



# center **scape**

*at Palm Valley*

**COMMERCIAL DESIGN GUIDELINES**

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09-4263  
Consent Item 7. G.



DEVELOPER  
SunCor Development Company  
80 East Rio Salado Parkway  
Suite 410  
Tempe, AZ 85281  
480-317-6800



Butler Design Group, Inc.  
architects & planners

ARCHITECT  
Butler Design Group, Inc.  
5555 East Van Buren Street  
Suite 215  
Phoenix, AZ 85008  
602-957-1800



LANDSCAPE ARCHITECT  
Laskin & Associates  
5112 North 40th Street  
Suite 202  
Phoenix, AZ 85018  
602-840-7771



ENVIRONMENTAL GRAPHICS  
Ann Morton Designs  
1420 E. Berridge Lane  
Phoenix, AZ 85014  
602-495-1260

**CENTERSCAPE AT PALM VALLEY**

**DESIGN GUIDELINES**

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**I. INTRODUCTION**

**Centerscape at Palm Valley** (the “**Property**”) is being developed as a high-image, mixed-use commercial center. The project is located on the northeast corner of I-10 and Bullard Avenue in Goodyear, Arizona. Centerscape has been conceived to serve as the gateway to a planned regional commercial corridor in Goodyear. The Property is surrounded by a combination of existing and planned retail, office and mixed-use development, which enhances the vitality and economic base of the area. See Exhibit 2.

SunCor Development Company, the master developer for Centerscape (the “**Developer**”), has established in these guidelines a contemporary urban design theme to complement and reinforce the major commercial district planned for the Bullard Avenue/McDowell Road corridor. Design continuity will be maintained throughout the project through the integration of a varied but cohesive color and material palette including complementary masonry elements, stone veneers, EFIS, cast stone details, metal canopies and awnings, and clear anodized storefront systems. A cool-tone range of colors dominate the proposed color palette, providing a distinctive contemporary/corporate look. Architectural forms are simple, sophisticated and timeless. As a mixed-use employment/commercial center, Centerscape will give careful attention to the pedestrian experience, including upgraded landscape, hardscape, lighting and graphic design elements. A central roundabout element is being planned as a signature feature of the site. Cohesive architecture, landscaping and signage will create an aesthetically pleasing and unified development.

The design and development of Centerscape is subject to the City of Goodyear’s development approval process and all codes and ordinances required by the City of Goodyear; any CC&Rs recorded on the Property by the Developer (the “**CC&Rs**”); and these “**Design Guidelines**” (the “**Guidelines**”), all of which aim to maintain, protect, enhance, and improve the project and the surrounding area. The Guidelines supplement the CC&Rs. If there is a conflict between any provision of the Guidelines and any provision of the CC&Rs, the CC&Rs shall control.

The CC&Rs and the Guidelines are intended to protect each Parcel owner and/or tenant (the “**Applicant**”) against undesirable or improper uses and incompatible or substandard design. It is assumed that Applicants are motivated to preserve the positive qualities of the Property through mutual cooperation and by observing both the intent and the spirit of the Guidelines.

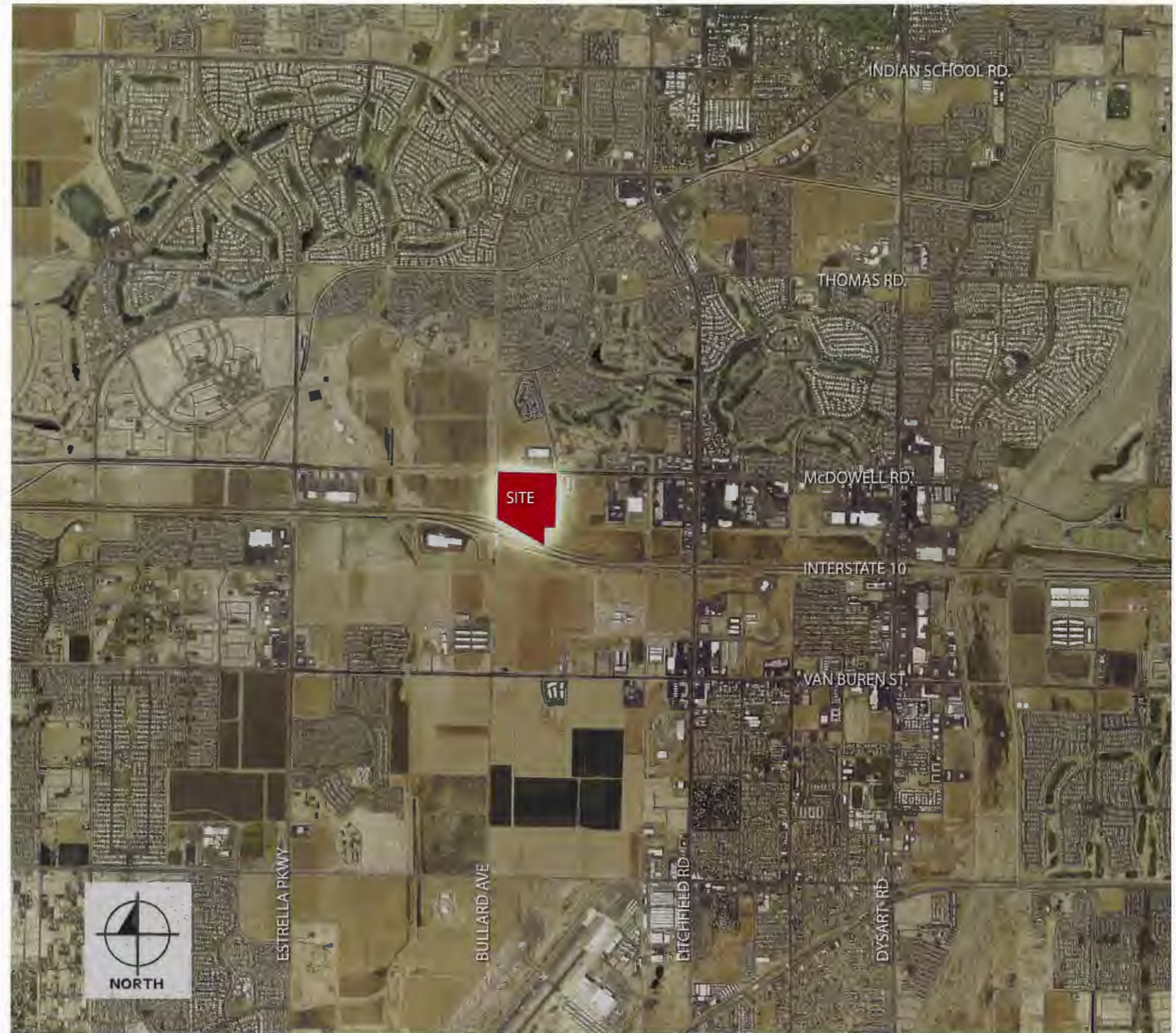


Exhibit 2 – Master Conceptual Site Plan



Note: Master Conceptual Site Plan shown on Exhibit 2 and 3 is conceptual only in illustrating the type of land uses and typical placement of buildings, parking and landscaping for the project and may be modified based on allowable uses within the City-approved P.A.D. and C-2 Zoning District. The proposed fueling station/carwash facility depicted on Pad C will require separate review and approval of a Use Permit.

## PROJECT DATA

Address: S.E.C. Bullard Ave. and McDowell Rd.  
Goodyear, Arizona

Proposed Use: Mixed Use  
Office, Retail, Hotel and  
Restaurant

Existing Zoning: P.A.D. / C-2  
Site Area Parcel 1: 6.665 Acres (290,336 S.F.)  
Site Area Parcel 2: 39.032 Acres (1,700,270 S.F.)

### Parcel 1 Building Improvements:

Max. Restaurant Area:  
18,500 G.S.F.  
(Pads 1, 2, & 4) (single story)

**240 Spaces Req.**  
(1/50 SF. of floor area excluding  
restrooms, storage areas,  
hallways, equipment rooms,  
kitchens, and outdoor seating)

Max. Retail Pad Area:  
14,000 G.S.F. (Pads 3 & 5) (single story)

**47 Spaces Req. (1/300 SF. per city req.)**

32,000 G.S.F. **287 Total Spaces Req. (Per City of Goodyear Zoning)**

### Parcel 2 Building Improvements:

Office Area:  
251,000 G.S.F. (Max. 6 story)

**837 Spaces Req. (1/300 SF. per city req.)**

Retail Area:  
83,000 G.S.F. (Max. 2 story)

**278 Spaces Req. (1/300 SF. per city req.)**

Hotel Area:  
124,500 S.F. (8 story 210 Rooms)

**210 Spaces Req. (1 Space per room or suite)**

Shops Area:  
20,000 G.S.F. (Max. 2 story)

**67 Spaces Req. (1/300 SF. per city req.)**

Restaurant Area:  
12,000 G.S.F. (Pads A & B) (single story)

**156 Spaces Req.**  
(1/50 SF. of floor area excluding  
restrooms, storage areas,  
hallways, equipment rooms,  
kitchens, and outdoor seating)

Pad Area:  
5,000 G.S.F. (Pad C) (single story)

**17 Spaces Req. (1/300 SF. per city req.)**

495,500 G.S.F. **1,562 Total Spaces Req. (Per City of Goodyear Zoning)**  
**2,100 Total Spaces Provided**

Note: Master Conceptual Site Plan shown on Exhibit 2 and 3 is conceptual only in illustrating the type of land uses and typical placement of buildings, parking and landscaping for the project and may be modified based on allowable uses within the City-approved P.A.D. and C-2 Zoning District. The proposed fueling station/carwash facility depicted on Pad C will require separate review and approval of a Use Permit.



## II. DESIGN REVIEW AND APPROVAL PROCEDURES

The Design Review and Approval Procedures are for the Developer's and Committee's purposes only and shall not be relied upon by Applicant or any other party as proof of compliance with zoning, architectural, engineering or other requirements set forth by applicable government authorities.

The City of Goodyear conducts its own site plan and design review approval process, separate from that of the Committee. The City of Goodyear requires that Applicants first make a preliminary submittal to the Committee, and receive Committee approval for their preliminary proposal, before beginning the site plan and design review approval process with the City of Goodyear. The City of Goodyear's process requires a pre-application meeting prior to the submission of a site plan.

The CC&Rs reserve the right of SunCor Development Company, as Developer for Centerscape, to review, and to approve or disapprove, all plans for development (the "Improvements") within the project. The Developer will appoint an Architectural Design Review Committee (the "Committee") to perform on its behalf all review and approval functions set forth in the CC&Rs.

The Committee's review and approval of Improvements involves three (3) basic steps for an Applicant: An **informal submittal or meeting (optional)**, a **preliminary submittal** and a **final submittal**. (Note: If the first "final submittal" is unsatisfactory to the Committee, a resubmittal may be required.)

### A. Informal Submittal or Meeting (optional)

Applicant and/or their representative may make an informal submittal or meeting to the Committee in order to clarify the concepts and goals of the Applicant and the Committee. A meeting may also be arranged by the Applicant or their representative to present their informal submittal that must depict, at a minimum, the building size and location, parking lot(s) configuration including parking ratio, driveway size and location(s), building and parking setbacks, landscaping areas and conceptual elevations. The Committee shall respond to this submission in a timely manner and communicate suggestions and comments accordingly.

### B. Preliminary Submittal

A preliminary submittal enables the Committee to review the conceptual plans for Improvements proposed by an Applicant. If there has been an informal submittal or meeting, this Preliminary Submittal shall incorporate the interaction generated in the informal submittal. In evaluating a preliminary submittal, the Committee will assess whether the preliminary plans meet applicable architectural design and landscaping standards.

A preliminary submittal requires the following:

- **Three (3) sets of conceptual plans** for the proposed Improvements by the Owner's/Occupant's architect who must be registered in the State of Arizona. (See chart below titled "Preliminary Submittal Components" for detailed information on what must be included.) Drawings, designs, and information about materials must be accurate and complete for a preliminary submittal to be considered by the Committee.
- **A nonrefundable application fee of \$750.00.** Make check payable to SunCor Development Company. Preliminary submittals made without the application fee will not be reviewed by the Committee.

Send the complete preliminary submittal to:

**SunCor Development Company**  
**Attn: Architectural Design Review Committee**  
**80 E. Rio Salado Parkway, Suite 410**  
**Tempe, Arizona 85281**

The Committee, within thirty (30) days of the receipt thereof, will return one of the three sets of plans to the applicant, with a letter stating that the proposal has been either approved, approved subject to conditions and stipulations, or disapproved.

- **"Approved."** If plans returned by the Committee are accompanied by a letter of *approval*, the Applicant may proceed to the City for review.
- **"Approval subject to conditions and stipulations."** If plans returned by the Committee are accompanied by a letter of *approval subject to conditions and stipulations*, the Applicant is permitted to proceed to the City for review provided that any conditions and stipulations noted by the Committee are incorporated into the plans for the final submittal. An applicant that takes exception to the noted conditions and stipulations may revise and resubmit.

**"Disapproved."** If plans returned by the Committee are accompanied by a *disapproval* letter (which will state the reasons for that determination), the applicant must make a new preliminary submittal.

### Preliminary Submittal Components (Submit Items 1-10 in Triplicate)

1. **Conceptual site plan (60' scale or larger, 24"x 36" format), including site details such as screen walls, trash enclosures, accessible/fire lane signs, etc.**
2. **Conceptual floor plans.**
3. **Building elevations, including clarification of design and material selections.** Indicate roofline and roof-mounted equipment with dashed lines; describe proposed screening treatment for all wall-mounted and ground-mounted equipment.
4. **Building elevations** shown in color. A colored perspective rendering is also recommended but not required.
5. **Building materials, finishes, and color samples** identified on a materials board with complete specifications, and, if possible, samples of materials such as stone and masonry units.
6. **Landscape and hardscape plans** for all areas, with descriptions and sizes of materials.
7. **Signs**, including information on appearance, size, materials, and locations.
8. **Lighting plans**, including information on fixtures, poles, and photometrics.
9. **Building pad elevations** relative to street, curb, and paving elevations.
10. **Conceptual grading, drainage and utility plans.**
11. **A check for \$750.00** (nonrefundable), made payable to SunCor Development Company.

### C. Final Submittal

After approval of a preliminary submittal, a final submittal of plans must also be made to the Committee for its approval.

Additionally, the City of Goodyear must approve all plans before the commencement of any construction. For each Improvement project within Centerscape, the Applicant is responsible for coordinating all necessary City of Goodyear submittals, acquiring all necessary permits, adhering to all governmental regulations, and paying all fees.

A final submittal to the Committee requires the following:

- **One (1) complete sets of construction documents** for the proposed Improvements. See the chart below titled Final Submittal Components for details on what should be included. Submitted information must be accurate and complete to be considered by the Committee.

Within thirty (30) days of the receipt of a final submittal, the Committee will provide a letter of approval with comments (if any are necessary). If the Committee's comments require changes to the plans or specifications, those changes must be made to the construction documents by the Applicant, and one (1) set of the amended plans and specifications must be provided to the Committee as a resubmittal. The Committee must approve the resubmittal in writing prior to commencement of work on the affected portions of the Improvement.

- **If applicable, a resubmittal fee of \$500.00**, payable to SunCor Development Company. Please note that there is no fee for the first "final submittal," only for a resubmittal of a "final submittal." Resubmittals made without the fee will not be reviewed by the Committee.

The chart below lists what should be included in the final submittal, along with any additional information requested by the Committee. Send the complete final submittal or resubmittal to:

**SunCor Development Company**  
**Attn: Architectural Design Review Committee**  
**80 E. Rio Salado Parkway, Suite 410**  
**Tempe, Arizona 85281**

#### **Final Submittal Components (Submit Items 1-6 in Triplicate)**

- 1. Site plan(s).** See Section III. Show locations and dimensions of:
  - a. Setbacks for buildings, structures, and parking areas.
  - b. Buildings, structures, storage, loading, mechanical/electrical, trash, and retention areas.

- c. Hardscape design and site furniture.
- d. Parking areas, parking structures, parking canopies, total number of parking spaces provided and landscaped areas.
- e. All means of ingress to and egress from the site, including driveways and walkways.
- f. Screening of all areas required by the Guidelines and by the City of Goodyear.
- g. Location of backflow prevention devices, new and existing fire hydrants, fire department access roads, and fire department connections.

- 2. Engineering information.** See Section III. Show locations and dimensions of:
  - a. Surface drainage, grading, and storm retention, including calculations, culverts, and storm drains.
  - b. Utility connections.
  - c. Elevations of parking areas.
- 3. Architectural plan(s).** See Section IV. Provide:
  - a. Building elevations, including identification of color and material selections. Indicate roofline and roof-mounted equipment with dashed lines.
  - b. Building elevations presented in color.
  - c. Floor plans with finished floor elevations.
  - d. Building material and color samples identified on a materials board.
  - e. Brief description of mechanical systems including screening treatment of all mechanical equipment.
  - f. Exterior site lighting, including fixture selection and photometrics (see Section III.O).
- 4. Landscape plan.** See Section V. Provide:
  - a. A complete plant list (include location, size, and species of all plant material).
  - b. Hardscape design and site furniture.
  - c. Irrigation plan.
  - d. Landscape grading plan, consistent with overall site surface drainage and grading plan.
  - e. Locations of all utilities, include double check valves.
- 5. Signage plan.** See Section VI.
  - a. Size and location of all signs, depicted on site plan and landscape plan for coordination and integration.
  - b. Materials and colors.

- c. Lighting.
  - d. Messages, including all graphics, copy, and layout.
- 6. For a resubmittal, a check for \$500.00** (nonrefundable). Make payable to SunCor Development Company.

The information and requirements contained in these Guidelines are subject to change at the discretion of the Developer and/or the Committee.

All capitalized terms in these Guidelines that have been defined in the CC&Rs have the meanings set forth therein.



### III. SITE DEVELOPMENT STANDARDS

#### A. Site Uses

Centerscape has been master-designed as a high-image, mixed-use commercial development. The uses within the Property have been planned to integrate with each other, as well as with adjacent uses.

All Improvements on individual sites within the Property must comply with the City-approved Planned Area Development (P.A.D.) for the Property, the General Commercial (C-2) zoning district criteria, the City of Goodyear's Engineering Design Standards for public works construction, and the Maricopa Association of Governments standards for public works construction. In addition, all Improvements on individual sites within the Property must comply with the CC&Rs and these Guidelines.

#### B. Site Coverage

The building footprint is not to exceed those limits set forth by the City of Goodyear Zoning Ordinance.

#### C. Site Grading and Drainage

Improvements must include site grading and drainage in accordance with the City of Goodyear's Engineering Design Standards for public works construction and the Property's master-planned drainage system and all site development specifications.

- 1. Drainage control.** Site grading shall be designed to control storm water drainage directing flow away from building pads and pedestrian areas. The landscaping in drainage control areas shall be designed to control erosion through the use of granite, fractured granite rip rap (grouted in place when flows warrant) and grass to complement the landscape design theme.
- 2. Detention and retention basins.** All project storm water drainage must be designed in conformance with the master project drainage report, the City of Goodyear Engineering Design Standards Section 3.3.7 and the City of Goodyear Zoning Ordinance. The master project drainage report provides for storm water runoff to drain offsite to the adjacent Maricopa County Flood Control detention basin. All drainage must be treated through an approved filtration system prior to entering the Maricopa County Flood Control detention basins. Any property utilized for a fueling station, carwash, auto repair or other similar use where the dispensing, handling or storage oils is present shall provide

for onsite first flush retention and an approved onsite filtration system prior to any storm water runoff entering the master storm drainage system. Landscape areas may be used for detention and retention of storm water. The basin areas must be designed with serpentine side slopes to complement the landscaping with provisions to control erosion and damage to landscaping or other Improvements that can be caused by storm water runoff. The maximum depth of a basin along any street frontage or adjacent a pedestrian area is two feet (2'), with side slopes of not more than 6:1. Where space is limited, retaining walls, not exceeding one and one half feet (1.5') in height may be used. Such walls must be compatible with the building architecture and landscape design theme. The maximum depth of a basin in the rear area of a Parcel away from pedestrian traffic is three (3) feet. All basin designs must comply with the City of Goodyear Engineering Design Standards Section 3.3.7 and the City of Goodyear Zoning Ordinance.

- 3. Runoff.** Applicants may not allow runoff from their Parcel to drain onto adjacent Parcels except in conformance with drainage easement provisions established in the CC&Rs. All drainage in common drainage easement areas must be designed to control erosion and damage to landscaping or other Improvements that can be caused by storm water runoff.
- 4. Grading and building access.** Site grading may not compromise the access to a Parcel, internal vehicular circulation, or existing structures. Site grading should also be designed to assist in screening parking areas, service areas, or other visually unattractive areas wherever possible.

#### D. Landscaping

The Plant Selection Guide in Section V.E has been established to create unity in the Property's landscaping. Landscaped areas in all Improvements must comply with the City-approved PAD, General Commercial (C-2) zoning district criteria, the City of Goodyear's Engineering Design Standards for public works construction, and the Maricopa Association of Governments standards for public works construction. In addition, all Improvements on individual sites within the Property must comply with the CC&Rs and the Landscape Standards located in Section V. of the Guidelines.

#### E. Driveways

All driveway locations and dimensions must be approved by the Traffic Engineer of Record, the Committee and the City of Goodyear.

#### F. Heights

Maximum building heights are listed below with an allowable increase in height for architectural features:

	Maximum Building Height	Screen Elements or Architectural Features Up To
Office Bldg up to 6 Stories*	88'	100'
8-story hotel	92'	100'
Retail buildings	36'	46'
Pad buildings	24'	28'

\*6-story office buildings and associated parking structures are not currently contemplated on the master conceptual site plan but may be considered in the future.

#### G. Setbacks

Setbacks have been established to ensure an attractive streetscape and to provide sufficient space between streets, buildings and parking areas. Commercial development on the Property shall adhere to the standards established in the General Commercial (C-2) zoning district and the City-approved (P.A.D.), as follows:

- The street side setback along 145th Avenue may be reduced to twenty-five (25) feet regardless of building height, except that any proposed fuel/carwash facility will be required to provide a 30-foot setback.
- The street side setback along Bullard Avenue and I-10 shall in no event be required to be more than seventy (70) feet regardless of building height.

#### H. Parking

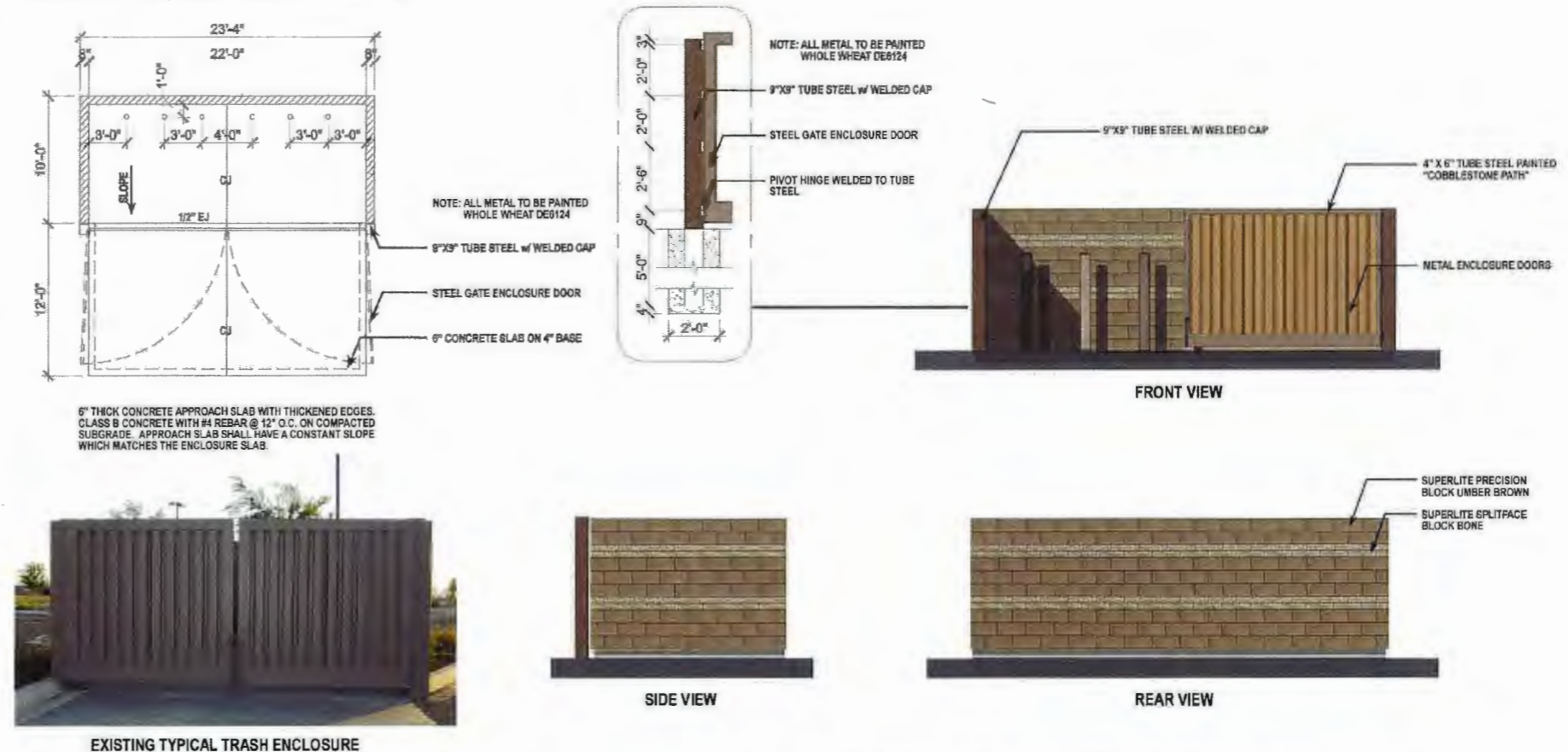
- 1. General parking requirements.** Each Applicant is to provide off-street parking to satisfy the parking requirements of the City of Goodyear C-2 (General Commercial) Zoning District. All off-street parking shall also conform to the specific standards of the CC&Rs. Wherever possible, there shall be no parking stalls that back into a main entry drive.

2. **Location of parking areas.** Parking facilities need not be located in one consolidated area of a Parcel but may be separated by landscaping and building elements. Landscaped areas must be provided in and around parking areas.
3. **Provision for customer parking.** Each Applicant must provide customer parking in conformance with the City of Goodyear C-2 (General Commercial) Zoning District. (All employee and customer parking must be accommodated on each individual Applicant's Parcel, unless a shared parking agreement is in place.) Overnight parking of semi-tractor trailers and recreational vehicles shall not be allowed except for such vehicles operated by guests of a hotel or other lodging establishment within the development.
4. **Size and construction standards for parking spaces.** All regular parking spaces must be a minimum of nine feet wide by twenty feet deep (9' x 20') and head-in parking spaces must be a minimum of nine feet wide by eighteen and one-half feet deep (9' x 18'-6") with allowance for 18" of overhang. Driveways, landscape islands and other Improvements in parking areas must conform to the CC&Rs and the Design Guidelines. All driveways and parking areas must be paved with concrete or asphaltic concrete. Except for the edges of walls, and paving adjacent to walls, vertical concrete curbs or concrete curb and gutter must be constructed at the edges of all paving. Asphalt and surface-mounted extruded concrete curbs are prohibited, and the use of precast parking bumpers in lieu of curbs is prohibited.
5. **Canopy parking structures.** Approved canopy or shade-type parking structures may be installed in office building and/or hotel parking areas only. Structural elements, beams, and columns must be tubular or boxed forms. Edges of the structures must be finished with fascia colors that match or complement building colors. The design of canopy structures must be approved by the Committee and the City of Goodyear.

#### I. Exterior Storage Areas and Service Yards

No storage is permitted between any public street and the setback line of any building in the Centerscape project. Storage areas must be located in the least visible area of each Parcel. No work in progress, stored merchandise, inventory or racks may extend above the height of any screen wall. Placement and/or installation of temporary mini mobile, mini storage or cargo container units on the Property will not be allowed. This requirement does not apply to construction equipment or supplies needed for new construction or renovation work on the Property.

Exhibit 4 – Typical Trash Enclosure



All stored motor vehicles and all equipment operated on the Property are to be stored in a screened outdoor storage area in accordance with the City of Goodyear Zoning Ordinance. The Committee may permit exceptions to the foregoing restriction during the construction and repair of Improvements on a Parcel.

#### J. Loading Areas

All loading and unloading in Centerscape is to be conducted in approved designated loading areas. Loading areas are to be designed as integral parts of the facility and maintained in a neat and clean manner so as to not detract from the appearance of the Property. Loading areas are to be located in the least-visible area of a building. Rear-building loading is preferred; however, side-building loading may be allowed, provided the loading areas are architecturally treated and adequately screened.

#### K. Refuse and Recycling Collection Areas

All refuse and recycling from any Parcel is to be accumulated in an approved dumpster provided for such Parcel by a licensed refuse and recycling collection company. All refuse and recycling collection areas in Centerscape must be located where the dumpsters are least visible from any public street and in accordance with the City of Goodyear Zoning Ordinance.

All exterior refuse and recycling collection areas must be screened by building walls or screening walls six to eight feet (6'-8') in height and must completely screen dumpsters from view. All dumpster enclosures must be in compliance with Detail G-3162 or applicable detail of the City of Goodyear Engineering Design Guidelines. The block wall and metal enclosure door colors may vary from the "Typical Trash Enclosure" depicted in Exhibit 4 but must use approved block and paint colors from the color/material palette for the proposed building design. Alternate block and paint choices will be reviewed on a case-by-case basis. The location of all such enclosures must allow adequate space for ingress and egress by collection trucks. All waste and refuse must be frequently removed from the Parcel.

## L. Sewage and Hazardous Waste

No cesspool, septic tank, sewage disposal facility, or hazardous waste disposal facility may be installed or maintained on the Property.

## M. Exterior Equipment

All roof-mounted equipment and ventilators must be screened by a building parapet. No wall-mounted equipment will be permitted on the front or sides of any building on the Property. Only ground-mounted building, electrical, or mechanical equipment will be allowed on the fronts or sides of buildings, and such equipment must be screened from view by walls and/or dense landscaping and be painted to match the building or surrounding landscaping.

## N. Site Lighting

It is the intent of the Guidelines to permit light fixtures in a quantity and of types that will provide adequate lighting, in compliance with Article 10, Outdoor Lighting Standards, of the City of Goodyear Zoning Ordinance, while respecting neighboring properties and protecting the surrounding community from the glare and sky glow of spilled light, normally associated with high-intensity site lighting. Ornamental low-scale lighting no higher than twelve feet (12') shall be provided along pedestrian pathways and nodes that connect the various development areas within the site, between and around the office buildings and along the in-line retail frontage. The ornamental low-scale lighting shall also be provided

Exhibit 5 – Ornamental Lighting Detail

**BEGA Lighting**

Select product No. for details	Lamp	Lumen	A	B	C	T°C
8721MH Single	(1) 100W ED-17 MH	8800	15 3/4	26 1/2	31 3/4	
8721S Single	(1) 50W E-17 HPS	4000	15 3/4	26 1/2	31 3/4	
8722MH Twin	(2) 100W ED-17 MH	17600	15 3/4	53	31 3/4	
8722S Twin	(2) 50W E-17 HPS	8000	15 3/4	53	31 3/4	
8723MH Triple	(3) 100W ED-17 MH	26400	15 3/4	45 7/8	31 3/4	
8723S Triple	(3) 50W E-17 HPS	12000	15 3/4	45 7/8	31 3/4	

along the primary pedestrian paths surrounding all pad buildings. (All ornamental lighting fixtures are required to be the fixture type and color shown in Exhibit 5) See Exhibit 5. Lighting plans and photometrics must be submitted to plans and photometrics must be submitted to the Committee showing the design layout and exact fixture mounting and wattage proposed. Parking lot light fixtures shall be a maximum height of twenty-four (24) feet. All parking lot light fixtures are required to be the Aeris AS2 Metal Halide by Lithonia Lighting in Dark bronze (standard). See Exhibit 6.

Exhibit 6 – Site Lighting Standard

**LITHONIA LIGHTING™**

**FEATURES & SPECIFICATIONS**

**INTENDED USE** — Streets, walkways, parking lots and surrounding areas.

**CONSTRUCTION** — Rugged, die-cast, single-piece aluminum housing with nominal wall thickness of 1/8". Die-cast door frame has impact-resistant, tempered glass lens (3/16" thick). Door frame is fully gasketed with neoprene tubular silicone US Patent No. D447,599, Canada Patent No. 94324.

**FINISH** — Standard finish is dark bronze polyester powder finish. Additional architectural colors are available, see www.lithonia.com/archcolors.

**OPTICAL SYSTEM** — Anodized segmented reflectors for superior uniformity and control. Reflectors attach with tool-less fasteners and are rotatable and interchangeable. Five full cutoff distributions available: Type II (roadway), Type III (asymmetric), Type IV (forward throw), Type IV (wide, forward throw) and Type V (symmetric square).

**ELECTRICAL SYSTEM** — Ballast: Constant-wattage autotransformer ballast standard. Super CWA pulse-start ballast required 200W, 320W and 350W (SCWA option). Ballast is copper-wound and 100% factory-tested. All ballasts are mounted on a removable power tray with tool-less latch and have positive locking disconnect plugs. Super CWA Pulse Start ballasts, 88% efficient and EISA legislation compliant, are required for 200-400W (must order SCWA option) for US shipments only. CSA, NOM or INTL required for probe start shipments outside of the US.

**Socket:** Porcelain, horizontally-mounted, mogul-base socket with copper alloy, nickel-plated screw shell and center contact.

**INSTALLATION** — Integral arm for pole or wall mounting. Optional mountings available.

**LISTING** — UL Listed (standard), CSA Certified (see Options) UL listed for 25°C

**AERIS™**  
Architectural Area & Roadway Luminaires  
**AS2**

**METAL HALIDE: 200W-400W**  
**HIGH PRESSURE SODIUM: 200W-400W**  
10' to 35' Mounting

**Specifications**  
EPA: 1.2 ft<sup>2</sup>  
Length: 28.6 (72.6)  
Width: 17.1 (43.4)  
Depth: 8.3 (21.0)  
\*Weight: 40 lbs (18.2 kg)  
\*Weight as configured in example below.

## O. Building Lighting

Buildings must be adequately illuminated at night. The fixtures used within the various areas of the Centerscape project shall be complementary to the overall design character, and shall not create glare or spillover onto adjacent properties. Fixture scale can vary in conjunction with building type and application. See Exhibits 7, 8 & 9 for approved fixture types.

Ground-mounted exterior lighting may be used, in moderation, to highlight key building elements on a building's façade, including columns, projections, and overhangs. See Exhibit 11 for approved fixture type. No flood lights shall be mounted on buildings except for down-directed wall packs at the rear of the buildings as approved by the Committee. Additional light fixtures will be reviewed on a case-by-case basis.

Exhibit 7 – Building Mounted Fixtures

**PENE • 3709-WL** Rectangle

**Product Specification:**

3709-WL -	Listing	Up/Down Light Position	Voltage	Lens Option	Finish	Options	Spec'd
3709-WL-18	18000	Up/Down	120V-277V	Clear	Black	None	
3709-WL-28	28000	Up/Down	120V-277V	Clear	Black	None	
3709-WL-39	39000	Up/Down	120V-277V	Clear	Black	None	

**Winona Lighting**

Exhibit 8 – Building Mounted Fixtures

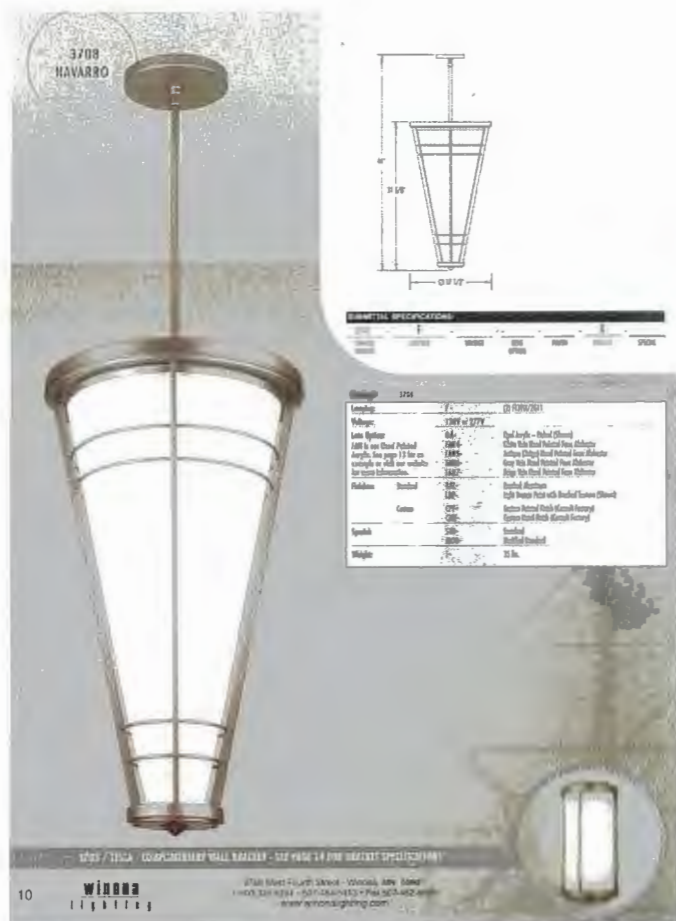


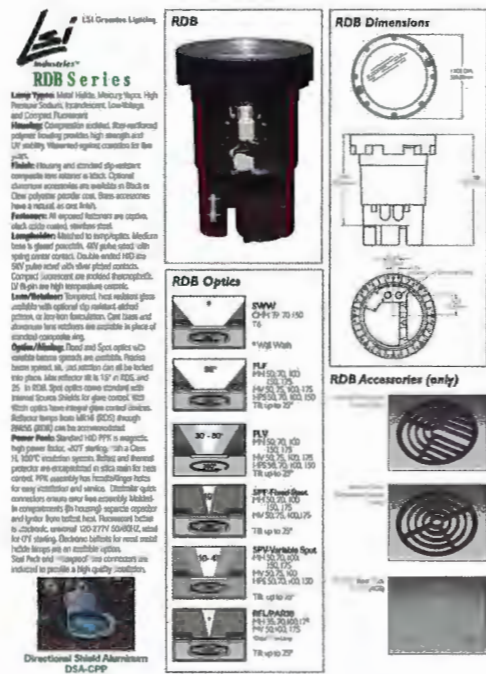
Exhibit 9 – Building Mounted Fixtures



Exhibit 10 – Rear Service Area Wall Mounted Fixture



Exhibit 11 – Ground Mounted Fixture



P. Exterior Lighting

Exterior lighting must enhance the atmosphere and safety of all public parking areas, walkways and entrances while also highlighting and complementing the architectural character within the Centerscape project. See Exhibits 11 & 12.

Exhibit 12 – Pedestrian-Level Light Bollards

**Post construction:** One piece extruded aluminum, 1/4" wall thickness with one piece die-cast aluminum top housing and base, internally welded into an assembly.

**Lamp enclosure:** Heavy wall, die-cast aluminum cap and louver/guard assembly secured by two (2) socket head stainless steel screws threaded into stainless steel inserts. Heavy .250" thick pressed clear crystal glass with internal structure and white translucent ceramic coating. Glass is sealed using a one piece molded "U" channel high temperature silicone rubber gasket.

**Electrical:** Lampholders: H.I.D. and incandescent are medium base porcelain with nickel plated copper screw shell, rated 4 KY. Fluorescent are type G24d-2 (18 W) or GX24q (42 W). Ballasts are magnetic, located on an upright bracket attached to the anchor base and are available in 120 V or 277 V - specify. B119P ballast is electronic, universal voltage 120 V through 277 V.



**Anchor base:** Heavy cast aluminum, slotted for precise alignment. B116P, B116S and B116MH mounts to BEGA #895A anchorage kit. B116P, B119S, B119S, B119MH mounts to BEGA #896A anchorage kit. Bollards are secured to the post with one (1) socket head stainless steel screw.

**Finish:** Available in five standard BEGA colors: Black (BLK); White (WHT); Bronze (BRZ); Silver (SLV); Eurocoat™ (URO). To specify, add appropriate suffix to catalog number. Custom colors supplied on special order.

**U.L. listed, suitable for wet locations (see page 378).**  
Protection class: IP 65.

Fluorescent Lamps	Lumen	A	B	Anchorage
B116 P	1 18 W CF quad-2p	1250	5 1/2	895 A
B119 P	1 42 W CF triple-4p	1800	7 1/2	896 A

**Metal Halide Lamps**

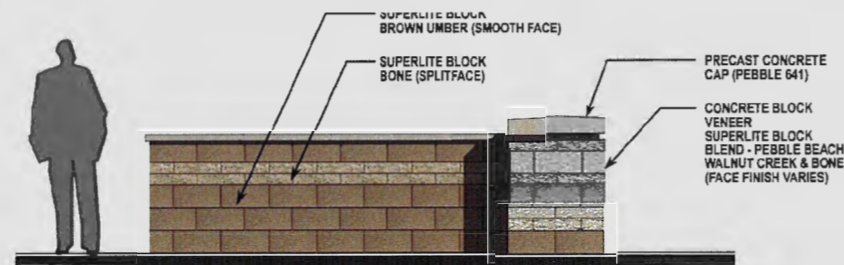
Fluorescent Lamps	Lumen	A	B	Anchorage
B116 P	1 18 W CF quad-2p	1250	5 1/2	895 A
B119 P	1 42 W CF triple-4p	1800	7 1/2	896 A

## Q. Screen Walls

Screen walls permitted within the building setbacks to conceal loading areas, refuse collection areas, storage areas, service yards, truck docks, ramps, electrical equipment, and other exterior equipment shall be between six feet and eight feet (6'-8') high. Garden walls or parking screen walls permitted within the building setbacks must be constructed to a height of three feet (3').

Screen walls shall be constructed of masonry to match or complement the building(s) on the Parcel. The minimum standards for screen walls incorporate various textures, staggered setbacks, and variation in height. Appropriate landscaping should be used to reduce the visual impact of screen walls, in accordance with Section V. Screen walls shall not obstruct Fire Department equipment and shall be located outside of the site visibility triangle(s). See Exhibit 12.

Exhibit 12 – Typical Screen Wall



## R. Utility Lines and Antennas

Except as may be approved by the Committee, no utility lines, wires, or other devices for the communication or transmission of electric current, power, or signals (including telephone, television, microwave, or radio signals) shall be constructed, placed, or maintained anywhere in or upon any Parcel other than within buildings or structures, unless the same shall be contained in conduits or cables constructed, placed, or maintained underground or concealed in or under buildings or other structures in a manner approved by the Committee. The same restrictions shall apply to water, gas or other pipes for the transmission of wet utilities. No antenna dishes or other services for the transmission or reception of telephone, television, microwave, or radio signals may be placed on any building or other Improvement on any Parcel unless completely screened by the roof parapet and with the consent of the Committee. Nothing contained herein shall be deemed to forbid the erection or use of temporary power or telephone facilities incidental to the construction or repair of Improvements of any Parcel, subject to the approval of the Committee.

## S. Construction Phase

- 1. Minimizing soil erosion.** In order to minimize soil erosion by water and wind, practical combinations of the following measures should be employed:
  - a. Sediment basins** (debris basins, desilting basins, or silt traps) are to be installed and maintained to remove sediment from runoff waters during construction.
  - b. Landscaping** is to be installed prior to the issuance of a certificate of occupancy for all or a portion of the Improvement, unless a bond or other acceptable financial security is posted with the City of Goodyear to guarantee the landscaping will be installed within sixty (60) days.
- 2. Protecting underground utilities.** The Applicant is responsible for determining the location of existing public and private underground utilities and their protection during construction. The Applicant must contact Blue Stake and the property manager prior to any excavation.
- 3. Maintaining an orderly appearance at the construction site.** Areas under construction are to be fenced and must be maintained in a neat and orderly condition. Chain link fencing with opaque screening material shall be utilized during construction phase. All trash must be kept in enclosed containers and removed frequently.
- 4. Protecting existing hardscape, landscape, and other existing features.** Construction access on the Property will be as approved by the Committee. Special care must be taken to protect existing pavement and landscaping from damage. The Applicant is liable for repair of damage to paving, sidewalks, landscaping, utilities, irrigation lines, and Common Areas caused by the Applicant or its representatives. All adjacent parking, drive aisles and other Common Area shall be kept in a clean and dust free condition at all times during the construction process without exception. Any track-out from the construction area must be cleaned up immediately.
- 5. Street cleaning.** The Applicant is responsible for maintaining the adjacent public streets in a clean and dust-free condition at all times during the construction process without exception. Any track-out from the construction area must be cleaned up immediately.
- 6. Controlling dust and air pollution.** The Applicant is responsible for controlling dust and air pollution on its construction site in strict accordance with the requirements of the Maricopa County

Air Quality Department. All adjacent parking, drive aisles and other Common Area shall be maintained in strict accordance with the Maricopa County requirements and kept in a clean and dust-free condition at all times during the construction process without exception. Any track-out from the construction area must be cleaned up immediately.

- 7. Phasing.** Depending on the nature of a project, phasing may be appropriate, as determined by the Applicant and approved by the Committee.

## T. Sound Attenuation

Any exterior loudspeakers allowed by the Committee may be mounted no higher than ten feet (10') above immediate finished grade. This does not include under-canopy speakers for retail patrons. Any convenience use proposed on the northeast corner of the center will be evaluated during the use permit review process. This evaluation will include a review of any exterior loudspeakers proposed with such convenience use.

## U. Fueling Station and Carwash Facilities

All vehicle fueling stations and carwash facilities require a Use Permit from the City of Goodyear and must strictly adhere to their development standards. The following are minimum design guidelines to establish compatibility with the Property and do not take precedence over any additional standards the City of Goodyear may impose.

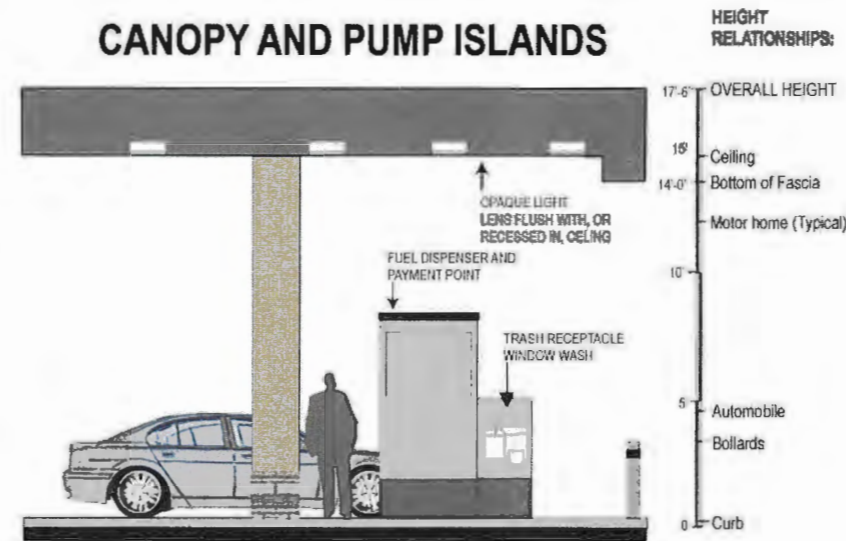
## 1. Site Design

- a. Mitigate potential impacts from site activities on adjoining uses:
  - Service areas, storage areas and refuse enclosures should be oriented away from public view and screened from adjacent sites.
  - Drive-thru windows, menu boards and associated stacking lanes should be substantially screened from public view.
  - Service bay and car-wash tunnel openings should be oriented away or screened from public view.
  - Air, water, or phone services must be screened by screen walls.
  - Vent pipes must be concealed within the canopy columns, concealed against a building or otherwise architecturally treated to minimize their appearance.
  - All vehicle service, repair and maintenance activities within the Property must be conducted within a building.
- b. Freestanding vending machines, ATMs, ice containers, propane tanks, and other exterior sales displays shall not be permitted outside of a building, unless adequately screened from view and approved by the Committee. Automatic payment points at the pump island will be reviewed with respect to the guidelines for Pump Islands

## 2. Canopies

- a. Canopies shall be design with materials, color, and architectural treatments compatible with these Guidelines. Canopy columns must be consistent in design and materials with the associated building improvements, such as masonry that matches that used elsewhere on the Parcel. The Committee must approve the materials and colors during the Preliminary Submittal (see Section II.B.).
- b. Canopy heights for fueling dispensing areas, as measured from the finished grade to the lowest point on the canopy fascia, should not exceed 14'-0". The clearance height of fueling canopies should be clearly indicated on the structure. The overall height of fueling canopies should not exceed 17'-6". Canopy designs for car wash vacuuming and drying areas will be reviewed on a case-by-case basis by the Committee. Height variances for fueling canopies may be considered for designs incorporating special architectural features, subject to Committee approval.
- c. Illuminated bands or tubes or applied bands of corporate color are discouraged.

Exhibit 14 – Canopy and Pump Islands



### PREFERRED DESIGN CHARACTERISTICS

\* Pump islands should be designed to minimize visual clutter by organizing and consolidating the various pump island components. The diagram above illustrates one possible solution.

- d. Canopy signs must conform to the City of Goodyear Zoning Ordinance.
- e. All displays and items for sale should occur within the main building or within designated areas that are screened from public streets and approved by the Committee.

## 3. Pump Islands

- a. The design of pump islands should be architecturally integrated with other structures on-site using similar colors, materials and architectural detailing.
- b. The color of the various components of the pump island, including dispensers, bollards and all appurtenances, are encouraged to be muted.
- c. All elements of the pump island or canopy that are not operational should be architecturally integrated by use of color, material, and architectural detailing.
- d. The use of translucent materials and internally lighted cabinets are discouraged as finishes or as applied treatments at the pump island or on the canopy.
- e. Pump island curbs and/or bollards are required for the protection of dispensing units.

4. **Site Lighting** - Lighting of fueling stations and convenience stores should provide illumination levels appropriate for customer and employees usage, at reasonable uniformity ratios and with minimal glare and light trespass as required by the regulations of the City of Goodyear.

- a. Exterior lighting design must take into account the background lighting levels, lighting from other sources, and characteristics of the surrounding area.
- b. Direct and reflected glare, excess site brightness and light trespass beyond property lines should be minimized.
- c. Canopy lights must be full ninety-degree (90°) cutoff and have the same light source as site lighting throughout the Property.
- d. Light fixtures mounted under canopies should be completely recessed into the canopy with flat lenses that are translucent and completely flush with the bottom surface (soffit) of the canopy.
- e. The sides (fascias) of the canopy should extend below the lens of the fixture to block the direct view of the light sources from property line.
- f. Lighting should not be mounted on the top or sides or fascias of the canopy and the fascias should not be illuminated.

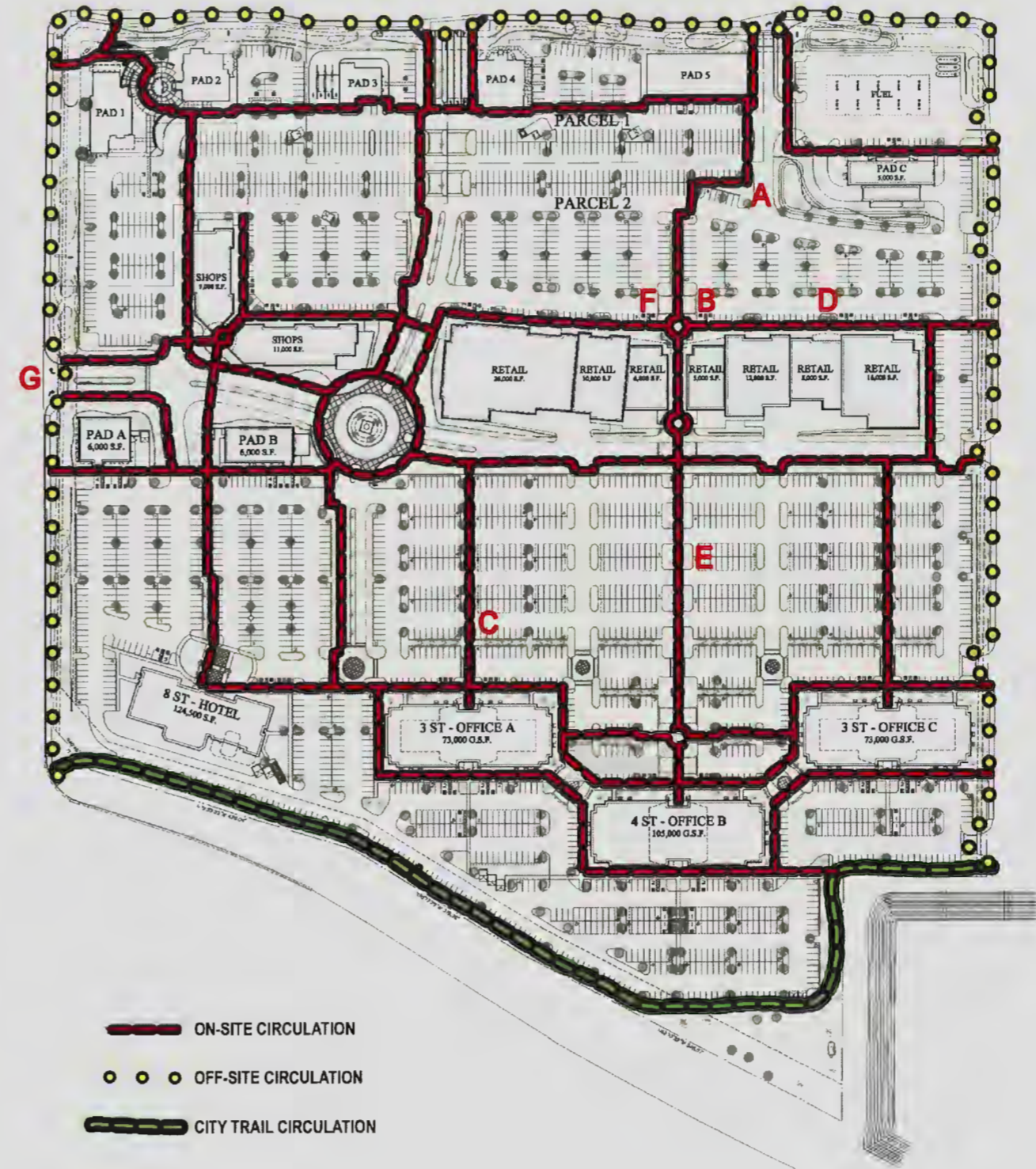
## V. Security Cameras

Security cameras may be allowed subject to review and approval by Committee.

**W. Pedestrian Connectivity**

Hardscape design and pedestrian pathways are an integral component of the Centerscape project. The movement of pedestrians throughout the project should be comfortable and interesting. This will be done through the use of generously landscaped pedestrian paths and connections, enhanced cross walks and pedestrian amenities including sitting and shade areas as depicted on Exhibit 15a. The property will also be provided with hardscape designs involving decorative concrete and paving adjacent to buildings and at entry drives, primary internal drive intersections and crossings for traffic calming.

Exhibit 15a – Pedestrian Pathways



#### IV. ARCHITECTURAL DESIGN STANDARDS

It is the intent of the Guidelines to create high quality architectural standards that promote unity of design and establish an identifiable character for Centerscape through the use of similar massing elements with varying materials and finishes. The Guidelines provide a framework for the development of architectural plans to be consistent with the established design theme of the project and maintain its aesthetic integrity.

As depicted on Exhibit 16, clean lines, massing and details are encouraged as an accompanying link to the office component. Strong horizontal trellis and canopy shade and cover elements along the pedestrian storefronts are required. Vertical elements employing illuminated panels, steel and masonry forms and color are to be used as complimentary accent to the horizontality of the retail frontage. An enhanced level of detail is also encouraged at the pedestrian level of the retail within the hardscape, building base and storefront.

As depicted on Exhibit 17, the architectural style establishes a clean corporate identity for office users. Clean lines, forms and detailing are strongly encouraged for both office and retail buildings. Throughout the development, emphasis should be placed on providing complementary vertical elements and forms. A transition of materials and colors will also be present through the site ranging from cooler neutral colors and materials for the office building and warmer tones and color accents for the retail buildings.

Masonry units will be used to create a common façade accent feature on the various buildings. These accent features will vary in scale and material using masonry units on the office, retail and hotel buildings and into the signage. Decorative hardscape finishes, such as integrally colored concrete and textural accents will be used to enhance the pedestrian experience.

Paragraph B. outlines specific architectural design standards for single-tenant pad buildings.

#### A. Building Form and Design

- 1. Elevations.** Building masses are to be similar in form and character to the Master Conceptual Office Elevations and Conceptual Retail Images. The shapes, textures, heights, proportions, materials and colors are all important aspects of the architectural character. Colors and materials that do not conform shall not be allowed.
- 2. Building rears and sides.** Special attention should be given to the rears and sides of buildings that have frontage on public streets. All sides of buildings are to receive equal architectural treatment. As depicted in Exhibit 15b, large wall planes will be broken up through the use of screen walls of varying heights and offsets, trellises, enhanced landscaping, and horizontal and vertical accents within the building facades.
- 3. Facades.** For the office buildings, crisp lines, simple massing and clean detailing shall be emphasized along with strong horizontal cornice projections. Cooler colors and more refined materials and finishes will also be used. For the retail buildings, long unbroken facades shall not be permitted. Stepping, massing, fenestration or similar architectural treatments will be used to break up building masses. Warmer colors and materials will be introduced along with special color accent fields to enliven the retail character.
- 4. Pedestrian design elements.** Recessed entries, horizontal canopies and other architectural treatments should be used along with adjacent seating elements, pedestrian nodes, plant pots and landscaping to add human scale to the buildings as depicted on Exhibit 15a. (D,F,I & J)
- 5. Roof drainage equipment.** All flat roofs must be below parapets and no roofs may drain over walls. Exterior gutters and downspouts will not be allowed on the office or hotel buildings. Exterior gutters and down spouts will be reviewed on a case-by-case basis for the retail and pad buildings, and must be designed as an architectural element.
- 6. Roof-mounted equipment.** Parapet conditions must be a minimum height to allow full screening of roof-mounted equipment. Further screening requirements are defined in the City of Goodyear Zoning Ordinance.

#### B. Architectural Design Standards for Single-Tenant Pad Buildings

The Architectural Design Standards represented on Exhibits 16

and 17 only apply to the office and retail buildings and the multi-tenant pad buildings. This section shall address Architectural Design Standards for single-tenant pad buildings that are typically leased or owned by Applicants that have a specific need for corporate identity. Single-tenant pad buildings are generally located around the perimeter of the Property and separated from the primary buildings. Therefore, to respond to these Applicant requirements for greater corporate identity they shall be provided an opportunity for additional design flexibility. Design flexibility for single-tenant pad buildings shall be permitted as long as they demonstrate high-quality architectural standards described in these Guidelines and maintain appropriate and harmonious visual ties to the Property. Those visual ties can be achieved through building colors and materials and/or other appropriate techniques such as textures and finishes.

Single-tenant pad buildings are to incorporate materials from the Plant Selection Guide and substantially follow the Master Landscape Plan. The building colors and materials for a single-tenant pad building shall be selected from the Master Materials/Color Board and shall be used to an appropriate extent on all sides of the pad building. To the extent reasonably needed to maintain corporate identity, a single-tenant pad building may incorporate its identifying architecture, colors, materials and/or elements, provided that the identifying colors, materials and/or elements are appropriate and harmonious to the rest of the center. Single-tenant pad buildings that satisfy the criteria in this Paragraph B shall not be required to comply with the Architectural Design Standards represented in the Master Conceptual Elevations or elsewhere in the Guidelines for building form and design that is otherwise applicable to the office and retail buildings and the multi-tenant pad buildings.

Notwithstanding the Architectural Design Standards and Master Conceptual Elevations that apply to office and retail primary buildings and the multi-tenant pad buildings, the plans and elevations for single-tenant pad buildings shall be reviewed through the City's site plan review processes for conformance with the Standards in this Paragraph B rather than the Standards in this Section IV or elsewhere in the Guidelines. Notwithstanding the Standards in this Section IV or elsewhere in the Guidelines, the plans and elevations for single-tenant pad buildings determined by the City's site plan review to be in general conformance with the Standards in this Paragraph B may be approved.



Exhibit 15b – Building Rears and Sides Examples



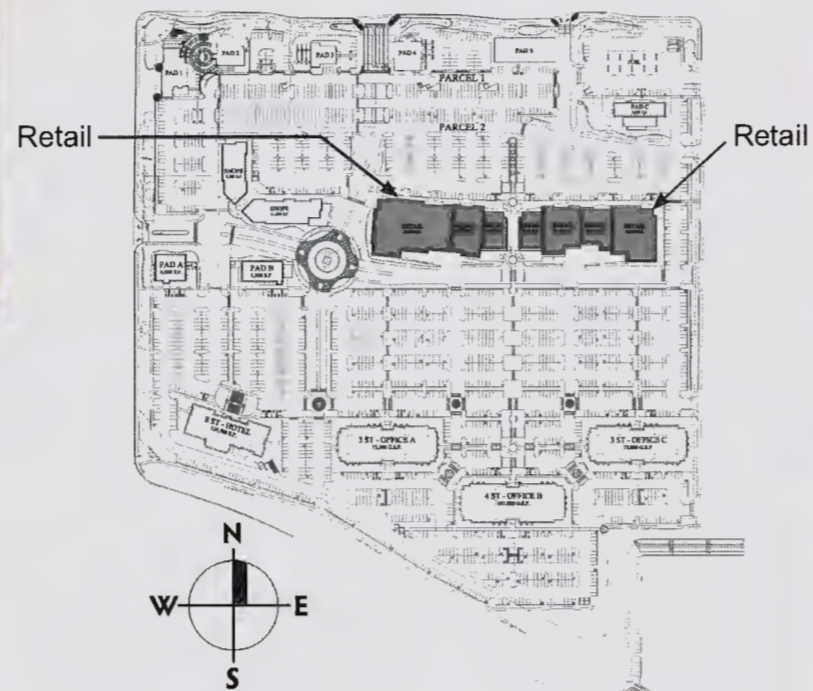
Exhibit 16 – Retail Conceptual Vignettes



A



B



Building Key Plan

Exhibit 17 – Office Conceptual Elevations

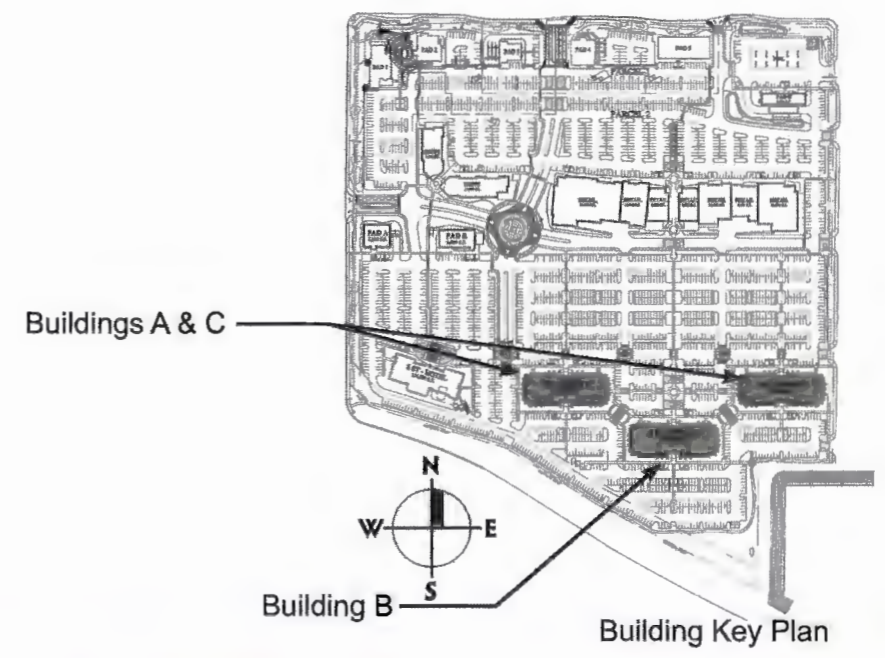
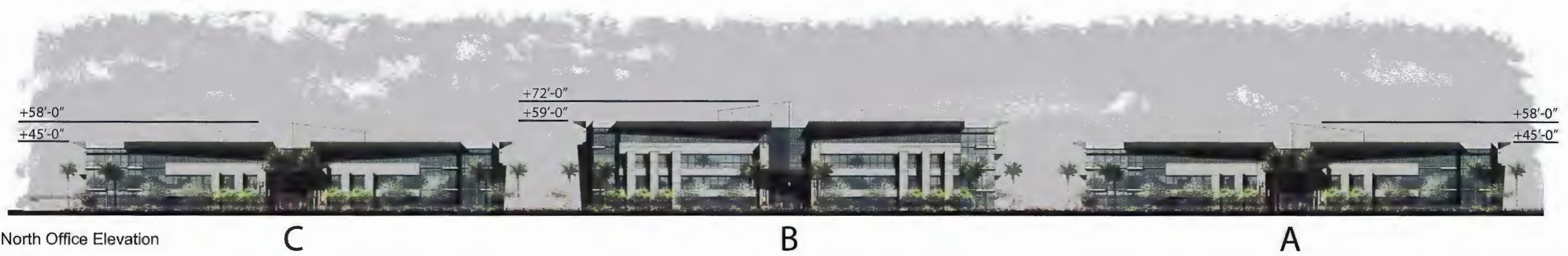
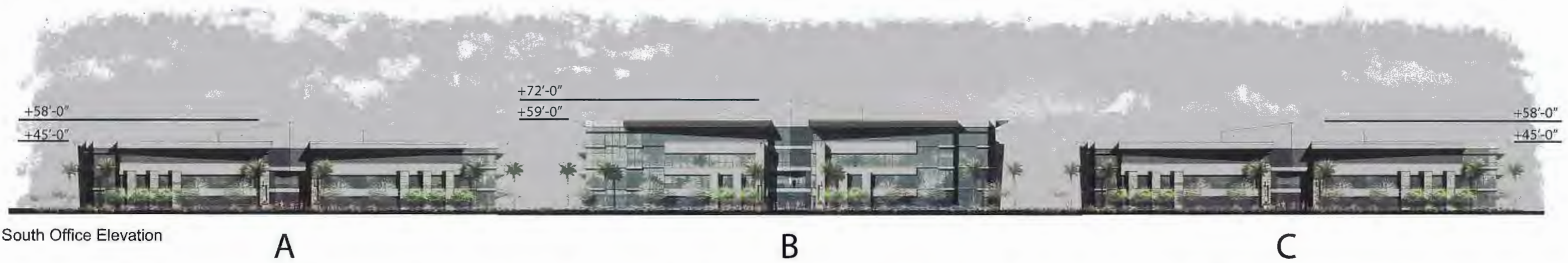


Exhibit 18 – 3 Story Office Buildings A & C



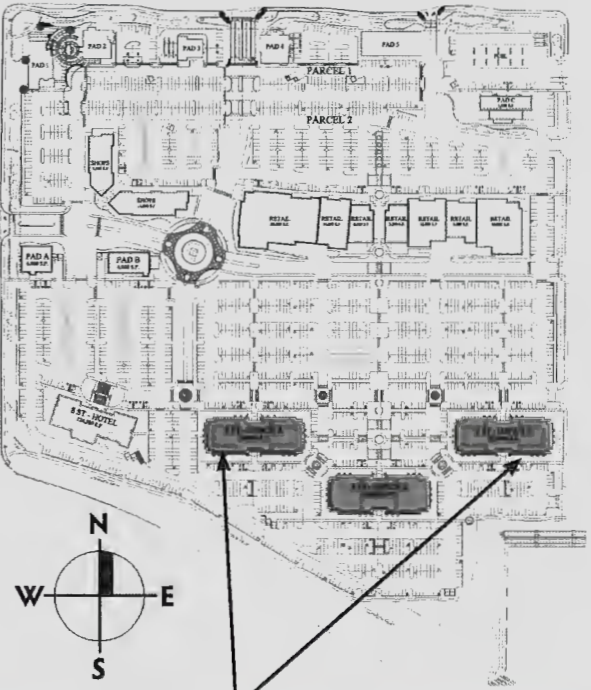
Buildings A and C East and West Elevations (typical of both)



Buildings A and C South Elevation



Buildings A and C North Elevation



Buildings A & C  
Building Key Plan

Exhibit 19 – 4 Story Office Building B

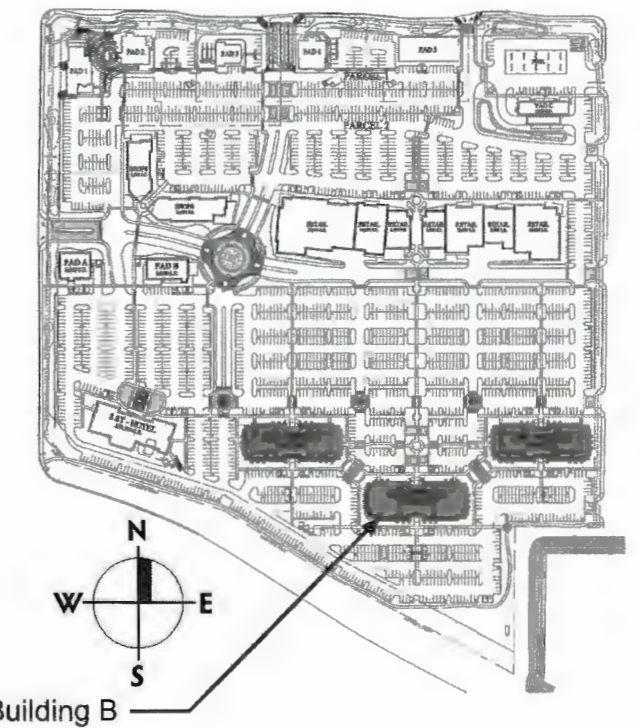


Building B East and West Elevation (typical of both)

Building B North Elevation



Building B South Elevation




Building Key Plan

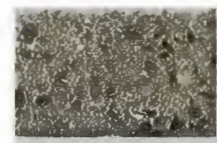
**C. Approved Materials**

Architectural materials and colors are reviewed during the Preliminary Submittal to the Committee. Each Applicant must present a materials board with complete preliminary specifications of finish, color, and if possible, samples of stone and masonry units consistent with Master Materials/Color Board.

The following describes the approved list of materials and finishes.

1. Architectural metal details, including awnings, brackets and other architectural finishes.
2. Poured-in-place or precast concrete, provided that surfaces have a finished surface, smooth or sand blasted, on portions visible to the public. Concrete walls should have architectural relief. Proposals for construction using this type of material will be considered on a case-by-case basis.
3. 8x8x16 and 4x8x16 integral concrete masonry units that match the Project color palette.
4. E.I.F.S. – type systems
5. Natural Stone or Cultured Stone
6. Decorative steel elements
7. Painted surfaces that match the Project color palette
8. Backlit decorative steel
9. Floating steel trellises
10. Clear anodized (silver) storefront systems
11. Metal panels that match the Project color palette
12. Standing seam metal roofs that match the Project color palette
13. Tensile shade structures
14. Monochromatic shade fabric

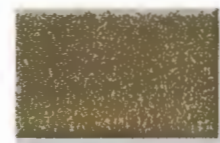
					
DE6212 CRISP MUSLIN	DE6185 LIGHT ASPIRATION	DE6214 PIGEON GRAY	DE6200 HANDWOVEN	DEC793 CHALKY	BLUE-GREEN ECLIPSE ADVANTAGE by PILKINGTON with CLEAR ANODIZED ALUMINUM FRAME
					
DE6360 FOIL	DE6376 LOOKING GLASS	DE6320 PIKE LAKE	DE6060 TWIGHLIGHT TAUPE	DEC795 GRAY PEARL	GLAZING
					
DE6222 WEATHER BOARD	DEA169 PEPPERED MOSS	DE6230 CENTER RIDGE	DE5565 CROCODILE SMILE	DE5774 THUNDERCLOUD	.032 BRIGHT SILVER by LAMINATORS INCORPORATED
					
DE6124 WHOLE WHEAT	DE6034 RAISIN IN THE SUN	DEA155 ARABIAN RED	DE5334 GINGERBREAD HOUSE	DE5332 BURMESE TAN	ROCKY GRAY by ATAS
PAINT COLORS by DUNN EDWARDS					METAL



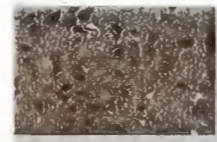
PEBBLE BEACH  
by TRENDSTONE/  
MESASTONE



BONE  
by SUPERLITE



UMBER BROWN  
by SUPERLITE



WALNUT CREEK  
by TRENDSTONE/  
MESASTONE

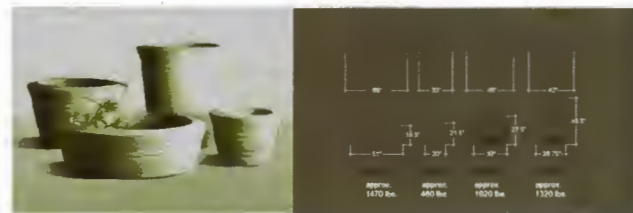
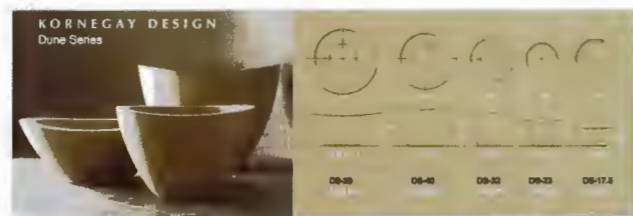


BLACK CANYON  
by TRENDSTONE/  
MESASTONE

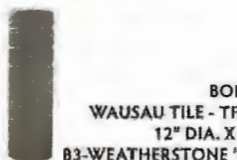


DECORATIVE BLOCK WALL FIELD PATTERN

MASONRY



LANDSCAPE FORMS  
CHASE PARK SERIES



BOLLARD  
WAUSAU TILE - TF60221  
12" DIA. X 40" H.  
B3-WEATHERSTONE 'SAND'

SITE AMENITIES



BAYOU  
by DAVIS COLORS



PEBBLE  
by DAVIS COLORS



SANTA FE  
by DAVIS COLORS

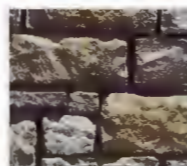


MESA BUFF  
by DAVIS COLORS



PAVESTONE - 'OLD TOWN BLEND'  
CITY STONE I, II, III - RANDOM MOSAIC PATTERN

HARDSCAPE



YORK/LIMESTONE  
by ELDORADO  
STACKED STONE



OVERGROUT JOINT STYLE  
by ELDORADO  
STACKED STONE

STONE

D. Prohibited Materials

1. Asphalt shingles, concrete tiles or clay tiles, wood shake or shingles
2. Wood siding
3. Chain link fencing
4. Old world wrought iron
5. Standard red brick or thin brick
6. Multi-colored and patterned shade fabric

The approval of building exterior materials used within Centerscape – including type, color, texture, durability and the extent of use of any single material or combination of materials – shall be solely at the discretion of the Committee.

E. Architectural Colors

1. Use harmonious and complementary colors to visually unify the buildings.
2. An overall color theme is to be developed with complementary accent colors.
3. Avoid distracting colors, as well as high-contrast graphic patterns on facades.

## V. LANDSCAPE STANDARDS

Exhibit 21 – Master Landscape Plan

All Centerscape Applicants will comply with the Property's established landscaping standards and the minimum requirements of the City of Goodyear, described in this section.

### A. Entrance Landscaping

The entrances to the Centerscape project from Bullard Avenue and McDowell Road will be clearly defined by the use of low-entry monument walls, decorative paving, theme trees and date palms. The use of flowering groundcovers, small annual areas and limited turf areas will enhance and announce the entries.

### B. Perimeter Landscaping

The perimeter landscaping will present to the street a low-water use, lush landscape theme. The use of specimen trees, flowering ground covers and shrubs will provide a lush feel year-round.

### C. Parking Lot and Driveway Landscaping

The driveways will be enhanced with areas of decorative paving, theme trees and bold accent plantings, which will delineate the major routes and traffic flows. The parking areas will have shade trees and accent shrubs. The layout of these areas is to be separated into smaller sections by the use of islands and drives.

### D. Pedestrian Area

Pedestrian areas within Centerscape will encourage people to stroll and experience this exciting development. The use of building canopies and large shade trees will provide shade. Site amenities such as decorative paving, benches, seatwalls, and large pots will enhance the ambience and encourage interaction among the uses of the Property.

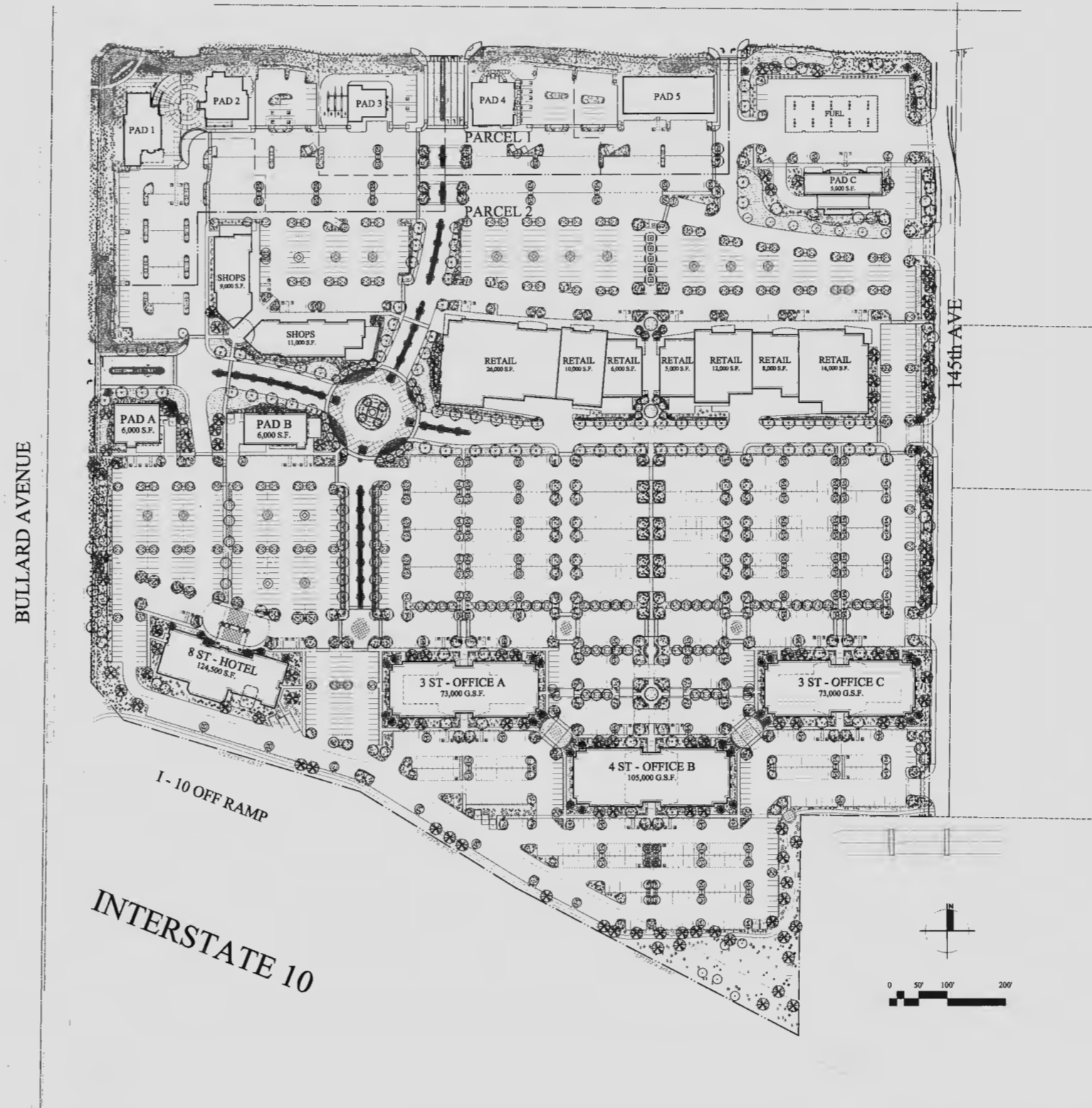


Exhibit 22 – Plant Selection List

COMMON NAME	BOTANICAL NAME	SIZE	COMMON NAME	BOTANICAL NAME	SIZE
<b>TREES</b>					
Arizona Native Mesquite	Prosopis velutina	36" box	Red Bird of Paradise	Caesalpinia pulcherrima	5 gal.
Blue Palo Verde	Parkinsonia florida	36" box	Red Yucca	Hesperaloe parviflora	5 gal.
Common Oleander (Red) Single Trunk Tree Form	Nerium oleander	24" box	Sage Species	Leucophyllum sp.	5 gal.
Date Palm	Phoenix dactylifera	17 t.f.	Ruellia Species	Ruellia sp.	5 gal.
Desert Museum Palo Verde	Parkinsonia x 'Desert Museum'	24"-36" box	Silver-Leaf Cassia	Cassia phyllodenia	5 gal.
Evergreen Elm	Ulmus parviflora	36" box	Smooth Agave	Agave desmettiana	5 gal.
Evergreen Bird of Paradise	Caesalpinia mexicane	24" box	Spanish Bayonet	Yucca aloifolia	15 gal. multi
Heritage Oak	Quercus virginiana	24" box	Toothless Desert Spoon	Dasyilirion longissimum	5 gal.
Hybrid Palo Verde	Cercidium 'hybrid'	36" box	Trailing Indigo Bush	Dalea greggii	5 gal.
Mediterranean Fan Palm	Chamaerops humilis	24" box	Twin Flower Agave	Agave gemniflora	5 gal.
Mexican Bird of Paradise	Caesalpinia mexicana	24" box	'Valentine' Bush	Eremophylla 'Valentine'	5 gal.
Oleander Standard	Nerium oleander	24" box	Yellow Bird of Paradise	Caesalpinia mexicana	5 gal.
Palo Brea	Parkinsonia praecox	24" box	<b>GROUNDCOVER</b>		
Saguaro	Carnegiea gigantean	8' min. ht.	Annuals		4" pots
Sissoo	Dalbergia sissoo	24" box	Bush Morning Glory	Convolvulus cneorum	1 gal.
Swan Hill Olive	Olea Europaea	24" box multi	Gold Mound Lantana	Lantana montividentis 'Gold Mound' or Purple Mound	1 gal./36" o.c. (50-50 mix)
Sweet Acacia	Acacia smallii	24" box	'Little Katie' Ruellia	Ruellia brittoniana 'Little Katie'	1 gal./18" o.c.
Texas Honey Mesquite	Prosopis glandulosa	36" box	<b>OTHER MATERIALS</b>		
Texas Mountain Laurel	Sophora secundiflora	24" box	Turf:	'Mid-Iron' Sod	
Thornless Chilean Mesquite	Prosopis chilensis	24" box	Concrete Headers	4" x 6"	
Willow Acacia	Acacia salicina	24" box	Boulders: Surface Select Granite	4' x 4' x 4' / 2 ton minimum; bury 1/3 minimum	
<b>SHRUBS</b>			Decomposed Granite:	'Express Brown' 3/4" screened, 2" cover	
Agave Species	Agave sp.	5 gal.	Granite rip rap to match D.G.	6" to 12", place at all curb cuts to control erosion	
Baja Fairy Duster	Calliandra Californica	5 gal.			
Bougainvillea	Bougainvillea 'Barbara Karst'	5 gal.			
Compact Texas Ranger	Leucophyllum frutescens 'Compacta'	5 gal.			
Chuparosa	Justicia californica	5 gal.			
Dalea Species	Dalea sp.				
Damianita	Chrysactinia mexicana	5 gal.			
Deer Grass	Muhlenbergia sp.	5 gal.			
Desert Cassia	Cassia phyllodenia	5 gal.			
Desert Milkweed	Asclepias subulata	5 gal.			
Desert Spoon	Dasyilirion wheeleri	5 gal.			
Fairy Duster	Calliandra eriophylla	5 gal.			
Giant Hesperaloe	Hesperaloe funifera	5 gal.			
Gopher Plant	Euphorbia ridgida	5 gal.			
Green Cloud Sage	Leucophyllum frutescens 'Green Cloud'	5 gal.			
Indian Fig	Opuntia ficus indica	5 gal.			
Petite Pink Oleander	Nerium oleander 'Petite Pink'	5 gal.			
Purple Hop Bush	Dodonaea viscosa	5 gal.			



## E. Plant Selection Guide

It is the intent of the Guidelines to establish consistency in the landscaping materials used throughout the Property.

The Plant Selection List shown on Exhibit 22, consists of plant materials that have low water requirements and are compatible with the Centerscape streetscape. Plants that have higher water usage, such as turf, are to be used in carefully designed focal areas to achieve a formal effect.

Plant material not on the list will be considered by the Committee on a case-by-case basis.

## F. General Landscaping Guidelines

- 1. Professional landscape design.** Landscaping plans must be prepared by a landscape architect registered in the State of Arizona.
- 2. Committee review of landscape plans.** All Applicant landscaping will be reviewed by the Committee to ensure quality and consistency.
- 3. Unplanted areas.** Large non-vegetated areas are not permitted. In landscaped areas where turf is not used, a minimum of 60% of the total area must be planted with shrubs and groundcover. An exception is made for areas designated for future development. These areas must be in a neat and weed-free condition, and dust-control methods must be used if conditions require.
- 4. Berms to screen high walls.** Landscape berms are encouraged to reduce the visual impact of high walls. Slopes of berms must not exceed 4:1.
- 5. Plantings to emphasize entries.** Landscaping should be used to emphasize building entries and to screen service areas.
- 6. Plantings to screen unattractive areas.** Landscaping such as walls, berms, plantings and innovative site design will be required to screen unattractive site features or uses from public view. Areas of concern include, but are not limited to: service areas, roll-up doors, refuse collection areas, and vehicle storage areas.
- 7. Landscaping clearance.** Landscaping shall have a 7' minimum clearance from fire protection equipment in all directions to any plant material and a 13'-6" vertical clearance.

## G. Landscaping Materials

- 1. Landscape materials.** All landscaping materials within the Property must be chosen from the Plant Selection List.
- 2. Landscaping materials in other areas.** Landscape materials for use in courtyards, entryways, and other special interior areas may be chosen by the Applicant but shall be compatible with the Plant Selection List. Proposed materials are subject to approval by the Committee.
- 3. Decomposed granite.** All decomposed granite must be Express Brown 3/4" screened, spread 2" deep.
- 4. Rip Rap.** All rip rap shall be fractured decomposed granite in Express Brown, sized and placed in accordance with the civil engineers recommendation. If grouted rip rap is required by the flow volume, fractured decomposed granite shall be hand placed abutting one another in a contoured grout bed with the stone faces visible.

## H. Irrigation Standards

- 1. Coverage.** All landscape material shall be provided with adequate irrigation coverage.
- 2. Heads and emitters.** The use of low-gallon heads is encouraged for turf areas. A drip emitter system is preferred for plants in non-turf areas.
- 3. Nuisance water.** All nuisance water must be retained on site.

### I. Maintenance of Landscaping

Landscape in Common Areas will be maintained by the Declarant and/or Property Owners Association under the CC&Rs.

All landscaping on a Parcel that is not within Common Areas shall be maintained or cause to be maintained by the Owner.

- **Ongoing plant care.** All plantings are to be maintained in healthy growing condition. Fertilization, cultivation, and pruning must be carried out on a regular basis. Insect infestations, fungal problems, and any other unsightly or contagious problem must be attended to promptly and effectively.

- **Dead or dying plants.** Dead or dying plants must be removed and replaced promptly.
- **Irrigation.** All plantings are to be irrigated as often as necessary to provide healthy growing conditions. Buried irrigation lines and emitters that become exposed must be reburied. Damaged portions of irrigation systems must be repaired promptly.
- **Turf.** All lawns shall be kept neat and mowed to a maximum of two inches in height.
- **Hardscape.** Hardscape must be kept swept, raked, or washed, as appropriate. Accretions such as chewing gum and grease must be removed regularly. Gravel must be replaced if it becomes sparse.
- **Litter.** All litter must be cleaned from the landscaping on a regular basis.

## VII. COMPREHENSIVE SIGN PACKAGE

### A. Introduction

All signage elements for Centerscape focus on a simple vocabulary of materials and colors. The design has been developed to complement the variety of uses - tailored to echo the office use, while employing color and lighting techniques to bring heightened interest to retail visitors.

Color and materials have been selected to complement the architectural style of the overall project, but introducing a palette of metallic colors to insure clear and distinct visibility for visitor convenience.

### 1. Logo Design

The Centerscape logo, at its core, symbolizes not only the physical center of this project - a uniquely designed roundabout that will mark the heart of the site, but also the idea that Centerscape embodies the heart of the new community in the West Valley. The activities of retail, restaurant, hotel and office users will create a vibrant center - and the logo is designed to convey this interchange and synergy of activity in the central interlocking graphic at the logo's center.

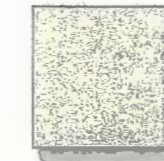
The style both of the logo graphic and the accompanying logotype at once support the office amenities and the more active retail amenities of this project. Modern and expansive, the logo portrays not only the name "Centerscape", but also the vast potential of this project and the emerging West Valley of which it is a vibrant part.



### 2. Signage Color Palette

Throughout the Property, an efficient palette of materials and colors is to be employed in the signage elements. The use of metallic paint tones will bring a clean, tailored and unique feel to this project. The colors bring in hue and tones from the desert surroundings, while the metallic finish will bring a fresh, modern presentation to the visitor. For selected elements, the stone masonry used as accent on the office buildings is incorporated to further tie the signage to the architectural feel of the overall project.

(The colors shown here are meant to replicate the metallic paint that is specified for the signage elements, but may not be exact as the paint will have a subtle metallic finish when installed.)



Ivory Plex/Vinyl



Matthews 281342SP,  
Brushed Aluminum



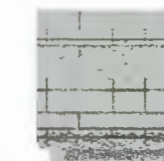
Matthews MP64935  
R94033 Custom  
Green Metallic



Matthews MP21944  
R94033 Smooth  
Copper Metallic



Matthews MP20185  
R94033 Bell Metal  
Bronze Metallic

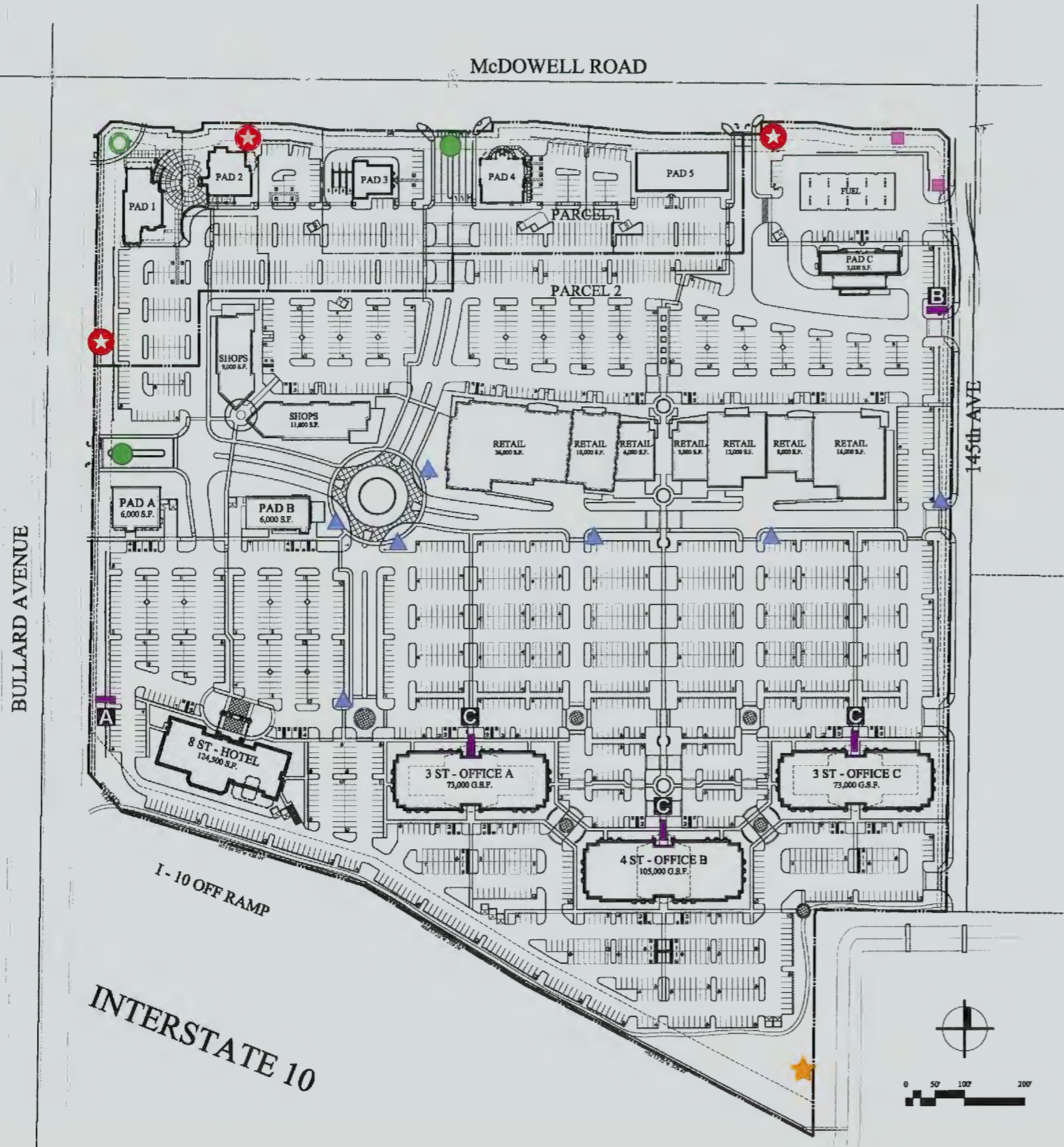


Architectural  
Masonry/Stone



Warmtone Argon/  
Neon Lighting

B. CENTERSCAPE - SIGN LOCATION PLAN AND SIGN HIERARCHY



SIGN HIERARCHY

- ★ FID.1 - Multi-Tenant/Project ID Freeway Pylon
- ★ (in red circle) PID.1 - Major Multi-Tenant/ Project ID Monument
- (in green circle) PID.2 - Project ID Monument - Corner
- (in green circle) PID.2a - Project ID Monument - Median
- (in purple) PID.3 - Minor Multi-Tenant/Project ID Monument (3 variations, A, B and C)
- ▲ (in blue) VD.1 - Vehicular Directional
- (in purple) SS.1 - Service Station Tenant ID/Pricing Monument

Not located on plan -  
Regulatory Sign types:  
Fire lane signs, H/C parking markers, Stop signs.

**C. Sign Package Overview**

The sign program for Centerscape provides for a consistent presentation for Project Identification, while allowing adequate representation for a variety of project tenants and owners (the "Tenants"), and providing for clear directionals throughout the project.

There are 2 sign types that provide strictly Centerscape identification:

- PID.2 - Project ID Monument - Corner
- PID.2a - Project ID Monument - Median

The package includes 3 sign types that provide Multiple Tenant Identification as well as Project Identification:

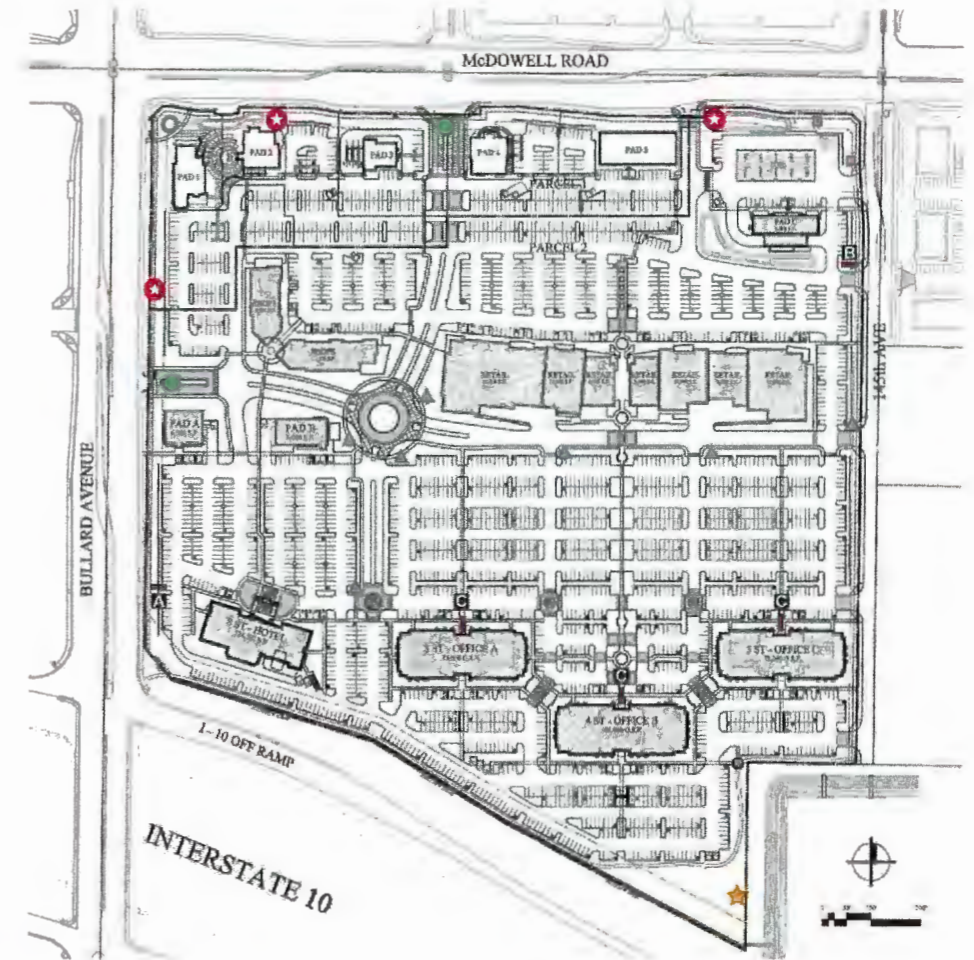
- FID.1 - Multi-Tenant/Project ID Freeway Pylon
- PID.1 - Major Multi-Tenant/ Project ID Monument
- PID.3 - Minor Multi-Tenant/Project ID Monument (3 variations, A, B and C)

Informational/Directional sign types include:

- VD.1 - Vehicular Directional
- SS.1 - Service Station Tenant ID/Pricing Monument (allowed only with the approval of a Use Permit)
- REG.1 - Vehicular Regulatory - Fire Lane/Stop
- REG.2 - H/C Parking Marker



★ FID.1 - Multi-Tenant/Project ID Freeway Pylon



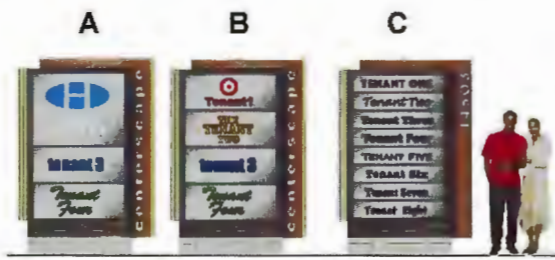
● PID.2 - Project ID Monument - Corner



● PID.2a - Project ID Monument - Median



★ PID.1 - Major Multi-Tenant/Project ID Monument



■ PID.3 - Minor Multi-Tenant/Project ID Monument



▲ VD.1 - Vehicular Directional



■ SS.1 - Service Station Tenant ID/Pricing Monument



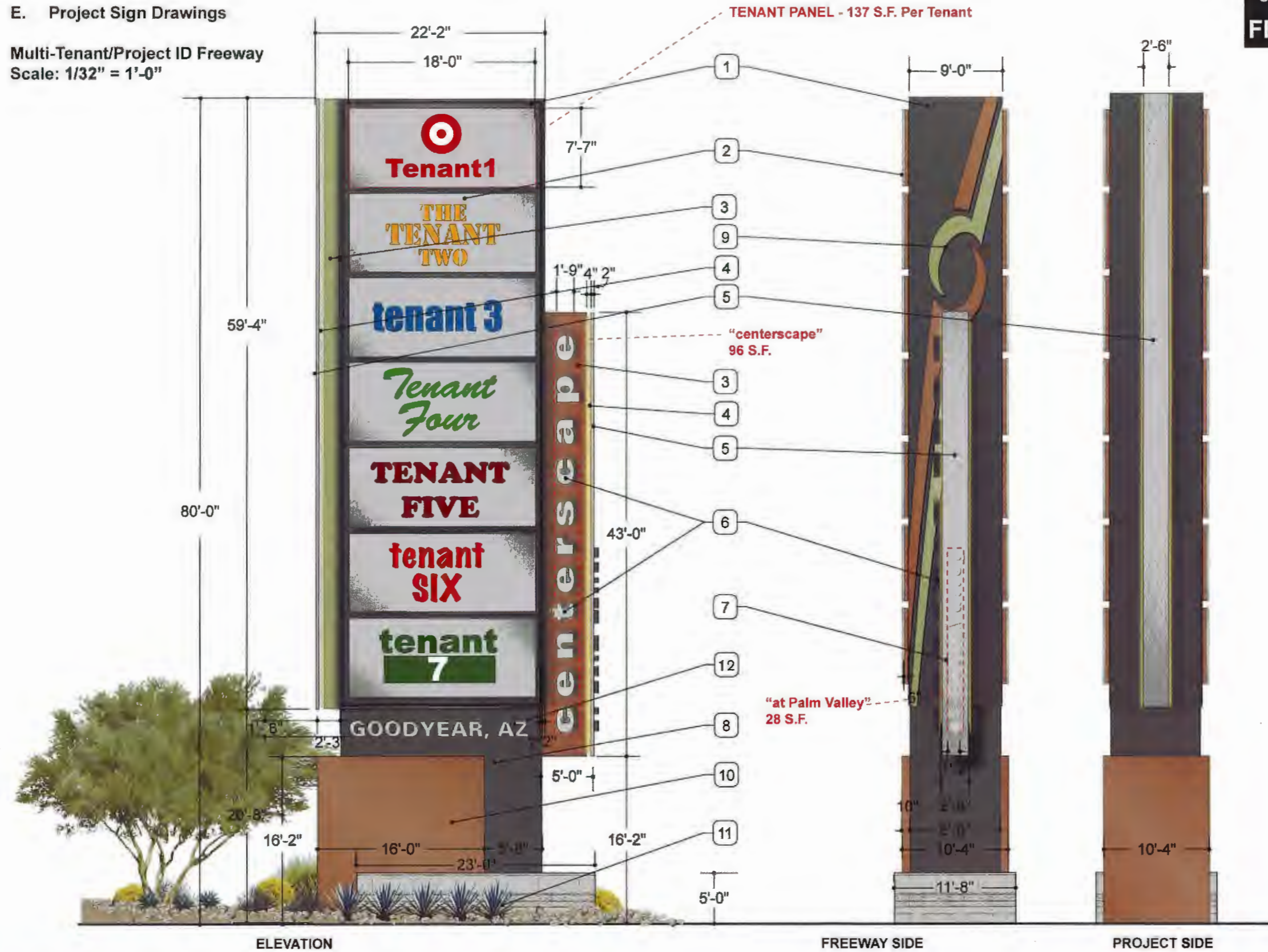
REG.1 and 2 - Vehicular Regulatory

D. Project Signage Matrix

CENTERSCAPE						
PROJECT IDENTIFICATION SIGN MATRIX						
Freestanding Signs						
Sign Type	Function	Location	Height	Sign Area	Illumination	Materials
TYPE FID.1 Freeway Pylon	Project Identification Major Retail Tenant Identification	Southeast tip of property along I-10	Sign structure -80'-0"	Project logotype -123 SF Per Tenant Panel - 137 SF	Internally illuminated	metallic painted aluminum, acrylics, spray texture on base
TYPE PID.1 Major Multi-Tenant Project ID Monument	Project Identification Retail Tenant Identification	3 locations: 1 on Bullard, 2 on McDowell	Sign structure - 14'-6"	Project logotype - 11 SF Project Logo - 5 SF Per Tenant Panel - 12 SF	Internally Illuminated	metallic painted aluminum, acrylics, masonry base
TYPE PID.2 Project Identification Corner Monument	Project Identification	Corner of Bullard and McDowell	Sign structure - 5'-0"	Overall sign - 105 SF	Internally illuminated	metallic painted aluminum, acrylics, masonry uprights, translucent vinyl logo graphic
TYPE PID.2a Project Identification Median Monument	Project Identification	2 locations: Main Entries off Bullard and McDowell	Sign structure - 3'-0"	Overall sign - 49 SF	Internally illuminated	metallic painted aluminum, acrylics, masonry uprights, translucent vinyl logo graphic
TYPE PID.3A Minor Multi-Tenant Project Monument	Project Identification Hotel and Retail Tenant Identification	On Bullard	Sign structure - 8'-0"	Project logotype - 3 SF Project Logo - 2 SF Double Tenant Panel - 11 SF Single Tenant Panel - 6 SF	Internally illuminated	metallic painted aluminum, acrylics, masonry base
TYPE PID.3B Minor Multi-Tenant Project Monument	Project Identification Retail Tenant Identification	On 145th Ave.	Sign structure - 8'-0"	Project logotype - 3 SF Project Logo - 2 SF Single Tenant Panel - 6 SF	Internally illuminated	metallic painted aluminum, acrylics, masonry base
TYPE PID.3C Minor Multi-Tenant Project Monument	Office Tenant Identification	At each Office Building Entry	Sign structure - 8'-0"	Project Logo - 2 SF Single Tenant Panel - 3 SF	Internally illuminated	metallic painted aluminum, acrylics, masonry base
TYPE VD.1 Vehicular Directional	Vehicular traffic direction	7 locations: Various, see sign location plan	Sign structure - 4'-6"	Overall sign - 24 SF	Non- illuminated	metallic painted aluminum/steel post, reflective vinyl
TYPE SS.1 Service Station Pricing Monument	Service Station Tenant Identification and Pricing Reader Board	2 locations: On McDowell and on 145th Ave.	Sign structure - 6'-0"	Overall Sign - 24 SF max. Pricing Rdr Board - 16 SF max.	Internally illuminated	metallic painted aluminum, acrylics

E. Project Sign Drawings

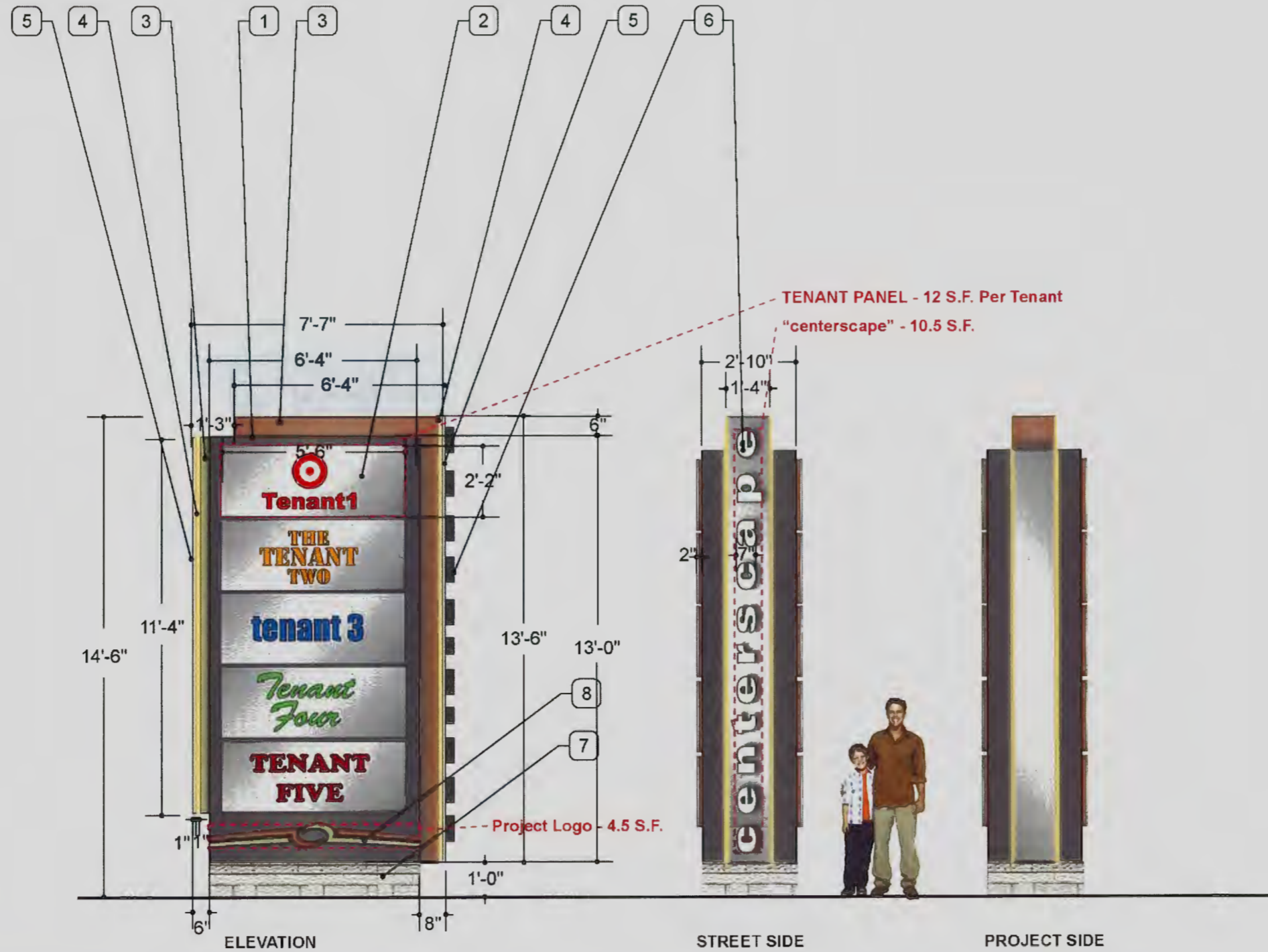
Multi-Tenant/Project ID Freeway  
Scale: 1/32" = 1'-0"



Sign type  
**FID.1**

- Notes**
1. Fabricated aluminum tenant panel cabinet - painted to match PMS 8404. East/west faces have a 2" x 2" reveal at outer border edge as shown. Outer border is fabricated aluminum and is 2" all around.
  2. Fabricated aluminum tenant panels. Panel is painted to match PMS 877. Panels are held off of main sign cabinet with 6" returns painted to match PMS 876. Tenant copy is routed and plex backed. Tenants are allowed corporate type/logo and corporate color.
  3. Fabricated accent sign cabinets. Cabinets are painted as shown - PMS 8344 and PMS 876. Both cabinets attach to main tenant panel cabinet.
  4. Warmtone Argon/neon. Cavity has clear plex cover lens between accent cabinet and outer brushed aluminum panel.
  5. Outer aluminum panel-fabricated to be 2", painted to match PMS 877.
  6. Reverse pan channel individual letters with routed openings for face illumination - LED illuminated with translucent plex faces, color ivory. Returns are 6" and both returns and border edge on face of letter are painted to match PMS 8404.
  7. Reverse pan channel individual letters with routed openings for face illumination - LED illuminated with translucent plex faces, color ivory. Returns are 4" and both returns and border edge on face of letter are painted to match PMS 8404.
  8. Fabricated metal base - paint to match PMS 8404C (not metallic, match hue only). Provide spray/textural finish. Metal veneer conceals steel support as required.
  9. Centerscape logo graphic painted on 1/4" FCO metal substrate, flush mounted to main cabinet - paint logo parts to match PMS 876 and PMS8344 as shown. Paint edges to match faces.
  10. Fabricated metal cabinet wraps overall base - extends on north side to wrap to opposite face. Paint to match PMS 876.
  11. Masonry base to match use of architectural stone on office buildings.
  12. Reverse pan channel individual letters with LED halo illumination. Letterforms are painted to match PMS 877 Metallic (natural brushed aluminum) Returns are 4".

Major Multi-Tenant/ Project ID Monument  
Scale: 1/4" = 1'-0"



TENANT PANEL - 12 S.F. Per Tenant  
"centerscape" - 10.5 S.F.

Project Logo - 4.5 S.F.

Notes

1. Fabricated aluminum tenant panel cabinet - painted to match PMS 8404.
2. Double sided changeable tenant panels are fabricated "lids" painted to match PMS 877. Tenant copy is routed and backed with plex. For Hotel and Retail tenants, corporate color in logo/logotype will be allowed. Returns that hold tenant panels off back cabinet are painted to match PMS 876.
3. Fabricated accent sign cabinets. Cabinets are painted as shown - PMS 8344 and PMS 876. Both cabinets attach to main tenant panel cabinet.
4. Warmtone Argon/neon. Cavity has clear plex cover lens between accent cabinet and outer brushed aluminum panel.
5. Outer brushed aluminum panel-fabricated to be 1", painted to match PMS 877. This outer panel is aligned with faces of green and copper accent cabinet and acts as cap to clear lens for neon accent light.
6. Reverse pan channel individual letters with routed openings for face illumination - LED illuminated with translucent plex faces, color ivory. Returns are 2" and both returns and border edge on face of letter are painted to match PMS 8404.
7. Masonry base. Coordinate with architect for block selection to match proposed office building block.
8. 1/8" FCO aluminum logo, painted to match colors as shown - flush mounted to main cabinet.

Sign type  
PID.1



Notes

1. Fabricated sign cabinet. Cabinet is painted in two colors as shown, PMS 876 Copper, and PMS8344 Green. Sides, top and bottom to match corresponding face color. Cabinet sandwiches between upright masonry columns as shown. Cabinet has inner structure that allows full cantilever from stone uprights. Coordinate attachment requirements.

2. Applied translucent vinyl logo - applied over painted cabinet face. Use 3M day/night film, smoke gray 3635-91 to achieve optimum translucency.

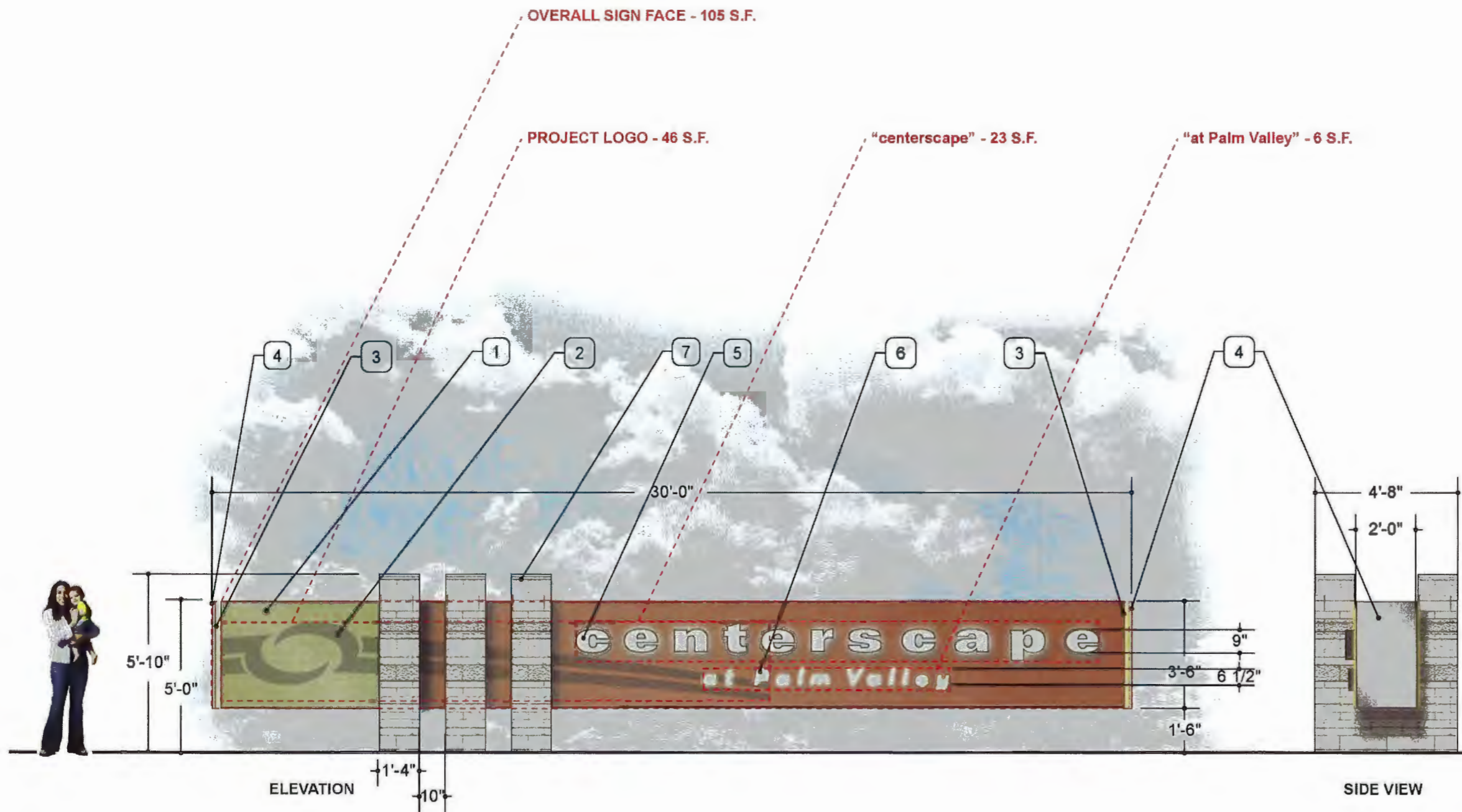
3. Warmtone Argon/neon. Cavity has clear plex cover lens between accent cabinet and outer brushed aluminum panel.

4. Outer aluminum panel-fabricated to be 1", painted to match PMS 877.

5. Reverse pan channel individual letters with routed openings for face illumination - LED illuminated with translucent plex faces, color ivory. Returns are 3° and both returns and border edge on face of letter are painted to match PMS 8404.

6. Routed, plex backed letters with ivory plex, internally illuminated.

7. 16" x 16" column face stone/masonry "U"-shaped upright supports sign cabinet - material is matched to current architectural columns on office building. Stone conceals inner steel support columns as required. Coordinate attachment to horizontal sign cabinet to allow full cantilever as shown.

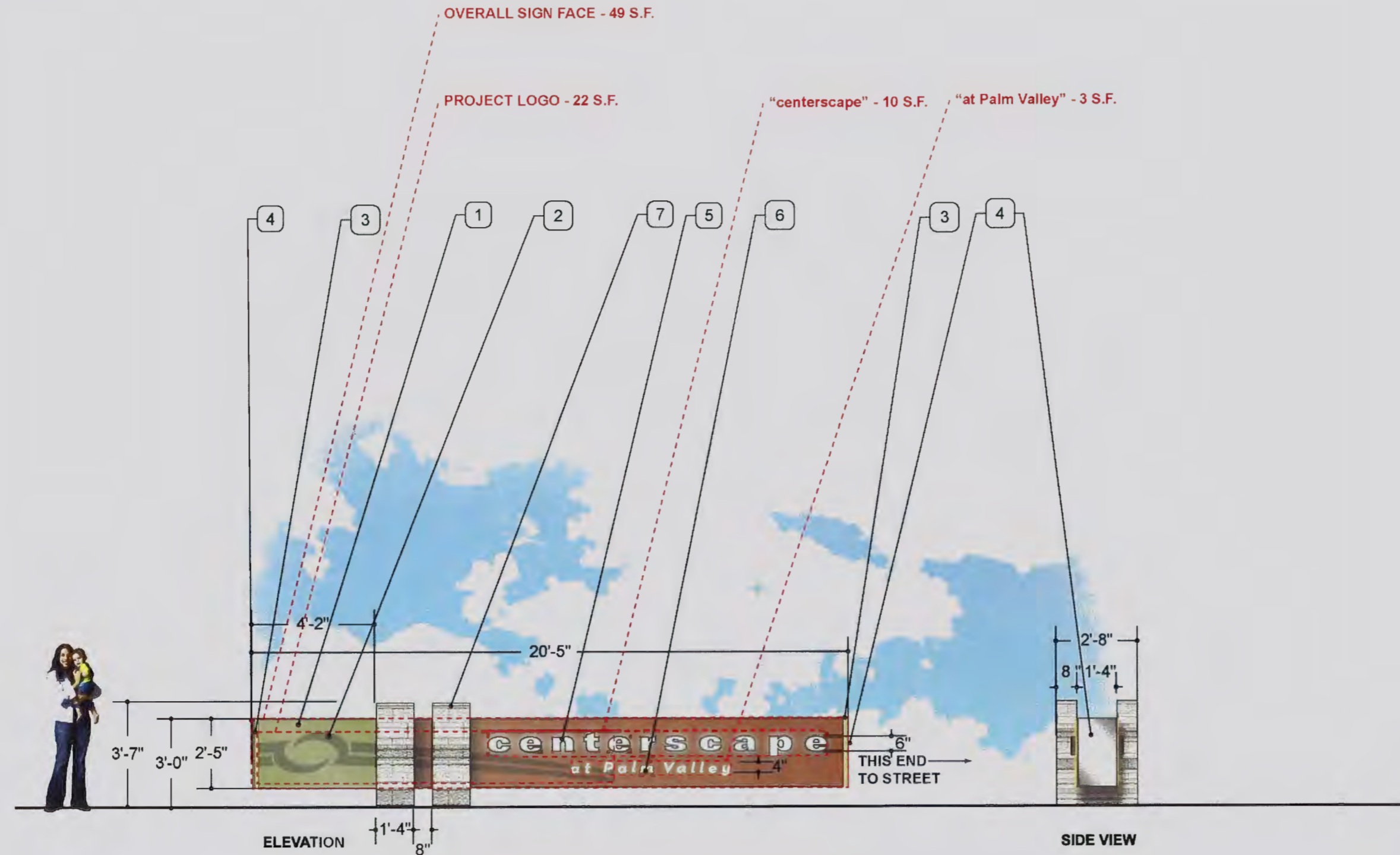


Sign type

PID.2







Notes

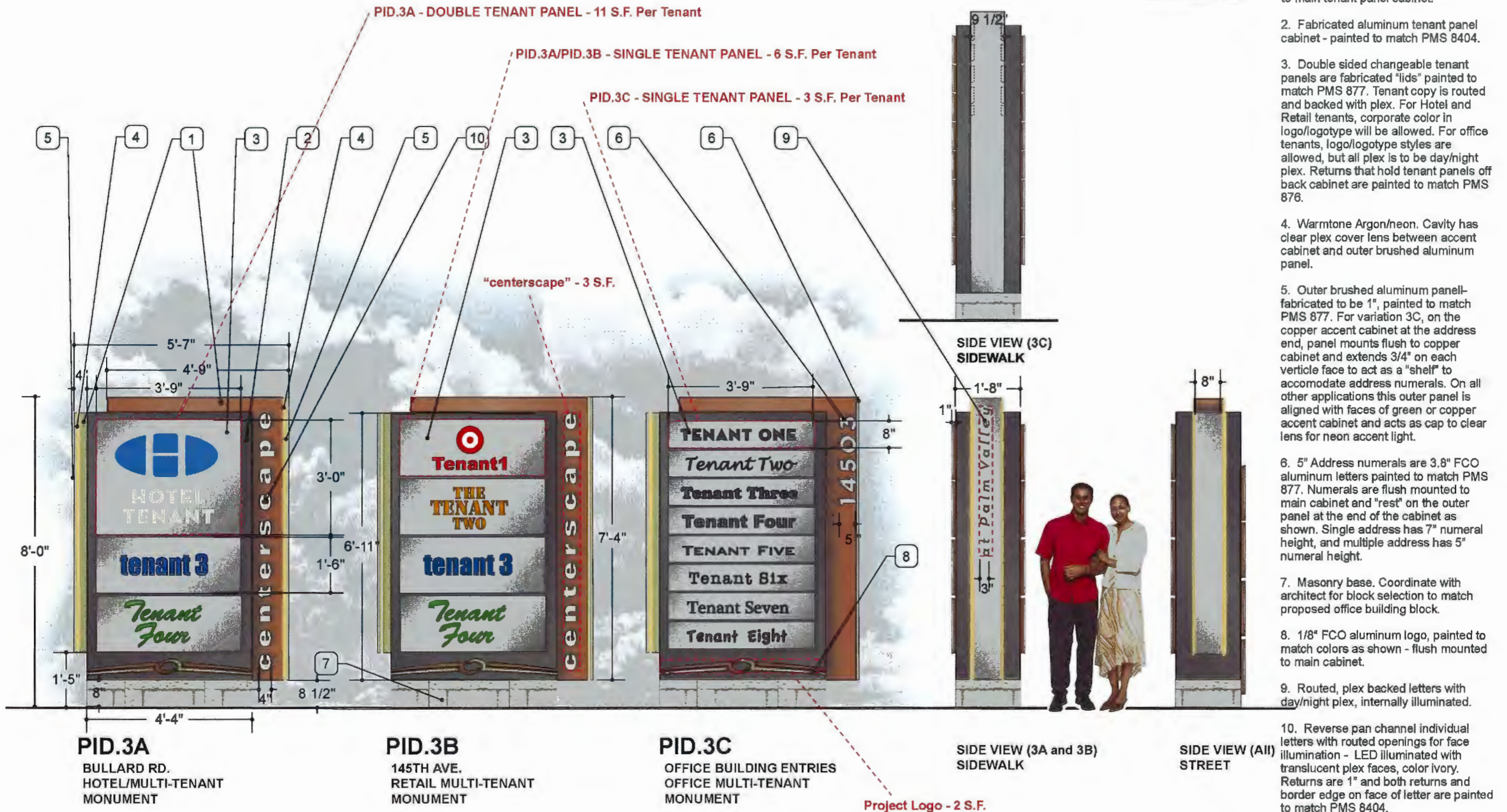
- THIS SIGN IS DOUBLE-SIDED
1. Fabricated sign cabinet. Cabinet is painted in two colors as shown, PMS 876 Copper, and PMS8344 Green. Sides, top and bottom to match corresponding face color. Cabinet sandwiches between upright masonry columns as shown. Cabinet has inner structure that allows full cantilever from stone uprights. Coordinate attachment requirements.
  2. Applied translucent vinyl logo - applied over painted cabinet face. Use 3M day/night film, smoke gray 3635-91 to achieve optimum translucency. Use 3M day/night film, smoke gray 3635-91 to achieve optimum translucency.
  3. Warmtone Argon/neon. Cavity has clear plex cover lens between accent cabinet and outer brushed aluminum panel.
  4. Outer aluminum panel-fabricated to be 1", painted to match PMS 877.
  5. Reverse pan channel individual letters with routed openings for face illumination - LED illuminated with translucent plex faces, color ivory. Returns are 3" and both returns and border edge on face of letter are painted to match PMS 8404.
  6. Routed, plex backed letters with ivory plex, internally illuminated.
  7. 16" x 8" column face stone/masonry "U"-shaped upright supports sign cabinet - material is matched to current architectural columns on office building. Stone conceals inner steel support columns as required. Coordinate attachment to horizontal sign cabinet to allow full cantilever as shown.

Sign type  
**PID.2a**

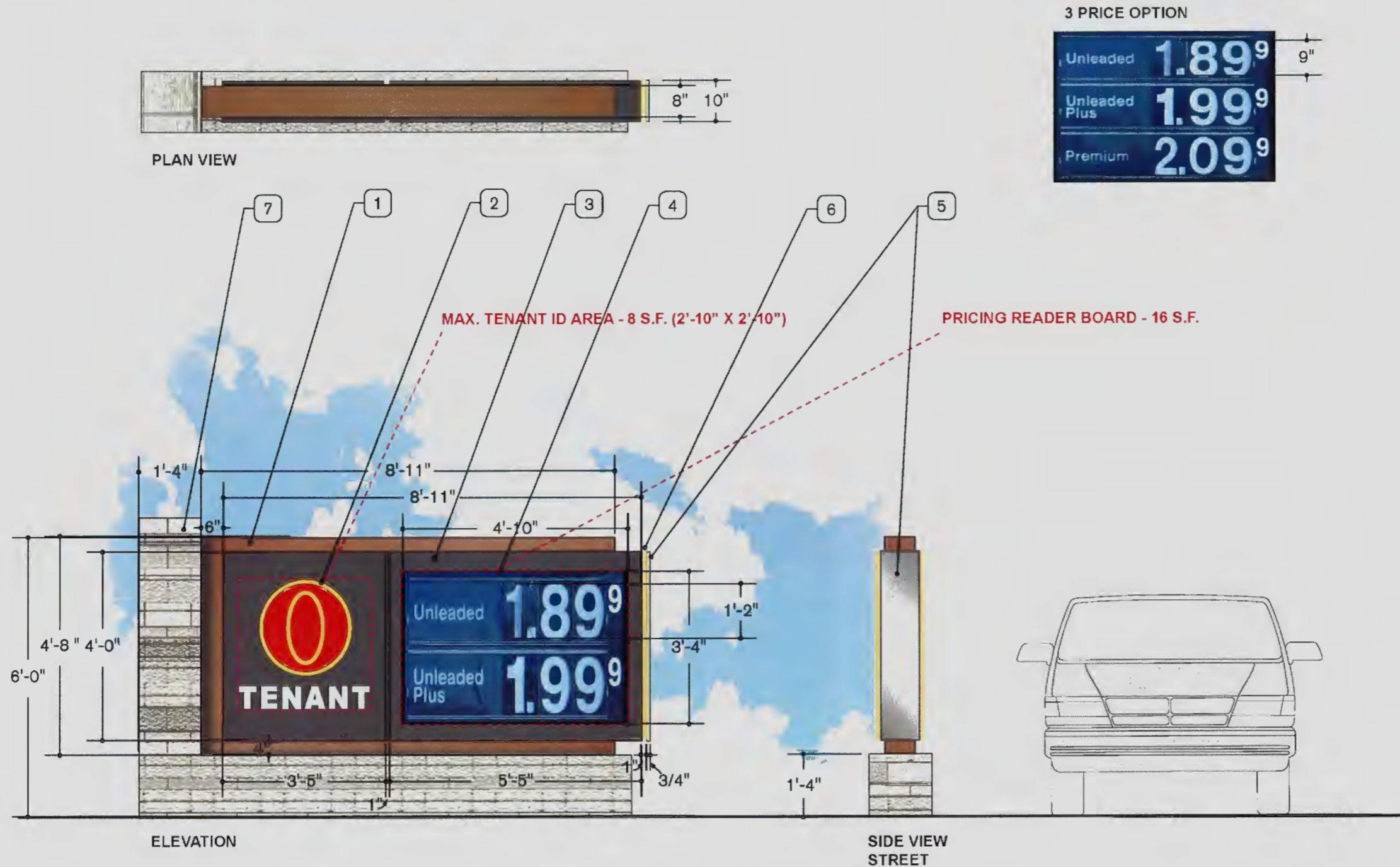
Minor Multi-Tenant/Project ID Monument (3 variations, A, B and C)  
 Scale: 3/8" = 1'-0"

Sign type  
**PID.3**  
 series

Notes  
 1. Fabricated accent sign cabinets. Cabinets are painted as shown - PMS 8344 and PMS 876. Both cabinets attach to main tenant panel cabinet.  
 2. Fabricated aluminum tenant panel cabinet - painted to match PMS 8404.  
 3. Double sided changeable tenant panels are fabricated "lids" painted to match PMS 877. Tenant copy is routed and backed with plex. For Hotel and Retail tenants, corporate color in logo/logotype will be allowed. For office tenants, logo/logotype styles are allowed, but all plex is to be day/night plex. Returns that hold tenant panels off back cabinet are painted to match PMS 876.  
 4. Warmtone Argon/neon. Cavity has clear plex cover lens between accent cabinet and outer brushed aluminum panel.  
 5. Outer brushed aluminum panel-fabricated to be 1", painted to match PMS 877. For variation 3C, on the copper accent cabinet at the address end, panel mounts flush to copper cabinet and extends 3/4" on each verticle face to act as a "shelf" to accomodate address numerals. On all other applications this outer panel is aligned with faces of green or copper accent cabinet and acts as cap to clear lens for neon accent light.  
 6. 5" Address numerals are 3.8" FCO aluminum letters painted to match PMS 877. Numerals are flush mounted to main cabinet and "rest" on the outer panel at the end of the cabinet as shown. Single address has 7" numeral height, and multiple address has 5" numeral height.  
 7. Masonry base. Coordinate with architect for block selection to match proposed office building block.  
 8. 1/8" FCO aluminum logo, painted to match colors as shown - flush mounted to main cabinet.  
 9. Routed, plex backed letters with day/night plex, internally illuminated.  
 10. Reverse pan channel individual letters with routed openings for face illumination - LED illuminated with translucent plex faces, color ivory. Returns are 1" and both returns and border edge on face of letter are painted to match PMS 8404.



**Service Station Tenant ID/Pricing Monument**  
**Scale: 3/8" = 1'-0"**



**Notes**

1. Fabricated aluminum supporting sign cabinet - painted to match PMS 876.
2. Double sided changeable tenant panels are fabricated "lids" painted to match PMS 8404 and are aligned with outer sign cabinet for a continuous appearance across the entire tenant/pricing board sign face. Tenant copy is routed and backed with plex. For Service Station tenants, corporate color in logo/logotype will be allowed. Returns are painted to match face, PMS 8404 and on edge adjacent to pricing board, create a 1" reveal to separate from pricing board frame.
3. Fabricated aluminum pricing board frame is built as tenant panels above, fabricated as a "lid" and painted to match PMS 8404. Frame is aligned with overall cabinet for a continuous appearance across the entire tenant/pricing board sign face. Cabinet has internal illumination for pricing board panels and tenant sign. Cabinet extends and appears to wrap the end of the inner supporting sign cabinet.
4. Double-sided opening for pricing reader board. Tenant to review method for fabricating pricing reader board area with owner for approval. As shown is for example only, colors and methods may vary.
5. Outer brushed aluminum panel- fabricated to be 3/4", painted to match PMS 877. This outer panel is aligned with faces of gray pricing board cabinet and acts as cap to clear lens for neon accent light.
6. Warmtone Argon/neon. Cavity has clear plex cover lens between pricing board cabinet and outer brushed aluminum panel.
7. Masonry base. Coordinate with architect for block selection to match proposed office building block.

Note: This monument sign is allowed only with the approval of a Use Permit and is subject to all City of Goodyear Codes and Ordinances.

Sign type  
**SS.1**

Vehicular Directional  
Scale: 3/8" = 1'-0"

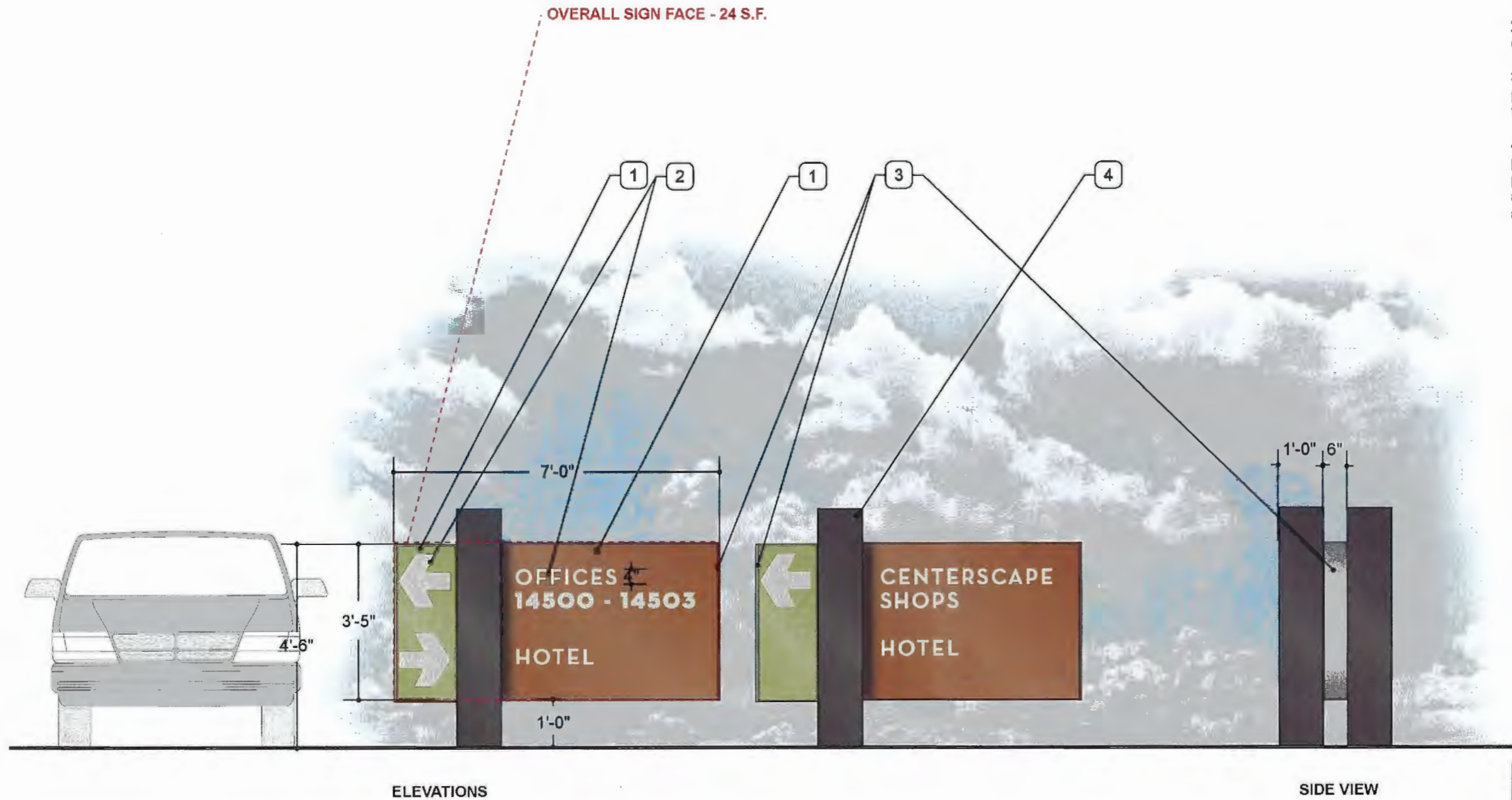
Notes

1. Double-sided fabricated sign cabinet. Cabinet is painted in two colors as shown, PMS 876 Copper, and PMS8344 Green. (In alternate, PMS 876 Copper and PMS 8404 Dark Grey). Sides, top and bottom to match corresponding face color. Cabinet sandwiches between upright columns as shown. Cabinet has inner structure that allows full cantilever from uprights. Coordinate attachment requirements.

2. Reflective vinyl arrows and text with custom tint to match PMS 7500C.

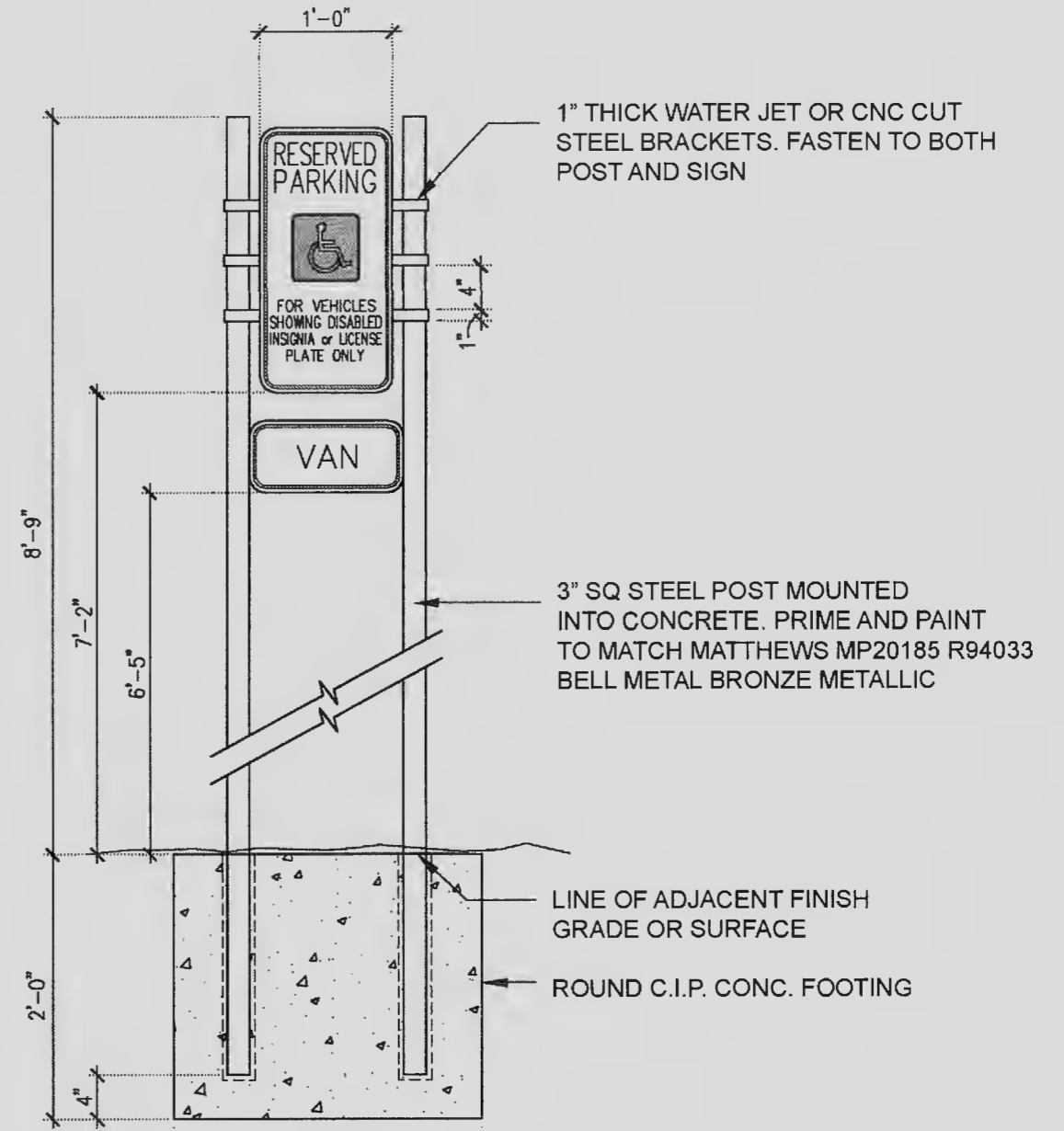
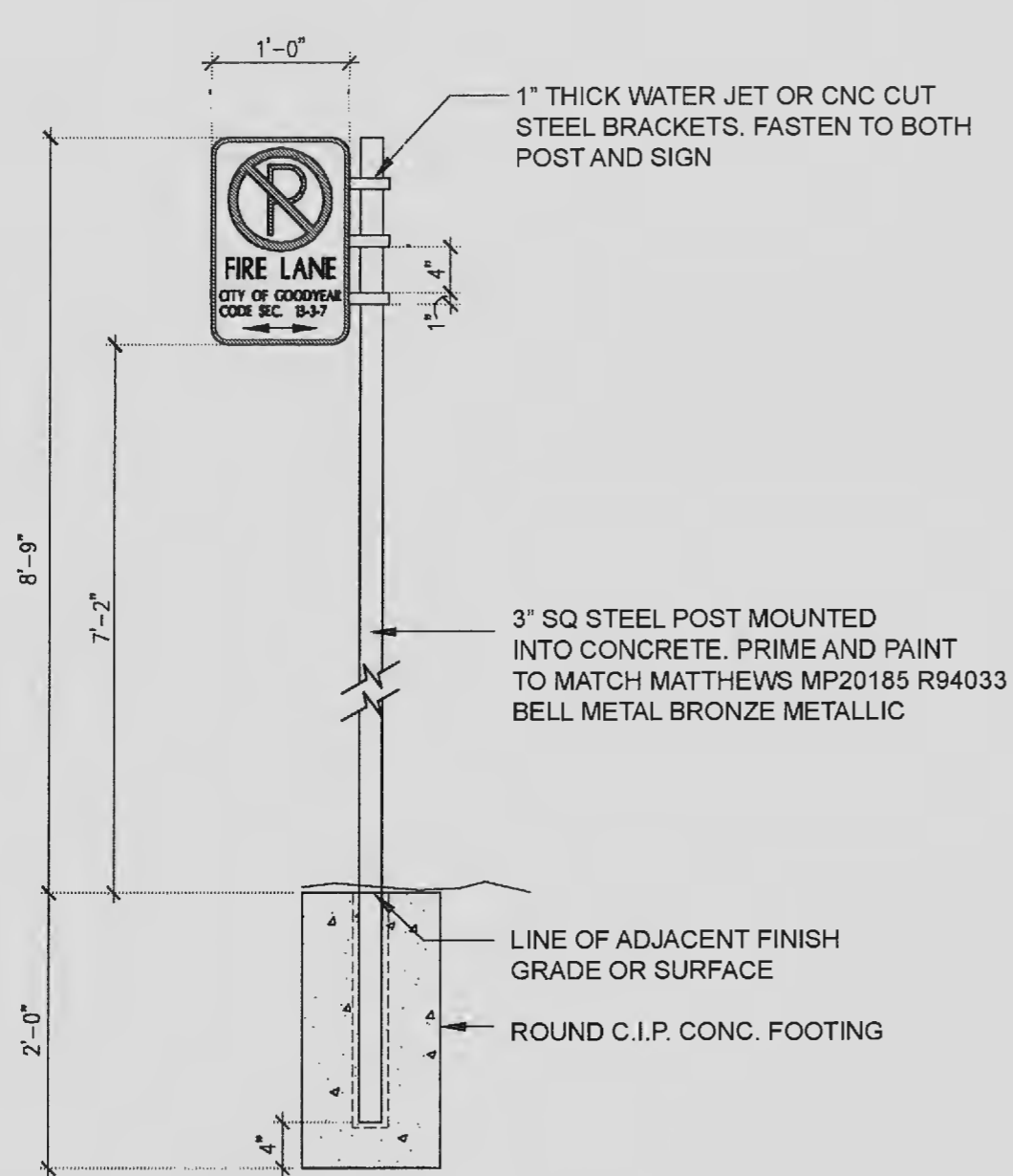
3. Outer aluminum panel - 5/16" thick, painted to match PMS 877. Panel ends flush with sides of cabinet.

4. 2 ea. 12" square metal columns painted to match PMS8404. Uprights provide support as required. Coordinate attachment to horizontal sign cabinet to allow full cantilever as shown.



Note: Sign locations will be determined during site plan review. Signs will not be located in sight visibility triangles or otherwise obstruct visibility.

Sign type  
VD.1 ▲



F. Tenant Wall Signage Matrix

CENTERSCAPE						
OFFICE SIGN MATRIX						
Wall Signs						
Tenant Type	Sign Type	Function	Orientation	Size Parameters	Illumination	Materials
8,000 sf or more Each tenant 8,000 SF or more may have one (1) sign. Any tenant leasing 50% or more of a single floor may have two (2) signs	Wall mounted signs, Individual letters and logo only	Tenant identification	Any available top, middle or bottom sign band location on all buildings, oriented to freeway and to the interior Project - and on east and west building façades. All at the sole discretion of the building owner	As designated within architectural sign band and centered within sign envelope (See Section H - Building Elevations)	Internally illuminated	<ul style="list-style-type: none"> <li>Individual building mounted letters/graphics with internal LED light source. Neon not allowed. External, visible raceways not allowed.</li> <li>Individual reverse pan channel letters or graphics with routed face backed with day/night plex. Returns and letter edge painted matte black with surface tolerant, moisture cured urethane based paint. Pan channel letters to match tenant brand colors may be used as required by national brand standards.</li> <li>Custom background cabinets will be allowed only if such is required by national brand standards of tenant.</li> <li>Application details to be reviewed and approved by Developer.</li> </ul>
HOTEL SIGN MATRIX						
Wall Signs						
FREESTANDING HOTEL TENANT	Wall mounted signs, Individual letters and logo only;	Tenant identification	4 locations on Hotel bldg - oriented north, south, east and west	Not to exceed 80% of building fascia upon which sign is installed and as designated within architectural sign band proposed total: 800 SF	Internally illuminated - front face illumination or halo illumination, or a combination thereof	<ul style="list-style-type: none"> <li>Individual building mounted letters/graphics with internal LED light source. Neon not allowed. External, visible raceways not allowed.</li> <li>Individual pan channel letters or graphics. Pan channel letters to match tenant brand colors as approved by Developer.</li> <li>Custom background cabinets will be allowed only if such is required by national brand standards of tenant.</li> </ul>

F. Tenant Wall Signage Matrix

CENTERSCAPE						
RETAIL SIGN MATRIX						
Wall Signs						
Tenant Type	Sign Type	Function	Orientation	Size Parameters	Illumination	Materials
MAJOR TENANTS (In-line and/or freestanding) 20,000 sf or greater	Wall mounted signs; Individual letters and logo only; Pan channel or reverse pan channel	Tenant identification	All elevations that offer readability	<ul style="list-style-type: none"> <li>• 2 sf / 1 linear foot of front elevations</li> <li>• 1 sf/ 1 linear foot on all other elevations</li> <li>• 500 sf maximum per location. (aggregate)</li> </ul>	Internally illuminated - front face illumination or halo illumination, or a combination thereof	<ul style="list-style-type: none"> <li>• Individual building mounted letters/graphics with internal LED light source. Neon not allowed. External, visible raceways not allowed.</li> <li>• Individual pan channel letters or graphics. Pan channel letters to match tenant brand colors as approved by Developer.</li> <li>• Custom background cabinets will be allowed only if such is required by national brand standards of tenant.</li> <li>• Application details to be reviewed and approved by Developer.</li> <li>• Minimum letter height is 12".</li> </ul>
MINI-MAJOR TENANTS 5,000 to 19,999 sf	Wall mounted signs; Individual letters and logo only; Pan channel or reverse pan channel	Tenant identification	All elevations that offer readability	<ul style="list-style-type: none"> <li>• 2 sf / 1 linear foot of front elevations</li> <li>• 1 sf/ 1 linear foot on all other elevations</li> <li>• 375 sf maximum per location. (aggregate)</li> </ul>	Internally illuminated - front face illumination or halo illumination, or a combination thereof	<ul style="list-style-type: none"> <li>• Individual building mounted letters/graphics with internal LED light source. Neon not allowed. External, visible raceways not allowed.</li> <li>• Individual reverse pan channel letters or graphics with routed face/plex backed tenant brand plex color. Returns and letter edge painted to replicate natural brushed aluminum using Tnemec "aluminum" paint or tenant color as approved by Developer. Pan channel letters to match tenant brand colors as approved by Developer as long as painted pan channel letters match face plex color &amp; must be a surface tolerant, moisture-cured urethane based paint providing a matte finish.</li> <li>• Custom background cabinets will be allowed only if such is required by national brand standards of tenant.</li> <li>• Application details to be reviewed and approved by Developer.</li> <li>• Minimum letter height is 12".</li> </ul>
SHOP TENANTS 5,000 sf or less	Wall mounted signs; Individual letters and logo only; Pan channel or reverse pan channel	Tenant identification	All elevations that offer readability	<ul style="list-style-type: none"> <li>• 1 sf / 1 linear foot of front elevations ; and 1 sf / 1 linear foot on all other elevations which signage is placed</li> <li>• 200 sf maximum (aggregate)</li> </ul>	Internally illuminated - front face illumination or halo illumination, or a combination thereof	<ul style="list-style-type: none"> <li>• Individual building mounted letters/graphics with internal LED light source. Neon not allowed. External, visible raceways not allowed.</li> <li>• Individual reverse pan channel letters or graphics with routed face/plex backed tenant brand plex color. Returns and letter edge painted to replicate natural brushed aluminum using Tnemec "aluminum" paint or tenant color as approved by Developer. Pan channel letters to match tenant brand colors as approved by Developer as long as painted pan channel letters match face plex color &amp; must be a surface tolerant, moisture-cured urethane based paint providing a matte finish.</li> <li>• Custom background cabinets will be allowed only if such is required by national brand standards of tenant.</li> <li>• Application details to be reviewed and approved by Developer.</li> <li>• Minimum letter height is 12".</li> </ul>

F. Tenant Wall Signage Matrix

RETAIL SIGN MATRIX (continued)						
Wall Signs						
PAD TENANTS All square footages	Wall mounted signs; Individual letters and logo only; Pan channel or reverse pan channel	Tenant identification	All elevations that offer readability	<ul style="list-style-type: none"> <li>• 2 sf / 1 linear foot of front elevations ; and 1 sf / 1 linear foot on all other elevations which signage is placed.</li> <li>• Where a building is located on the corner of two major roadways, both street elevations may be counted as frontage for calculation purposes.</li> <li>• 200 sf maximum (aggregate)</li> </ul>	Internally illuminated - front face illumination or halo illumination, or a combination thereof	<ul style="list-style-type: none"> <li>• Individual building mounted letters/graphics with internal LED light source. Neon not allowed. External, visible raceways not allowed.</li> <li>• Individual reverse pan channel letters or graphics with routed face/plex backed tenant brand plex color. Returns and letter edge painted to replicate natural brushed aluminum using Tnemec "aluminum" paint or tenant color as approved by Developer. Pan channel letters to match tenant brand colors as approved by Developer as long as painted pan channel letters match face plex color &amp; must be a surface tolerant, moisture-cured urethane based paint providing a matte finish.</li> <li>• Custom background cabinets will be allowed only if such is required by national brand standards of tenant.</li> <li>• Application details to be reviewed and approved by Developer.</li> <li>• Minimum letter height is 12".</li> </ul>
ALL APPLICABLE TENANTS	Window Signage	<ul style="list-style-type: none"> <li>• Pedestrian scale tenant identification</li> <li>• Hours of operation and name</li> </ul>	• immediately contiguous with leased frontage.	<ul style="list-style-type: none"> <li>• No more than 25% of each individual window area may have signage or graphics applied to, or within three feet (3') behind the window area.</li> </ul>	<ul style="list-style-type: none"> <li>• Vinyl applied to store window</li> <li>• Self contained illuminated signs to be approved per tenant by Developer</li> </ul>	<ul style="list-style-type: none"> <li>• White Vinyl (or visible color TBD by Developer) applied to store window.</li> <li>• Self contained illuminated sign assembly as reviewed and approved by Developer.</li> <li>• No printed, hand lettered, window painted sales promotions will be allowed.</li> <li>• No neon illuminated signage will be permitted.</li> </ul>



**G. Wall Sign Standards**

All Tenants must have building wall signs fabricated from LED internally illuminated individual reverse pan-channel letters and logos mounted directly to an architecturally designated sign band surface as approved by the Committee. (Face illumination achieved by routing the front face and backing with plex, see Section I. Individual Letter Criteria for details.) Raceways will not be permitted. Specific guidelines for these mounting styles and their entitled project categories are covered in Section F. Tenant Wall Signage Matrix.

All sign designs and layouts will be approved on an individual basis at the Committee's discretion. Creative designs, forms, and the use of "custom" cabinet signs are encouraged (see page 46 for details). Unless as part of a nationally registered and/or trademarked logo, rectangular shaped cabinets are strictly prohibited.

For the major (upper/wider sign band) office tenants, hotel, retail and restaurant tenants, reverse pan channel letters with routed front face, backed by plex are allowed in color as approved by the Committee. For secondary office tenants, reverse pan channel letters in natural brushed aluminum (or approved alternative based on architectural coloration) with no illumination are allowed.

**1. Sign Area**

For maximum aggregate building sign area per Tenant, refer to Section F. Tenant Wall Signage Matrix in this document.

Calculation of sign area: Where a sign consists only of individual letters, numerals, symbols, or other similar components, the total area of the sign shall be the sum of the areas of the squares or rectangles surrounding each individual component.

See example below.

**EXHIBIT - Sign Area Calculation**



**2. Sign Locations/Restrictions**

Tenant signage shall be installed in accordance with the typical elevations as shown Section H. Building Elevations. As new buildings for this project phase are designed, sign location will be established based on the criteria outlined in this document.

Tenant signs shall be centered horizontally and vertically within the designated architectural frontage and/or directly over the doorway if space permits. Signs must be located within Tenant's leased frontage or within the designated architectural sign band area on buildings on which their signage appears (applies only to those tenants who qualify and are approved for these locations). Freestanding Pad Tenants and/or Major Tenant buildings may have signs on all elevations as approved by the Committee.

**3. Height and Length of Sign on Wall Surface**

The available surface area for the height and length of tenant signage will be dependent upon the individual architectural details and designated sign band areas of each building design. Refer to Section H. Building Elevations for examples of applied sign areas for a typical building. A similar balance of sign areas which are in scale with the architectural building design is intended for this overall project. Refer to Wall Signage Matrix on pages 38-40 of this document for a detailed review of sign allowances.

**4. Letter Spacing/Kerning**

To fit within layout standards, lettering and/or logo may not be condensed more than 90% of horizontal letter width of original design. Exhibit below illustrates a name that is allowed a maximum letter height, and maximum sign length and width. The graphics show what is allowed for fitting the lettering within the space, based on the tenant's registered trademark/logo.

**EXHIBIT - Letter Spacing Standards**



**5. Layout/Design**

Copy and/or logos utilized shall be Tenant's choice, subject to the approval of the Committee and/or Committee'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 Package (CSP).

## H. Building Elevations

Signage envelopes on the following elevations are illustrated to depict typical placements. Actual sizes and locations will be determined in accordance with criteria established as part of the CSP submittal.

### 3-story Office Buildings A and C



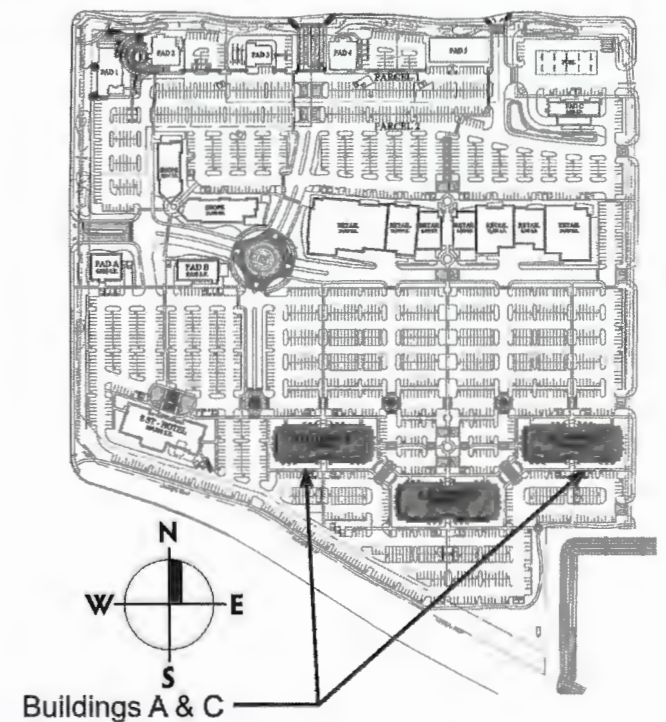
Buildings A and C South Elevation



Buildings A and C East and West Elevations (typical of both)



Buildings A and C North Elevation



Building Key Plan

H. Building Elevations

4-story Office Building B



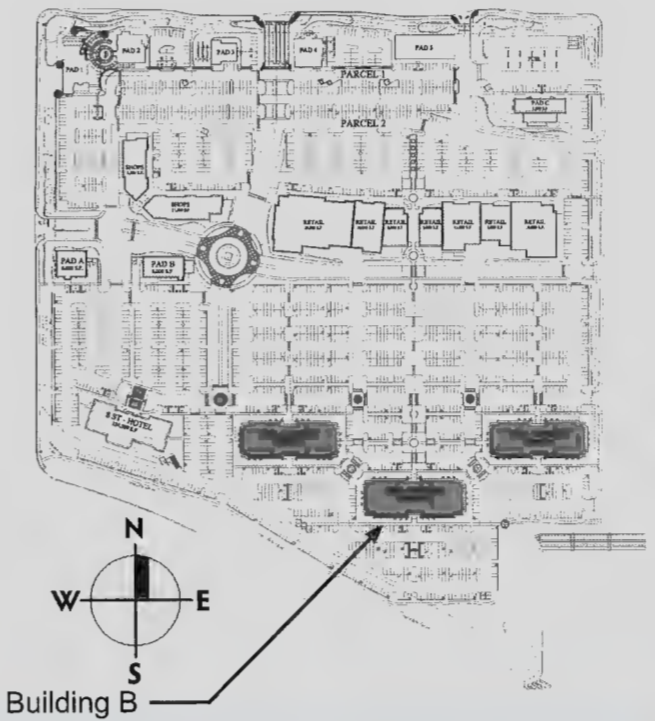
Building B South Elevation



Building B East and West Elevations (typical of both)



Building B North Elevation

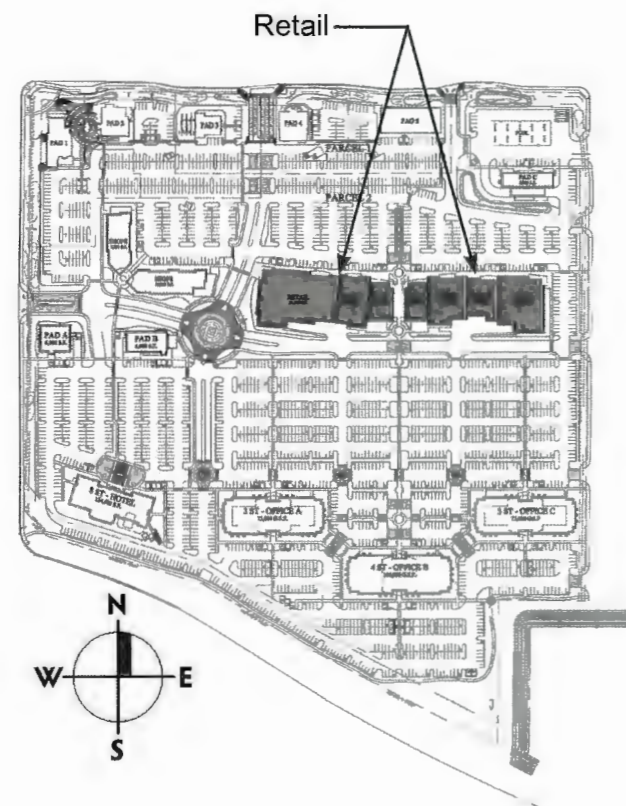


Building Key Plan

## H. Building Elevations

### Retail Buildings - Conceptual Rendering

Illustrated on this page are renderings showing the overall character of the retail buildings for Centerscape and the intended look for signage applications. See Section F. Tenant Wall Signage Matrix for specific guidelines for retail wall signage entitlements.



Building Key Plan



View A - Corner Shops Element



View B - Typical Shops / Mini Major

**I. Individual Letter Criteria**

All major office, restaurant and retail tenant signage shall be individual illuminated letters and logos and are reverse pan channel letters/logo with routed faces and plex backed as shown in the detail on this page. The letters are individually mounted directly to the building facade. Raceways are not permitted. All internal illumination of individual letters is to be accomplished with LED lighting. Retail tenant signage may also be canopy-mounted channel letters as shown in the photo on this page. Hotel signage is allowed as specified in Section F. Tenant Wall Signage Matrix.

All signage shall be reviewed and approved by the Committee and shall be appropriate to the surrounding building features, environment, and thematic design of the building types set forth for the overall development of the Property. The Committee and the City of Goodyear shall have discretion in varying any provision of the specifications.

**1. Construction**

Individual reverse pan channel letters and logos must be constructed of minimum of .125 aluminum returns and face edge. Routed letter faces must be a minimum 1/8" Plexiglas or Acrylic - no "Lexan" material will be allowed.

No "Channelume," "Letteredge," or similar material will be allowed. There are to be no traditional trim caps, and separate returns, rather, the letters are constructed as noted and shown on the page. 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 inside a water tight raceway placed on the back of the parapet. No exposed raceways on the front of the parapet.

Non-illuminated letters have 3" returns, constructed of a minimum of .125 aluminum.

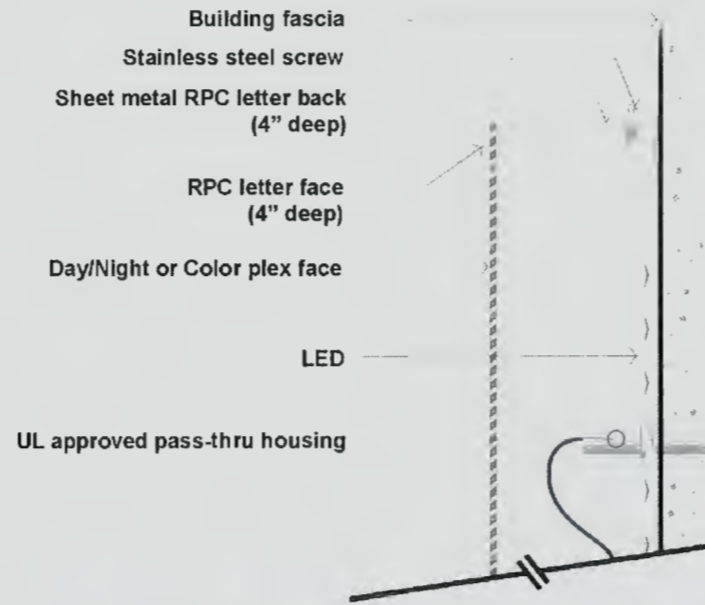
**2. Colors**

Letter face colors are allowed per Tenant's corporate standards with the exception that no fluorescent colors will be allowed.

**3. Illumination**

Tenant building signage may be internally illuminated only using LED lighting. No exposed neon, internal letter and/or clear faced internal neon illumination will be allowed.

**Internally Illuminated LED Section**



Reverse Pan Channel, Routed Face. Internally Illuminated Letters/Logo - Canopy-mounted sign application



Color plex faces



Day/Night plex faces

Reverse Pan Channel, Routed Face. Internally Illuminated Letters/Logo - Building mounted sign applications

**J. Graphic Cabinet Criteria**

For hotel, retail and restaurant tenants only, a signage option to the standard individual letters is the use of Graphic Cabinets. These cabinets are a mix of opaque, translucent background and various types of lettering and internal illumination built around a single unit.

All designs and installation details will be approved on an individual basis through the Committee's discretion. See example at right for various defined signs, as described below:

**1. Fabrication Details**

All sign design will be approved on an individual basis through the Committee's discretion.

**2. Design and Layout**

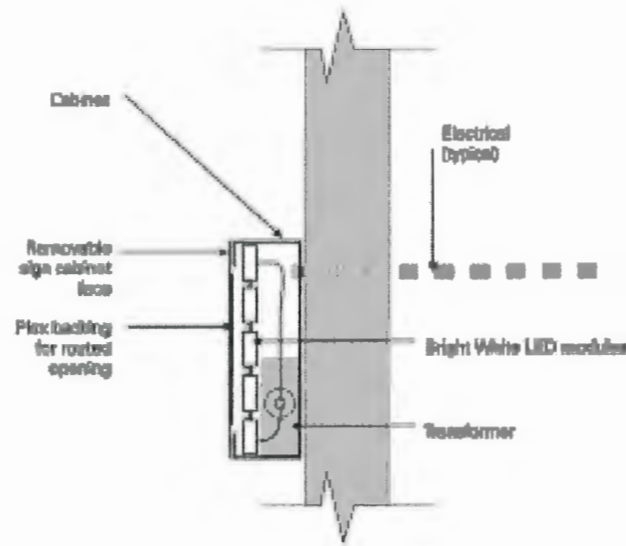
Cabinets can be either fabricated with a plex backed, routed metal face or with applied individual reverse pan channel letters/graphic, routed with translucent plex-backed faces. Cabinets and applied elements to be designed with as slim a profile as allowable for housing transformer and lighting elements, but not less than 3" nor more than 12". Refer to details at right.

**3. Illumination**

Graphic Cabinets shall be internally illuminated with LED. Neon is not allowed.

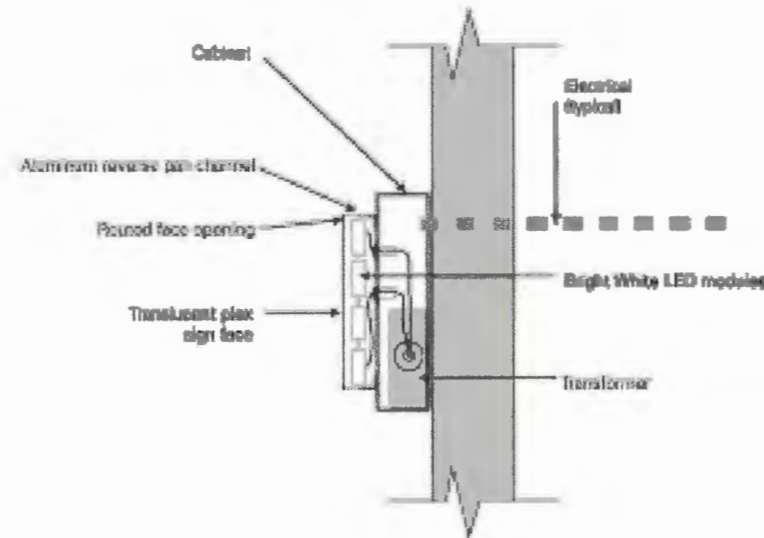
**4. Typical Graphic Cabinet Details**

**Routed, plex-backed graphics  
Internal cabinet illumination**



*Individual plex faced letters mounted to front of metal cabinet. Cabinet is incorporated into architectural detailing.*

**Applied illuminated graphics,  
Front face illumination**



*Individual plex faced letters mounted to front of metal cabinet in combination with routed face cabinet.*

**K. Storefront Signage**

**1. Window Graphics**

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

*Layouts*

All storefront signage and graphics layouts shall be approved in writing by the Committee and/or its agents 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. Black-out materials for storefronts are not allowed, including materials that may be translucent or transparent.

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*

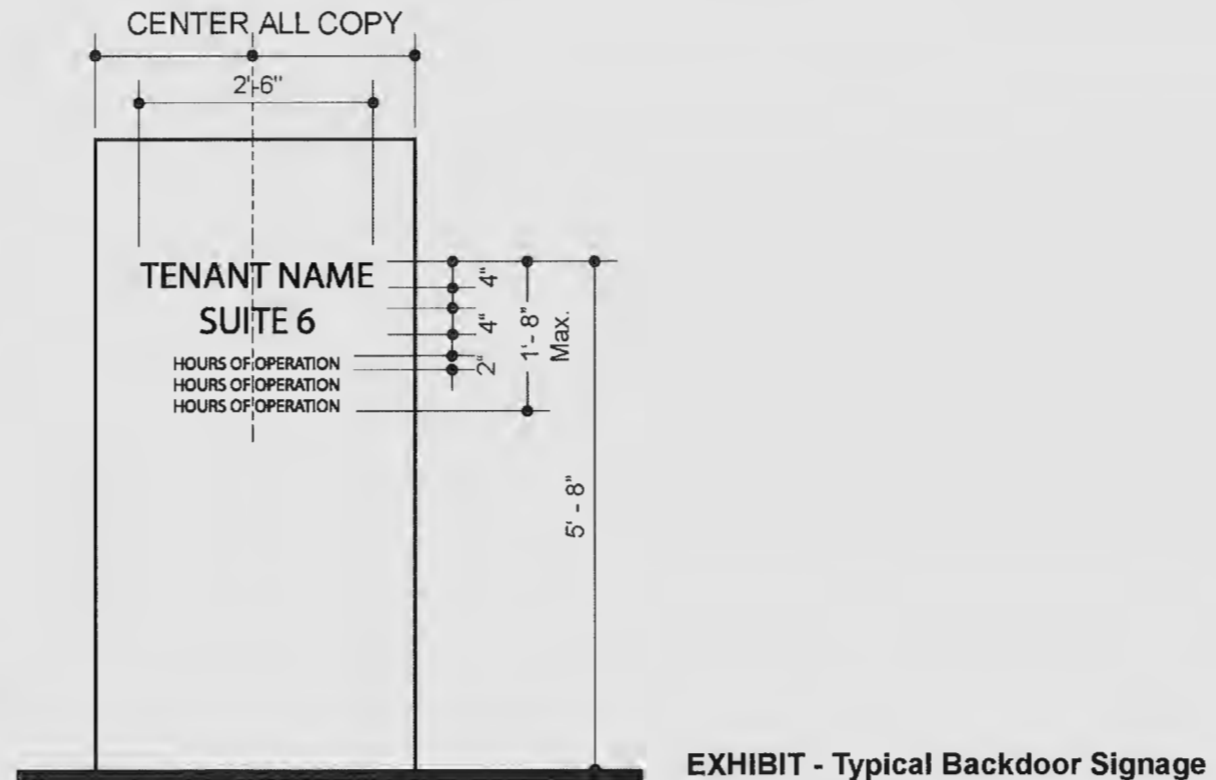
Suite numbers shall appear directly over each entry, to be applied white vinyl on the exterior of the glass. 6" high suite numbers to be displayed in Futura Condensed Medium.

*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 the Committee and/or its agents.

**2. Back Door Signage**

All shops and freestanding building 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 five (5) square feet in area.



## L. Master Signage Criteria

These criteria have been established for the purpose of maintaining a continuity of quality and aesthetics throughout Centerscape for the mutual benefit of all Tenants; and to comply with the approved Comprehensive Sign Package for the development, regulations of the City of Goodyear Zoning 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. These criteria are subject to final approval by the City of Goodyear as part of a Comprehensive Sign Package.

### 1. General Requirements

- A. Tenant shall submit or cause to be submitted to the Developer and/or Developer's agents, for approval, prior to fabrication, one (1) copy of detailed drawings indicating the location, size, layout, design, color, illumination, materials and method of attachment, or a pdf file sent electronically.
- B. Tenant or Tenant's representative shall obtain all permits for signs and their installation. A copy of the permit(s) must be provided to Developer prior to installation of any sign(s).
- 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 tenant identification wall signs and monument panel signs shall be reviewed for conformance with these criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design, use of corporate/trademark colors, and content, shall remain the sole right of Developer and/or Developer's agents.
- F. Tenant shall be responsible for the installation and maintenance of Tenant's sign. Should Tenant's sign require maintenance or repair, Developer and/or

Developer's agents shall give Tenant thirty (30) days written notice to effect said maintenance or repair. Should Tenant fail to do the same, Developer and/or Developer's agents may undertake repairs and Tenant shall reimburse Developer and/or Developer's agents within ten (10) days from receipt of Developer and/or Developer's agent's invoice.

- G. Advertising devices such as attraction boards, posters, banner and flags shall not be permitted on tenant storefronts.
- H. Messages - Except for Major or Mini-Major Tenants of greater than 5,000 S.F., tenant wall signs are restricted to advertising either (a) the person, firm, company or corporation operating the use conducted on the site; or (b) the products sold therein, but not both.

### 2. 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 or custom cabinets installed onto the building's wall surface. Developer and/or Developer's agents 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 Developer and/or Developer's agents 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 Developer and/or Developer's agents 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 Developer and/or Developer's agents.

### 3. 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 Developer and/or Developer's agents harmless for, from and against damages or liabilities on account thereof.



## VIII. COMPARISONS BETWEEN CODE ALLOWANCES AND PROJECT REQUESTS

### Site Deviations

#### BUILDING SETBACK

CODE - Section 3-3-6 Commercial Districts Standards for C-2 Zoning require 30' setbacks on the street side of a property. Additionally, buildings with heights in excess of 30 feet shall provide 1 foot of additional setback for each foot of building height over 30 feet.

REQUEST - Reduction to twenty-five foot (25') setback along 145th Avenue. This request does not apply to any proposed fuel/carwash facility.

RATIONALE - Because there are publicly dedicated rights-of-way on three (3) sides of this property and the freeway on the 4th side, the required setback of 30' on all four sides creates a hardship with the consumption of property area within the setbacks. As partial relief to this hardship, we are requesting the setback on 145th Avenue be reduced to twenty-five feet (25') regardless of building height with consideration given that this street will be considered to be a minor collector road, and not a major thoroughfare, that dead ends at the southern boundary of the property at the M.C. Flood Control Retention basins. A reduced setback of fifteen feet (15') was previously approved for the property with the At Home District Design Guidelines.

CODE - Section 3-3-6 Commercial Districts Standards for C-2 Zoning require 30' setbacks on the street side of a property. Additionally, buildings with heights in excess of 30 feet shall provide 1 foot of additional setback for each foot of building height over 30 feet.

REQUEST – Maximum setback requirement along Bullard Avenue and I-10 shall be in no event more than seventy (70) feet regardless of building height.

RATIONALE – This Property is located in the High Intensity Mixed-use Corridor Overlay and development is encouraged to focus on the roadway, therefore, the reduced setback is appropriate.

#### BUILDING HEIGHTS

CODE - Section 3-3-6 Commercial Districts Standards for C-2 Zoning restrict maximum building height to 56 feet.

REQUEST - Office buildings shall not exceed six (6) stories and a maximum height of eighty-eight feet (88'), with screen elements or other architectural feature up to one hundred and five feet (100'). Hotels shall not exceed eight (8) stories and a maximum height of eighty five feet (92'), with screen elements or other architectural features up to ninety seven feet (100').

RATIONALE - This Property is located in the High Intensity Mixed-use Corridor Overlay and development is encouraged to focus on the roadway which happens to be I-10. Therefore, the additional building heights are appropriate.

### Sign Deviations

#### WALL SIGNAGE

CODE - Article 7-8 PERMITTED PERMANENT SIGNS B.1.a.(1) One (1) wall sign may be permitted on the front building elevation and shall have a maximum area not to exceed one (1) square foot for each linear foot of the building wall of the space occupied by the business upon which the sign is displayed.

REQUEST – Major, Mini-Major and Pad Tenants shall be permitted two square feet (2 S.F.) of signage for each one (1) linear foot of frontage on one elevation. Shops Tenants are not included in this request for increased signage on their front elevation.

RATIONALE - The additional one (1) square foot per lineal foot of frontage will allow for signage that can adequately identify Tenants across an expanse of parking and freestanding buildings without overwhelming the building architecture. The additional one (1) square foot of signage was previously approved for the Property with the At Home District Comprehensive Sign Package (CSP).

CODE - Article 7-8 PERMITTED PERMANENT SIGNS B.1.a.(2) One (1) wall sign may be permitted on each of its other exterior walls and shall have a maximum area not to exceed one-half (1/2) square foot for each linear foot of the building frontage of the space occupied by the business upon which each sign is displayed.

REQUEST – Major, Mini-Major, Shops and Pad Tenants shall be permitted one square foot (1 S.F.) of signage for each one (1) linear foot of frontage on all other elevations.

RATIONALE - The additional 1/2 square foot per lineal frontage will allow for adequate Tenant identification along the interior roadway for inline Tenants. The additional one half (1/2) square foot of signage was previously approved for the Property with the At Home District CSP.

CODE - Article 7-8 PERMITTED PERMANENT SIGNS B.1.b. Under no circumstances may any business have an aggregate area for all wall signs exceeding two hundred (200) square feet, unless as otherwise approved with a Comprehensive Sign Package.

REQUEST – Hotel Tenants to have maximum signage aggregate of eight hundred square feet (800 S.F.)

Major Tenants to have maximum signage aggregate of five hundred square feet (500 S.F.)

Mini-Majors to have a maximum signage aggregate of three hundred and seventy-five square feet (375 S.F.)

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

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

RATIONALE - The additional aggregate square footage ensures that signage of an appropriate size will be available to each tenant. The design proportions of 70% vertical height, and 80% horizontal width ensures that although the signage may be greater in size, the design is appropriate for the building architecture thus limiting the amount of signage that will ultimately be used. The additional aggregate square footage of signage was previously approved with the At Home District CSP.

## FREESTANDING MONUMENT SIGNAGE

CODE – Article 7-8 PERMITTED PERMANENT SIGNS B.2.a. Freestanding monument sign shall not exceed eight feet (8') in height.

REQUEST – Major Multi-Tenant Project Entry Monuments with tenant identity at thirteen feet (13'-0"), and architectural embellishment at fourteen feet, six inches (14'-6").

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 additional height requested was previously approved with the At Home District CSP.

CODE – Article 7-8 PERMITTED PERMANENT SIGNS B.2.f.(3) Each freestanding monument sign may be a maximum of forty-eight square feet (48 S.F.) in area and may be either a freestanding center identification sign or a multi-tenant identification sign.

REQUEST - Major Multi-Tenant Project ID Monuments to have the calculation of tenant sign panel areas of 59.5 S.F. and project identification of 15 S.F., a total of 74.5 S.F. per monument sign area.

Project Identification Corner Monument sign area calculation to consist of project name and logo of 105 S.F.

Project Identification Median Monument sign area calculation to consist of project name and logo of 49.3 S.F.  
(no deviation requested)

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.

Project Identification Corner Monument sign is located at a very large intersection with multiple lanes of traffic and requires a larger sign to identify the project. The additional square footage was previously approved with the At Home District CSP.

## DIRECTIONAL SIGNAGE

CODE – Article 7-8 PERMITTED PERMANENT SIGNS B.3.b. Directional signs shall not exceed an area of six square feet (6 S.F.) or a height of three feet (3').

REQUEST - Vehicular directional sign with twenty four square feet (24 S.F.) of signage area and a maximum height of four feet six inches (4'-6").

RATIONALE - Studies have shown that too small of signs renders them ineffective as wayfinding devices. 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 road and also allows for landscaping to grow around their bases, better integrating them into the project. The additional square footage of sign area and height was previously approved with the At Home District CSP.

## FREEWAY PYLON SIGNAGE

CODE – Article 7-8 PERMITTED PERMANENT SIGNS D. A freeway pylon sign may be permitted on property that is zoned for commercial, industrial or mixed-use developments subject to the approval of a Use Permit in accordance with the provisions of Article 1-2-6 (Use Permits). The City Council may impose specific additional conditions or requirements in connection with any Use Permit as deemed necessary or appropriate in order to fully carry out the provisions and intent of this Section and Article 4, Section 4-2-9.

REQUEST – One (1) eighty foot (80') Multi-Tenant Freeway Identification Pylon.

RATIONALE - Tenant identification from the freeway will make the site more attractive to future tenants, making the site more financially viable in the long term. This site has potentially 7 major and mini-major tenants, 8 pad tenants and numerous small shop tenants. These tenants require visibility and identification along the freeway as they are set back behind three (3) office buildings. The Freeway Pylon is multi-layered and includes design elements so that the signs more fully relate with the architecture and site signage throughout. This Freeway Pylon was previously approved for the Property with the At Home District CSP. The purpose of this action is only to revise the design of the Pylon to complement the architectural theme of the Centerscape project.