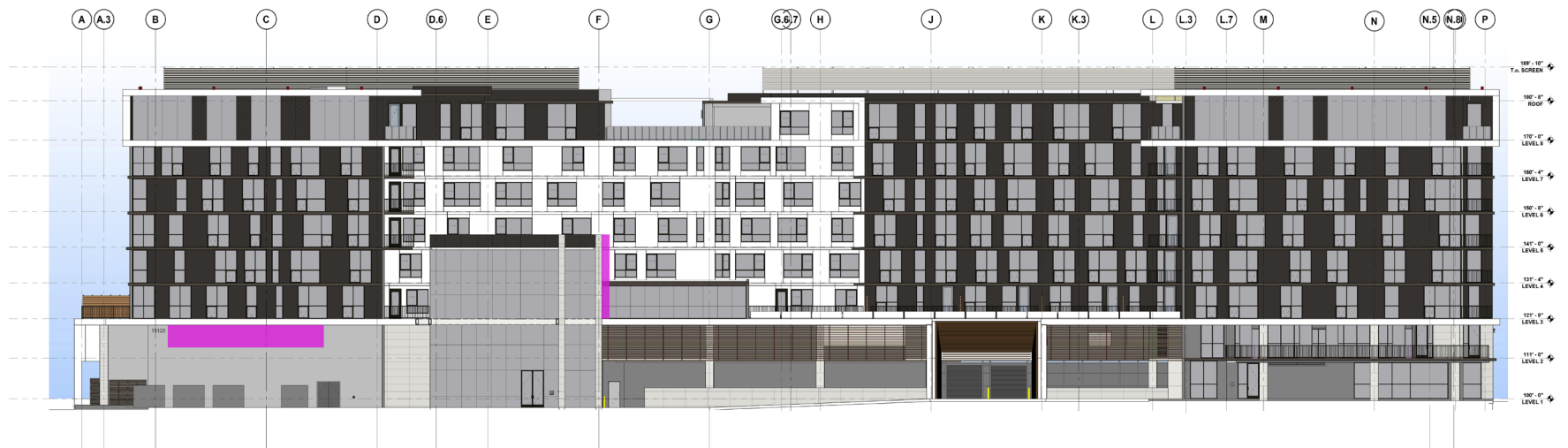
North Elevation



**Building L Allowable Signage  
Location - Upper Level Tenant  
(Ground level tenants refer to  
design guidelines)**



North Elevation



East Elevation

Note: highlight areas indicate allowable signage areas including suspended canopy, fascia/glass mounted, window and standing canopy signage above entrances



**Building L Allowable Signage  
Location - Upper Level Tenant  
(Ground level tenants refer to  
design guidelines)**

South Elevation



West Elevation



Note: highlight areas indicate allowable signage areas including suspended canopy, fascia/glass mounted, window and standing canopy signage above entrances

**Building L Allowable Signage  
Location - Upper Level Tenant  
(Ground level tenants refer to  
design guidelines)**

North Courtyard Elevation



South Courtyard Elevation



Note: highlight areas indicate allowable signage areas including suspended canopy, fascia/glass mounted, window and standing canopy signage above entrances

**NOTE:**

THE FOLLOWING PAGES ARE SIGNAGE STANDARDS FROM THE ORIGINAL SCOTTSDALE QUARTER MASTER SIGN PROGRAM, APPROVED BY THE CITY OF SCOTTSDALE ON 12/18/2008 UNDER CASE# 3-MS-2008. THE PAGES ARE FOR REFERENCE AND GUIDANCE FOR TENANTS LOOKING TO INSTALL BUILDING SIGNS ALONG THEIR SUITE FRONTAGES.

**TABLE OF CONTENTS:**

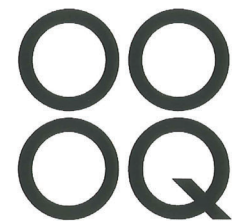
- PAGE 2-3: BUILDING SIGN EXAMPLES
- PAGE 4-16: BUILDING SIGN ENVELOPES & ELEVATIONS FOR BUILDINGS A, B, C, D, E, F, G, H, & J
- PAGE 17: FREESTANDING DIRECTORY SIGN STANDARDS
- PAGE 18: FREESTANDING COLUMN SIGN STANDARDS

**NOTE:**

ALL WAYFINDING SIGN STANDARDS, PARKING GARAGE SIGN STANDARDS, AND THE CRESCENT AT SCOTTSDALE QUARTER APARTMENT SIGN STANDARDS (BUILDING K) ARE LOCATED UNDER CASE# 3-MS-2008#3, APPROVED BY THE CITY OF SCOTTSDALE ON 03/25/2015.



# Scottsdale Quarter



APPROVED  
12/18/08  
DATE INITIALS

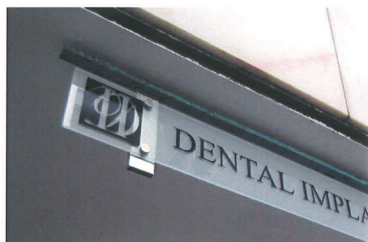
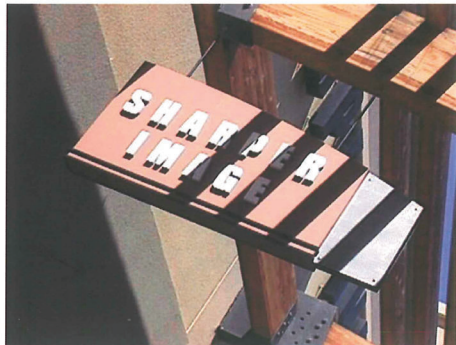
## Master Site Signage Program

December 10, 2008

3-MS-2008  
12/11/2008

## Signage Archetypes

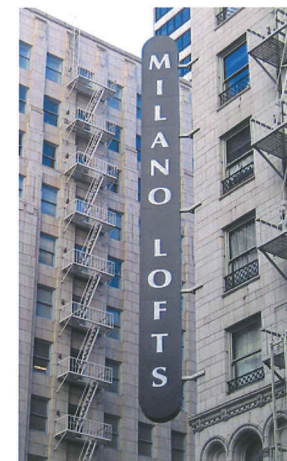
Type 1: Suspended Canopy Signs



Type 2: Standing Canopy Signs



Type 3: Projecting Signs





Type 4-6: Building Wall Signs



Type 8: Window Signs & Graphics

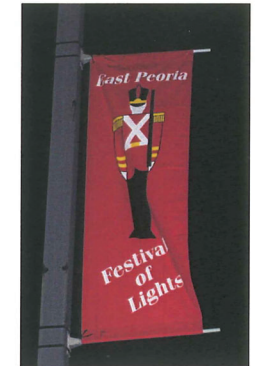


Type 9 : Awning Signs



Type 12: Banners

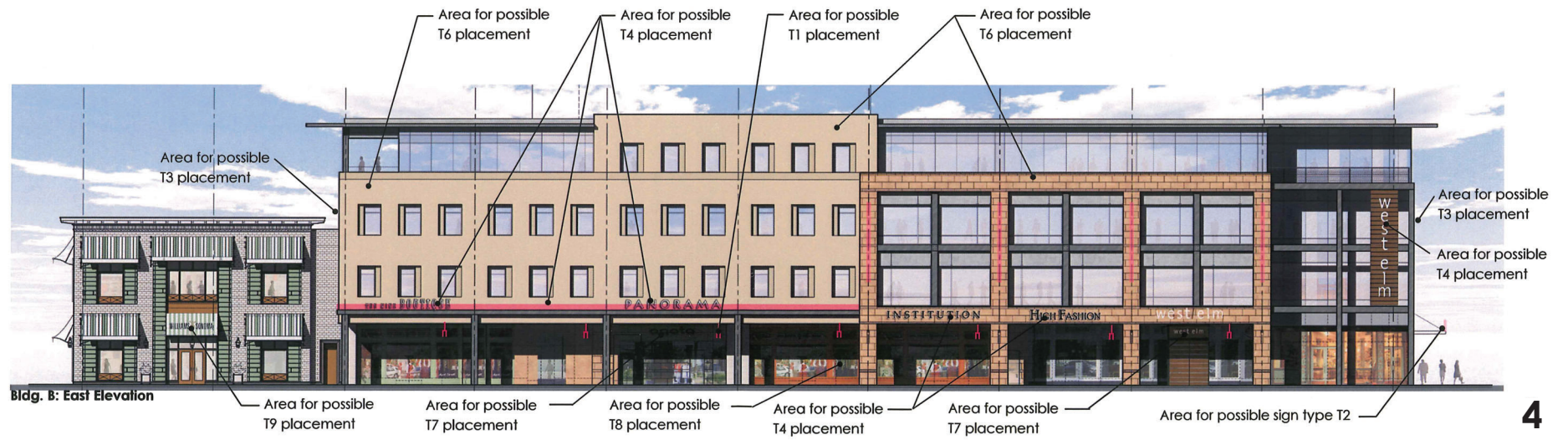
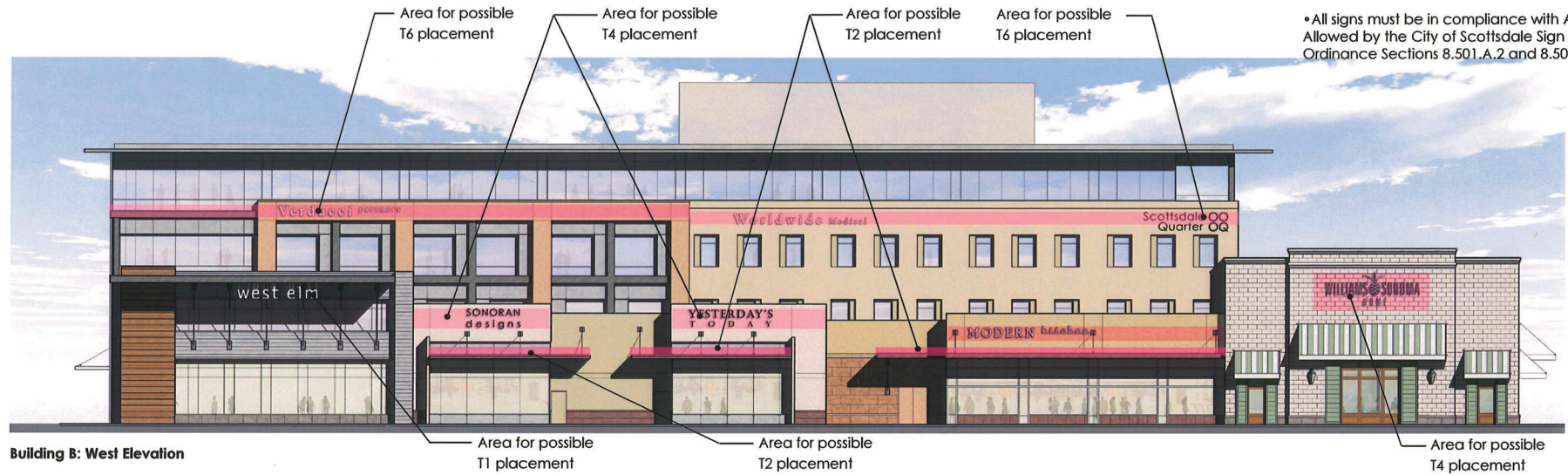
Signage Archetypes





#### 1.4.1 Building B: Typical Perimeter Signage

- Per section 8.501.VII of the City of Scottsdale's Sign 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





#### 1.4.2 Building B: Typical Perimeter Signage



Bldg. B: North Elevation



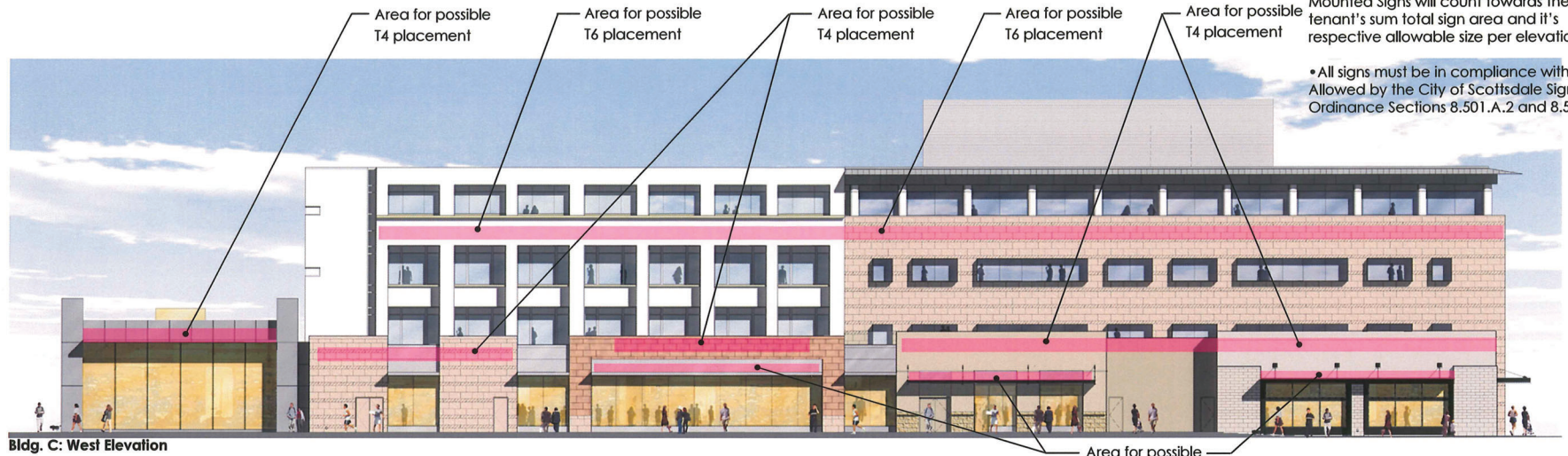
Bldg. B: South Elevation

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

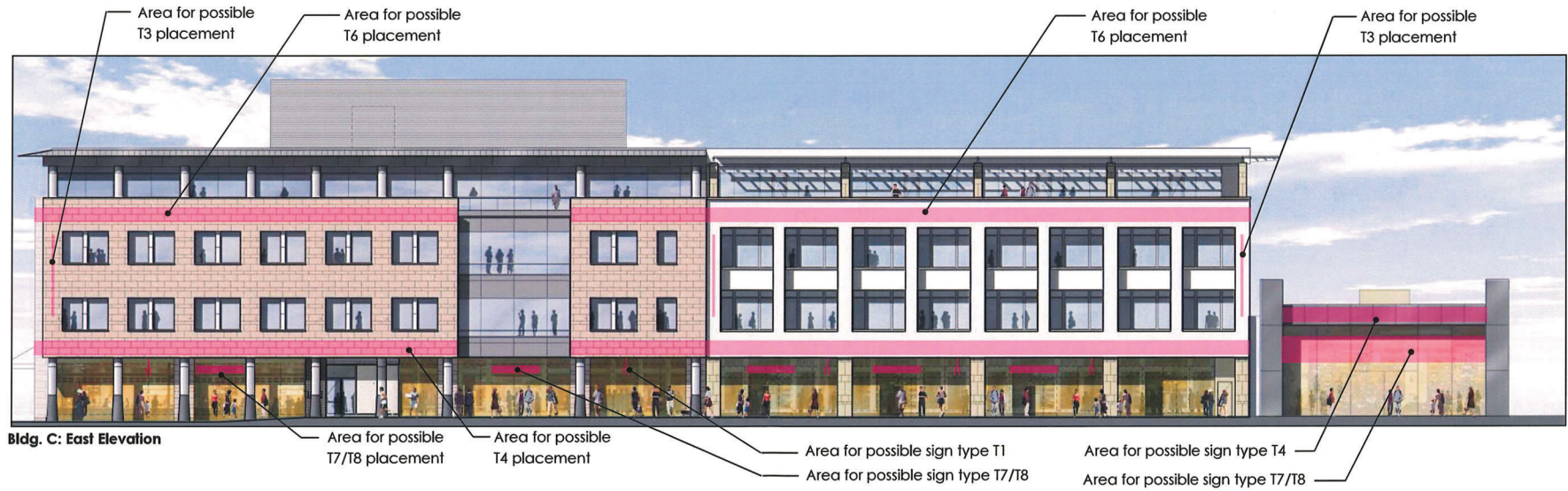
•All signs must be in compliance with Area Allowed by the City of Scottsdale Sign Ordinance Sections 8.501.A.2 and 8.501.A.3



### 1.4.3 Building C: Typical Perimeter Signage



- Per section 8.501.VII of the City of Scottsdale's Sign 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

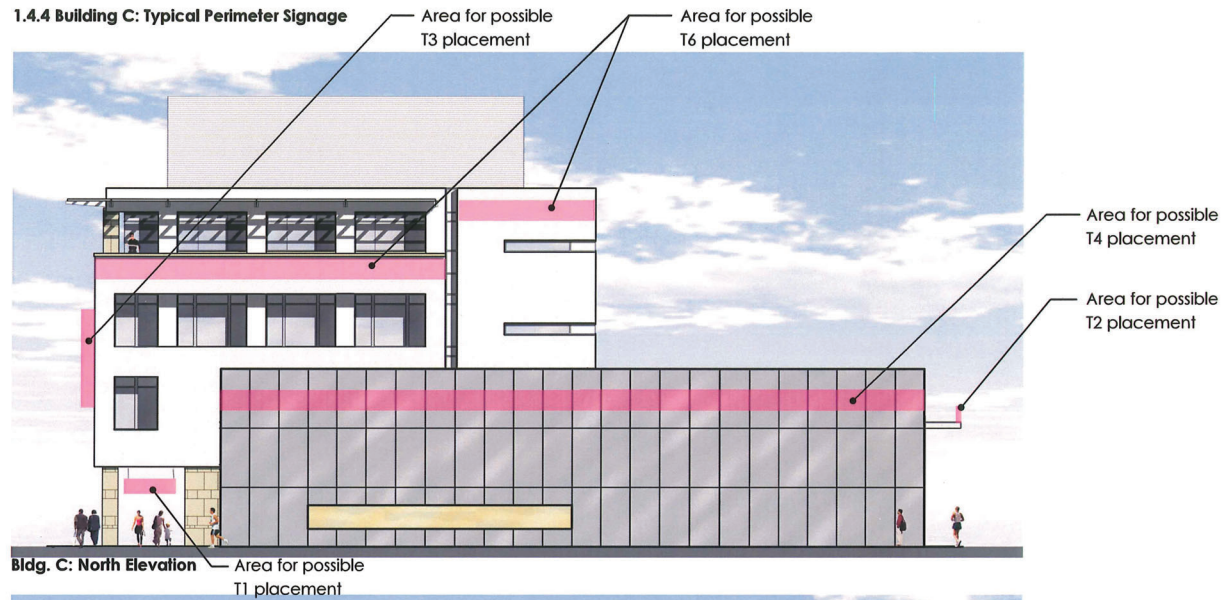




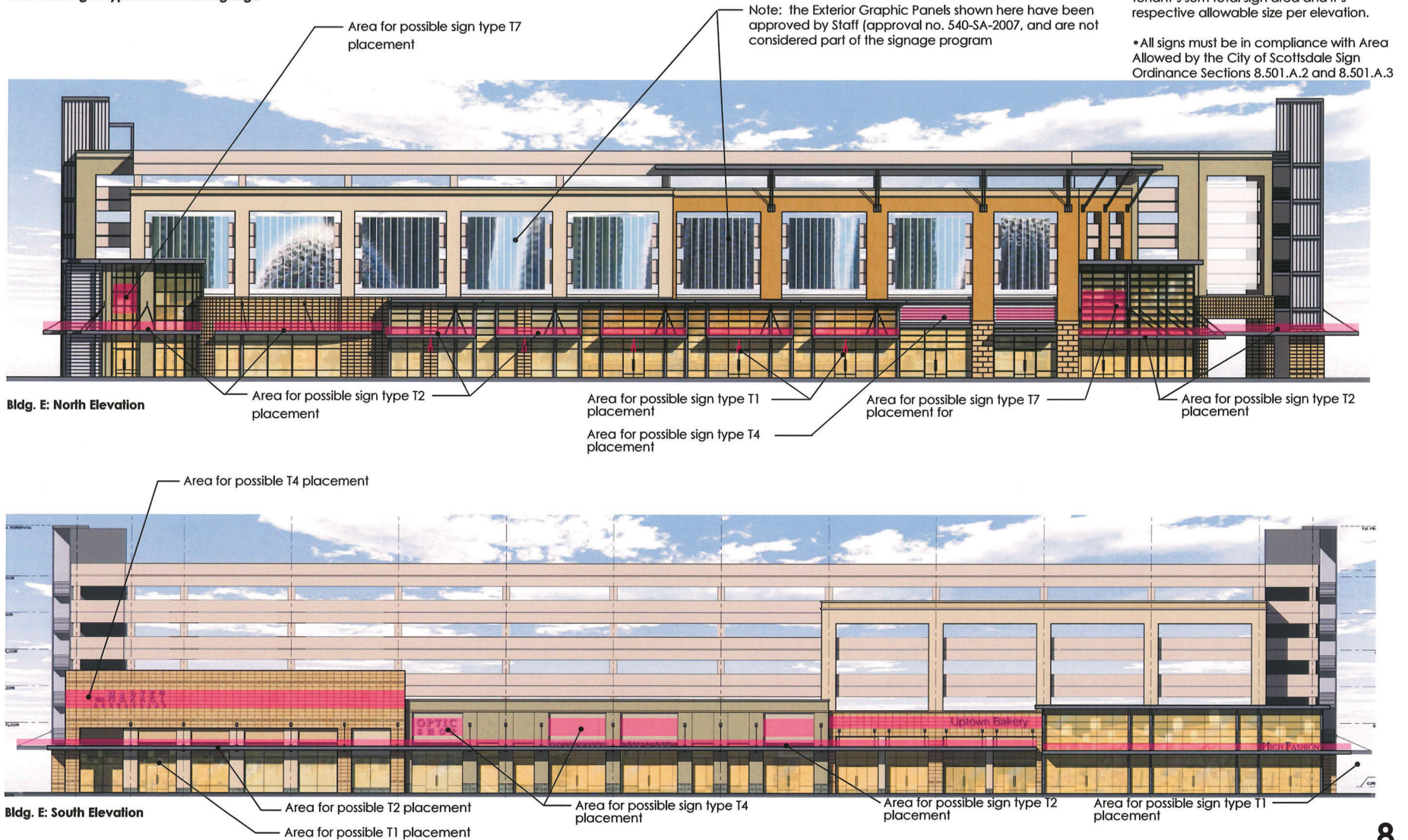
• Per section 8.501.VII of the City of Scottsdale's Sign ordinance, Fascia/Glass Mounted Signs will count towards the tenant's sum total sign area and it's respective allowable size per elevation.

• 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

#### 1.4.4 Building C: Typical Perimeter Signage

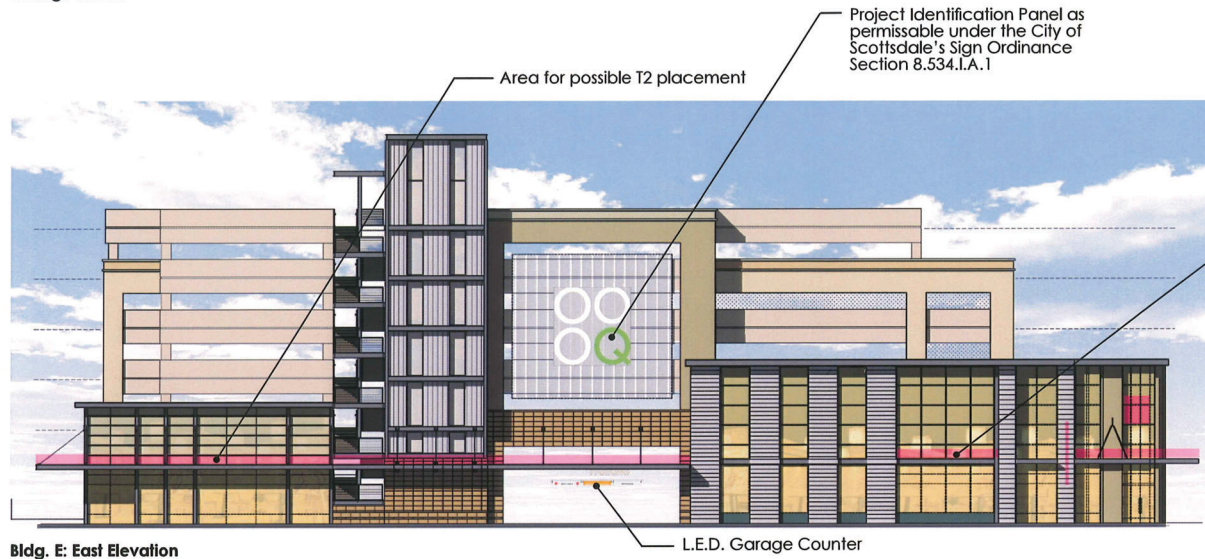


#### 1.4.5 Building E: Typical Perimeter Signage

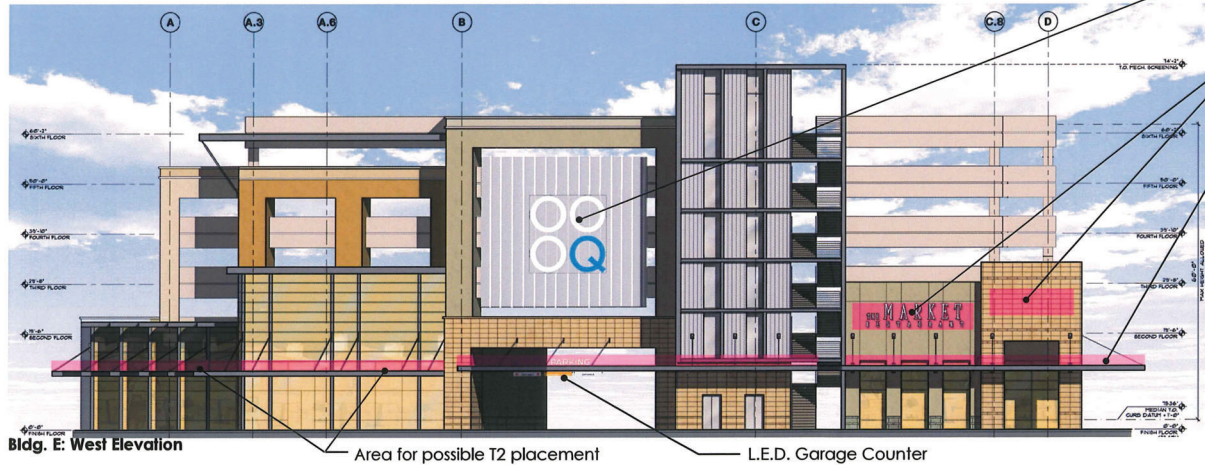




**1.4.6 Building E: Elevations Parking Garage Entries**



**Bldg. E: East Elevation**



**Bldg. E: West Elevation**

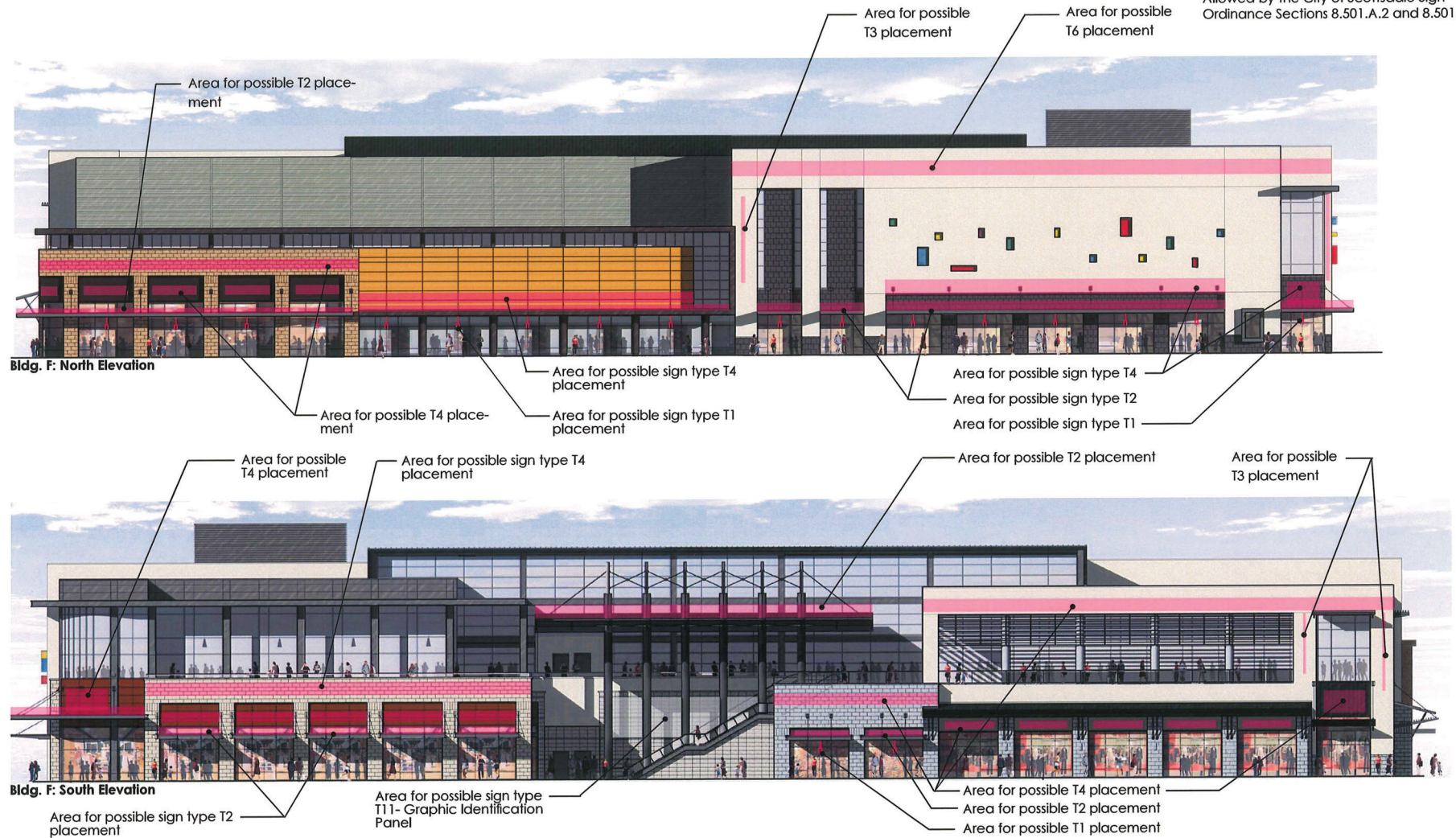
- Per section 8.501.VII of the City of Scottsdale's Sign ordinance, Fascia/Glass Mounted Signs will count towards the tenant's sum total sign area and it's respective allowable size per elevation.
- All signs must be in compliance with Area Allowed by the City of Scottsdale Sign Ordinance Sections 8.501.A.2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



#### 1.4.7 Building F: Typical Perimeter Signage

•Per section 8.501.VII of the City of Scottsdale's Sign 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

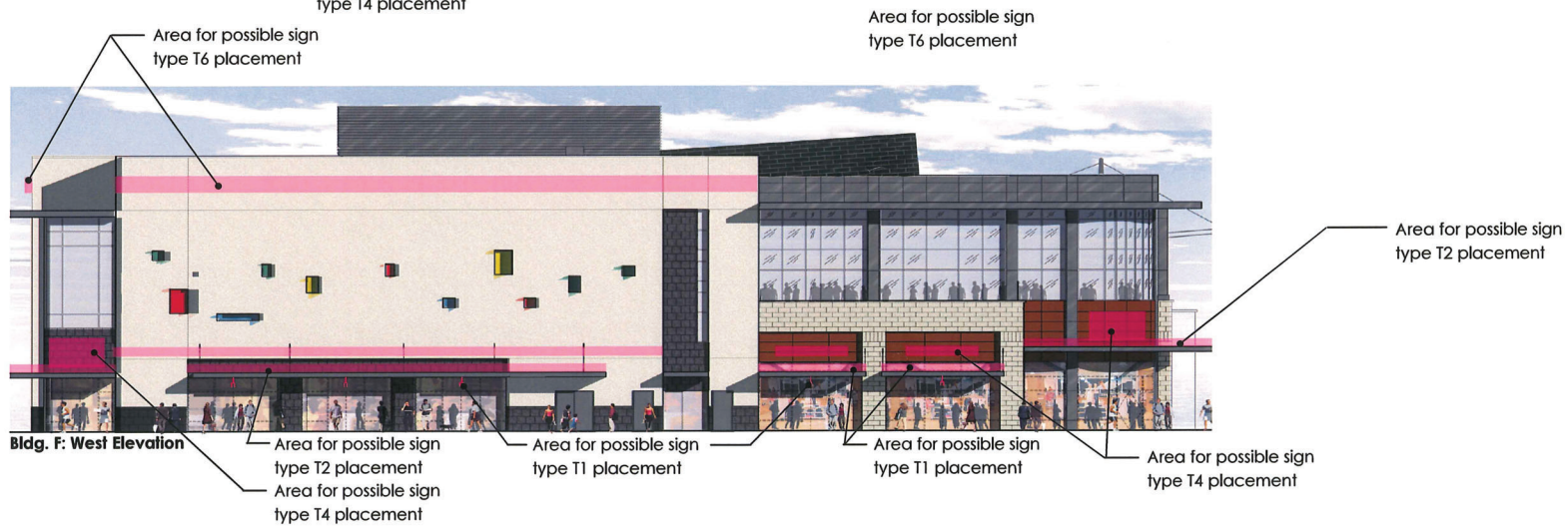




#### 1.4.8 Building F: Typical Perimeter Signage

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

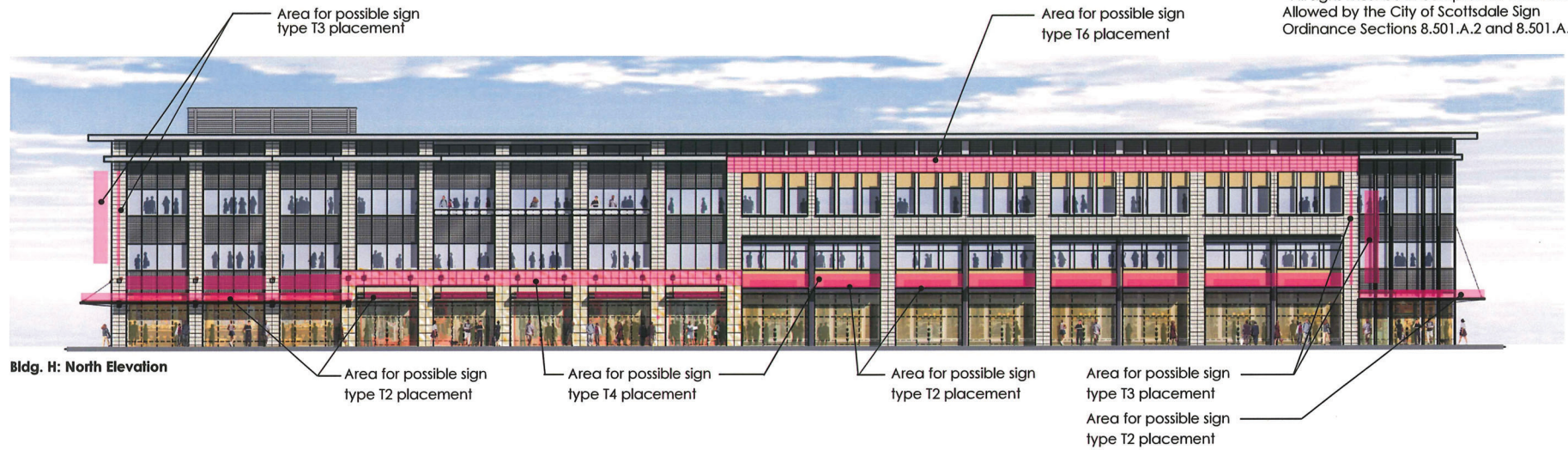
•All signs must be in compliance with Area Allowed by the City of Scottsdale Sign Ordinance Sections 8.501.A.2 and 8.501.A.3



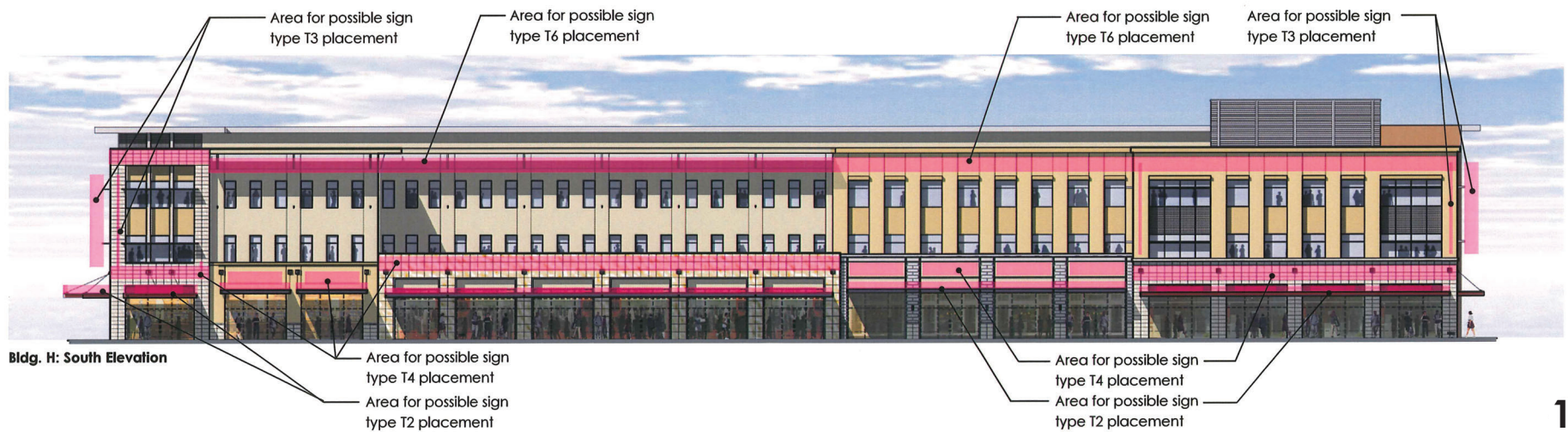
#### 1.4.9 Building H: Typical Perimeter Signage

•Per section 8.501.VII of the City of Scottsdale's Sign 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



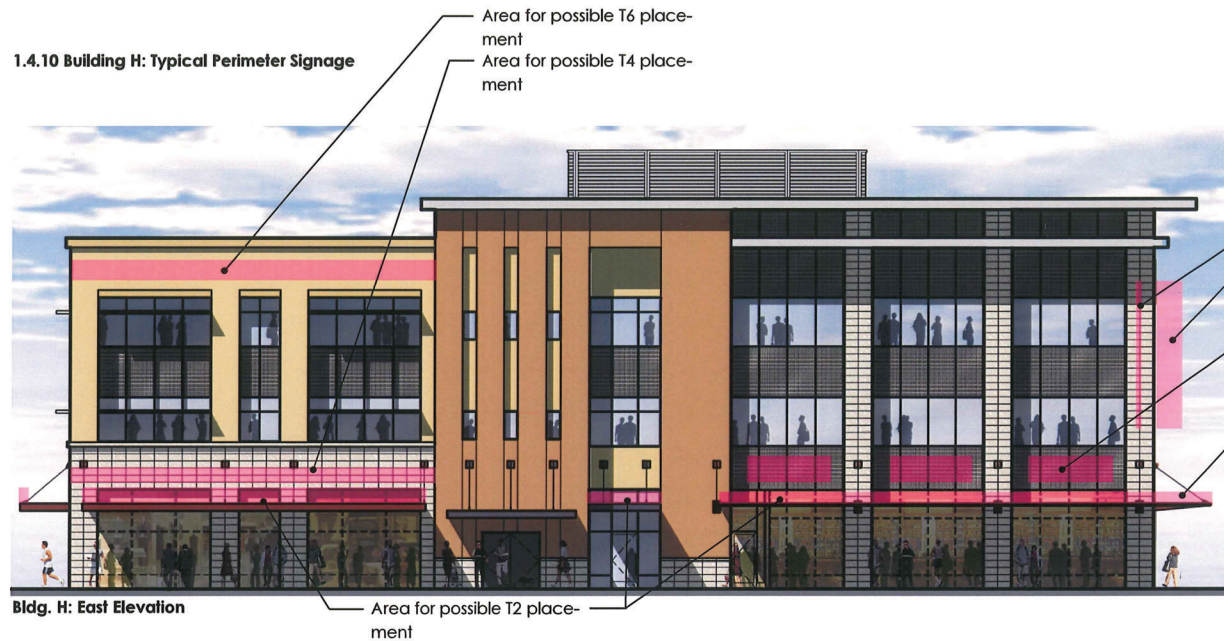
Bldg. H: North Elevation



Bldg. H: South Elevation

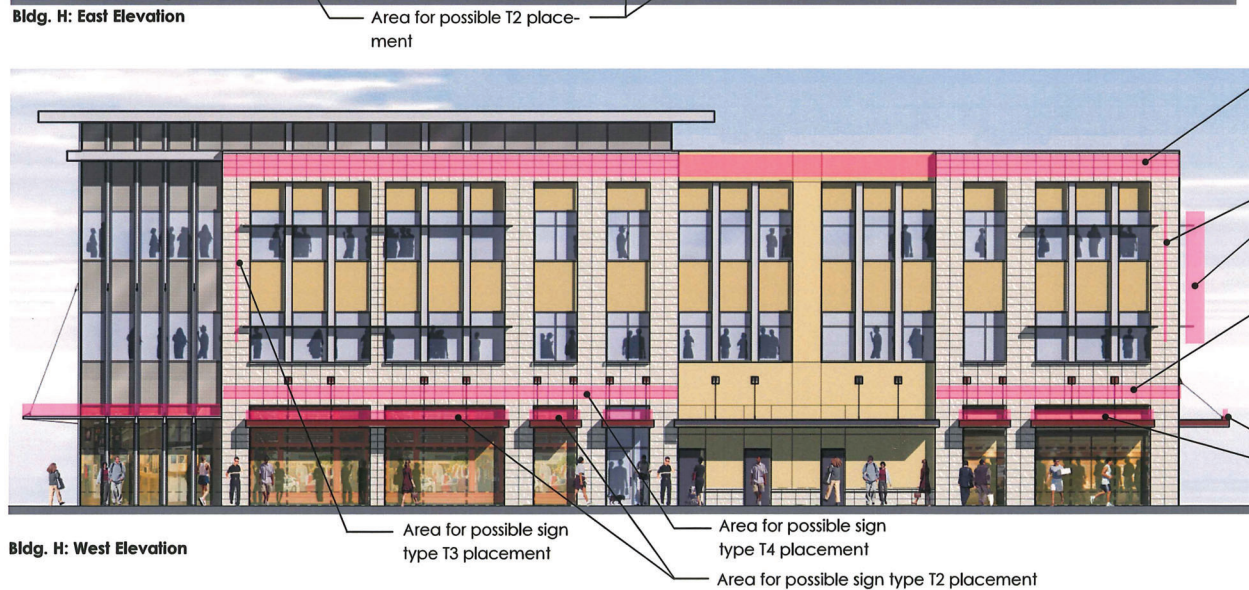


#### 1.4.10 Building H: Typical Perimeter Signage

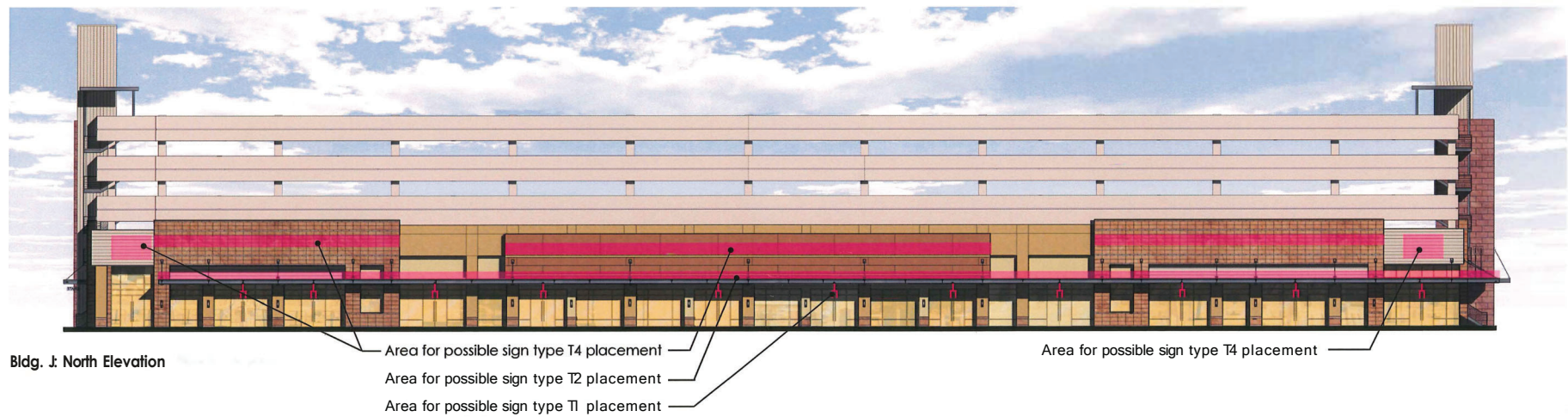


• Per section 8.501.VII of the City of Scottsdale's Sign ordinance, Fascia/Glass Mounted Signs will count towards the tenant's sum total sign area and it's respective allowable size per elevation.

• 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



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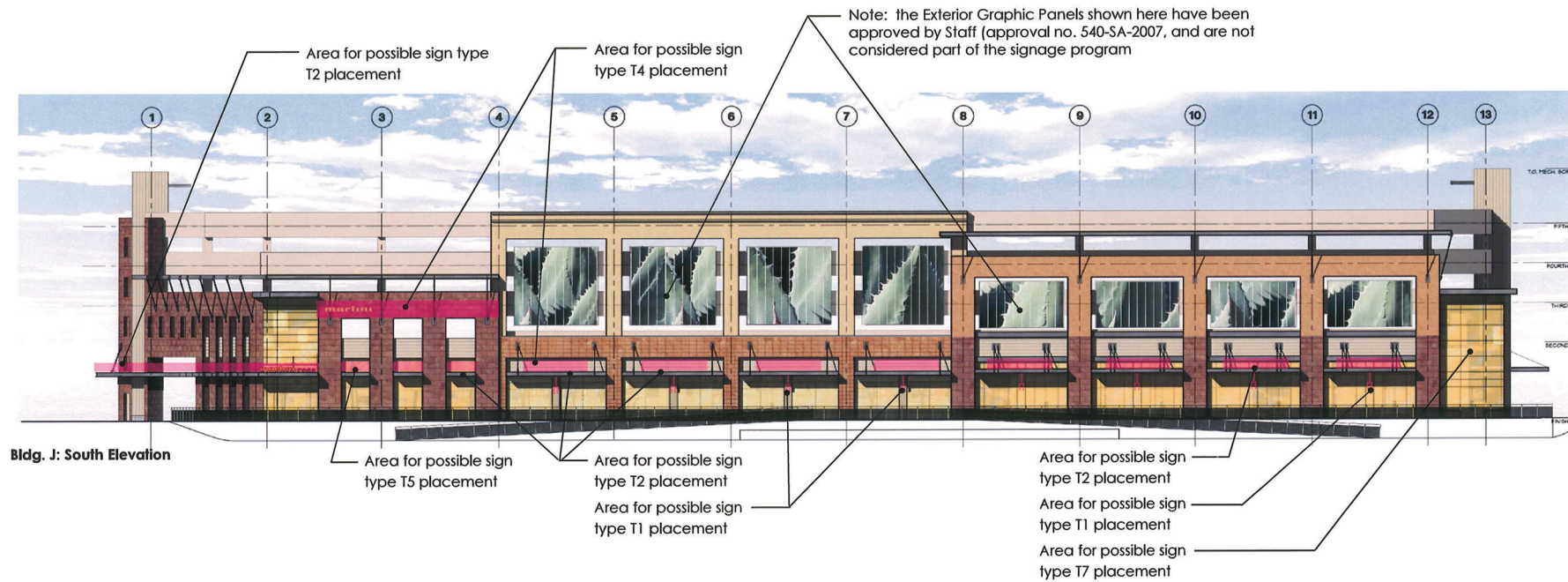


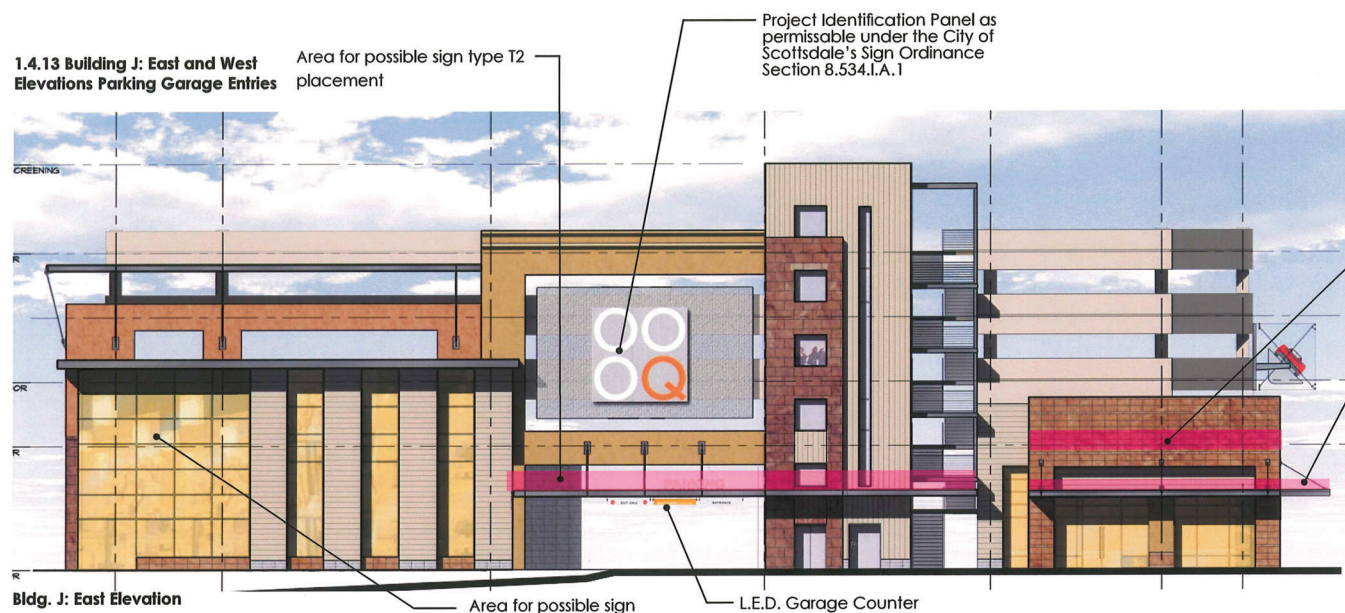


#### 1.4.12 Building J: Typical Perimeter Signage

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

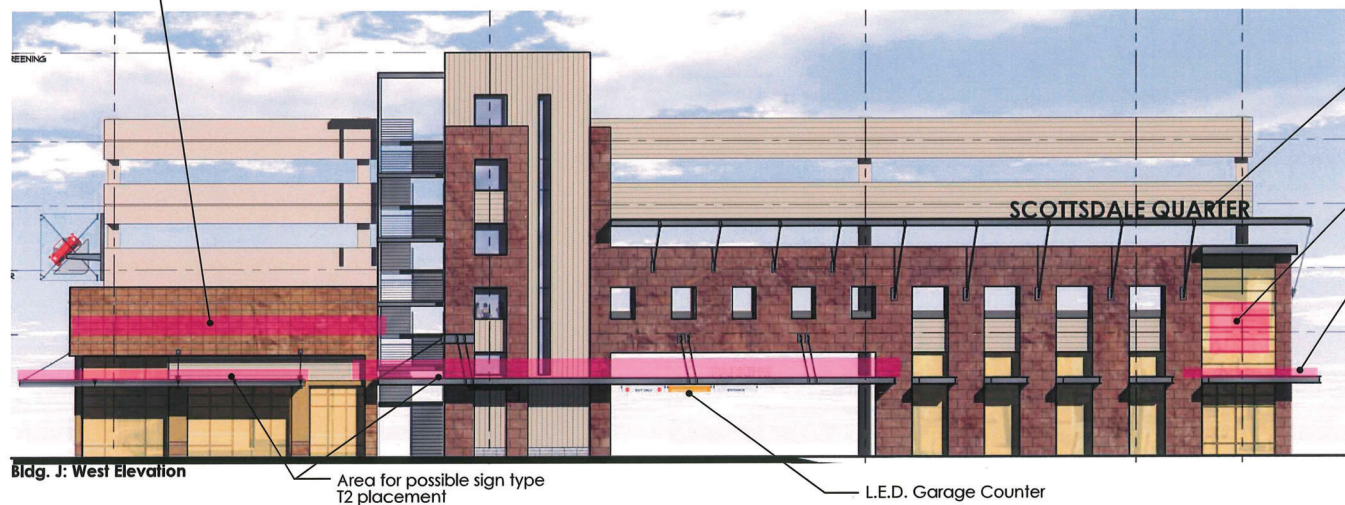
•All signs must be in compliance with Area Allowed by the City of Scottsdale Sign Ordinance Sections 8.501.A.2 and 8.501.A.3





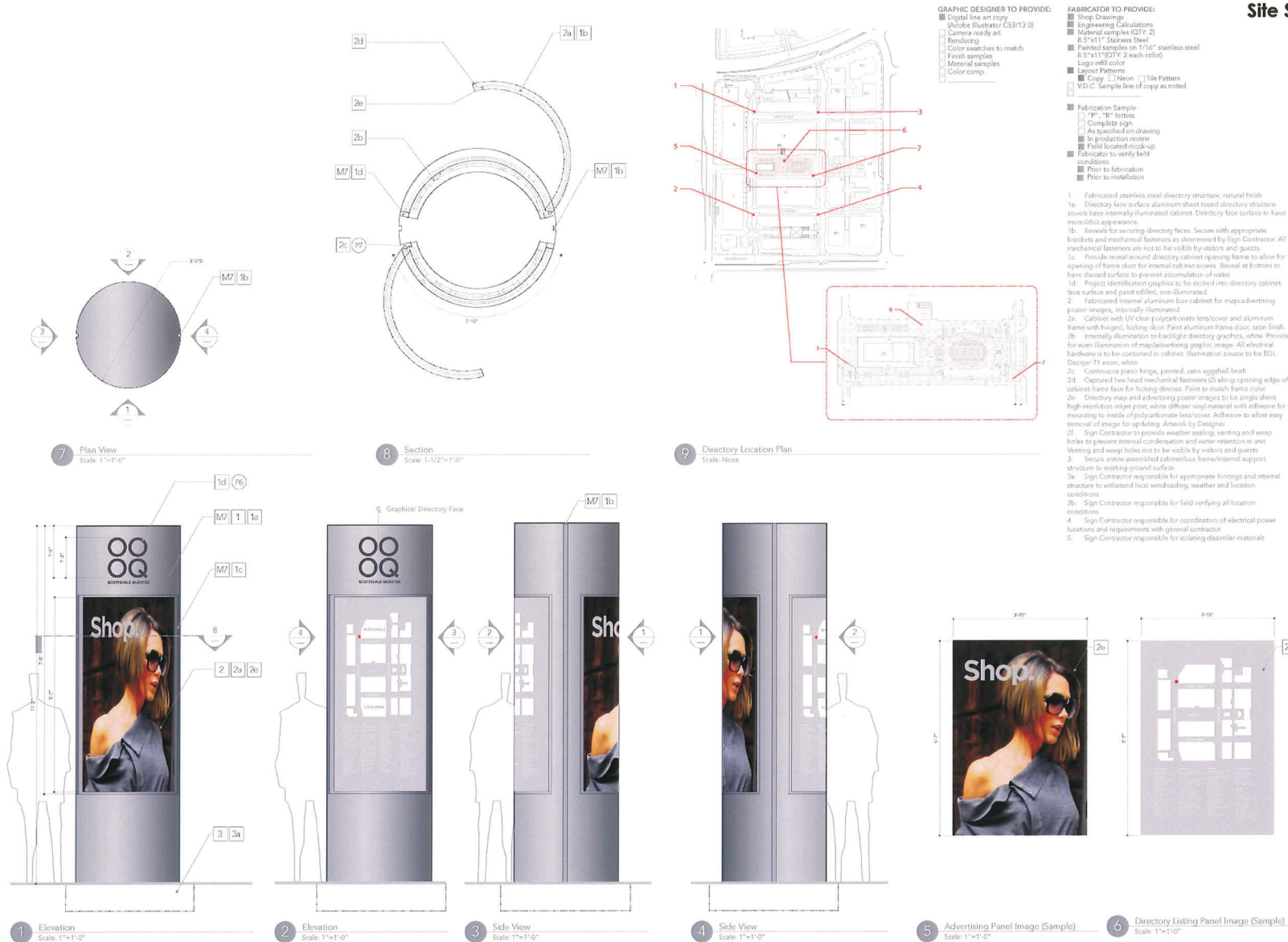
•Per section 8.501.VII of the City of Scottsdale's Sign ordinance,Fascia/Glass Mounted Signs will count towards the tenant's sum total sign area and it's respective allowable size per elevation.

•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

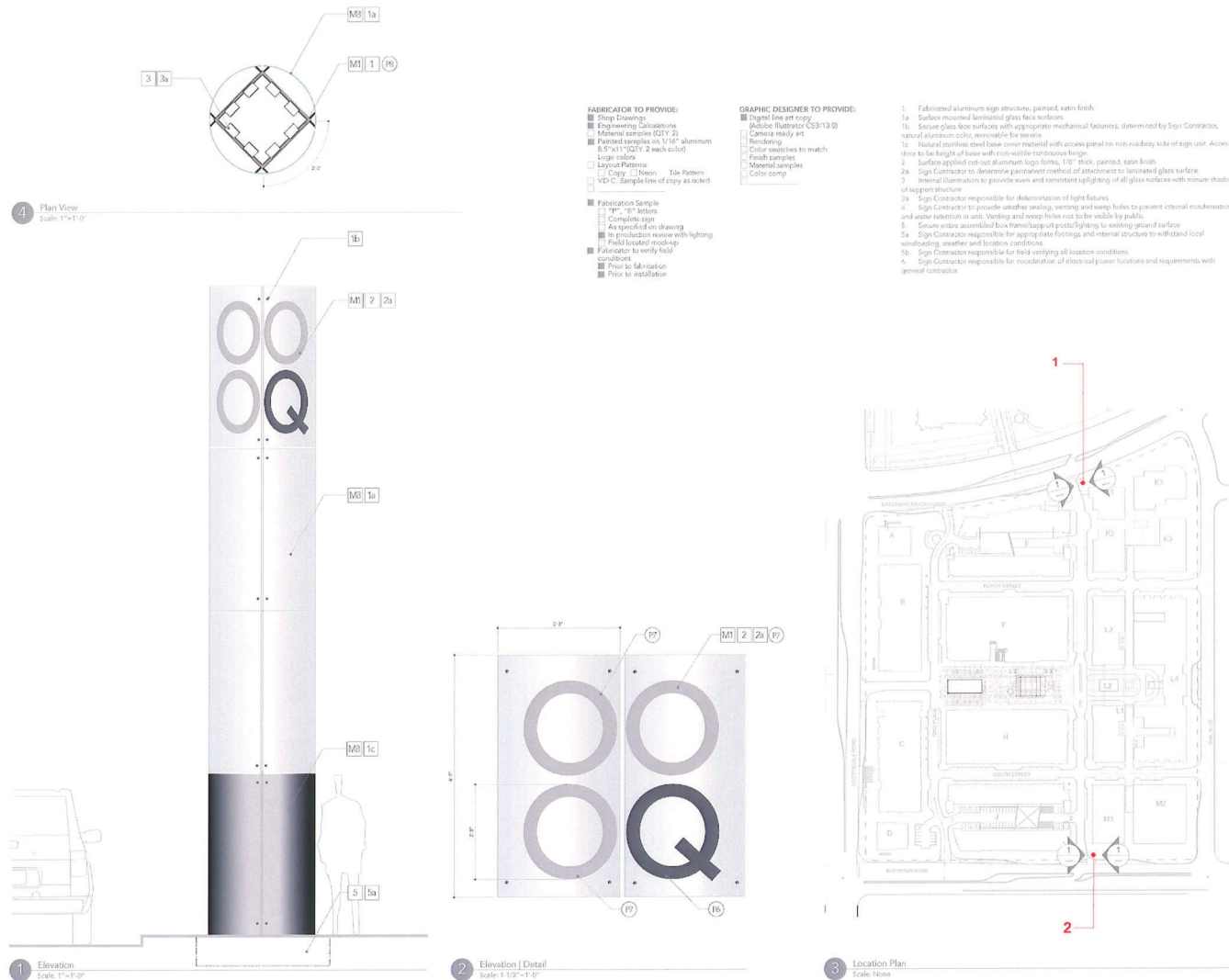




## Site Sign Type 3: Directory Signs



## Site Sign Type 4: Column Sign



A. Such sign shall only identify the project.

B. One (1) column sign is permitted per street frontage. Such sign is permitted as an alternative to, but not in addition to, a tower sign, monument sign, or other freestanding business identification sign located on the same street frontage.

C. Such sign is permitted only when approved through a master sign program and only in the PRC zoning district.

D. The maximum height of such sign shall be twenty-five (25) feet.

E. The maximum area of any one (1) face of such sign shall be one hundred fifty (150) square feet or if such sign is round its maximum diameter shall be six (6) feet.

F. Such sign may be illuminated internally or externally, except that such sign when located on property zoned PRC ESL (planned regional center, environmentally sensitive land) shall be limited to indirect illumination.