

Sign Package Criteria



Tempe, Arizona

Client

Fenix Development

Issue

100% Submittal Document (revision 3)

Date

08/15/19

TRADEMARK

Project Overview 1.2

Creative Elements 1.3

Development Signs 2.1

General Provisions 2.2

Sign Location Plan 2.4

Sign Type e1: Primary Identity Monument 2.5

Sign Type e2: Secondary ID Sign 2.6

Sign Type e3: Vehicle Directional Sign 2.7

Sign Type e4: Parking Directional Sign 2.8

Sign Type e6: Parking Garage ID Sign 2.9

Sign Type e7: Pedestrian Directional/Directory 2.10

Sign Type e8: Tenant Listing Monument Sign 2.11

Sign Type e10: Office Tenant Monument Sign 2.12

Sign Type e12: Development Logo Sign 2.13

Sign Type e13: Parking ID/Directional Sign 2.14

Tenant Signs 3.1

General Provisions 3.2

Tenant Sign Matrix 3.6

Tenant Sign Location Plan 3.7

Sign Type e5: Tenant Listing Sign 3.8

Sign Type e9: Tenant Building Top Sign 3.9

Sign Type e11: Tenant Storefront Sign 3.10

Tenant Sign Building Elevations 3.15

Project Data

1 Project Information

Project Name/Location

WATERMARK
Tempe, Arizona

Parcel Information

PARCEL NUMBER
132-22-029
132-22-030
132-22-031
132-22-032
132-22-033
132-22-034
132-22-035

AREA IN SQUARE FEET
652,875 SF

AREA IN ACREAGE
15 Acres

Jurisdiction/Zoning

JURISDICTION
City of Tempe, Arizona

ZONING
MU-4

Property Owner/Developer

Fenix Development
10866 Wilshire Blvd.
Suite 400
Los Angeles, CA 90024

PHONE/FAX
P 310.208.1840
F 310.208.1850

CONTACT
David Norouzi

Building Owner

Fenix Development
10866 Wilshire Blvd.
Suite 400
Los Angeles, CA 90024

PHONE/FAX
P 310.208.1840
F 310.208.1850

CONTACT
David Norouzi

Building Operations

Fenix Development
10866 Wilshire Blvd.
Suite 400
Los Angeles, CA 90024

PHONE/FAX
P 310.208.1840
F 310.208.1850

CONTACT
Brenden Dohs

Architect of Record

Nelsen Partners
15210 N Scottsdale Road
Scottsdale, AZ 85254

PHONE/FAX
P 480.949.6800

CONTACT
Jeff Brand

Signage Concept Developer

RSM Design
160 Avenida Cabrillo
San Clemente, CA 92672

PHONE/FAX
P 949.492.9479

CONTACT
Harry Mark

Signage Consultant

Trademark Visual, Inc.
3825 S 36th Street
Phoenix, AZ 85040

PHONE/FAX
P 602.272.5055
F 602.272.5011

CONTACT
Dan Kronenberg
Brian Hinkle

2 Vicinity Map



Creative Elements

1 Type Families

Avenir 35 Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Avenir 55 Roman
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Avenir 85 Heavy
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

4 Project Logo



2 Colors



P1 Deep River
Matthews Paint
MP07102
Satin Finish



P2 Wonder White
Matthews Paint
MP32071
Satin Finish



P3 Hardees New Blue
Matthews Paint
MP04036
or Match Pantone 541
Satin Finish

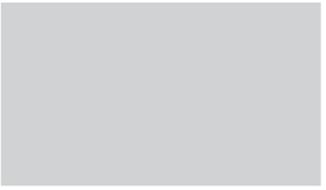


P4 Gray Dawn
Matthews Paint
MP05010
Satin Finish



P5 Silverstone Metallic
Matthews Paint
MP18091
Satin Finish

3 Materials



M1 Aluminum



M2 Frosted Clear Acrylic



M3 Stainless Steel
#4 Brushed Finish



V1 Perforated Vinyl
3M Dual Color Film



M4 Faux Finish
To resemble Light Walnut



M5 Not Used



M6 Anodized Aluminum
Anodized Aluminum

Section 2 | Development Signs

General Provisions

1 Introduction

All Development Signs at Watermark must be compatible with the standards outlined in this Sign Package Criteria and in conformance with City of Tempe Sign Ordinance. The purpose of the sign standards prescribed in this Sign Package Criteria is to ensure an attractive office and retail environment and to protect the interests of the surrounding neighborhood, Owner, Developer, and Occupants/Tenants of Watermark. Conformance will be strictly enforced, and any installed nonconforming or unapproved signs will be brought into conformance at the sole expense of the entity that is responsible for erecting the offending sign.

DEFINITION

For the purpose of this Sign Package Criteria, Development Signs refer to signs that are erected by the Master Developer, Developer or Landlord.

PURPOSE

Development Signs may be erected for any of the following purposes:

- To identify the Watermark development.
- To identify Districts or Neighborhoods within the Watermark development.
- To identify Tenants located within the Watermark development. This applies to freestanding multi-tenant signs or multi-tenant signs attached buildings.
- To provide wayfinding assistance through the use of vehicular and pedestrian directional signage or Tenant directories.

CATEGORIES

To fulfil any of the purposes listed above, Development Signs may be from any of the following categories as defined by the City of Tempe:

- Monument Sign
- Directory Sign
- Directional Sign
- Building Mounted ID Sign

2 General Guidelines

Unless noted, these general guidelines shall pertain to Development Signs at Watermark regardless of their specified use.

FREESTANDING SIGNS

All freestanding signs must meet applicable setbacks, and their installation must comply with all local building and electrical codes.

MULTI-TENANT SIGNS

Multi-Tenant Signs serve the purpose of identifying multiple Tenants at Watermark on one sign structure or Building Area.

The Landlord reserves the right to determine Tenant placement on Multi-Tenant Signs. The Landlord reserves the right to determine the number of Tenants allowed on a Multi-Tenant Sign up to the maximum number allowed per sign type as prescribed later in this chapter.

The specific sign type, total sign area and dimensions of each Multi-Tenant Sign shall be prescribed at the time of permitting and erection and shall not exceed the maximum allowable area as prescribed later in this chapter. The cumulative size of all Tenant sign panels shall not exceed the total sign area allowed per sign type.

Tenants must receive written approval from the Landlord prior to using any panel on any Multi-Tenant Sign. Landlord alone shall specify the sign company that is allowed to replace and install the Tenant panels. Any Tenant panels removed or installed without Landlord written approval will be removed and/or replaced by the Landlord and the offending Tenant will be responsible for all charges in addition to an administration fee equal to 100% of the charges. All Tenants will purchase new Tenant panels and any existing blank panels will be stored by the Landlord to use when removing Tenant panels.

SIGN FACE

All sign faces and Tenant panels shall have a background that is 100% opaque. Typical sign faces and Tenant panels would be routed aluminum faces with acrylic backed and/or acrylic push-thru letters.

FACE VALUE

The Landlord reserves the right to establish a monetary value of each Tenant sign space and may charge the Tenants accordingly.

PLACEMENT

The placement of each freestanding sign shall be determined and specified at sign permit submittal subject to the spacing and setback guidelines outlined elsewhere

in the Sign Package Criteria. The leading edge of the sign shall be at the closest point possible to the property line and/or right of way without encroaching on the easements. A sign may encroach on the easements only if permission is obtained in writing from the appropriate authorities (ie. a utility company for a utility easement). A site plan with setbacks from each curb shall be required with permit submittal.

SITE VISIBILITY TRIANGLE

The placement of each freestanding sign over four feet tall must be outside of the site visibility triangles that exist at each intersection and driveway entrance as defined by local ordinance.

ELECTRICAL DETAILS

All submittals for electric signs must include full detail electrical information indicating voltage, amps and number of circuits. All electric signs must comply with UL standards and carry a UL sticker on the exterior of the sign in a visible location. All signs must carry a permanent tag on the exterior of the sign in a visible location indicating the sign manufacturer and the electrical information including voltage, amps and number of circuits.

EXEMPTIONS

General Purpose Freestanding Signs that serve a purpose other than Center or Tenant Identification are exempt from the guidelines and criteria of this Sign Package Criteria as long as they do not exceed four (4) square feet in area. General Purpose Freestanding Signs that fall under this exemption include but are not limited to:

- Parking Signs
- Towing Notice Signs
- Private Property Signs
- No Trespassing Signs
- Emergency Access Signs
- Trash Enclosure Signs
- Fire Lane Signs
- Pedestrian Crossing Signs
- Traffic Control Signs

General Purpose Freestanding Signs that are larger than four (4) square feet in area are not permitted except where required by local ordinance.

General Provisions

3 Specific Guidelines

As outlined previously in this chapter, there are generally six categories of Development Signs at Watermark which are detailed in the following sections:

MONUMENT SIGNS

- **Number.** One on-site Freestanding Monument Sign is permitted for any lot or parcel with a minimum of 100 feet of street frontage. Parcels with 600 feet of street frontage are permitted 2 Freestanding Monument Signs. One additional Freestanding Monument Sign is permitted for each additional 300 feet of street frontage.
- **Height Criteria.** Signs shall be no greater than 15 feet in height to the top of sign and 18' to the top of any design embellishments. The sign face shall be located between 2 feet and 15 feet above grade with design embellishments added to the top, sides or bottom of the sign.
- **Area.** The Monument Sign area shall not exceed 90 square feet.
- **Setback.** Signs shall be set back a minimum of 3 feet from the right-of-way.
- **Spacing.** Signs shall maintain a minimum spacing of 100 feet from any other low-profile Freestanding Sign on the same street frontage.
- ~~Changeable Message Signs. Changeable Message Signs are permitted subject to the sign criteria outlined previously in this chapter.~~

DIRECTORY SIGNS

- **Number.** One sign shall be permitted for each 5 commercial Tenants or uses.
- **Size.** Signs shall be no greater than 40 square feet in area and 8 feet in height.

DIRECTIONAL SIGNS

- **Directional Signs** are not counted as part of the total sign area for a use and shall comply with the following regulations:
- **Applicability.** Directional Signs are permitted to assist in traffic movement on a property. Directional Signs shall include an arrow, and may include copy to read "Enter", "Exit" or "Drive-Through" and a single business logo.
- **Size.** Signs shall be no greater than 12 square feet in area and 10 feet in height.
- **Setback.** Signs shall be set back a minimum of 3 feet from the right-of-way.
- **Prohibited Locations.** Directional Signs shall not be located in a required perimeter landscape area.

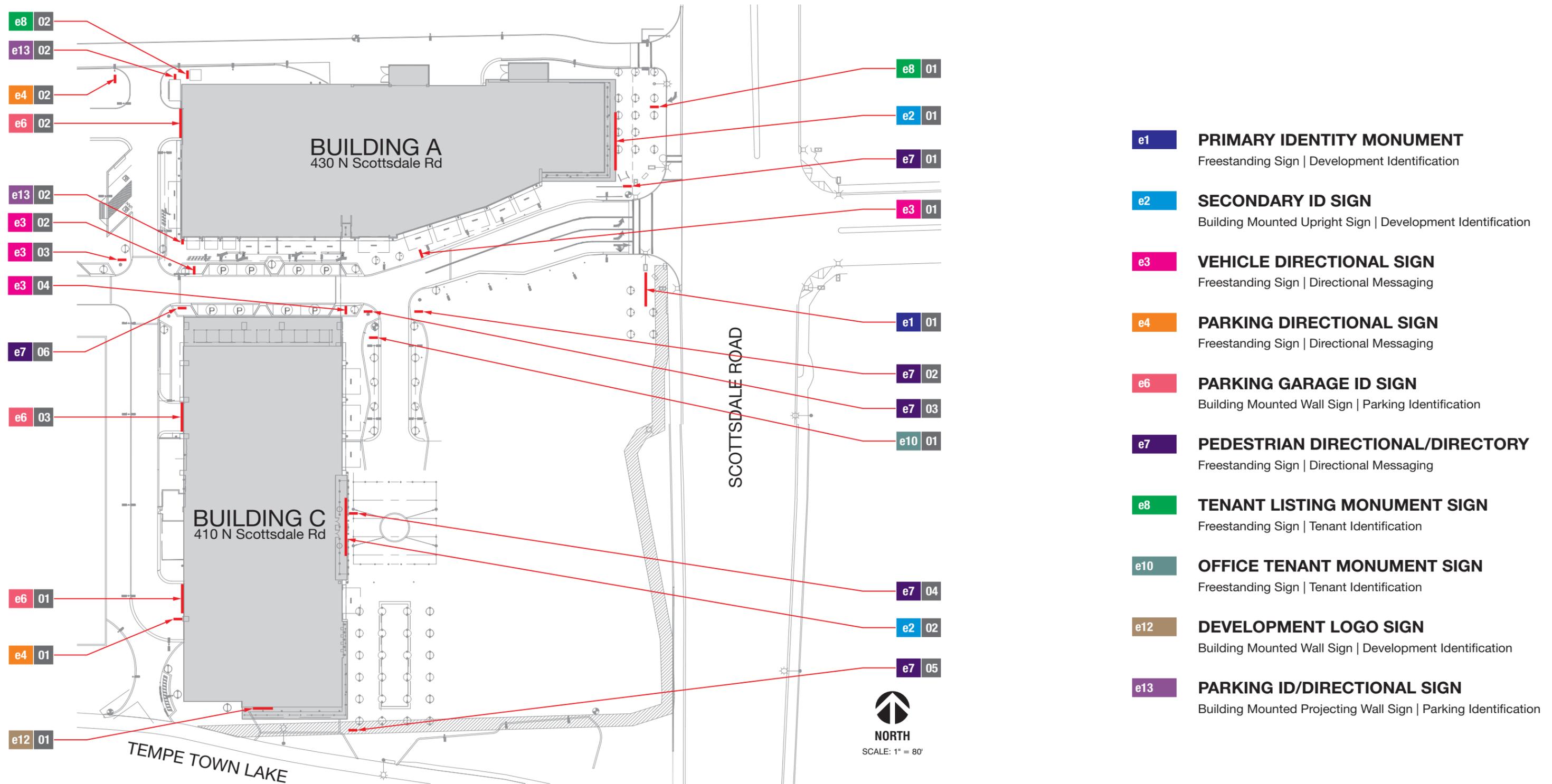
BUILDING MOUNTED ID SIGNS

- Signs for center or project identification are permitted on building surfaces or structures that are specifically designed to accommodate signage.
- Building Mounted ID Signs shall not extend beyond the building surface where the sign is located.

OTHER SIGNS

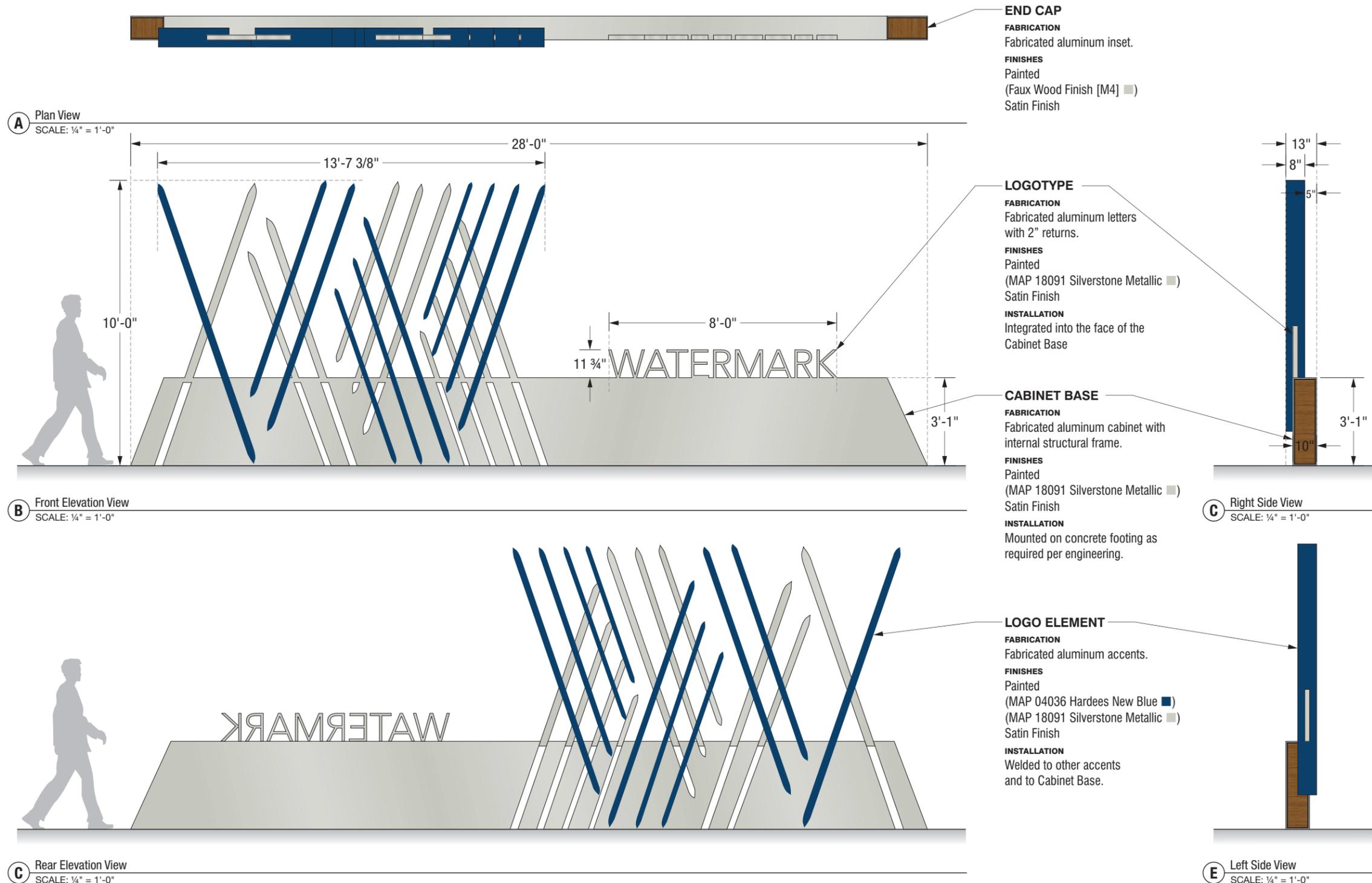
Other sign types not specifically addressed and not expressly prohibited in this Sign Package Criteria shall be permitted subject to the City of Tempe Sign Ordinance.

Sign Location Plan



Development Sign Type Details

e1 Primary Identity Monument Freestanding Sign



Primary Identity Monument

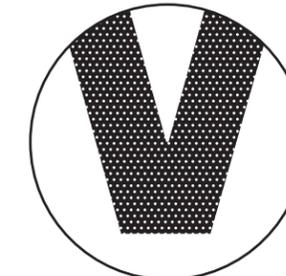
Sign Number	e1
Sign Type	Freestanding Sign
Tempe Designator	D
Function	Development Identification
Sign Location	Placed along primary road frontages.
Illumination	External Ground Illumination
Materials	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, Polycarbonate, Acrylic, Vinyl.
Construction	Fabricated Aluminum Structure; Aluminum Skins; Mounted to Concrete Footing.
Letter Style	Fabricated non-illuminated aluminum letters
Color	Project Colors: P3, P5, M4
Number/ Allowance	One Primary Identity Monument per 300 feet of street frontage
Maximum Height	Not to exceed 10' in height.
Maximum Sign Area	Not to exceed 40 square feet.
Spacing	Minimum of 200 feet from any other Primary Identity Monument on the same street frontage. Minimum of 100 feet from any other Freestanding Sign on the same street frontage erected by the Development.
Maximum Qty of Tenant Panels	N/A

Development Sign Type Details

e2 Secondary ID Sign Building Sign



A Rendering
SCALE: N.T.S.



Perforated Vinyl on Letter Faces
SCALE: 3/4" = 1'-0"

INTERNALLY ILLUMINATED UPRIGHT LETTERS

FABRICATION

Aluminum Construction
Steel Structure
Acrylic Faces
Perforated Vinyl on Faces

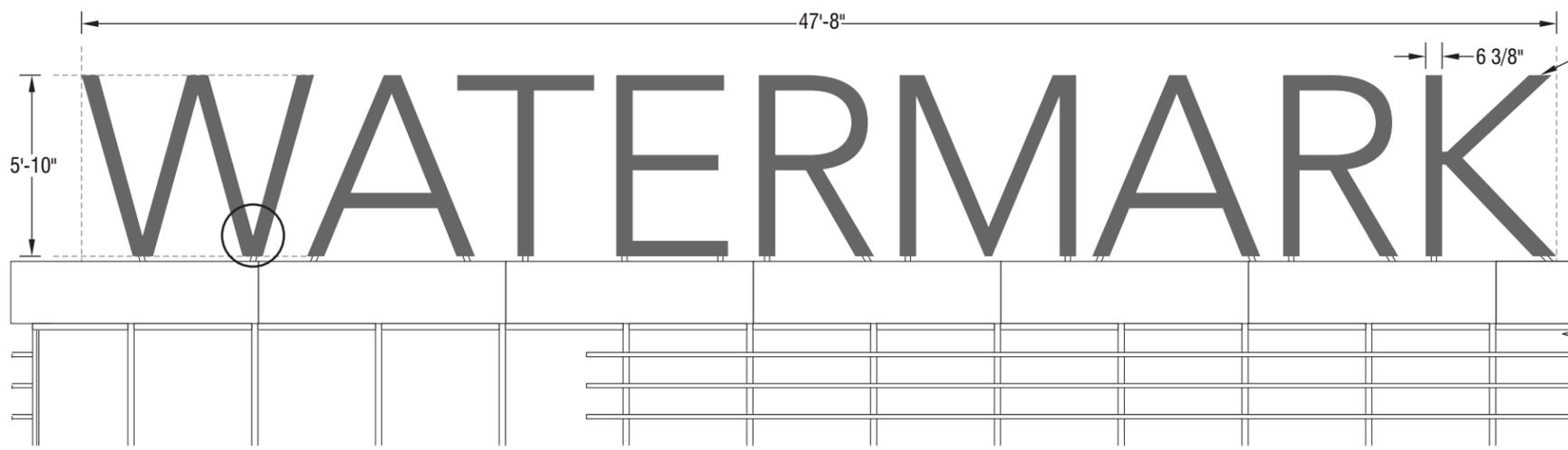
FINISHES

Painted (MAP 07102 Deep River ■)
Satin Finish

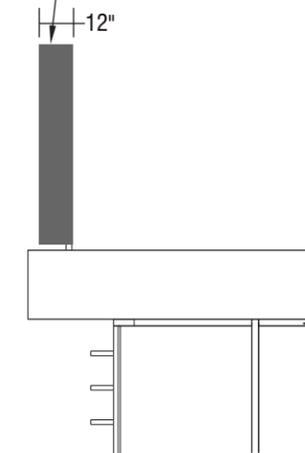
INSTALLATION

Install via attachment to Building Steel
on top of Canopy/Parapet

Secondary ID Sign	
Sign Number	e2
Sign Type	Building Mounted Canopy Sign
Tempe Designator	B
Function	Development Identification
Sign Location	Placed along primary road frontages.
Illumination	Internal illumination
Materials	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, Polycarbonate, Acrylic, Vinyl.
Construction	Fabricated Aluminum Letters; Structural Steel Supports, Acrylic Faces.
Letter Style	Face Lit Pan Channel Letters
Color	Project Colors: P1, V1
Number/Allowance	One Secondary ID Sign per Building Frontage
Maximum Height	Not to exceed 80% of the Horizontal and Vertical background upon which the sign is attached. Not to extend above top of building.
Maximum Sign Area	Not to exceed 2 square feet of sign area per 1 lineal foot of building frontage.



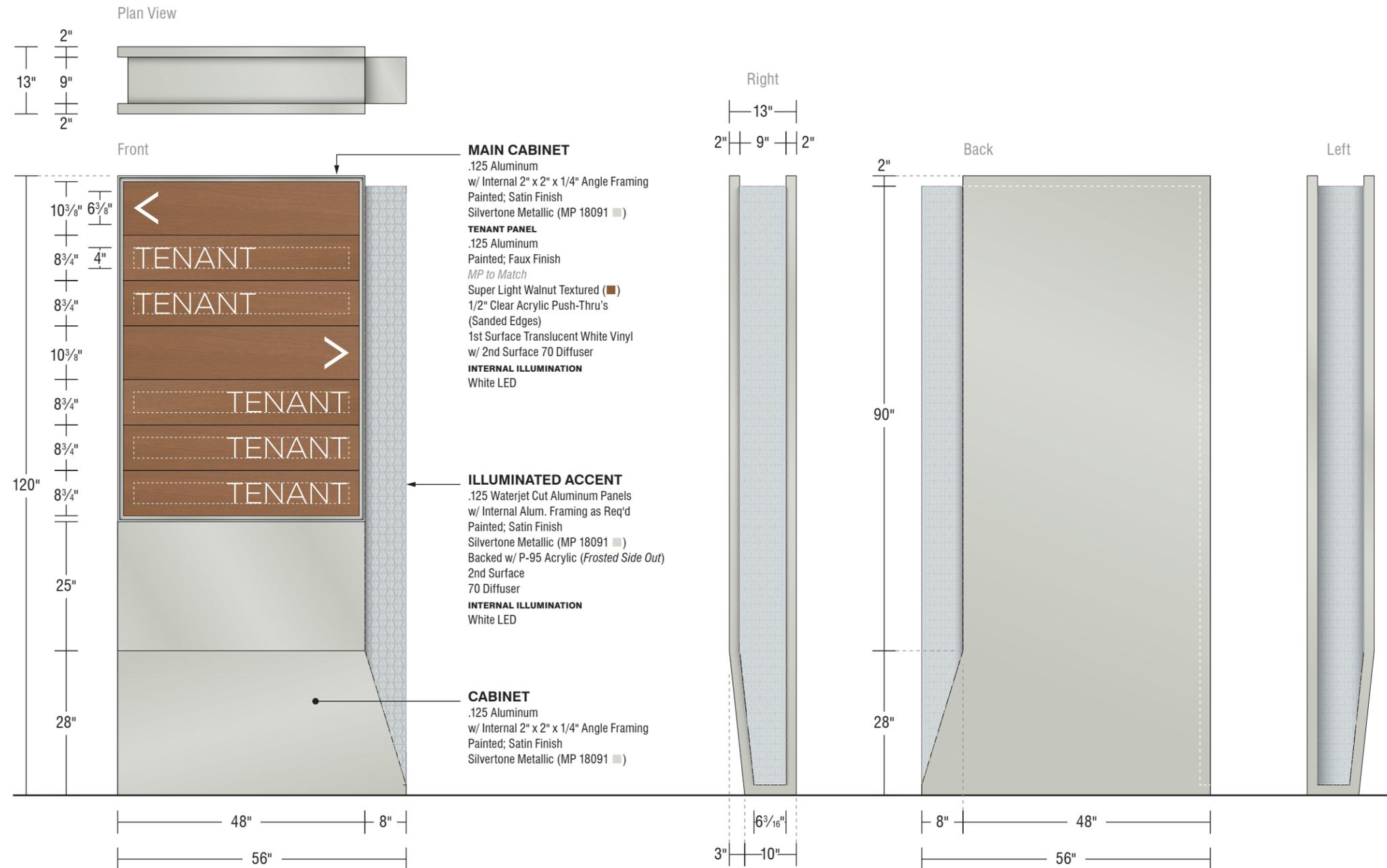
B Front Elevation View
SCALE: 3/16" = 1'-0"



C Right Side View
SCALE: 3/16" = 1'-0"

Development Sign Type Details

e3 Vehicle Directional Sign Freestanding Sign

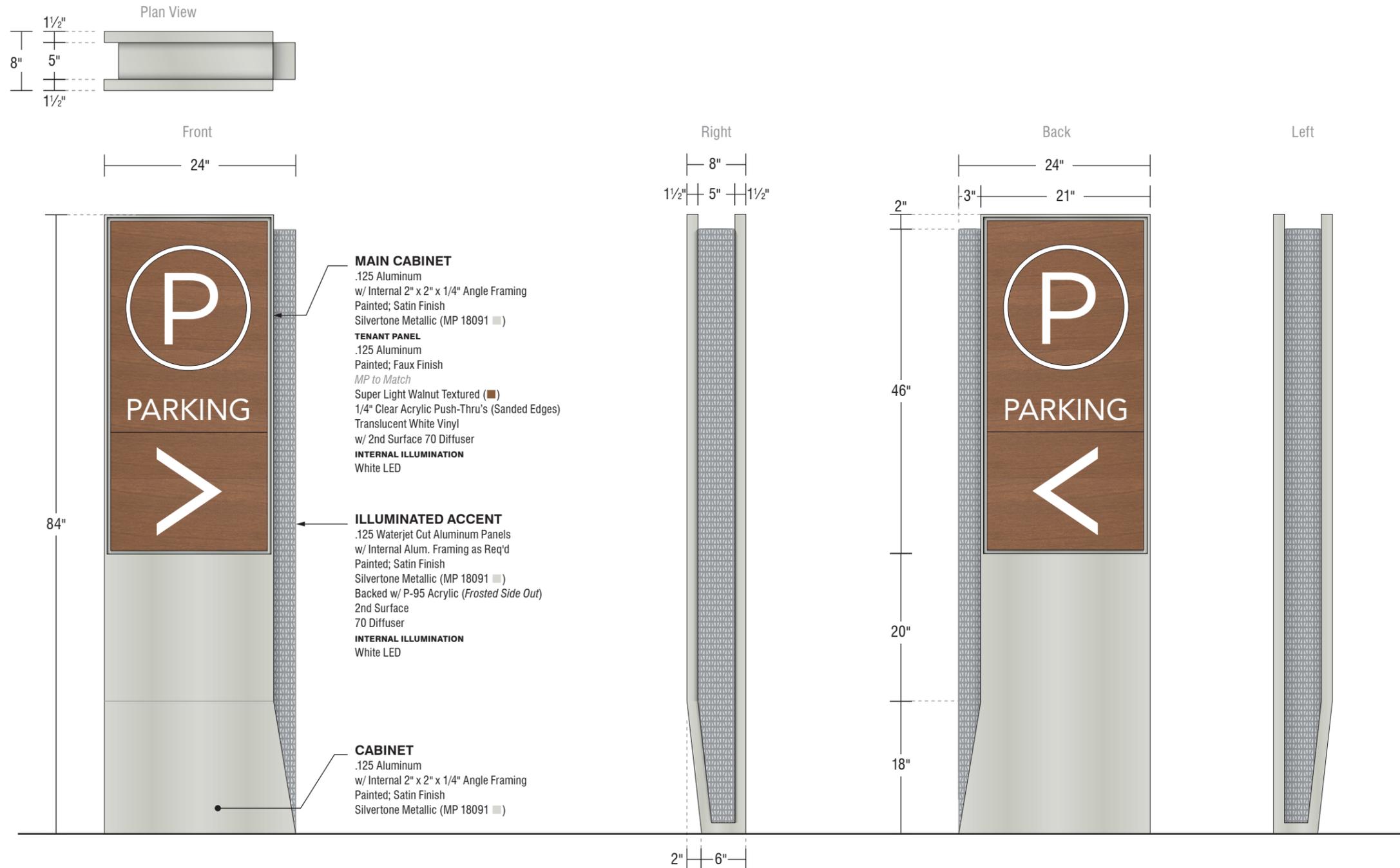


Vehicle Directional Sign	
Sign Number	e3
Sign Type	Freestanding Sign
Tempe Designator	D
Function	Directional Messages for Vehicular and Pedestrian Traffic
Sign Location	Placed along primary and secondary road frontages.
Illumination	Internal illumination
Materials	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, Polycarbonate, Acrylic, Vinyl.
Construction	Fabricated Aluminum Structure; Aluminum Skins; Mounted to Concrete Footing.
Letter Style	Routed Aluminum Faces with Push-Thru Acrylic
Color	Project Colors: P5, M4, M6
Number/Allowance	Quantity not limited.
Maximum Height	Not to exceed 10' in height.
Maximum Sign Area	Not to exceed 40 square feet.
Spacing	Minimum of 100 feet from any other Freestanding Sign on the same street frontage erected by the Development.

A Project Detail
 SCALE 1/2" = 10"

Development Sign Type Details

e4 Parking Directional Sign Freestanding Sign

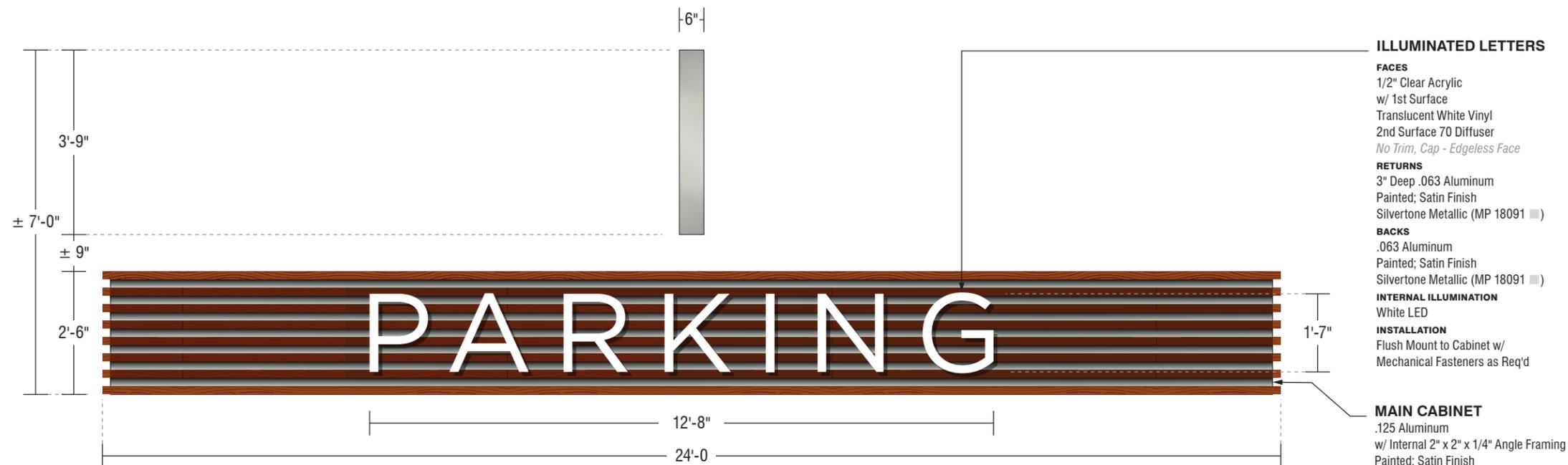


A Project Detail
SCALE 3/4" = 1'0"

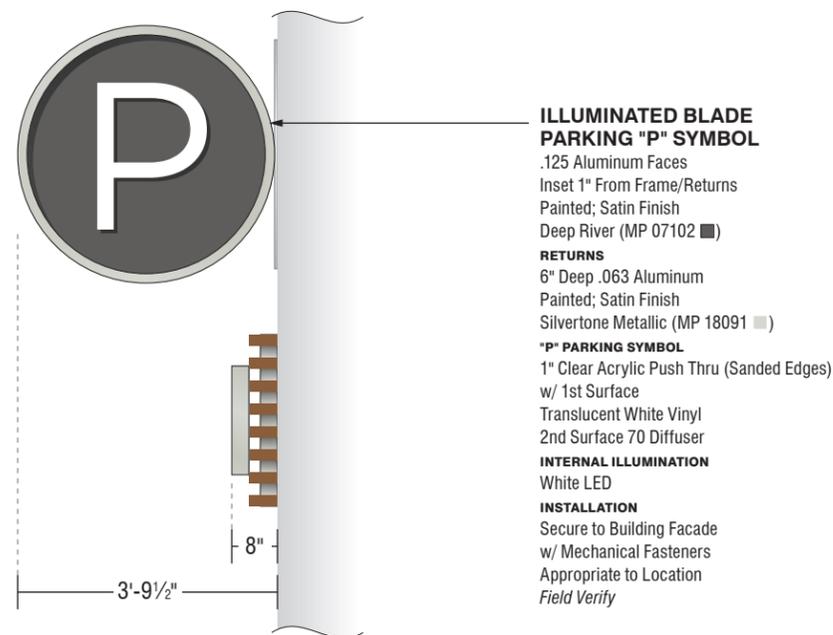
Parking Directional Sign	
Sign Number	e4
Sign Type	Freestanding Sign
Tempe Designator	D
Function	Directional Messages for Vehicular Traffic
Sign Location	Placed along secondary and internal road frontages.
Illumination	Internal illumination
Materials	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, Polycarbonate, Acrylic, Vinyl.
Construction	Fabricated Aluminum Structure; Aluminum Skins; Mounted to Concrete Footing.
Letter Style	Routed Aluminum Faces with Push-Thru Acrylic
Color	Project Colors: P5, M4, M6
Number/Allowance	Quantity not limited.
Maximum Height	Not to exceed 10' in height.
Maximum Sign Area	Not to exceed 40 square feet.
Spacing	Minimum of 60 feet from any other Freestanding Sign on the same street frontage erected by the Development.

Development Sign Type Details

e6 Parking Garage ID Sign Wall Sign



A Project Detail
SCALE 3/8" = 1'0"



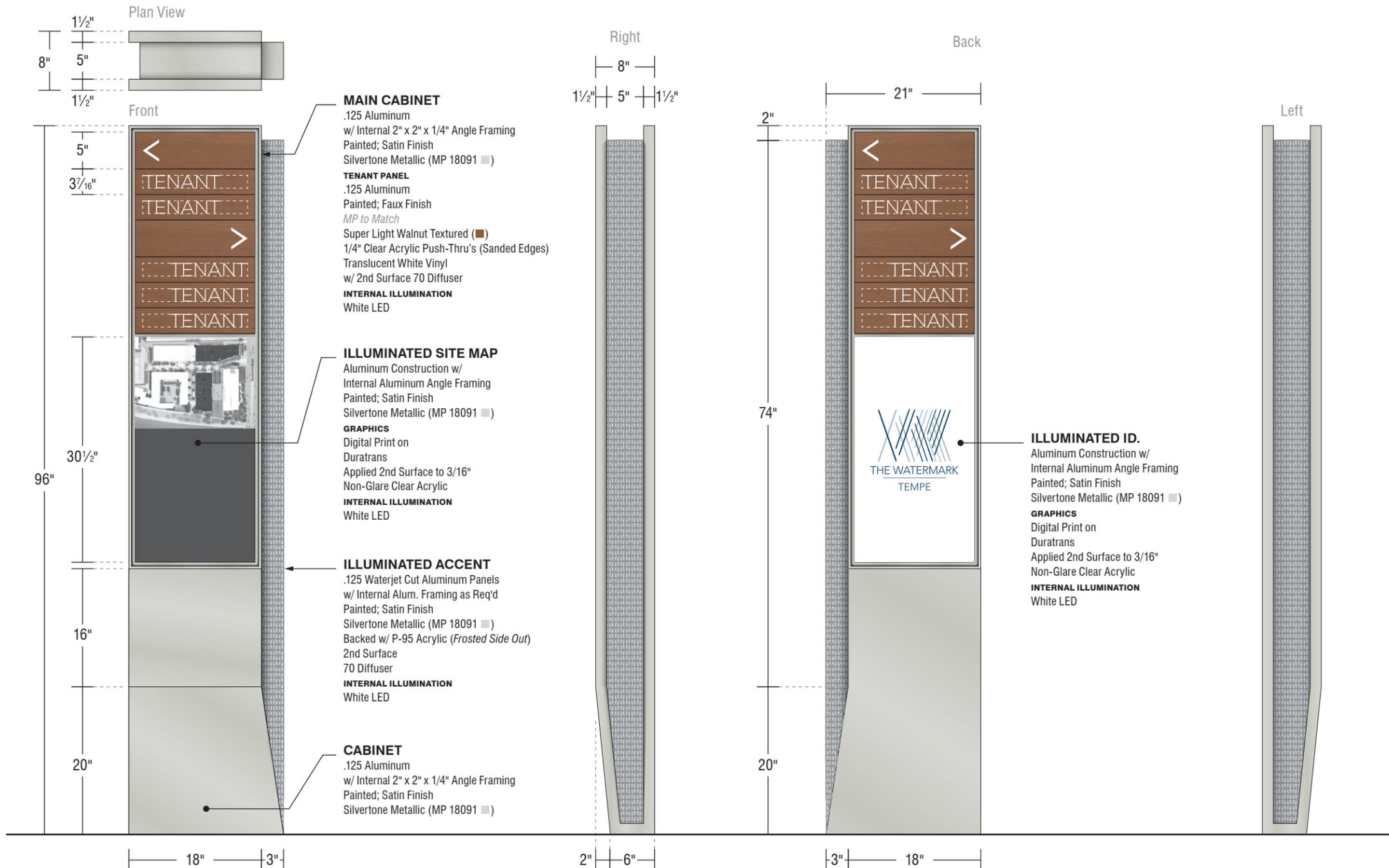
B Side Detail
SCALE 3/8" = 1'0"

Parking Garage ID Sign

Sign Number	e6
Sign Type	Building Mounted Wall Sign
Tempe Designator	B
Function	Parking Identification
Sign Location	Building Mounted at Parking Garage Entries.
Illumination	Internal illumination
Materials	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, Polycarbonate, Acrylic, Vinyl.
Construction	Fabricated Aluminum Cabinet with Aluminum Structure and Skins.
Letter Style	Face Lit Pan Channel Letters
Color	Project Colors: P1, P5, M4
Number/ Allowance	One Parking Garage ID Sign per Parking Garage Entry
Maximum Height	Not to exceed 80% of the Horizontal and Vertical background upon which the sign is attached. Not to extend above top of building.
Maximum Sign Area	Not to exceed 2 square feet of sign area per 1 lineal foot of building frontage.

Development Sign Type Details

e7 Pedestrian Directional/Directory Sign Freestanding Sign



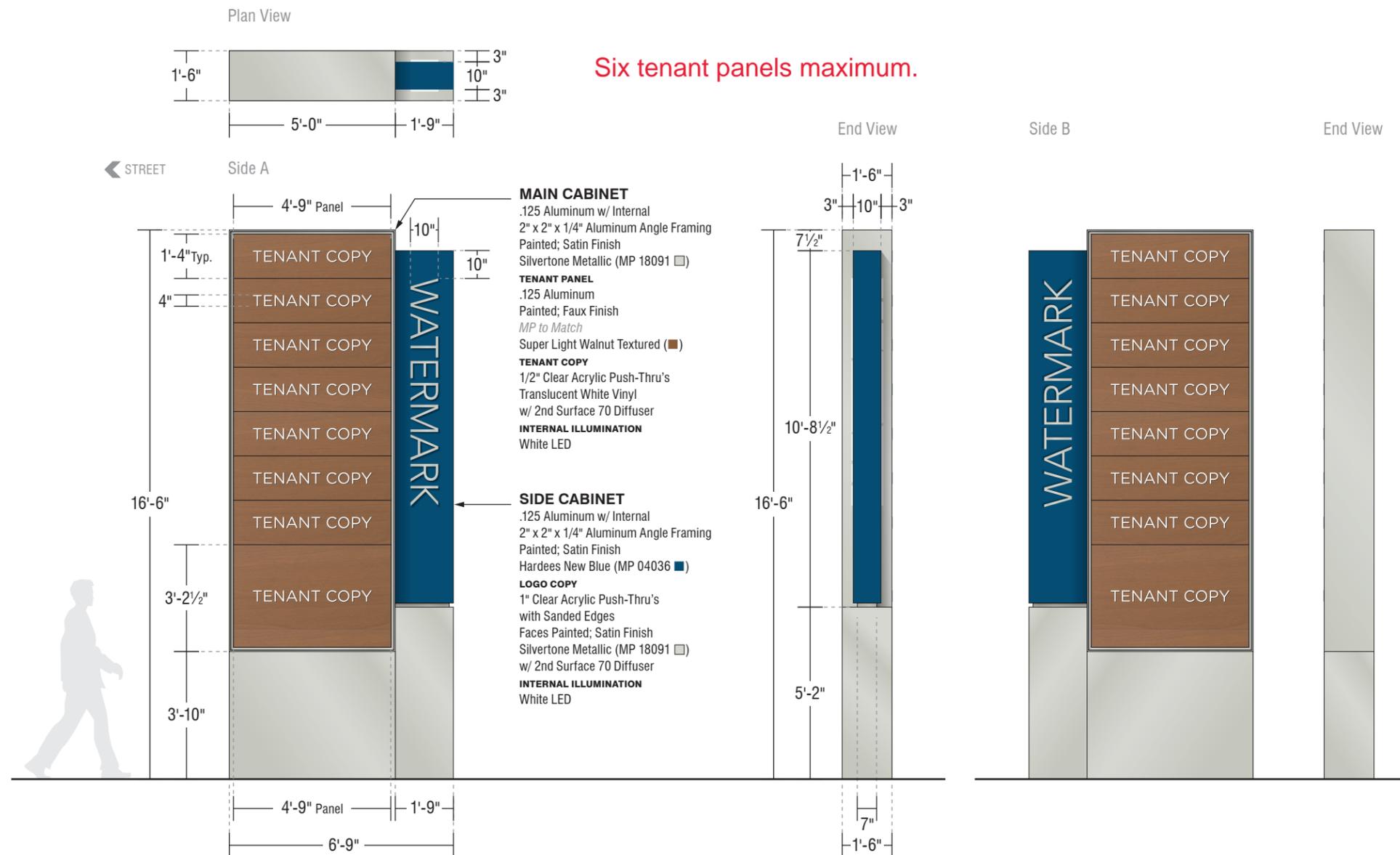
A Project Detail
 SCALE 3/4" = 1'0"

Pedestrian Directional / Directory Sign

Sign Number	e7
Sign Type	Freestanding Sign
Tempe Designator	D
Function	Directional Messages for Pedestrian Traffic
Sign Location	Placed along secondary and internal road frontages.
Illumination	Internal illumination
Materials	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, Polycarbonate, Acrylic, Vinyl.
Construction	Fabricated Aluminum Structure; Aluminum Skins; Mounted to Concrete Footing.
Letter Style	Routed Aluminum Faces with flat Acrylic
Color	Project Colors: P5, M4, M6
Number/Allowance	Quantity not limited.
Maximum Height	Not to exceed 10' in height.
Maximum Sign Area	Not to exceed 40 square feet.
Spacing	Minimum of 100 feet from any other Freestanding Sign on the same street frontage erected by the Development.

Development Sign Type Details

e8 Tenant Listing Monument Freestanding Sign

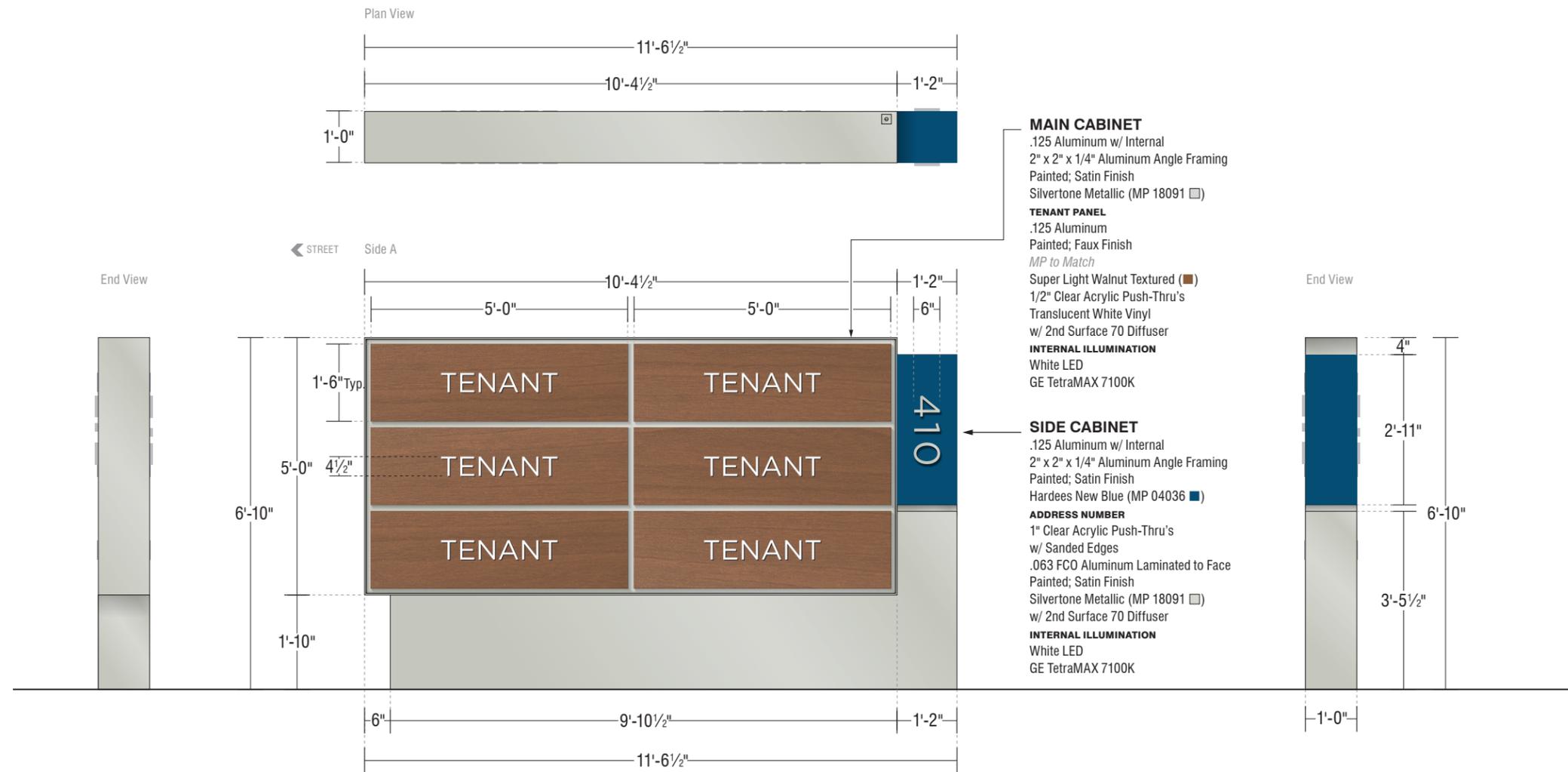


Tenant Listing Monument Sign	
Sign Number	e8
Sign Type	Freestanding Sign
Tempe Designator	D
Function	Tenant Identification
Sign Location	Placed along primary road frontages.
Illumination	Internal illumination
Materials	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, Polycarbonate, Acrylic, Vinyl.
Construction	Fabricated Aluminum Structure; Aluminum Skins; Mounted to Concrete Footing.
Letter Style	Routed Aluminum Faces with Push-Thru Acrylic
Color	Project Colors: P3, P5, M4
Number/ Allowance	When located on Primary Street Frontage, one Tenant Listing Monument Sign per 300 feet of street frontage. Quantity not limited on internal road frontages.
Maximum Height	Not to exceed 10' in height.
Maximum Sign Area	Not to exceed 40 square feet.
Spacing	Minimum of 100 feet from any other Freestanding Sign on the same street frontage erected by the Development.
Maximum Qty of Tenant Panels	Not to exceed six tenants per sign.

A Project Detail
SCALE 1/4" = 10"

Development Sign Type Details

e10 Office Tenant Monument Freestanding Sign

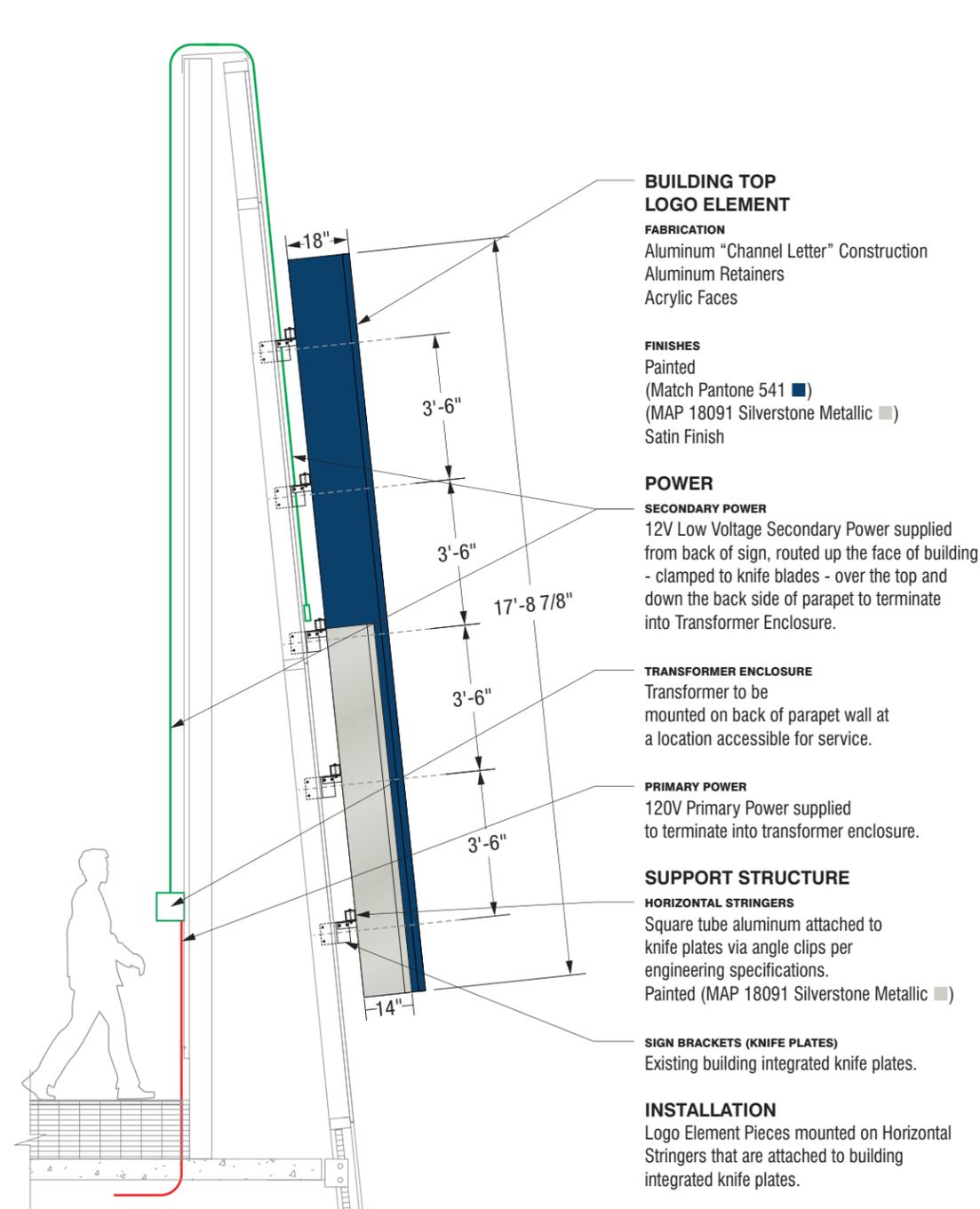


Office Tenant Monument Sign	
Sign Number	e10
Sign Type	Freestanding Sign
Tempe Designator	D
Function	Tenant Identification
Sign Location	Placed along primary and secondary road frontages.
Illumination	Internal illumination
Materials	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, Polycarbonate, Acrylic, Vinyl.
Construction	Fabricated Aluminum Structure; Aluminum Skins; Mounted to Concrete Footing.
Letter Style	Routed Aluminum Faces with Push-Thru Acrylic
Color	Project Colors: P3, P5, M4
Number/ Allowance	When located on Primary Street Frontage, one Tenant Listing Monument Sign per 300 feet of street frontage. Quantity not limited on internal road frontages.
Maximum Height	Not to exceed 10' in height.
Maximum Sign Area	Not to exceed 40 square feet.
Spacing	Minimum of 100 feet from any other Freestanding Sign on the same street frontage erected by the Development.
Maximum Qty of Tenant Panels	Not to exceed six tenants per sign.

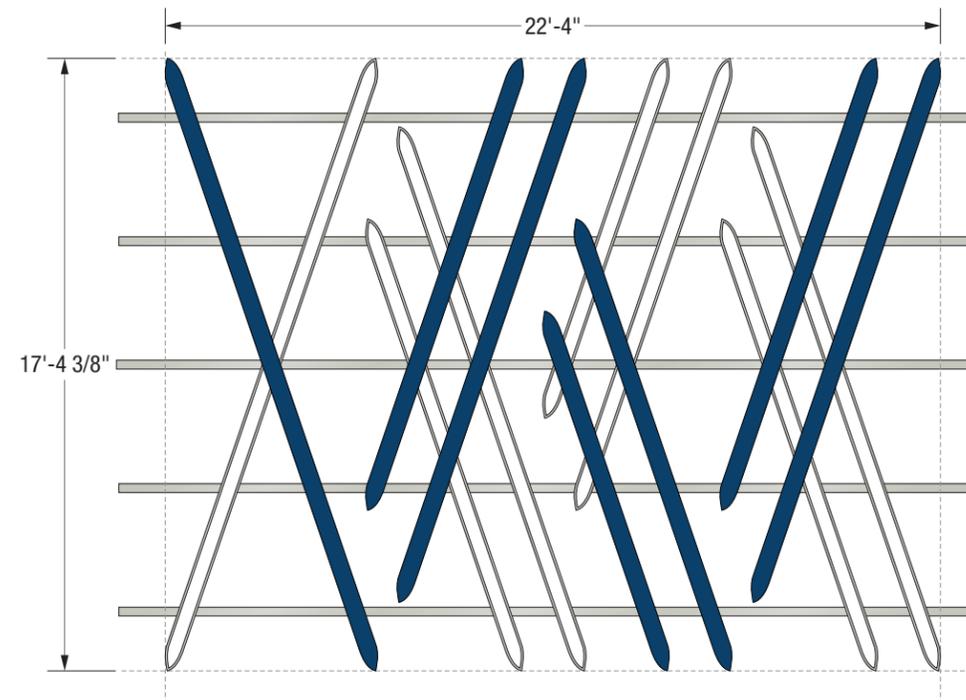
Project Detail
 SCALE 3/8" = 1'0"

Development Sign Type Details

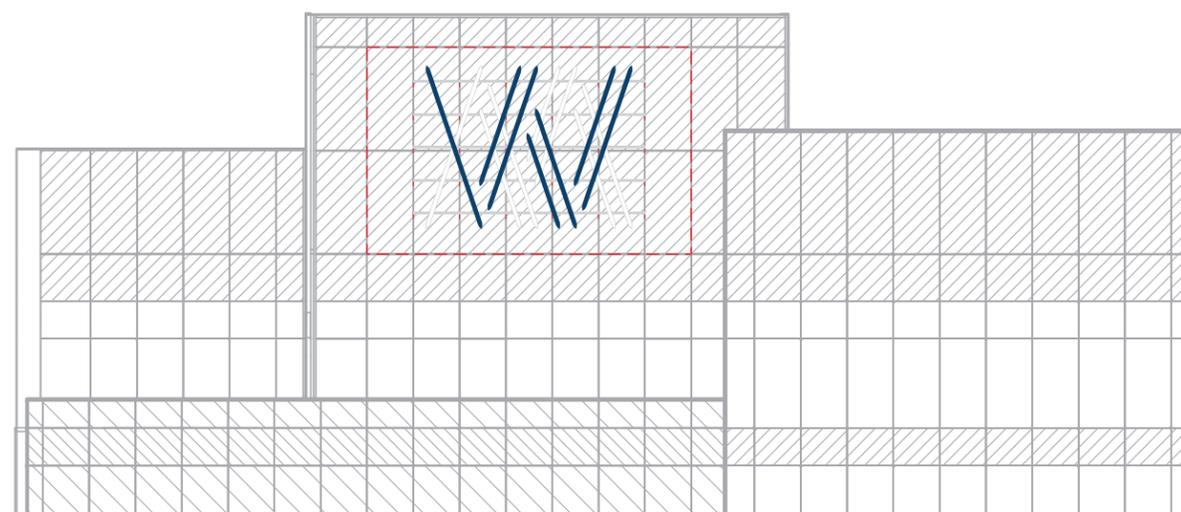
e12 Development Logo Sign Building Top Sign



B Side Detail
 SCALE: 1/4" = 1'-0"



A Elevation Detail
 SCALE: 3/16" = 1'-0"

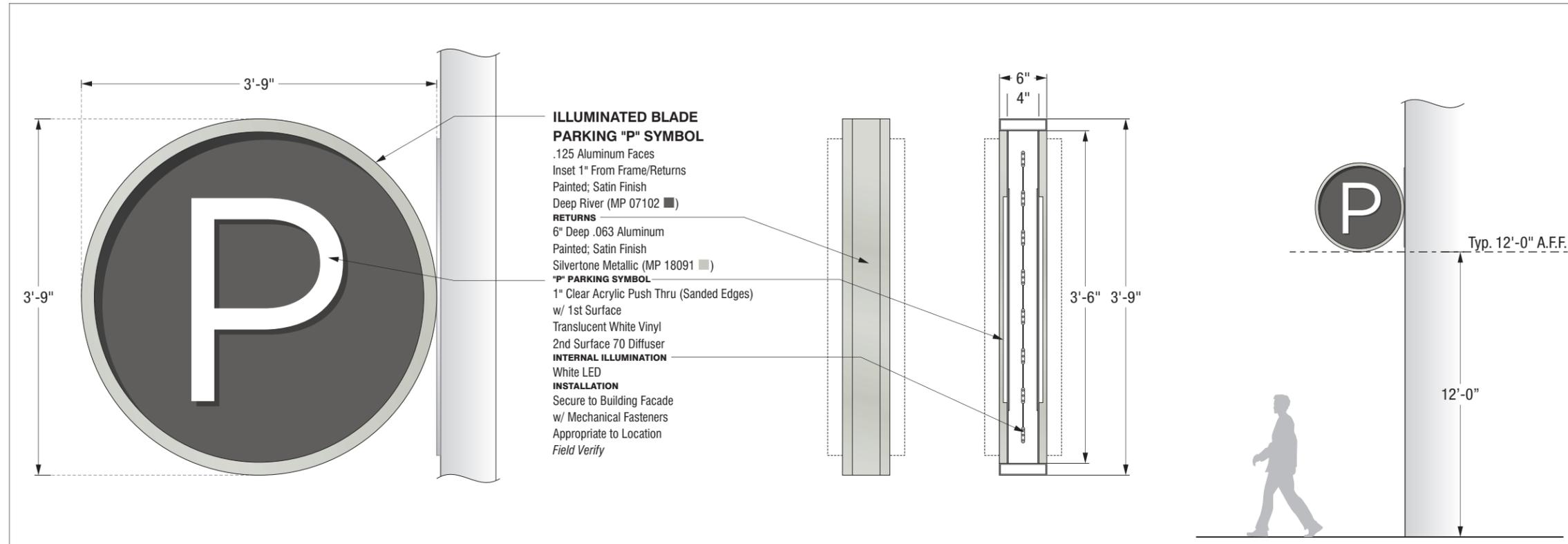


C Building C South Elevation
 SCALE: 1" = 20'

Development Logo Sign	
Sign Number	e12
Sign Type	Building Mounted Wall Sign
Tempe Designator	B
Function	Development Identification
Sign Location	Building faces.
Illumination	Internal illumination
Materials	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, Polycarbonate, Acrylic, Vinyl.
Construction	Fabricated Aluminum Letters; Mounted to Aluminum Structural Supports.
Letter Style	Face and Halo Lit Pan Channel Graphic
Color	Project Colors: P2, P3
Number/Allowance	One Development Logo Sign per Building Frontage
Maximum Height	Not to exceed 80% of the Horizontal and Vertical background upon which the sign is attached. Not to extend above top of building.
Maximum Sign Area	Not to exceed 2 square feet of sign area per 1 lineal foot of building frontage.

Development Sign Type Details

e13 Parking ID/Directional Sign Wall Sign



Parking ID/Directional Sign	
Sign Number	e13
Sign Type	Building Mounted Wall Sign
Tempe Designator	B
Function	Parking Identification/Directional
Sign Location	Building faces.
Illumination	Internal illumination
Materials	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, Polycarbonate, Acrylic, Vinyl.
Construction	Fabricated Aluminum Cabinet with Aluminum Structure and Skins.
Letter Style	Routed Aluminum Faces with Push-Thru Letters
Color	Project Colors: P1, P5
Maximum Sign Area	Not to exceed 16 square feet of sign area.

A Elevation Detail
SCALE: 3/4" = 1'-0"

B Side Detail
SCALE: 3/4" = 1'-0"

C Location Details
SCALE: 3/16" = 1'-0"



Messages show as examples only. Actual layouts may vary.

D Message Options
SCALE: 3/8" = 1'-0"

Section 3 | Tenant Signs

General Provisions

1 Introduction / Tenant Criteria

This chapter addresses Tenant Signs at Watermark. Unless otherwise noted, these General Provisions shall pertain to all Tenant Signs at Watermark.

- All Tenant Signs at Watermark must be compatible with the standards outlined in this Sign Package Criteria and in conformance with City of Tempe Sign Ordinance. The purpose of the sign standards prescribed in this Sign Package Criteria is to ensure an attractive office and retail environment and to protect the interests of the surrounding neighborhood, Owner, Developer, and Occupants/Tenants of Watermark. Conformance will be strictly enforced, and any installed nonconforming or unapproved signs will be brought into conformance at the sole expense of the Tenant that is responsible for erecting the offending sign.
- Before designing signs, all Watermark Tenants will receive a copy of the Tenant Sign Criteria specific to their occupancy location. Sign plans submitted to the Landlord for approval must conform to these standards. The Landlord will administer and interpret the criteria. All signs must be approved in writing by the Landlord prior to seeking City of Tempe approval, permit application and installation.
- Other sign types not specifically addressed and not expressly prohibited in this Sign Package Criteria shall be permitted subject to the City of Tempe Sign Ordinance with Landlord approval.
- The Landlord has the right to modify the sign standards and requirements for any Tenant subject to the limitations of this Sign Package Criteria.

DEFINITION

Tenant Signs as defined in this Sign Package Criteria are signs that are allowed for the purpose of Tenant Identification and Information. Tenant signs are Tenant provided.

PROVISION

At the Landlord’s discretion, Tenants at Watermark shall be allowed to place Tenant Signs onto designated building elevations located on the buildings in which the Tenants occupy space.

SCOPE

The Sign Criteria for Tenant Signs within this Sign Package Criteria pertains only to exterior signs. Interior or indoor signs are not covered by this Sign Criteria.

2 Placement & Size

ALLOWABLE SIGN AREA

OFFICE TENANTS shall be allowed up to two (2.5) square feet of signage per lineal foot of leased frontage as determined by exterior wall frontage. A minimum of 50 square feet is permitted regardless of Tenant frontage. Office Tenants are not required to occupy the space contiguous to the sign location. Office Tenants that occupy more than one floor in a building may add up the leased frontages on each floor that they occupy to achieve their total frontage.

RETAIL TENANTS shall be allowed up to two (2.5) square feet of signage per lineal foot of leased frontage as determined by the sum total of exterior wall frontage. A minimum of 50 square feet is permitted regardless of Tenant frontage. Retail Tenants are required to occupy the space contiguous to the sign location.

PLACEMENT

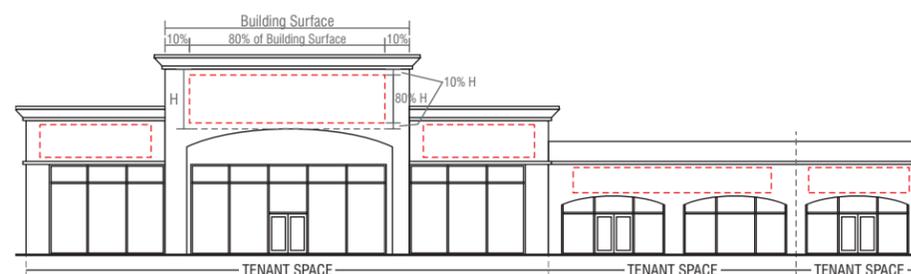
- Tenant Signs may be Attached Wall Signs or may be Window Signs.
- Attached wall signs may only be placed within designated signage locations on each building elevation called Sign Envelopes.
- Building elevations that have designated Sign Envelopes are depicted further in this document.
- Attached Wall Signs must be designed for placement that is complementary to, and not in conflict with the architectural elements of the building.
- Attached Wall Signs may not extend above Building Surface or parapet wall at the sign location.
- Window signs, where allowed, may be placed anywhere within the glass area of the Tenant’s windows. Window signs shall not cover more than 25% of glass area.
- Retail Tenants may only place Tenant Signs on Building Surfaces that are contiguous to the space they occupy.
- Office Tenants are not required to occupy the space contiguous to their sign location.
- Landlord shall assign rights to Sign Envelopes on Office Buildings at the Landlord’s sole discretion.

SIGN ENVELOPE

- The Sign Envelope is a defined area within the vertical and horizontal background of the Building Surface upon which the sign is to be installed.
- Sign Envelope does not define the total allowable sign area.
- Sign Envelope defines the maximum dimension that a sign can be in each direction.
- No sign is allowed to exceed the boundaries of the Sign Envelope.
- Sign Area Calculations based on lineal feet of leased space still apply.
- In the event that a Sign Envelope is not specified by size, the horizontal and vertical dimensions of any Fascia Sign may not exceed eighty percent (80%) of the wall surface of the building, or, if a Tenant is at a corner location, the sign may not exceed eighty percent (80%) of the distance from the corner to the Lease Line.

SIGN AREA CALCULATION

- To calculate the size and area of a sign, the following shall apply:
- Sign area shall be calculated by the smallest geometric shape to surround the entire sign.
- If the sign consists of individual letters attached directly to the building or wall, the size and area is determined by drawing a rectangle, referred to as a bounding box, around all lines of copy and logo (including all spaces between letters and logo). The sign size and is determined by the full vertical and horizontal extents of the bounding box. (See diagram below)
- If the sign is on a background such as a blade sign then the entire background is included in the calculation. If only one face of the sign is visible at a time, then only one face is counted toward the total allowable sign area.



Sign Envelope Example



Sign Area Calculation

General Provisions

3 Exemptions & Prohibitions

EXEMPT SIGNS

The following sign types are exempt from sign permits:

- Signs inside of the building that are not illuminated and are 3' beyond the Storefront enclosure line.
- Address numbers, building numbers, and Tenant suite numbers unless otherwise dictated by local ordinance.
- Pedestrian level window graphics not exceeding 25% of the glass area.
- Pedestrian level operational signs not exceeding 2 square feet in area.
- Pedestrian level back door signs not exceeding 4" in letter height.

The following sign types are exempt from the Allowable Sign Area calculations:

- Signs inside of the building that are not illuminated and are 3' beyond the Storefront enclosure line.
- Address numbers, building numbers, and Tenant suite numbers unless otherwise dictated by local ordinance.
- Pedestrian level window graphics not exceeding 25% of the glass area.
- Pedestrian level operational signs not exceeding 2 square feet in area.
- Pedestrian level back door signs not exceeding 4" in letter height.

GENERAL PURPOSE SIGNS

General Purpose Signs that serve a purpose other than Tenant Identification are exempt from the sign permits, allowable sign area calculations and the criteria of this Sign Package Criteria as long as they do not exceed four (4) square feet in area. General Purpose Signs that fall under this exemption include but are not limited to:

- Parking Signs
- Towing Notice Signs
- Private Property Signs
- No Trespassing Signs
- Emergency Access Signs
- Trash Enclosure Signs
- Fire Lane Signs
- Pedestrian Crossing Signs
- Traffic Control Signs

PROHIBITED SIGNS

Any sign not conforming to this criteria is prohibited and may be removed without notice at Tenant's expense.

- Pennants or streamers.
- Temporary paper, cardboard or styrofoam signs.
- Decals or stickers.
- Pole signs and other signs with exposed structural supports not intended as a design element except for code-required signs.
- Inflatable signs or other graphic devices such as balloons, blimps, ground mounted or building mounted 3D characters or icons, wind dancers, etc.
- Freestanding signs advertising the availability of employment opportunities.
- Signs which emit sound, odor or visible matter.
- Animated, rotating, flashing, blinking, moving or audible signs that are visible from a public street or from an adjacent property.
- Signs which bear or contain statements, words or pictures of an obscene, pornographic or immoral character.
- Signs with exposed raceways, conduit, junction boxes or transformers.
- Fluorescent sign colors.
- Simulated materials, e.g. wood grained plastic laminate, wall covering, paper.
- Cabinet (can) signs having acrylic, polycarbonate or other plastic face with first surface or second surface applied or painted graphics, vacuum formed faces or any other configuration where the background is internally illuminated and having silhouette letters. These signs are not allowed unless used as a background illumination method for a more elaborate design in which the basic sign box or can sign construction method is concealed.
- Illuminated backlit canopies or awnings.
- Vacuum formed plastic or injection molded plastic signs.
- Plexi-face panel signs.
- Illuminated A-Frame signs.
- Sidewalk signs during non-working hours and displayed at improper locations.
- Feather signs.
- Sign spinners (people with spinning signs).
- Banners, flags, pennants and other such temporary signs affixed to trucks, trailers or other motor vehicles. Tenant owned vehicles with professionally produced wraps or vehicle graphics are permitted to be parked in regular parking spaces at or near the Tenant's space or pad but are not permitted to be parked in one place for more than 24 hours. Vehicles are not permitted to be parked in such a manner as to act an advertising sign.
- Signs that are installed without written approval from the Landlord or that are inconsistent with approved drawings. Such signs may be subject to removal and reinstallation by the Landlord at the Tenant's expense.

4 Permits & Submittals

Regardless of the design of the sign and its compliance with the general guidelines, all Tenant Signs must be approved by the Landlord. The Landlord reserves the right to disallow any proposed sign at its sole discretion.

- Each Tenant shall submit or cause to be submitted to Landlord, for approval, 3 copies of detailed shop drawings showing location, size, design, color, materials, lettering, graphics, conduits, junction boxes, sleeves, methods of illumination and other mounting apparatus of all proposed Tenant signs. The Tenant must not submit any sign drawings to the City of Tempe without first obtaining the Landlord's approval.
- Landlord shall review the drawings and mark them "Approved", "Approved as Noted" or "Revise and Re-submit."
- "Approved" drawings will allow Tenant to proceed with permitting, construction and installation of its sign in accordance with the drawings.
- "Approved as Noted" drawings will allow Tenant to proceed with permitting, sign construction and installation, provided that the modifications noted are incorporated into the design of the sign prior to permitting. If the Tenant takes exception to the modifications, Tenant shall revise and resubmit.
- "Revise and Re-Submit" drawings require that the Tenant resubmit drawings to the Landlord incorporating all changes as required by the Landlord. No permitting, sign construction or installation shall begin until the Tenant has received written approval from the Landlord.
- The City of Tempe requires sign permits for all Tenant signs. It shall be Tenant's sole responsibility to secure these and any other permits that may be required.
- Where City of Tempe sign permits are required, Tenant shall furnish a scaled and dimensioned floorplan along with their permit application showing their leased space with the exterior wall frontage designated. Landlord approval shall also be required on all drawings submitted prior to being submitted to the Town for permits.
- The Landlord assumes no responsibility through its sign review to check for compliance with local codes or ordinances. The Landlord's approval of a Tenant's signage plan does not constitute an implication, representation, or certification by the Landlord that those plans are in compliance with applicable statutes, codes, ordinances, or other regulations. The Landlord's sign review is intended to ensure that signs meet the intent of the Sign Package Criteria and Tenant Sign Criteria for Watermark. Code compliance shall be the sole responsibility of Tenant for all work performed on the premises by or for Tenant.
- Sign Contractors performing any work at Watermark must be licensed, bonded and insured. All Sign Contractors must carry workman's compensation insurance and commercial liability insurance against all damages suffered or done to any and all persons and or property while engaged in the construction or installation of signs. Landlord must be named as additionally insured in the workers compensation and commercial liability insurance. A statement of proof from the insurance carrier must be attached to all submittal documents.
- Sign Contractors must hold a current contractor's license in the State of Arizona. The license number must be included on all submittal documents.
- Sign Contractors must be approved by Landlord prior to construction of sign.

General Provisions

5 Design Requirements

SIGN CONTENT

Per Landlord approval, the advertising or informative content of Tenant’s signs shall be limited to lettering or recognized brand logo reflecting Tenant’s trade name as stated in lease. Crests, corporate shields or logos may be permitted. If a logo is used, the logo must be an established logo used on all stores operated under the same trade name. Landlord reserves all rights to limit, allow or deny any content in accordance with current provisions of the City of Tempe Sign Ordinance.

LOGOS

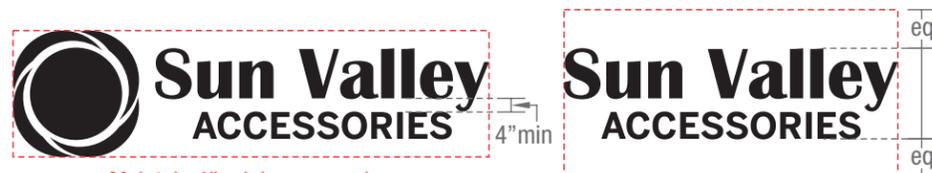
Company Logos are permitted as part of a Tenant Sign. Logos should be incorporated into the overall sign design.

LETTER STYLE, COLORS AND FINISHES

All designs, colors and fonts are acceptable along with the use of corporate colors, style and logos.

LAYOUT STANDARDS

A minimum of 4” spacing will be maintained between all multiple line signage layouts unless Tenant’s established trademark creates a unique circumstance. Signage should be centered within Sign Envelope in a way to maintain equal spacing all around signage. Ascenders and descenders or logo details are not be allowed to extend beyond the Sign Envelope.



Maintain 4” minimum spacing between multiple lines of copy

Maintain equal spacing between signage and sign envelope



INCORRECT: Logos, ascenders and descenders are not permitted to extend beyond the Sign Envelope



CORRECT: All letters, logos, ascenders and descenders are completely within the Sign Envelope

Layout Standards

CONSTRUCTION METHODS

These illustrations demonstrate the different types of letters allowed.



Internally Illuminated Pan Channel Sign Halo Illuminated Reverse Pan Channel Sign Dual Lit (Face and Halo) Pan Channel Sign Non Illuminated Reverse Pan Channel Sign



Non Illuminated Flat Cut Out Sign Non-Rectangular Cabinet Sign Cabinet Signs with Dimensional Signage Dimensional Signage Mounted on Background

Sign Construction

PENETRATIONS

Locations of all penetrations into building walls for conduit and sleeves must be indicated on the drawings submitted. The contractor shall install the sign in accordance with the approved drawings.

MATERIALS

To establish an upscale aesthetic, this Sign Package Criteria promotes the use of metal and natural materials to be used in the sign design.

Acceptable sign materials:

- Stainless Steel
- Brushed Aluminum
- Polished Aluminum
- Painted Aluminum
- Brushed Copper
- Polished Copper
- Patina Copper
- CorTen Steel
- Blackened Steel
- Painted Steel
- Glass
- Architectural Acrylic, Polycarbonate and Resin Panels (3Form and similar)

Acceptable material treatments:

- Dimensional geometric shapes coated or burnished for variety in color and texture
- Screens, grids, or mesh
- Dimensional letter forms with seamless edge treatments
- Opaque materials with matte finishes

Materials not permitted:

- Vacuum Formed and Injection Molded Plastic letters or backgrounds
- Internally illuminated backgrounds for letters (ie. sign cabinets with acrylic or polycarbonate faces)
- Fluorescent or “Day-Glo” colors
- Sign manufacturer’s name

LIGHTING

Sign types that are allowed to be illuminated are permitted to be illuminated according to the following guidelines:

Acceptable Lighting:

- Internal illumination inside individual letters and logos
- Halo illumination behind individual letters and logos
- Exposed neon inside individual letters and logos
- Exposed neon on the face of or around the perimeter of a marquee sign or a storefront fascia sign so long as it is an integral part of the sign and is physically attached to the sign structure
- LED or Incandescent light bulbs

Lighting not permitted:

- Internal illumination inside of a sign cabinet, blade sign or marquee sign for the purpose of lighting a sign background
- Perimeter lighting around windows and doorways

General Provisions

6 Construction Requirements

ILLUMINATION

Subject to specific criteria for Tenant classifications, sign types and development districts, all methods of illumination are acceptable (Internal, Halo, or Face). LED is the encouraged and preferred source of illumination and all merchants are encouraged to use this environmentally friendly energy source. If it is not possible, neon and/or fluorescent is allowed with Landlord approval. Flashing, blinking or animated signs are not permitted as Attached Wall Signs.

ELECTRICAL

Power to illuminate a Tenant sign shall be from the Tenant's own electricity meter, switched through a time control device. Power supplies shall be mounted remotely for most applications. Large letters, logos and cabinets may have power supplies mounted internally. Remote power supplies should be mounted above the roof whenever possible.

TIME CONTROL

A 7-day, 24-hour time clock shall be provided by the Tenant for control of the illumination of the Tenant's sign on a dedicated circuit and set in accordance with schedules determined by the Landlord.

RACEWAYS

Generally, all, raceways, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed. Visible, surface mounted raceways are acceptable only in conditions where direct attachment is not feasible. Raceways may be necessary to conceal electrical components. Backup raceways are permitted in non-visible locations such as the back of a parapet wall above the roofline of the building. Each case is evaluated on an individual basis and any cost associated with a raceway will be the responsibility of the Tenant. The Landlord reserves the right to deny the use of raceways at its sole discretion.

CABINETS

Cabinets may be part of the sign design as long as creative and custom elements are brought into the design. Generally, cabinets must have a custom shape that is not square or rectangular unless the Tenant's existing logo is square or rectangular in shape. The Landlord reserves the right to deny the use of a cabinet sign that is considered not in keeping with the aesthetic of the building or center.

HARDWARE

All exterior bolts, fasteners, clips or other hardware shall consist of non-corrosive materials and shall be painted or coated with a corrosion resistant coating. No black iron materials of any type shall be permitted. Where possible, visible hardware should match the color of adjacent components whether it be affixed to the sign or to the building.

CODE COMPLIANCE

All signs and their installation shall comply with applicable building and electrical codes.

LABELS

No labels shall be permitted on the exposed surface of the signs except those required by local ordinances. Those required shall be applied in an inconspicuous location.

UL COMPLIANCE

All electric sign components shall be fabricated and installed utilizing UL approved materials and methods by a certified UL manufacturer and shall carry UL labels on the exterior of the sign components. Any sign not installed with the UL Certification sticker will be removed at the expense of the Tenant and will not be allowed to be re-installed unless proof can be obtained that the sign was manufactured by a certified UL approved manufacturer.

SEALING PENETRATIONS

All penetrations made to the building fascia required for the sign installation must be neatly sealed in a water tight fashion. The seals must be performed at the industry standards in order to maintain any existing warranties. No penetrations may be made in any roof membrane without the approval of the Landlord.

DAMAGE TO BUILDING

Any damage to a building's fascia, canopy, structure, roof, or flashing caused by sign installation shall be the responsibility of the Tenant and/or the Tenant's Sign Contractor. Tenant shall be fully responsible for the operations of Tenant's sign contractor and shall indemnify, defend, and hold Developer/Landlord harmless for, from, and against damages or liabilities of account thereof.

SIGN CONTRACTORS

- Sign Contractors performing any work at Watermark must be licensed, bonded and insured. All Sign Contractors must carry workman's compensation insurance and commercial liability insurance against all damages suffered or done to any and all persons and/or property while engaged in the construction or installation of signs. Landlord must be named as additionally insured in the workers compensation and commercial liability insurance. A statement of proof from the insurance carrier must be attached to all submittal documents. Landlord shall supply a current list of insurance requirements to the Tenant.
- Sign Contractors must hold a current contractor's license in the State of Arizona. The license number must be included on all submittal documents.
- Sign Contractors must be approved by Landlord prior to construction of sign.

7 Maintenance & Compliance

All Tenant Signs are expected to be installed in compliance to this Sign Package Criteria and all applicable codes. Each Tenant is responsible to maintain the compliance of all of their own Tenant Signs.

NON-COMPLIANT SIGNS

The following conditions are considered to be Non-Compliant:

- Any sign, advertisement, notice or other lettering displayed, exhibited, inscribed, painted, or affixed on any part of the building visible from outside the premises not approved by the Landlord.
- Signs that are installed without written approval or are inconsistent with approval drawings.
- Previously approved Temporary Signs that remain in place after the allotted time for said sign.
- Any approved sign that becomes modified in any way without proper written approval.
- Any approved sign that becomes broken, faded, dim or improperly lit.
- Any sign that does not comply with an applicable code or local ordinance.
- Any electric sign that is not in UL compliance.
- Landlord reserves the right to identify a non-compliance at its sole discretion.

TENANT RESPONSIBILITY

- Tenants are responsible to bring their own non-complying Tenant Sign into compliance and are expected to do so of their own volition.
- Tenants are responsible to have their Tenant Signs maintained properly. This includes repairing internal or external illumination and/or replacing components that have faded or don't match other components as originally fabricated.

REMEDY

- If necessary, the Landlord will issue a written Letter of Non-Compliance to the Tenant for any sign that it deems to be non-compliant in any way.
- Any non-compliance must be remedied within 5 days of notification received from the Landlord.
- If the Tenant does not remedy the non-compliance within 5 days of notification, the Landlord has the right to have the remedy completed by a vendor of his choice at the sole expense of the Tenant. An administration fee equal to 100% of the Landlord's cost to remedy the said signage in addition to the cost of the remedy may be assessed to the Tenant if the Landlord is required to provide the necessary maintenance due to the Tenant's failure to remedy the non-compliance.

To insure strict compliance with this sign criteria, Landlord suggests that Trademark Visual, Inc. of Phoenix (602-272-5055) provide all Tenant signage at Watermark.

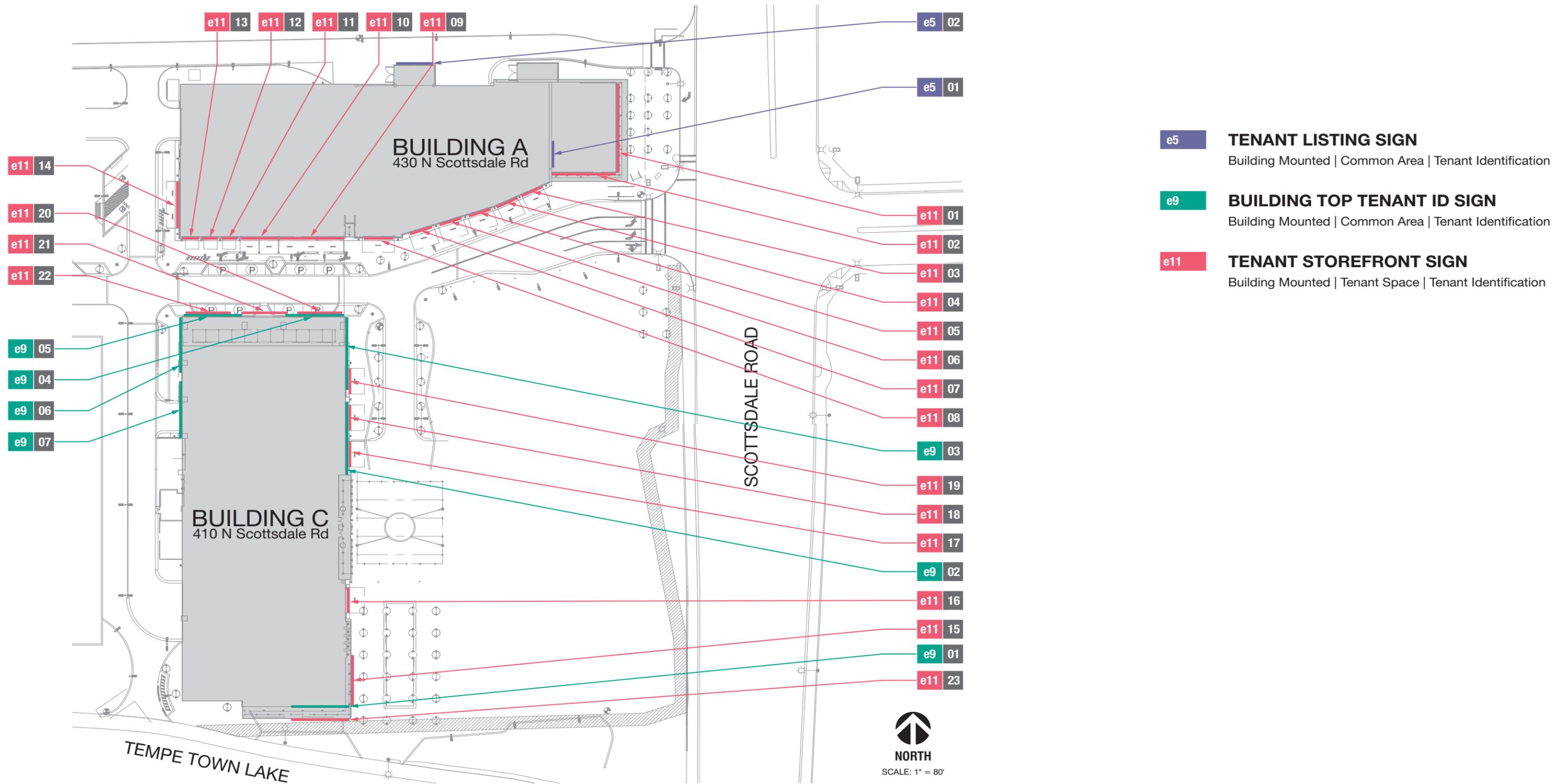
Tenant Sign Matrix

Sign Type with Summary Criteria

Refer to the pages that follow for detailed criteria of each sign type.

	Tenant Listing Sign	Tenant Building Top Sign	Tenant Storefront Sign / Eyebrow Sign Variation	Tenant Storefront Sign / Storefront Fascia Sign Option	Tenant Storefront Sign / Projecting Blade Sign Option	Tenant Storefront Sign / Under Canopy Sign Option	Tenant Storefront Sign / Metal Canopy Sign Option
Sign Number	e5	e9	e11a	e11b	e11c	e11d	e11e
Sign Type	Building Mounted Sign	Building Mounted Sign	Building Mounted Sign	Building Mounted Sign	Building Mounted Sign	Building Mounted Sign	Building Mounted Sign
Tempe Designator	B	B	B	B	B	B	B
Function	Tenant Identification	Tenant Identification	Tenant Identification	Tenant Identification	Tenant Identification	Tenant Identification	Tenant Identification
Sign Location	Multi-Tenant common area on designated building face. Two locations are provided on the North and East elevations of Building A.	Top of Office Buildings on all elevations.	Applies to specific ground level tenant spaces as depicted on Building Elevation exhibits shown at the end of this section.	Applies to specific ground level tenant spaces as depicted on Building Elevation exhibits shown at the end of this section.	Applies to specific ground level tenant spaces as depicted on Building Elevation exhibits shown at the end of this section.	Applies to specific ground level tenant spaces as depicted on Building Elevation exhibits shown at the end of this section.	Applies to specific ground level tenant spaces as depicted on Building Elevation exhibits shown at the end of this section.
Illumination	Internally Illuminated	Internally Illuminated	Internally Illuminated	Internally or Externally Illuminated	Internally or Externally Illuminated	Internally or Externally Illuminated	Internally or Externally Illuminated
Materials	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, Polycarbonate, Acrylic, Vinyl.	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, Polycarbonate, Acrylic, Vinyl.	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, Blackened Steel, Wood Veneer, Tile, Polycarbonate, Acrylic, Vinyl.	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, Blackened Steel, Wood Veneer, Tile, Polycarbonate, Acrylic, Vinyl.	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, Blackened Steel, Wood Veneer, Tile, Polycarbonate, Acrylic, Vinyl.	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, Blackened Steel, Wood Veneer, Tile, Polycarbonate, Acrylic, Vinyl.	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, Blackened Steel, Wood Veneer, Tile, Polycarbonate, Acrylic, Vinyl.
Color	No Limits; Landlord Approval Required.	No Limits; Landlord Approval Required.	No Limits; Landlord Approval Required.	No Limits; Landlord Approval Required.	No Limits; Landlord Approval Required.	No Limits; Landlord Approval Required.	No Limits; Landlord Approval Required.
Number/ Allowance	Any one qualified tenant may have no more than one (1) Tenant Listing Sign at each location at Landlord's sole discretion.	Any one qualified tenant may have no more than one (1) Tenant Building Top Sign per building elevation at Landlord's sole discretion.	Tenant may have no more than one (1) Tenant Storefront Sign as depicted on Building Elevation exhibits shown at the end of this section.	Tenant may have no more than two (2) different types of Tenant Storefront Signs per occupied building frontage as depicted on Building Elevation exhibits shown at the end of this section.	Tenant may have no more than two (2) different types of Tenant Storefront Signs per occupied building frontage as depicted on Building Elevation exhibits shown at the end of this section.	Tenant may have no more than two (2) different types of Tenant Storefront Signs per occupied building frontage as depicted on Building Elevation exhibits shown at the end of this section.	Tenant may have no more than two (2) different types of Tenant Storefront Signs per occupied building frontage as depicted on Building Elevation exhibits shown at the end of this section.
Maximum Sign Area Allowance	Up to 2.5 sq.ft. of sign area for each lineal foot of leased exterior frontage per tenant elevation.	Up to 2.5 sq.ft. of sign area for each lineal foot of leased exterior frontage per tenant elevation.	Up to 2.5 sq.ft. of sign area for each lineal foot of leased exterior frontage per tenant elevation.	Up to 2.5 sq.ft. of sign area for each lineal foot of leased exterior frontage per tenant elevation. If multiple sign options are exercised, total square footage of all permitted signs shall not exceed Maximum Sign Area Allowance.	Up to 2.5 sq.ft. of sign area for each lineal foot of leased exterior frontage per tenant elevation. Projecting Blade Sign shall not exceed eight (8) square feet of sign area. If multiple sign options are exercised, total square footage of all permitted signs shall not exceed Maximum Sign Area Allowance.	Up to 2.5 sq.ft. of sign area for each lineal foot of leased exterior frontage per tenant elevation. Projecting Blade Sign shall not exceed eight (8) square feet of sign area. If multiple sign options are exercised, total square footage of all permitted signs shall not exceed Maximum Sign Area Allowance.	Up to 2.5 sq.ft. of sign area for each lineal foot of leased exterior frontage per tenant elevation. If multiple sign options are exercised, total square footage of all permitted signs shall not exceed Maximum Sign Area Allowance.

Tenant Sign Location Plan



Tenant Sign Type Details

e5 Tenant Listing Sign Building Mounted Sign

PROVISION

Subject to the General Provisions for Tenant Signs, a Tenant at Watermark in may place a Tenant Listing Sign within the specific areas designated for this sign type. Tenant Listing Signs shall be restricted to designated locations on each building elevation called Sign Envelopes. Building elevations that have designated Sign Envelopes are typically depicted within their respective sections further on in this document.

ALLOWED TENANT LISTING SIGN TYPES

- Internal Face Illuminated Pan Channel Signs
- Dual Lit (Face and Halo) Pan Channel Signs

PROHIBITED TENANT LISTING SIGN TYPES (NOT LIMITED TO)

- Halo Illuminated Reverse Pan Channel Signs
- Non Illuminated Reverse Pan Channel Signs
- Non Illuminated Flat Cut Out Signs
- Rectangular Cabinet Signs that are not an integral part of an established corporate logo.
- Non-dimensional graphics such as vinyl or digitally printed graphics.
- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face.
- Any sign with changeable letters.

ALLOWABLE SIGN MATERIALS

- Painted Aluminum
- Brushed Aluminum
- Painted Steel
- Stainless Steel
- Brass
- Copper
- Polycarbonate
- Acrylic
- Vinyl

ALLOWABLE FINISHES

- Painted/Powder Coated/Anodized
- Clear Coated
- Faux Finishes
- Gold Leaf
- Brushed Metal
- Polished Metal
- Patina Metal

PLACEMENT AND SIZE

- Placement of Tenant Listing Sign shall be determined by the designated Tenant Listing Sign Envelopes.
- Placement of a Tenant Listing Sign shall be limited to designated Tenant Listing Sign Envelopes.
- Each designated Sign Envelope shall be allowed one (1) Tenant Listing Sign. No sign shall exceed the boundaries of the Sign Envelope.
- Tenants are not required to occupy the space contiguous to Tenant Listing Sign Envelopes.
- Landlord shall assign rights on Tenant Listing Sign Envelopes to Watermark Tenants at the Landlord's sole discretion.
- Sign area is determined by the designated size of the Tenant Listing Sign Envelopes as depicted further in this document.

COLOR

- Unless otherwise prohibited, all colors and combinations of colors are permissible.

ILLUMINATION:

- Tenant Listing Signs must be internally illuminated.

ADDITIONAL CRITERIA

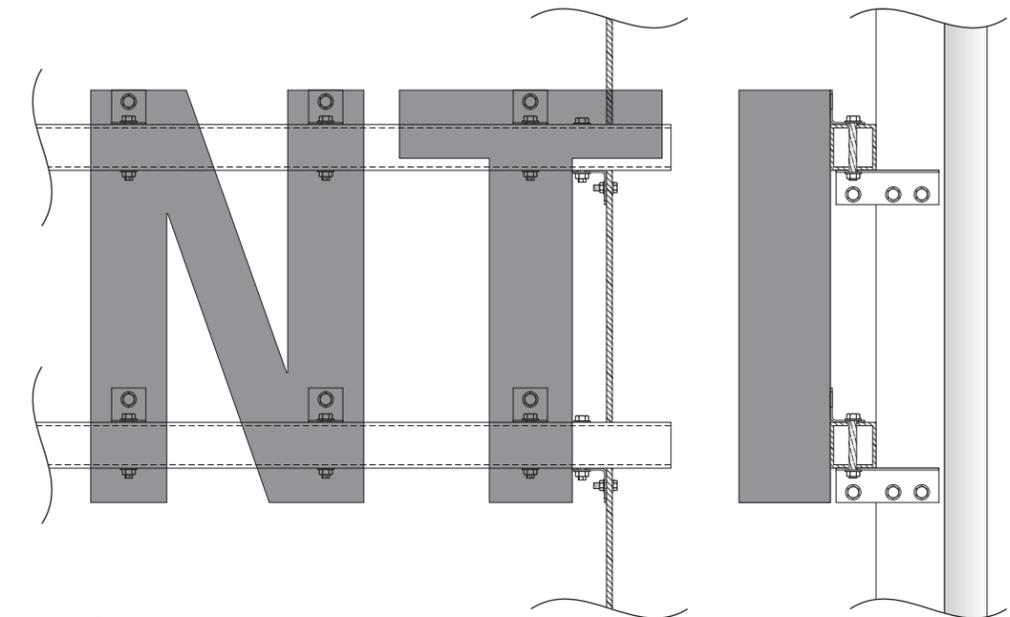
- CorTen steel or any natural rusting material is only permitted for a Tenant Listing Sign if it is clear coated. No finish shall be allowed to run or drip any discharge that would cause staining to the building or the surfaces below.
- Any and all sign brackets are to be fabricated of solid metal, cast iron or wrought iron and factory painted and/or sealed.

PERMITTING

- Tenant Listing Signs require a Sign Permit from the City of Tempe.
- Tenant Listing Signs are counted in the Tenant's total Allowable Sign Area.

LANDLORD APPROVAL

Regardless of the design of the sign and its compliance with the general guidelines, all Tenant Listing Signs must be approved by the Landlord prior to being submitted to the City of Tempe for permits. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval.



A Typical Details
SCALE: 3/8" = 1'-0"



B Concept Rendering
SCALE: N.T.S.

Tenant Sign Type Details

e9 Tenant Building Top Sign Building Mounted Sign

PROVISION

On office buildings three stories or more in height, and subject to Landlord direction and the General Provisions for Tenant Signs, certain Office Tenants at Watermark may be allowed to place a Building Top Sign on or above the top floor of the building.

Top floor is defined as either one of the following:

1. The highest interior floor designed to be occupied by a tenant.
2. The mechanical penthouse of the building that is completely enclosed within a screen wall whether it is roofed or not.

Building Top Signs shall be restricted to designated locations on each building elevation called Sign Envelopes. Building elevations that have designated Sign Envelopes are depicted within their respective sections further on in this document.

ALLOWED BUILDING TOP SIGN TYPES

- Internal Face Illuminated Pan Channel Signs
- Dual Lit (Face and Halo) Pan Channel Signs

PROHIBITED BUILDING TOP SIGN TYPES (NOT LIMITED TO)

- Halo Illuminated Reverse Pan Channel Signs
- Non Illuminated Reverse Pan Channel Signs
- Non Illuminated Flat Cut Out Signs
- Rectangular Cabinet Signs that are not an integral part of an established corporate logo.
- Non-dimensional graphics such as vinyl or digitally printed graphics.
- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face.

PLACEMENT AND SIZE

- Placement of Building Top Sign shall be determined by the building architecture.
- Building Top Signs may be placed on the wall surface above the top floor windows.
- Building Top Signs may be placed on the surface of a penthouse screen wall.
- A Building Top Sign may be attached flat against or pinned away from, the wall.
- Placement of a Building Top Sign shall be limited to designated Sign Envelopes
- Each designated Sign Envelope shall be allowed one (1) Office Fascia Sign. No sign shall exceed the boundaries of the Sign Envelope.
- Office Tenants that occupy more than one floor in a building may add up the leased frontages on each floor that they occupy to achieve their total frontage.
- Under no circumstances can a Building Top Sign extend above the roof, parapet or screen wall on the elevation of the building on which it is placed.
- Office Tenants are not required to occupy the space contiguous to their sign location.
- Landlord shall assign rights on Sign Envelopes to Office Tenants at the Landlord's sole discretion.
- Sign area is determined as per the requirements outlined in the General Provisions section of this chapter.

COLOR

- Unless otherwise prohibited, all colors and combinations of colors are permissible.

ILLUMINATION:

- Building Top Signs must be internally illuminated.

PERMITTING

- Building Top Signs require a Sign Permit from the City of Tempe.
- Building Top Signs are counted in the Tenant's total Allowable Sign Area.
- Tenant shall furnish a scaled and dimensioned elevation drawing along with their permit application showing the exterior wall frontage designated.

LANDLORD APPROVAL

Regardless of the design of the sign and its compliance with the general guidelines, all Building Top Signs must be approved by the Landlord prior to being submitted to the City of Tempe for permits. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval.

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Watermark and are not intended to express specific design details, colors or materials.



Tenant Sign Type Details

e11a Tenant Storefront Sign :: Storefront Fascia Sign Options (Tenant Eyebrow Sign Variation) Attached Building Sign

PROVISION

Subject to the General Provisions for Tenant Signs, a Tenant at Watermark in may place a Storefront Fascia Sign within the Tenant Storefront. Storefront Fascia Signs shall be restricted to designated locations on each building elevation called Sign Envelopes. Building elevations that have designated Sign Envelopes are typically depicted within their respective sections further on in this document.

TENANT EYEBROW SIGN VARIATION

The sign type depicted on this page is a Storefront Fascia Sign variation that applies to locations where the architectural features of the building do not permit a standard storefront tenant sign. In Phase One of the Watermark development, this sign type is specific to three tenant storefronts on the north side of Building C and are designated as locations E11/20, E11/21, and E11/22.

ALLOWABLE TENANT EYEBROW SIGN TYPES

- Internally Illuminated Pan Channel Signs
- Halo Illuminated Reverse Pan Channel Signs
- Dual Lit (Face and Halo) Pan Channel Signs
- Non Rectangular Cabinet Signs that are an integral part of an established corporate logo.

PROHIBITED TENANT EYEBROW SIGN TYPES (NOT LIMITED TO)

- Non-dimensional graphics such as vinyl or digitally printed graphics.
- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face.
- Any sign with changeable letters.

ALLOWABLE SIGN MATERIALS

- Painted Aluminum
- Brushed Aluminum
- Painted Steel
- Stainless Steel
- Brass
- Copper
- Polycarbonate
- Acrylic
- Vinyl

ALLOWABLE FINISHES

- Painted/Powder Coated/Anodized
- Clear Coated
- Faux Finishes
- Natural Wood
- Stained Wood
- Gold Leaf
- Brushed Metal
- Polished Metal
- Patina Metal

PLACEMENT AND SIZE

- A Tenant Eyebrow Sign shall be attached to a backing structure that is suspended below the building fascia and centered between the columns of the building.
- Tenant shall supply the backing structure along with the sign.
- Each designated Sign Envelope shall be allowed one (1) Storefront Fascia Sign. No sign shall exceed the boundaries of the Sign Envelope.
- Tenants are allowed up to two (2.5) square feet of signage per lineal foot of leased frontage as determined by exterior wall frontage.
- A minimum of 32 square feet of signage is allowed regardless of tenant frontage.
- Sign area is determined as per the requirements outlined in the General Provisions section of this chapter.

COLOR

- Unless otherwise prohibited, all colors and combinations of colors are permissible.

ADDITIONAL CRITERIA

- CorTen steel or any natural rusting material is only permitted for a Storefront Fascia Sign if it is clear coated. No finish shall be allowed to run or drip any discharge that would cause staining to the building or the sidewalk below.
- If the copy of the sign is on a background, then the entire background is included in the calculations for Allowable Sign Area. If only one face of the sign is visible at a time, then only once face is counted toward the total Allowable Sign Area.
- Any and all sign brackets are to be fabricated of solid metal, cast iron or wrought iron and factory painted and/or sealed.

ILLUMINATION

- A Tenant Eyebrow Sign shall be internally illuminated.

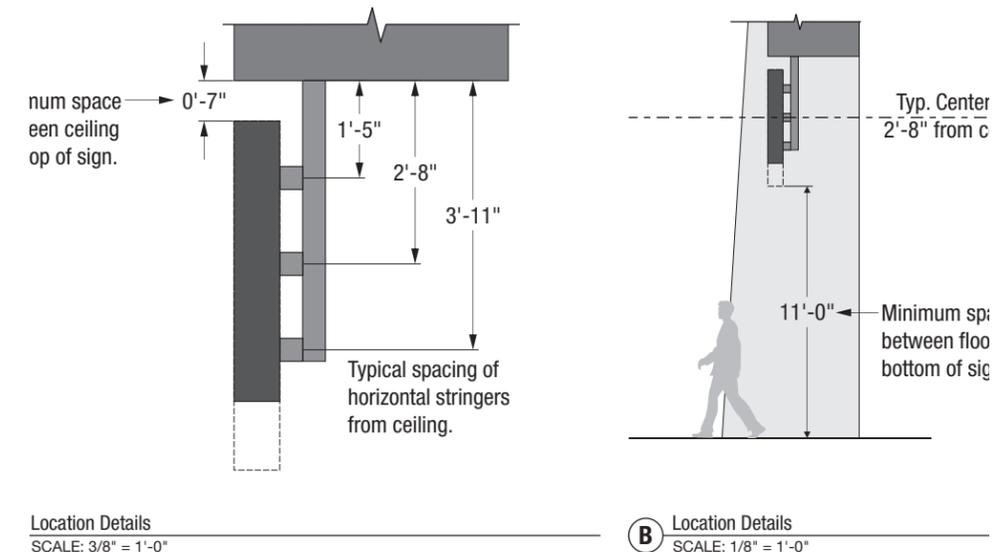
PERMITTING

- Tenant Eyebrow Signs require a Sign Permit from the City of Tempe.
- Tenant Eyebrow Signs are counted in the Tenant's total Allowable Sign Area.
- Tenant shall furnish a scaled and dimensioned elevation drawing along with their permit application showing their leased space with the exterior wall frontage designated.

LANDLORD APPROVAL

Regardless of the design of the sign and its compliance with the general guidelines, all Tenant Eyebrow Signs must be approved by the Landlord prior to being submitted to the City of Tempe for permits. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval.

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Watermark and are not intended to express specific design details, colors or materials.



Location Details
SCALE: 3/8" = 1'-0"

Location Details
SCALE: 1/8" = 1'-0"



Concept Rendering
SCALE: N.T.S.

Tenant Sign Type Details

e11b Tenant Storefront Sign :: Storefront Fascia Options

Attached Building Sign

PROVISION

Subject to the General Provisions for Tenant Signs, a Tenant at Watermark may place a Storefront Fascia Sign within the Tenant Storefront. Storefront Fascia Signs shall be restricted to designated locations on each building elevation called Sign Envelopes. Building elevations that have designated Sign Envelopes are typically depicted within their respective sections further on in this document.

ALLOWABLE STOREFRONT FASCIA SIGN TYPES

- Internally Illuminated Pan Channel Signs
- Halo Illuminated Reverse Pan Channel Signs
- Dual Lit (Face and Halo) Pan Channel Signs
- Indirect Illuminated Reverse Pan Channel Signs
- Indirect Illuminated Flat Cut Out Signs
- Non Illuminated Reverse Pan Channel Signs
- Non Illuminated Flat Cut Out Signs
- Non Rectangular Cabinet Signs that are an integral part of an established corporate logo.
- Cabinet Signs that feature Illuminated Push-thru Letters and an opaque background.
- Dimensional Signage mounted on a background material or placed on the spandrels above the Storefront.

PROHIBITED STOREFRONT FASCIA SIGN TYPES (NOT LIMITED TO)

- Non-dimensional graphics such as vinyl or digitally printed graphics.
- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face.
- Any sign with changeable letters.

ALLOWABLE SIGN MATERIALS

- Painted Aluminum
- Brushed Aluminum
- Painted Steel
- Stainless Steel
- Brass
- Copper
- Polycarbonate

- Acrylic
- Vinyl
- Dimensional Carved Wood
- Dimensional Sandblasted Wood
- Dimensional Carved High Density Urethane
- Dimensional Sandblasted High Density Urethane

ALLOWABLE FINISHES

- Painted/Powder Coated/Anodized
- Clear Coated
- Faux Finishes
- Natural Wood
- Stained Wood
- Gold Leaf
- Brushed Metal
- Polished Metal
- Patina Metal

PLACEMENT AND SIZE

- A Storefront Fascia Sign may be attached flat against or pinned away from, the wall.
- Each designated Sign Envelope will be allowed one (1) Storefront Fascia Sign. No sign shall exceed the boundaries of the Sign Envelope.
- Tenants are allowed up to two (2) square feet of signage per lineal foot of leased frontage as determined by exterior wall frontage.
- A minimum of 32 square feet of signage is allowed regardless of tenant frontage.
- In the event that a Sign Envelope is not specified by size, the horizontal and vertical dimensions of any Storefront Fascia Sign may not exceed eighty percent (80%) of the wall surface of the building, or, if a Tenant is at a corner location, the sign may not exceed eighty percent (80%) of the distance from the corner to the Lease Line.
- Sign area is determined as per the requirements outlined in the General Provisions section of this chapter.

COLOR

- Unless otherwise prohibited, all colors and combinations of colors are permissible.

ADDITIONAL CRITERIA

- CorTen steel or any natural rusting material is only permitted for a Storefront Fascia Sign if it is clear coated. No finish shall be allowed to run or drip any discharge that would cause staining to the building or the sidewalk below.
- If the copy of the sign is on a background, then the entire background is included in the calculations for Allowable Sign Area. If only one face of the sign is visible at a time, then only once face is counted toward the total Allowable Sign Area.
- Any and all sign brackets are to be fabricated of solid metal, cast iron or wrought iron and factory painted and/or sealed.

ILLUMINATION

- A Storefront Fascia Sign may be internally illuminated.
- A Storefront Fascia Sign may be surface illuminated via external fixtures.
- A Storefront Fascia Sign may be non-illuminated.

PERMITTING

- Storefront Fascia Signs require a Sign Permit from the City of Tempe if visible from a public street or right of way.
- Storefront Fascia Signs are counted in the Tenant's total Allowable Sign Area.
- Where permits are required, Tenant shall furnish a scaled and dimensioned elevation drawing along with their permit application showing their leased space with the exterior wall frontage designated.

LANDLORD APPROVAL

Regardless of the design of the sign and its compliance with the general guidelines, all Storefront Fascia Signs must be approved by the Landlord prior to being submitted to the City of Tempe for permits. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval.

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Watermark and are not intended to express specific design details, colors or materials.



Tenant Sign Type Details

e11c Tenant Storefront Sign :: Projecting Blade Sign Options

Attached Building Sign

PROVISION

Subject to the General Provisions for Tenant Signs, Tenants at Watermark are allowed to place a Projecting Blade Sign within the Tenant Storefront. These signs must be restrained and should not be the dominant facade feature. One Projecting Blade Sign per Storefront elevation is allowed and does count toward the total Allowable Sign Area.

A Projecting Blade Sign as depicted on this page is a Storefront Sign Option that applies to locations where certain architectural conditions exist. These locations are depicted on the Building Elevations shown elsewhere in this document.

While small in scale in comparison to other sign types, a Projecting Blade Sign should be a finely crafted element with attention to detail. The Projecting Blade Sign should give the impression of being a one of a kind piece, handcrafted specifically for this application. It is not intended to look mass produced or as part of a set of commonly installed signage elements.

ALLOWED PROJECTING BLADE SIGN TYPES

- Fabricated Metal Plate with dimensional graphics
- Fabricated Metal Frame and Plate with dimensional graphics
- Dimensional Carved Wood
- Dimensional Sandblasted Wood
- Dimensional Carved High Density Urethane Foam
- Dimensional Sandblasted High Density Urethane Foam
- Non-solid signs of wrought iron, chrome, brass, turned wood and torch cut steel.

PROHIBITED PROJECTING BLADE SIGN TYPES (NOT LIMITED TO)

- Non-dimensional graphics such as vinyl or digitally printed graphics.
- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face.
- Any sign with changeable letters.

PLACEMENT AND SIZE

- A Projecting Blade Sign may be attached directly to and project from a wall or column.
- A Projecting Blade Sign may hang from a bracket that projects from a wall or column.
- A Projecting Blade Sign may be up to 8 square feet as calculated from one side of the sign.
- A Projecting Blade Sign must be a minimum of 8' above the finished sidewalk.
- A Projecting Blade Sign may project up to 4' from the face of the building surface upon which it is mounted.
- A Projecting Blade Sign may be up to 9" in total depth or thickness as measured between the outermost surfaces on each side of the sign.

ALLOWABLE FINISHES

- Painted/Powder Coated/Anodized
- Clear Coated
- Faux Finishes
- Natural Wood
- Stained Wood
- Gold Leaf
- Brushed Metal
- Polished Metal
- Patina Metal

COLOR

- Unless otherwise prohibited, all colors and combinations of colors are permissible.

ADDITIONAL CRITERIA

- CorTen steel or any natural rusting material is only permitted for a Blade Sign if it is clear coated. No finish shall be allowed to run or drip any discharge that would cause staining to the building or the sidewalk below.
- If the copy of the sign is on a background, then the entire background is included in the calculations for Allowable Sign Area. If only one face of the sign is visible at a time, then only once face is counted toward the total Allowable Sign Area.
- Sign Bracket is to be fabricated of solid metal, cast iron or wrought iron and factory painted.

ILLUMINATION

- A Projecting Blade Sign may be internally illuminated.
- A Projecting Blade Sign may be surface illuminated via external fixtures.
- A Projecting Blade Sign may be non-illuminated.

PERMITTING

- Projecting Blade Signs require a Sign Permit from the City of Tempe.
- Projecting Blade Signs are counted in the Tenant's total Allowable Sign Area.

LANDLORD APPROVAL

Regardless of the design of the sign and its compliance with the general guidelines, all Projecting Blade Signs must be approved by the Landlord prior to being submitted to the City of Tempe for permits. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval.

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Watermark and are not intended to express specific design details, colors or materials.



Tenant Sign Type Details

e11d Tenant Storefront Sign :: Under Canopy Blade Sign Options

Attached Building Sign

PROVISION

Subject to the General Provisions for Tenant Signs, a Tenant at Watermark who has a canopy or covered walkway attached to their space is allowed to place an Under Canopy Blade Sign within the Tenant Storefront. These signs must be restrained and should not be the dominant facade feature.

While small in scale in comparison to other sign types, an Under Canopy Blade Sign should be a finely crafted element with attention to detail. The Under Canopy Tenant Blade Signs are intended to add additional identification to pedestrians that walk under the canopy sections. Tenants may create their own unique Under Canopy Tenant Blade Sign where such signs are not supplied by the Landlord. Tenants shall be allowed to erect one Under Canopy Tenant Blade Sign above each front entry into their leased space.

An Under Canopy Blade Sign should give the impression of being a one of a kind piece, handcrafted specifically for this application. It is not intended to look mass produced or as part of a set of commonly installed signage elements.

ALLOWED UNDER CANOPY BLADE SIGN TYPES

- Fabricated Metal Plate with dimensional graphics
- Fabricated Metal Frame and Plate with dimensional graphics
- Dimensional Carved Wood
- Dimensional Sandblasted Wood
- Dimensional Carved High Density Urethane Foam
- Dimensional Sandblasted High Density Urethane Foam
- Non-solid signs of wrought iron, chrome, brass, turned wood and torch cut steel.

PROHIBITED UNDER CANOPY BLADE SIGN TYPES (NOT LIMITED TO)

- Non-dimensional graphics such as vinyl or digitally printed graphics.
- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face.

- Any sign with changeable letters.

PLACEMENT AND SIZE

- An Under Canopy Blade Sign may be attached directly to and project from a wall or column.
- An Under Canopy Blade Sign may hang from a bracket that projects from a wall or column.
- An Under Canopy Blade Sign may hang underneath of a canopy or roof structure.
- An Under Canopy Blade Sign may be up to 8 square feet as calculated from one side of the sign.
- An Under Canopy Blade Sign must be a minimum of 8' above the finished sidewalk.
- An Under Canopy Blade Sign may project up to 4' from the face of the building surface upon which it is mounted.
- An Under Canopy Blade Sign may be up to 9" in total depth or thickness as measured between the outermost surfaces on each side of the sign.

ALLOWABLE FINISHES

- Painted/Powder Coated/Anodized
- Clear Coated
- Faux Finishes
- Natural Wood
- Stained Wood
- Gold Leaf
- Brushed Metal
- Polished Metal
- Patina Metal

COLOR

- Unless otherwise prohibited, all colors and combinations of colors are permissible.

ADDITIONAL CRITERIA

- CorTen steel or any natural rusting material is only permitted for a Blade Sign if it is clear coated. No finish shall be allowed to run or drip any discharge that would cause staining to the building or the sidewalk below.

- If the copy of the sign is on a background, then the entire background is included in the calculations for Allowable Sign Area. If only one face of the sign is visible at a time, then only once face is counted toward the total Allowable Sign Area.
- Sign Bracket is to be fabricated of solid metal, cast iron or wrought iron and factory painted.

ILLUMINATION

- An Under Canopy Blade Sign may be surface illuminated via external fixtures.
- An Under Canopy Blade Sign may be non-illuminated.
- An Under Canopy Blade Sign may not be internally illuminated.

PERMITTING

- Under Canopy Blade Signs may require a Sign Permit from the City of Tempe.
- Under Canopy Blade Signs are counted in the Tenant's total Allowable Sign Area.

LANDLORD APPROVAL

Regardless of the design of the sign and its compliance with the general guidelines, all Under Canopy Blade Signs must be approved by the Landlord prior to being submitted to the City of Tempe for permits. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval.

LANDLORD PROVISION

In the event that the Landlord chooses to provide uniform, Under Canopy Blade Signs for all tenants of an inline retail center, such signs may be erected according to the criteria listed on this page except that such signs shall not require a permit and shall not count against a tenant's total Allowable Sign Area.

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Watermark and are not intended to express specific design details, colors or materials.



Tenant Sign Type Details

e11e Tenant Storefront Sign :: Metal Canopy Sign Options

Attached Building Sign

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Watermark and are not intended to express specific design details, colors or materials.

PROVISION

Subject to the General Provisions for Tenant Signs, Tenants at Watermark are allowed to place a Metal Canopy Sign on an existing metal canopy if one exists on their storefront.

ALLOWED METAL CANOPY SIGN TYPES

- Internal Face Illuminated Pan Channel Signs
- Halo Illuminated Reverse Pan Channel Signs
- Externally Surface Illuminated Reverse Pan Channel Signs
- Externally Surface Illuminated Flat Cut Out Signs
- Non Illuminated Reverse Pan Channel Signs
- Non Illuminated Flat Cut Out Signs
- Non Rectangular Cabinet Signs that are an integral part of an established corporate logo.

PROHIBITED METAL CANOPY SIGN TYPES (NOT LIMITED TO)

- Non-dimensional graphics such as vinyl or digitally printed graphics.

PLACEMENT AND SIZE

- Placement of sign shall be determined by the construction of the existing steel canopy.
- Placement of sign may be on the face, above, below or on the ends of the existing steel canopy.
- When placed on the ends of the canopy in a manner that is perpendicular with the Storefront, only one side is counted toward the total Allowable Sign Area.
- Signs may be blade signs hung below the canopy and must comply with the Under Canopy Blade Sign requirements. Under no circumstances can the blade or any other sign hung from the canopy be lower than 8' feet above the finished sidewalk.

COLOR

- Unless otherwise prohibited, all colors and combinations of colors are permissible.

ILLUMINATION:

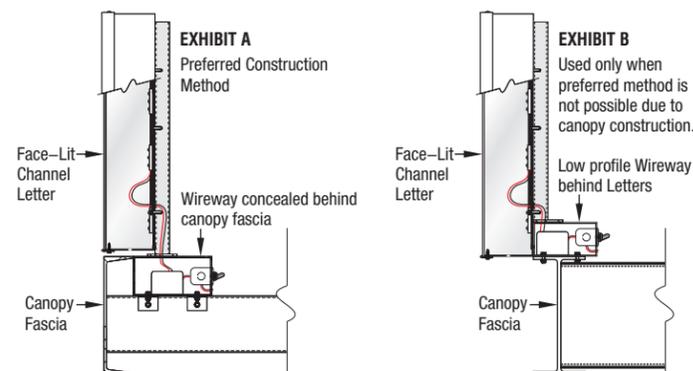
- Metal Canopy Signs may be internally illuminated.
- Metal Canopy Signs may be surface illuminated via external fixtures.
- Metal Canopy Signs may be non-illuminated.

PERMITTING

- Metal Canopy Signs require a Sign Permit from the City of Tempe if visible from a public street or right of way.
- Metal Canopy Signs are counted in the Tenant's total Allowable Sign Area.

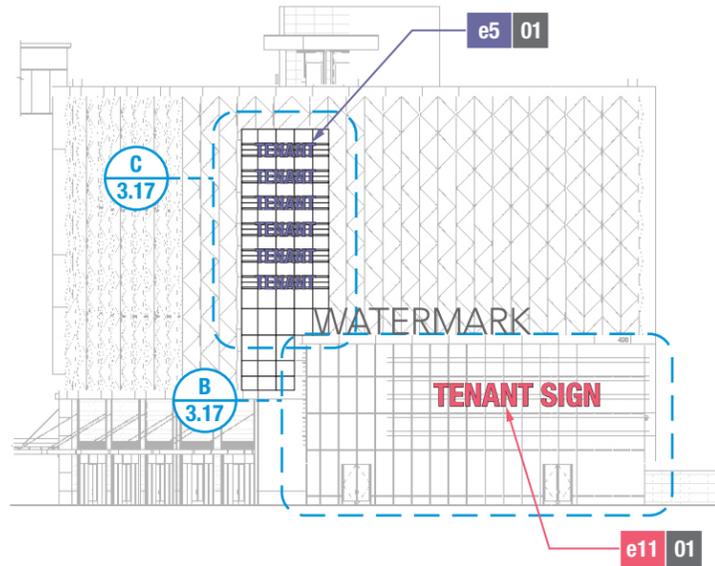
LANDLORD APPROVAL

Regardless of the design of the sign and its compliance with the general guidelines, all Metal Canopy Signs must be approved by the Landlord prior to being submitted to the City of Tempe for permits. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval.

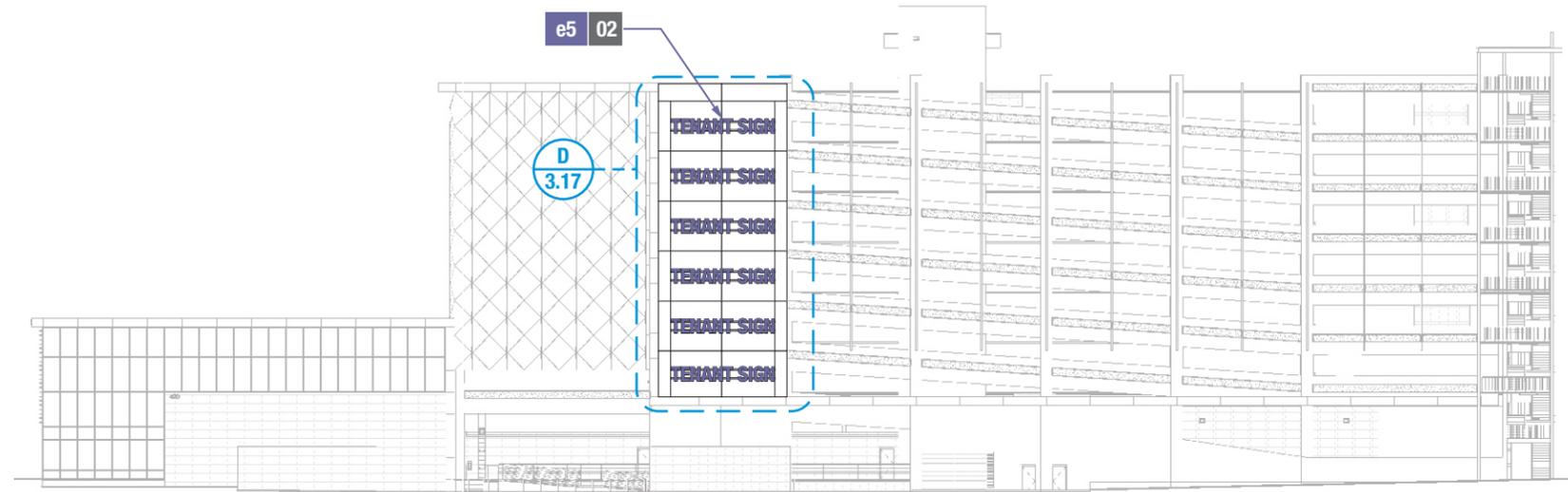


Tenant Sign Building Elevations

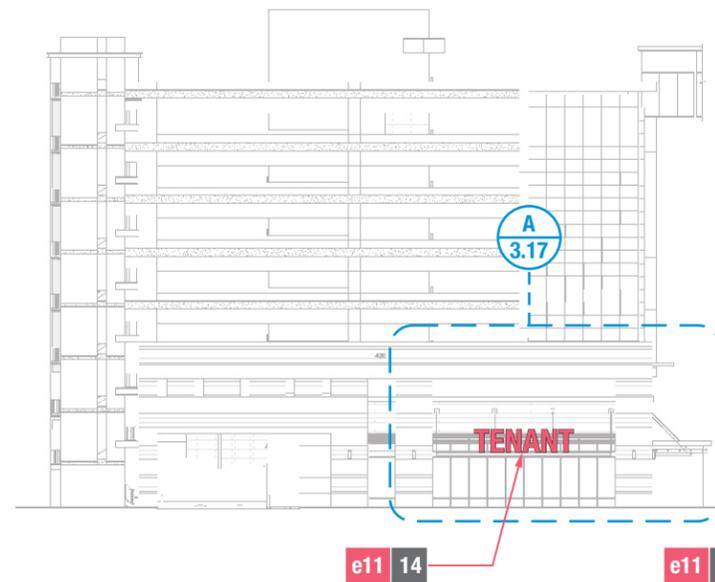
Building A
430 N. Scottsdale Road



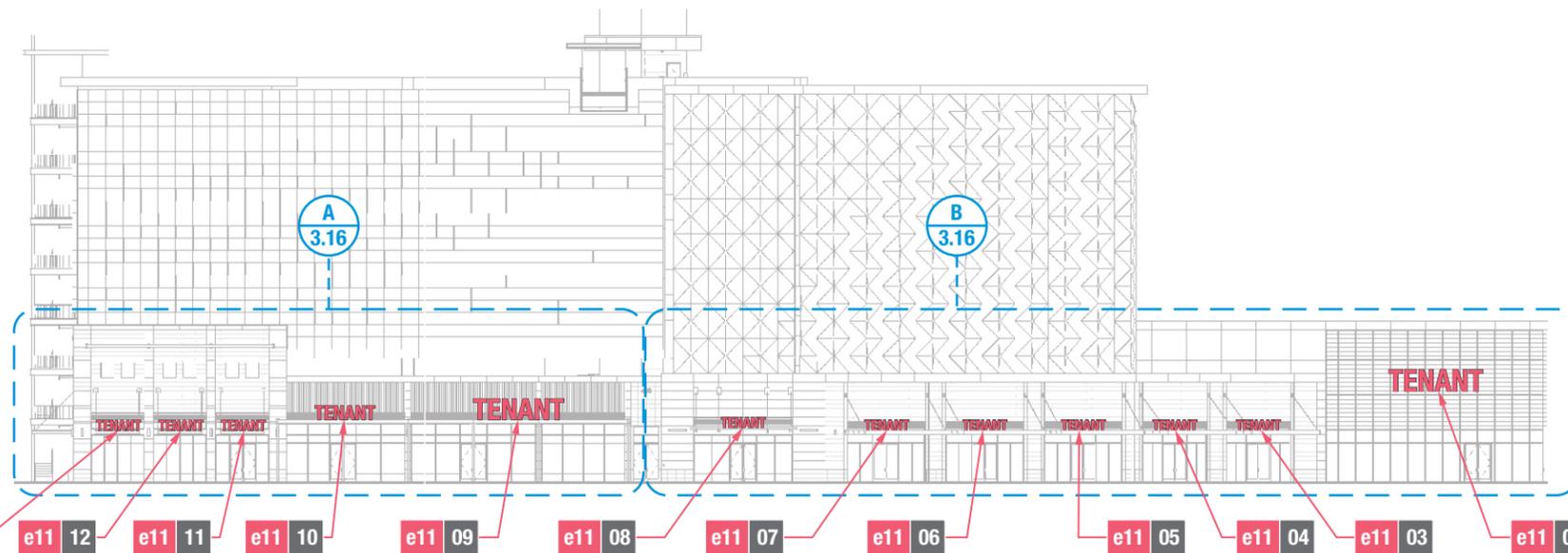
A Building A - East Elevation
SCALE: 1" = 40'



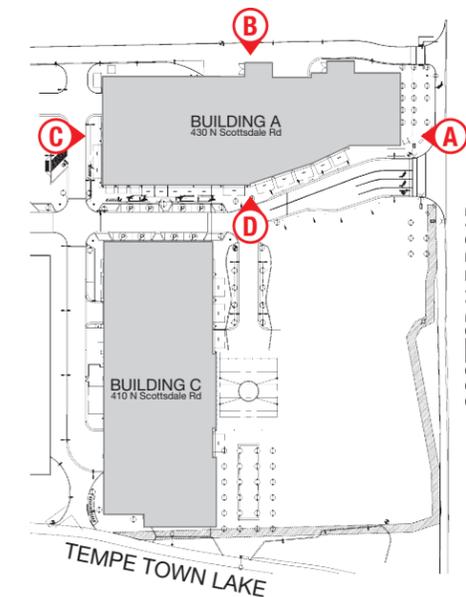
B Building A - North Elevation
SCALE: 1" = 40'



C Building A - West Elevation
SCALE: 1" = 40'



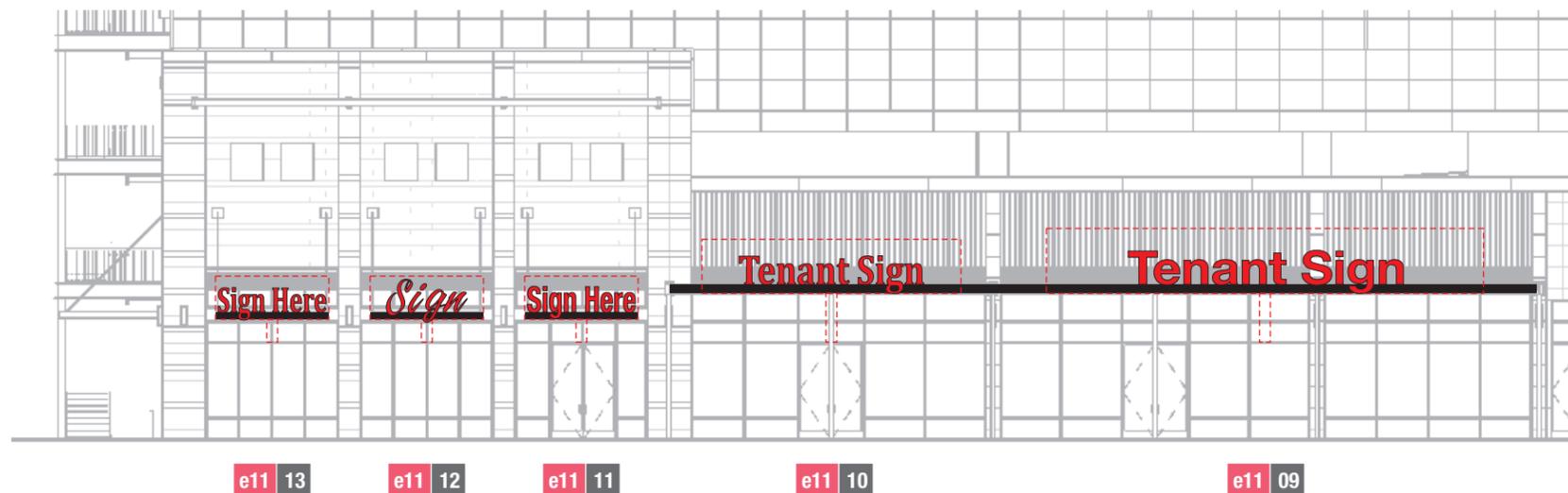
D Building A - South Elevation
SCALE: 1" = 40'



E Elevation Key
SCALE: N.T.S.

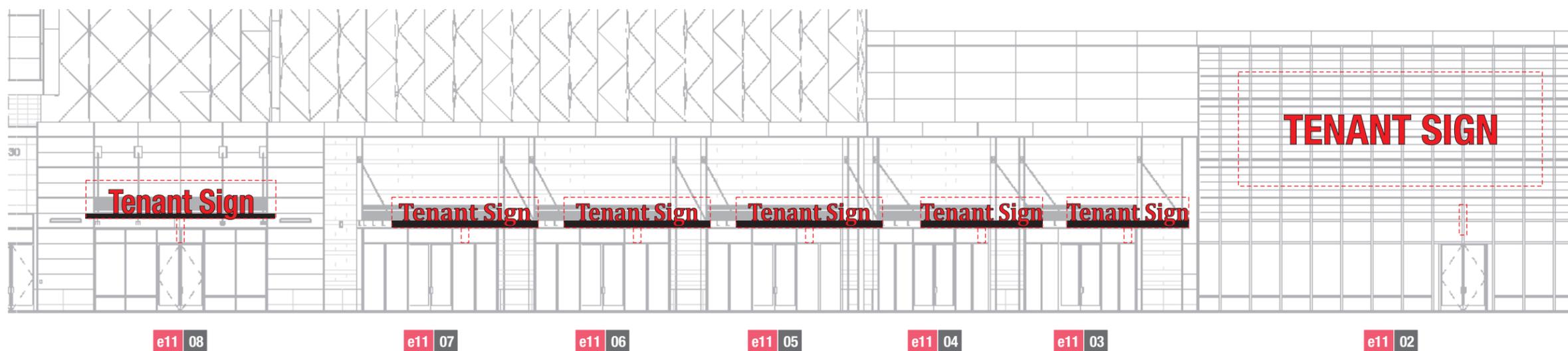
Tenant Sign Building Elevation Enlargements

Building A
430 N. Scottsdale Road

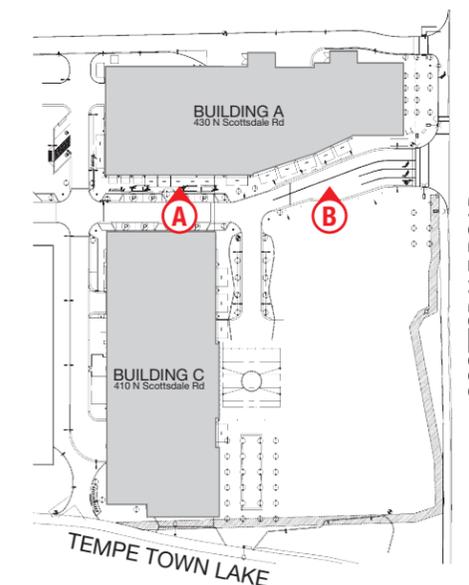


Tenant Space	Tenant Frontage	Maximum Sign Height	Maximum Sign Width	Maximum Sign Area	Sign Types Allowed
e11-02	50'	15'	40'	100 sq.ft.	e11b & e11c
e11-03	26'	4'	20'-9"	52 sq.ft.	e11e & e11d
e11-04	21'	4'	16'-9"	42 sq.ft.	e11e & e11d
e11-05	24'	4'	19'	48 sq.ft.	e11e & e11d
e11-06	24'	4'	19'	48 sq.ft.	e11e & e11d
e11-07	26'	4'	20'-9"	52 sq.ft.	e11e & e11d
e11-08	38'	5'	25'-0"	76 sq.ft.	e11e & e11d
e11-09	51'	6'	40'-6"	102 sq.ft.	e11e & e11d
e11-10	30'	5'	24'	60 sq.ft.	e11e & e11d
e11-11	15'	4'	10'-6"	30 sq.ft.	e11e & e11d
e11-12	15'	4'	10'-6"	30 sq.ft.	e11e & e11d
e11-13	17'	4'	10'-6"	34 sq.ft.	e11e & e11d

A Building A - South Elevation Enlargement 01
SCALE: 1/16" = 1'-0"



B Building A - South Elevation Enlargement 02
SCALE: 1/16" = 1'-0"



C Elevation Key
SCALE: N.T.S.

Tenant Sign Building Elevation Enlargements

Building A
430 N. Scottsdale Road

Tenant Space	Tenant Frontage	Maximum Sign Height	Maximum Sign Width	Maximum Sign Area	Sign Types Allowed
e5-01		3'-6"	19'	100 sq.ft.	e5
e5-02		4'	24'	52 sq.ft.	e5
e11-01	74'	15'	46'	42 sq.ft.	e11b & e11c
e11-14	56'	5'	38'	48 sq.ft.	e11e & e11d



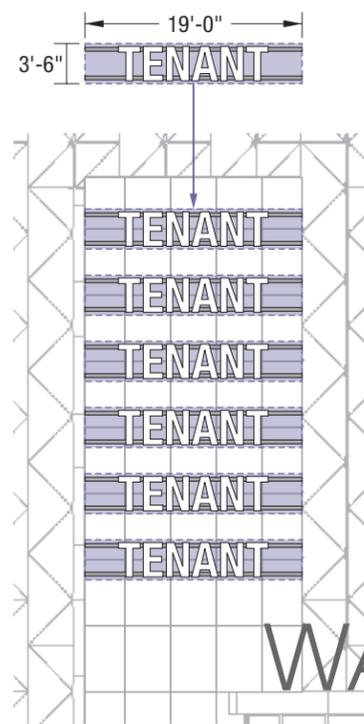
e11 14

A Building A - West Elevation
SCALE: 1/16" = 1'-0"



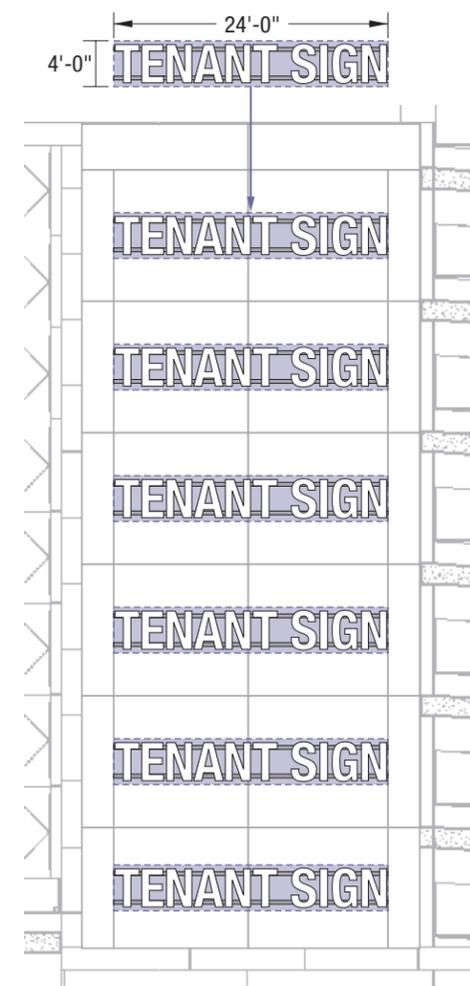
e11 01

B Building A - East Elevation Enlargement 01
SCALE: 1/16" = 1'-0"



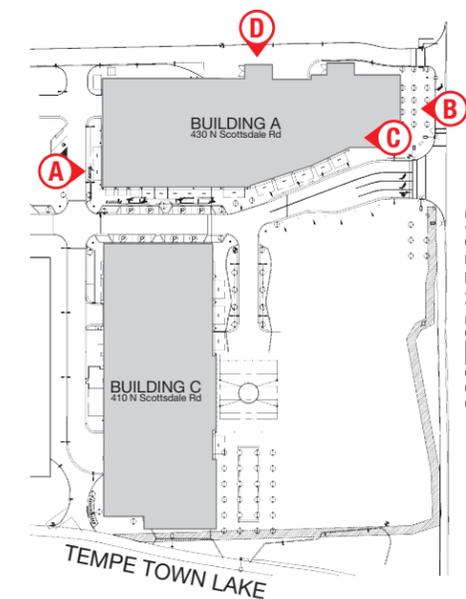
e5 01

C Building A - East Elevation Enlargement 02
SCALE: 1/16" = 1'-0"



e5 02

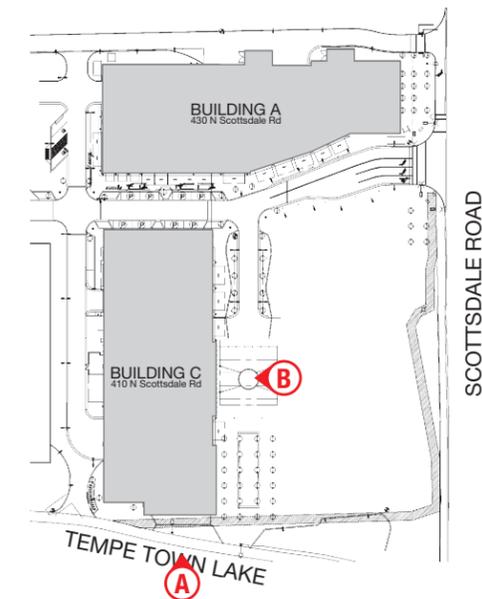
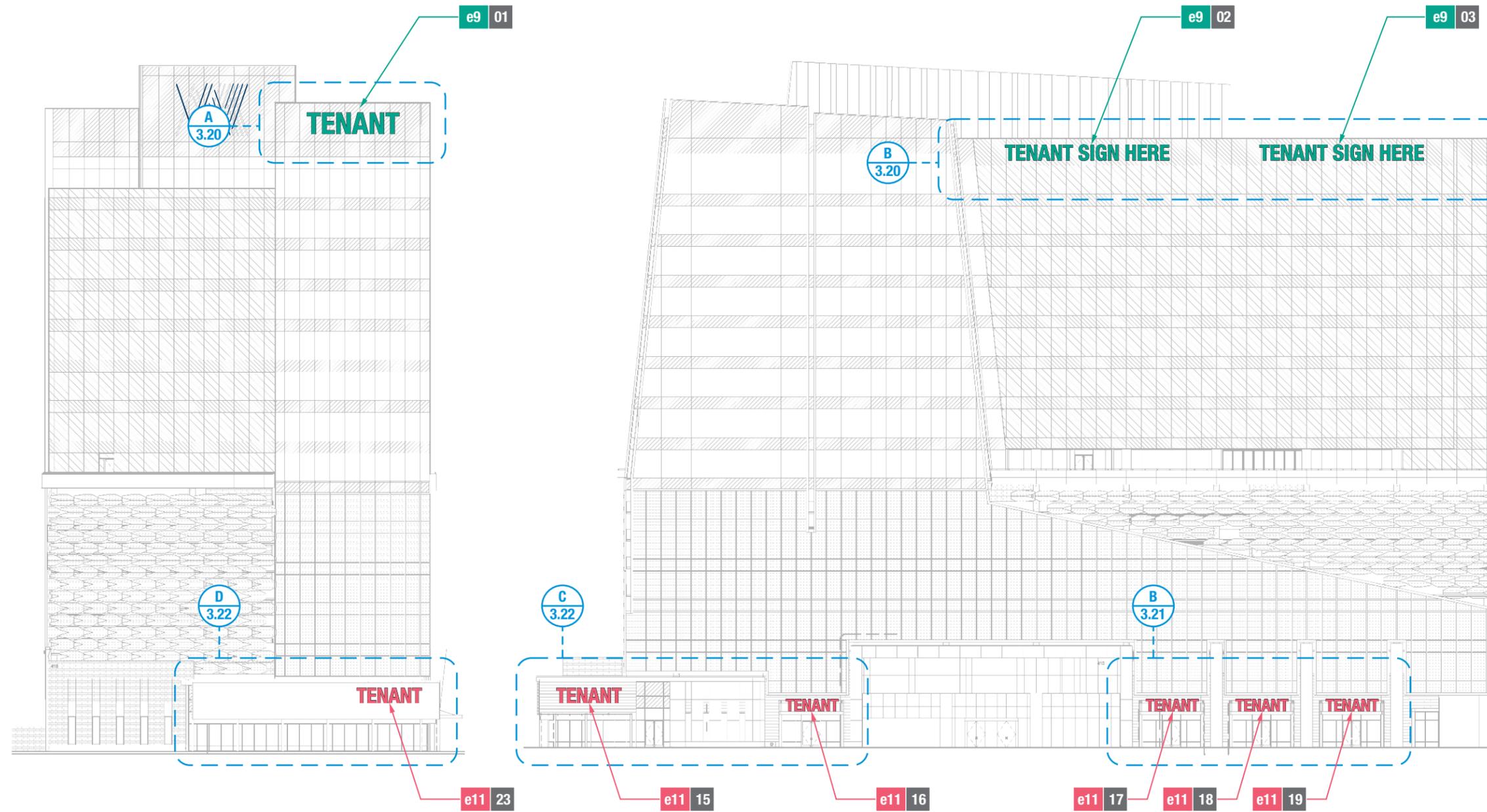
D Building A - North Elevation Enlargement
SCALE: 1/16" = 1'-0"



E Elevation Key
SCALE: N.T.S.

Tenant Sign Building Elevations

Building C
410 N. Scottsdale Road



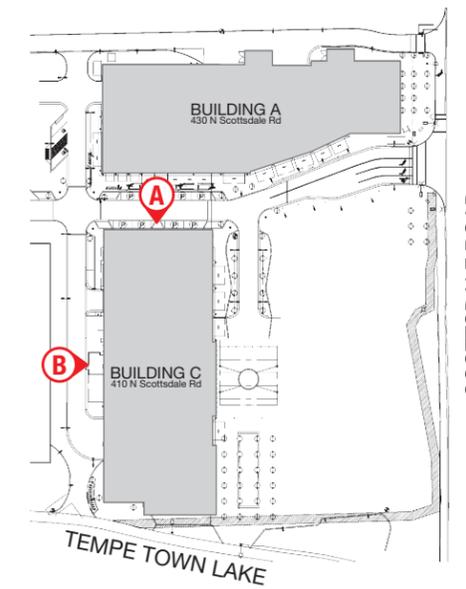
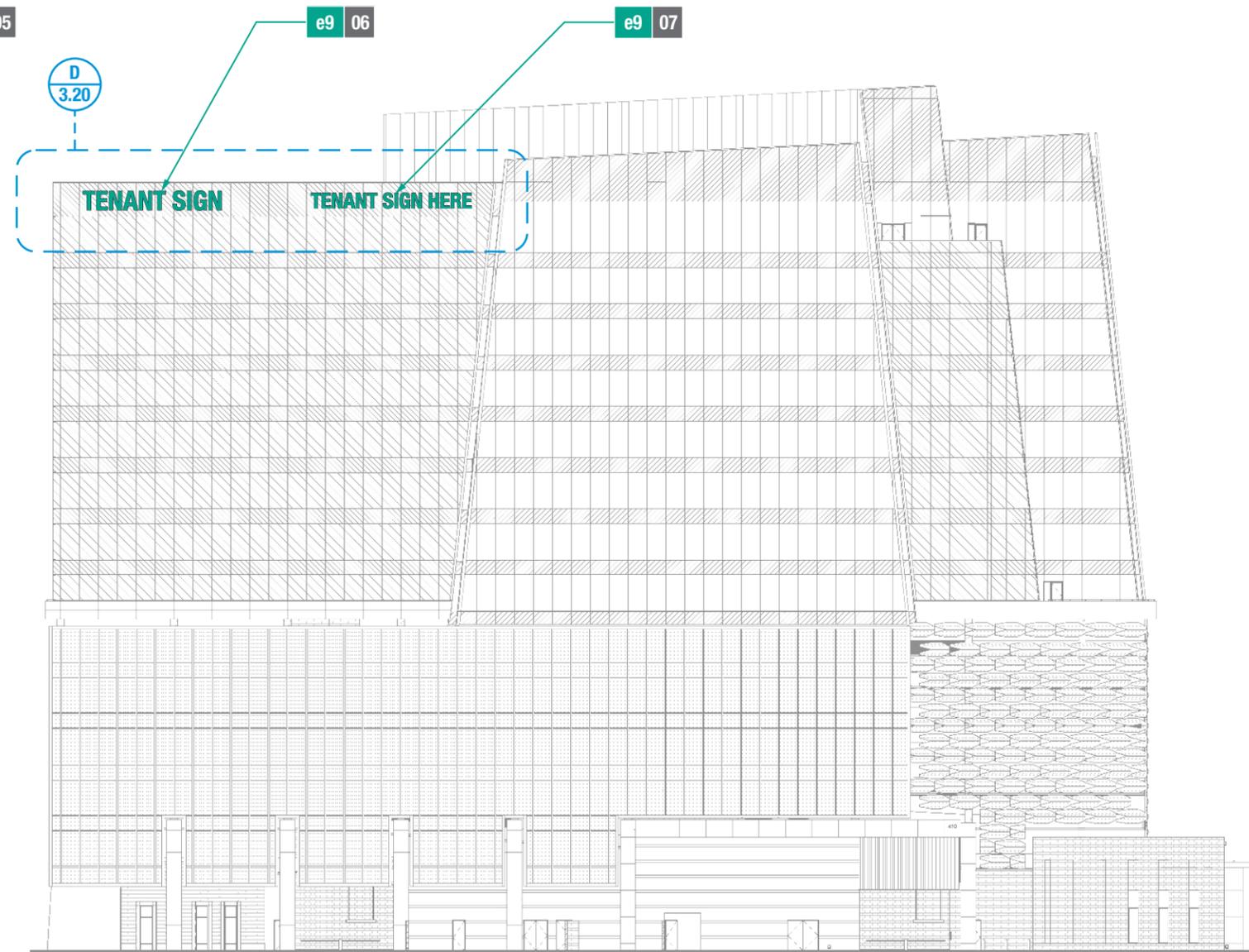
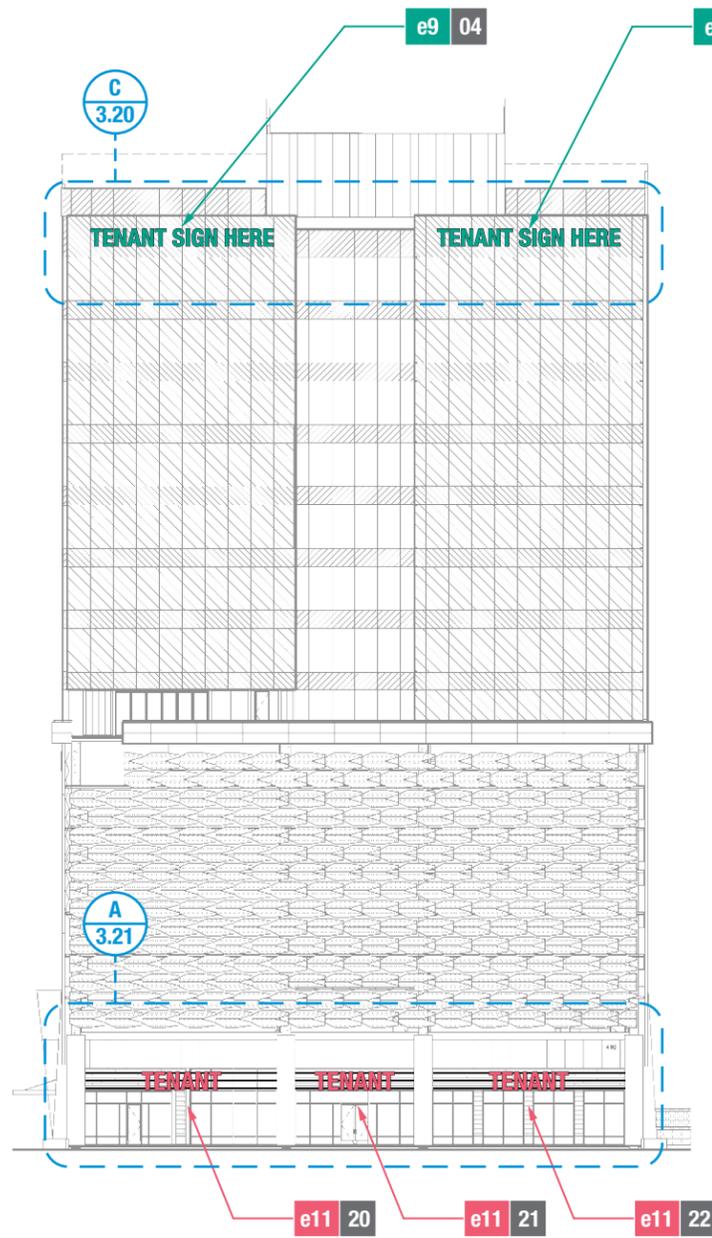
A Building C - South Elevation
SCALE: 1" = 40'

B Building C - East Elevation
SCALE: 1" = 40'

C Elevation Key
SCALE: N.T.S.

Tenant Sign Building Elevations

Building C
410 N. Scottsdale Road



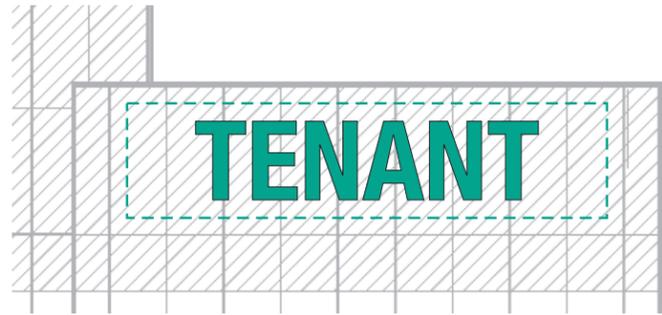
A Building C - North Elevation
SCALE: 1" = 40'

B Building C - West Elevation
SCALE: 1" = 40'

C Elevation Key
SCALE: N.T.S.

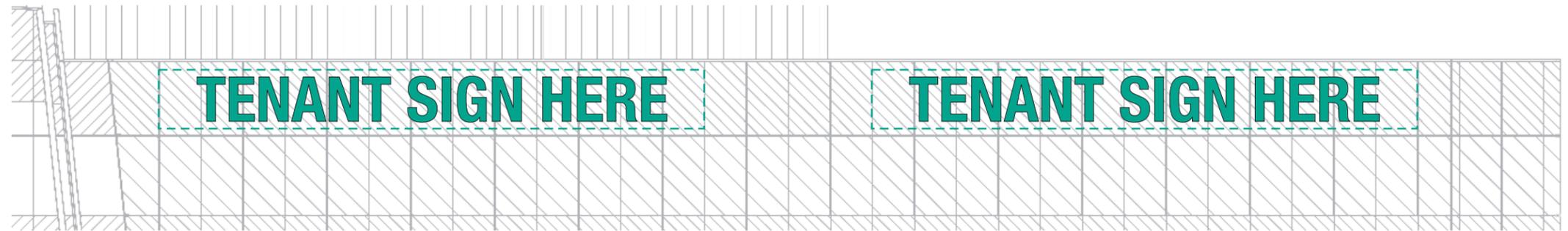
Tenant Sign Building Elevation Enlargements

Building C (Building Top Tenant Signs) 410 N. Scottsdale Road



e9 01

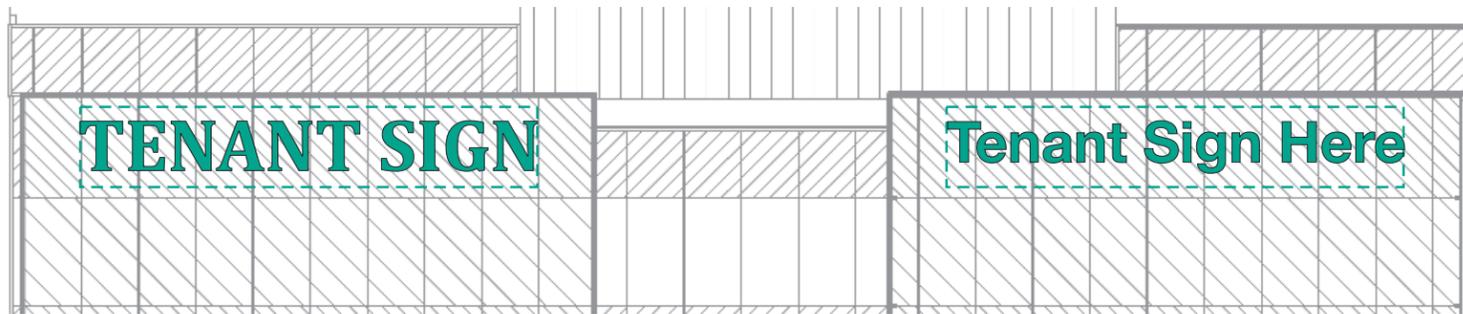
A Building C - South Elevation
SCALE: 1/16" = 1'-0"



e9 02

e9 03

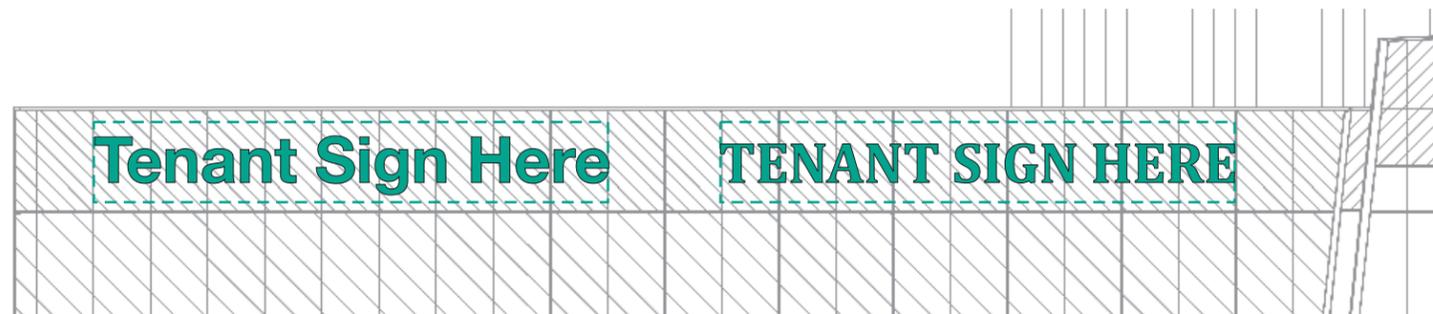
B Building C - East Elevation
SCALE: 1/16" = 1'-0"



e9 04

e9 05

C Building C - North Elevation
SCALE: 1/16" = 1'-0"

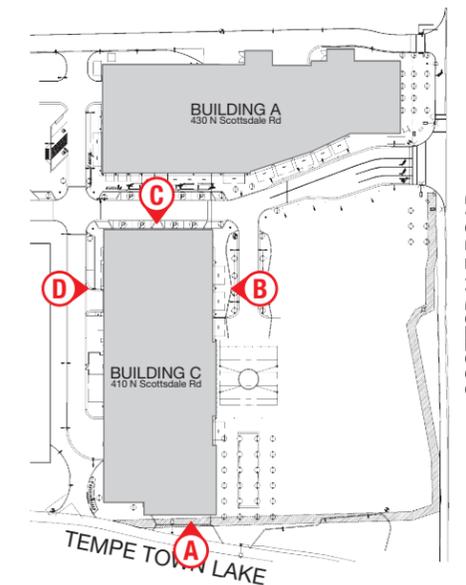


e9 06

e9 07

D Building C - West Elevation
SCALE: 1/16" = 1'-0"

Tenant Space	Maximum Sign Height	Maximum Sign Width	Maximum Sign Area
e9-01	10'	42'	420 sq.ft.
e9-02	7'	65'	455 sq.ft.
e9-03	7'	65'	455 sq.ft.
e9-04	7'	40'	280 sq.ft.
e9-05	7'	40'	280 sq.ft.
e9-06	7'	45'	315 sq.ft.
e9-07	7'	45'	315 sq.ft.



E Elevation Key
SCALE: N.T.S.

Tenant Sign Building Elevation Enlargements

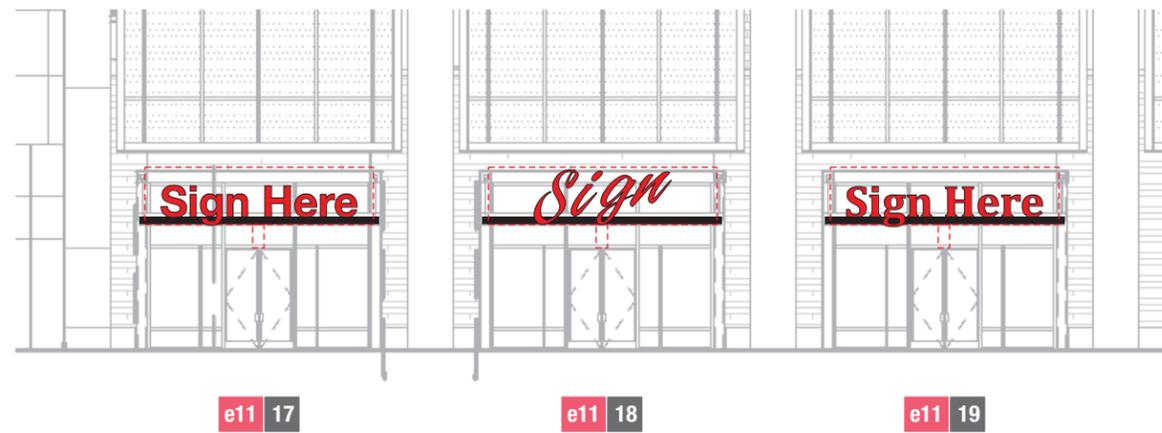
Building C (Ground Level Tenant Signs)

410 N. Scottsdale Road

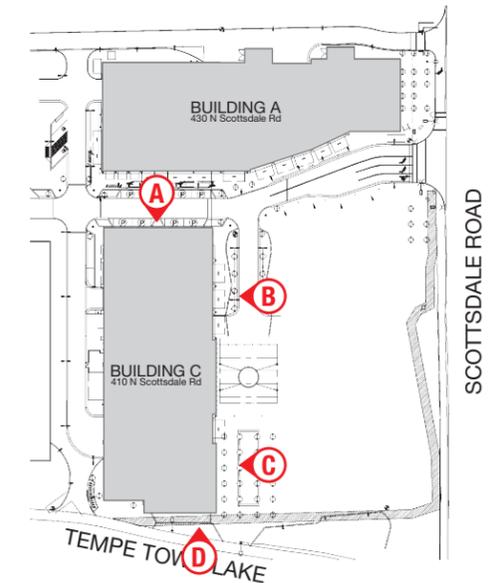


A Building C - North Elevation
SCALE: 1/16" = 1'-0"

Tenant Space	Tenant Frontage	Maximum Sign Height	Maximum Sign Width	Maximum Sign Area	Sign Types Allowed
e11-17	30'	5'	20'	42 sq.ft.	e11e & e11d
e11-18	30'	5'	20'	60 sq.ft.	e11e & e11d
e11-19	30'	5'	20'	42 sq.ft.	e11e & e11d
e11-20	46'	4'	30'	42 sq.ft.	e11a
e11-21	30'	4'	20'	42 sq.ft.	e11a
e11-22	46'	4'	30'	42 sq.ft.	e11a



B Building C - East Elevation Enlargement 02
SCALE: 1/16" = 1'-0"

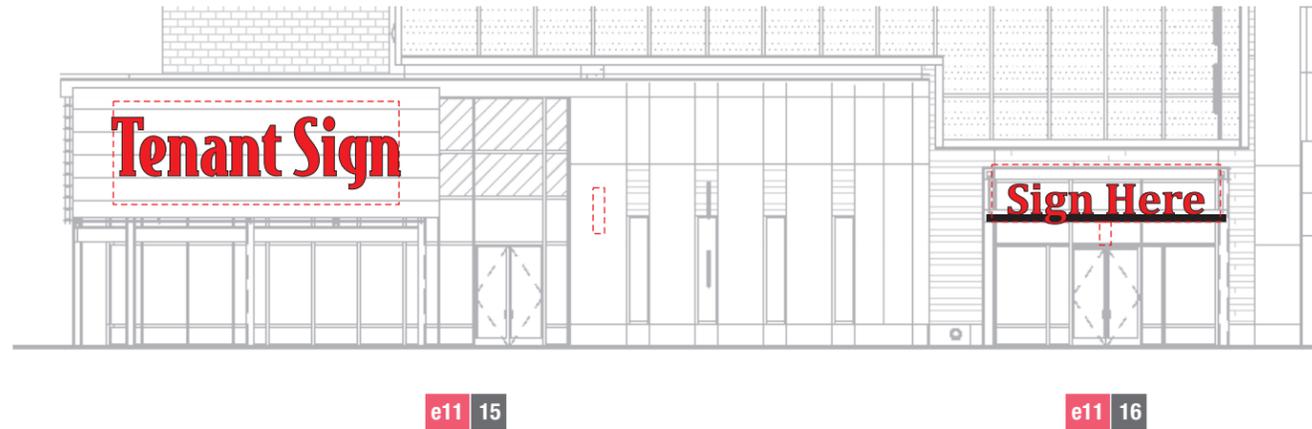


D Elevation Key
SCALE: N.T.S.

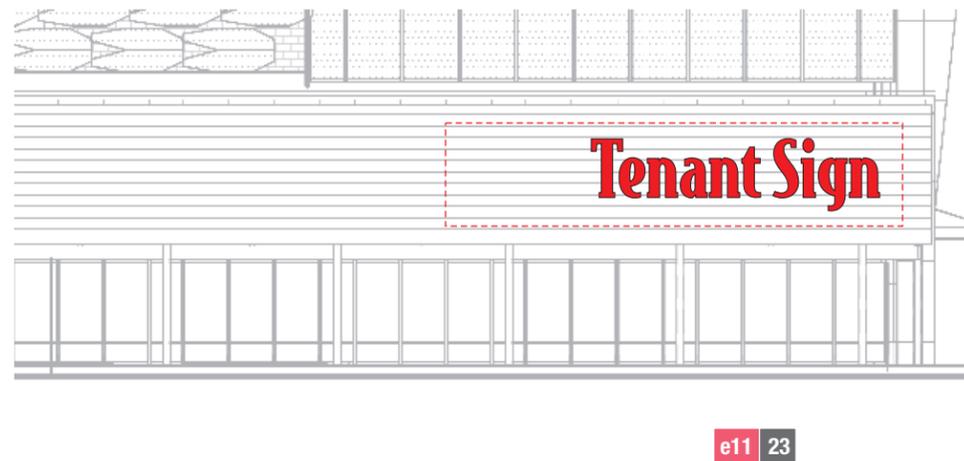
Tenant Sign Building Elevation Enlargements

Building C (Ground Level Tenant Signs) 410 N. Scottsdale Road

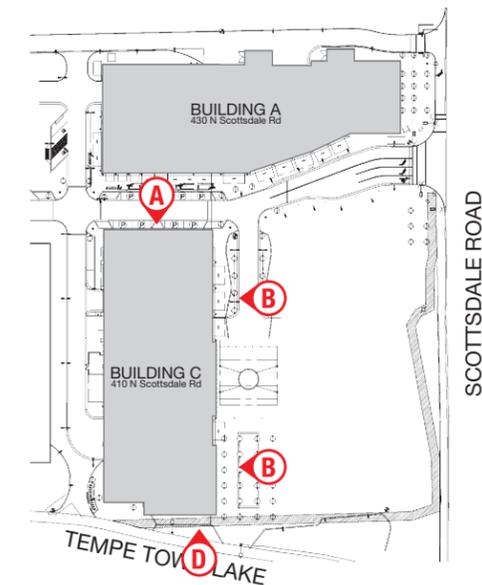
Tenant Space	Tenant Frontage	Maximum Sign Height	Maximum Sign Width	Maximum Sign Area	Sign Types Allowed
e11-15	80'	9'	25'	160 sq.ft.	e11b & e11c
e11-16	30'	5'	20'	60 sq.ft.	e11e & e11d
e11-23	80'	9'	40'	160 sq.ft.	e11b & e11c



C Building C - East Elevation Enlargement 01
SCALE: 1/16" = 1'-0"



D Building C - South Elevation
SCALE: 1/16" = 1'-0"



D Elevation Key
SCALE: N.T.S.



End