

SHEA
Commercial

SIGN CRITERIA

IRONWOOD VILLAGE
Scottsdale Arizona

May 30, 2005

SIGNAGE REVIEW SUBMITTAL CHECKLIST

General Information

- Name of Project
- Name of building Owner/Occupant, address, suite number, phone and fax numbers
- Three (3) full color sets of drawings
- Site plan with building footprint of tenant's space and building sign location(s).
(Include street names and North arrow on plans)

Signage Drawings Must Include :

Elevations showing :

- Height from grade to measuring standard per criteria specifications
- Dimensioned length of tenant's frontage where sign is located
- Background wall callouts - finishes, colors, etc.

Colored drawings or photographs of :

- All elevations proposed to have signage, illustrating the signage in place

Details of letter/logo layouts with :

- All dimensions including square footage
- Colors to be used
- Fabrication and installation methods
- Finishes per standards

Sign Fabricator information :

- Company name, contact name, phone number and address

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Introduction

Ironwood Village is located on 95th Street between East Ironwood Road and Mountain View Road in Scottsdale, Arizona. The project contains approximately 12.21 acres and is zoned C-O/PCD for a single use complex of offices. The offices consist of seventeen (17) single story buildings with a total building area of approximately 105,305 gsf.

The purpose of this sign program is to ensure the design and production of quality signage, and to provide adequate directional information to quickly inform visitors of entries and tenant locations for **Ironwood Village**. The program outlines the particular guidelines and parameters each user is to follow for their individual business identity through signage, so as to compliment the entire project. User's signs are required to be designed and manufactured by standards which meet or exceed the quality and the aesthetic impact set forth in this criteria.

This sign criteria package has been developed with sections of illustrations for easy reference. For those sign types which are to be employed by a given user, the section(s) relating to each sign type must be reviewed and adhered to by each user and its sign contractor. The criteria establishes minimum and maximum letter sizes, sign area allowances, and locations for each sign type.

Color Palette

The sign system has been derived from the schematic architecture, creating a cohesive design package throughout the project. Also in hopes to provide consistency and design quality, the architectural color palette will be used for the signage.

ICI 197 CHIPPENDALE



ICI 999 ANTIQUE STERLING



Frazer 8096A BERING GREEN



Frazer 8796N BLACK METAL
Matte or Eggshell



Ironwood Village will feature freestanding Project and Owner/ Occupant identity signs, described in the narrative that follows. (See page 5 for locations)

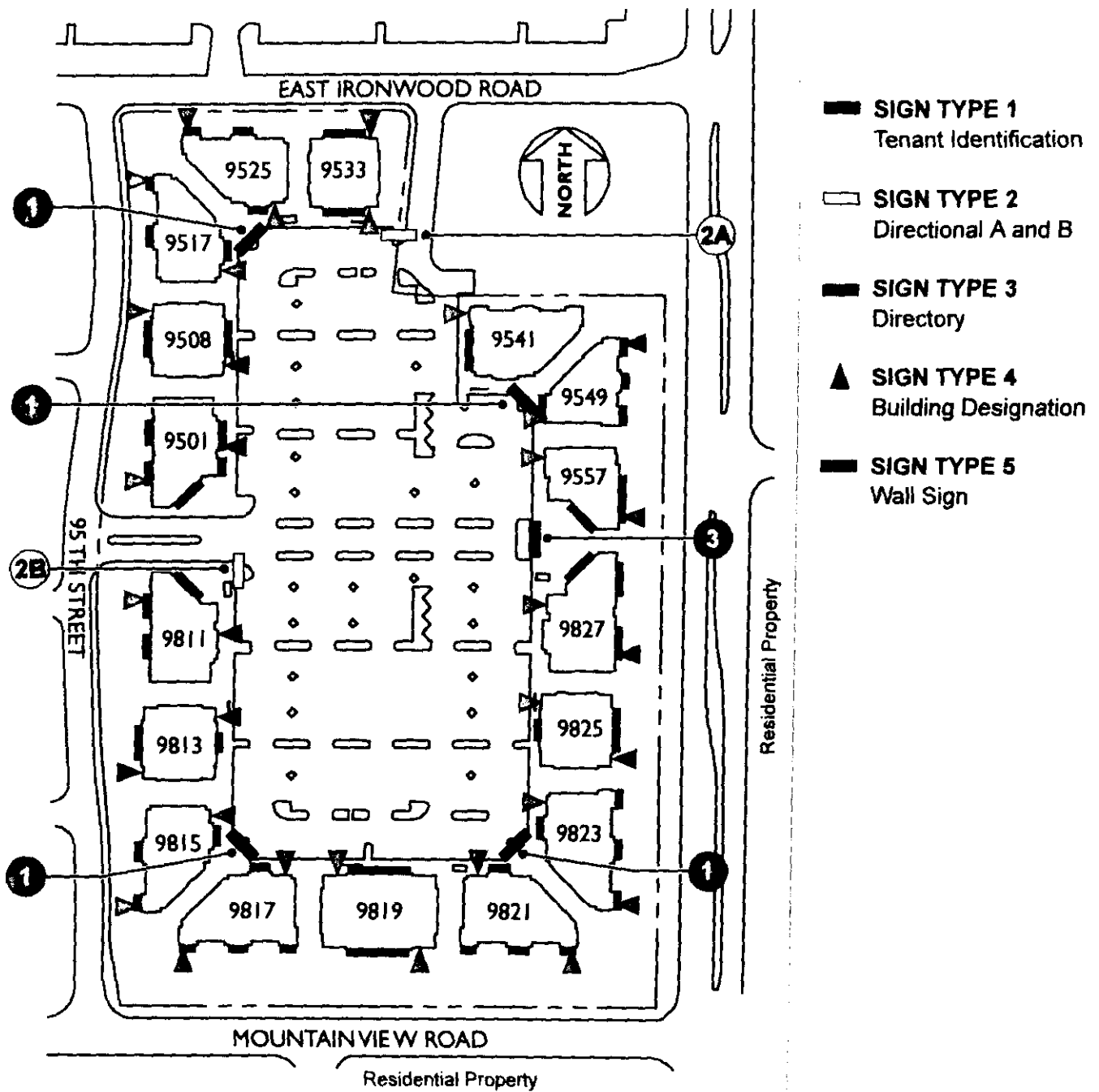
FREESTANDING SIGNS

- **Sign Type 1 – Owner/Occupant Identification Wall**
These wall signs are to be next to or adjacent to the building of the respective Owner/Occupant.
(See page 6 for design elevation)
- **Sign Type 2 – Onsite Directionals**
Pedestrian directionals to building Owner/Occupant or building address.
(See page 7 for design elevation)
- **Sign Type 3 – Onsite Directory**
Traffic directionals to building Owner/Occupant or building address.
(See page 8 for design elevation)

BUILDING SIGNAGE

- ▲ **Sign Type 4 – Building Designation**
Address number standards for each building.
(See page 9)
- **Sign Type 5 – Wall Signs**
Building wall signage standards for building Owner/Occupant.
(Details on pages 10-12)
- **Sign Type 6 – Owner/Occupant Window Graphics**
Entry graphic standards for building Owner/Occupant.
(See page 15)

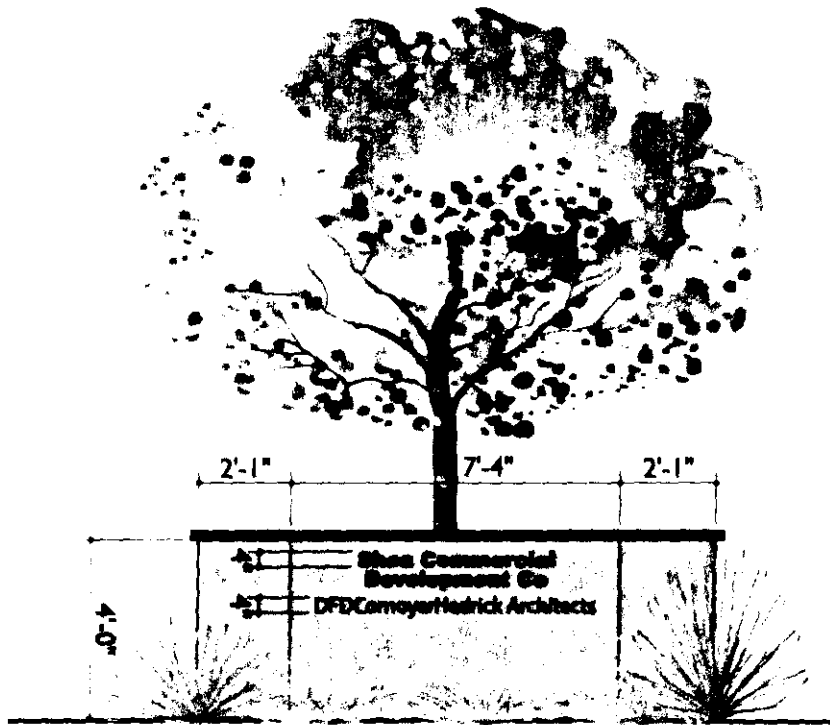
SIGNAGE LOCATIONS SITE PLAN



*Note: Final locations to be determined by Developer

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SIGN TYPE 1 IDENTIFICATION WALL



Scale: 1/4"=1'0"

There will be four (4) ID walls positioned throughout the site. Each ID wall shall list a maximum of three (3) tenants.

Size

Wall: 4'0" x 11'6"

Sign Area: 29.33 sq. ft.

Construction

Wall: 8x16 CMU with a light sand stucco finish

Lettering: 1/2" thick 4" tall

FCO aluminum letters pin

mounted to face

Cap: precast concrete

Colors/Finishes

Wall: Antique Sterling

Lettering: Black Metal

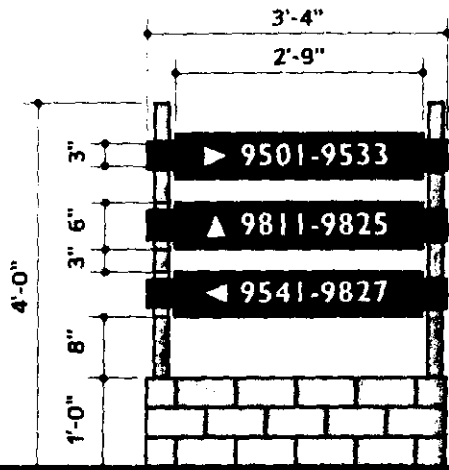
Cap: Chippendale

Illumination

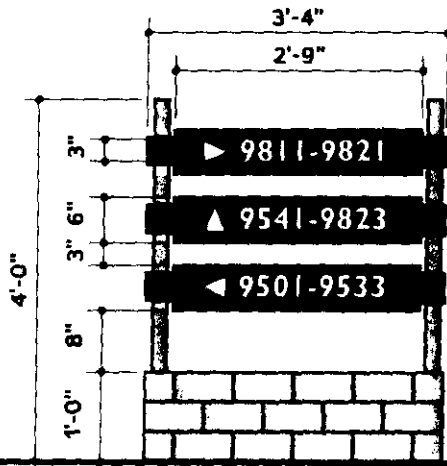
Ground illuminated with

CFL1 series KIM lighting.

SIGN TYPE 2 DIRECTIONAL SIGNAGE



Directional A
Scale: 1/2"=1'0"



Directional B
Scale: 1/2"=1'0"

There will be two (2) directionals located at pivotal points in the site. The signs will convey building addressing in relation to the location of the sign.

Size

Sign: 6" x 2'9" (each panel)
Base: 1'0" x 3'4"
Sign Area: 4.125 sq. ft.

Construction

Panels: .25" thick aluminum panels attached to the posts with u-channel and set screws
Lettering: 3" tall reflective white vinyl
Posts: 2" square aluminum tubing
Base: 4x8 brick masonry

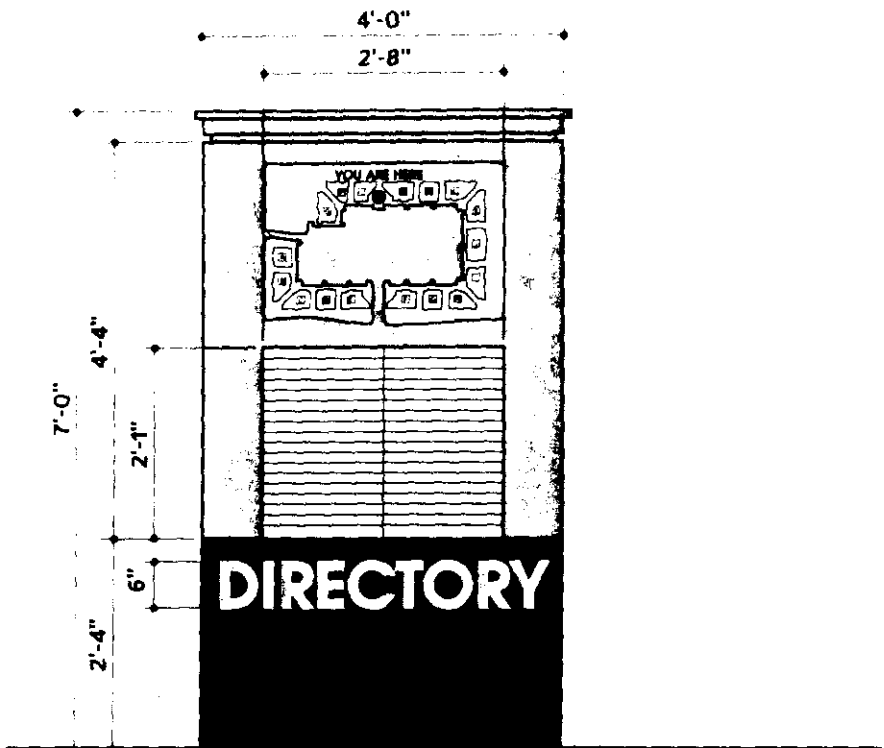
Colors

Base: Antique Sterling
Posts: Antique Sterling
U-Channel: Bering Green
Panels: Chippendale
Vinyl Lettering: to be 3M reflective white

Illumination

Non-illuminated

SIGN TYPE 3 DIRECTORY SIGNAGE



Scale: 1/2"=1'0"

The directory will be located at a central point with a map and a list of tenant names, to aid visitors in finding tenants.

Size

Cabinet: 4'4" x 4'0"

Base: 2'4" x 4'0"

Sign Area: 17.33 sq. ft.

Construction

Cabinet: aluminum frame with light sand stucco finish

Map Panel: 1/8" thick aluminum panels with applied vinyl lettering

ID Lettering: 1/2" thick FCO aluminum pin mounted to surface

Base: 8x16 CMU masonry

Colors

Cabinet: Antique Sterling

Map Panel: No color

Map Lettering: black 3M vinyl

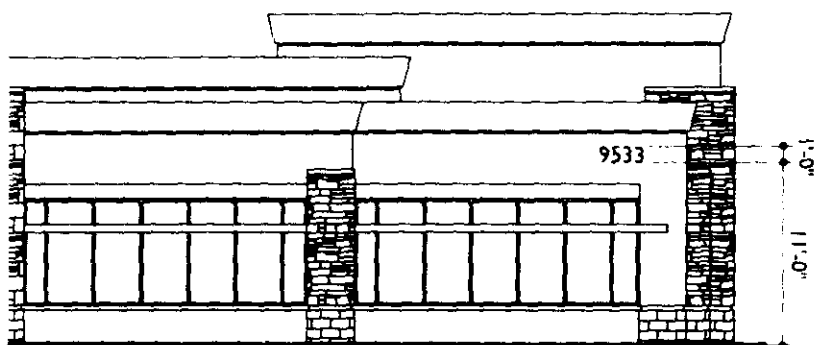
ID Lettering: Antique Sterling

Base: Bering Green and Chippendale

Illumination

Non-illuminated

SIGN TYPE 4 BUILDING DESIGNATION



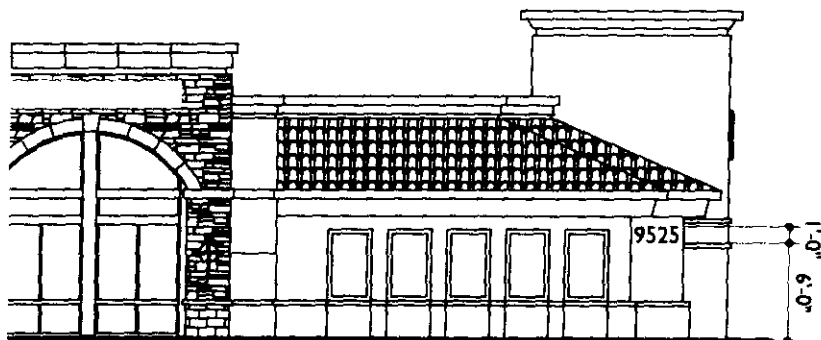
Typical Building Designation
Buildings 9533, 9508, 9813, 9819, 9825

Building designation number or letter shall be Gill Sans Std, with a height of twelve inches (12"). See sign plan on page 5 for building designation locations.

Colors and Construction
Numbers shall be flat cut outs one half inch (1/2") thick aluminum plate, stud mounted flush to building.

Color to be Frazee 8796N Black Metal.

(Addressing for placement example only.)




Typical Building Designation
Buildings 9525, 9517, 9815, 9817, 9821, 9823, 9545, 9541



Typical Building Designation
Buildings 9501, 9811, 9827, 9557


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21"

Sublinx

Single line sign layout



21"

9"

4"

8"

**Rowlings &
Associates**

21"

12"

3"

6"

**Sensored
Aromatherapy**

Double line sign layout

Design

Each Owner/Occupant is responsible for the manufacturing and installation of their own signage.

If an Owner/Occupant does not have a corporate logo, one of the standard recommended typestyles should be used. Refer to "Recommended Type Faces" - page 16.

All corporate standards are subject to P.O.A. review.

Sign Layouts

Occasional ascenders and descenders, or logo details (maximum of 4%) will be allowed to go beyond the sign envelope, but must be counted as square footage and may not be closer than three inches (3") from break or delineation of architecture.

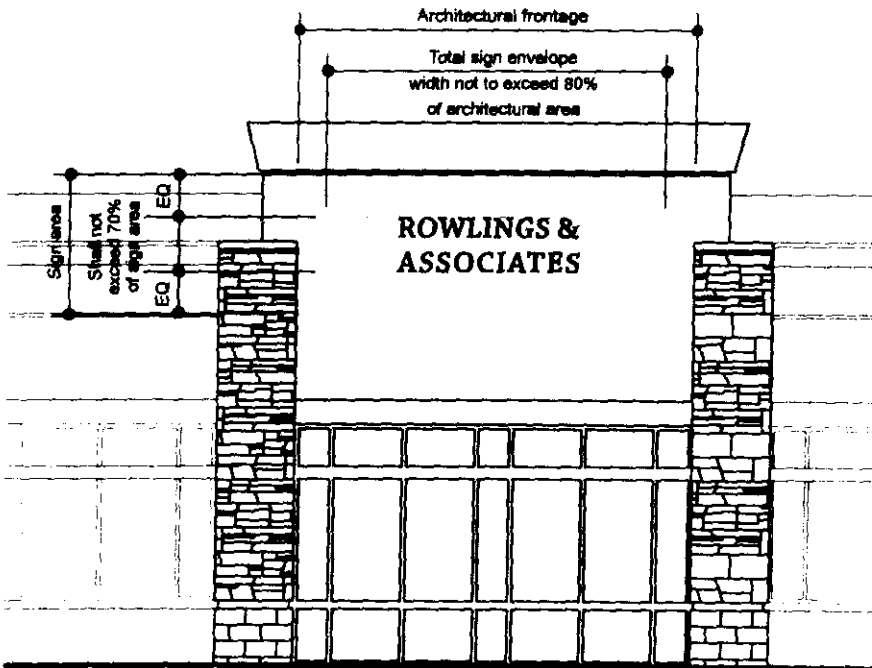
The maximum letter height shall not exceed twenty one inches (21") capitals for a single lined layout. Double lined layouts shall not exceed twenty one inches (21") in total, letter height may vary, see examples on right. A minimum of one half letter height line spacing will be used between all multiple lines of signage layouts, unless corporate standards (owner's registered identity) create a unique circumstance. Copy and/or identity may not be condensed more than 90% to fit parameters.

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Examples of Sign Area Calculation



Sign Area Calculation

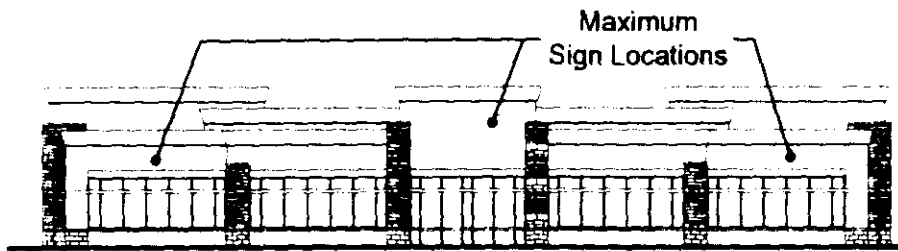
Where a sign consists only of individual letters, numerals, symbols, or other similar components, the total area of the sign shall be the sum of the areas of the squares or rectangles surrounding each individual component. Two (2) such rectangles can be used in defining area. See left for examples.

Architectural Sign Size

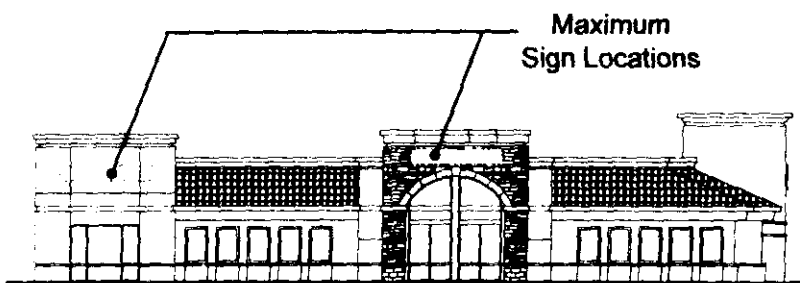
The overall height of any sign layout (single or multiple lines of copy, graphics or custom cabinets) shall be held to a maximum vertical height of seventy percent (70%) of the most narrow vertical dimension of the architectural fascia, wall, or sign area it is installed upon.

The overall length of any sign shall be held to a maximum of eighty percent (80%) of the area which it is installed upon.

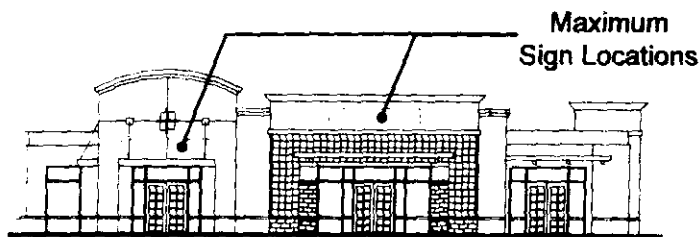
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TYPICAL BUILDING ELEVATION
Building 9533, 9508, 9813, 9819, 9825



TYPICAL BUILDING ELEVATION
Building 9525, 9517, 9815, 9817, 9821, 9823, 9545, 9541



TYPICAL BUILDING ELEVATION
Building 9501, 9811, 9827, 9557

Locations

Primary identification shall be centered, whenever possible, over main entry. These locations provide wayfinding to the office entry.

Typical office elevations, seen at left, show designated wall sign locations. The sign locations shown are the maximum number of locations allowed on a building elevation.

Design/Colors

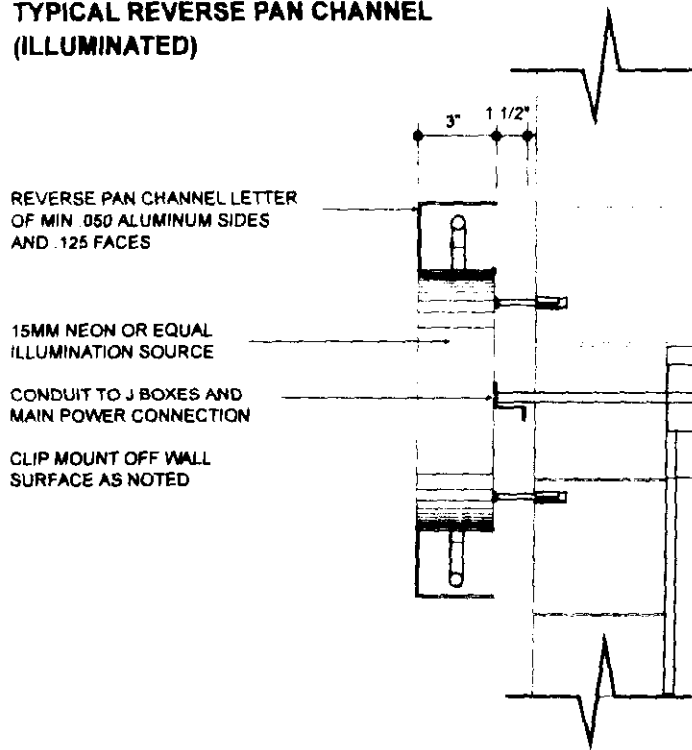
Each Owner/Occupant may use their own corporate standards for the design of the signage; however, all letters are to be painted Frazee 8796N Black Metal.

Restrictions

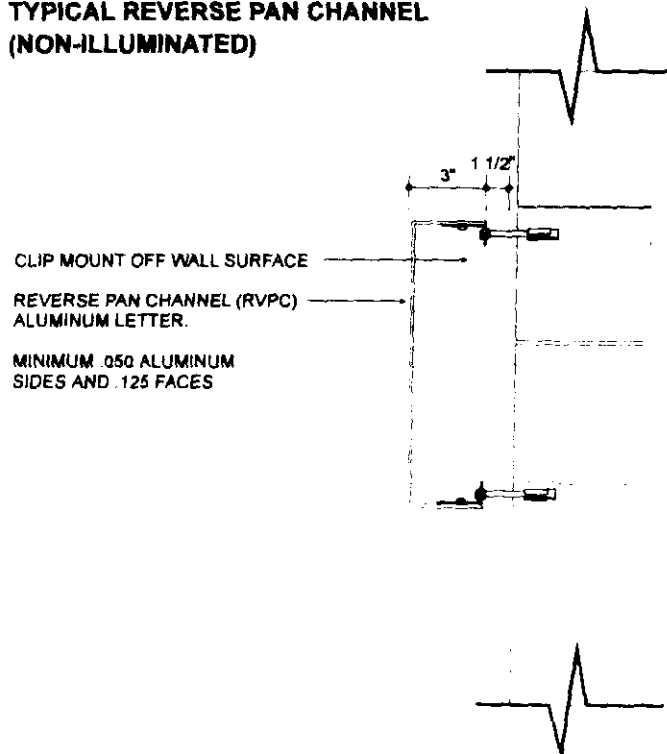
Sign letter size, location and proportions are subject to POA review and approval.

Total sign area is limited to twenty four (24) square feet per tenant.

**TYPICAL REVERSE PAN CHANNEL
(ILLUMINATED)**



**TYPICAL REVERSE PAN CHANNEL
(NON-ILLUMINATED)**



Construction

All owner signage shall be individual reverse pan channel letters and logos, and must be constructed of minimum of .050" aluminum returns, three inches (3") deep, and .125" faces.

No "Channelume", "Letteredge", or similar material will be allowed.

Illumination

All letters may be backlit halo illuminated to provide definition of the outer edge of the lettering and graphics. Halo illumination shall be from 30 M.A. white neon tubing, or equal lighting source.

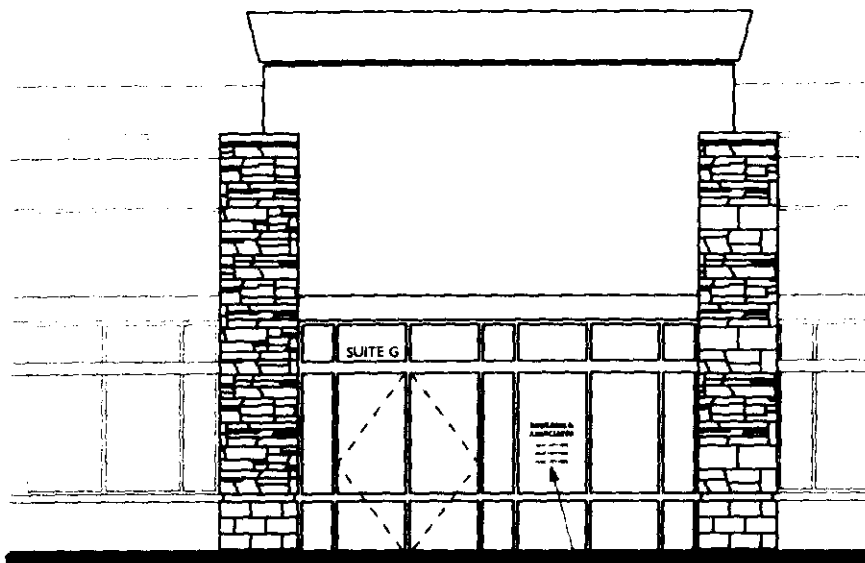
Exposed conduits, fasteners, tubing or transformers will not be permitted. All raceways must be hidden.

All tenant signage which is illuminated shall be on timers and must be turned off at 10:00 pm.

All buildings facing residential neighborhoods shall be non-illuminated.

Installation

Illuminated and non-illuminated letters and graphics shall be installed one and a half inches (1-1/2") off face of building for halo illumination, and consistency in visual look of all signage applications, if non-illuminated.



Typical Entry Graphics

maximum 25% of window area (see below)

Entry graphics are recommended and the responsibility of the Owner/ Occupant. Designation is to be applied directly above, or next to, the corresponding entry door.

Suite Designation

Suite designation is to be applied centered above the entry door, with a letter height of six inches (6"). Typeface will be Gill Sans Bold, all caps.

Window Graphics

No more than twenty five percent (25%) of each individual window panel area may have signage/ graphics applied to, or within three feet (3') behind the window area. Maximum of five square feet.

Construction

Lettering: first surface applied premium quality 3M vinyl

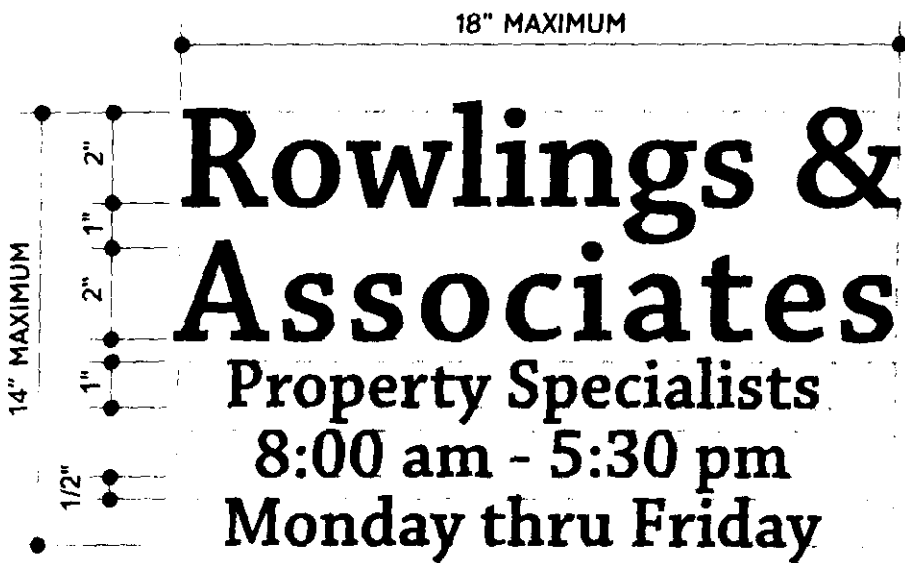
Colors and Layouts

Lettering: to be 3M reflective white

Owner/Occupant ID, to be per corporate standards, allowed in the top five inch (5") area. Multiple lines of copy, each a maximum of one inch (1") tall, are allowed for the hours of business, business description, etc..

Restrictions

Window graphics may not be "prefabricated" neon elements. No printed, hand lettered, or window painted signs will be allowed.



Enlarged Owner/Occupant Window Graphic Detail

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Frutiger Roman - Sans Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Roman - Sans Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans Roman - Sans Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Chaparral Pro Semibold - Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman - Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Palatino Roman - Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

If a corporate identification is not available for the Owner/Occupant, these fonts have been recommended as standards. They are to be used to compliment the project identity.

There are three (3) Sans Serif and three (3) Serif fonts recommended.

PROJECT DEFINITIONS

Aggregate Sign Area

The total area of all permitted signs pertaining to any one Owner/ Occupant, which includes wall signage and window signage/graphics.

Architectural Frontage

The portion of the building frontage of the owned or leased space which has been delineated through use of reveals, patterning, materials, finishes, column breaks, etc that creates a special area for signage.

Building Frontage

The lineal frontage of the occupancy space.

Cabinet (Typical)

Acrylic, Plexiglas, or plastic-faced panels with surface or second-surface applied or painted graphics, internally backlit in a box construction.

Committee

Property Owners Association (P.O.A.) for Ironwood Village to review and approve signage.

Graphics

Lettering, symbols, and logos used for name identification (primary identification), and for identification of product and services (secondary identification or modifiers).

Sign Area

The area contained within the smallest group of, or individual rectangle that encloses all elements of a sign's copy and logos.

Street Front Signage

Signage installed parallel to the building fascia, typically located along the front of the building parapet, fascia or building wall intended for the viewing of vehicular traffic on the street or within parking areas.

Suite Entry & Graphics - Permanent

Signage located along the storefront portion, oriented to the pedestrian. Typically includes the transparent portion of storefront windows or entry doors and/or solid wall areas used for merchandise display and permanent graphics; architectural awnings; Owner/ Occupant suite number; logo and name identification; secondary name modifiers; hours of operation; services or name brand marketing, menu cabinets, etc.

Suite Entry & Graphics - Temporary

Any sign, banner, pennant, valance or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard or other like material with or without frames.

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GENERAL SIGN STANDARDS AND REQUIREMENTS

All signs at **Ironwood Village** must be compatible with the standards outlined in these Signage Criteria Standards. The purpose of the sign standards is to ensure an attractive professional environment and to protect the interests of the surrounding neighborhood, Developer, and Owners/Occupants of all buildings within **Ironwood Village**. Conformance will be strictly enforced, and any installed nonconforming or unapproved signs will be brought into conformance at the sole expense of the Owner/Occupant.

Each Owner/Occupant is responsible for the manufacturing and installation of their own signage. If an Owner/Occupant does not have a corporate logo, one of the standard recommended typestyles should be used. Refer to "Recommended Type Faces" on page 15. All corporate standards are subject to P.O.A. review.

Before designing signs, all **Ironwood Village** Owners/Occupants will receive a copy of these signage standards along with a checklist of submittal requirements. Sign plans submitted to the Committee for approval must conform to these standards. The Committee will administer and interpret the design quality of the criteria. All signs must be approved in writing by the Committee prior to permit application and installation.

For Committee review, send signage drawings, in triplicate, to:

Shea Commercial
Attn.: Ironwood Village
Architectural Design Review Committee
14287 North 87th Street, Suite 220
Scottsdale, Arizona 85260

1 Signage proposal Each Owner/Occupant must submit to the Committee three (3) sets of detailed construction drawings; project site plan of building location; colored elevations showing all proposed tenant wall signage and entry plaque to scale. Detail construction drawings and specifications must include sizes, design, colors, materials, lettering, graphics, conduits, junction boxes, sleeves, and other mounting apparatus of all proposed wall signs. This submittal must be made, and approved by the committee, at least fifteen (15) days prior to submitting requests for permits or manufacturing.

2 Sign contractor's responsibilities Prior to preparation of signage drawings and specifications, the Owner's/Occupant's sign contractor must review all architectural, structural, and electrical documents as they relate to the building wall and/or storefront at the proposed signage location. In addition, the sign contractor should visit the project site to become familiar with as-built conditions and verify all dimensions.

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GENERAL SIGN STANDARDS AND REQUIREMENTS (CONTINUED)

3 Committee review After review of the signage proposal, the Committee will return one of the three (3) sets of drawings to the Owner/Occupant, marked either "Approved," "Approved With Noted Revisions," or "Denied."

4 "Approved" If drawings are marked "Approved," the Owner/Occupant is allowed to submit them to the governing agencies for code compliance and approval. Once approvals have been received from the governing agencies then the contractor is authorized to proceed with sign construction and installation in accordance with the approved drawings.

5 "Approved With Noted Revisions" If drawings are marked "Approved With Noted Revisions," the Owner/Occupant is allowed to proceed with sign permitting provided that any modifications noted are incorporated into the design. An applicant that takes exception to the noted modifications may revise and resubmit, as explained below.

6 "Denied" If drawings are marked "Denied," the plans will be returned to the Owner/Occupant with comments. The drawings should be revised and resubmitted for Committee approval.

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

8 Messages Signs are restricted to advertising either (a) the person, firm, company, or corporation operating the use conducted on the site, or (b) the products sold therein, but not both.

9 Owner/Occupant responsibilities for other regulations The Committee's approval of an Owner's/Occupant's signage plan does not constitute an implication, representation, or certification by the Committee that those plans are in compliance with applicable statutes, codes, ordinances, or other regulations. Compliance with other regulations is the sole responsibility of the Owner/Occupant for all work performed on the premises by or for the Owner/Occupant.

10 Prohibited signs

- "Typical" cabinet of acrylic, plexiglas, or plastic-faced panels with first-surface or second-surface applied or painted graphics, internally backlit graphics.
- No signs, advertisements, notices, or other lettering shall be displayed, exhibited, inscribed, painted, or affixed on any part of the buildings visible from outside the premises, except as specifically approved by the Committee.
- Rude, obscene, offensive, animated, flashing, blinking, rotating, moving, or audible signs.

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GENERAL SIGN STANDARDS AND REQUIREMENTS (CONTINUED)

- Placards; posters; playbills; postings; paintings; flags; signs in public right-of-way; and fixed balloons are not permitted in any location, whether or not visible from outside the premises.
- Change-panel signs.
- "A" frames and portable signs.
- Signs that are installed without written approval from the Committee, or that are inconsistent with approved drawings, may be subject to removal and reinstallation by the Developer at the Owner's/Occupant's expense.

11 Illuminated signs The city of Scottsdale requires permits for all signs and electrical permits for all signs that are illuminated. It is the Owner's/Occupant's sole responsibility to secure these and any other permits that may be required prior to the construction and installation of any signs.

12 Size limitation Each Owner/Occupant must limit the area of its sign in accordance with the area allocated for signage as outlined in the criteria standards. Maximum sign length varies according to building frontage, but it must not exceed the area allocated. Each Owner/Occupant will be granted a minimum of one sign. Owners/Occupants with more than one elevation wall may have a sign on each elevation, if code allows the amount of square footage per Owner/Occupant.

13 Labels No labels are permitted on the exposed surface of signs, except those required by local ordinance. Sets of individual letters shall have one label on an end letter only. (These are to be installed in an inconspicuous location.)

14 Freestanding signs All multi-tenant and project identification signs must meet applicable setbacks, and their installation must comply with all local building and electrical codes.

15 Upkeep and maintenance Each Owner/Occupant is fully responsible for the upkeep and maintenance of its sign(s) and Owners/Occupants are to repair any sign defects within five (5) days of notification. If an Owner/Occupant does not repair said sign(s), the P.O.A., at the Owner/Occupant's sole cost and expense, may repair and/or replace sign(s). A penalty of 100% of the P.O.A.'s cost to repair said signage, in addition to the cost of the repair, may be assessed to the Owner/Occupant if the P.O.A. is required to provide the necessary maintenance due to the Owner's/Occupant's noncompliance following notification.

16 Illumination timer Power to illuminate the Owner's/Occupant's sign is to be from Owner's/Occupant's electricity meter, switched through a Tork DW-2100AY (or equal) time clock, set in accordance with schedules determined by the P.O.A..

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GENERAL SIGN STANDARDS AND REQUIREMENTS (CONTINUED)

17 Sealing of building penetrations All penetrations of the building structure required for sign installation and illumination shall be neatly sealed in a watertight fashion.

18 Damage caused by or during installation The sign contractor and/or Owner/Occupant will pay for any damage to a building's fascia, canopy, structure, roof, or flashing caused by sign installation. Owner/Occupant shall be fully responsible for the operations of Owner's/Occupant's sign contractor and shall indemnify, defend, and hold P.O.A. harmless for, from, and against damages or liabilities of account thereof.

19 Required insurance for sign contractors All sign contractors must carry workers' compensation 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, with a combined single limit in an amount not less than two million and no/100 dollars (\$2,000,000.00) per occurrence. Every sign contractor must hold a current contractor's license in the State of Arizona.

20 Committee's right to modify requirements The Committee has the right to modify the sign standards for design quality and criteria requirements for any Owner/Occupant.