

Building Sign Criteria

Restaurant District

All tenant building signage shall conform to specifications established in the "Comprehensive Sign Plan" for Desert Ridge Marketplace. Specifications include size, placement, methods of illumination, colors, and materials that are utilized in the construction and installation of tenant's signage.

Sign Area: The maximum aggregate sign area per building elevation for each tenant within this district shall be calculated by multiplying one and one-quarter (1.25) times the length of the storefront and/or elevation occupied by the tenant. A minimum of fifty (50) square feet shall be permitted for each elevation of the pad building.

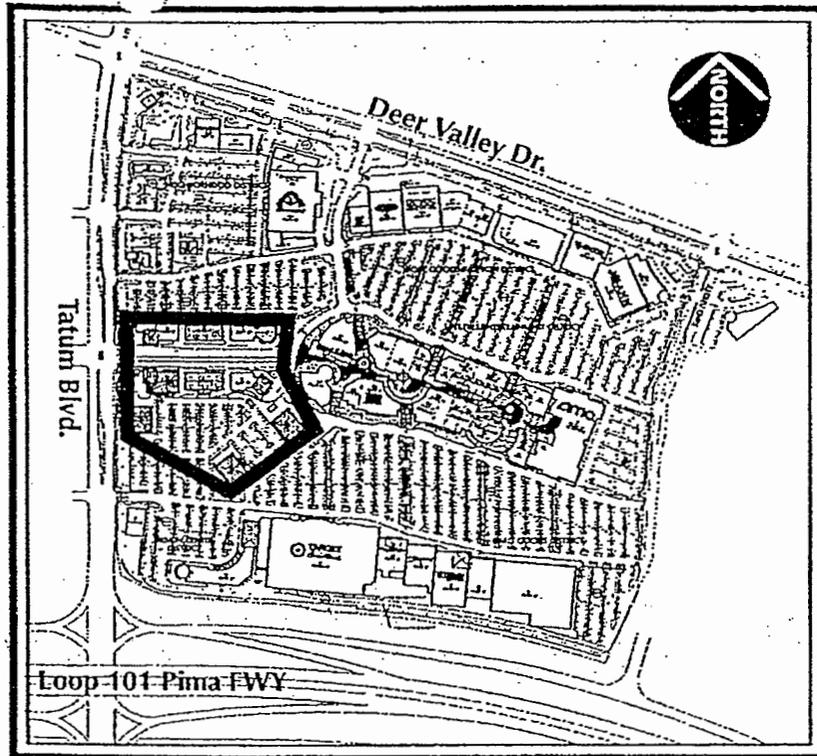
Placement: Each tenant may place its signage on wall surfaces specifically designated for such use. No sign element shall be placed closer to the roofline than one-half (1/2) the vertical dimension of the sign nor shall any sign be permitted to break the silhouette of the building upon which it is located unless specifically approved as part of the Comprehensive Sign Plan. 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.

Typestyle: Tenant building signage shall consist of individual letters and logos consistent with tenant's corporate identity program. Sign cabinets may be permitted subject to developer's sole and discretionary review.

Illumination: Tenant building signage may be internally illuminated, backlit to create a silhouette, exposed neon and/or combination of lighting methods mentioned herein.

Letter Size: Tenants shall be limited to a maximum letter height of thirty six (36") inches. All signage shall be reviewed and approved by the developer and shall be appropriate to the surrounding building features, environment, and thematic design of Desert Ridge Marketplace.

Length of Sign on Wall Surface: In no event shall any sign exceed seventy-five (75%) percent of the building elevation and/or wall surface upon which it is placed.



Desert Ridge Marketplace

Restaurant District Building Sign Matrix

SIGN	SIGN TYPE	FUNCTION	LOCATION	HEIGHT MAX.	SIZE	ILLUMINATION	MATERIALS
Restaurant Pad Signage	Wall Mounted Signs	Restaurant Identification	All elevations that offer readability	35' Maximum letter height 36"	125 SF / Linear Foot of Building Storefront and/or Elevation (Typical)	Interior, Backlit, Exposed Neon, or any combination thereof.	Aluminum, Acrylic, painted Metal, Flexface Material

- NOTE: 1) All items indicated as "To Be Determined" (TBD) shall be submitted to the Zoning Administrator and/or his designated representative for review and approval prior to permit issuance.
- 2) Signage placed on wall surfaces not visible beyond property boundaries may be exempt from sign area and placement restrictions regulated by sign ordinance and this Comprehensive Sign Plan. The City of Phoenix shall make a determination on an individual case basis.