

# DESERT RIDGE MARKETPLACE

## Design Center District

### Tenant Sign Criteria and Guidelines

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#### TENANT SIGN CRITERIA AND GUIDELINES

The Tenant Sign Criteria and Guidelines for Desert Ridge Marketplace Design Center District located in Phoenix, Arizona have been established by Vestar Development Company, (Owner) to assure that signs are designed and executed to achieve a high standard of quality and to define the process for submittal, review and approval by the Owner.

Tenant sign designs shall conform to the City of Phoenix City Ordinances and City-approved Comprehensive Sign Plan, and the Tenant Sign Criteria and Guidelines and be approved by the Owner prior to applying for building permits or authorizing fabrication.

#### I. TENANT RESPONSIBILITY

Tenants shall pay for all costs of design, fabrication and installation and provide the required submittals in a timely manner.

Each tenant will meet the following requirements:

##### A. Minimum Signage

Each tenant shall provide at least one sign for each typical condition that applies to his lease space, including a minimum of one (1) illuminated wall sign.

Tenant shall design, fabricate and install the minimum required signage within 60 calendar days after (i) receipt of permit from the City of Phoenix and (ii) turnover of the premises to tenant. If signage is not in place by that date, Owner may order fabrication and installation on Tenant's behalf and be reimbursed for the costs.

##### B. Maximum Allowable Sizes

The tenant shall conform to the criteria for sign sizes and locations designated for his particular storefront, notwithstanding maximum allowances for size and quantity established by the City of Phoenix.

C. Expenses

Tenant shall pay 100% of costs for all expenses related to signage including:

- sign design including Design Consultant's fees per the Tenant Sign Design Order Form
- permit processing costs and application fees
- costs for sign fabrication and installation including Owners costs for consultants review of shop drawings, patterns and inspections
- all costs relating to sign maintenance and removal, including repair of any damage to the building

D. Maintenance and Removal

The Tenant is responsible for maintaining the good appearance and proper operating condition of signs. The Tenant shall, upon termination of his lease and at his own expense, remove all associated signs and restore building walls to their original condition.

E. Non-conforming and Deteriorated Signs

Owner may, at his sole discretion and at Tenant's expense, correct, replace or remove any sign that is installed without written approval and/or that is deemed not to be in conformance with the approved plans and criteria or any sign which has become deteriorated.

F. Sign Fabricator's Responsibility

The Tenant shall ensure his contracted sign fabricator will be responsible to do the following:

- provide to the Landlord, prior to commencing fabrication, an original certificate of insurance naming the Landlord as an additional insured for liability coverage.
- obtain approved sign permits from the City of Phoenix prior to sign fabrication and deliver copies of same to Landlord.
- prepare for approval prior to fabrication complete and fully dimensioned shop drawings as described in the Submittals section of this document.
- install sign including final electrical hookup.

## II. CONTRACT FOR SIGN DESIGN AND FABRICATION

- A. The Owner will provide, through the designated sign designer, a concept design and bidable package including sign design, design intent drawings and construction specifications.

Tenant will contract for all fabrication and installation of signage in the following manner for the sign types listed:

- Tenant will contract independently with a licensed and bonded sign contractor of their choosing to fabricate and install signage on the tenant lease space.
- B. Fabrication and installation of all signs shall be performed in accordance with the standards and specifications outlined herein and in the approved plans and shop drawings. Owner, at his option, may perform an in-shop inspection prior to installation. The Owner shall inspect signs upon installation. Any work deemed unacceptable or not in conformance shall be rejected and shall be corrected or modified at the Tenant's expense.

### III. REQUIRED SUBMITTALS AND APPROVALS

#### A. Design Concept

Immediately upon signing the lease and prior to implementing any signage, the tenant shall contact the Owner's Tenant Coordinator to make arrangements to initiate the sign design process. The tenant shall provide information as requested in the Tenant Order Form and return that form to the Landlord with the designated design fee. Information provided by the Tenant shall include the following:

- copy/name as it is to appear on sign
- any logo(s) to be incorporated in the sign
- any drawings reflecting the tenant's standard "off-the-shelf" sign design
- other related graphic materials of information (e.g., interior color samples, marketing materials)
- ideas that the tenant may have relating to the design of his signage

#### Contact:

Vestar Development Company  
2425 East Camelback Road, Suite 750  
Phoenix, AZ 85016

Attention: Mr. Nick Roe, Tenant Coordinator  
Phone: (602) 866-0900

#### B. Design Intent Drawings and Specifications Package

The Owner's designated sign designer shall prepare concept designs based on Tenant's identity which shall be submitted to the Tenant and Owner for review and approval. Upon approval of the concept design, Design Intent Drawings and Construction Specifications package for use in obtaining a qualified sign fabricator will be provided to the Tenant.

#### C. Shop Drawing Submittal

Within three weeks after receipt of the approved Design Intent Drawings and Construction Specifications package, Tenant shall retain a pre-qualified sign fabricator approved by the Landlord. The sign fabricator shall prepare and submit for Owner approval four (4) sets of complete and fully-dimensioned shop drawings reflecting the concept design provided by the Owner. Shop drawings shall incorporate the provisions in the Construction Requirements Section V and shall include:

1. Fully dimensioned scaled drawings indicating elevation of signs and identifying all visual and structural elements of the sign including logos, typestyles, dimensions, construction details, attachment devices, treatment of seams, lips and edges, weep holes, paint finish and colors, materials and lighting details. Locate wall signs on building elevation.
2. Fully-dimensioned section of sign elements showing the 3-dimensional projection and indicate type, method and intensity of illumination.
3. Color board with color chips (8-1/2" x 11" format) if requested.
4. Full-sized letter patterns may be requested by the Owner.

- D. Within fifteen (15) working days after receipt of Tenant's shop drawings, Owner shall either approve the submittal, approve the submittal contingent upon any required modifications, or reject Tenant's sign submittal. Approval or disapproval shall remain the sole right and discretion of the Owner.
- E. Following Owner's approval of proposed signage, Tenant or his agent shall submit to the City of Phoenix applications for sign permits.
- F. Tenant shall design, fabricate and install the minimum required signage within 60 calendar days after (i) receipt of permit from the City of Phoenix and (ii) turnover of the premises to tenant. If signage is not in place by that date, Owner may order fabrication and installation on Tenant's behalf and be reimbursed for the costs.
- G. Documentation  
At least ten working days prior to installation, the tenant shall provide to the Owner the following:
  1. an original certificate of insurance from his sign contractor naming Vestar Development Company as an additional insured for liability coverage.
  2. a copy of the sign permits issued by the City.

#### **IV. DESIGN GUIDELINES FOR TENANT SIGNAGE**

- A. The object of the design guidelines is to generate signs that identify the tenants and contribute to the sense of place at Desert Ridge Marketplace. Corporate sign programs shall be modified, if necessary, to incorporate provisions for color, lighting and construction details. Only those sign types provided for and specifically approved in writing by the Landlord will be allowed.

Dimensional forms and lighting treatments may include:

1. internal illumination
2. open channel neon
3. reverse channel neon
4. exposed neon
5. any combination of lighting methods mentioned herein
6. individual dimensional letters and/or logo
7. sign cabinets (subject to Owner's approval)

#### **B. Colors**

The following guidelines are to be adhered to in selecting colors for tenant signage:

1. Sign colors should be selected to provide sufficient contrast against building background colors. Color of letter returns should contrast with face colors for good daytime readability. Interior of open channel letters should be painted dark when against a light background
2. Colors within each sign should be harmoniously blended and sign colors should be compatible with building background colors. Neon colors should complement related signage elements

C. Copy / Typestyles

The use of logos and distinctive typestyles is encouraged for all tenant signs. Type may be arranged in one or two lines of copy and may consist of upper and/or lower case letters. Copy shall consist of tenant name and/or logo or logotype.

D. Sign Area

1. Primary Tenant Identification Wall Signs

Sizes and quantities for tenant signs are as outlined in the sign program for each sign type. Signage is limited in length to a percentage of the tenant lease space width or of the available wall surface which can be used for signage (See criteria for individual sign types.) Signs should be centered right to left on the tenant lease space or within the designated area.

Notwithstanding the maximum square footage specified for copy area allowances, adequate amounts of visual open space shall be provided around wall signs and graphic elements so that signs appear balanced and in scale in relation to their backgrounds.

Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building. In addition, signs should be compatible with and complementary to adjacent facades.

2. Sign area shall be calculated as follows:

Generally, the area in square feet of the smallest geometric figure or combination of regular geometric figures which figure or figures entirely enclose both the copy and the sign face. The spaces between letters, which make up words or elements of the sign and contrasting backgrounds, illustrations, borders, or devices shall be included. The area of any double-face or "v" shaped sign shall be the area of the largest single face. The area of a sphere shall be computed as a circle. Window signs shall not be assessed in the aggregate allowable sign area.

3. Signage placed on wall surfaces not visible beyond property boundaries may be exempt from sign area and placement restrictions subject to determination by the City of Phoenix and approval by Owner.

E. Placement

Signs shall be located on wall surfaces specifically designated for signage. Sign elements shall be placed no closer to the roofline than one-half (1/2) the vertical dimension of the sign, nor shall any sign break the silhouette of the building upon which it is located, unless specifically approved as part of the Comprehensive Sign Plan.

F. Prohibited Signs

1. Freestanding signs or "A" frame signs.
2. Advertising devices and advertising displays.
3. Rotating, revolving, flashing or moving signs.
4. Vehicles or other signs or devices in the public right-of-way when used as advertising devices or displays. Vehicles or other signs or devices not permitted by this section when used as advertising devices or displays.
5. Off-premise signs (other than directional signs) installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located.

6. Signs that create a safety hazard or resemble or conflict with any traffic control device.
7. Flags (other than United States or Arizona) or pennants.
8. Balloons or other inflatable devices.
9. Painted lettering.
10. Window signs that exceed 30% of the window area for each window located on the ground floor.

## V. CONSTRUCTION REQUIREMENTS

### A. Materials

1. Signs must be made of durable, rust-inhibited materials that are appropriate and complementary to the building. All materials must be new.
2. All ferrous and non-ferrous metals shall be separated with non-conductive gaskets and stainless steel fasteners be used to secure ferrous to non-ferrous metals.
3. All bolts and fastenings shall consist of stainless steel, anodized aluminum, brass or bronze; or carbon-bearing steel with painted finish. No black iron materials are allowed.

### B. Processes and Installation

1. Joining of materials (e.g., seams) shall be finished in such a way as to be unnoticeable. Visible welds shall be continuous, ground smooth and filled. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable. Finished surfaces of metal shall be free from carring, warping and other imperfections.
2. Dimensional letters and plaques shall be affixed without visible means of attachment, unless attachments make an intentional design statement and are shown on approved shop drawings.
3. Penetrations into building walls, where required, shall be made waterproof.
4. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
5. Sign permit stickers shall be affixed to the bottom edge of signs, and only that portion of the permit sticker that is legally required to be visible shall be exposed.
6. All logo images and typestyles shall be accurately reproduced. Lettering that approximates typestyles shall not be acceptable.

C. Paint

1. Color coatings shall exactly match the colors specified on the approved plans. Surfaces with color mixes and hues prone to fading (e.g., pastels, fluorescent, complex mixtures, and intense reds, yellows and purples) shall be coated with ultraviolet-inhibiting clear coat in a matte, gloss, or semi-gloss finish. All finishes shall be free of dust, orange peel, drips, and runs and shall have a uniform surface.
2. All visible finishes except open channel letters shall be semigloss unless otherwise called out on shop drawings and approved by Owner.

D. Dimensional Forms / Letters

1. Threaded rods or anchor bolts shall be used to mount sign letters which are spaced out from background panel or building wall. Angle clips attached to letter sides will not be permitted.
2. Letter returns on dimensional letter forms shall be painted to contrast with color of letter faces.
3. Reverse channel letters shall be pinned 2" off building wall. Return depth shall be no greater than 2-1/2", all metal construction, with Lexan backs, on posts (no edge clips) and no trim cap. Double tube neon shall be used where width of letter stroke exceeds 3".
4. Open channel letter depth shall not exceed 2-1/2". All hardware, tube supports, screw heads, double backs, boots and housings inside open channel letters shall be painted to match interior letter. Tubing shall be flush with front edges of open channel. Letter interior shall be painted with a matte finish colored similar to neon illumination color.
5. Channel letters shall have a 5" maximum letter depth. Channel letters shall be pinned off wall 1/4". Trim cap shall be painted to match corresponding letter return color.
6. Backings shall be 3" thick maximum with opaque backgrounds and may utilize up to 50% of the overall sign area. Backing should be shaped to provide interest and may incorporate pop-thru letters, skeleton neon or mounting of dimensional or flush letters. Backings may be used as a raceway.
7. Exposed neon shall be installed with PK housings with double backs on both ends. All hardware, tube supports, screw heads, doublebacks, boots and housings shall be painted to match corresponding background color. Curves in formed tube shall be smooth and continuous without elbows. Skeleton neon letter forms, if not mounted on dimensional letter forms, shall be illuminated during daylight hours as well as evening. Skeleton neon shall be made with the minimum of tube welds.

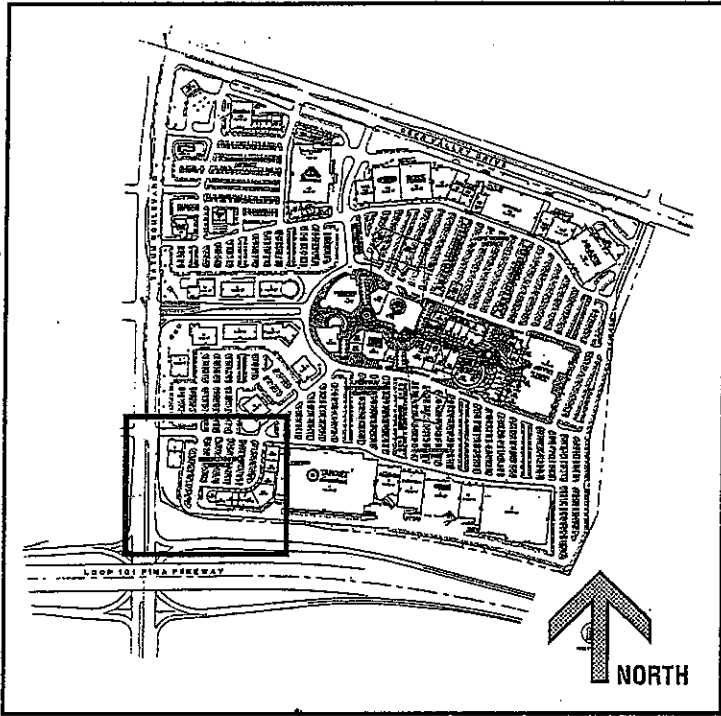
E. Electrical / Lighting

1. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Internally illuminated components shall be free of light leaks. Weep holes should be baffled.
2. All conduit, raceways, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed.
3. Underwriter's Laboratory-approved labels shall be affixed to all electrical fixtures. Fabrication and installation of electrical signs shall comply with all national and local building and electrical codes.
4. Neon illuminated signs shall use 30 m.a. high power factor transformers.
5. Fluorescent lighting shall use 430 m.a. ballast. Fluorescent lamps shall be single pin (slimline) with a minimum 12" center-to-center lamp separation.
6. Front lighting should be baffled and obscured in channels. Where fixtures, shades, or other elements are exposed, they should contribute to the design of the storefront.



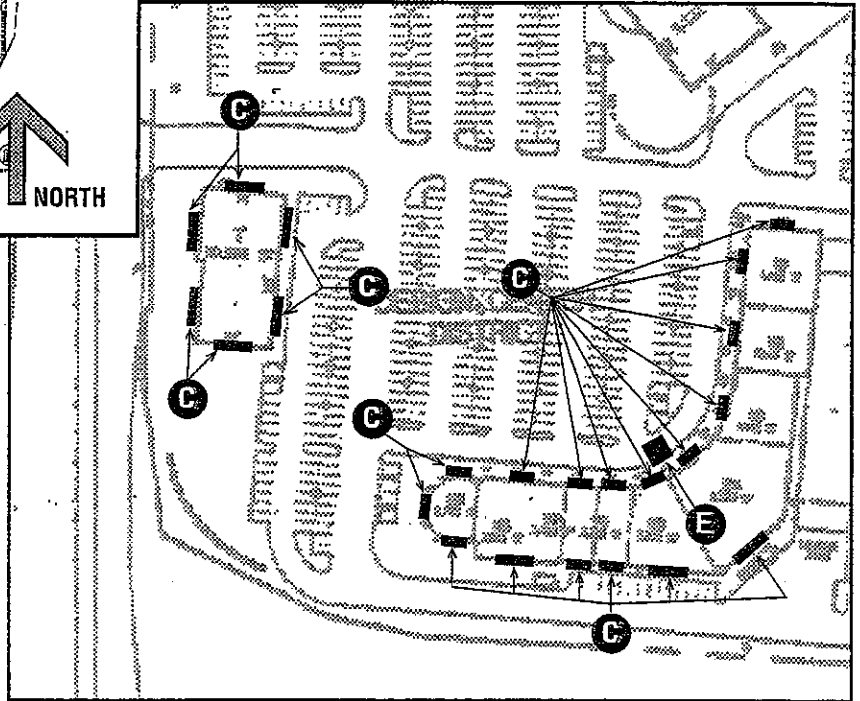
**EXHIBITS**  
**SIGN LOCATION PLAN**

**OVERALL SITE PLAN**



**SIGN LEGEND**

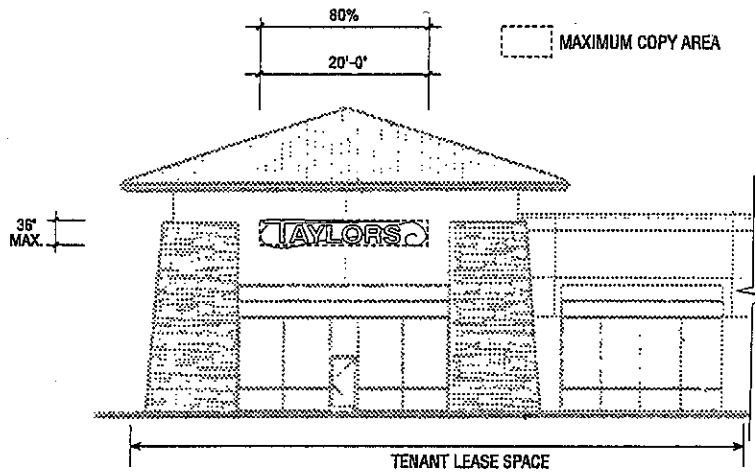
- C** SHOP TENANT ID. WALL SIGN
- E** DIRECTORY
- F** UNDER CANOPY BLADE SIGN (NOT SHOWN)
- G** UNDER CANOPY HANGING SIGN (NOT SHOWN)



**DESIGNER DISTRICT**

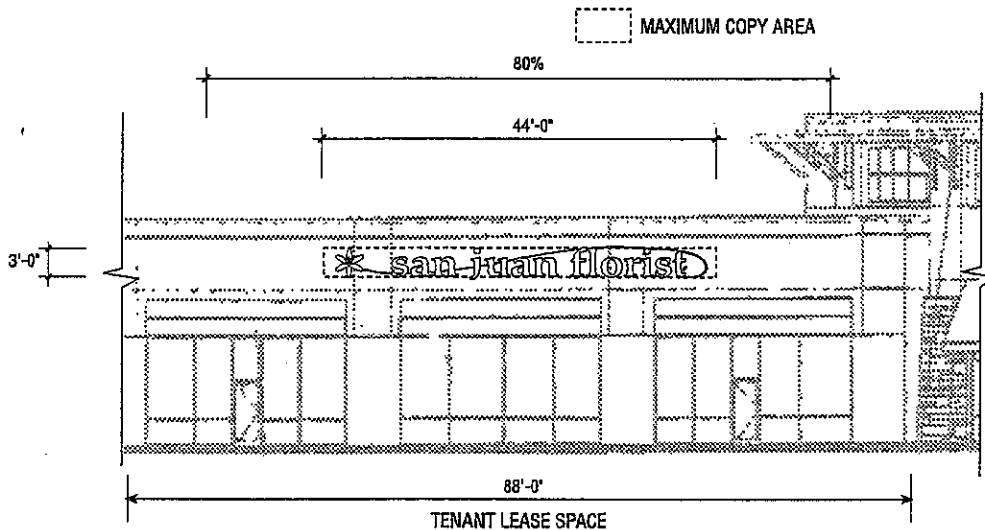
**SIGN TYPE: (C) TENANT IDENTIFICATION WALL SIGNS**

QUANTITY	1 per tenant storefront and/or elevation occupied by the tenant
LOCATION	As indicated on Location Plan. Up to 80% of the tenant lease space width or 80% of the available wall surface can be used for signage.
COPY	Tenant names / logos
SIGN AREA	Maximum aggregate 1.5 sq. ft. of signage per linear foot of tenant lease space or building elevation occupied by tenant (1.5:1) Maximum letter height: 36"
MATERIALS	Signs may use any acceptable treatment as provided for herein per Design Guidelines (section IV) and Construction requirements (section V).
COLORS	Colors as approved by Owner.
TYPE FACE	Custom tenant logotype / name with Owner approval.
LIGHTING	Variety of illumination per Design Guidelines.



DESIGN DISTRICT  
SHOP TENANT I.D. WALL SIGNS (TYPICAL)

TENANT COPY SHOWN IS TYPICAL

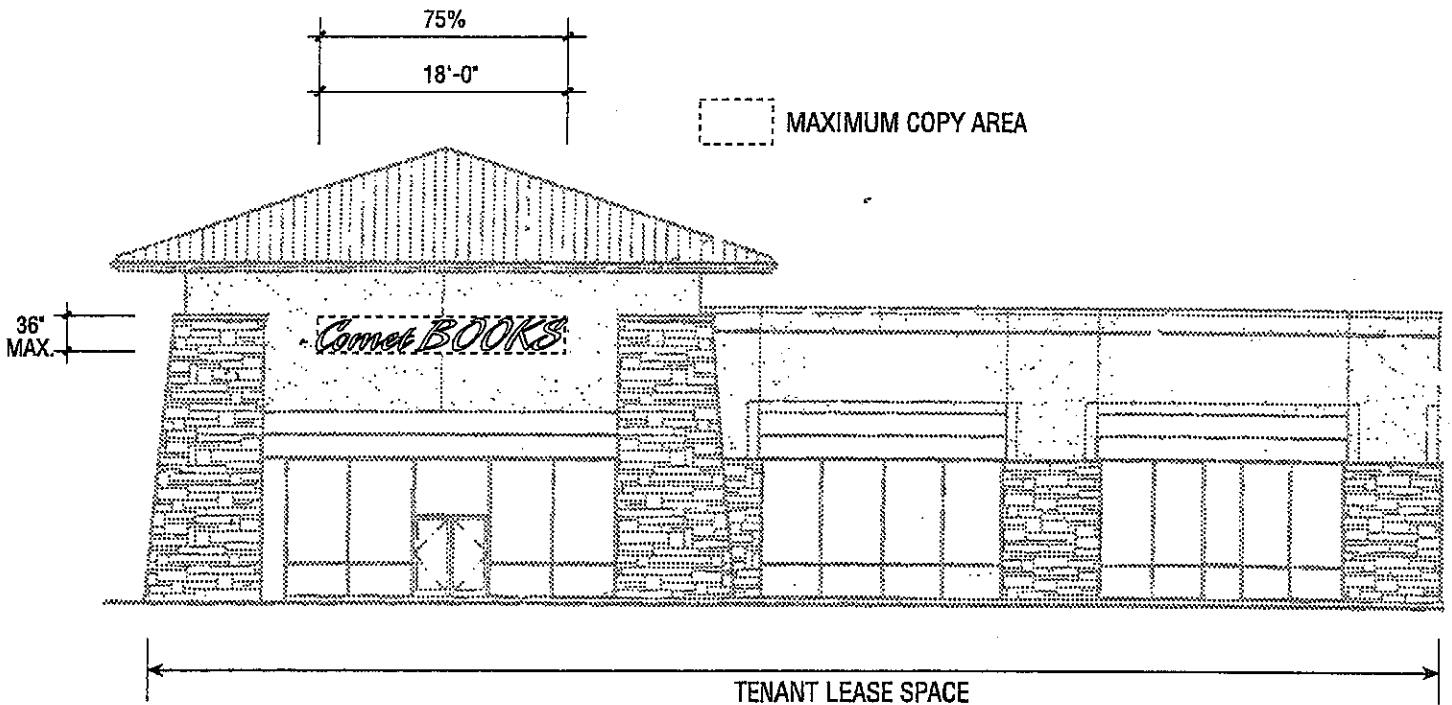


DESIGN DISTRICT  
SHOP TENANT I.D. WALL SIGNS (TYPICAL)

TENANT COPY SHOWN IS TYPICAL

**SIGN TYPE: (D) PAD TENANT IDENTIFICATION WALL SIGNS**

QUANTITY	1 per tenant storefront and/or elevation occupied by the tenant
LOCATION	As indicated on Location Plan. Up to 80% of the tenant lease space width or 80% of the available wall surface can be used for signage.
COPY	Tenant names / logos
SIGN AREA	Maximum aggregate 1.5 sq. ft. of signage per linear foot of tenant lease space or building elevation occupied by tenant (1.5:1) Maximum letter height: 36"
MATERIALS	Signs may use any acceptable treatment as provided for herein per Design Guidelines (section IV) and Construction requirements (section V).
COLORS	Colors as approved by Owner.
TYPE FACE	Custom tenant logotype / name with Owner approval.
LIGHTING	Variety of illumination per Design Guidelines.

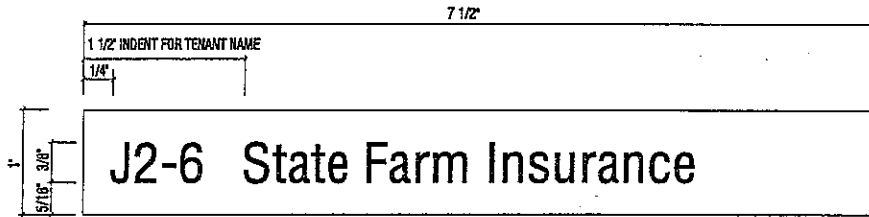


**(D) DESIGN DISTRICT**  
**PAD TENANT I.D. WALL SIGNS (TYPICAL)**

TENANT COPY SHOWN IS TYPICAL

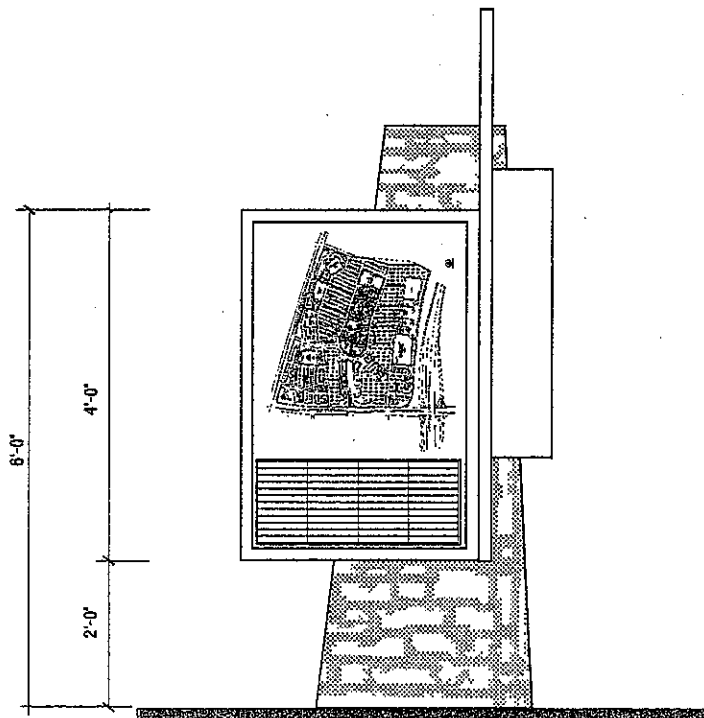
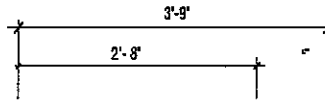
**SIGN TYPE: ( E ) DIRECTORY**

QUANTITY	One listing per tenant as arranged with Owner
LOCATION	As indicated on Location Plan. Located in project interior, oriented
COPY	Suite number and tenant name.
TENANT STRIP	Height: 1" Length: 7-1/2"
MATERIALS	Painted aluminum strip with vinyl copy
COLORS	Colors as approved by Owner.
TYPE FACE	Helvetica Condensed. Upper/lower case. Upper case height: 3/8"



1/16" THICK ALUM TENANT STRIP PAINT FINISHED WITH VINYL COPY OVERLAY

**(E)** TYPICAL - E DIRECTORY STRIP

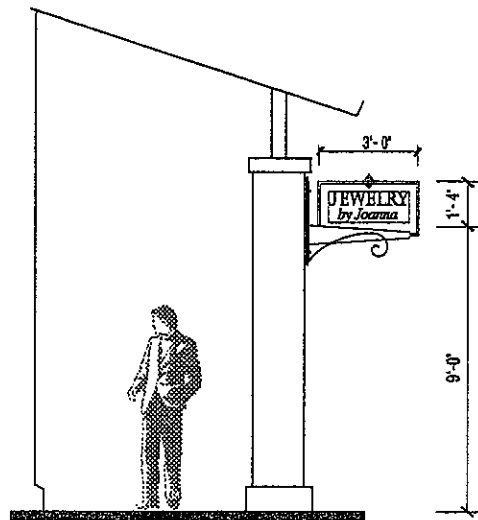
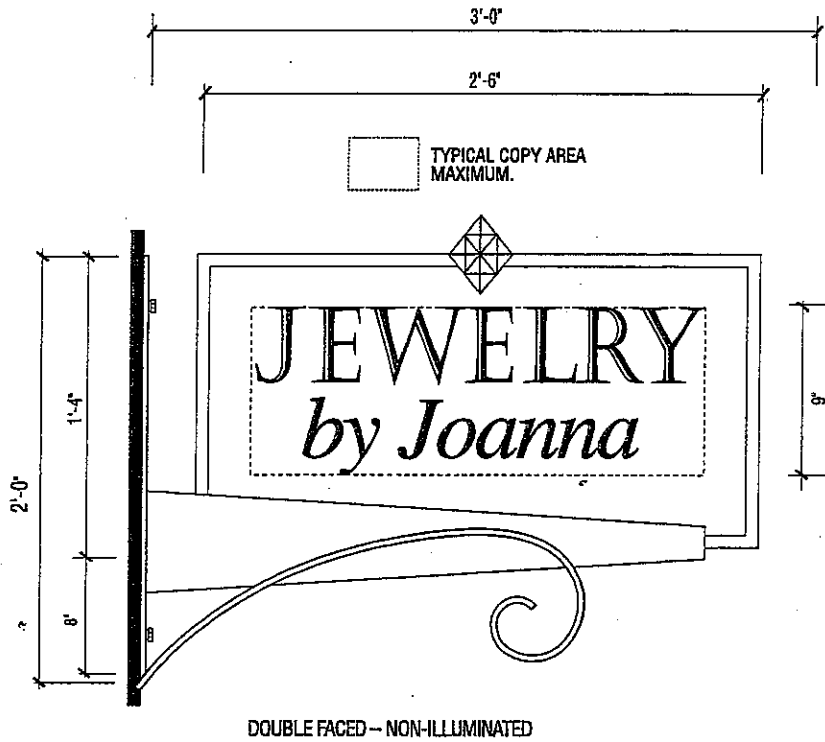


SINGLE FACED - NON-ILLUMINATED

**(E)** DESIGN DISTRICT  
DIRECTORY (TYPICAL)

**SIGN TYPE: (F) UNDERCANOPY BLADE SIGNS**

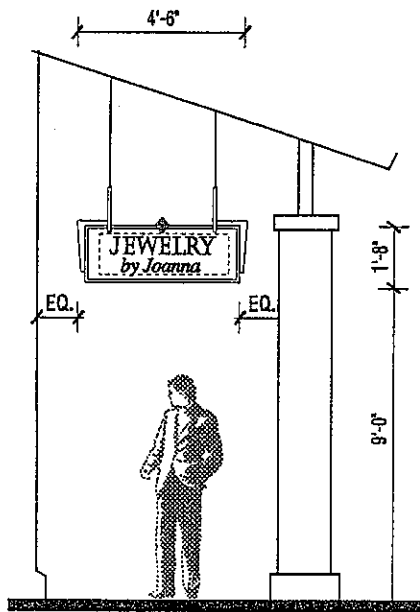
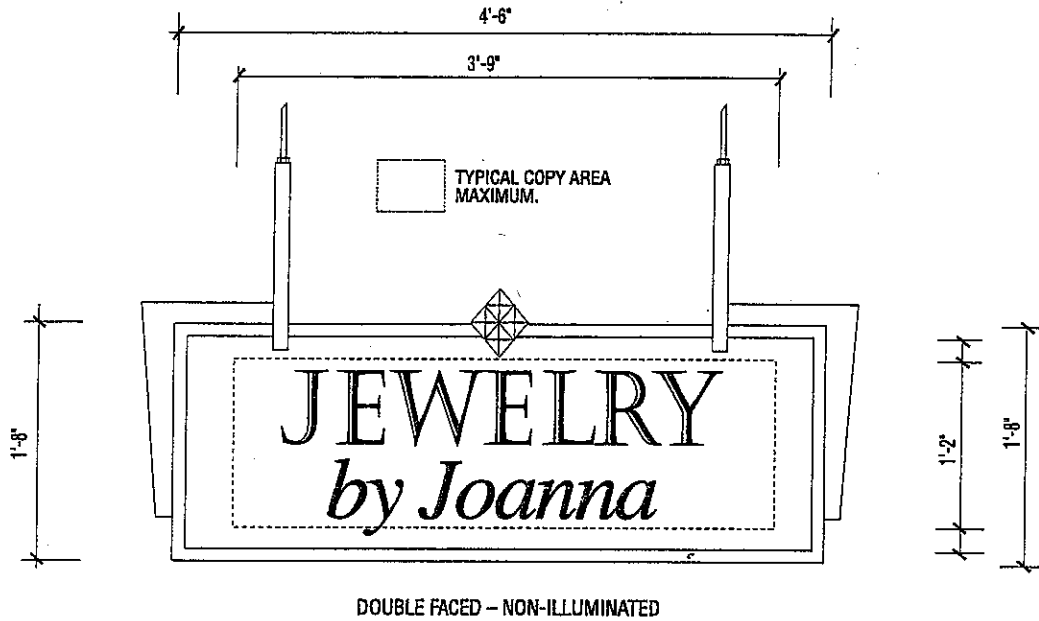
QUANTITY	One per tenant.
LOCATION	Typical locations as indicated in exhibit. 9' clearance from ground level to bottom of sign minimum.
COPY	Tenant name and/or logo.
SIGN AREA	6 square feet maximum sign face area
MATERIALS	
COLORS	Corporate colors as approved by Owner.
TYPE FACE	Custom tenant logotype / name with Owner approval.
LIGHTING	Non-illuminated.



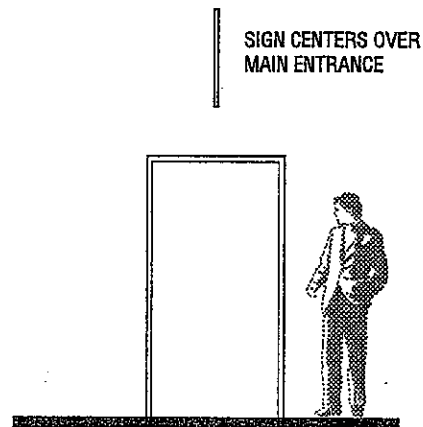
DESIGN DISTRICT  
 UNDER CANOPY - TENANT ID BLADE SIGN

**SIGN TYPE: (G) UNDERCANOPY HANGING SIGNS**

QUANTITY	One per tenant.
LOCATION	Typical locations as indicated in exhibit. 9' clearance from ground level to bottom of sign minimum.
COPY	Tenant name and/or logo.
SIGN AREA	6 square feet maximum sign face area
MATERIALS	
COLORS	Corporate colors as approved by Owner.
TYPE FACE	Custom tenant logotype / name with Owner approval.
LIGHTING	Non-illuminated.



**(G)** DESIGN DISTRICT  
UNDER CANOPY - TENANT HANGING SIGN



**(G)** DESIGN DISTRICT  
UNDER CANOPY - TENANT HANGING SIGN

## TEMPORARY SIGNAGE

Temporary signs may be allowed at individual lease spaces for displaying “for lease”, “coming soon” and similar messages.

Tenants will be allowed use of a temporary identification banner for a period of time not to exceed 14 days with written approval of the Owner:

- one sign per street frontage
- 32 square feet maximum copy area per banner