



SIGN PACKAGE CRITERIA

DATE	08/17/06
PROJECT NAME	Tempe Marketplace
PROJECT ADDRESS	2080 E Rio Salado Parkway
TYPE	Reverse pan channel letters
ILLUMINATION	
MATERIAL	
CONSTRUCTION	
LETTER STYLE	
LOGO	Restricted to 25% of sign area – DRC policy.
COLOR	
SIZE RESTRICTION	
INSTALLATION	
WINDOW SIGNAGE	Window signs are restricted to 25% of the individual window in which the sign is located.
CENTER ID	
MAJOR/PAD TENANT VARIATION	
SIGNAGE	Developer approval of proposed sign must be obtained prior to sign permits submitted to the City of Tempe. Refer to drawing for all sign type information and specific sign criteria.



**General Requirements
Building Signage**

These criteria have been established for the purpose of maintaining a continuity of quality and aesthetics throughout Tempe Marketplace for the mutual benefit of all tenants, and to comply with the approved Comprehensive Sign Plan for the development, regulations of the City of Tempe Sign Ordinance, building and electrical codes of any governmental authority having jurisdiction. Conformance will be strictly enforced, and any non-compliant sign(s) installed by a Tenant shall be brought into conformance at the sole cost and expense of the Tenant. This criteria is subject to final approval by the City of Tempe as part of a Comprehensive Sign Plan submittal.

I. GENERAL REQUIREMENTS

- A. Each tenant shall submit or cause to be submitted to the Developer, for approval, prior to fabrication, four (4) copies of detailed drawings indicating the location, size, layout, color, illumination materials and method of attachment.
- B. Tenant or Tenant's representative shall obtain all permits for signs and their installation from the City of Tempe.
- C. All signs shall be constructed and installed at Tenant's sole expense.
- D. Tenant shall be responsible for the fulfillment of all requirements and specifications, including those of the local municipality.
- E. All signs shall be reviewed by the Developer for conformance with these criteria and overall design quality. Approval and/or disapproval of sign submittals based on aesthetics of design, size, message content and placement shall remain the sole and exclusive right of Developer or Developer's authorized representative.
- F. Tenant shall be responsible for the installation and maintenance of Tenant's sign. Should Tenant's sign require maintenance or repair, Developer shall give Tenant thirty (30) days written notice to effect said

maintenance or repair. Should Tenant fail to do the same, Developer may undertake repairs and Tenant shall reimburse Developer within ten (10) days from receipt of Developer's invoice.

- G. Advertising devices such as freestanding attraction boards, persons holding signs and/or posters, banners, inflatables, balloons, painted and/or decorated motor vehicles and flags shall not be permitted.

II. SPECIFICATIONS - TENANT SIGNS

A. General Specifications

- 1. No animated, flashing, general readerboard, or audible signs shall be permitted except as provided for within "The District" area and movie theatre complex.
- 2. All signs and their installation shall comply with all local building and electrical codes.
- 3. No exposed raceways, crossovers or conduit shall be permitted except for locations in which the tenant's signage is installed on top of or suspended from a canopy and/or mounted to a sign background that otherwise cannot conceal a remote wiring configuration. All tenant signage shall consist of individual letters, whenever possible, and shall be installed onto the building's wall surface and/or support structure designated by the Developer.
- 4. All cabinets, conductors, transformers and other equipment shall be concealed, except as noted above.
- 5. Painted lettering shall not be permitted except as approved by the Developer as part of a tenant's corporate identification program.
- 6. Any damage to the sign mounting surface, canopy and/or specialty structure resulting from Tenant's sign installation shall be repaired at Tenant's sole expense.
- 7. Upon removal of any sign by a Tenant, any damage to the mounting surface, canopy and/or specialty structure shall be repaired by the Tenant or by Developer at Tenant's expense.
- 8. Developer shall have sole and separate discretion in varying any provision of these specifications.

B. Building Sign Locations

- 1. All tenant signs and devices identifying the business use, shall be attached to the building surface, canopies and/or specialty structures as directed by the Developer.

2. All Major and Mini-Major Tenants along McClintock Drive and Rio Salado Parkway shall place signage on both their front and rear elevations in locations designated on the approved plans as directed by the Developer.
3. Tenants within "The District" with storefronts facing the interior shall place signage above their storefront on wall surfaces, canopies, and/or projecting structures as designated by the Developer. In addition, Tenant's having only interior wall elevations shall be permitted to place signage on wall surfaces erected by the Developer to screen loading area driveways surrounding "The District" in locations designated on the approved plans and as directed by the Developer. Tenants having exterior wall surfaces in addition to interior storefronts shall place signage on both elevations in locations designated on the approved plans as directed by the Developer.
4. "The District" movie theatre complex shall be permitted to place signage on all elevations as designated on the approved plans as directed by the Developer. Specialty signage may include theatre identification, electronics, posters, neon graphics, and graphic images.
5. "Tempe Marketplace" shall be identified by individual letters mounted on top of the Graphic Arc display as designated on the approved plans.
6. Thematic graphic images shall be displayed throughout the project on wall surfaces, pylons and support structures as designated on the approved plans.
7. Pad Tenants may place signage on all visible building elevations in locations designated on the approved plans as directed by the Developer.

III. GENERAL DESIGN REQUIREMENTS

Tenant signage will consist primarily of individual illuminated letters and logos and may include pan channel metal letters with acrylic sign faces, reverse pan channel "backlit" illuminated letters, letters utilizing exposed neon or any combination thereof. For Major and Mini-Major tenants, and for tenants within "The District", the Developer may consider exceptions subject to approval. The individual letterforms and logos are to be mounted onto building wall surfaces, may project partially above parapets, be mounted onto and/or on top of specialty structures and canopies. All electrical connections shall be concealed to remote transformers wherever possible. All signage shall be installed in compliance with the City of Tempe electrical code and UL 2161 / UL 48 specifications. Any sign installation found to be non-compliant with this requirement shall be repaired and/or replaced immediately by the Tenant at Tenant's sole expense.

A. Sign Area:

1. The maximum aggregate sign area per building elevation for each Major and Mini-Major tenants not located within "The District" shall be calculated by multiplying four (4) times the length of the storefront(s) and/or elevation(s) occupied by the tenant upon which the sign(s) is/are to be placed. This calculation shall apply independently to each individual elevation upon which signage is placed.
2. The maximum aggregate sign area per building elevation and/or storefront for Major, Mini-Major, and/or shop tenants located within "The District" and having exterior facing elevations shall be calculated by multiplying five (5) times the length of the storefront(s) and/or elevation(s) occupied by the tenant upon which the sign(s) is/are to be placed. This calculation shall apply independently to each individual elevation. The maximum aggregate sign area per building elevation and/or storefront for Major, Mini-Major, and/or shop tenants located within "The District" only having interior facing elevations shall not have sign area limitations.
3. Theatre signage shall be permitted a maximum aggregate sign area per building elevation calculated by multiplying six (6) times the length of the elevation(s) upon which the sign(s) is/are to be placed. This calculation shall apply independently to each individual elevation upon which signage is placed.
4. Area for all sign copy located within Tempe Marketplace shall be the computed in square feet in accordance to the City of Tempe sign ordinance definition as follows:

Sign copy mounted or painted on a background panel or area distinctively painted, textured, illuminated or constructed as a background for the sign copy, shall be measured as the area contained within the geometric shape of the background panel or surface;

Sign copy mounted as individual letters or graphics against a wall or fascia of a building or other structure that has not been painted, textured or otherwise altered to provide a distinctive background for the sign copy, shall be measured as the area enclosed by the smallest geometric shape that will enclose all sign copy;

B. Letter Height and Placement Restrictions

1. Tenant signage shall be installed in accordance with the approved Comprehensive Sign Plan in locations designated by the Developer and/or Developer's agents.
2. Mini-Majors occupying less than 9999 SF shall be limited to a maximum upper case letter height of forty-eight (48") inches. Mini-Majors occupying 10000 SF through 49999 SF shall be limited to a maximum upper case letter height of sixty (60") inches. Majors occupying greater than 50000 SF

- shall be limited to a maximum letter height of upper case eighty-four (84") inches. All national mini-major and major tenants shall be permitted to utilize their standard corporate identification programs subject to Developer approval and sign area limitations contained in the approved Comprehensive Sign Plan.
3. Shop tenants shall be limited to a maximum upper case letter height of thirty-six (36") inches.
 4. All signage shall be reviewed and approved by the developer and shall be creative in design so as to enhance the surrounding building features, visual environment, and thematic design of Tempe Marketplace. The Developer shall have sole and separate discretion in varying any provision of these specifications in order to achieve the desired visual effect.
 5. Major and Mini-Major signage shall not exceed seventy-five (75%) percent of the building elevation and/or wall surface upon which it is placed. The available surface area of the sign background and/or mounting structure shall regulate letter height and placement. In no event shall a tenant's sign envelop, inclusive of logos and art forms, exceed seventy (70%) percent of the vertical height of the sign background upon which it is placed. This provision may be varied due to architectural design features.
 6. Shop tenant signage shall not exceed seventy-five (75%) percent of the tenant's leased storefront length whenever possible. The available surface area of the sign background and/or mounting structure shall regulate letter height and placement. In no event shall a tenant's sign envelop, inclusive of logos and art forms, exceed seventy (70%) percent of the vertical height of the sign background upon which it is placed. This provision may be varied due to architectural design features.

C. Letter Style or Logo Restrictions

1. Tenant sign copy and/or logos utilized shall be the Tenant's choice, subject to the approval of Developer and/or Developer's agents and the City of Tempe.

D. Illumination

1. Tenant building signage may be internally illuminated, backlit to create a silhouette, and/or a combination of lighting methods mentioned herein. Exposed neon shall be permitted.

E. Under Canopy Blade Sign

1. Each shop tenant shall install a double-faced non-illuminated under canopy blade sign in accordance to specifications approved in the Comprehensive Sign Plan. Major and Mini-Major tenants shall have the option to do so. All under canopy blade signs shall be manufactured by Landlord's project sign contractor to insure strict conformance to construction specifications. Each tenant shall reimburse Landlord for the cost of the display and installation thereof.
2. All under canopy blade sign copy shall be flat cut out graphics, such as Sintra™, surface applied to both sides of the display. The Developer and/or Developer's Agents shall approve all copy and graphic layout. Each shop tenant shall furnish and install the approved copy for said display at tenant's sole and separate expense. For convenience, tenant can furnish the copy to Landlord's project sign contractor for mounting and/or can provide the project's sign contractor with electronic art suitable for production. Tenant shall pay for all costs associated with the production and mounting of tenant's blade sign copy.
3. The blade sign shall be suspended and/or projected using a mechanism consistent with other under canopy blade signs throughout Tempe Marketplace as specified.

IV. GENERAL CONSTRUCTION REQUIREMENTS

- A. All exterior signs shall be secured by concealed fasteners, stainless steel, or nickel or cadmium plated.
- B. All signs shall be fabricated using full welded construction or a mechanical method so as to insure that there is no light leakage.
- C. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition. Tenant and/or tenant's sign contractor shall coordinate the sealing of all building penetrations with the shell building contractor to maintain warranties.
- D. No labels or other identification shall be permitted on the exposed surface of signs except those required by local ordinance, which shall be applied in an inconspicuous location.
- E. Tenant shall be fully responsible for the operations of Tenant's sign contractors and shall indemnify, defend and hold Developer harmless for, from and against damages or liabilities on account thereof.

