

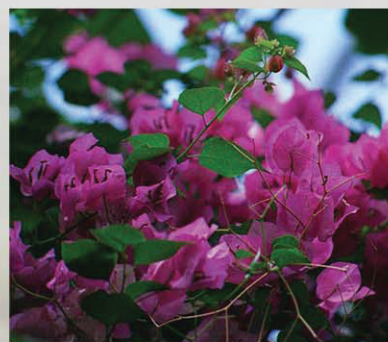


ESTRELLA * FALLS

COMPREHENSIVE SIGN PLAN



GOODYEAR CITY COUNCIL APPROVAL - SEPTEMBER 25, 2006



REVISED JANUARY 20, 2016



TABLE OF CONTENTS

MASTER DEVELOPER:

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ESTRELLA FALLS MASTER SIGN PLAN

1	NARRATIVE & SITE DATA
2	MASTER SIGN PLAN
3	A1 - FREEWAY PYLON SIGN
4	A2-3 - FREEWAY PYLON SIGN
5	FREEWAY PYLON SIGN CROSS SECTION
6	PERSPECTIVE #1
7	PERSPECTIVE #2
8	PERSPECTIVE #3

SUB AREA 1 SIGN PLAN

SA 1A.1	SUB AREA 1A -SIGN PLAN
SA 1A.2	FREESTANDING SIGN MATRIX
SA 1A.3	B - CENTER ID SIGN
SA 1A.4	C - MULTI-TENANT MONUMENT SIGN
SA 1A.5	D - DIRECTIONAL AND REGULATORY SIGNS
SA A1.6	F - TEMPORARY MASTER DEVELOPER REAL ESTATE/DEVELOPMENT SIGN
SA 1A.7	BUILDING SIGNAGE MATRIX
SA 1A.8	THEATER BUILDING ELEVATIONS
SA 1B.1	SUB AREA 1B - SIGN PLAN
SA 1B.2	C - SINGLE / MULTI-TENANT MONUMENT SIGN
SA 1B.3	BUILDING SIGNAGE MATRIX

SUB AREA 2 SIGN PLAN

SA 2.1	SIGN PLAN
SA 2.2	FREESTANDING SIGN MATRIX
SA 2.3	B - CENTER ID SIGN
SA 2.4	C - MULTI-TENANT MONUMENT SIGN
SA 2.5	D - DIRECTIONAL AND REGULATORY SIGNS
SA 2.6	E - TENANT DIRECTORY SIGN
SA 2.7	G - SHOPS WALL SIGN MATRIX
SA 2.8	G - PAD TENANT SIGN MATRIX
SA 2.9	G - MAJOR AND MINI-MAJOR SIGN MATRIX

APPENDIX A - GENERAL PROJECT GRAPHIC REQUIREMENTS

AP-1	DEFINITIONS & GENERAL REQUIREMENTS
AP-1	I SUBMITTAL REQUIREMENTS
AP-2	II COMPLIANCE PROCEDURES
AP-3	III GENERAL CONSTRUCTION REQUIREMENTS
AP-4	IV SIGN DESIGN CRITERIA
AP-5	V PEDESTRIAN ORIENTED SIGNAGE
AP-6	VI DESIGN RESTRICTIONS/CONDITIONS
AP-7	VII TEMPORARY SIGNAGE
	VIII PROHIBITED SIGNS



PROJECT NARRATIVE AND DATA

Estrella Falls is a shopping, mixed use, entertainment destination being developed by the owners and its partners. At approximately 330 acres, this multi-faceted project will provide a high quality, destination, retail power center, regional mall, hotels, mixed use retail/office and multi-family residential.

This comprehensive sign plan takes a staged approach to regulating signs within the development. It establishes a design theme for signs within the project, particularly with respect to the signs that will be located at the perimeter of the project, the project's sub-areas and the signs and sign types that will be universal.

There may be special character considerations that will apply to sub-areas within the development, but which cannot be determined until it is known what that sub-area will contain and how it will be developed. The specific location of the various sign types will also need to be tied down to a greater degree than is possible herein for development sub-areas which have not yet been reduced to an approved site plan.

Accordingly, the comprehensive sign plan will be supplemented with attachments specific to each sub-area addressing the specifications, variations or considerations as the development of the sub-areas become defined. These attachments shall be submitted individually to the City for approval. The initial approved comprehensive sign plan included a specific comprehensive plan for sub-area 2.

Appendix A, the General Project Graphic Requirements shall apply to all Sub Areas unless otherwise modified by the sign plan for a specific Sub Area.

The commercial retail and mixed use development incorporates four (4) sub-areas that include:

Sub Area "1A" - Estrella Falls Mall; and "1B"- Mixed-Use

This sub-area encompasses approximately 148 acres located just west of Bullard Avenue. This property is bordered by McDowell Road along the south, Bullard Avenue on the east, Encanto Boulevard on the north and Bullard Wash on the west. Approximately 107 acres is Sub-Area 1A is reserved specifically for a Regional Mall with the balance of the acreage, 1B being devoted to uses such as additional

retail, office and residential. All of Sub-Area 1 will require several attachments as specific uses and plans as they are developed. The comprehensive sign plan governing signage criteria for Sub-Area 1 is included in Attachment 1 as Sub Areas A and B.

Sub-Area "2" - Mixed-Use Commercial/Retail "The Market at Estrella Falls"

The Market at Estrella Falls Development is an approximately 66-acre Power Center incorporating major retail, shops, dining, entertainment and hospitality. The site plan shown in the exhibits contemplates junior anchor tenants and shops to be clustered along the northeast boundary of the Sub-Area with hotel uses at the southeast corner of the site. It is also contemplated that mixed-use retail shops, dining and various Pad users will front along the southern and western portions of the Sub-Area. The comprehensive sign plan governing signage criteria for Sub-Area 2 is included in Attachment 2.

Sub-Area "3" Mixed-Use Commercial

This sub-area included approximately 30 acres located on the South side of McDowell Road and is designated to be used for mixed-use commercial and retail. This property is also bordered by Interstate 10 and will house the three freeway pylon signs for the whole Estrella Falls or Goodyear Regional Center PAD project. Future submittal as Attachment 3 will be provided as the area is developed.

Sub-Area "4" Mixed-Use Commercial

This sub-area includes approximately 15 acres located north of Monte Vista east of Pebble Creek Parkway and is designed to be used for mixed-use commercial. Future submittal as Attachment 4 will be provided as the area is developed.

HIERARCHY OF SIGNS:

This comprehensive sign plan has been structured to provide a hierarchy of wayfinding and identification signs and standards to be used throughout. All signs will be specified within each Sub-Area Attachment and will be submitted when each site plan has been determined and developed.

The signs can be classified by the following categories:

- A. Freeway Pylon Signs - See signs A1, A2, A3 - These signs will provide regional/community-level identification of the project and for businesses located therein to travelers along Interstate 10 in Sub-Area 3.

These three (3) signs are 85-foot tall exclusive of architectural embellishments, doubled-sided displays with project identification and tenant identification panels granted by right in the original submittal. One (1) is dedicated to the Marketplace retail tenants; one (1) dedicated to the Sub area 1 mall tenants and surrounding lots; and the third and final one (1) to the overall development. Two of the three may include electronic reader boards.

- B. **Corner Identification Features:** These signs will provide the main project identification on major roadway intersections such as the northeast corner of Pebble Creek Parkway and McDowell Road and the northwest corner of Bullard Avenue and McDowell Road which incorporates the overall design theme of the project and serves to let the customers know they have arrived at the regional shopping destination, Estrella Falls.

C.1 **Primary Multi-Tenant Monument Signs:** Designed to be a maximum height of twenty feet (20') exclusive of architectural embellishments, these signs will provide local-level identification of tenants and users within the commercial and retail areas to travelers along arterial and collector arterial roadways such as McDowell Road, Pebble Creek Parkway, Bullard Avenue, 150th Avenue, Virginia/Encanto Avenue and Monte Vista Drive. Height and square footage of the signs will remain the same for each Sub-Area with specific designs and architectural embellishments to be addressed in the Attachment submitted for the particular Sub-Area. These signs are 20' in height with a maximum 120 square feet. The signs are double sided multi-tenant monument signs with internally illuminated tenant panels. Tenant panels are routed aluminum with back up acrylic and translucent vinyl.

C.2. **Secondary Multi-tenant Monument Signs:** Designed to be a maximum height of ten feet (10') these signs provide local level identification for multiple tenant or single-use buildings within the development.

- D. **Vehicular Directional Signs:** These signs will be located within the development to provide directional information to major tenants traveling within the developed Sub-Area in their vehicles. They will be placed at logical decision points throughout to assist in decision making and to help people find parking in the area of their destination.

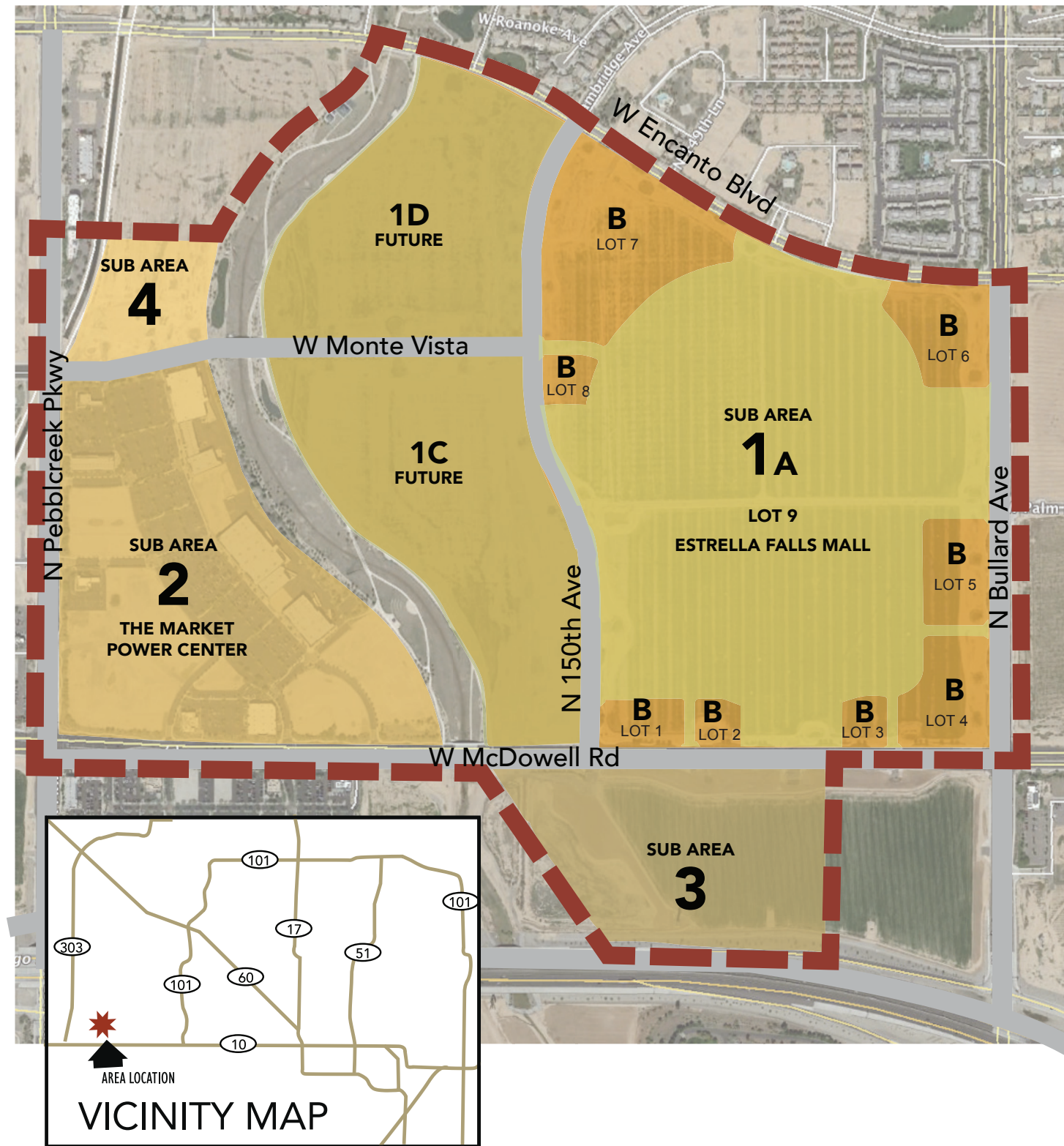
E. Pedestrian Directory Signs: These signs provide additional directional information to people once they are approaching buildings from the adjacent parking areas. They will be placed at logical decision points to assist in pedestrian wayfinding. These can be static in nature, or if oriented to the interior of the project, can integrate electronic message center type of technology to accommodate the centers needs. Based on location, if not visible to arterial or collector designated roadway/street - these shall not be subject to permitting or code restrictions.

F.1 Project Site and Tenant Marketing / Temporary Signage: Temporary Signage that has been sited at prime locations to provide information and announcements for "coming soon" opportunities for tenants as well as the overall project.

F.2 Individual Site Marketing/Lease/Sale Signage:

Temporary Signage for individual site marketing / Sales / Leasing needs.

G. Tenant Wall Signage: Wall mounted tenant signage will be addressed specifically in the Attachments for each Sub-Area.



A1 - PROJECT FREEWAY PYLON SIGN

Function Project and Tenant Identification for approximately 110 acres Regional Mall signage and for all parcels associated with Sub Area 1.

Location Along I-10 Parcel 14 (Sub area 3)

Quantity 1 - Dedicated to Sub Area 1

Structure and ID Sign

Materials Textured aluminum cabinet, faux painted finish, rock gabion with metal frame base feature

Height 85' to top of signage cabinet

Logo Pan channel stars, with internal and halo illumination - 150 s.f.

ID Pan channel letters, internally illuminated
 "Estrella Falls" - 4'-0" tall letters - 100 s.f.
 "Goodyear AZ" - 2' tall letters, 75 s.f. (exempt from signage square footage)

Electronics Optional 320 s.f. message board - per state approved illumination/frequency standards.
 Operating times to be from sunrise to Eleven p.m.

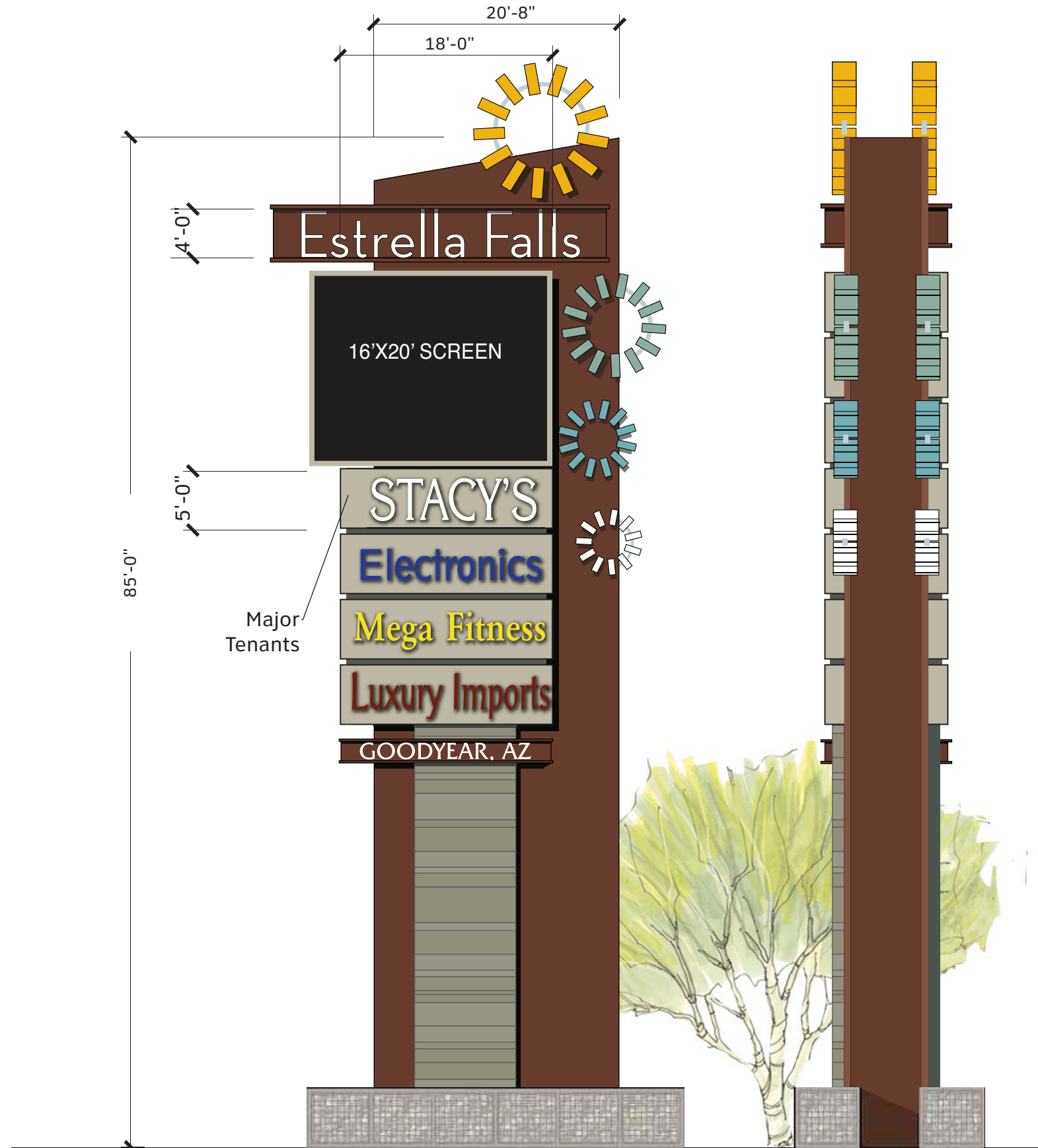
Tenant Panels

Material Aluminum cabinet faces with routed tenant copy and acrylic copy

Size (4) Panels 5' x 18' which may be split or reconfigured based on a final design

Graphic Area 4'-6" x 17'-0" = 76.5 s.f. each

Total Sign Area = 800 s.f.



A2 / A3 - FREEWAY PYLON SIGNS

Function Project and Tenant Identification for +/- 330 acre Regional Power Center signage for all parcels associated with the "Goodyear RPC".

Location Signs along I-10 Parcel 14 (Sub area 3)

Quantity 2 - Signs - A2 and A3

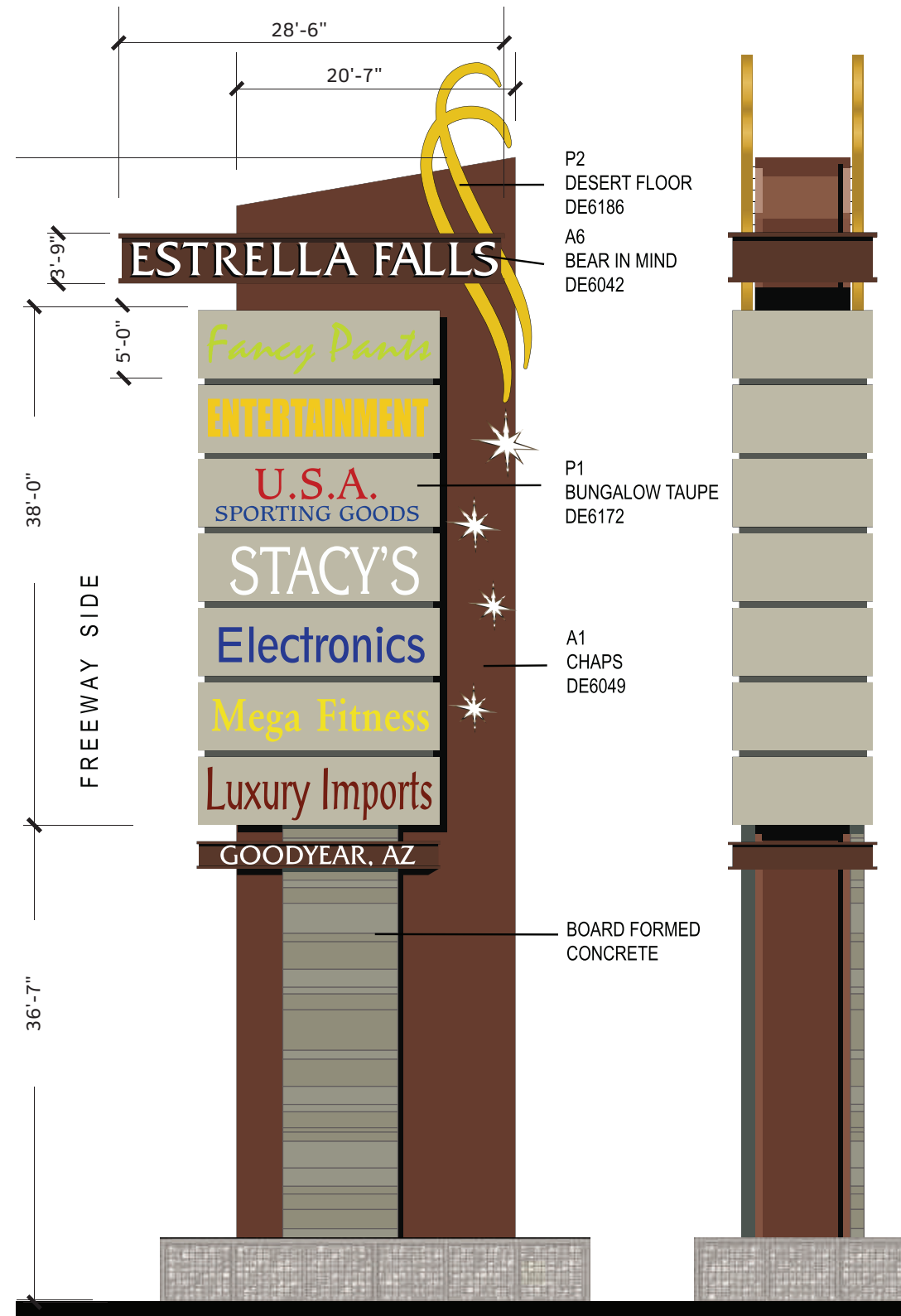
Structure and ID Sign

Materials Textured aluminum cabinet, faux painted finish, rock gabion with metal frame base feature.

Height 85' to top of signage cabinet

Logo Pan channel "stars" and "tail", with internal and halo illumination.
150 s.f.

ID Pan channel letters, internally illuminated
"Estrella Falls" - 4'-0" tall letters - 100 s.f.
"Goodyear AZ" - 2' tall letters, 75 s.f.



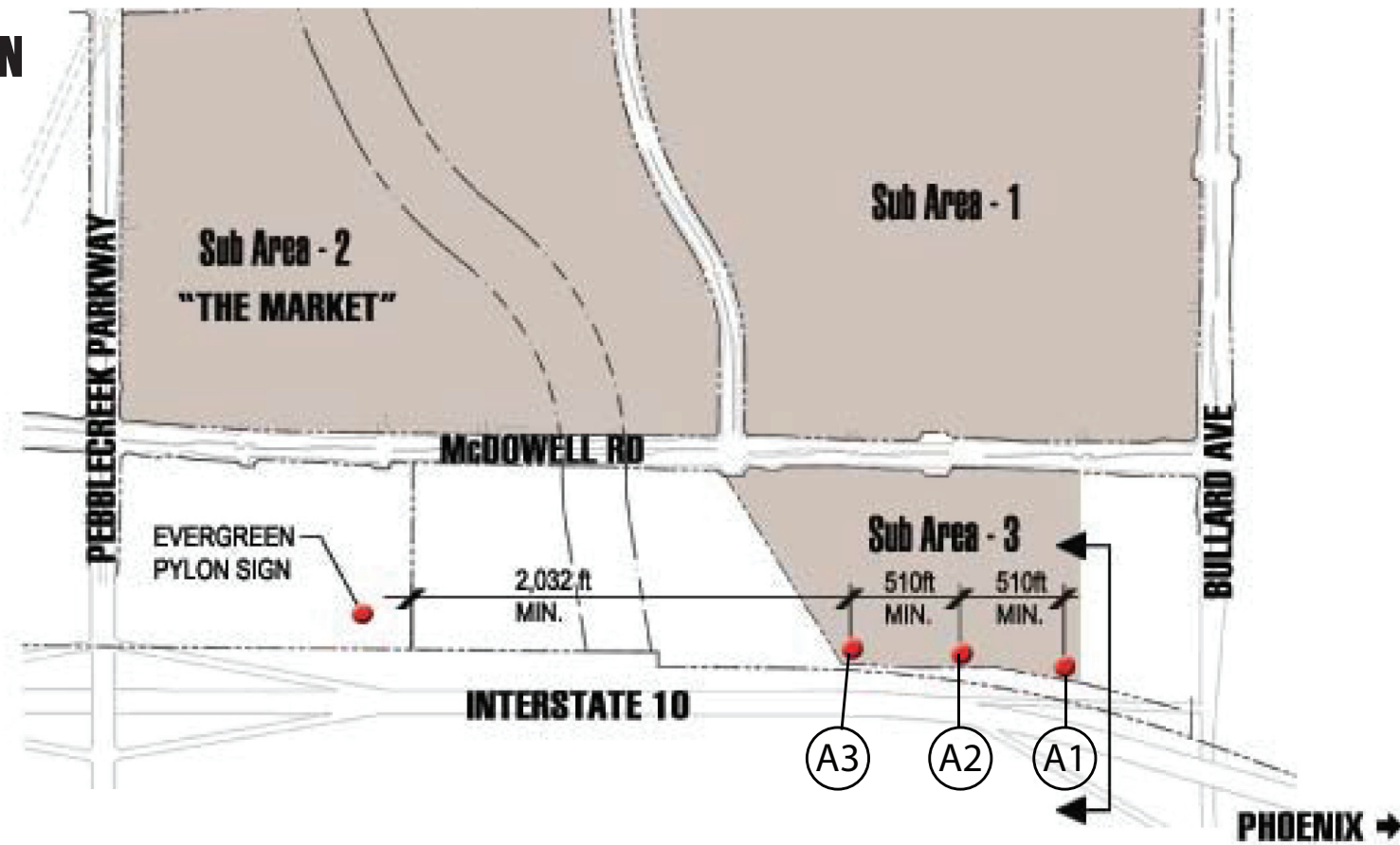
FRONT ELEVATION

SCALE: 3/32" = 1'-0"

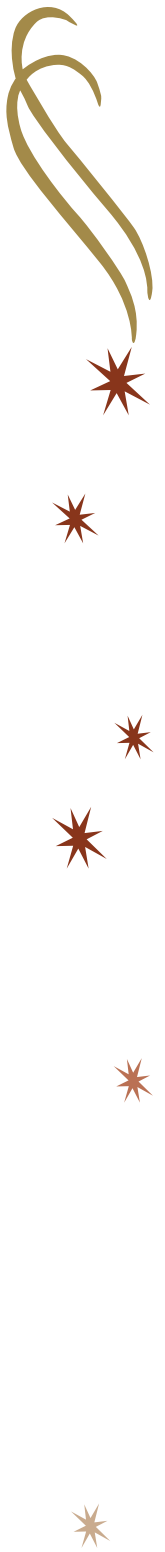
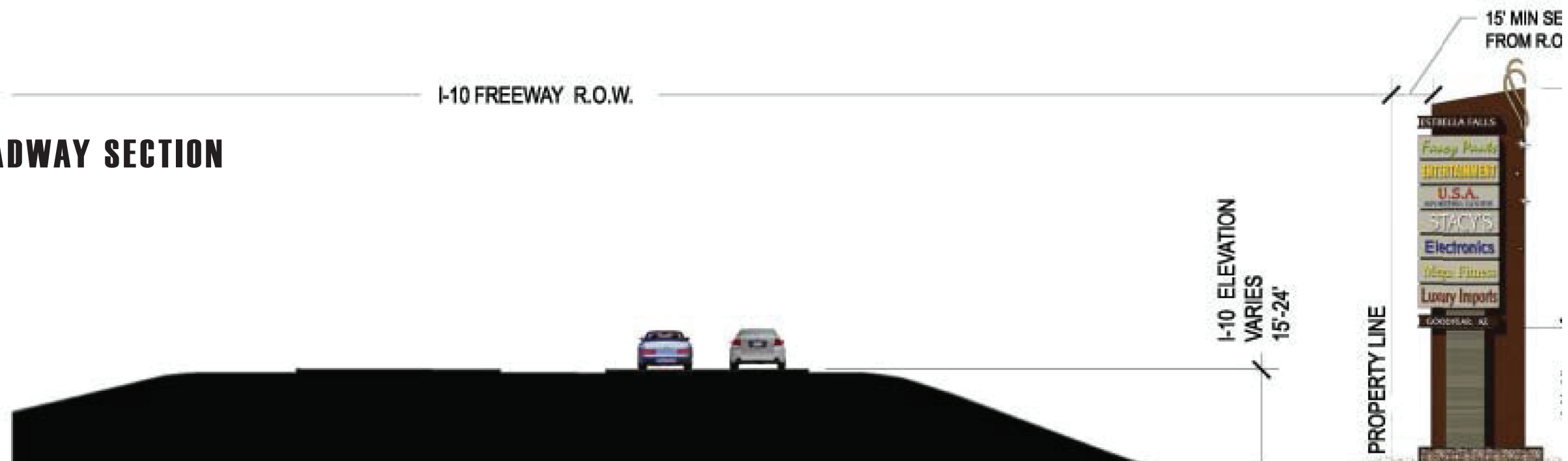
"Estrella Falls" 2'-6" tall letters - 75 SF
"GOODYEAR, AZ" 2' tall letters - 75 SF

SIDE ELEVATION

PYLON SIGN LOCATION



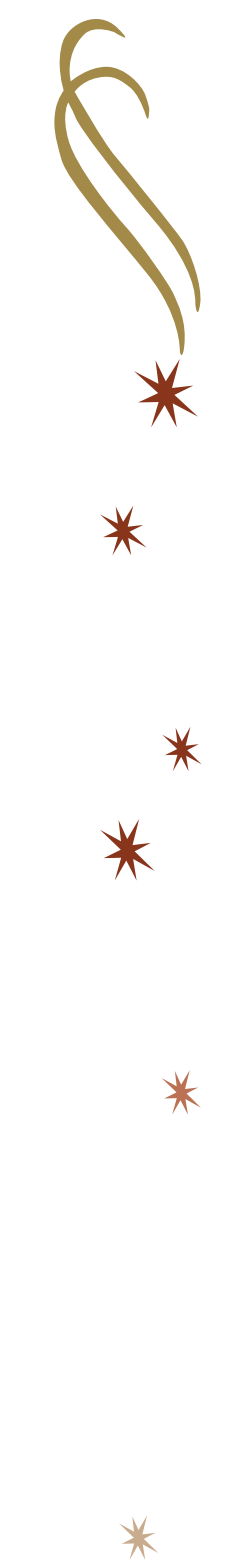
PYLON ROADWAY SECTION



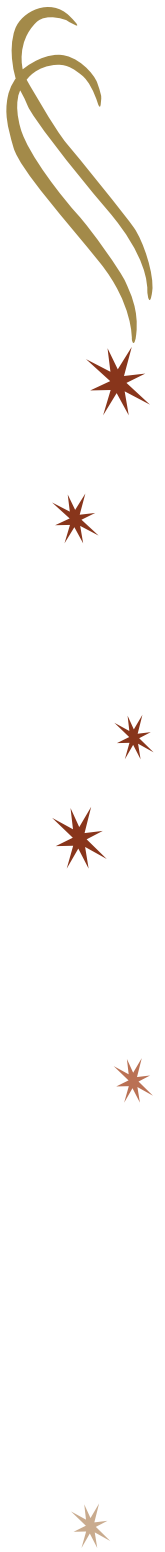
FREWAY PYLONS PERSPECTIVE #1



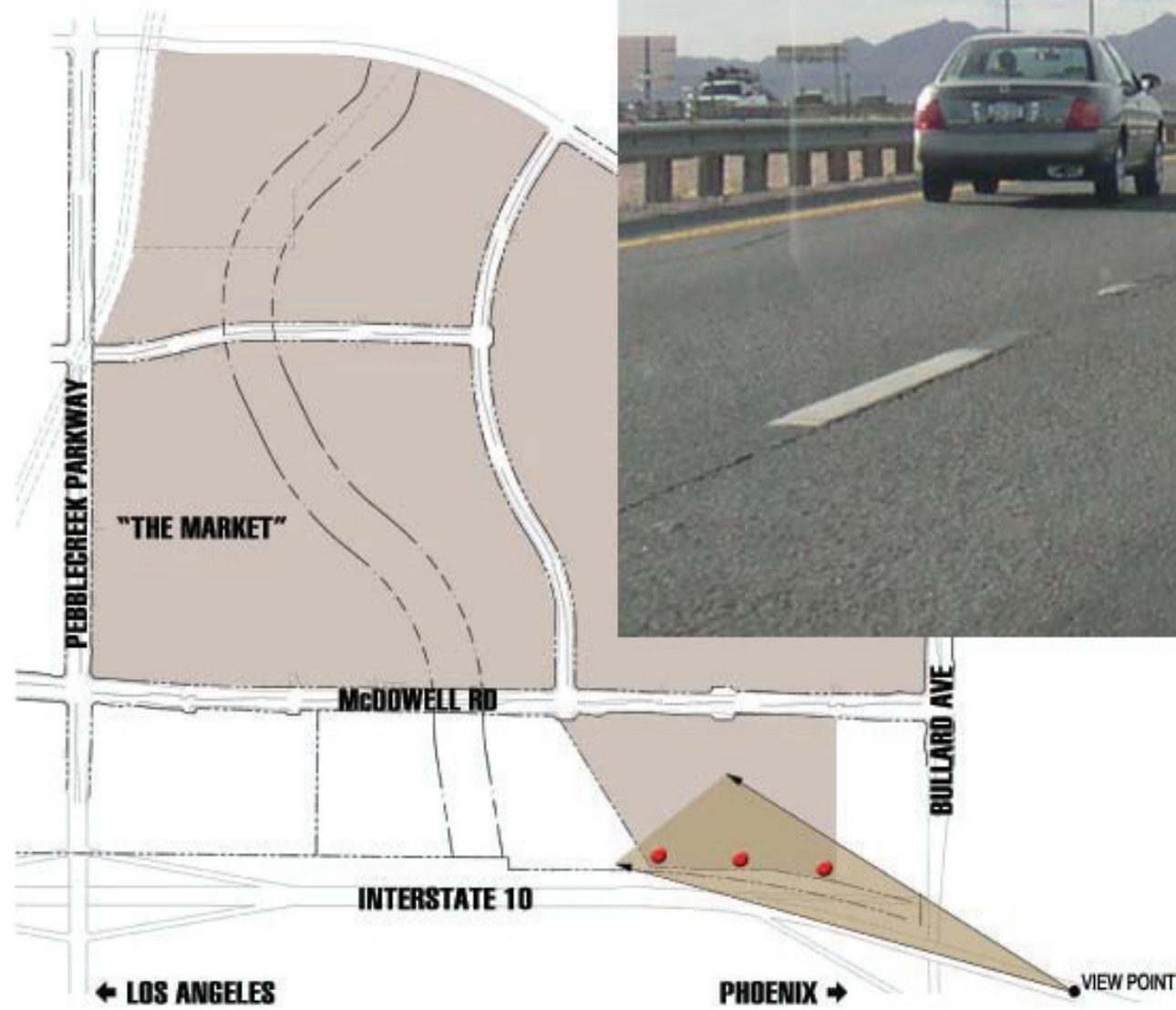
INITIAL GOODYEAR CITY COUNCIL APPROVAL - SEPTEMBER 25, 2006
AMENDMENT DECEMBER 1, 2015



FREEWAY PYLONS PERSPECTIVE #2



FREEWAY PYLONS PERSPECTIVE #3

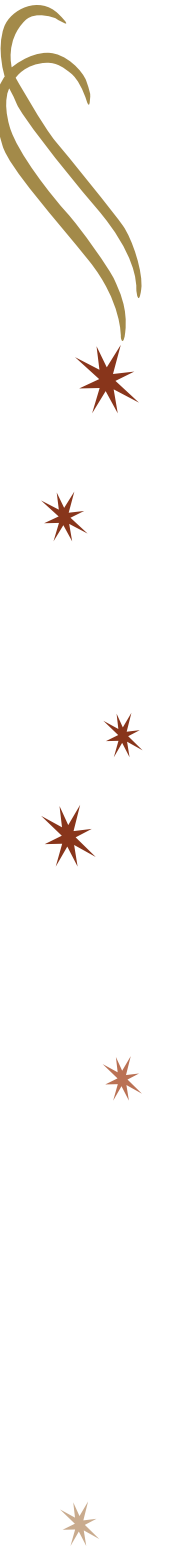


Attachment 1A



Estrella Falls

**Sub-Area 1A: Estrella Falls Mall
Comprehensive Sign Plan**



SUB AREA 1 A - PROJECT DATA

ZONING PAD-MIXED USE COMMERCIAL
 PARCEL NUMBER 9 (APN:501-71-985)
 PROJECT NAME ESTRELLA FALLS MALL

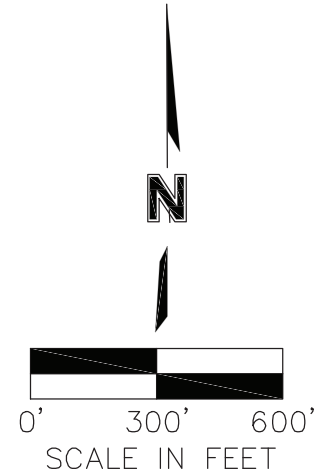
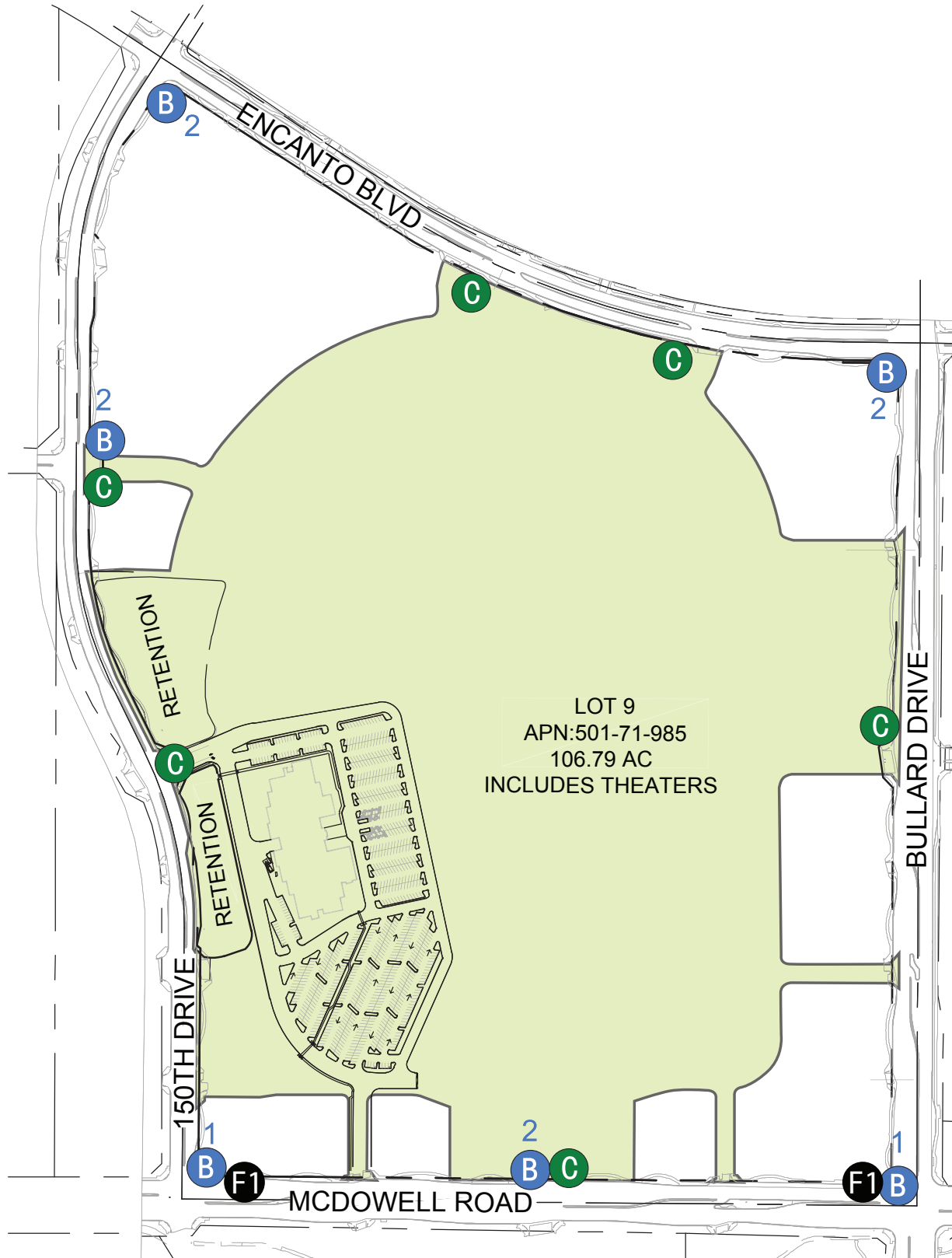
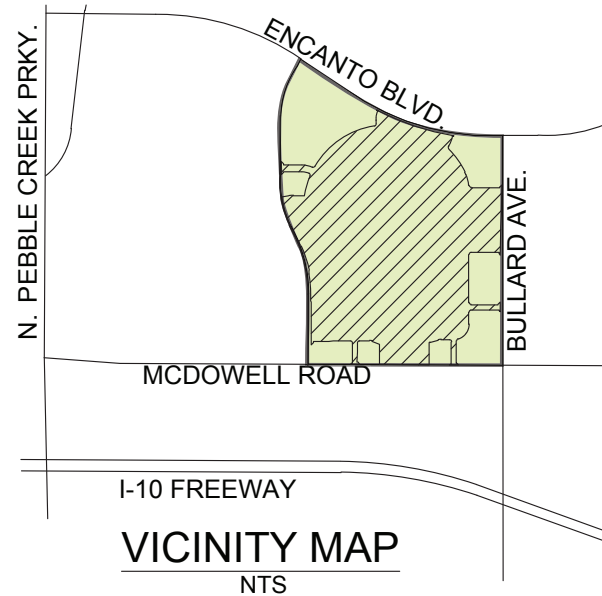
SITE AREA

LOT 9 (4,651,864 S.F.) 106.79 ACRES

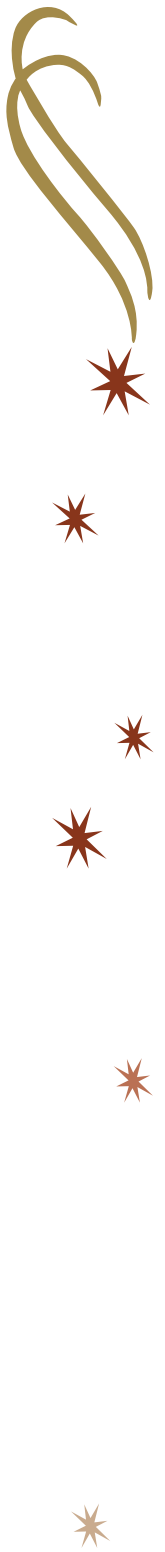
LEGEND

- B** CENTER ID (1/Primary 2/Secondary)
- C** 20'-0" MONUMENT SIGN
- F** TEMPORARY MASTER DEVELOPER LEASING/MARKETING BOARDS

VICINITY MAP



SECTION 32, T2N, R1W, G&SRM



FREESTANDING SIGN MATRIX - SUB AREA 1A

SIGN	SIGN TYPE	FUNCTION	LOCATION	QUANTITY	HEIGHT	SIZE	ILLUMINATION	MATERIALS
Sign A Freeway Pylons	Pylon - A1	Mall Identification/ Tenant Identification	Placed along I-10 in sub Area 3	1 of 3	Eighty five feet (85") to the top of pylon	800 sq.ft. Maximum exclusive of center identification and architectural embellishments	Project and static tenants - Internally Illuminated. Electronics to follow state standards - see design pages for specifics	Textured Aluminum, faux finish, pan channel letters, acrylics
Sign B1 Primary Corner Project Identification	Channel Letters	Project Identification including major tenants	Corners of McDowell Road and 150th Drive, and Bullard Drive	2	Maximum twenty feet (20') to the top of wall, Exclusive of Logo and Embellishments	Approximately 150 sq.ft. maximum exclusive of architectural embellishments	Exterior and Internally Illuminated	Aluminum and acrylic letters, Concrete w/faux finish decorative bases
Sign B2 Secondary Project Identification	Channel Letters	Project Identification	Corners of McDowell Road, Bullard Drive, Monte Vista Drive and 150th Avenue.	4	Maximum ten feet (10') to the top of wall, Exclusive of Logo and Embellishments	Approximately 120 sq.ft. maximum exclusive of architectural embellishments	Exterior and Internally Illuminated	Aluminum and other architectural materials to match architectural features
Sign C Multi Tenant Monument	Monument	Multi Tenant Identification	Placed along McDowell Road, Bullard Drive, 150th Avenue and Encanto Boulevard.	6	Twenty feet (20') to the top of monument	120 sq.ft. maximum, exclusive of center identification and architectural embellishments	Internally Illuminated	Aluminum and other architectural materials to match architectural features
Sign D1 Internal Traffic Directory	Directional/ Directory to include tenant names	Assist in directing flow of traffic inside the development	Strategically placed throughout interior parking areas	TBD	Eight feet (8'-0") to the top	24 sq.ft. maximum	Internally Illuminated	Aluminum and other architectural materials to match architectural features
Sign D2 Internal Traffic Directional	Directional for standard traffic control	Assist in directing flow of traffic inside the development	Strategically placed throughout interior parking areas	TBD	Five feet four inches (5'-4") to the top	12 sq.ft. maximum	Internally Illuminated	Aluminum and other architectural materials to match architectural features
Sign F1 For Sale / Leasing	Temporary	Master Developer project marketing and leasing	Corners of McDowell Road and 150th Avenue and Bullard Drive	2	Eighteen (18) feet to top of panel	500 sq. ft. Maximum exclusive of background graphic star panel backdrop.	Exterior	Post and panel wood with printed graphics
Sign F1 For Sale / Leasing	Temporary	Individual Parcels	Street frontage	12	Eighteen (18) feet to top of panel	60 s.f.	None	Post and panel wood with printed graphics

B - PROJECT MONUMENT SIGNS

Place holder page for future design

Actual design to be submitted with plans of the mall



C - MULTI-TENANT MONUMENT SIGNS

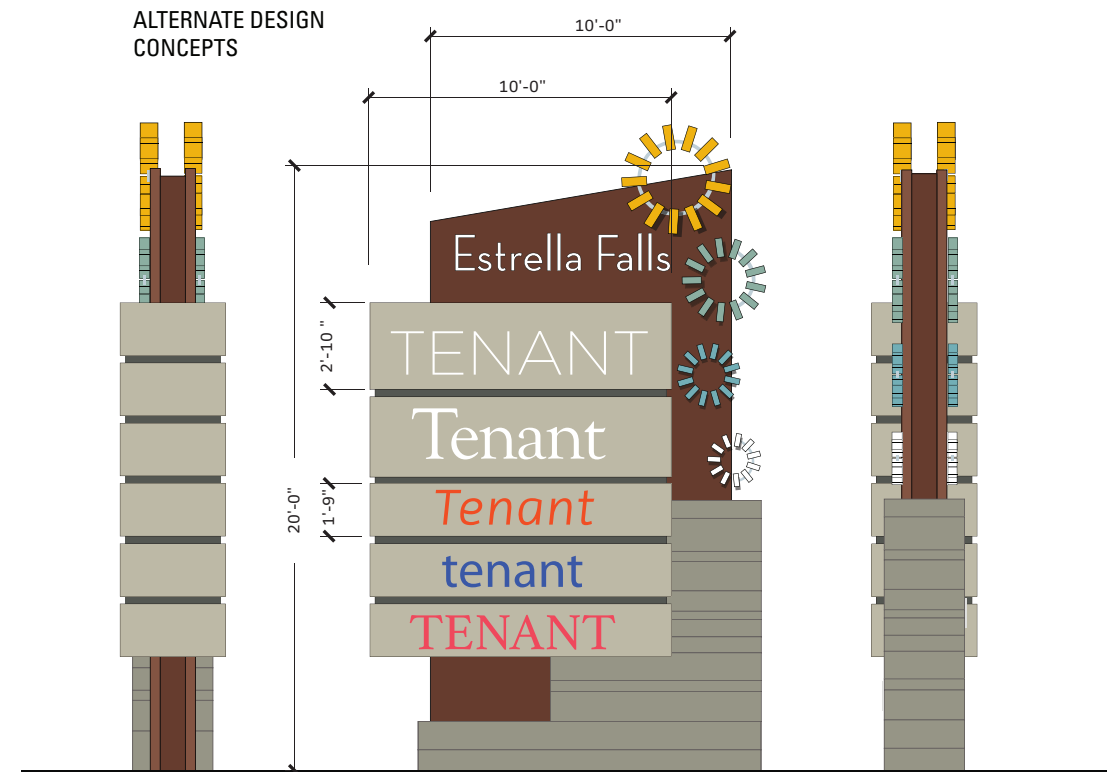
- Function Tenant identification - Multiple or single tenant for use on lots 1-8 and as needed for Mall
- Location Along perimeter roadways to Sub Area 1 at primary and secondary entry points
- Quantity (6) - 2 on 150th Avenue, 2 on Encanto Boulevard, 1 on Bullard Avenue and 1 on McDowell Road.

Structure and ID Sign

- Materials To be defined by the color and materials palette for the mall and guidelines established for the pad/ parcels surrounding the mall
- Height C1: 20' to top of signage area
C2: 10' to top of signage area
- Logo Pan channel stars, with internal illumination - 25 s.f.
- ID Pan channel letters, internally illuminated
"Estrella Falls" - 15" tall letters -

Tenant Panels

- Material Painted aluminum panel faces with routed copy and push-thru acrylic copy. Graphics per tenants corporate standards in design and color.
- Size Panels TBD with - may be split or reconfigured based on final design
Graphic Area TBD with final design
Total Sign Area = 120 s.f. exclusive of center ID and architectural embellishments.
- Illumination Internal



D - DIRECTIONAL/REGULATORY SIGNS

Place holder page for future design

Actual design to be submitted with plans of the mall



SIGN TYPE F

TEMPORARY MASTER DEVELOPER

REALESTATE/DEVELOPMENT SIGN

Utilizing the residential formula for master planned areas for a mixed use commercial that includes residential – one sign for each 5 acres is allowed, this would entitle the project to 66 signs at 32 s.f. each, or 2112 s.f. Our use of two different temporary signs, F1 and F2 utilize only 1720 s.f. of signage - 20% less than allowable by code.

Sign Type F1 - A new sign type has been developed for combined on-site development information at prime marketing locations that will help generate excitement, with renewed/updated graphics that provide on going project information for new tenants, coming soon tenants - in a focused area.

The primary corner signs are sectioned off into multiple freestanding components, to create layers and depth. Project identification for Estrella Falls, coming soon tenants, land for sale or development has all been designed as a three multi-level Real Estate/Development sign. Each 500 s.f. is shared with the five, sixty square feet

freestanding panels, project identification and the Tack On banners excluding backdrop graphic.

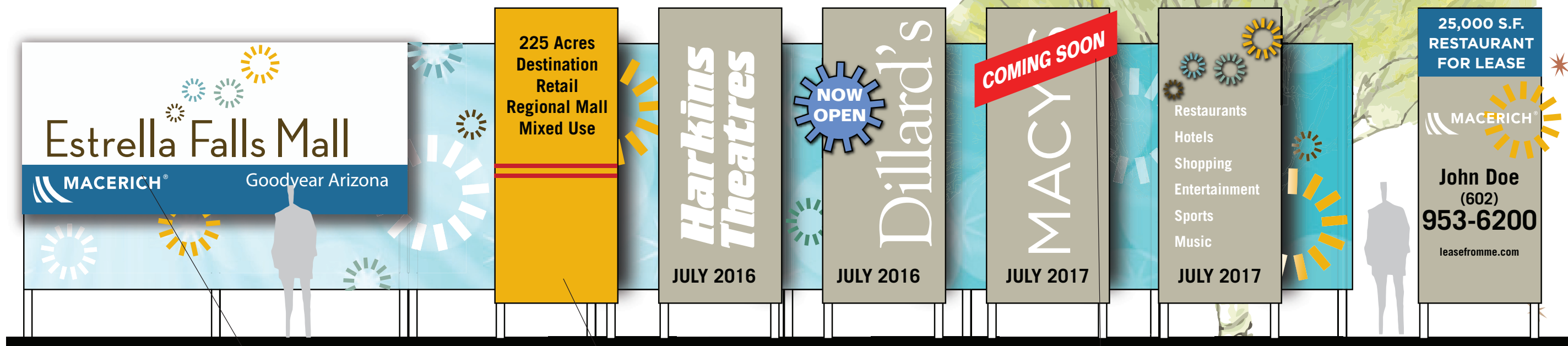
"Tack-Ons", "banners" to the marketing signs shall be limited to twelve (12) square feet, and will be positioned with 75% of the graphic overlaying the existing sign.

Sign Type F2 - Each parcel will also be entitled to their traditional leasing and/or for sale sign - one per street minimum. Parcels with more than 660' frontage, an additional sign for each 330 feet will be allowed. Each of the 9 lots (12 signs for multiple street frontages), with similar lease signs in the combination sign for 720 s.f. (60s.f. each).

The maximum height is eighteen feet (18') for any temporary signage elements,

Content for all temporary signs may include project information, developer and contractor names, phone numbers, electronic and social media tags and addresses, images of proposed development, lifestyle and marketing campaign slogans, etc., but must be presented in a readable and well designed application.

Note: Sign to be removed on or before a date which is 60 days after the grand opening of a regional mall.



COMBINATION LEASE/MARKETING SIGN

LOT/PARCEL SIGNS

FRONT ELEVATION

SCALE: 1/4" = 1'-0"

108 s.f.

60 s.f. each

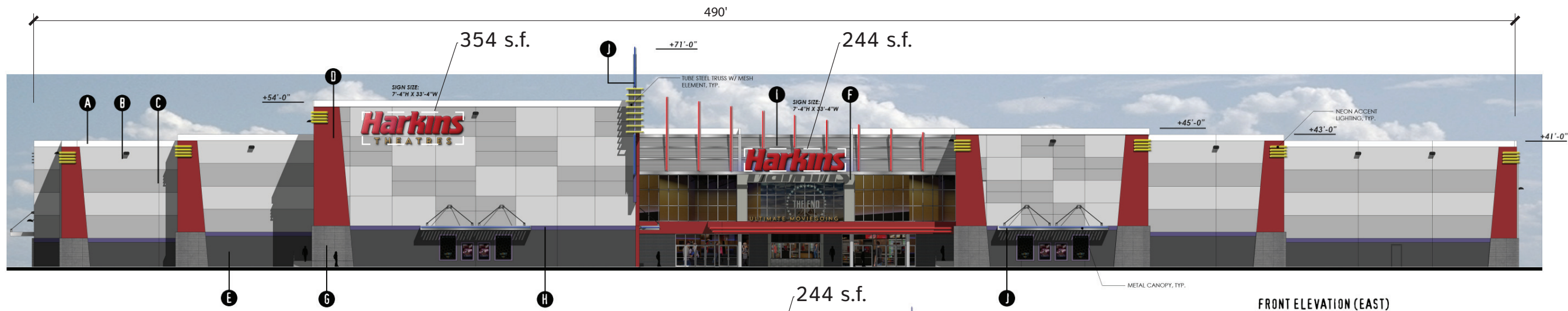
"Tack Ons"
12 s.f. each

BUILDING SIGNAGE MATRIX - SUB AREA 1A

SIGN	SIGN TYPE	FUNCTION	LOCATION	HEIGHT	SIZE	ILLUMINATION	MATERIALS
Theater	Wall mounted	Tenant Identification	All elevations that offer readability	96" Letter/logo front primary elevation	1.50 s.f./Linear Foot of building street frontage or elevation upon which signage is placed. 600 s.f. maximum per primary elevation. 400 s.f. maximum per secondary elevations.	Interior, Backlit or a combination thereof.	Aluminum, Acrylic, Painted Metal, Flexface material
Movie Posters	Wall Mounted	Temporary information on films being presented, coming soon, etc	Movie posters shall be allowed in connection with the operation of a theater where designated at the time the building sign approval by a Theater.			Internal, indirect, or digital	
Mall Anchor Tenants Occupancy of greater than 75,000 s.f.	Wall Mounted Signs	Tenant Identification	All elevations that offer readability	96" letter/logo front elevation maximum letter height.	1.50 s.f./Linear Foot of building street frontage or elevation upon which signage is placed (Typical). 600 s.f. maximum per elevation.	Interior, Backlit or a combination thereof.	Aluminum, Acrylic, Painted Metal, Flexface material
Mall Anchor Major Tenants Occupancy with exterior public access	Wall Mounted Signs	Tenant Identification	All elevations that offer readability	60" letter/logo front elevation maximum letter height.	1.50 s.f./Linear Foot of building street frontage or elevation upon which signage is placed (Typical). 400 s.f. maximum aggregate.	Interior, Backlit or a combination thereof.	Aluminum, Acrylic, Painted Metal, Flexface material
Major Tenant Occupancy of greater than 75,000 s.f. (freestanding)	Wall Mounted Signs	Tenant Identification	All elevations that offer readability	72" letter/logo front elevation maximum letter height. Rear and side elevation 48" maximum letter height.	1.50 s.f./Linear Foot of building street frontage or elevation upon which signage is placed (Typical). 400 s.f. maximum aggregate.	Interior, Backlit or a combination thereof.	Aluminum, Acrylic, Painted Metal, Flexface material

- Sign area may be increased by up to twenty-five (25%) percent to accommodate national corporate identification programs
- Signage placed on wall surfaces not visible beyond property boundaries may be exempt from sign area and placement restrictions regulated by sign ordinance and this Comprehensive Sign Plan.
- General Project Graphic Requirements are attached as Appendix A. In the event of a conflict between the body of this sign plan and Appendix A, the provision contained in the body of the sign plan shall prevail.

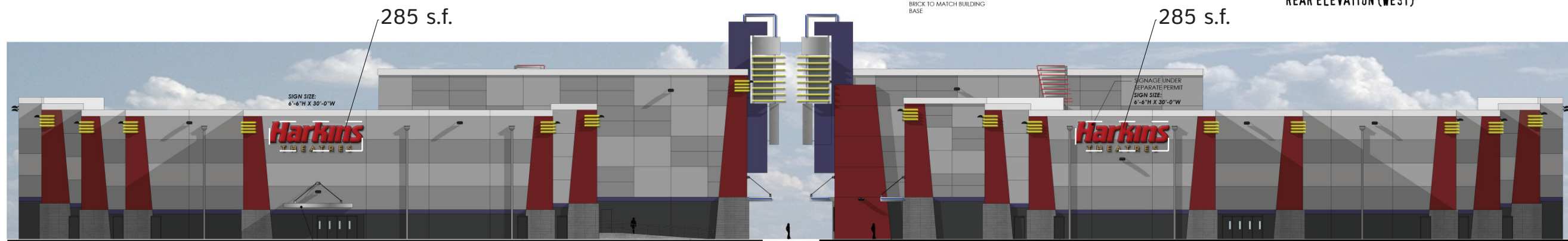




FRONT ELEVATION (EAST)



REAR ELEVATION (WEST)



SIDE ELEVATION (SOUTH)

SIDE ELEVATION (NORTH)

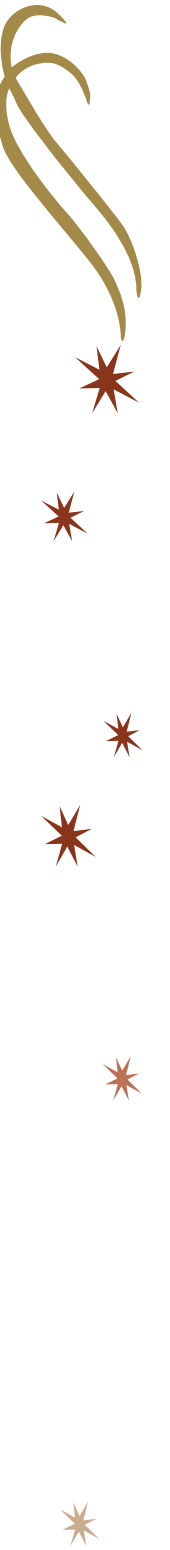
A	B	C	D	E	F	G	H	I	J
CONCRETE TILT PANEL (TEXTURED FINISH) & E.I.F.S. CORNICE DUNN EDWARDS DE 6358 VAPOR	CONCRETE TILT PANEL (TEXTURED FINISH) DUNN EDWARDS DE 6380 CLOUDED VISION	CONCRETE TILT PANEL (TEXTURED FINISH) DUNN EDWARDS DE 6382 FORMAL GRAY	CONCRETE TILT PANEL (TEXTURED FINISH) DUNN EDWARDS DET 423 RED CRAFT	CONCRETE TILT PANEL (STACK BOND SPLIT FACE FORM LINER) DUNN EDWARDS DE 6384 IRON FIXTURE	E.I.F.S. WITH SAND FINISH DUNN EDWARDS DE 6367 COVERED IN PLATINUM	INTEGRAL COLORED CMU ANGELUS - BURNISHED MEDIUM WEIGHT COLOR: CHARCOAL	CONCRETE TILT PANEL (SMOOTH FINISH) DUNN EDWARDS DE 5909 BEADED BLUE	CORRUGATED METAL PANEL (HORIZONTAL) GALVALUME	STEEL ACCENTS ATAS - 28 SILVERSMITH

Attachment 1B



Estrella Falls

Sub-Area 1B: Mixed Use / Commercial



SUB AREA 1B -PROJECT DATA

ZONING PAD-MIXED USE COMMERCIAL
 PARCEL NUMBERS SEE BELOW

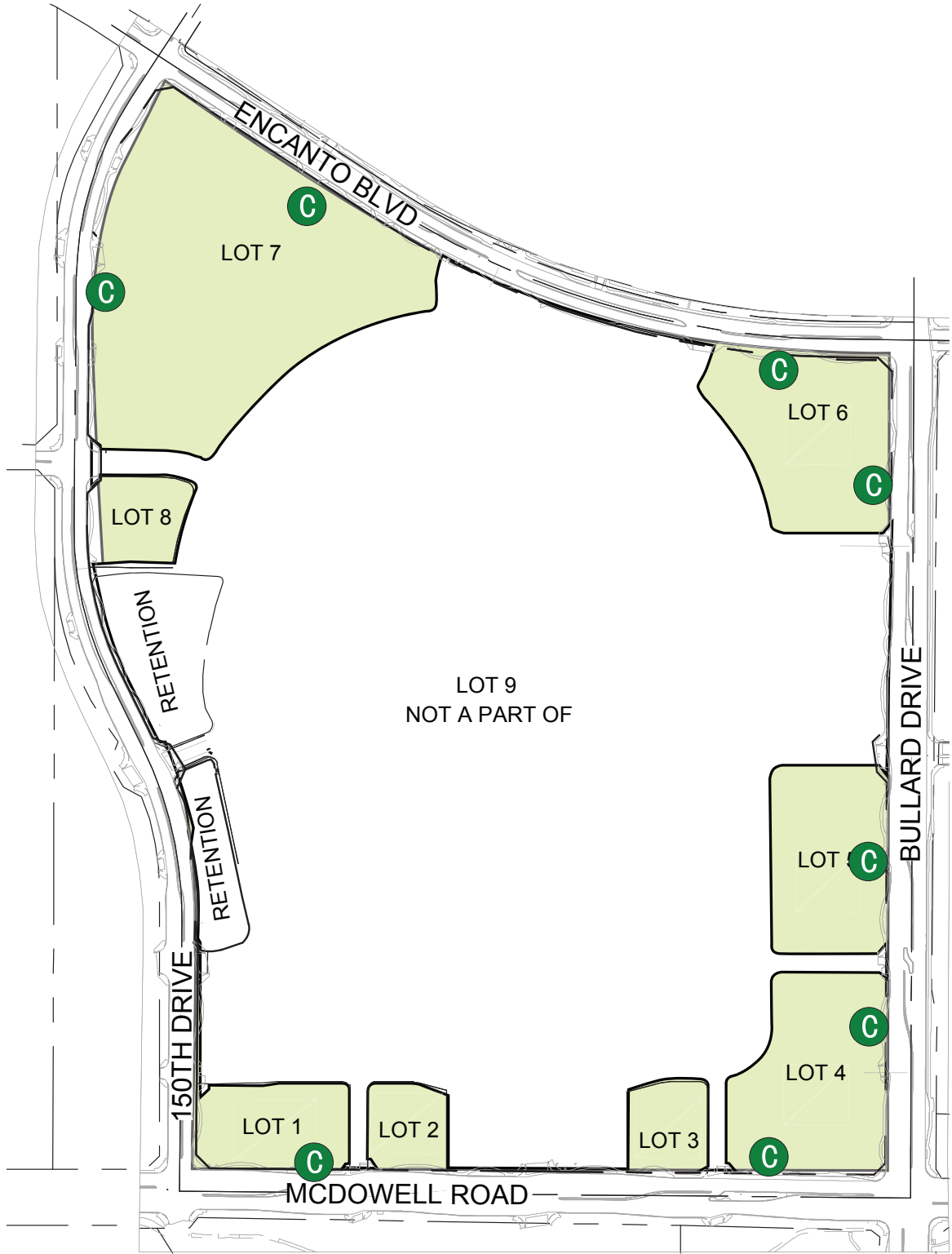
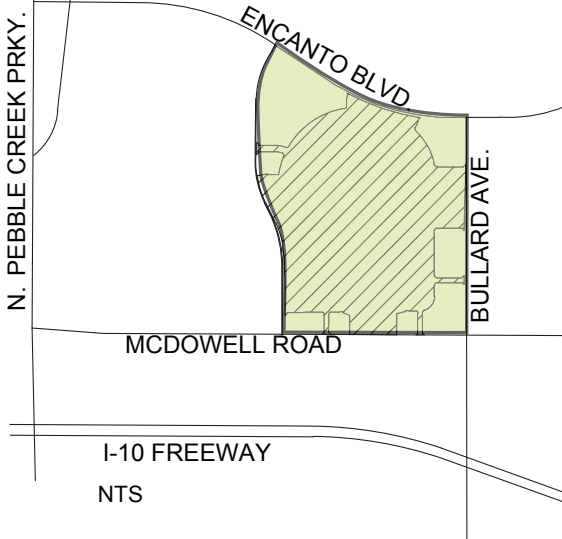
SITE AREAS

LOT 1	(124,844 S.F.)	2.87 ACRES
LOT 2	(64,494 S.F.)	1.48 ACRES
LOT 3	(67,415 S.F.)	1.55 ACRES
LOT 4	(261,340 S.F.)	6.00 ACRES
LOT 5	(204,132 S.F.)	4.69 ACRES
LOT 6	(243,682 S.F.)	5.59 ACRES
LOT 7	(748,615 S.F.)	17.19 ACRES
LOT 8	(77,358 S.F.)	1.78 ACRES

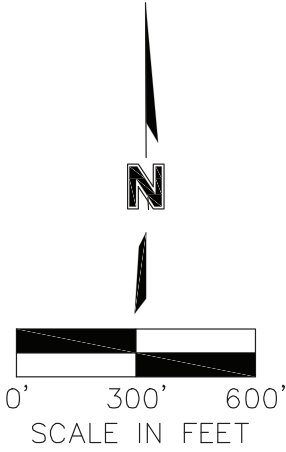
LEGEND

C 10'-0" SINGLE TENANT OR
 MULTI-TENANT MONUMENT SIGN

VICINITY MAP



SECTION 32, T2N, R1W, G&SRM



C - MONUMENT SIGNS

- Function Tenant identification - Multiple or single tenant for use on lots 1-8 and as needed for Mall
- Location Along perimeter roadways to Sub Area 1 at primary and secondary entry points
- Quantity (8) - 1 on 150th Avenue, 2 on Encanto Boulevard, 3 on Bullard Avenue and 2 on McDowell Road.

Structure and ID Sign

- Materials To be defined by the color and materials palette for the mall and guidelines established for the pad/ parcels surrounding the mall
- Height 10' to top of signage area
- Logo Pan channel stars, with internal illumination
- ID Pan channel letters, internally illuminated



Tenant Panels

- Material Painted aluminum panel faces with routed copy and push-thru acrylic copy. Graphics per tenants corporate standards in design and color.
- Size Panels TBD with - may be split or reconfigured based on final design
Graphic Area TBD with final design
Total Sign Area - 96 s.f. exclusive of center ID and architectural embellishments.
- Illumination Internal

WALL & SITE SIGN MATRIX - SUB AREA 1B

SIGN TYPE	FUNCTION	LOCATION	QTY	HEIGHT	SIZE	ILLUMINATION	MATERIALS
Wall Signs	Tenant Identification	Wall surfaces and architectural features designed to accommodate signage	Wall surfaces and architectural features designed to accommodate signage	36" tall maximum letter height within building silhouette	2.0 s.f. / L.F. of building street frontage, 1.0 s.f. / L.F. of other walls upon which signage is placed. 200 s.f. maximum aggregate	Interior, Backlit, or a combination thereof	Aluminum, acrylic, painted metal, flexface materials
Sign C Multi Tenant Monument	Multi Tenant or Single Tenant Identification	Placed along McDowell Road, Bullard Drive, 150th Avenue and Encanto Boulevard.	8	Maximum ten feet (10') to the top of monument	96 sq.ft. maximum, exclusive of center identification and architectural embellishments	Internally Illuminated	Aluminum and other architectural materials to match architectural features
Menu Signs	Menu display and pricing	Drive Thru	Drive Thru	Per City of Goodyear sign ordinance	Per City of Goodyear sign ordinance	Interior and Ground Illumination	Aluminum, acrylic, painted metal, flexface materials
Traffic Directionals	Vehicular	Driveways and drive thru as required	Driveways and drive thru as required	Per City of Goodyear sign ordinance	Per City of Goodyear sign ordinance	Interior and Ground Illumination	Aluminum, acrylic, painted metal, flexface materials
ATM	ATM	Wall or Freestanding	Wall or Freestanding	Per City of Goodyear sign ordinance	Per City of Goodyear sign ordinance	Interior and Ground Illumination	Aluminum, acrylic, painted metal, flexface materials
Sign F2 For Sale / Leasing	Temporary	Out lots for sale/leasing/coming soon signs	1 per street frontage plus one additional per every 200 LF of street frontage within the same parcels	Twelve feet (12') tall	64 s.f. maximum	None	Wood, metal, vinyl, paint

- Signage placed on wall surfaces not visible beyond property boundaries may be exempt from sign area and placement restrictions regulated by sign ordinance and this Comprehensive Sign Plan. The City of Goodyear shall make a determination on an individual basis.



Attachment 2



THE MARKET AT
ESTRELLA * FALLS

SUB AREA 2: COMPREHENSIVE SIGNAGE PLAN

PROJECT DATA
PROJECT INFORMATION

ZONING PAD-MIXED USE COMMERCIAL
 PARCEL NUMBER 501-69-016F
 PROJECT NAME THE MARKET AT ESTRELLA FALLS

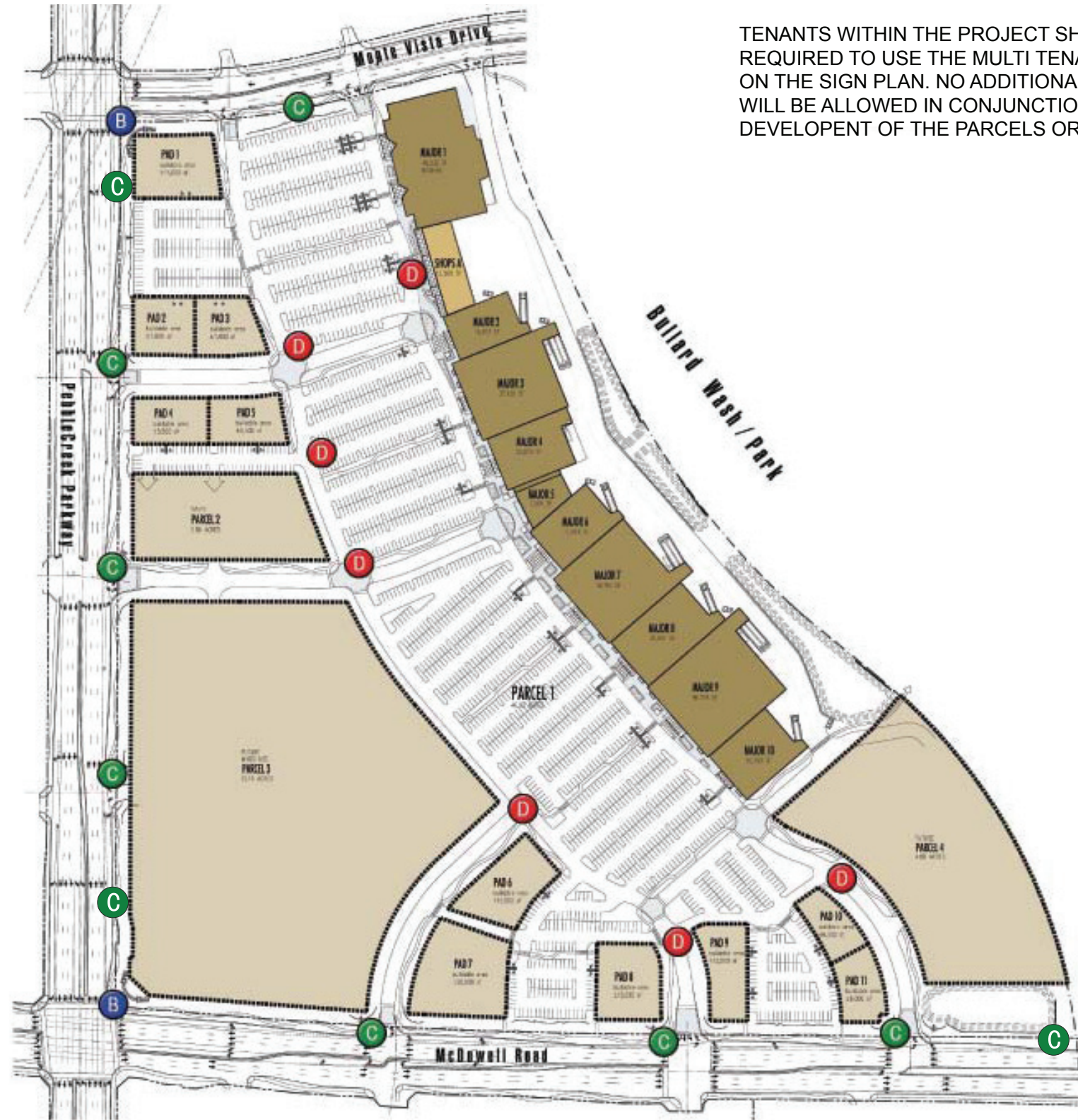
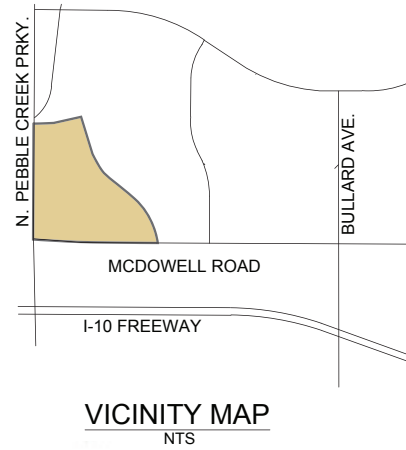
SITE AREA

PARCEL #1 (2,064,188 SF) ±47.39 ACRES
 PARCEL #2 (72,122 S.F.) ±1.65 ACRES
 PARCEL #3 (531,122 S.F.) ±12.19 ACRES
 PARCEL #4 (212,590 S.F.) ±4.88 ACRES

LEGEND

- B CENTER ID
- C 20'-0" MONUMENT SIGN
- D DIRECTIONAL SIGN
- TENANT MAP (LOCATIONS TO BE DETERMINED)

VICINITY MAP

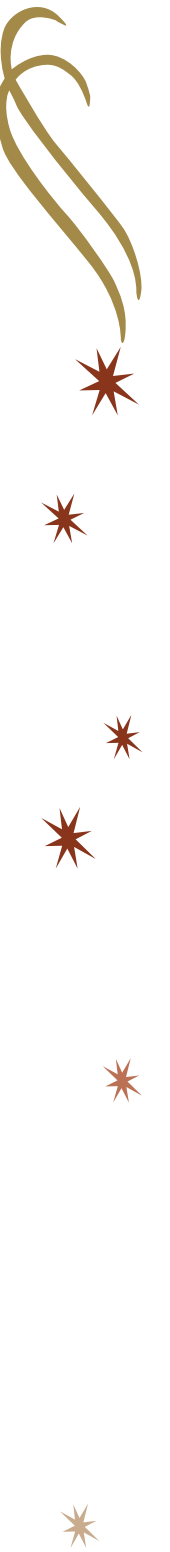


TENANTS WITHIN THE PROJECT SHALL BE REQUIRED TO USE THE MULTI TENANT SIGN ON THE SIGN PLAN. NO ADDITIONALS SIGNS WILL BE ALLOWED IN CONJUNCTION WITH THE DEVELOPMENT OF THE PARCELS OR PADS.



FREESTANDING SIGN MATRIX - SUB AREA 2

SIGN	SIGN TYPE	FUNCTION	LOCATION	QUANTITY	HEIGHT	SIZE	ILLUMINATION	MATERIALS
Sign A Freeway Pylons	Pylon - A2	Project Identification/Tenant Identification	Placed along I-10 in sub Area 3	1	Eighty five feet (85") to the top of pylon, exclusive of architectural embellishments	800 sq.ft. Maximum exclusive of center identification and architectural embellishments	Project and static tenants - Internally	Textured Aluminum, Faux Finish, Pan Channel Letters, Acrylics
Sign B Corner Project Identification	Channel Letters	Project Identification	Corners of McDowell Road, Pebble Creek Parkway and Monte Vista Drive	2	Maximum six feet (6') to the top of wall, Exclusive of Logo and Embellishments	Approximately 120 sq.ft. maximum exclusive of architectural embellishments	Exterior and Internally Illuminated	Aluminum and Acrylic letters, Concrete base w/ faux finish Decorative rock gabion accents
Sign C Multi Tenant Monument	Monument	Multi Tenant Identification	Placed along McDowell Road, Pebble Creek Parkway and Monte Vista Drive	10	Twenty feet (20') to the top of monument	120 sq.ft. maximum, exclusive of center identification and architectural embellishments	Internally Illuminated	Aluminum display and base, concrete accent base, routed aluminum panels, push thru acrylic copy
Sign D Internal Traffic Directional	Directional	Assist in directing flow of traffic inside the development	Strategically placed throughout interior parking areas	7	Five feet four inches (5'-4") to the top	12 sq.ft. maximum	Non Illuminated	Aluminum cabinet with reflective vinyl copy
Sign E Tenant Directory Map	Site Map	Provide tenant map for Pedestrians	Strategically placed throughout interior hardscape areas	6	Ten feet (10') to the top	96 sq.ft. Maximum 3 sided	Internally Illuminated	Aluminum cabinet 3 sided plex face with graphic map and tenant advertisements
Signs F2 For Sale/Lease	Temporary	Out lots for sale/ leasing signs	Along public streets	1 per street frontage per parcel	Ten feet (10') tall	32 s.f. maximum	None	Per owners standard construction - minimum wood post and panel



B - CORNER PROJECT IDENTIFICATION SIGN



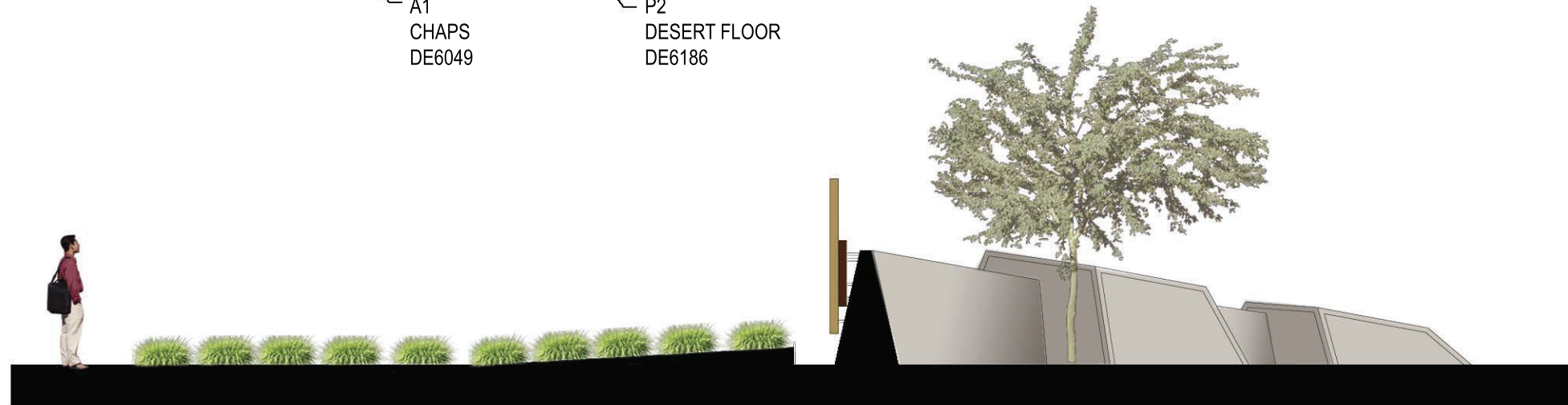
FRONT ELEVATION

A1
CHAPS
DE6049

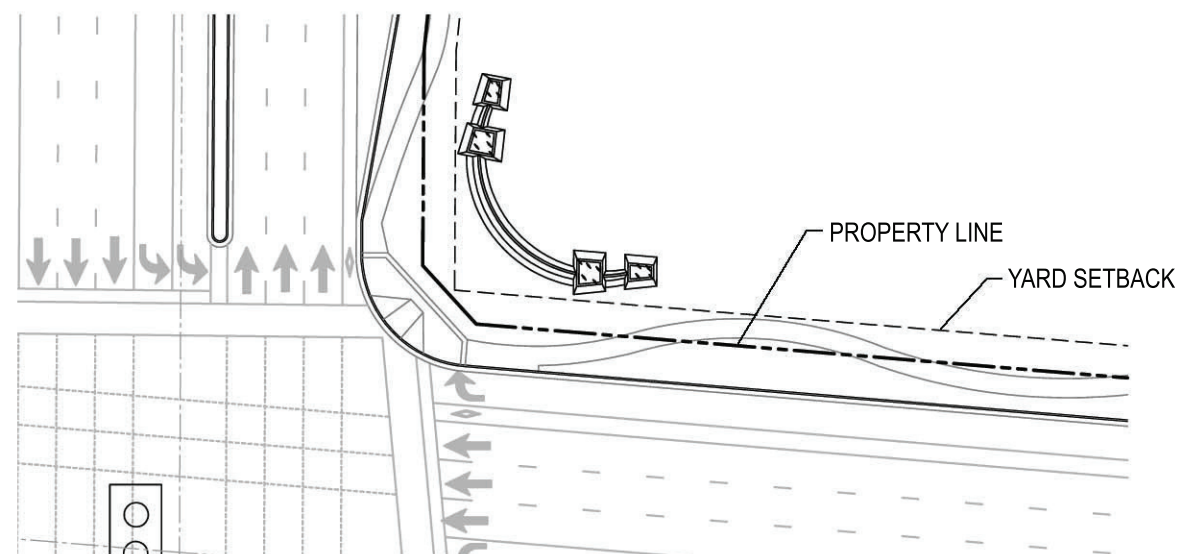
P2
DESERT FLOOR
DE6186

CENTER I.D. SIGN

Function	Project Identification
Location	1 sign at corner of McDowell & Pebble Creek 1 sign at corner of Monte Vista & Pebble Creek
Quantity	2
Materials	Curved concrete wall with Faux finish, w/ rock gabion planter box's at ends of wall
Height	6' top of wall not including logo embellishment
Logo / ID	Pan Channel 120 SF
Text Height	"Estrella Falls" = 24" "The Market" = 14" "S"and Tails" logo = 8'



SIGN SECTION



C - MULTI-TENANT MONUMENT SIGNS

Function Multi-tenant identification

Location 6 signs on Pebble Creek Parkway
4 signs on McDowell Road
1 sign on Monte Vista Drive

Quantity 10

Structure and ID Sign

Materials Fabricated aluminum cabinet painted to match a selected color or faux finish with rock gabion base feature

Height 20' to top of signage area

Logo Pan channel "star" and "tail" logo embellishment

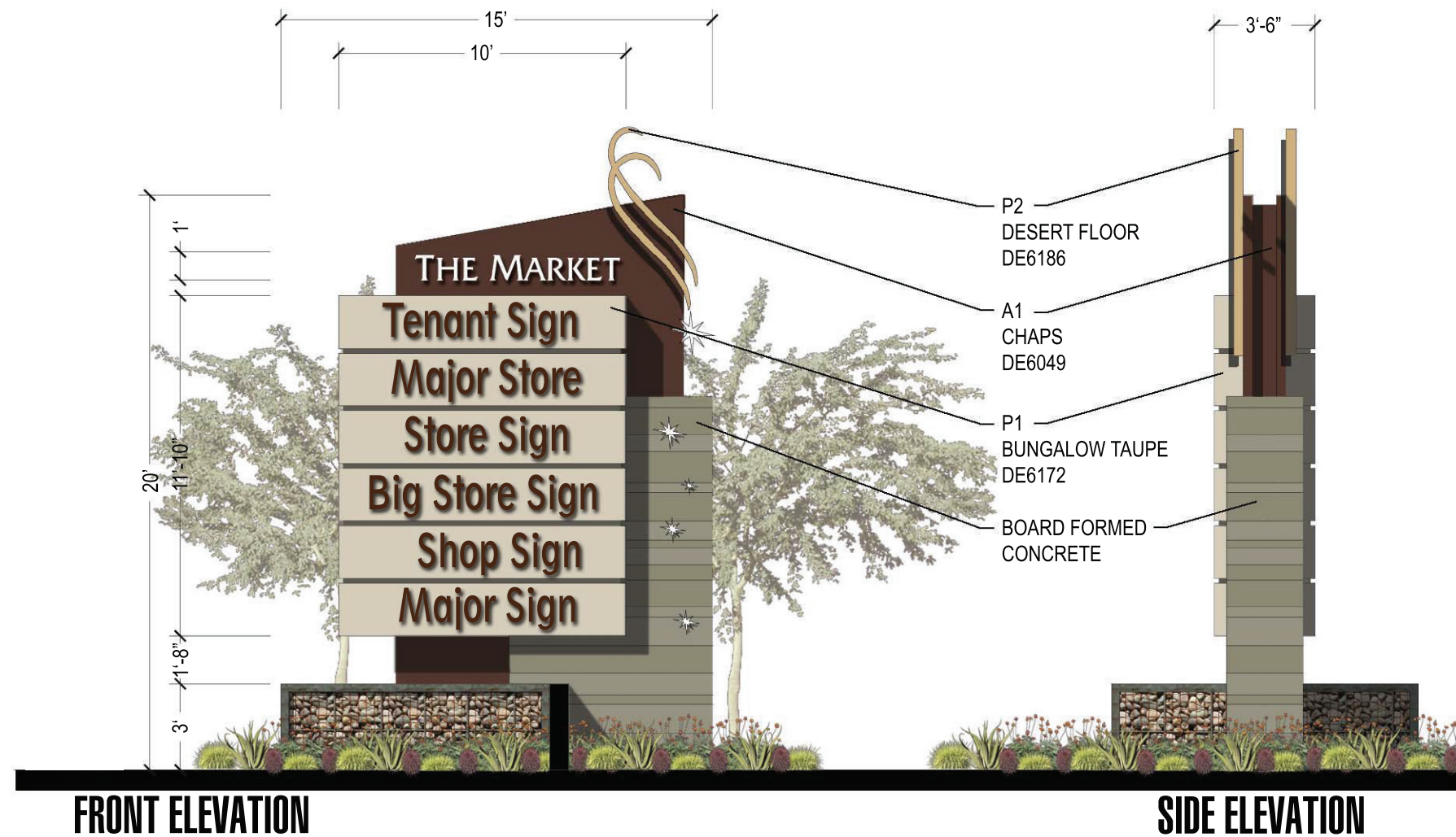
ID Pan channel letters, internally illuminated
25 s.f.

Tenant Panels

Material Painted aluminum panel faces with routed and 1" push-thru acrylic copy. Graphics per tenants corporate standards in design and color.

Size Panels 1'-9" x 10'
Graphic Area 1'-2" x 9'-4"
Total Sign Area = 120 s.f. exclusive of center ID and architectural embellishments.

Illumination Internal



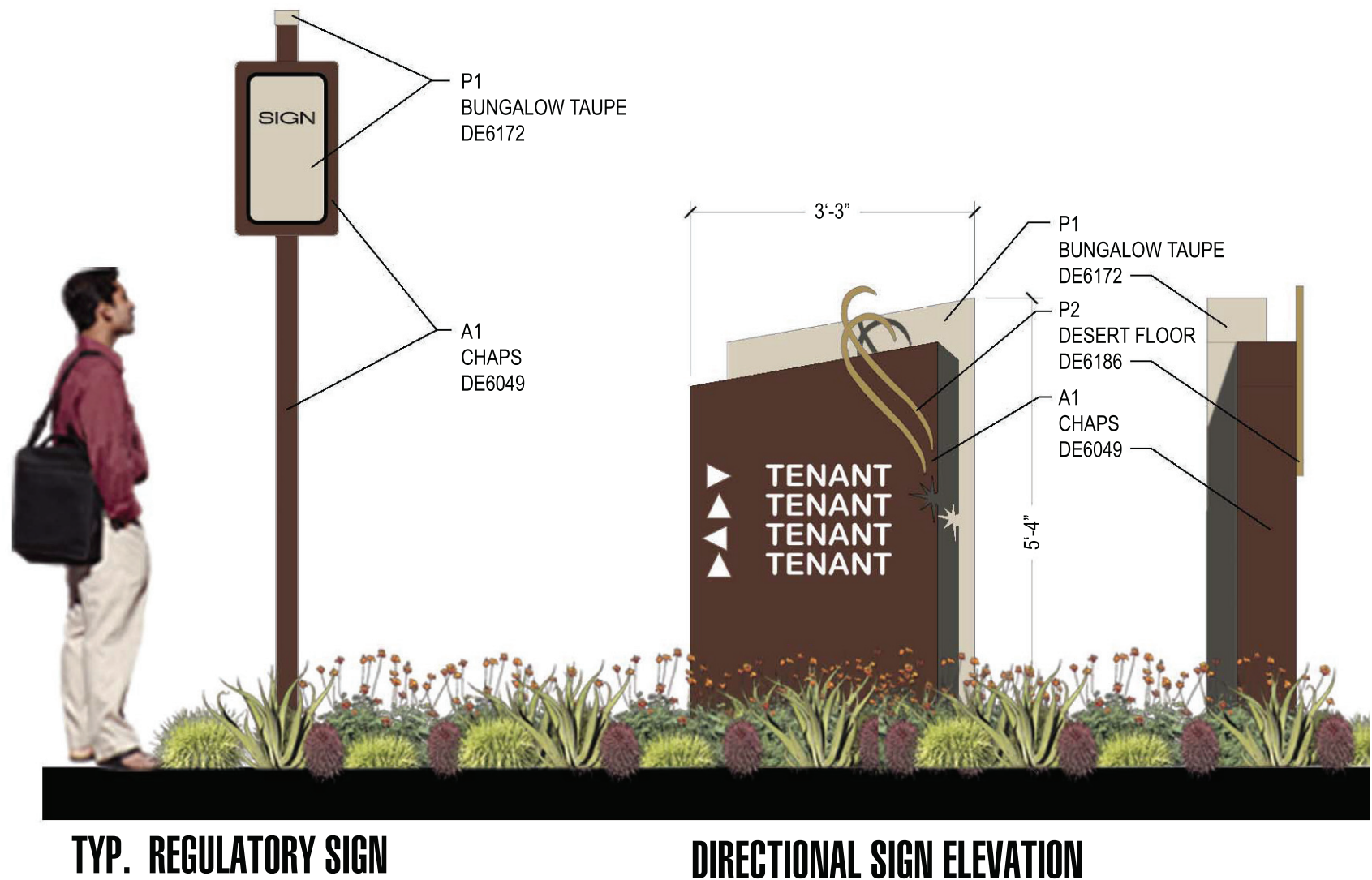
D - DIRECTIONAL AND REGULATORY SIGNS

Directional Signs:

Function	Internal project circulation and directional to key locations and tenants within the development
Location	Strategically placed within the interior of the development
Quantity	7
Materials	Fabricated aluminum cabinet painted to match a selected color
Height	5'-4"
Logo/ID	Flat cut out "star trail" painted to match a selected color. Star is recessed from the background.
Text Height	12" letters and arrows. Typeface will be standard throughout
	12 s.f. maximum sign area
	4 tenants per sign maximum

Regulatory Signs:

Material	Aluminum panels on standard posts
Height	80" to bottom of sign panels
Size	Per applicable codes
Colors	Posts and plate to match selected color
Illumination	Non-illuminated



E - TENANT DIRECTORY (TYPICAL)



INFORMATION TO INCLUDE MAP, TENANT DIRECTORY, GRAPHICS, TENANT ADVERTISEMENTS.



TYPICAL TENANT DIRECTORY

LOCATIONS TO BE DETERMINED AS NEEDED
MAXIMUM 6 LOCATIONS ON "THE MARKET AT ESTRELLA FALLS" PROPERTY.

SHOP TENANTS - BUILDING SIGN MATRIX - SUB AREA 2

SIGN TYPE	FUNCTION	LOCATION	HEIGHT	SIZE /AREA	ILLUMINATION	MATERIALS
Wall Signs	Tenant Identification	Wall surface and architectural features designed to accommodate signage	Shops A - 36" maximum letter height	1.5 s.f. of signage per L.F. of primary frontage 50 s.f. minimum - 200 s.f. maximum	Interior, Backlit, Indirect, Exposed neon, LED either used singularly or a combination thereof	Aluminum, Acrylic, Lexan, Plexiglas, Painted Metals, vinyls, applied to awnings, canopies
			All others - 24" maximum letter height	1.0 s.f. of signage on per L.F. all other elevations. 35 s.f. minimum - 75 s.f. maximum		
Under Canopy Blade Sign	Tenant Identification	In front of tenant's leased space	Minimum 10' clearance to grade	8 s.f. maximum	Optional - tenants choice	Aluminum, Wood, Acrylic, painted Metals, Vinyl graphics

- Signage placed on wall surfaces not visible beyond property boundaries may be exempt from sign area and placement restrictions regulated by sign ordinance and this Comprehensive Sign Plan. The City of Goodyear shall make a determination on an individual basis.
- General Project Graphic Requirements are attached as Appendix A. In the event of a conflict between the body of this sign plan and the Appendix, the provisions contained in the body of the sign plan shall prevail.



PAD TENANTS - BUILDING AND SITE SIGN MATRIX - SUB AREA 2

SIGN TYPE	FUNCTION	LOCATION	HEIGHT	QTY	SIZE	ILLUMINATION	MATERIALS
Wall Signs	Tenant Identification	Wall surfaces and architectural features designed to accommodate signage	36" tall maximum letter height within building silhouette	Maximum 4 sets - 1 per elevation visible to vehicular or pedestrian	2.0 s.f. / L.F. of building street frontage, 1.0 s.f. / L.F. of other walls upon which signage is placed. 200 s.f. maximum aggregate	Interior, Backlit, Indirect, Exposed neon, LED either used singularly or a combination thereof	Aluminum, Acrylic, Painted Metal, Flexface materials
Menu Signs	Menu display and pricing	Drive Thru	Per City of Goodyear sign ordinance	2 per drive aisle	Per City of Goodyear sign ordinance	Interior and Ground Illumination	Aluminum, Acrylic, Painted Metal, Flexface materials, electronic reader boards
Traffic Directional	Vehicular	Drive Thru	Per City of Goodyear sign ordinance	2 per site, minimum - or as required to provide safe movement	Per City of Goodyear sign ordinance	Interior and Ground Illumination	Aluminum, Acrylic, Painted Metal, Flexface materials
ATM	ATM	Wall or Freestanding	Per City of Goodyear sign ordinance		Per City of Goodyear sign ordinance	Interior and Ground Illumination	Aluminum, Acrylic, Painted Metal, Flexface materials

- Ornamental features such as metal trim, neon tubing, and sculptural shapes shall be excluded from the maximum letter height limitation.
- Drive thru directional signs and menu board frames shall be painted to match the building exterior.
- No clearance drive thru bars allowed.
- No outline lighting around building is allowed.
- Building awnings may not be backlit to accentuate the awning.

- Signage placed on wall surfaces not visible beyond property boundaries may be exempt from sign area and placement restrictions regulated by sign ordinance and this Comprehensive Sign Plan. The City of Goodyear shall make a determination on an individual basis.
- General Project Graphic Requirements are attached as Appendix A. In the event of a conflict between the body of this sign plan and the Appendix, the provisions contained in the body of the sign plan shall prevail.



MAJOR AND MINI-MAJOR TENANTS BUILDING SIGN MATRIX - SUB AREA 2

DESIGNATION	SIGN TYPE	FUNCTION	LOCATION	HEIGHT	SIZE	ILLUMINATION	MATERIALS
Major Tenant with occupancy greater than 50,000 sf	Wall Mounted Signs	Tenant Identification	All elevations that offer readability	72" letter/logo front elevation maximum letter height. Rear and side elevation 48" maximum letter height.	1.50 s.f./Linear Foot of building street frontage or elevation upon which signage is placed (Typical). 400 s.f. maximum aggregate.	Interior, Backlit, Indirect, Exposed neon, LED either used singularly or a combination thereof	Aluminum, Acrylic, Painted Metal, Flexface material
Mini-Major Tenant with occupancy greater than 10,000 s.f, but less than 50,000 s.f.	Wall Mounted Signs	Tenant Identification	All elevations that offer readability	60" front elevation maximum letter height. Rear elevation 48" maximum letter height	1.50 s.f./Linear Foot of building street frontage or elevation upon which signage is placed (Typical). 300 s.f. maximum aggregate.	Interior, Backlit, Indirect, Exposed neon, LED either used singularly or a combination thereof	Aluminum, Acrylic, Painted Metal, Flexface material.
Mini-Major Tenant with occupancy less than 10,000 s.f.	Wall Mounted Signs	Tenant Identification	All elevations that offer readability	36" maximum letter height Rear elevation 36" maximum letter height	1.50 s.f./Linear Foot of building street frontage or elevation upon which signage is placed (Typical). 250 s.f. maximum aggregate.	Interior, Backlit, Indirect, Exposed neon, LED either used singularly or a combination thereof	Aluminum, Acrylic, Painted Metal, Flexface material.
All Tenants	Under Canopy Blade Sign (Optional)	Tenant Identification	All elevations that offer readability	Below architectural canopy. Minimum 10' clearance	8 s.f.	Optional	Aluminum, Acrylic, Painted Metal, Vinyl Graphics

- Sign area may be increased by up to twenty-five (25%) percent to accommodate national corporate identification programs
- Signage placed on wall surfaces not visible beyond property boundaries may be exempt from sign area and placement restrictions regulated by sign ordinance and this Comprehensive Sign Plan.
- General Project Graphic Requirements are attached as Appendix A. In the event of a conflict between the body of this sign plan and the Appendix, the provisions contained in the body of the sign plan shall prevail.





Appendix A

General Requirements and Procedures

SIGNAGE DEFINITIONS

The following definitions are used throughout the comprehensive signage plan and are exclusive to this document.

Aggregate Sign Area

The total area of all permitted signs pertaining to any one Tenant, which includes Street-front signage, arcade and window signage/graphics.

Arcade/Shingle Signs

Under pedestrian arcade or canopy area, oriented perpendicular to the walkway to identify Tenants storefront entry. Can be suspended or flag mounted.

Architectural Frontage

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

Architectural Awnings

Elements which are constructed of permanent type of materials and are an integral part of the building elevation design.

Building Leased Frontage

The overall lineal foot frontage of a leased space.

Cabinet (Typical)

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

Custom Cabinet

Cabinet designed and fabricated in multiple planes, colors, finishes and unique shapes and forms. Typically with dimensional illuminated letters and opaque backgrounds. Cabinets must be designed and fabricated with a minimum of three (3) signage/graphic levels with opaque face planes of contrasting colors, textures or material from one another to create depth and dimension. Unless as part of a nationally registered and/or trademarked logo, rectangular shaped "cabinets" are strictly prohibited.

Graphics

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

In-line - stores that share common walls within shopping center with a common and connected pedestrian arcade along entrances.

Sign Area

The aggregate area of all the smallest rectangle(s) that encloses all the elements of a sign's lettering and logos. Vertical space between lines of graphics and text are exempt.

Sign Envelope

The overall height and length allowances of sign area designated for Tenant sign placement on a building elevation. Proportioned as 75% of the vertical height and 80% of the horizontal width of the architectural surface it is placed on.

Street Front Signage

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

Storefront Signage & Graphics - Permanent

Signage located along the storefront portion, oriented to the pedestrian. This includes the transparent portion of storefront (windows) and/or solid wall areas used for merchandise display and permanent graphics, awnings, tenant suite number, logo and name identification, secondary name modifiers, hours of operation, services or name brand marketing, menu cabinets, etc.

Storefront Signage & Graphics - Temporary

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

GENERAL REQUIREMENTS

These criteria have been established for the purpose of maintaining a continuity of quality and aesthetics throughout all retail areas within Estrella Falls for the mutual benefit of all tenants and to comply with the approved Master Sign Package for the development, regulations

of the City of Goodyear Sign Ordinance, building and electrical codes of any governmental authority having jurisdiction.

Conformance will be strictly enforced, and any non-compliant signs installed by a tenant shall be brought into conformance at the sole cost and expense of the tenant. These criteria are subject to final approval by the City of Goodyear as part of a Master Sign Package submittal. If a conflict is found to exist between these criteria and final criteria approved by the City of Goodyear, the latter date shall prevail.

I. Submittal Requirements

All signage proposed by future tenants and parcel facilities shall be required to be included with architectural submittals made to the Developer/Landlord and the Developer/Landlord's representative.

Submittal shall include four (4) hard copies and one PDF to Developer/Landlord upon request of scaled color elevations for all building signage and freestanding signs showing the size of lettering, size of sign, construction and installation details, color schemes, materials and finishes, and placement locations of signage in relation to each elevation. Approval or disapproval of sign submitted based on aesthetics or design shall remain the sole right of Landlord or his representative.

The representatives appointed by and/or the Developer/Landlord himself, shall review the drawings of the proposed signage and return marked "Approved", "Approved as Noted", or "Revise and Resubmit".

- "Approved" drawings will permit the tenant to proceed with permitting and sign fabrication and installation in accordance with the drawings.
- Approved as Noted" drawings will permit the tenant to proceed with permitting and sign fabrication and installation, provided the modifications noted are incorporated into the design.
- Revise and Resubmit" drawings will be returned to the tenant with comments. These drawings shall be revised and resubmitted for Developer/Landlord approval within forty-five (45) days of their return to tenant.



II. Compliance Procedures

- A copy of the Developer/Landlord's approval of a sign shall be submitted to the City with all requests for sign permits.
- Tenant and his/her contractor shall secure all necessary City of Goodyear sign permits or variances prior to fabrication and installation of signage.
- The Developer/Landlord reserves the right to disapprove any sign which deteriorates or is damaged after installation for any reason. If the Developer/Landlord so informs the Tenant of such disapproval, the Tenant will promptly repair or remove such sign. The Tenant must show proof that the damaged sign is in the process of repair/replacement within 30 days of notice received by Landlord or the representative.
- The Tenant is responsible for providing concealed electrical power to the location of the sign, as well as time clocks at their breaker boxes. Signs will go on and off at the time schedule designated by the Developer/Landlord and Project Manager. Tenant is responsible for verifying all conduit and transformer locations and service prior to fabrication.
- In no case is the Tenant or his/her contractor to penetrate the roof of the building for any reason. Access shall be approved by the Developer/Landlord.
- All required penetrations for the designated area for signage shall be neatly sealed in a watertight condition.
- Building signs shall be attached in designated area "signage envelopes" only and the area may not exceed 80% of the leased storefront.
- The entire installation, maintenance and operating costs shall be at the expense of the Tenant.
- No typical "Cabinet" signs will be permitted unless used to illustrate a registered trademark or logo or is part of a national or regional branding campaign. All logo cabinets must be approved by Landlord. No exposed raceways allowed.
- Freestanding signs will not be permitted except as already approved by this plan.

- Projecting, flag mounted or sign perpendicular to the exterior elevation of the storefront shall be permitted, with the exception of under-canopy applications provided for by this plan.
- All electrical signs and their installation must comply with local building and electrical codes.
- No exposed conduit, tubing or transformers will be permitted.
- All conductors transformers and other equipment shall be concealed.
- The copy content of the Tenant's signage shall not include the product sold, except as a part of the Tenant's trade name.
- Tenant shall be liable for the operation of their sign contractor.
- Tenant's sign contractors shall repair any damage caused by the said contractor's work.
- Upon termination of the lease, Tenant shall remove his/her sign and return the sign wall surface to its original condition, repairing all penetrations in a water-tight fashion and repaint to match adjacent surfaces.
- No labels shall be permitted on the exposed surface of the signs, except those required by local ordinance. Required labels to be placed in an inconspicuous location.
- All window graphics and displays must be presented in a clearly illustrated manner and shall be subject to approval prior to fabrication.
- **Installation:** Electrical connections shall be concealed to remote and/or self contained transformers. All signage shall be installed in compliance to the City of Goodyear electrical code and UL2161/UL48 specifications.

III. General Construction Requirements

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

IV. Sign Design Criteria

Tenant building mounted identification signs shall be individual illuminated letters and logos that may include pan channel metal letters with acrylic faces, reverse pan channel "halo" illuminated letters, 3Dimensional cabinets, or any combination thereof.

The letters are to be mounted onto the building fascia or sign area as designated by landlord. Any sign installation found to be non-compliant shall be repaired immediately at the Tenant's sole expense.

Letter Style or Logo Restrictions:

Copy and/or logos utilized shall be per the Tenants choice or corporate logo/trademark or service mark, 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 programs subject to sign area limitations contained in the approved Comprehensive Sign Plan wall signage matrix.

No tenant signage will be allowed to be dominated by the service/or product it provides, nor be the "tenant Identification".

NAIL SALON

Bold and blocky san serif as service ID only - not allowed



San serif font used with a name and style - allowed

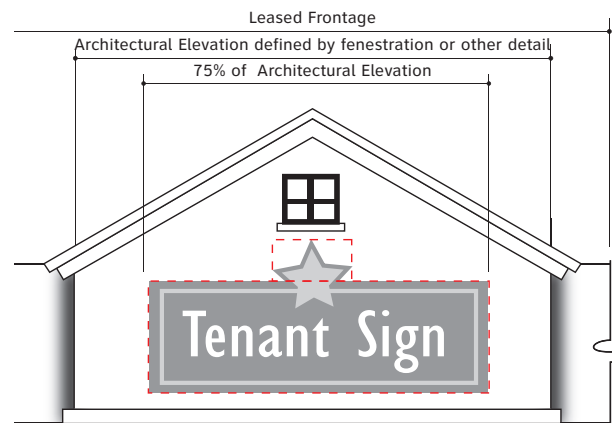


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Sign Area Calculation

See matrix for individual sizes and restrictions.

A sign mounted on a delineated background panel or area distinctively painted, textured or constructed that integrates with the signage and/or is colored from the tenants corporate standards colors shall be counted as part of the signage area.



Ornamental features such as metal trim, neon tubing, and sculptural shapes shall be excluded from the maximum letter height limitation.

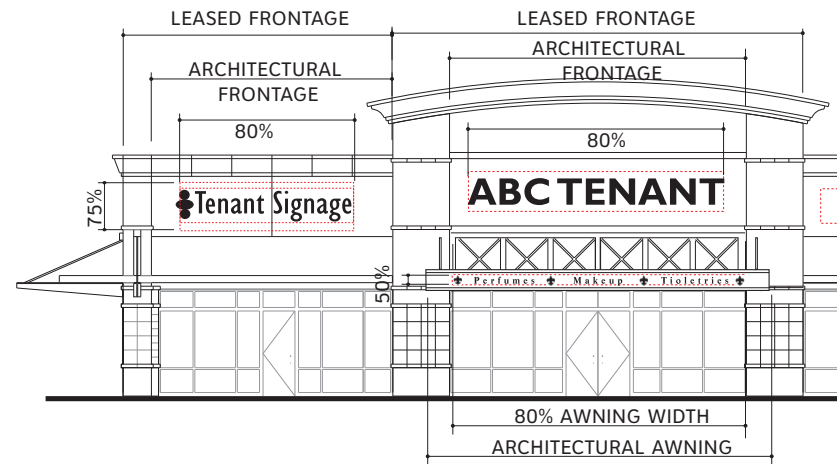
Individual letters and/or graphics installed against a wall or fascia of a building, screen wall or other structure that has not been painted, textured or otherwise altered to provide a distinctive, customized area to an individual tenant background, shall be measured as 90% of the sum of the smallest rectangle that will enclose all letters and logos.

Calculation of sign area shall be the area within the smallest rectangle(s) to enclose all elements of the graphics.



Height and Length Calculation

In no event shall any sign exceed seventy-five (75%) 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 sign length not to exceed eighty (80%) horizontal width.



A minimum of 1/2 the letter height line spacing shall be used between all multiple lines of signage layouts.



DOUBLE LINE - MAXIMUM LETTER/LOGO WITH DESCRIPTOR TEXT AT PARTIAL SIZE



DOUBLE LINE - SPACING OF MINIMUM 1/2 LETTER HEIGHT



SIGNAGE GUIDELINES

Reverse Pan / Pan Channel Letter/Logo Construction:

- Individual pan channel letters and logos must be constructed of minimum of 0.050 aluminum returns.
- Pan channel letter faces must be a minimum 3/16" Plexiglas, acrylic or lexan.
- Reverse pan channel letter faces must be a minimum of 1/8" thick.
- 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 12" deep.

Custom Cabinet Design:

These custom cabinets utilize a multiple layered design with a mix of opaque, translucent backgrounds and various types of lettering and internal illumination built around a single unit.

- Cabinets must be designed and fabricated with a minimum of three (3) signage/graphic levels, each a minimum of 1" deep.
- Cabinet face planes must be opaque with contrasting color, texture or material from one another to create depth and dimension.
- Unless as part of a nationally registered and/or trademarked logo, rectangular shaped "cabinets" are strictly prohibited.
- Main identification letters (primary name) shall be dimensional reverse pan or pan channel with a minimum 1" thick dimension.
- Secondary copy, which is less than 5" in height and/or background graphics, may be routed from the face with either backup or push-through acrylic. This does not count as a layer since the depth does not meet the 1" minimum depth.

- Exposed neon shall be raised off the face of the sign can be used and will be considered a different level, but will be limited to a maximum of ten percent (10%) of the overall sign square footage.
- All custom cabinets may be installed up to 1-1/2" off face of building to provide for halo illumination.
- Custom cabinets shall be internally illuminated and should be halo illuminated to provide definition of the outer edge of the cabinet.
- Creative designs and forms are encouraged.

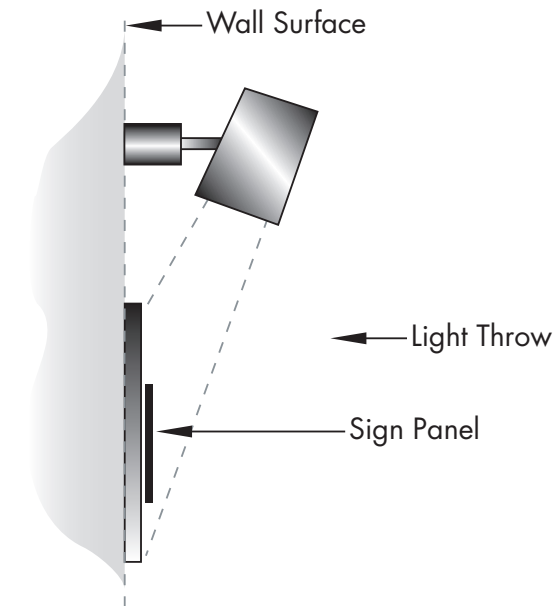
Colors:

- Retainers for Pan channel letters must match letter face color.
- Colors are per Tenant's corporate standards with the exception that no fluorescent colors will be allowed. Retainers for pan channels must match letter face color. For National Tenants, returns and retainers may be per corporate standards.
- All bolts, fasteners, clips, etc., shall be painted out to match the sign mounting surface.

Illumination:

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

For specially approved non-internally illuminated applications, supplemental lighting must be provided for appropriate signage recognition. The supplemental lighting must be incorporated into the facade or wall design either as a concealed feature, design element, or architecturally approved light bar (i.e. decorative accent fixtures, pin down lights, goose-necks, architectural finished cabinets, etc., (see below).



Lighting source may include fluorescents or LED's and various forms and shapes. Specific lighting components are not strictly specified. Designs shall be approved by the owner.

The use of LED's is highly encouraged for energy economics and good "green" building practices. If LED's are used, the color of diodes should be closely considered in their design application to ensure color and light metrics provide the best use of materials and resources.

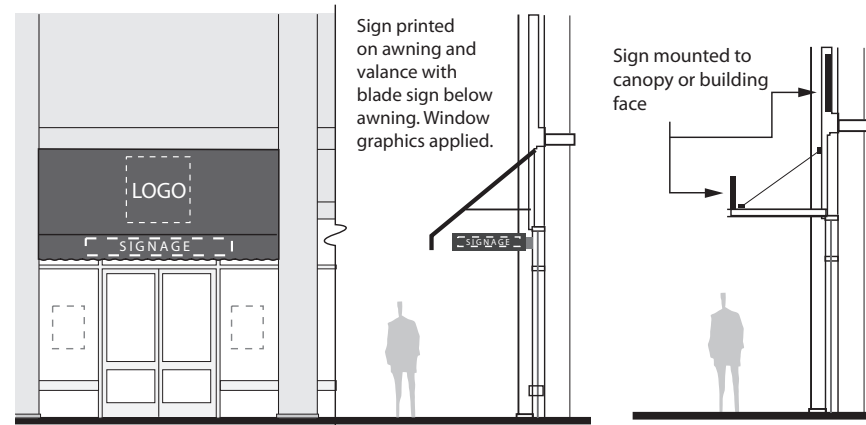
Awnings and Canopies:

Both types may have signage mounted parallel and perpendicular with the building frontage.

Awning signs are typically considered to be a non-rigid surface over steel or aluminum structure, suspended of the building fascia, over windows and doors.

Signs can be painted, silk-screened, custom stitching, incorporate three-dimensional elements and lettering on a perpendicular end or on a valance.

Fabric surface mounted awnings may only be indirectly illuminated. No interior up-lighting will be allowed.



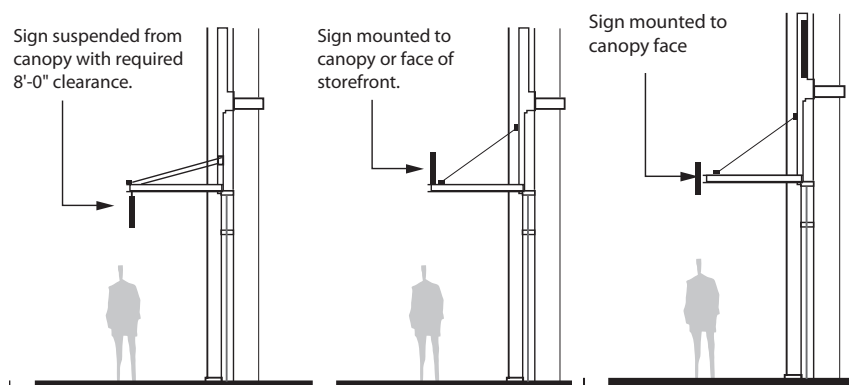
Canopies are typically rigid structures, project horizontally over longer distances of pedestrian walkways or promenades, or can be smaller and located at a primary entrance.

With Developer/Landlord approval, signs may be hanging, surface mounted, top mounted or projecting letters off all rigid components of the structure.

Multi-dimensional designs through layering or a graphic designed illusion is encouraged.

Dimensional or individual illuminated letters applied to structural elements may be internal or back lit illuminated and appropriate to the design.

Visible raceways are not permitted unless architecturally integral to the canopy.



Projecting Signs

Blade/Flag Mounted

Signs that come off the building surface more than 18" typically oriented perpendicular to the building face, but can be parallel to the building surface based on design. Projecting signs will be allowed where such application adds to the design environment of the public walkway, is appropriate to the tenants product and accentuates the building's frontage overall appearance.

Marquees

Typically oriented horizontally for the viewer between the first and second floor tenant spaces and acts as a canopy at the front door and usually provides changing product, show or event information on multiple sides. Marquees shall be integrated architecturally and structurally with the building features. Projecting signs are often incorporated into the marquee design for added identification purposes.

Designs shall be integrated into the style of architecture and materials used in the project. Special engineering and structural requirements shall be provided as required for installation. Projecting and marquee designs should be three-dimensional in nature, multiple planes of materials, lettering and illumination options.

Installation

The mounting height of the blade sign can extend higher than the Tenant's leased Storefront provided that the building elevation can accommodate the location and there is no interference with other architectural features.

Projecting signs shall comply with the following:

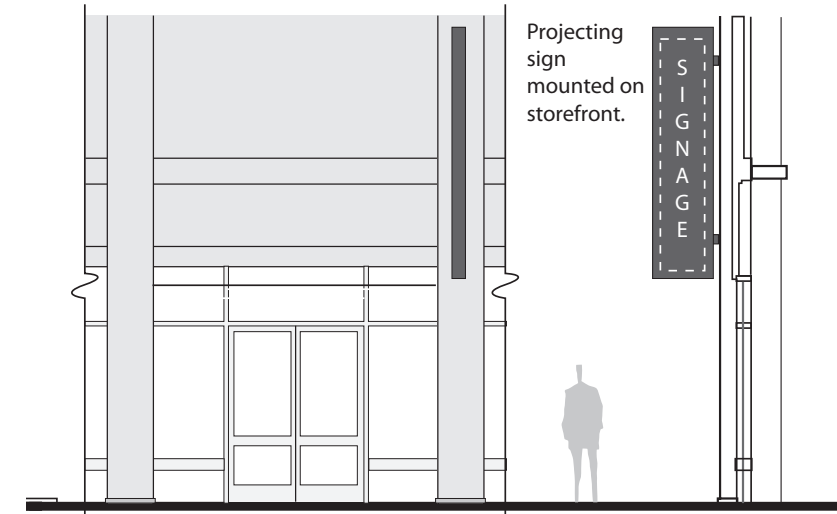
Minimum clearance: 9'-0"

Horizontal projection requirements

Maximum Projection: 8'-0"

Horizontal projection requirements are measured from the tenants lease line or base building frontage. No projection will be permitted to impede the flow of emergency vehicles.

Mounting brackets should be decorative elements and integral to the overall design.



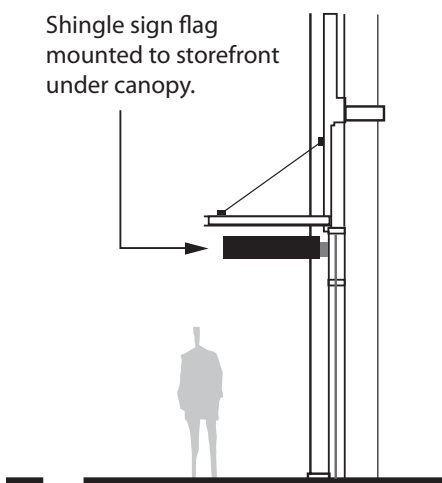
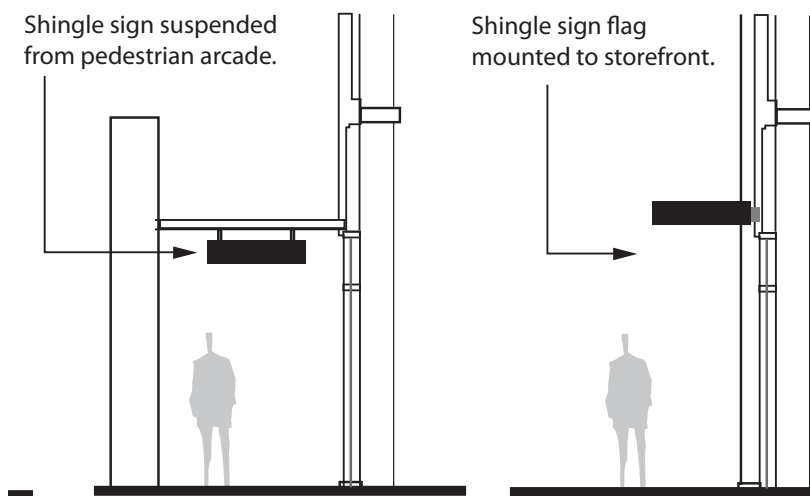
V. Pedestrian Oriented Signage

Arcade Sign (In-line Shops)

- 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 two different elevations.
- Tenants will be allowed to create their own unique three-dimensional panel with their recognized corporate identity and design theme subject to approval of the Owner/Developer. Creative blade signs are required. All signs must conform to eight (8) square feet maximum and need to be submitted and approved by owner prior to installation.

- Blade signs are required to be metal with thickness appropriate to the design. Tenants will be required to use a standard arm or hanging device as designed by the Landlord. Arm and hanging device will be consistent throughout the development and provided by the Developer.
- This signage shall not count against the Tenant's square footage allotment.
- Bottom of Sign - Minimum 10'-0" above finished floor
- Orientation - Perpendicular to storefront

See allowable installation methods and locations below.



Window Graphics

- No more than 25% of each individual window, panel or awning area may have signage/graphics applied to or within 3' behind the window area.
- Storefront graphics aggregate allowances include all temporary signage applications and/or any permanent identification signage.
- All storefront signage and graphic layouts shall be approved in writing by the Owner's representatives for quantity and consistency prior to submittal to the City of Goodyear for permitting approvals.
- 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 25% of the window/panel area. These may be internally illuminated.
- Banners, soap and water color hand painted graphics are prohibited.

Suite Identification

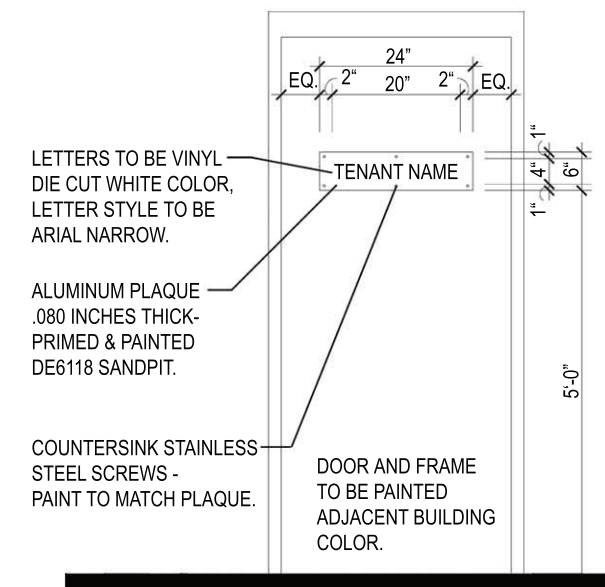
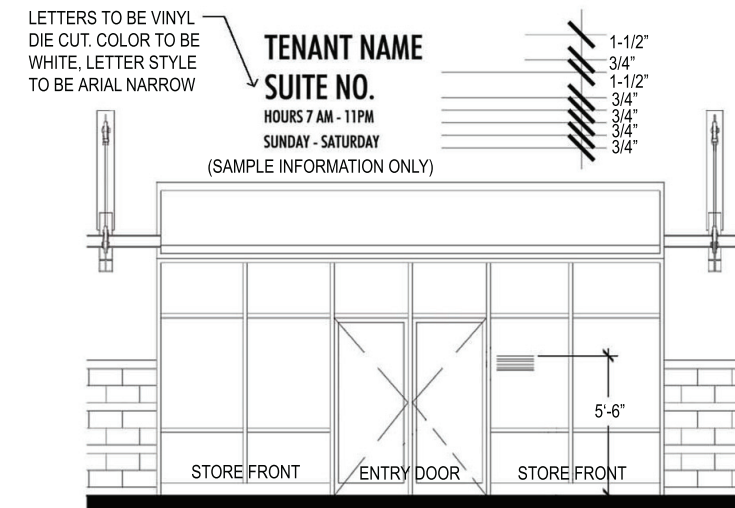
- Suite numbers shall appear directly over each entry, to be applied white vinyl on the exterior of the glass. Six-inch (6") high suite numbers to be displayed in Arial Narrow font.

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.



VI. Design Restrictions and Conditions

- Storefront graphics may not be "off the shelf" - prefabricated emulating 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.
- No continuous "black-out" sheeting will be allowed. Merchandise display areas must be provided of the tenants products/graphics.
- Drive-thru directional signs and menu board frames shall be painted to match the building exterior.
- Ornamental features such as metal trim, neon tubing, and sculptural shapes shall be excluded from the maximum letter height limitation.

VII Temporary Signs

1. Sales or Leasing Signs

F1 - Master Developer Real Estate Development signs for marketing, coming soon, lease information for sub-areas of the project are allowed signage on pre-defined marketing monuments.

Each location is limited to five-hundred (500) s.f., eighteen (18') feet tall.

F2 - Temporary signs advertising the sale or leasing within the center will be allowed. For individual lots/parcels/pads, these signs shall not exceed twelve (12) feet in height and a total of 64 square feet per side in sign area. Minimum of one (1) sign per street front will be allowed. An additional sign will be allowed for each three- hundred (300) feet of frontage.

Content for all temporary signs may include project information, developer and contractor names, phone numbers, electronic and social media tags and addresses, images of proposed development, lifestyle and marketing campaign slogans, etc., but must be presented in a readable and well designed application.

2. Construction Signs

A sign denoting the Architects, Engineers, Contractor and other related subjects will be allowed for initial construction phases only. Said sign will be removed within 10 days after building occupancy. One sign for each separate construction project will be allowed. Each sign shall not exceed eight (8) feet in height and a total of thirty-two (32) square feet per side in sign area.

3. Future Tenant Signs

Signs listing the name of a future major tenant will be allowed until the initial occupancy of the tenant with Developer/Landlord's prior approval in its sole discretion. Said signs shall not exceed ten (10) feet in height and a total of thirty-two (32) square feet in sign area, per side.

Temporary and/or short term tenants (one year or less) or canceled tenancy shall be limited to the signage types of non-wall penetrable installation and illumination methods.

VIII PROHIBITED SIGNS

- No clearance drive-thru bars allowed.
- Awnings may not be back-lit to accentuate the awning.
- Vehicle signs, signs on or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify or provide direction to a use or activity not related to its lawful making of deliveries of sales or merchandise or rendering of services from such vehicles is prohibited. Vehicles making deliveries shall not be parked within the center beyond the time necessary to make such deliveries or for a period longer than one (1) hour without Developer/Landlord approval.
- 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 owner's representative.
- Tenant shall not hang or display any promotional banners in the common area or on the exterior walls of Tenant's lease space, unless specifically designated as lifestyle graphics in pre-approved areas.
- Signs that are installed without written approval from the owner's representative, or that are inconsistent with approved drawings, are subject to removal and re-installation by the Developer at the Tenant's expense.
- Rude, obscene, offensive, animated, flashing, blinking, rotating, moving, or audible signs.
- Placards; posters; playbills; postings; paintings; flags; signs in public rights-of-way and common areas; and fixed balloons are not permitted in any location, whether or not visible from outside the premises.
- No sign twirlers, live or automated mannequins.
- No tent signs.
- Change-panel signs are prohibited, except at gas stations.
- Prohibited signs will be removed at the Committee's discretion. Removed signs may be discarded.

