

DESERT FAIRWAYS PHASE 2 AND 3
S C O T T S D A L E A R I Z O N A
MASTER SIGNAGE CRITERIA PLAN

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June 16, 2003

revised August 18, 2003

letter color addition September 24, 2004

revised January 26, 2004

revised May 19, 2004

letter color addition July 15, 2004

sign criteria

These sign criteria have been developed to ensure design compatibility and consistency among all signs within the Desert Fairways Project located at the southwest corner of the 101 and Bell Road in the City of Scottsdale, Arizona. Conformance with these criteria will be strictly enforced by the project developer, Shea Commercial and its successors. Any sign that is installed and is not in conformance with these criteria or not approved by the developer or its successors, must be removed or brought into conformance by the tenant/owner to the satisfaction of the developer or its successors.

The developer or its successors shall approve or all tenant/owner signs, in writing, prior to installation. Approval shall be for appearance and location on the building only. The developer is not responsible for review for conformance with the City of Scottsdale sign code. Sign permits must be obtained from the City by the tenant/owner. These criteria have been developed exclusively for an office / retail project known as Desert Fairways and all signs must be in compliance with these criteria.

general signage requirements

Any reference herein to the word tenant, owner or tenant/owner shall be construed to include any owner or tenant of any single building or portion of a building under the terms of office condominium ownership as established by the developer. Any reference to developer as it pertains to these criteria shall mean Shea Commercial or its successors. City shall refer to the City of Scottsdale.

1. Tenant/Owner shall submit 2 sets of shop drawings and specifications for all signs proposed to be installed on a building including glass-mounted lettering. Developer shall review the shop drawings and specifications and return one set to the tenant/owner marked "approved," "approved as noted," or "revise and re-submit".
2. "revise and re-submit" drawings will be returned to the tenant/owner with comments. These drawings shall be revised by the tenant/owner and resubmitted to the developer for approval.
3. Upon receipt of developer approval, tenant/owner shall proceed with the city permit process.
4. No signs, advertisements, notices or other lettering shall be etched, inscribed, painted or affixed on any part of a sign except lettering and/or graphics which have received prior written approval of the developer.
5. Tenant/owner or its authorized representative shall obtain all permits for the installation of the tenant signs.
6. Tenant/owner shall have sole responsibility for compliance with all applicable statutes, codes, ordinances or other regulations for all work performed on the premises by or on behalf of the tenant/owner. Subsequent to City approval, tenant/owner may proceed with the installation of signs.
7. The approval of the developer of each tenant/owner plans, specifications, calculations or work shall not constitute an implication, representation, or certification by the developer that said items are in conformance and compliance with applicable statutes, codes, ordinances or other regulations.
8. All signage is subject to City approval and these criteria.
9. All building mounted signage shall be constructed and installed at the sole expense of the tenant/owner unless prior arrangements to the contrary have been agreed upon and stated in writing in the purchase or lease terms.
10. Tenant/owner and the tenant/owner's contractor shall be responsible for the repair of any damage caused by it installation or the removal of any signage.
11. All sign bolts, fastenings, sleeves and clips shall be of hot-dipped galvanized iron, stainless steel, aluminum or brass. Black iron material of any type for mounting purposes will not be permitted.
12. No labels shall be permitted on the exposed surface of signs, except those required by local ordinance. Those required shall be applied in an inconspicuous location.

13. Any penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.

14. No exposed tubing, conduit or raceways will be permitted. All conductors, transformers, and other equipment shall be concealed.

15. All electrical signs components shall bear the UL label.

16. All signs shall conform to both the Uniform Building Code and the National Electrical Code.

17. Tenant/owner shall bear all liability and responsibility for the operation of their selected sign contractor.

18. Painted lettering on buildings or glass will not be permitted.

19. Flashing, moving or audible signs will not be permitted.

20. Individual free-standing signs will not be permitted except as described in these plans for sign types A, B and C. Monument signs shall not contain individual tenant names.

21. Exposed neon lighting is not permitted.

22. High-performance glass-applied vinyl graphics in the project logo type of Copperplate with a maximum height of 2" in upper and lower case, to display the name, address, emergency numbers and hours of operation may be applied to the storefront adjacent to the main entry door not to exceed 2 square feet of copy to accommodate the names of individual professionals within a singular or group practice. The layout shall be submitted and approved by the developer prior to installation.

23. Wall-mounted tenant/owner name signage shall be individual 24" high maximum x 2" deep reverse pan channel letters Copperplate typeface to match architectural finish M-2, Valspar "Asi". The tenant/owner may exercise the option to either non-illuminate or back illuminate the letters. In no event may signs within 100 feet of a residential zone be illuminated.

24. Any changes to previously approved signage or other window or storefront lettering or graphics will require the tenant/owner submit shop drawings and specifications for the written approval of the developer and said changes shall be subject to City approval.

tenant / owner signage

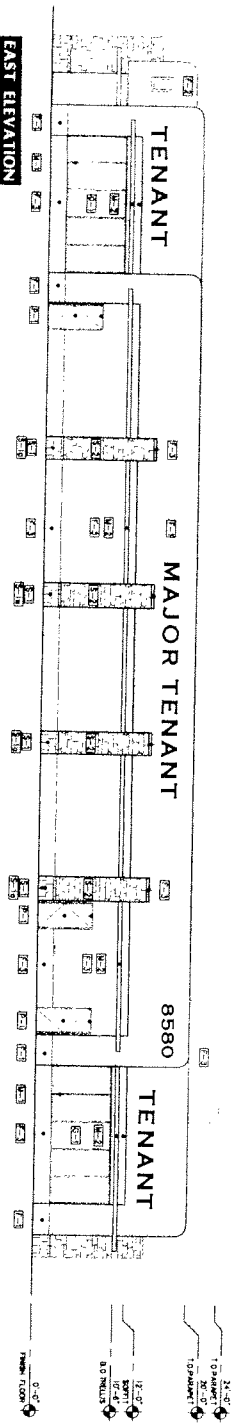
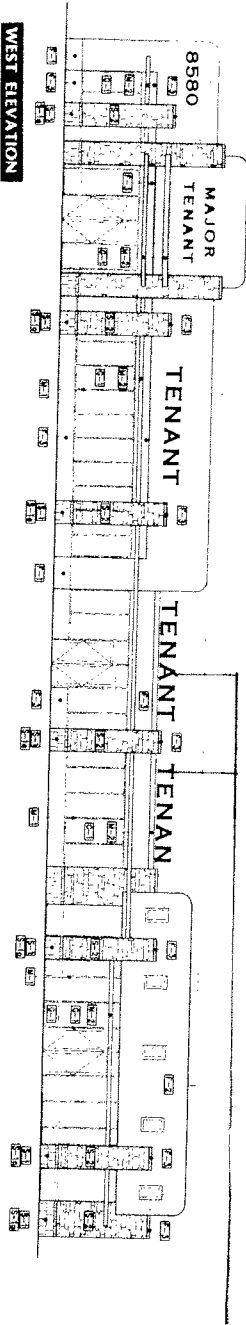
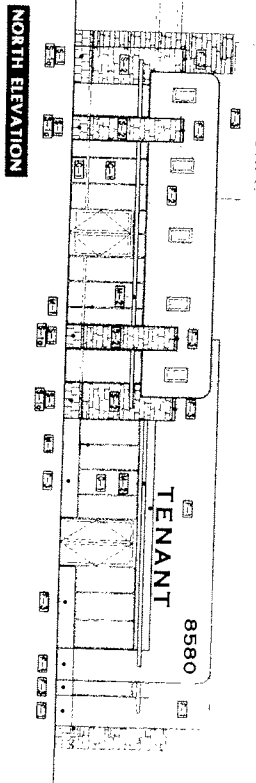
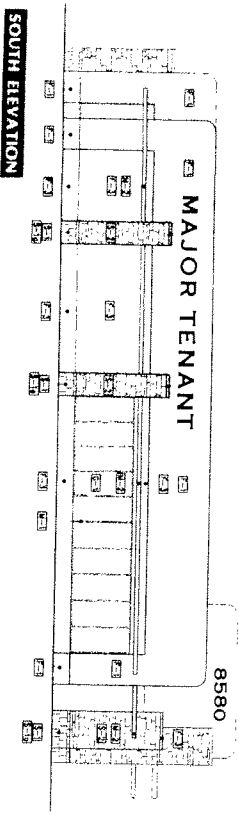
1. The purpose of the tenant/owner signage is to effectively identify and direct clients, patients and customers to a building or part of a building from the street and/or parking areas through the use of the business name and address numbers.
2. All tenant/owner signage shall be as described in Item 23 of the general sign requirements section herein. Signs shall be located in a manner consistent with the guidelines presented in graphic elevations of the document for sign location and placement on the building wall according to the 4 elevations not to exceed one square foot of signage per linear foot of building footage.
3. All signage shall correspond with the owned or leased area of the building and shall be placed on the elevation within said area of lease or ownership. In the rare case where this can not be achieved the tenant/owner shall submit a detailed description and shop drawing of any deviation to these criteria to the developer for approval. Corporate logos, corporate colors, corporate lettering styles and the like are permitted under these criteria. In the event that a tenant does not have such corporate criteria, the lettering shall be of the style and finish referenced in number 23 of the general sign requirements section herein and per the City of Scottsdale ordinance.
note:
all tenant signage locations must correspond to the tenant space location.

NOTES for TENANT SIGNAGE CRITERIA

1. 12" x 2" reverse pan channel address numbers in M-2 building finish (optionally halo illuminated) Copperplate typeface or SherwinWilliams 'gold grey'
2. maximum 24" high x 2" reverse pan channel tenant names in M-2 building finish (optionally halo illuminated) Copperplate typeface

note:
all tenant signage locations must correspond to the tenant space location.

Note: an alternate letter color shall be Dark Bronze

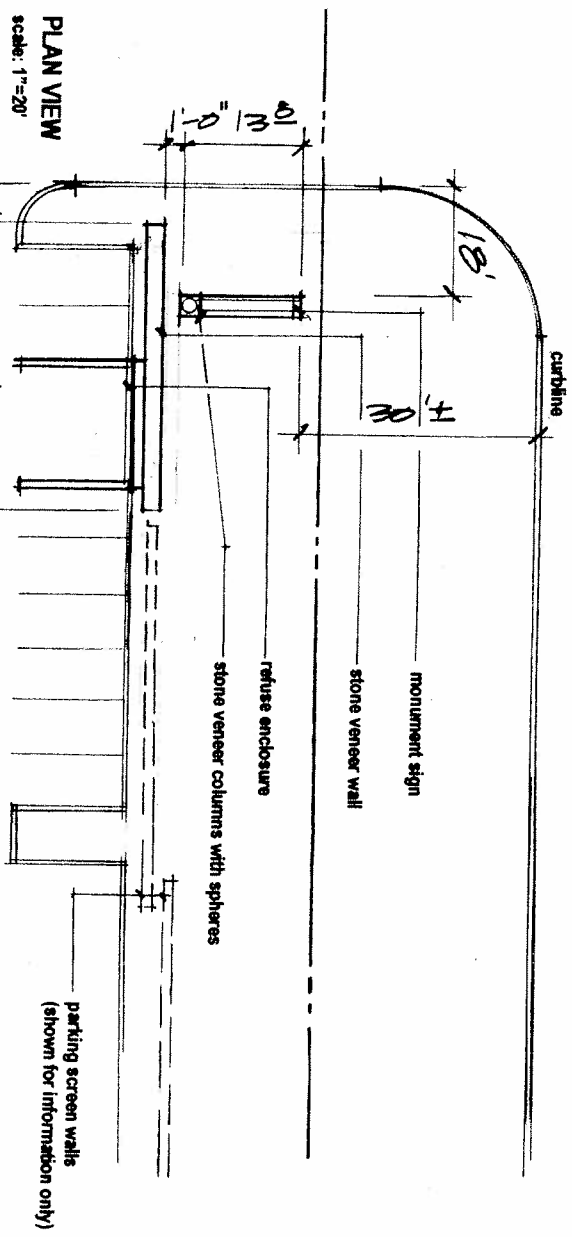


C TENANT BUILDING SIGNAGE CRITERIA

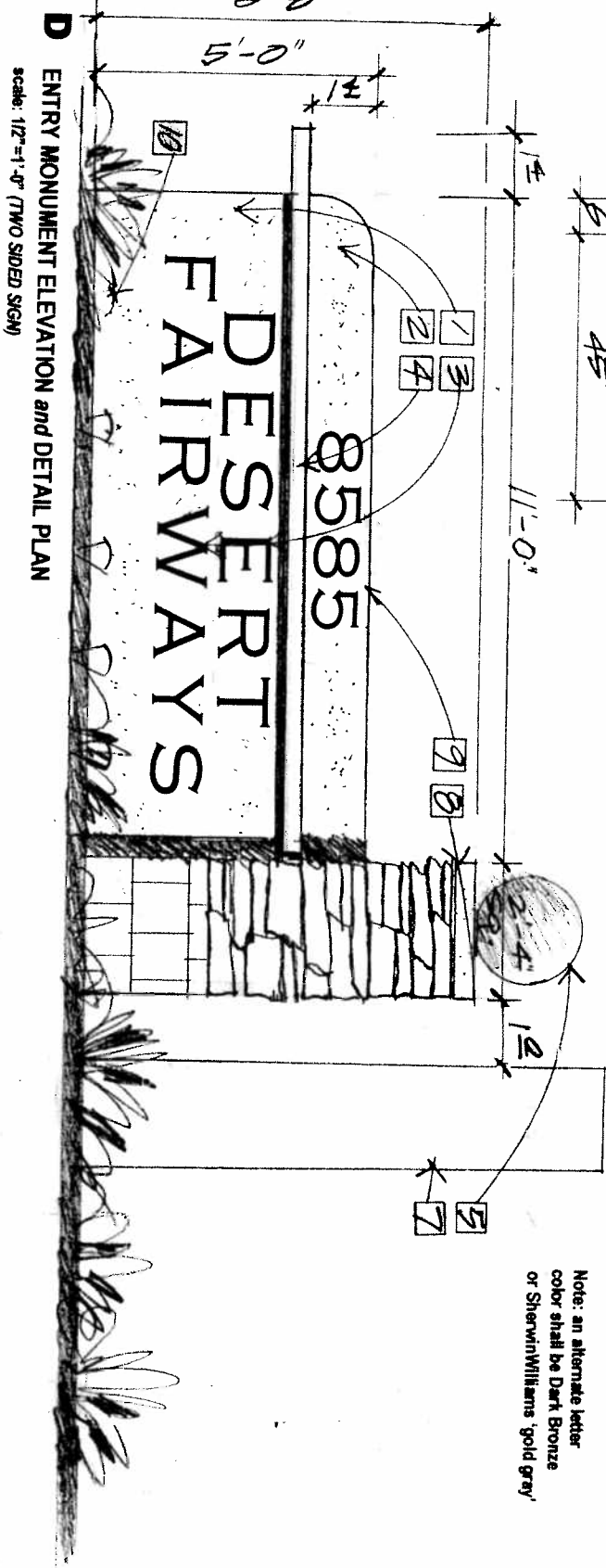
scale of elevations is 1/16"=1'-0"

NOTE: maximum 24 square feet of sign area per tenant is allowed under C-O zoning.

BELL ROAD



PLAN VIEW
scale: 1"=20'



D ENTRY MONUMENT ELEVATION and DETAIL PLAN
scale: 1/2"=1'-0" (TWO SIDED SIGN)

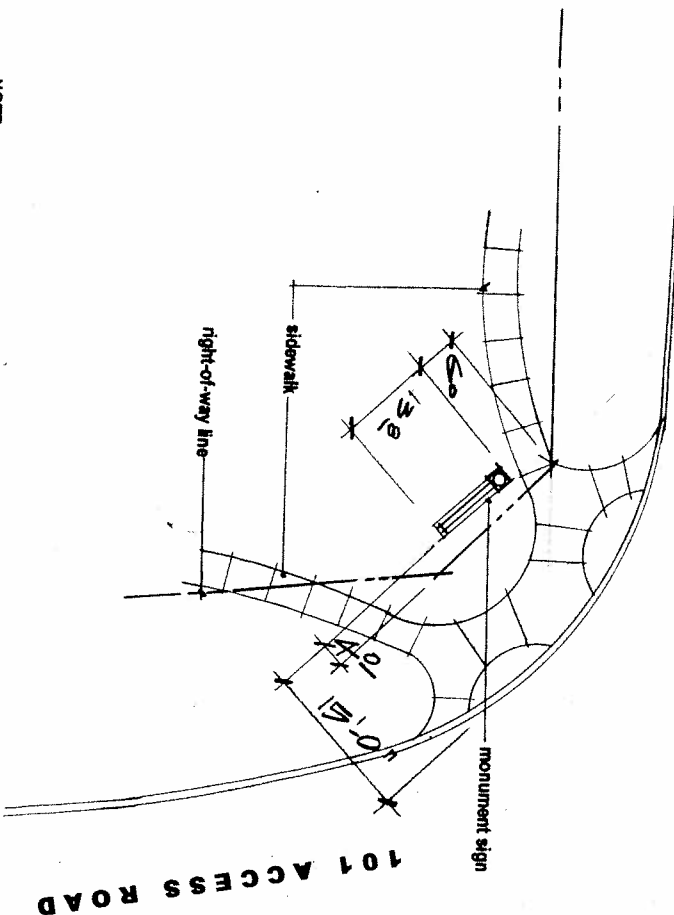
KEYNOTES for MONUMENT SIGN

1. 16" wide cmu wall with eifs finish to match buildings paint frazee 830SD 'jericho brown'
2. 16" wide cmu wall with eifs finish to match buildings paint frazee 8744D 'sweetwood'
3. 12" x 2" deep reverse pan channel letters in Copperplate typeface as shown finished to match Building metal color Valspar 'Ast'
4. 2" x 4" 16 gauge steel tube as shown finished to match building metals color Valspar 'Ast'
5. 24" diameter concrete sphere
6. stone veneer wall as back wall to refuse enclosure with eifs cap all to match building elements
7. refuse enclosure wall beyond
8. stone veneer plaster with eifs caps to match building
9. 12" x 1/2" steel plate numbers pinned off 1" finished match building metals color Valspar 'Ast'
10. landscape lighting to illuminate both sides of sign, see electrical drawings.

Note: an alternate letter color shall be Dark Bronze or SherwinWilliams 'gold gray'

BELL ROAD

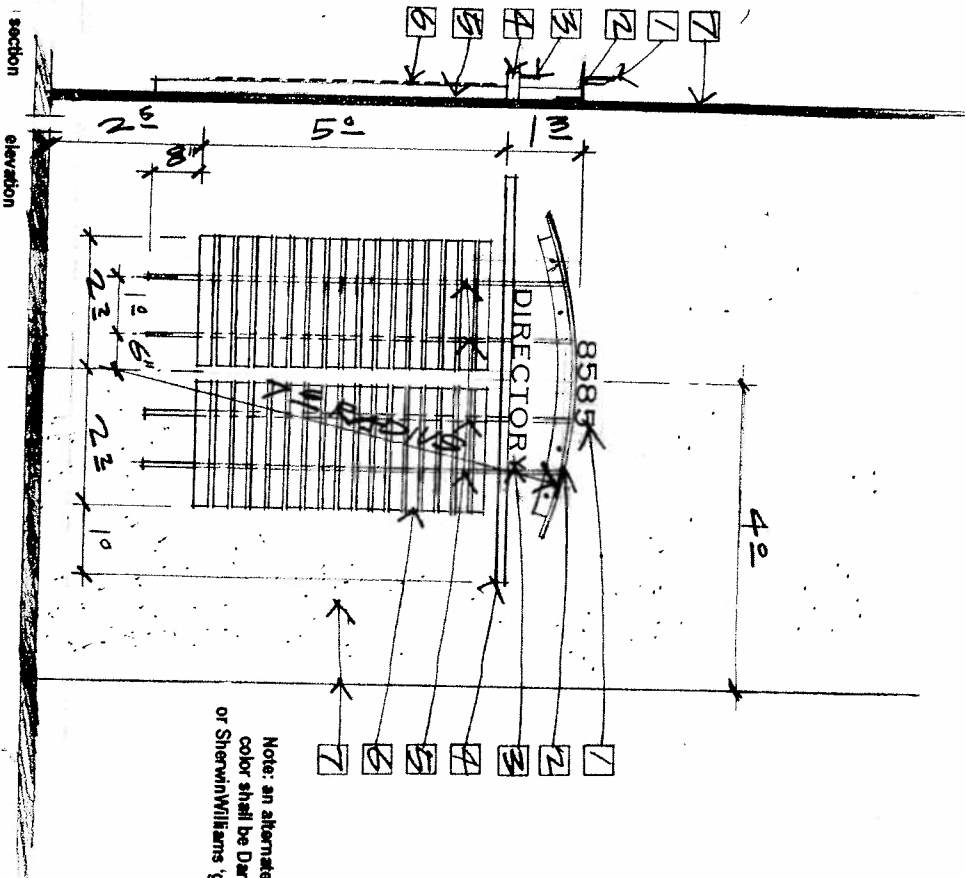
curbline



NOTE
refer to D monument elevation and match

D1 CORNER MONUMENT PLAN VIEW

scale: 1"=20'



E OFFICE BUILDING INTERIOR DIRECTORY ELEVATION & SECTION

scale: 1/2"=1'-0"

KEYNOTES for INTERIOR DIRECTORY

1. 4" x 1/2" thick steel plate address numbers attached to leading edge of channel
2. Finish to match building metals color Valspar 'Asst'
3. 4 x 4 x 1/2" clear aluminum angle with cut ends as indicated
4. 3" x 1/2" thick steel plate letters attached to leading edge of steel tube
5. Finish to match building metals color Valspar 'Asst'
6. 2" x 4" 16 gauge alumn. tube with capped ends and mitered corners finished with Fr-zee thermo powder metallic with clear sealer
7. 1" x 2" clear aluminum vertical as attachments for tenant slats
8. 1" x 2" aluminum plate slats with 1/2" space finished Valspar 'Asst' with 1 1/2" (all caps) high-performance black vinyl graphics in Copperplate face (upper and lower case)
9. Interior building wall