



COMPREHENSIVE SIGNAGE PROGRAM

Goodyear Centerpointe is a regional power center located on the northeast corner of I-10 Freeway and Pebble Creek Parkway. It has 269,832 square feet of retail and restaurant space.

The designs of the signage are “excerpts” of architectural items. Instead of mini buildings, the freestanding monuments become statements in the environment. Architectural walls that create simple expression for the signage messages are used for project identification. Accent elements are used for tenant identification areas. Each combination of wall and accent is integrated into the site with simple, yet formal landscaped areas and lighting features.

All signage elements focus on a simple vocabulary of materials and concepts such as adobe look and steel, mass, light, and color. Combined with the “hand crafted” materials of the steel patterned panels, dimensional lettering and logo treatments, signage becomes representative of the functional and formal.

Its design is simple— not over designed with fussy details. It’s bold and visible as signage and graphics should be while integrated formally into the urban/ natural environment. Signs are located for maximum visibility and effectiveness.

Light is also used in the recesses of the logo and in the punch-through steel panels to create shadows and color shifts in value and hues. Lighting the signage is a combination of ground accent, halo and interior illumination to provide visual interest to the signs and landscaping.

Color is used through the building and signage wall surfaces for spatial effect and to express moods and or emotions. The lower deep blue walls for water and tranquility; with the yellows and oranges for enthusiasm, playful, happy and successful, as well as giving the effect of sunlight. Greens are for growth, abundance and vitality.

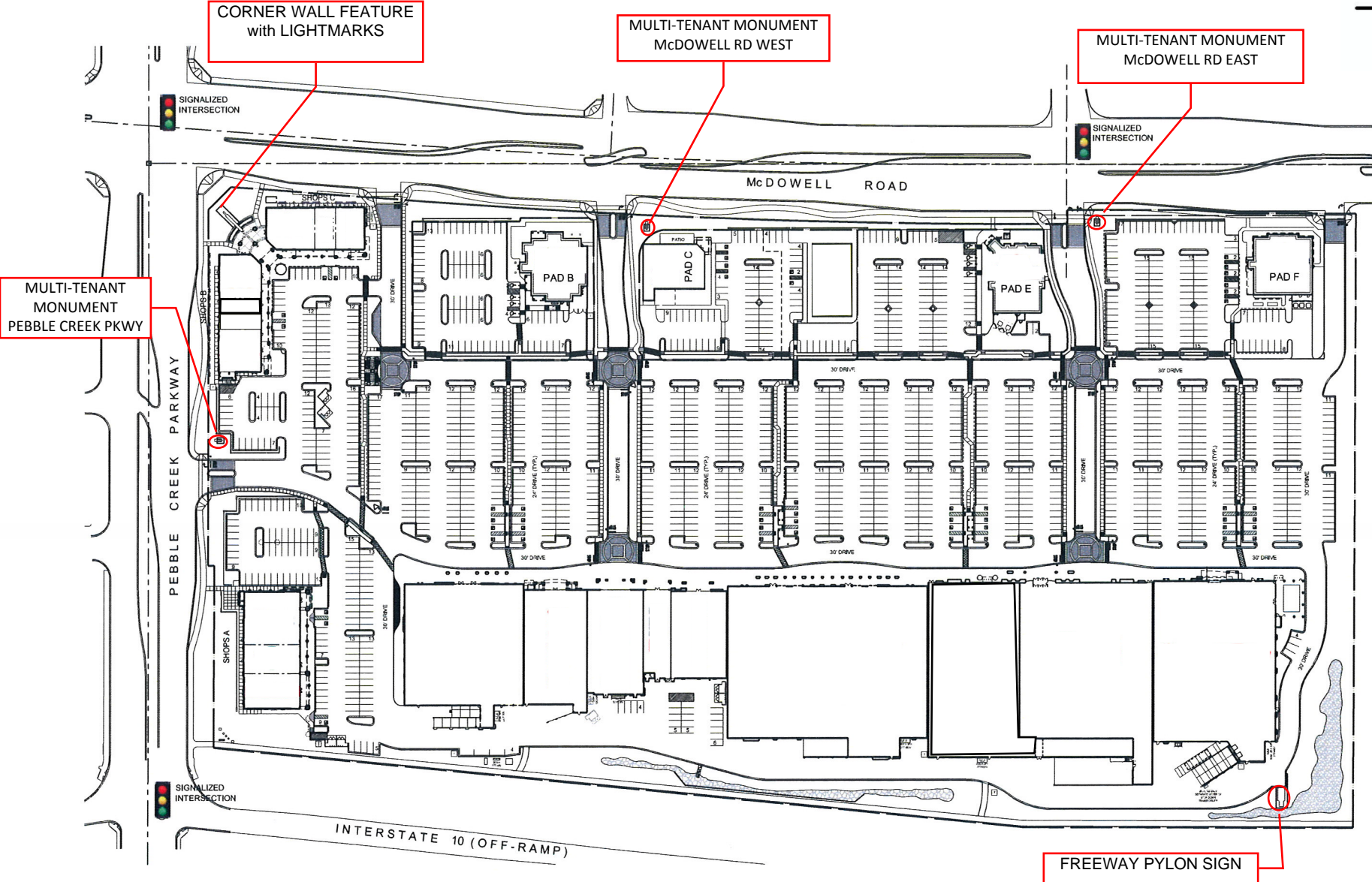
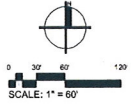
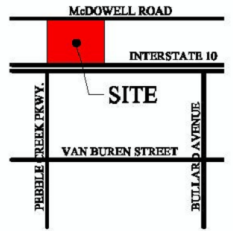
At the corner, and throughout the project, elements using light have been developed to accentuate color, spatial forms, provide pedestrian lights and as sculptural landmarks. They take the form of the handcrafted steel pattern panels on the buildings, and within the signage they wrap frosted light tubes. Internally, the lights will slowly run through pastel color changes. The landmark elements are incorporated into the project’s primary identification corner monumentation. **Lightmarks**, as we refer to them, reinforce the orientation and placement of the monument from the corner to the interior direction of the site by the orientation of the light beacon in all directions. A negative edge pool and sitting element creates the base to the lightmarks and monumentation.

Materials include masonry block, stucco, stone and steel. Columns and projections thrust out, with openings punched through. Steel is used for framing and shade. The signage color palette features warm colors such as yellows, ochres, reds and olive greens, with bright colors to provide accent and emphasis with the brighter colors.

There are three major monument types designed for Goodyear Centerpointe: The Corner Wall Feature, the Freeway Pylon and Multi-Tenant Monument/Light Features. In addition, there are on-site directory and regulatory signs.

The logo, a series of over-layed squares is also treated sculpturally. On the Corner Wall Feature the logo is 5'-0"x5'-0". It interlocks with the walls, and arises from them. The Freeway Pylon and Multi-Tenant Monument feature logos with each layer recessed deeper than the next, culminating with an opening through the sign.

Site Plan / Sign Hierarchy



Freestanding Sign Matrix

SIGN	SIGN TYPE	FUNCTION	LOCATION	QTY.	HEIGHT	SIGN AREA	ILLUMINATION	MATERIALS
Corner Wall Feature	Wall feature	Center identification & Lightmarks	NWC of project on Pebble Creek Parkway & McDowell Road	1	8' to top of architectural embellishment	87.5 sf of sign area exclusive of architectural embellishments	Internal and ground illumination	Masonry, stucco, textured aluminum, powder coat and acrylics
Freeway Pylon	Pylon	Center identification W/multi-tenant identification	Placed along Interstate 10	1	80' to top of architectural embellishment	504 sf sign area, exclusive of Project ID & architectural embellishments.	Halo backlit and Internal illumination	Masonry, stucco, textured aluminum, powder coat and acrylics
Multi-Tenant Monument	Monument	Center identification W/multi-tenant identification	Placed along Pebble Creek Parkway & McDowell Road	3	One 21'-3" on Pebble Creek Pkwy, and two 18'-0" on McDowell to top of architectural embellishment	17 sf for Project ID (all) Tenants Pebble Creek Pkwy - 86 sq ft McDowell Road - 28.5 sq ft (each)	Halo backlit and Internal illumination	Masonry, stucco, textured aluminum, powder coat and acrylics
On-Site Directory Dual & Single	Freestanding	Traffic direction	Interior to the site along vehicular pathways and decision points	Up to 3	6'-0"	24 sf for Dual Directional signs. 12 sf for single directional sign.	Indirect or none	1/4" aluminum panels, paint, powder coat and reflective vinyl
Regulatory	Freestanding Post & panel	Traffic regulatory	As required	As required	Per code	Per code	Indirect or none	Aluminum panel, powder coat, reflective vinyl
Menu/Order Sign	Freestanding or wall mounted	Food product selection and ordering	On freestanding pad locations within drive thru	2 per use	8'-0" to top of architectural embellishment	32 sf of sign area exclusive of architectural embellishments	Internal illumination	Masonry, stucco, textured aluminum, powder coat and acrylics

Corner Wall Feature with Lightmarks

Signage element incorporated with corner screen wall with sculptural logo element. The monument reflects the simple, yet contemporary forms of the architecture, the dramatic formal landscaping and bold logo.

Logo Wall

- Materials: Steel dimensional panel with punched-thru perforated pattern
- Height: 8'-0"
- Logo: Steel cabinet with areas open to beyond
- Color: Northern Territory DEA156

Text Wall

- Materials: Stucco over CMU with individual pan-channel letters
- Height: 5'-8"
- Project ID: Letters: "goodyear" - 8" high script, reverse pan channel.
"CENTERPOINTE" - 21" high, individual pan channel letters.
87.5 SF sign area (Text & Logo)

- Colors: Wall: Burlap DE6175
ID: Rice Paper DE6170

- Illumination: External ground lighting of accent walls, with internal and halo backlit project identification

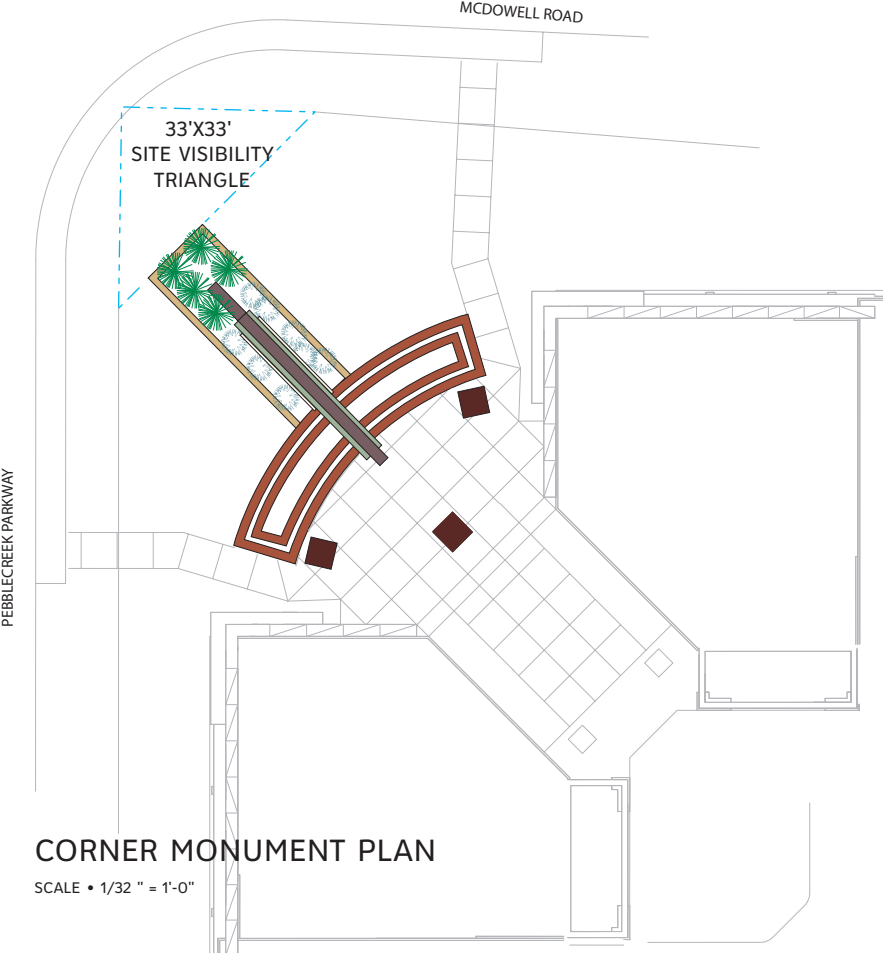
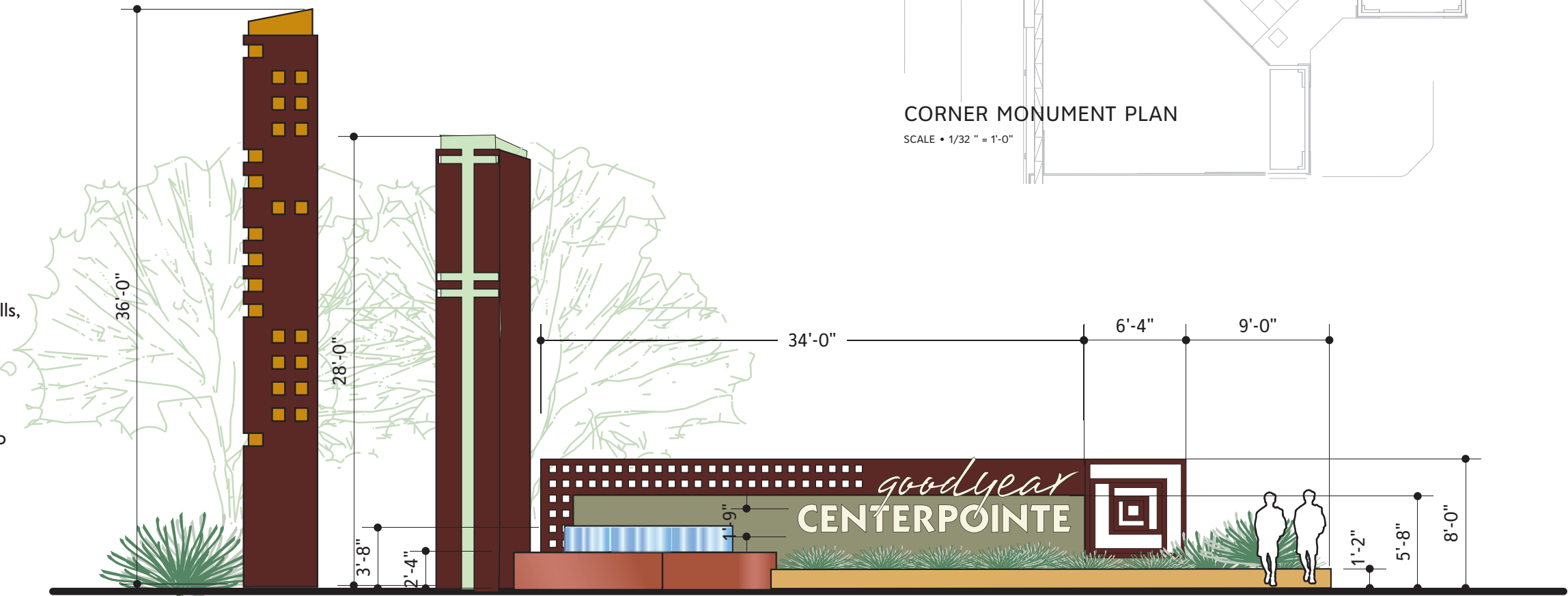
Screen Walls

- Materials: Masonry construction, smooth stucco finish, painted
- Height: 3'-8", 2'-4" and 1'-2"
- Color: 1'-2' Wall: Antique Brass DE 5285
2'-4" Wall: Red Revival DEA154

Light Features are placed adjacent to the main feature. They are sculptural elements that balance the placement of the monuments.

Light Features

- Materials: Aluminum square tubes with punched-thru holes wrapped around acrylic light boxes.
- Height: Corner— from 20'-0" to 36'-0"
- Colors: Tubes: DEA 158 Northern Territory
Acrylic: white frosted
- Illumination: Internal, multi-colored



goodyear
CENTERPOINTE

CORNER MONUMENT FEATURE WALL

Freeway Pylon Sign

There is one (1) freeway pylons located along the I-10 frontage to identify the project and seven tenants per sign.

Project ID

- Materials:

Aluminum cabinets, masonry accent wall and steel trellis detail
- Height:

80'-0" overall
- Logo:

Recessed elements open through to opposite side, halo illuminated
- Project ID:

Individual pan channel letters mounted to aluminum cabinet.
72 sq ft sign area (Project ID)
- Colors:

Logo Area: Varying shades
Base color: DE 5324 Burmese Tan
Project ID Panel: DE6175 Burlap
Letters: DE6170 Rice Paper
Accent Wall: DE 5950 Purple Gumball
Trellis: DEA158 Northern Territory
- Illumination:

Logo- neon halo
ID - Internal face lighted

Tenant Panels

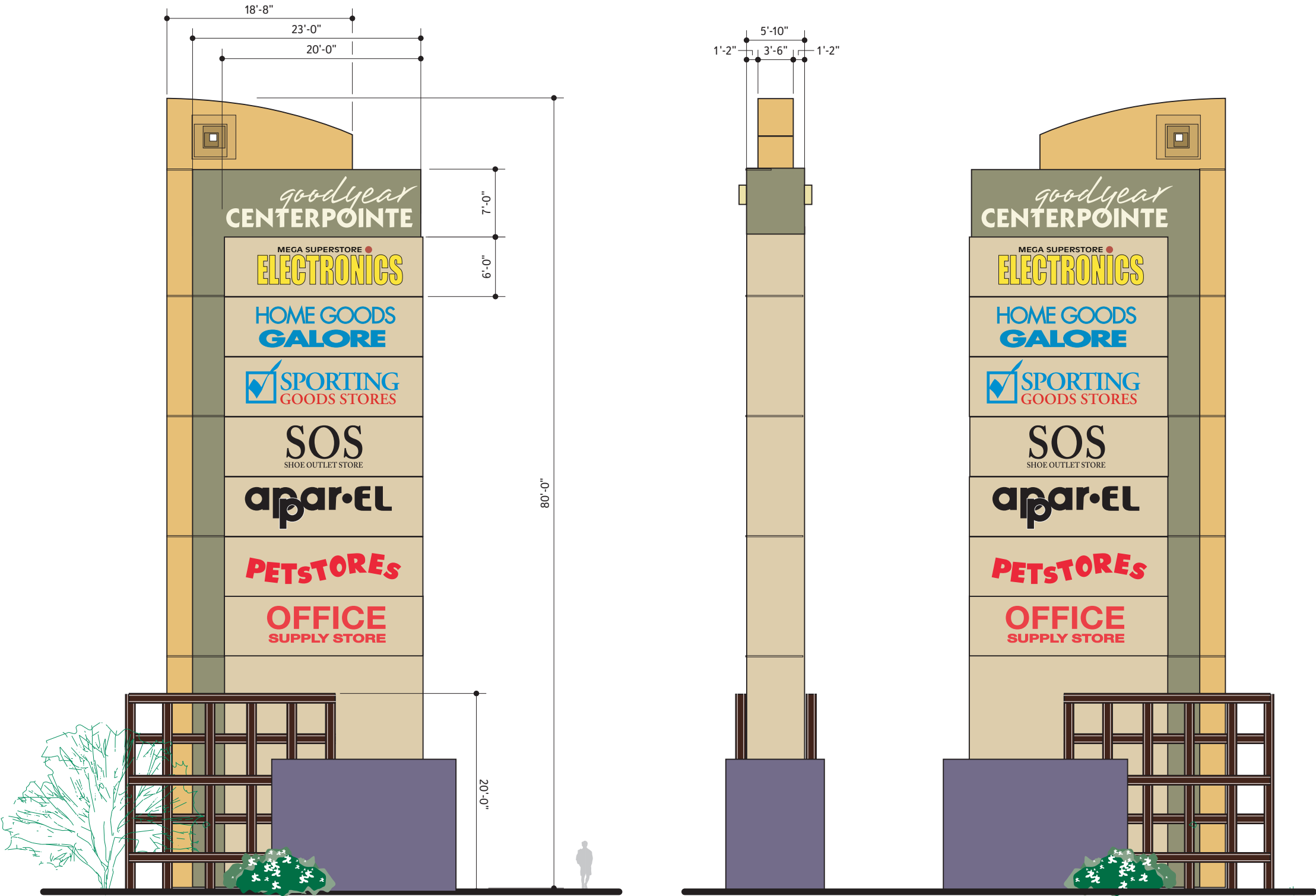
- Materials:

Aluminum cabinet faces with routed
Tenant copy and acrylic back up
- Color:

Panels - DE1678 Boutique Beige
Graphics - Per tenant corporate
standard colors and logo/letter style
- Sizes:

Sign Graphic Area: 16'-0"x4'-6"
72 sq ft / Total 504 sq ft
Panel Area: 20'-0"x6'-0", 120 sq ft/
Total 840 sq ft
- Illumination:

Internal fluorescent backlit lettering



FREEWAY PYLON

Multi-Tenant Monuments

There are three (3) Multi-Tenant Monument signs. Two (2) are located on McDowell Road and one (1) on Pebble Creek Parkway. Each monument will identify the project and four (4) tenants on McDowell Road, or up to seven (7) tenants on Pebble Creek Parkway.

Monument

Materials: Aluminum cabinets, masonry planter box

Height: 21'-3" and 18'-0" overall

Logo: Recessed elements open through to opposite side, halo illuminated

Project ID: Flat, cut out acrylic push-thru letters mounted to aluminum cabinet
17 sq ft letter area

Colors: Logo Area: Varying shades with base color to be DE 5324 Burmese Tan
Project ID Cabinet: DEA 158 Northern Territory
Letters: Ivory Acrylic

Illumination: Internal and halo illumination around cut through squares

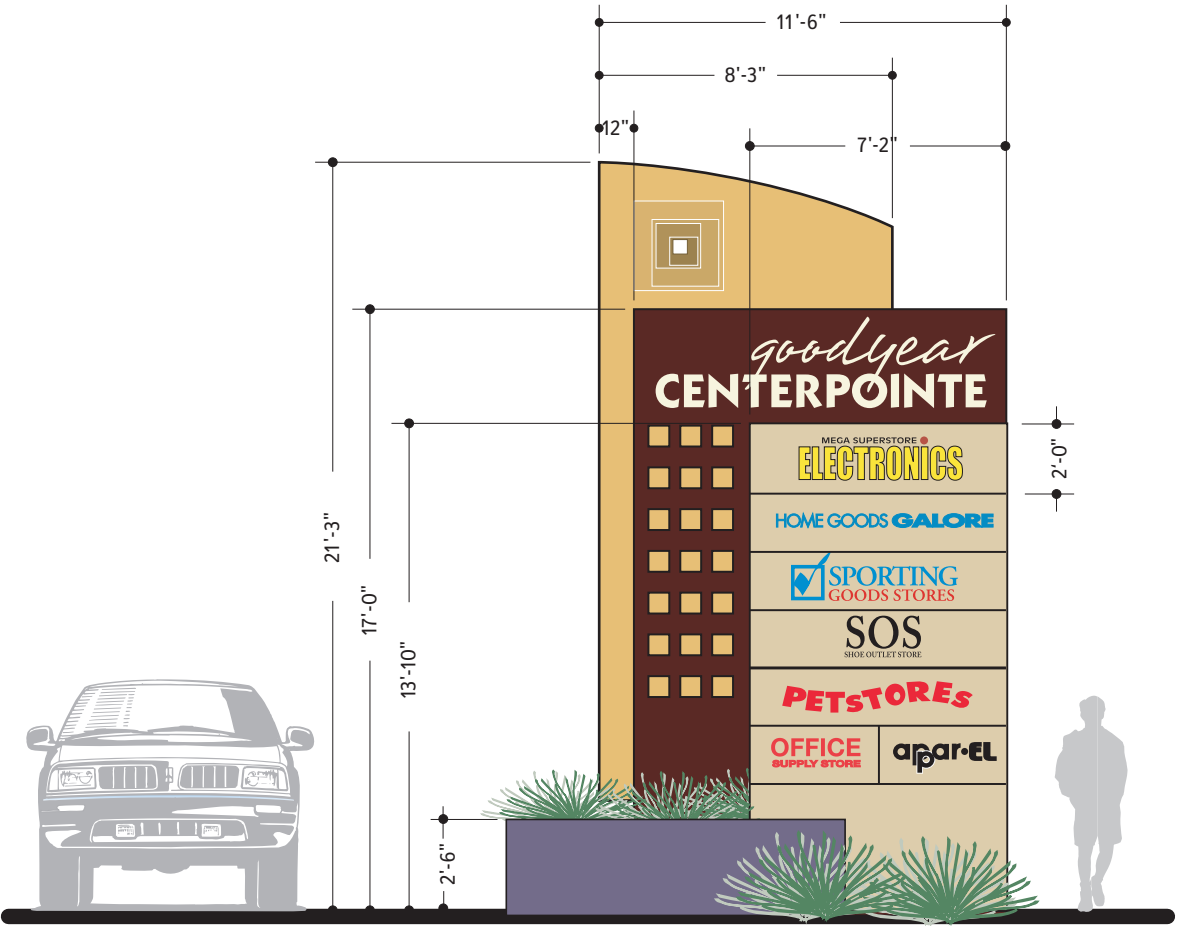
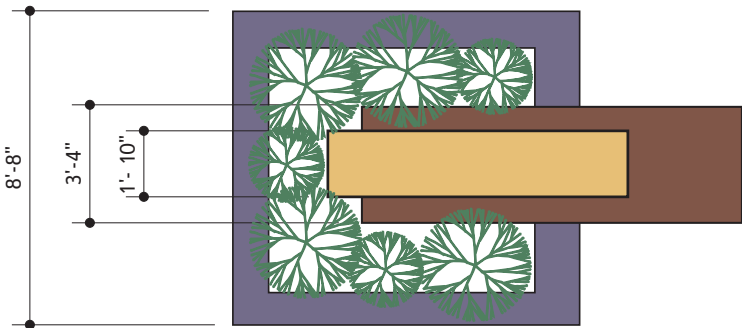
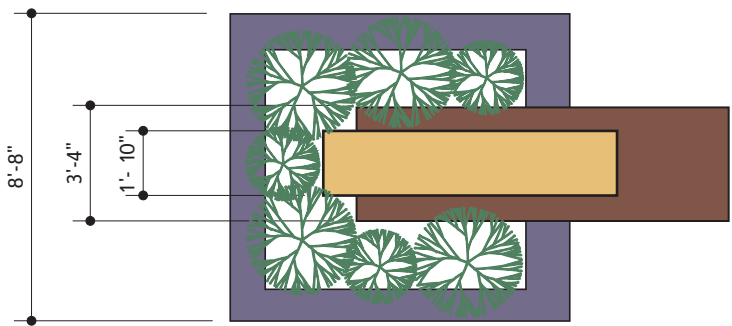
Tenant Panels

Materials: Aluminum tenant panels. Routed copy w/acrylic, push-thru logos

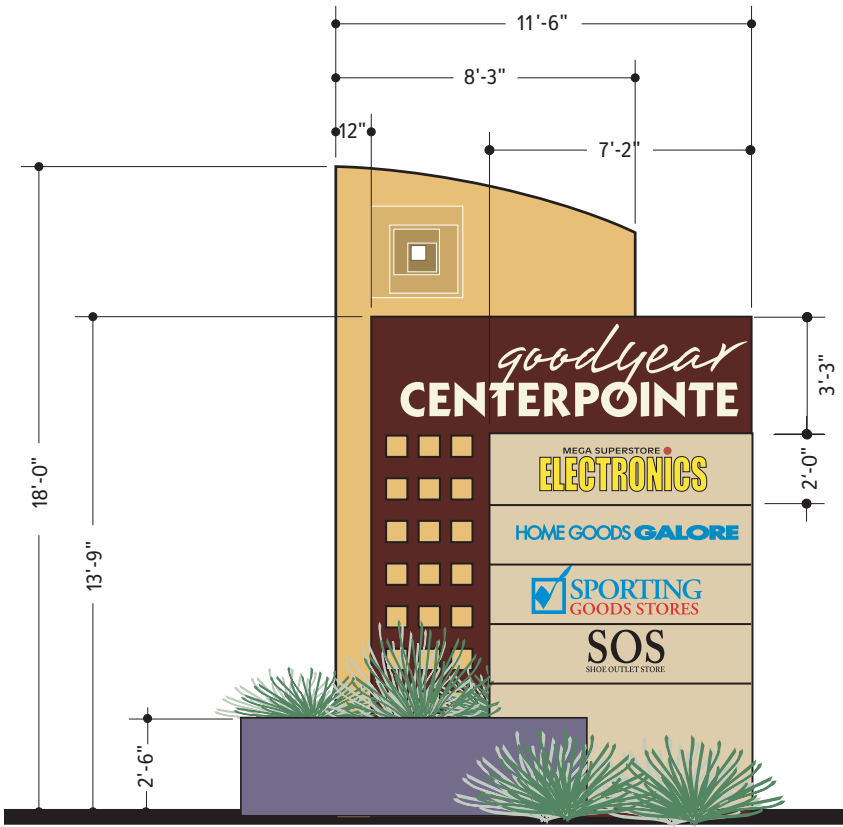
Color: Panels - DE1678 Boutique Beige
Graphics - Per tenant corporate standard colors and logo/letter style

Sizes: Sign Graphic Area: 1'-6"x5'-6"
8.25 sq ft each - Total - 115.5 sq ft
Panel Area: 2'-0"x7'-2"
Pebble Creek Parkway - 86 sq ft
McDowell Road - 28.5 sq ft (each)

Illumination: Internal fluorescent backlit lettering



Pebble Creek Parkway Monument



McDowell Road Monuments

MULTI-TENANT MONUMENT SIGN

On-Site Directory & Regulatory Signs

It is anticipated that up to three (3) On-Site Directory signs will be used. These signs will be located at key decision points upon entering the site. These signs are used to direct visitors to the most direct path to reach their destination. These signs may be either Dual or Single Directionals depending upon their location.

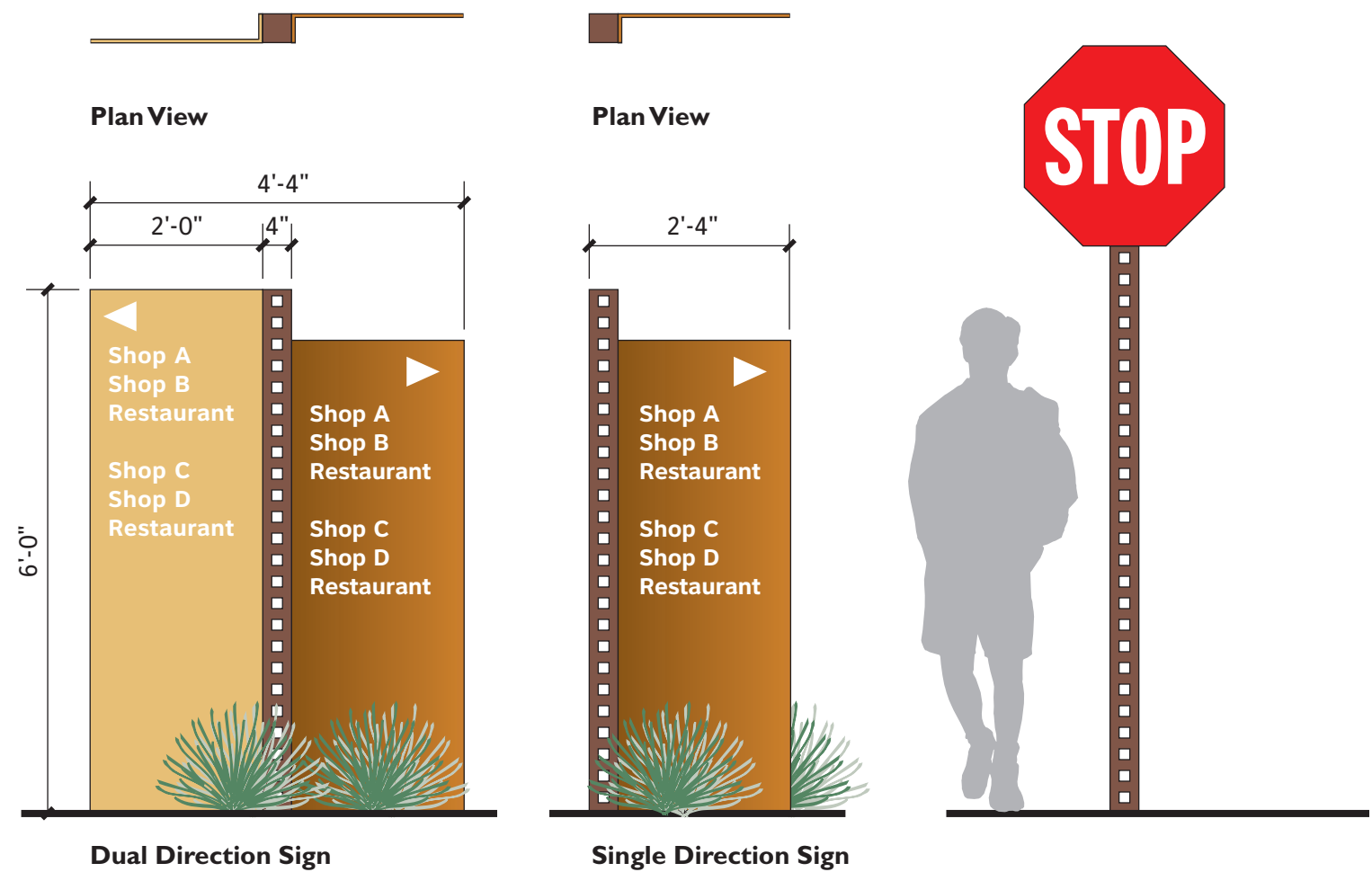
The Regulatory signs will be located throughout the site as required by applicable codes. These are standard type signs with embellished perforated poles as allowed by code.

On-Site Directory Sign (optimal)

- Materials: Aluminum panels with embellished perforated poles
- Height: 6'-0" to top of architectural embellishment
- Size: Twenty-four (24) sq ft of sign area for Dual Directional
Twelve (12) sq ft of sign area for Single Directional
- Colors: Directional Panels: DE 5332 Burmese Tan/DE 5335 Golden Slumber
- Letters: Reflective White Vinyl
- Illumination: Indirect

Regulatory Signs (optimal)

- Materials: Aluminum panels with embellished perforated poles
- Height: 80" to bottom of sign panels
- Size: Per applicable codes
- Colors: Panel per applicable codes. Poles painted to match DEA158 Northern Territory



Wall Signage Matrix

TENANT	SIGN TYPE	FUNCTION	LOCATION	SIZE	ILLUMINATION	MATERIALS
Junior Anchor In-line Tenants (Adjacent to Freeway)	Wall mounted signs	Tenant identification	All elevations that offer readability	1.5 sf /1 linear foot of front elevations; and 1 sf / 1 linear foot of other walls upon which signage is placed. 400 sf maximum aggregate. 450 sf maximum aggregate for Junior Anchors A & G.	Interior, backlit or a combination thereof	Aluminum, acrylic, painted metal, flexface material
Junior Anchor Tenants (Freestanding Bldgs) >9,000 s.f.	Wall mounted signs	Tenant identification	All elevations that offer readability	1.5 sf /1 linear foot of front elevations; and 1 sf / 1 linear foot of other walls upon which signage is placed. 275 sf maximum aggregate.	Interior, backlit or a combination thereof	Aluminum, acrylic, painted metal, flexface material
Pad Tenants <9,000 s.f.	Wall mounted signs	Tenant identification	All elevations that offer readability	1 sf / 1' linear foot of front elevations; and 1/2 sf / 1 linear foot of other walls upon which signage is placed. 200 sf maximum aggregate.	Interior, backlit or a combination thereof	Aluminum, acrylic, painted metal, flexface material
Shop Tenants	Wall mounted signs	Tenant identification	All elevations that offer readability	1 sf / 1' linear foot of front elevations; and 1/2 sf / 1 linear foot of other walls upon which signage is placed. 200 sf maximum aggregate.	Interior, backlit or a combination thereof	Aluminum, acrylic, painted metal, flexface material
All tenants	Arcade - Under canopy blade sign (optional)	Tenant identification	In front of tenant's leased space. Maintain 8' clearance aff	8 sf	Non-illuminated	Aluminum, acrylic, painted metal, vinyl graphics



WALL SIGNAGE MATRIX

Tenant Signage

All Tenants must have storefront signs fabricated from either internally illuminated individual pan-channel, reverse pan-channel letters and logos, and/or “custom” cabinets.

All sign designs and layouts will be approved on an individual basis through the Developer’s discretion. Creative designs, forms, and the use of “custom” cabinet signs are encouraged (see page 49 for examples). Unless as part of a nationally registered and/or trademarked logo, rectangular shaped cabinets are strictly prohibited.

Sign Area

See matrix for individual sizes and restrictions.

A sign mounted or painted on a background panel or area distinctively painted, textured or constructed as a background for the sign, shall be measured as the area contained within the outside dimensions of the background panel or surface.

A sign mounted as individual letters and/or graphics against a wall or fascia of a building, wall fence or other structure that has not been painted, textured or otherwise altered to provide a distinctive, customized to an individual tenant background for the sign, shall be measured as the sum of the smallest rectangles that will enclose the sign.



Letter Height and Placement Restrictions

Tenant signage shall be installed in accordance with the approved Comprehensive Sign Plan in location(s) designed by the Developer and/or Developer’s agents.

All national retailers shall be permitted to utilize their standard corporate identification program subject to sign area limitations contained in the approved Comprehensive Sign Plan. Tenant signs shall be centered horizontally and vertically within the architectural frontage and/or directly over the doorway if space permits. Signs must be located within Tenant's leased frontage. Freestanding Pad and Major Tenant buildings may have signs on all elevations.

Height and Length of Sign on Wall Surface

In no event shall any sign exceed eighty (80%) percent of the building elevation and/or wall surface upon which it is placed. The available surface area of the architectural sign area shall regulate letter height not exceeding 70% vertical height. (See Figures 1, 2 & 3)

A minimum of 3” line spacing shall be used between all multiple lines of signage layouts. (See Figure 3)

Layout/Design

Copy and/or logos utilized shall be Tenant’s choice, subject to the approval of Developer and/or Developer’s agents and the City of Goodyear.

All national retailers shall be permitted to utilize their standard corporate identification program subject to sign area limitations contained in the approved Comprehensive Sign Plan.

Signage on elevations is illustrated to depict typical placements. Actual sizes and locations will be determined by Tenant’s corporate identification standards in accordance with criteria established as part of the CSP submittal.

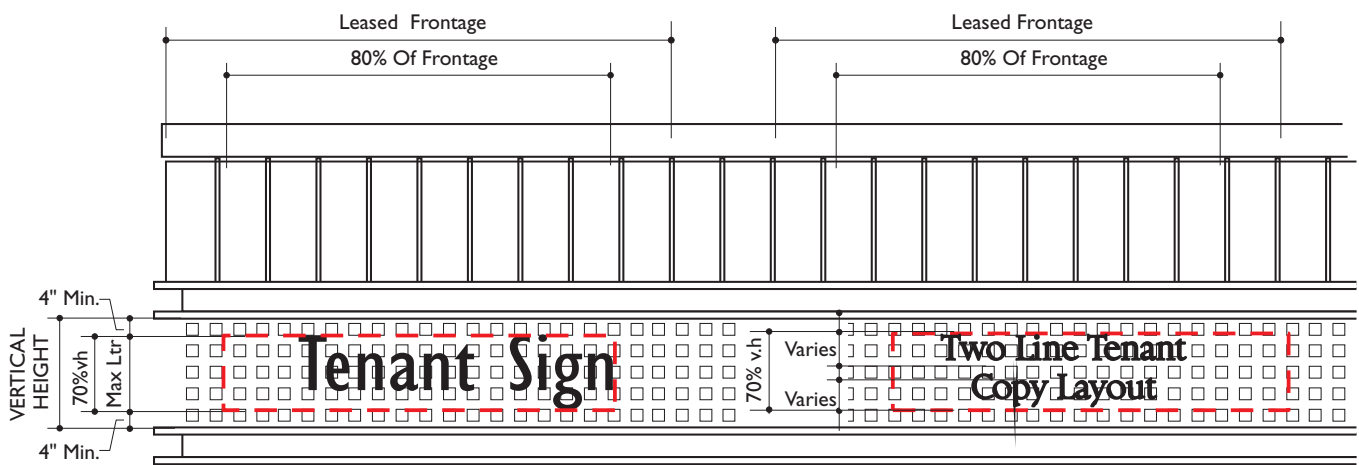
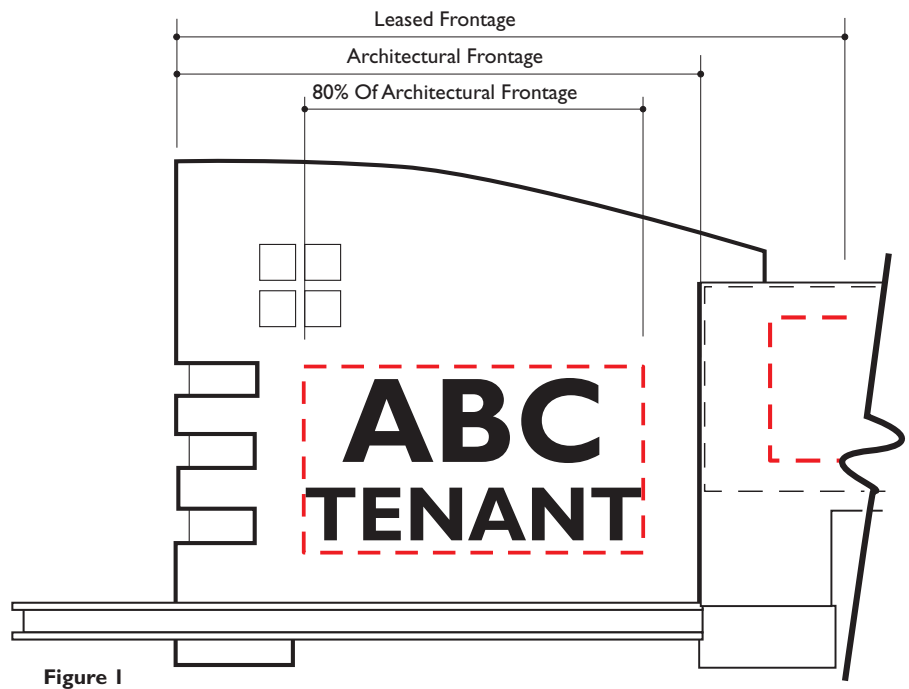
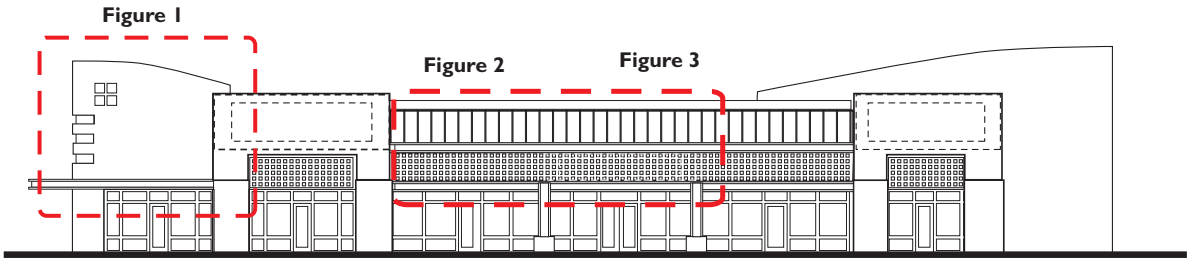


Figure 2

Figure 3

Building Elevations (Continued)



Shop Tenant Building Elevations



Shop Tenant Building Elevations

Note: Dashed lined indicate potential sign locations.



Pad Tenant Building Elevations

BUILDING ELEVATIONS (CONTINUED)

Building Elevations



Major Tenants G, F & E Building Elevations, Front



Major Tenants E, F & G Building Elevations, Rear

Note: Dashed lined indicate potential sign locations. Final locations shall be provided by the tenant at time of sign permit application.

Individual Letter Criteria

All tenant signage shall be Individual illuminated letters and logos and may include pan channel metal letters with acrylic sign faces, reverse pan channel “backlit” illuminated letters, or any combination thereof.

All signage shall be reviewed and approved by the Owner/Developer and shall be appropriate to the surrounding building features, environment, and thematic design of Goodyear Centerpointe. Owner/Developer and the City of Goodyear shall have discretion in varying any provision of these specifications.

Construction

Individual pan channel letters and logos must be constructed of minimum of .050 aluminum returns. Pan channel letter faces must be a minimum 1/8" Plexiglas or Acrylic - No “Lexan” material will be allowed. Reverse pan channel letter faces must be a minimum of 1/8" thick aluminum.

No “Channelume,” “Letteredge,” or similar material will be allowed.Exposed conduits, fasteners, tubing or transformers will not be permitted. All cabinets, inductors, transformers, or other equipment will be concealed in a water tight condition.

Self-contained letter construction is allowed for major Tenants with a maximum of 12" deep.

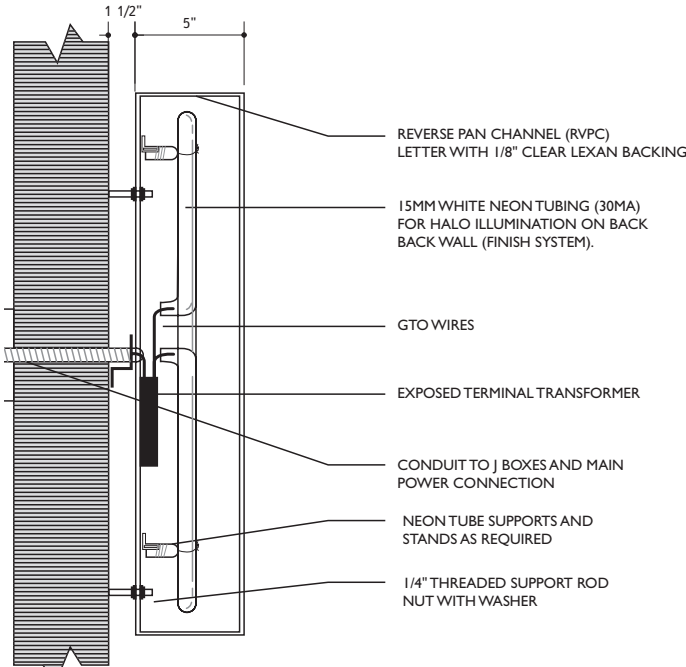
Colors

Letter face colors are per Tenant's corporate standards with the exception that no fluourescent colors will be allowed. Retainers for pan channels must match letter face color. For National Tenants, returns and retainers may be per corporate standards.

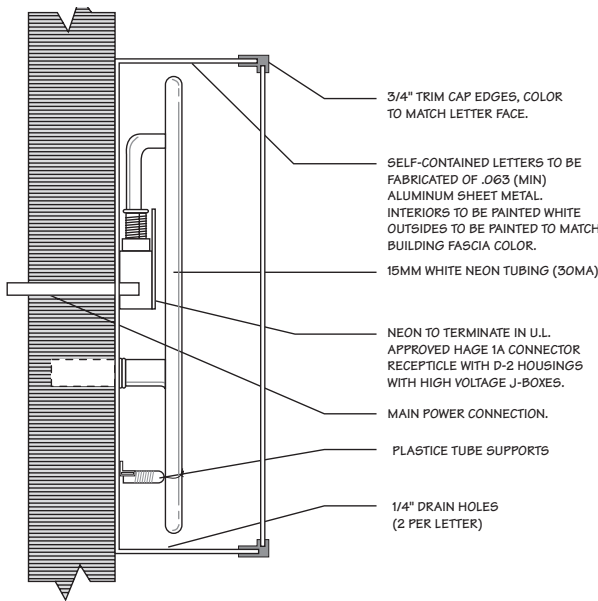
Illumination

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

Typical Reverse Pan Channel Letter With Halo Illumination



Typical Pan Channel Letter



Typical Self Contained Pan Channel Letter

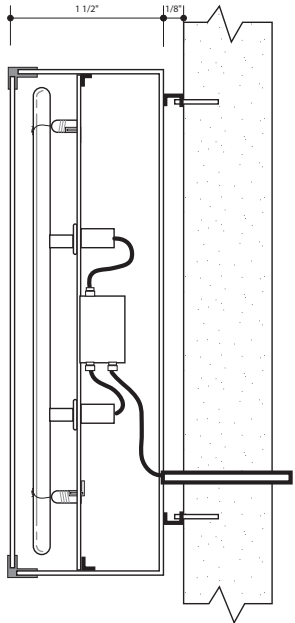
ALUMINUM TRIM CAP EDGES, COLOR TO MATCH EITHER FACE OR RETURNS

SELF-CONTAINED LETTERS TO BE FABRICATED OF .063 (MIN) ALUMINUM SHEET METAL. INTERIORS PAINTED GLOSS WHITE TO PROVIDE REFLECTIVITY

15MM 6500 WHITE NEON TUBING (30MA)

MAIN POWER CONNECTION TO LETTERS.

TUBE SUPPORTS



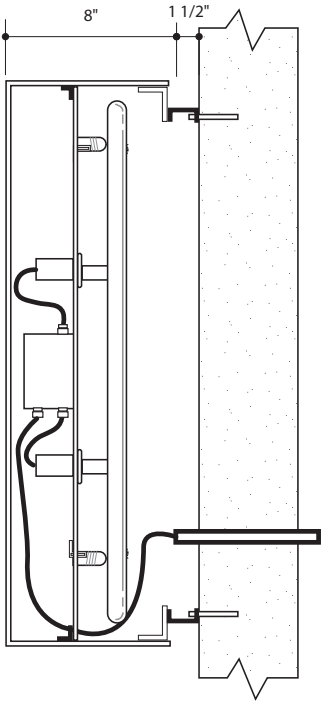
Typical Self Contained Reverse Pan Channel Letter

ALUMINUM FACES AND EDGES, COLOR TO MATCH STANDARDS

SELF-CONTAINED LETTERS TO BE FABRICATED OF .050 (MIN) ALUMINUM SHEET METAL RETURNS WITH 1/8" THICK ALUMINUM FACES.

15MM 6500 WHITE NEON TUBING (30MA)

MAIN POWER CONNECTION TO LETTERS.



Custom Cabinet Criteria

Alternative signage options to the standard pan channel letters is the use of "Custom Cabinets". These "Cabinets" are multiple layered in design with a mix of opaque, translucent backgrounds and various types of lettering and internal illumination built around a single unit. This type of design and fabrication method provides for ease of installation by connecting to one single j-box on the fascia and protects the building by eliminating the drilling and wiring for individual letter installations.

All designs and installation details will be approved on an individual basis through the owner's discretion. Creative designs and forms are encouraged. See examples at right for various "Custom Cabinet" defined signs, as described below.

Galleria Shops - Individual pan channel letters over layers of custom shapes and banner with routed copy.

Grazia - Individual Pan channel letters with cut out aluminum panels with routed/backup copy.

San Diego Sports Outlet - Individual pan channel letters over custom baseball illuminated cabinet with reverse pan channel halo illuminated graphic backer.

Whalers Village Museum - Individual reverse pan channels on custom 3-D cabinet, dimensional whale sculptural ID and banner with routed backup copy.

Tomato's - Individual flat cut out planes of distressed metal, halo backlighted with push-



Fabrication Details

Construction

All sign designs will be approved on an individual basis through owner’s discretion. Creative designs and forms, and “custom” cabinet signs are encouraged. Unless as part of a nationally registered and/or trademarked logo, rectangular shaped cabinets are prohibited.

Design and Layout

Cabinets must be designed and fabricated with a minimum of three (3) signage/graphic planes, each a minimum of one inch (1") deep. Cabinet face planes must be opaque and contrasting in color, texture, or material from one another to create depth and dimension. The maximum depth of the cabinet is twelve inches (12") from the wall or sign band behind. The main identification lettering (primary name) must be dimensional pan channel or reverse pan channel with a minimum thickness of one inch (1"). Modifiers or secondary copy that is less than eight inches (8") in height, and/or background graphics, may be routed from the face with either back-up or push-through acrylic. This does not count as a layer since the depth does not meet the one-inch (1") minimum depth. Exposed neon (if allowed) raised from the face of a sign will be considered a different plane, but shall not exceed 10% of the overall custom sign cabinet area.

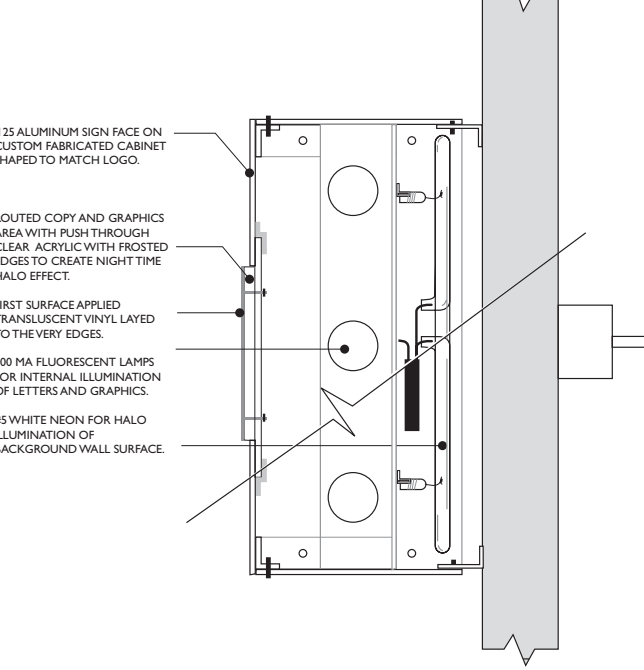
Illumination

Custom cabinets shall be internally illuminated and should be halo illuminated to provide definition of the outer edge of the cabinet.

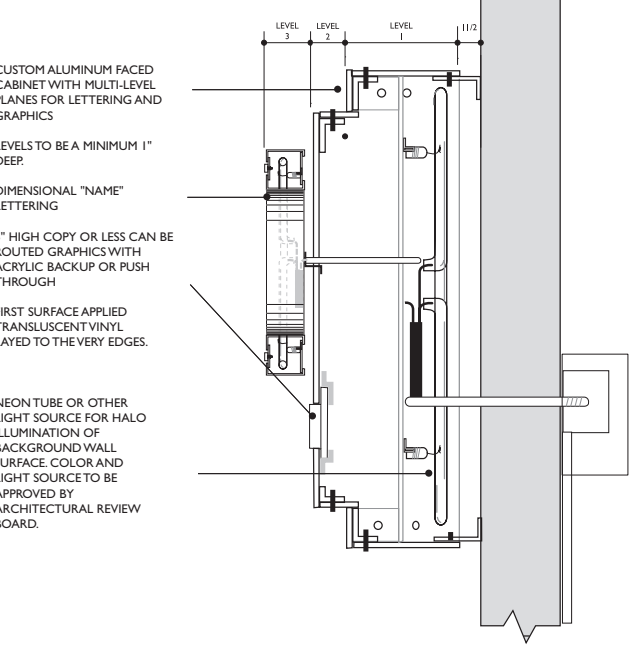
Installation

Custom cabinets may be installed up to 1 1/2" off face of building to provide for halo illumination.

CUSTOM LOGO CABINET WITH PUSH-THRU GRAPHIC



CUSTOM REVERSE PAN CHANNEL LOGO CABINET



CUSTOM CABINET/FABRICATION DETAILS

Pedestrian Oriented Signage

Arcade Sign

In-line Tenants may have one arcade sign. Tenants with more than one public entry will be allowed a maximum of two (2) arcade signs only if the entries are on different elevations.

Each Tenant will use the standard frame and backer panel design. For cost efficiencies and design/ construction uniformity, all under canopy blade signs will be manufactured by the Owner/Developer’s project sign contractor and purchased in bulk by Owner/Developer. Each Tenant that requires a blade sign shall reimburse Owner/Developer for the cost of the display and installation thereof.

Tenants will be allowed to create their own unique panel with their recognized corporate identity and design theme, subject to approval of the Owner/ Developer. Copy shall be flat cut out graphics and surface applied to both sides of the display. Each shop Tenant shall furnish and install the approved copy for said display at Tenant’s sole and separate expense. For convenience, Tenant can furnish the copy to Owner/ Developer’s project sign contractor for mounting and/or can provide the project sign contractor with electronic art suitable for production. Tenant shall pay for all costs associated with the production and mounting of Tenant’s blade sign copy.

This signage shall not count against the Tenant’s square footage allotment.

Bottom of sign—Minimum 8’-0” above finished floor.
Orientation—Perpendicular to storefront.

Window Graphics

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

Storefront graphics aggregate allowances includes all temporary signage applications and/or any permanent identification signage.

Layouts

All storefront signage and graphic layouts shall be approved in writing by the owner's representative for quality and consistency prior to submittal to the City of Goodyear for permitting approvals.

Restrictions

Storefront graphics may not be neon tubing elements or use fluorescent colors.

No printed, hand lettered, window painted sales promotions will be allowed.

Printed menus are not allowed to be taped to windows. Menus for take out or eat in restaurants, or in-store services must be within an architecturally integrated, enclosed design element and shall not exceed the 25% of the window/panel area. These may be internally illuminated.

Suite Identification

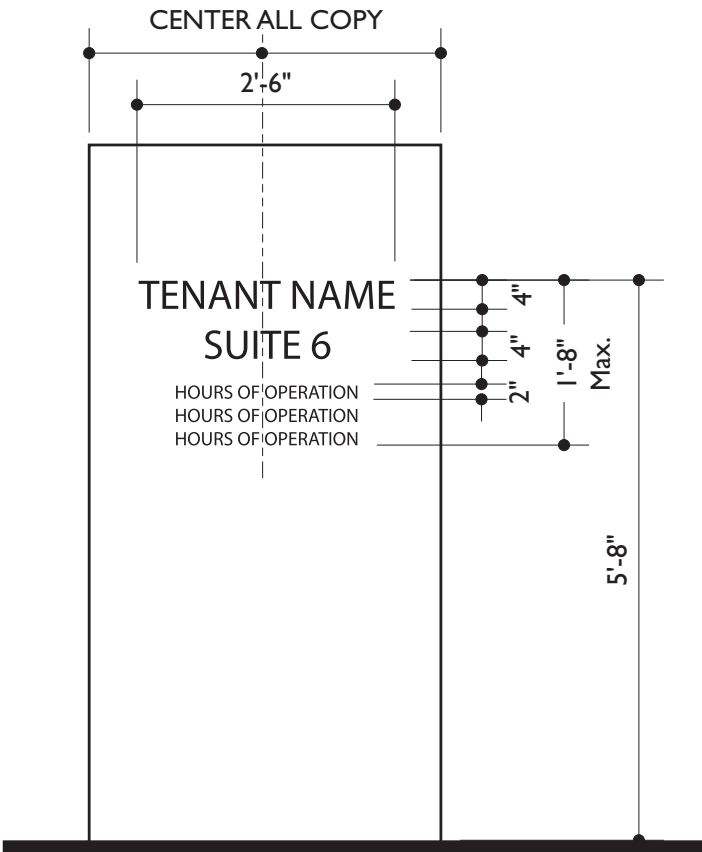
Suite Numbers shall appear directly over each entry, to be applied white vinyl on the exterior of the glass. 6” high suite numbers to be displayed in Futura Condensed Medium.

Hours of Operation:

Hours of operation shall appear adjacent to each entry, to be applied vinyl on the exterior of the glass. Layout to be approved by Owner/Developer.

Back Door Signage

All shops and freestanding buildings with exterior, non-public entrances may have identification signage located at the rear of the building. This signage shall be non-illuminated and shall not exceed four (4) square feet in area.



Master Criteria

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

I. GENERAL REQUIREMENTS

- A. Tenant shall submit or cause to be submitted to Owner/Developer, for approval, prior to fabrication, four (4) copies of detailed drawings indicating the location, size, layout, design color, illumination materials and method of attachment.
- B. Tenant or Tenant’s representative shall obtain all permits for signs and their installation. Written approval of the Owner/Developer with sign drawings shall be provided with permit application to the City.
- C. All signs shall be constructed and installed at Tenant’s sole expense.
- D. Tenant shall be responsible for the fulfillment of all requirements and specifications, including those of the local municipality.
- E. All signs shall be reviewed for conformance with these criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of Owner/Developer or Owner/Developer’s authorized representative.
- F. Tenant shall be responsible for the installation and maintenance of Tenant’s sign. Should Tenant’s sign require maintenance or repair, Owner/

- Developer shall give Tenant thirty (30) days written notice to effect said maintenance or repair. Should Tenant fail to do the same, Owner/ Developer may undertake repairs and Tenant shall reimburse Owner/Developer within ten (10) days from receipt of Owner/Developer’s invoice.
- G. Advertising devices such as attraction boards, posters, banners and flags shall not be permitted.

II. GENERAL SPECIFICATIONS – SIGNS

- A. No animated, flashing or audible signs shall be permitted.
- B. All signs, including temporary signs and their installation shall comply with all City of Goodyear building and electrical codes.
- C. No exposed raceways, crossovers or conduit shall be permitted. All Tenant signage shall consist of individual letters and logos installed onto the building’s wall surface. Tenant signage shall not include any background color, material and/or structure used to delineate Tenant’s signage. Owner/Developer shall have the sole and separate discretion in varying any provision of these specifications.
- D. All cabinets, conductors, transformers and other equipment shall be concealed. Electrical connections shall be concealed to remote and/or self-contained transformers. All signage shall be installed in compliance with the City of Goodyear electrical code and UL 2161 / UL 48 specifications. Any sign installation found to be non-compliant shall be repaired immediately by the Tenant at Tenant’s sole expense.
- E. Temporary signs and painted lettering shall not be permitted except as approved by the Owner/ Developer and the City of Goodyear.
- F. Any damage to the sign band face or roof deck resulting from Tenant’s sign installation shall be repaired at Tenant’s sole cost.

- G. Upon removal of any sign by Tenant, any damage to the sign band face shall be repaired by Tenant or by Owner/Developer at Tenant’s cost.
- H. All signs or devices advertising an individual use, business or building shall be attached to the building at the location directed by Owner/ Developer.

III. GENERAL CONSTRUCTION REQUIREMENTS

- A. All exterior signs shall be secured by concealed fasteners, stainless steel, or nickel or cadmium plated.
- B. All signs shall be fabricated using full welded construction or similar method to conceal light leaks.
- C. All penetrations of the building structure for sign installation shall be neatly sealed in a watertight condition.
- D. No labels or other identification shall be permitted on the exposed surface of signs except those required by local ordinance, which shall be applied in an inconspicuous location.
- E. Tenant shall be fully responsible for the operations of Tenant’s sign contractors and shall indemnify, defend and hold Owner/Developer harmless for, from and against damages or liabilities on account thereof.

Comparisons Between Code Allowances & Project Requests

I. WALL SIGNAGE

CODE - 1.a.1) Front elevations allowed one square foot (1 sf) for each linear foot of building wall upon which sign is displayed.

REQUEST - Front elevations for In-Line Junior Anchors to have One and one-half square feet (1.5 sf) of signage for each linear foot of street frontage or building elevation upon which signage is displayed.

Rationale - The additional 1/2 square foot per lineal foot of frontage will allow for signage that can adequately identify each junior anchor tenant across an expanse of parking without overwhelming the building architecture. A person driving along McDowell Road will have to look across over 1000 feet diagonally to locate each of the tenants within Goodyear Centerpointe. The junior anchor tenants are set back over 550 feet from McDowell Road.

Additionally, all tenants have facades that are broken into various elements that protrude and recede, with prominent localized areas provided for signs. While the signs may be larger in overall area, they will not overwhelm the buildings. A 1:1 ratio will create signs that are not in proportion with the architecture and size of buildings, thus making the buildings feel too expansive.

These signs work in tandem with the Multi-Tenant Monuments, which identify tenants located within the site. The wall signs identify where the tenants are located. Signs of an adequate size will allow customers to make more efficient decisions as to where to enter, and how to navigate the site.

CODE - 1.a.2) Signage on other walls not to exceed one-half square foot (0.5 sf) for each linear foot of building frontage upon which each sign is displayed.

REQUEST - One square foot (1 sf) of signage for other walls upon which signage is placed for In-Line Junior Anchors, and one square foot (1 sf) of signage for each linear foot of frontage for Junior Anchor Tenant/Freestanding buildings.

RATIONALE - The additional 1/2 square foot per lineal frontage will allow for adequate tenant identification along Interstate 10 for in-line tenants. The In-line tenant buildings are built parallel to the Interstate, limiting their viewing ability. Also, the loading bays of each tenant interrupt the tenant elevations, further hindering their legibility. Larger signs will help to mitigate this issue, and allow for quicker tenant identification.

The additional 1/2 square foot for the freestanding junior anchor will give a greater presence for the building which elevations will exceed those of standard pad tenants typically located on the street, and having smaller wall expanses. Aesthetics of small signs on larger walls and multiple locations.

CODE - 1.b Maximum aggregate square footage for all wall signage to be two hundred square feet (200 sf) unless otherwise approved with a Comprehensive Sign Plan.

REQUEST – Junior Anchor In-line Tenants to have maximum signage aggregate of four hundred square feet (400 sf), with Junior Anchor tenants A & G to be allowed aggregate of four hundred and fifty (450 sf) square feet.

Junior Anchor Tenant Freestanding Building to have maximum signage aggregate of two hundred and seventy-five square feet (275 sf).

Pad Tenants to have maximum signage aggregate of two hundred square feet (200 sf).

Shop Tenants to have maximum signage aggregate of two hundred square feet (200 sf).

Rationale - The additional aggregate square footage ensures that signage of an appropriate size will be available to each tenant for the multiple building elevations and the size of wall elevations associated with a power center. Most tenants have two facades, while pads and freestanding junior anchors have four (4) available to them. The

design proportions of 70% vertical height, and 80% horizontal width ensures that although the signage may be greater in size, that design is appropriate for the building architecture thus limiting the amount of signage that will ultimately be used.

2. FREESTANDING MONUMENT SIGNAGE

CODE – 2.b Any freestanding sign shall not exceed eight feet (8') in height.

REQUEST – Multi-Tenant monuments with tenant identity at eleven feet (11'); project name at thirteen feet, nine inches (13'-9"); and maximum height including architectural embellishments for project logo reaching eighteen feet (18').

Rationale – Multi-Tenant Monuments identify tenants located within the site, along major roadways with speeds along McDowell Road of 45 mph, and with multiple lanes of traffic to look across – legibility for these signs is limited unless their locations can be “fixed” by the viewer within a vehicle. The signs include architectural embellishments that help them to be located above traffic. The tenant identity is lower, so not to compete with pad building signage.

CODE - 2.e Each sign may be a maximum of forty-eight square feet (48 sf) in area.

REQUEST - Multi-Tenant monuments to have the calculation of tenant sign area of 33 sf and project identification of 14.5 sf, a total of 47.5 sf to be the total square footage of signage area (not including background panel area).

Corner wall feature sign area calculation of 87.5 sf to consist of project logo and identification lettering.

Rationale – Multi-Tenant Monuments being larger in size allows the signs to be more quickly located, allowing drivers to make better, more informed decisions about where to enter the site.

The lettering/logo and tenant identification is integrated into larger architectural embellishments that accentuate the building and the site features.

The signs multi-layers include various design elements so that the signs more fully relate with the architecture throughout the site. The layering and elements break up the apparent size of the signs so as not to overwhelm the site.

3. DIRECTIONAL SIGNS

CODE - 3.a Not to exceed six square feet (6 sf) in area or a height of three feet (3').

REQUEST - Twenty-four square feet (24 sf) for dual directionals and twelve square feet (12 sf) for single directional signs. Maximum height of six feet (6') to the top of the signs.

Rationale - Studies have shown that too small of signs renders them ineffective as wayfinding devises. These larger signs allow for adequate letter size to be used that is appropriate size for vehicular traffic. Their larger height makes them more quickly seen from the vehicle and also allows for landscaping to grow around their bases, better integrating them into the project. They also help to direct through a parking lot that from the drivers viewing angle across the parking lot, tree canopies hide signage that is not directly in front of the driver.

The directional height of six feet (6') responds to the visual requirements needed for seated viewers within a vehicle. Typical eye level height from within a standard sedan type of car is approximately 4'-0" to 4'-6". For many sport utility vehicles that height is closer to five foot, six inches (5'-6"). Professional recommended standards (see attached graphic and table) for minimum letter heights to maintain readability from a moving vehicle is 4" when the vehicle moving at 15 mph.

On-site traffic should be moving slower. Consequently, we adjusted the letter height to three inches (3"), raising the message area to be closer to eye level, thus raising the overall sign height as noted. Although the text does not exceed

six square feet (6 s.f.), the overall background area (negative space), which is needed to aid recognition and readability for any sign type, has been increased to twelve square feet (12 sf) for each panel.

8. SHINGLE SIGNS AND PROJECT SIGNS

CODE - 8.c Maximum area of three square feet (3 sf).

REQUEST - Maximum of eight square feet (8 sf)

Rationale – The large area allows for signs that can be seen from a greater distance, allowing the pedestrian public to better judge where a tenant space is located and allows the tenants unique corporate standards to be used. Covered pedestrian walks on projects of this nature have very high and usually wide spaces, and the proportions and size of only 3 square feet is out of context with the architecture's size and spaces.

10.TOTAL SIGNAGE

10.b Total maximum aggregate signage, inclusive of wall, freestanding monument, window, awning, shingle projecting or parapet signs shall not exceed two hundred and forty-eight square feet (248 sf) per tenant.

REQUEST – Varies per tenant square footage and linear frontage. See 1.1.b above.

The tenant aggregate square footage does not include tenant identification on the multi-tenant or directional signs per 10.c.

Rationale - Because of the large setbacks of the parking, and because of freeway issues discussed below, the greater aggregate square footage is required to better address identity concerns for this site.

D. FREEWAY PYLON SIGNAGE

CODE - D.1 ...the sign should identify a maximum of four (4) tenants.

REQUEST - In addition to the project identity, seven (7) tenants are identified on the pylon.

Rationale - Additional tenant identification will make the site more attractive to future tenants, making the site more financially viable in the long term.

CODE - D.3 Freeway pylons shall not exceed eighty feet (80') in height, have a maximum width of fifteen feet (15') and a maximum depth of four feet (4').

REQUEST - The overall height of the pylon is eighty feet (80'). Overall maximum width is twenty-five feet, six inches (25'-6'') and a maximum depth of five feet, ten inches (5'-10'').

Rationale - Like the Multi-Tenant Monuments, the Freeway Pylons are multi-layered and include design elements so that the signs more fully relate with the architecture throughout the site. The layering and elements break up the oversized width creating the height look in layers. The proportions of 15' wide to 80' tall create spindly, out of proportioned shapes without any embellishment of the architecture except on the top

CODE - D.5 Maximum of 450 square feet of which Project Identification cannot exceed 150 square feet.

REQUEST - The overall square footage of sign area to be considered to be calculated as the individual letters and logos only, not background panels.

Rationale - When only the actual sign area is calculated, tenants are limited to a sign area of 16'-0"x4'-6" a total of 504 sf This also creates a better separation of the graphics. When only the lettering for the identification is counted, the square footage is only 72. When combined, the total of signage area is 576 sf - only 12% more than allowed by code.