

# SIGN PACKAGE CRITERIA



<b>DATE</b>	03/16/2014
<b>PROJECT NAME</b>	Playa Del Norte
<b>PROJECT ADDRESS</b>	555 North Scottsdale Rd
<b>SIGN CRITERIA PER ADDRESS/LOT</b>	
<b>TYPE</b>	Non-illuminated reverse pan channel letters, non-illuminated pan channel letters , or internal-illuminated pan channel letters
<b>ILLUMINATION</b>	Internal illumination or non-illumination
<b>MATERIAL</b>	Aluminum
<b>CONSTRUCTION</b>	Minimum 2" return
<b>LETTER STYLE</b>	Open
<b>LOGO</b>	May utilize up to 25% of the total sign area. Landlord approval required prior to City submittal.
<b>COLOR</b>	Open face and trim cap colors. Returns to match trim cap color
<b>SIZE RESTRICTION</b>	Sign envelopes shall not exceed 80% of its horizontal or vertical background. Maximum sign area is 30 s.f. (3' x 10' or 6' x 5')
<b>INSTALLATION</b>	Sign shall be centered vertically and horizontally above business frontage. Each business shall be allowed one sign per building elevation.
<b>WINDOW SIGNAGE</b>	Window signs are restricted to 25% of the individual window in which the sign is located.
<b>CENTER SIGNS</b>	
<b>CENTER ID</b>	<p>Center ID only. No tenant copy allowed.</p> <p>Construction: Base: cast in place concrete - 2' high x 4' wide x 1' deep. Total sign including base - 10' high x 4' wide x 1' deep.</p> <p>Illumination: Letters - White, halo illuminated. External Lighting - limited to 50 watt incandescent bulb no greater than 600 lumens.</p> <p>Letter Style: Open, satin clear anodized aluminum; pin mounted.</p>
<b>MONUMENT SIGN</b>	<p>Construction: Base: cast in place concrete - 2' high x 6' wide x 1' deep. Total sign including base - 6'-4" high c 6' wide x 1' deep.</p> <p>Illumination: External Lighting - limited to 50 watt incandescent bulb no greater than 600 lumens.</p> <p>Minimum 4" address numerals shall be placed on sign base.</p>
<b>MULTI-TENANT SIGNS</b>	<p>Construction: Base: cast in place concrete - 2' high x 4' wide x 1' deep. Total sign including base - 10' high x 4' wide x 1' deep.</p>

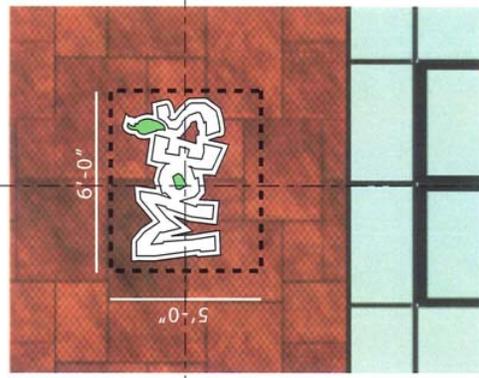


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	<p>Illumination: Center ID - While, halo illuminated. Tenant ID Copy - External Lighting - limited to 50 watt incandescent bulb no greater than 600 lumens.</p> <p>Tenant ID: Letters shall be open, satin clear anodized aluminum letters pin mounted to ribbed metal panel backing. Tenant ID shall be evenly spaced, up to 6 tenants.</p>
<b>DIRECTIONAL SIGNAGE</b>	<p>Cast in place concrete. Size shall be 3' high x 6' wide x 1' deep.</p> <p>Illumination: External Lighting - limited to 50 watt incandescent bulb no greater than 600 lumens.</p> <p>Letters shall be 5" high, satin clear anodized aluminum, pin mounted to concrete. Maximum two square foot copy area per tenant.</p>
<b>MAJOR/PAD TENANT VARIATION</b>	



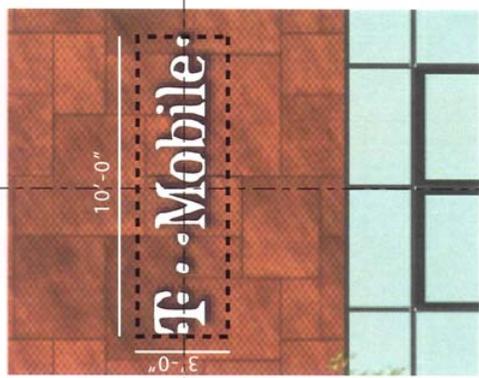
CENTER LINE OF SUITE



6'-0"

5'-0"

CENTER LINE OF SUITE



10'-0"

3'-0"

30 SF MAX COPY AREA

CENTER HEIGHT OF WALL