

Comprehensive Sign Program

CTW RETAIL PARTNERS
5635 N. Scottsdale Rd, Suite 150
Scottsdale, AZ 85250

Cottonflower Marketplace
SWC Of Cotton Lane & Yuma
Goodyear, AZ

**COMPREHENSIVE
SIGN
PROGRAM**

Prepared by:



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CITY OF GOODYEAR

DEC 15 2008

APPROVED BY
CITY COUNCIL
CASE # 08-630-0003
COAC # 08-4032

October 31, 2008

COTTONFLOWER MARKETPLACE

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COTTONFLOWER MARKETPLACE

INTRODUCTION

This Comprehensive Sign Program has been established with the purpose of assuring an outstanding retail shopping experience to the mutual benefit of the general public and all Cottonflower Marketplace Tenants.

Properly adhered to, the criteria will ensure that tenant identification is consistent in quality and is compatible with the overall architectural character of the center and competitive with surrounding established retail centers.

This proposed package has been divided into two sections, the first being the freestanding signage elements, the second being building wall signs. Each section and sign type explains if the signage meets the current ordinance.

All signs depicted in this comprehensive program may be constructed and installed at the sole and absolute discretion of the owner and the developer of the individual approving owner's block. All signs will need city permits prior to installation.



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FREESTANDING SIGNS INTRODUCTION

Freestanding Signs Introduction

Cottonflower Marketplace is a multi-tenant retail center located on the southwest corner of Cotton Lane and Yuma.

Project Colors and Materials

The appearance of Cottonflower Marketplace is contemporary southwest, with an eclectic mix of shapes and earth tones. The sign system is derived from the architecture, creating a cohesive design package throughout the project.

The project colors used in the architectural package will also be used throughout the signage package to unify the signage with the site.

In order to address the cities concern.

The more bold colors will be used in areas that will not be changed to maintain a consistency in the signage elements.

Lighter colors in the palette will be used in the areas where tenants could change. Lighter colors will not exhibit as much color change when new panels are placed adjacent to older ones.



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FREESTANDING SIGN MATRIX

SIGN NUMBER	TYPE/DESCRIPTION	QTY	OVERALL HEIGHT	LOCATION	CENTER ID SQUARE FOOTAGE	TENANT PANEL SQUARE FOOTAGE	NUMBER OF TENANT PANELS
1	PROJECT ID	1	15" Letter Height 42" Wall Height	SWC of Cotton Lane & Yuma Road	32.5 SQ FT	N/A	N/A
2	FREESTANDING MULTI-TENANT MONUMENT	1	18'-0" TALL FROM GRADE	1 on Cotton Lane	23.5 SQ FT	74.56 SQ FT	6 TENANT PANELS
3	FREESTANDING MULTI-TENANT MONUMENT	2	12'-0" TALL FROM GRADE	2 on Yuma Road	N/A	57.75 SQ FT	5 TENANT PANELS
4	FREESTANDING MULTI-TENANT MONUMENT	1	14'-0" TALL FROM GRADE	1 on Cotton Lane	N/A	74.56 SQ FT	6 TENANT PANELS
5	TRAFFIC DIRECTIONAL	PER GOODYEAR ZONING ORDINANCE	3'-0" TALL FROM GRADE	PER GOODYEAR ZONING ORDINANCE	N/A	N/A	N/A
6	DRIVE-THRU MENU	PER GOODYEAR ZONING ORDINANCE	6'-0" TALL FROM GRADE	PER GOODYEAR ZONING ORDINANCE	N/A	N/A	N/A

Code Standards for All Freestanding Signs

Landscape Requirements

For all multi-tenant freestanding signs, a landscaped area shall be provided on premises at the street frontage at the base of the sign, which shall extend a minimum of four (4) feet beyond the perimeter section of the sign structure at its widest point.

Setbacks

No signs shall be located in any public right of way but may be located 5' from the property line.



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COTTONFLOWER MARKETPLACE

Freestanding Sign Hierarchy

Cottonflower Marketplace will feature various freestanding signs. Below is the project's freestanding sign type hierarchy and locations.

Sign Type 1-PROJECT ID

Low profile project identification corner wall sign integrated with architectural materials and colors.

Sign Type 2-FREESTANDING MULTI-TENANT MONUMENT SIGN

These signs will identify the project and list up to six(6) Anchors and Shop/Pad tenants without visibility from the right-of-way. A total of one(1) identification location, 1 along Cotton Land

Sign Type 3-FREESTANDING MULTI-TENANT MONUMENT SIGN

These signs will identify the project and list up to five(5) Anchors and Shop/Pad tenants without visibility from the right-of-way. A total of two(2) identification locations, 2 along Yuma.

Sign Type 4-FREESTANDING MULTI-TENANT MONUMENT SIGN

These signs will identify the project and list up to six(6) Anchors and Shop/Pad tenants without visibility from the right-of-way. A total of one(1) identification location, 1 along Cotton Land

Sign Type 5-Traffic Directional

These signs will provide vehicular oriented information on site as well as along roadways for special/restricted entry points and Drive -Thru locations

Sign Type 6-Drive-Thru Menu Boards

These signs will provide menu information for vehicular oriented information on site and for special/restricted entry points, drive-thru, etc.



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Signs along Cotton Lane are located in a 30'-0" landscaping area that ADOT has determined may be required for future right-of-way.

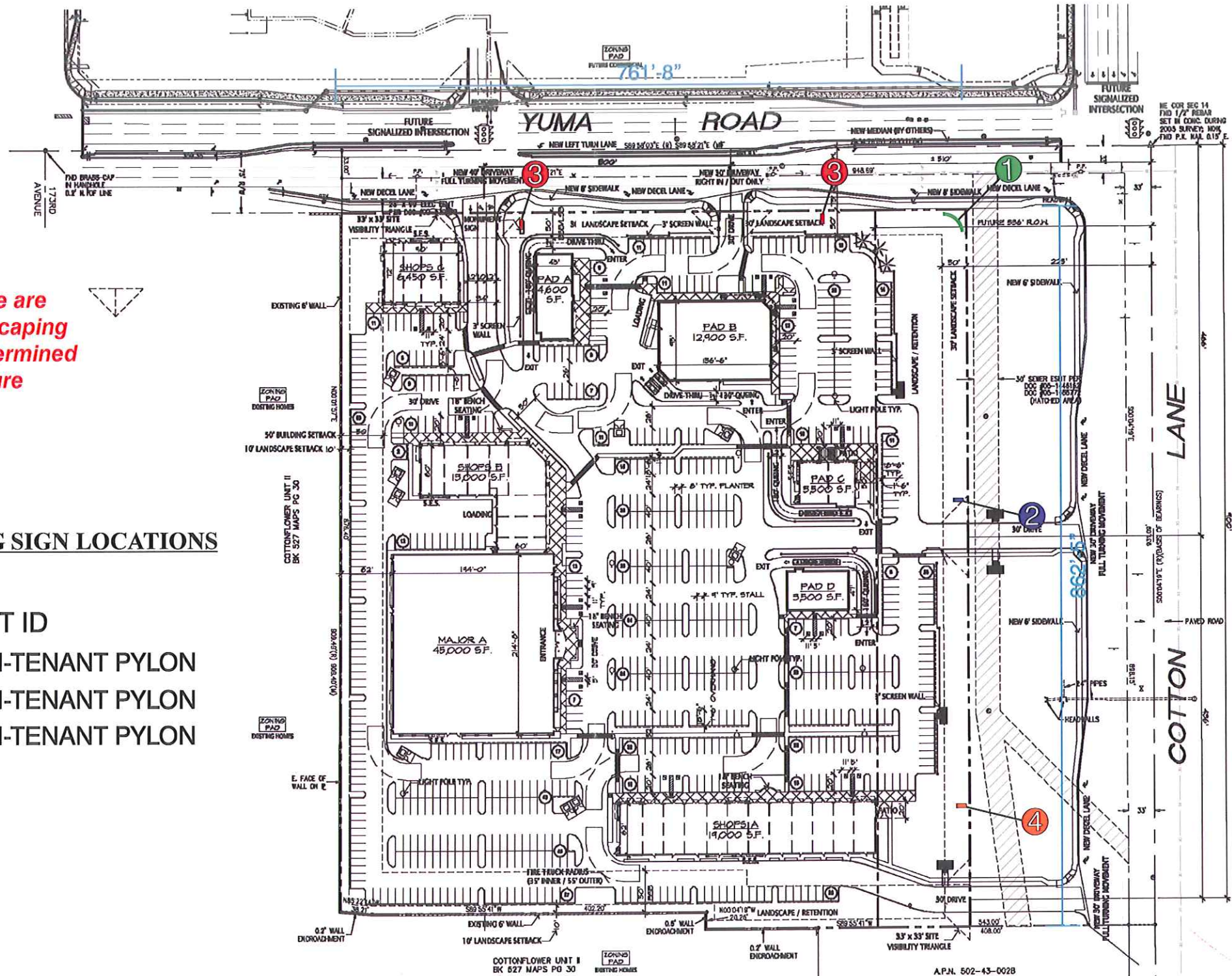
SITE MAP SHOWING SIGN LOCATIONS

- ① PROJECT ID
- ② 18' MULTI-TENANT PYLON
- ③ 12' MULTI-TENANT PYLON
- ④ 14' MULTI-TENANT PYLON

preliminary site plan



Scale: 1" = 150'



Sigma

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COTTONFLOWER MARKETPLACE



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1 Sign Type : Main Project ID
Located northeast corner of the project

Sizes

Wall Height-Max height of 5' - 0"
Lettering measures 15" x 22'-0" for a total 27.5 s.f.

Construction

Wall -Masonry with stucco painted finish.
Lettering: Reverse Pan Halo-Illuminated Channel Letters

Colors

Wall Color to match building
Lettering painted Dk. Bronze

Illuminations

Letters to be Internally Illuminated providing a Halo-Illumination provided by Sign Company

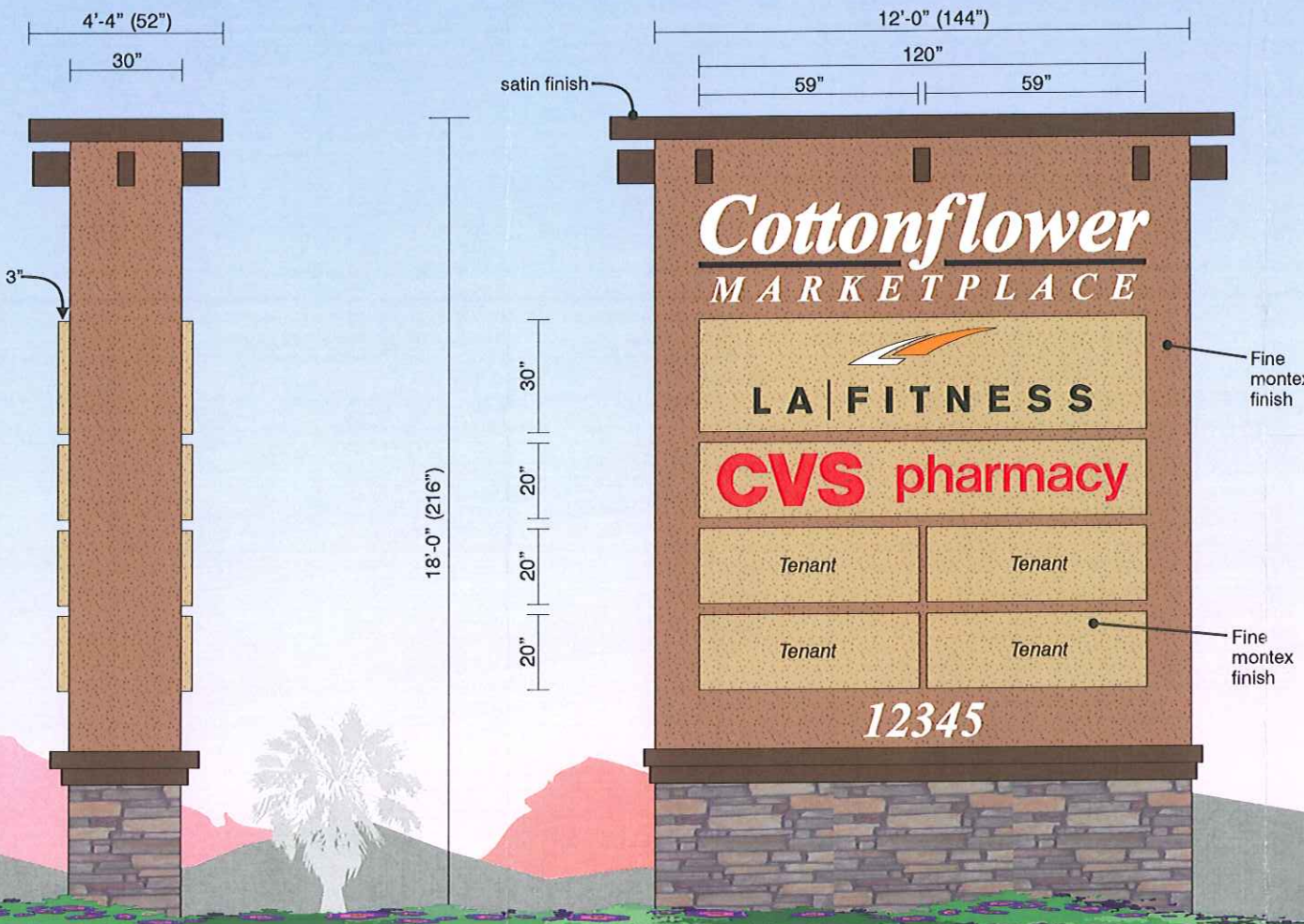


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SIGN TYPE: 2 FREESTANDING MULTI-TENANT MONUMENT



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CONSTRUCTION-
.125 / .090 & .063 ALUMINUM & INTERNAL STEEL ANGLE FRAME.

TENANT PANELS-
.090 ALUMINUM PANELS . TENANTS TO BE ROUTED OUT & BACKED UP W/ 1/8" ACRYLIC PER TENANTS COLORS. PANELS ILLUMINATED W/ FLUORESCENT LAMPS 800MA

*All tenants will be given choice of copy color and font.

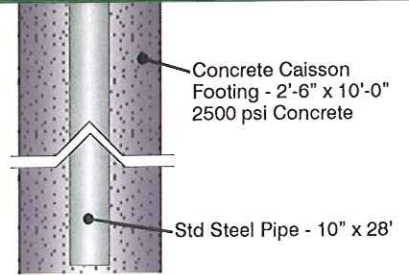
ADDRESS NUMERALS-
.25 ALUMINUM FLAT CUT OUT. STUD MOUNT FLUSH. NON-ILLUMINATED.

BASE-
STONE FACADE

2 Double Faced Multi-tenant Monument Sign Scale: 1/4" = 1'

Engineering Specifications
All Signs Fabricated as per A.S.A. Specifications & 2006 I.B.C.

Electrical Specifications
All Signs Fabricated as per 2005 N.E.C. Specifications



COTTONFLOWER MARKETPLACE

SIGN TYPE: 3 FREESTANDING MULTI-TENANT MONUMENT



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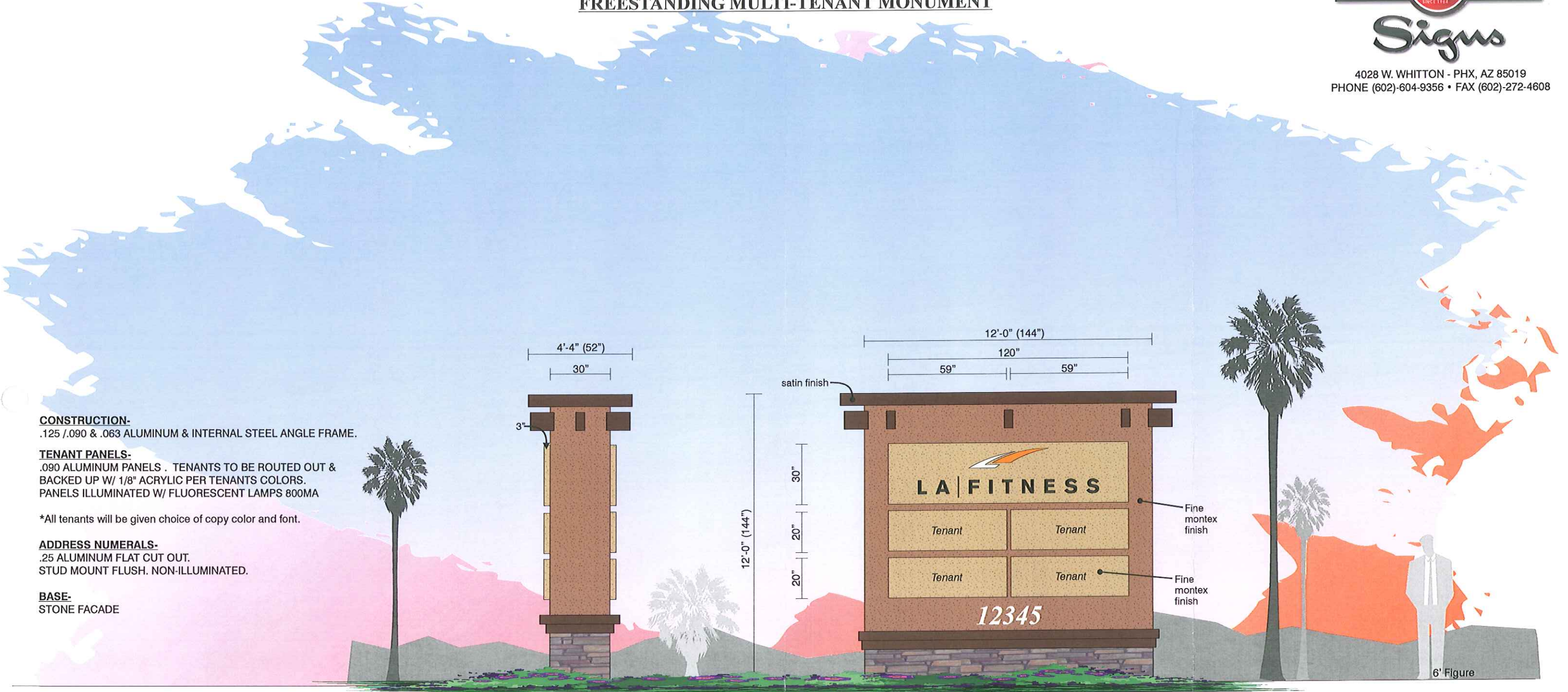
CONSTRUCTION-
.125 / .090 & .063 ALUMINUM & INTERNAL STEEL ANGLE FRAME.

TENANT PANELS-
.090 ALUMINUM PANELS . TENANTS TO BE ROUTED OUT & BACKED UP W/ 1/8" ACRYLIC PER TENANTS COLORS. PANELS ILLUMINATED W/ FLUORESCENT LAMPS 800MA

*All tenants will be given choice of copy color and font.

ADDRESS NUMERALS-
.25 ALUMINUM FLAT CUT OUT. STUD MOUNT FLUSH. NON-ILLUMINATED.

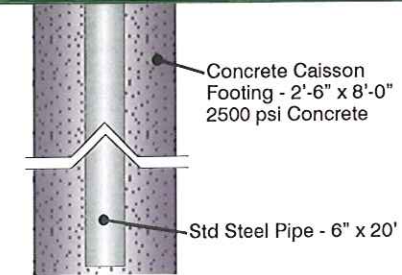
BASE-
STONE FACADE



3 Double Faced Multi-tenant Monument Sign Scale: 1/4" = 1'

Engineering Specifications
All Signs Fabricated as per
A.S.A. Specifications & 2006 I.B.C.

Electrical Specifications
All Signs Fabricated as per
2005 N.E.C. Specifications

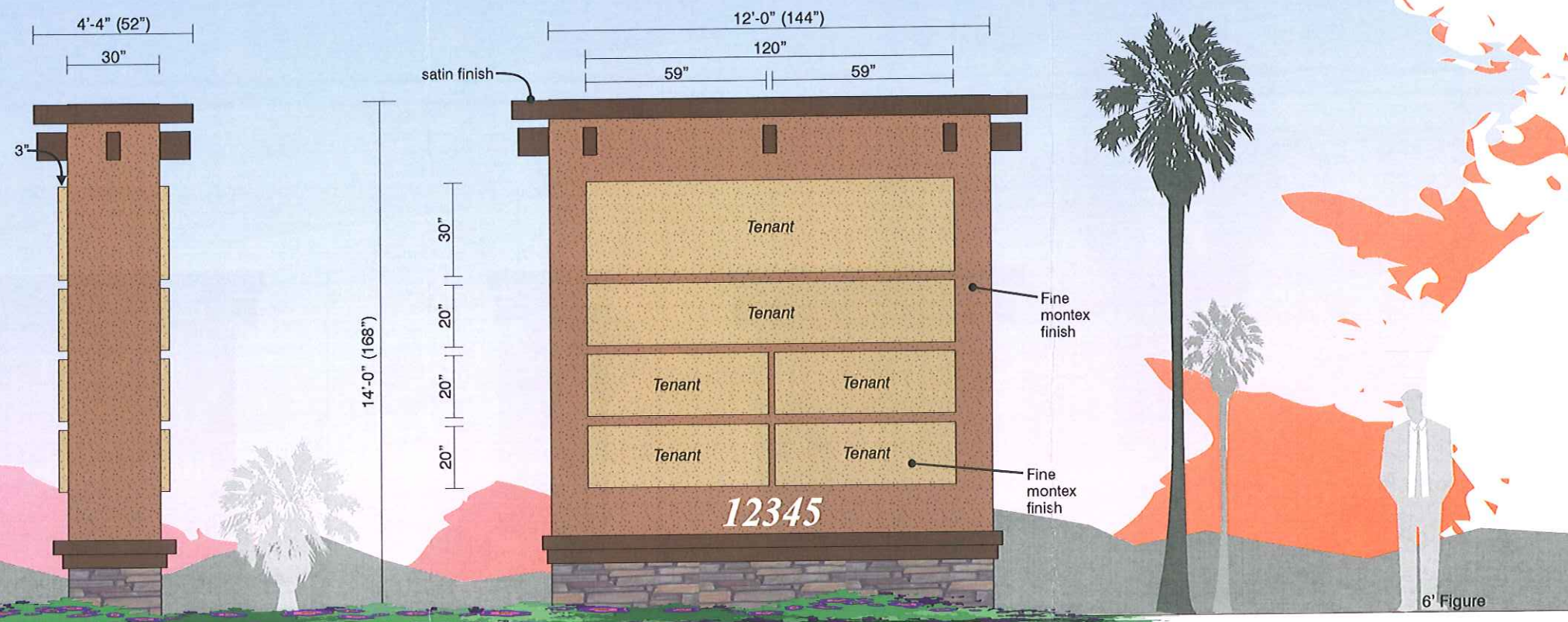


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SIGN TYPE: 4 FREESTANDING MULTI-TENANT MONUMENT



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CONSTRUCTION-

.125 / .090 & .063 ALUMINUM & INTERNAL STEEL ANGLE FRAME.

TENANT PANELS-

.090 ALUMINUM PANELS . TENANTS TO BE ROUTED OUT & BACKED UP W/ 1/8" ACRYLIC PER TENANTS COLORS. PANELS ILLUMINATED W/ FLUORESCENT LAMPS 800MA

*All tenants will be given choice of copy color and font.

ADDRESS NUMERALS-

.25 ALUMINUM FLAT CUT OUT. STUD MOUNT FLUSH. NON-ILLUMINATED.

BASE-

STONE FACADE

4 Double Faced Multi-tenant Monument Sign

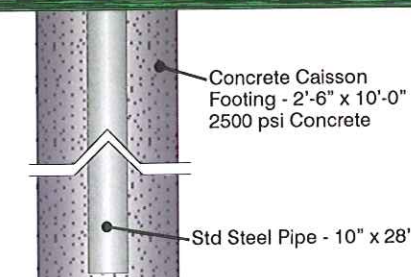
Scale: 1/4" = 1'

Engineering Specifications

All Signs Fabricated as per A.S.A. Specifications & 2006 I.B.C.

Electrical Specifications

All Signs Fabricated as per 2005 N.E.C. Specifications



COTTONFLOWER MARKETPLACE

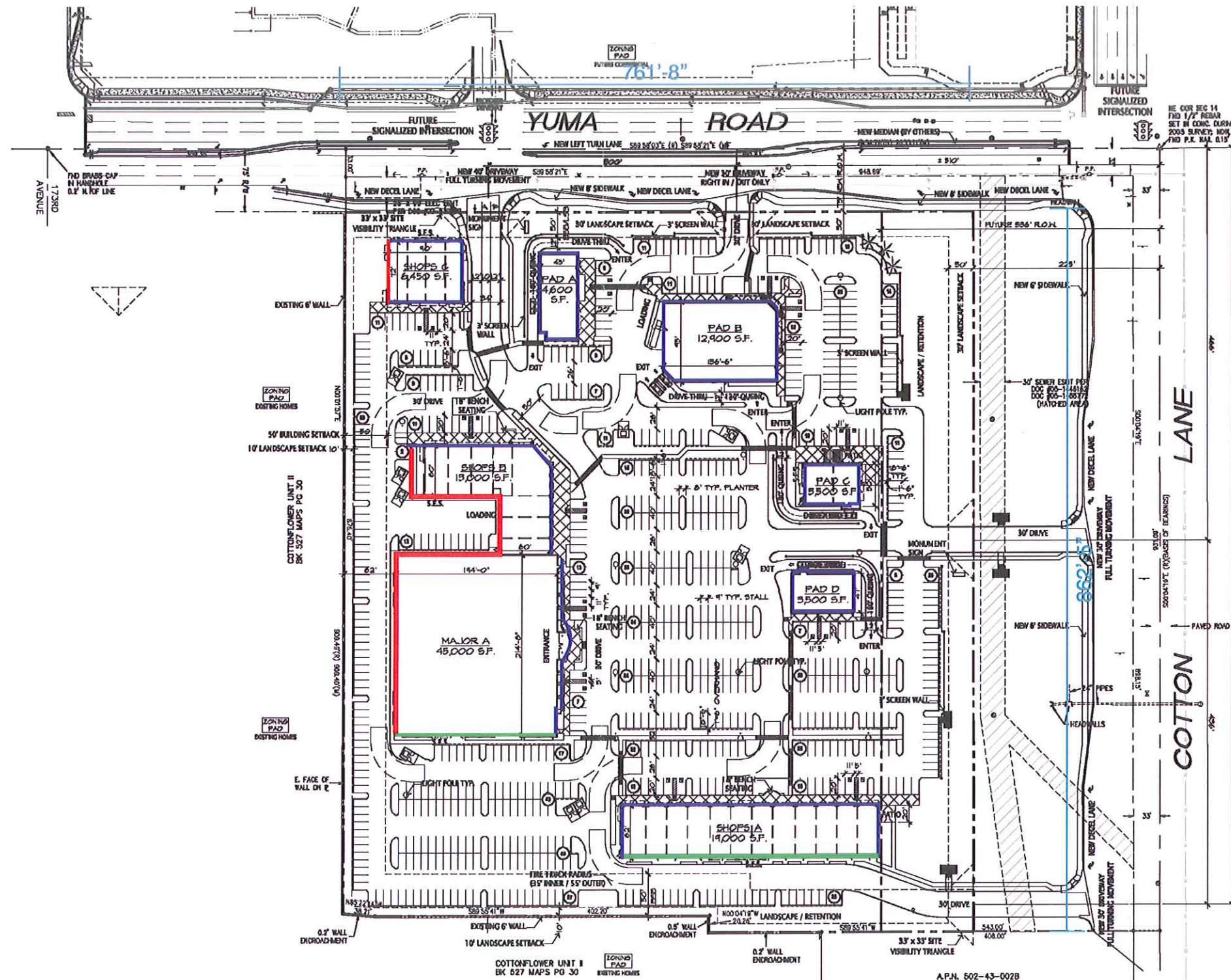
BUILDING MOUNTED WALL SIGNAGE MATRIX

TENANT	SIGN TYPE	FUNCTION	LOCATION	SIZE	ILLUMINATION	MATERIALS
Major A	Wall mounted signs	Tenant identification	Front & Side elevations that offer readability *See page S12 for location restrictions	1.5 sf/1 linear foot of front elevation; and 1 sf/ 1 linear foot of other walls upon which signage is placed. 400 sf maximum aggregate.	Interior, backlit or a combination thereof	Aluminum, acrylic, painted metal, flexface material
Pad B	Wall mounted signs	Tenant identification	All Front elevation that offer readability *See page S12 for location restrictions	1.2 sf/1 linear foot of front elevations; and .6 sf/ 1 linear foot of other walls upon which signage is placed 225 sf maximum aggregate.	Interior, backlit or a combination thereof	Aluminum, acrylic, painted metal, flexface material
Pad Tenants <9,000 s.f.	Wall mounted signs	Tenant identification	All elevations that offer readability *See page S12 for location restrictions	1 sf/1' linear foot of front elevations with a minimum of 34 sq ft; and ½ sf/1 linear foot of other walls upon which signage is placed with a minimum of 24 sq ft. 200 sf maximum aggregate per tenant.	Interior, backlit or a combination thereof	Aluminum, acrylic, painted metal, flexface material
Shop Tenants	Wall mounted signs	Tenant identification	All elevations that offer readability *See page S12 for location restrictions	1 sf/1' linear foot of front elevations with a minimum of 34 sq ft; and ½ sf/1 linear foot of other walls upon which signage is placed with a minimum of 24 sq ft. 200 sf maximum aggregate per tenant.	Interior, backlit or a combination thereof	Aluminum, acrylic, painted metal, flexface material

*Square footage will be calculated by containing sign copy within two(2) rectangles



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preliminary site plan



Scale: 1" = 150'



- AVAILABLE SIGN FRONTAGES
- NON-ILLUMINATED AVAILABLE SIGN FRONTAGES
- NO BUILDING SIGNS ALLOWED

SITE MAP SHOWING BUILDING SIGN LOCATIONS



Signs

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COTTONFLOWER MARKETPLACE

SIGN TYPE: TENANT BUILDING MOUNTED WALL SIGNAGE

Size and Location Specifications:

All Occupants must have storefront signs fabricated from internally illuminated individual pan channel letters and logos.

All sign designs and layouts will be approved on an individual basis through the Owner's discretion. Creative designs and forms. Signs are encouraged and /or trademarked logo, rectangular shaped cabinets are prohibited. All signs must also be approved thru the permitting process thru the City of Goodyear.

Locations:

Centered horizontally and vertically within the architectural frontage and/or directly over the doorway if space permits. Signs must be located over the tenant's leased space, unless other arrangements with the owner have been made.

Layout Restrictions:

The overall length of any sign shall not exceed 80% of the architectural frontage on which it is placed.

The overall height shall not exceed 70% of the most narrow portion of the vertical fascia height on which it is placed.

A minimum of 3" line spacing shall be used between all multiple lines of signage layouts.

Cabinet signs will not be allowed



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CONSTRUCTION SPECIFICATIONS - INDIVIDUAL PAN CHANNEL LETTERS SHOP TENANTS

-Typical Pan Channels

Construction

Pan channel letters and logos must be constructed with .063 or thicker aluminum
Paint loc letters will not be allowed

Logo and letters to be mounted directly to sign band

Individual letters and logos must be 5" deep with a minimum 3/16" acrylic Plexiglas face.

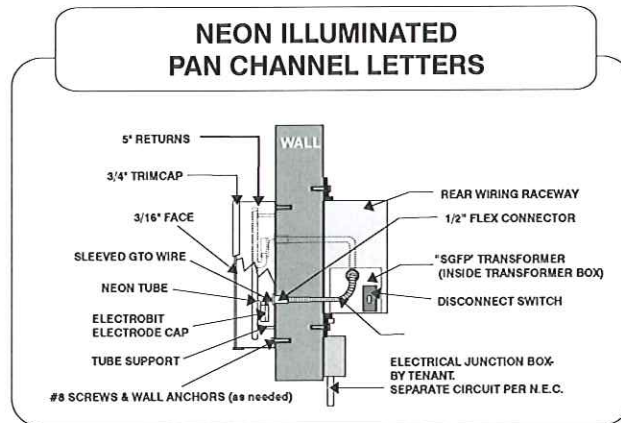
Colors

Returns: National tenants per corporate Standards, all others to have Duranodic Bronze returns.

Acrylic Plex Colors: Red, White, Green, Yellow, White, and Blue other colors to be approved by center management company or landlord.

Installation

All penetrations above the roofline must be covered with a 3 sided raceway.



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CONSTRUCTION SPECIFICATIONS - INDIVIDUAL SELF-CONTAINED PAN CHANNEL LETTERS *(*ONLY ANCHORS MAY USE SELF-CONTAINED PAN CHANNEL LETTERS)*

Construction

Pan channel letters and logos must be constructed with .063 or thicker aluminum
Paint loc letters will not be allowed

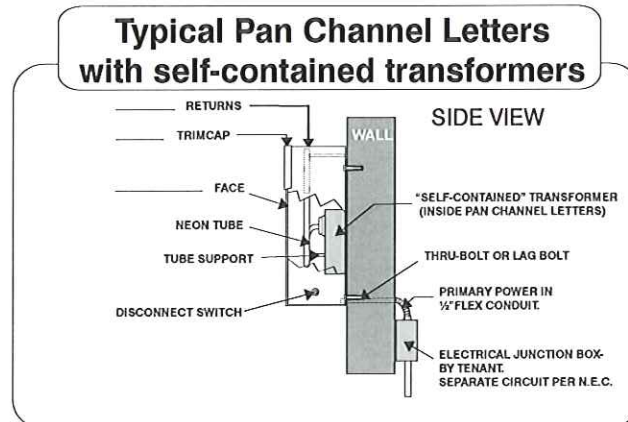
Logo and letters to be mounted directly to sign band

Individual letters and logos must be 8" deep with a minimum 3/16" acrylic Plexiglas face.

Colors

Returns: National tenants per corporate Standards, all others to have Duranodic Bronze returns

Acrylic Plex Colors: Red, White, Green, Yellow, White, and Blue other colors to be approve by center management company or landlord.



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SIGN TYPE: STOREFRONT SIGNAGE & GRAPHICS

No more than 25% of each individual window, panel or awning area may have signs/graphics applied to, or within six feet (6') behind the window area.

Storefront graphics aggregate allowances include all temporary sign applications and/or any permanent identification sign.

Layouts:

All Storefront signs and graphic layouts shall be approved in writing by the Owner and/or it's designee for quality and consistency prior to submittal to the Town of Goodyear for permitting approvals.

Restrictions:

No A-Frame Signs will be permitted

No Cabinet Signs will be allowed

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

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

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

Signs/Graphics or **any material** applied to the windows is not allowed except for what is stated above

Back Door Signs

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



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GENERAL SIGN STANDARDS AND REQUIREMENTS

All signs at Cottonflower Marketplace must be compatible with the standard outlines in these Comprehensive Sign Standards and in conformance with the Declaration of Restrictions and Easements. The purpose of the sign standards is to ensure an attractive shopping environment and to protect the interests of the surrounding neighborhood owner, and Tenants/Occupants of all parcels within Cottonflower Marketplace. Conformance will be strictly enforced, and any installed nonconforming or unapproved signs will be brought into conformance at the sole expense of the Tenant/Occupant.

Before designing signs, all Cottonflower Marketplace Tenants/Occupants will receive a copy of these sign standards. Sign plans submitted to the Owner and/or it's designee for approval must conform to these standards. The Owner and/or it's designee may administer and interpret the criteria as it applies to sign designs. All signs must be approved in writing by the Owner and/or it's designee prior to application to the City of Goodyear for permitting. Approval letter from the Owner and/or it's designee / Developer must be included with any sign permit to the City of Goodyear.

For Owner and/or it's designee review, send three (3) sets of sign drawings to:

CTW Retail Partners
5635 N. Scottsdale Road, Suite 150
Scottsdale, AZ 85250

Sign Proposal

Each Tenant/Occupant must submit to the Owner and/or it's designee three (3) sets of detailed shop drawings showing locations, dimensions, sizes, design, colors, materials, lettering, graphics, conduits, junction boxes, sleeves, and other mounting apparatus of all proposed wall, window, and rear door signs. This submittal must be made at least fifteen (15) days prior to submitting requests for permits or manufacturing.

Sign Contractor's Responsibilities

Prior to preparation of sign drawings and specifications, the Tenant's/Occupants sign contractor must review all architectural, structural, and electrical documents as they relate to the building wall and/or storefront at the proposed sign location. In addition, the sign contractor should visit the project site to become familiar with as-built conditions and verify all dimensions.

Owner and/or it's designee Review

After review of the sign proposal, the Owner and/or it's designee will return one of three sets of drawings to the Tenant/Occupant, marked either "Approved", "Approved as Noted", or "Revise and Resubmit".

If drawings are marked "Approved" the Tenant/Occupant is allowed to proceed with sign permitting and then construction and installation in accordance with the drawings. If drawings are marked "Approved as Noted", the Tenant/Occupant is allowed to proceed with sign permitting and then construction and installation, provided that any modifications noted are incorporated into the design. An applicant that takes exception to the noted modifications may revise and resubmit, as explained below. If drawings are marked "Revise and Resubmit", the plans will be returned to the Tenant/Occupant with comments. The drawings should be revised and resubmitted for Owner and/or it's designee approval.

Openings in building walls

Locations of all openings for conduit and sleeves in building walls must be indicated by the sign contractor on the drawings submitted. The contractor shall install the sign in accordance with the approved drawings.

Messages

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.



Signs

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TENANT/OCCUPANT RESPONSIBILITIES

Regulations

The Committee's approval of an Tenant's/Occupant's sign plan does not constitute an implication, representation, or certification by the Committee that those plans are in compliance with applicable statutes, codes, ordinances or other regulations.

Compliance with other regulations is the sole responsibility of the Tenant/Occupant for all work performed on the premises by or for the Tenant/Occupant.

Prohibited Signs

No signs, advertisements, notices or other lettering shall be displayed, exhibited, inscribed, painted, or affixed on any part of the buildings visible from outside the premises, except as specifically approved by the Owner and/or its designee. Signs that are installed without written approval from the Owner and/or its designee, or that are inconsistent with approved drawings, may be subject to removal and reinstallation by the Owner and/or its designee at the Tenant's/Occupant's expense. Rude, obscene, offensive, animated, flashing, blinking, rotating, moving, or audible signs, placards, posters, playbills, postings, paintings, flags, signs in public right-of-ways and fixed balloons are not permitted in any location, whether or not visible from outside the premises. Change-panel signs are prohibited, except at gas stations. Cabinet Signs are not allowed.

Illuminated Signs

The City of Goodyear requires permits for all signs and electrical permits for all signs that are illuminated. It is the Tenant's/Occupant's sole responsibility to secure these and any other permits that may be required, and to remain in compliance with these approvals and permits.

Size Limitation

Each Tenant/Occupant must limit the area of its sign in accordance with the area allocated for signs. Maximum letter height and length varies according to storefront, but it must not exceed the area allocated for signs. Each Tenant/Occupant will be granted a minimum of one sign.

Labels

No labels are permitted on the exposed surface of signs, except those required by local ordinance. Sets of individual letters shall have one label on an end letter only. These are to be installed in an inconspicuous location.

Freestanding Signs

All freestanding signs must meet applicable setbacks and their installation must comply with all local building and electrical codes.

Upkeep and Maintenance

Each Tenant/Occupant is fully responsible for the upkeep and maintenance of its sign(s), including any individual pylon or monument sign, and Tenants/Occupants are to repair any sign defects within five (5) days of notification. If an Tenant/Occupant does not repair said sign(s), the Developer, at the Tenant/Occupant's sole cost and expense, may repair and/or replace sign(s). A penalty of 100% of the Developer's cost to repair said sign, in addition to the cost of the repair, may be assessed to the Tenant/Occupant if the Landlord or building owner is required to provide the necessary maintenance due to the Tenant's/Occupant's noncompliance following notification.

Illumination Timer

Power to illuminate the Tenant's/Occupant's sign is to be from Tenant's/Occupant's electrical meter, switched through a Tork DW-2100AY time clock, set in accordance with schedules determined by the Owner and/or its designee and/or a shopping center manager.

Sealing of Building Penetrations

All penetrations of the building structure required for sign installation shall be sealed in watertight fashion, by Owner's and/or its designee's designated roofing contractor.

Damage Caused By or During Installation

The sign contractor and/or Tenant/Occupant will pay for any damage to a building fascia, canopy, structure, roof, building elements or flashing caused by sign installation.



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COTTONFLOWER MARKETPLACE

DEFINITIONS

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

Aggregate Sign Area

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

Architectural Frontage

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

Architectural Awnings

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

Building Leased Frontage

The overall lineal foot frontage of a leased space.

Letter (Typical)

Acrylic, Plexiglas, or plastic-faced with surface of first surface applied graphics, internally backlit in a pan channel construction.

Custom Letters

Letter designed and fabricated in multiple planes, colors, finishes and unique shapes and forms. Typically with dimensional illuminated letters and opaque backgrounds.

Committee

Made up of the consenting owners as defined in the Construction, Operation and Reciprocal Easement Agreement.

Graphics

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

Sign Area

The aggregate area of the smallest rectangles that encloses individual elements of a sign's lettering and logos.

Sign Envelope

The overall height and length allowances of sign area designated for Tenant/Occupant sign placement on a building elevation.

Street Front Signs

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

Storefront Signs & Graphics Permanent

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

Storefront Signs & Graphics Temporary

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



4028 W. WHITTON - PHX, AZ 85019
PHONE (602)-604-9356 • FAX (602)-272-4608

COMPREHENSIVE SIGN PROGRAM - Cottonflower Marketplace - SWC of Cotton Lane & Yuma

COTTONFLOWER MARKETPLACE

If you have any questions please call:

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