

VII SIGNAGE DESIGN

The developer has combined architecture, site features and as presented in this package, signage that is rich and distinctive.

Sign Criteria

The sign criteria have been developed to ensure design compatibility and consistency among all signs within the Paloma Kyrene Business Community project located on the west side of Kyrene Road between Commonwealth Ave. and Gila Springs Blvd. in the City of Chandler, Arizona. Conformance with the criteria will be strictly enforced by the project developer, Dove Holdings and its successors. Any sign that is installed and is not in conformance with the 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 of 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 Chandler sign code. Sign permits must be obtained from the City by the tenant/owner. These criteria have been developed exclusively for an office condominium project known as Paloma Kyrene Business Community at the west side of Kyrene Road, south of Commonwealth Ave. and north of Gila Springs Blvd. 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 Dove Holdings or its successors. City shall refer to the City of Chandler.

In conformance with the "*Commercial Design Standards*" section of the "*Preliminary Zoning Review Checklist*" provided by the City of Chandler Planning Department we have incorporated "*Additional Quality Standards*" related to signage (See general items "144").

Item 144 - Additional Quality Standards: "The intent of the following standards is to encourage creative and innovative design techniques, quality and merit. A minimum of three (3) of the following items shall be achieved for shopping centers, office, other commercial developments and industrial centers. See Section 39-9.16 D, Zoning Code. Coordinate Items 145 through 152 with a city planner." We have incorporated features related to Items 146, 147 & 148 as follows:

- ▶ **Item 146:** "Utilize letters that are "halo" or indirectly illuminated throughout entire site." Refer to Item #23f of the following section.
- ▶ **Item 147:** "Utilize individual reverse pan channel letters throughout entire site." Refer to Item #23a of the following section.

- ▶ **Item 148:** "Letter size shall be limited to fifteen (15%) of the building height for all wall-mounted signs." Refer to Item #4 of the following section entitled "Tenant/Owner" Signage.

Signage Requirements:

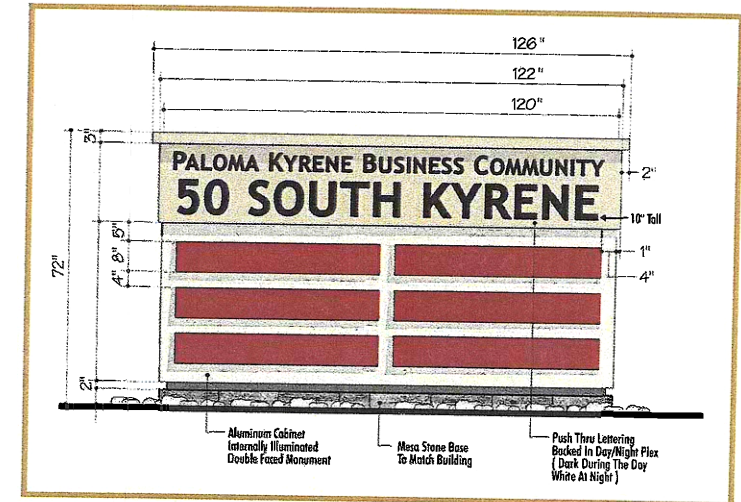
1. Tenant/Owner shall submit 2 sets of shop drawings and specifications for all signs proposed to be installed on a building including glass-mounted lettering. Developer shall review the shop drawings and specifications and return one set to the tenant/owner marked "approved," "approved as noted," or "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 exhibited, 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 has 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 to 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 its 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, brass or powder-coated rust finish. 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 freestanding signs will not be permitted except as described in these plans.
21. Exposed neon lighting is not permitted.
22. High-performance glass-applied vinyl graphics in the project Font (Gil sans) 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 group practice. The layout shall be submitted and approved by the developer prior to installation.
23. Wall mounted tenant/owner name signage shall be constructed as outlined by the following:
 - a. individual reverse pan channel construction.
 - b. 2" returns.
 - c. brushed stainless steel, 22 gauge, #4 horizontal brushed finish.
 - d. height not to exceed 18".
 - e. width not to exceed 80% of the length of the wall to which they are assigned.
 - f. lettering may be halo-illuminated or non-illuminated. In no event may signs within 100' of a residential zone be illuminated.
 - g. logos are permitted with landlord approval.
 - h. font style is to match the tenant/owner's established letter style. If none is established gil sans is to be used.
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.

Entry Monuments / Project I.D.

The Main Entry Monuments/ Project I.D. is located in the middle of the project frontage along Kyrene Road. The secondary entry monument is located at the northwest corner of the Kyrene Road and Gila Springs Blvd. intersection. The third and fourth entry monuments are located on Gila Springs Blvd. (proposed cul-de-sac) as indicated in the site plan. Each sign will comply with ordinance 19-9.16(c) allowing a maximum size of six feet (6') high by ten feet (10') long for the main sign and six feet (6') high by ten feet (10') long for the secondary sign.

The I.D. text for the signs will read "Paloma Kyrene Business Community" and will include tenant panels on both front and back. The signs will be six feet (6') high by ten feet (10') long. Tenant panels will be routed aluminum and backed in day/night plex to appear dark bronze in the day and white at night. These cabinets will be mounted to a 4" x 10' masonry base to match the building masonry. Additionally the project address will appear on the monuments in ten inch (10") high letters.



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. For purposes of these criteria tenant/owners will be separated into two categories, a full building tenant/owner and a partial tenant/owner.
3. All tenant/owner signage shall be as described in item 23 of the general sign requirements section herein. Signs shall be locations in a manner consistent with the guidelines presented in graphic elevations of this document for sign for location and placement on the building wall according to the elevations.
4. All signs shall be made of individual letters not to exceed a height of 15% of the building height. Though this will permit approximately 2 feet of letter height, under this criteria letter height shall be limited to 18". The maximum sign area per building elevation shall not exceed 2 square feet for each linear foot of business frontage.
5. All signage shall correspond with the owned or leased are 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.
6. Corporate logos and 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.