

Comprehensive Sign Package

W.M. Grace Development C.C.

6925 E. Scottsdale Rd.

Phoenix, AZ 85250

Pebblecreek Marketplace

SWC Of McDowell Rd & Pebble Creek Pkwy

Goodyear, AZ

Case No. 19-630-00002

Revised: 6/13/2019 - 2nd Review

4/8/2019 - 1st Review

Prepared by:



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PEBBLECREEK 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 Pebble Creek 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, or if it will required PAD approval for the requested square footage or usage that exceeds the current code restrictions. The written descriptions for the elements outline the reasons for the requests.

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

Pebblecreek Marketplace is a multi-tenant retail center located on the southwest corner of Pebblecreek Parkway and Interstate 10.

Project Colors and Materials

The appearance of Pebblecreek 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 unity the signage with the site.

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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PEBBLECREEK MARKETPLACE
FREESTANDING SIGN MATRIX

SIGN NUMBER	TYPE/DESCRIPTION	QTY	OVERALL HEIGHT	LOCATION	CENTER ID SQUARE FOOTAGE	TENANT PANEL SQUARE FOOTAGE	NUMBER OF TENANT PANELS
1	MAIN PROJECT ID	1	1'-0" (12") LETTERS ON A 3'-0" (36") WALL	N.E.C. OF MCDOWELL ROAD & PEBBLECREEK	30 SQUARE FEET	N/A	N/A
2	FREEWAY PYLON	1	58'-0" TALL FROM GRADE	ALONG I-10 FRONTAGE	92 SQUARE FEET	450 SQUARE FEET	8 TENANT PANELS
3	FREESTANDING MULTI-TENANT MONUMENT	3	16'-0" TALL FROM GRADE	2 - ALONG MCDOWELL RD 2 - ALONG PEBBLECREEK	10.2 SQUARE FEET	67.5 SQUARE FEET	8 TENANT PANELS
4	TRAFFIC DIRECTIONAL	PER GOODYEAR ZONING ORDINANCE	4'-0" TALL FROM GRADE	PER GOODYEAR ZONING ORDINANCE	N/A	N/A	N/A
5	DRIVE-THRU MENU	PER GOODYEAR ZONING ORDINANCE	6'-0" TALL FROM GRADE	PER GOODYEAR ZONING ORDINANCE	N/A	N/A	N/A
6	FUEL CENTER GROUND SIGN	2	6'-0" TALL FROM GRADE	1 - ALONG MCDOWELL RD 1 - ALONG PEBBLECREEK	N/A	16 SQUARE FEET	1



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 at the property line with the leading edge of the sign.

***All Electrical service to all freestanding signs will be buried underground on a separate permit by others.**

PEBBLECREEK MARKETPLACE

Freestanding Sign Hierarchy

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

Sign Type 1-MAIN PROJECT ID

Low profile project identification corner wall sign integrated with architectural materials and colors. Re-zoning stipulations required at corner for Pebble Creek Marketplace feature.

Sign Type 2-FREEWAY PYLON

These signs will identify the project and list the nineteen (6) Junior Anchors in the project per sign for a total of one (1) identification location. Sign will be located along I-10 Frontage. Will maintain a minimum 15' set back from Freeway Right-of-Way.

Sign Type 3-FREESTANDING MULTI-TENANT MONUMENT SIGN

These signs will identify the project and list (6) Junior Anchors and Shop/Pad tenants without visibility from the right-of-way. A total of three(3) identification locations, 1 along McDowell Road and 2 along Pebble Creek

Sign Type 4-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 5-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.

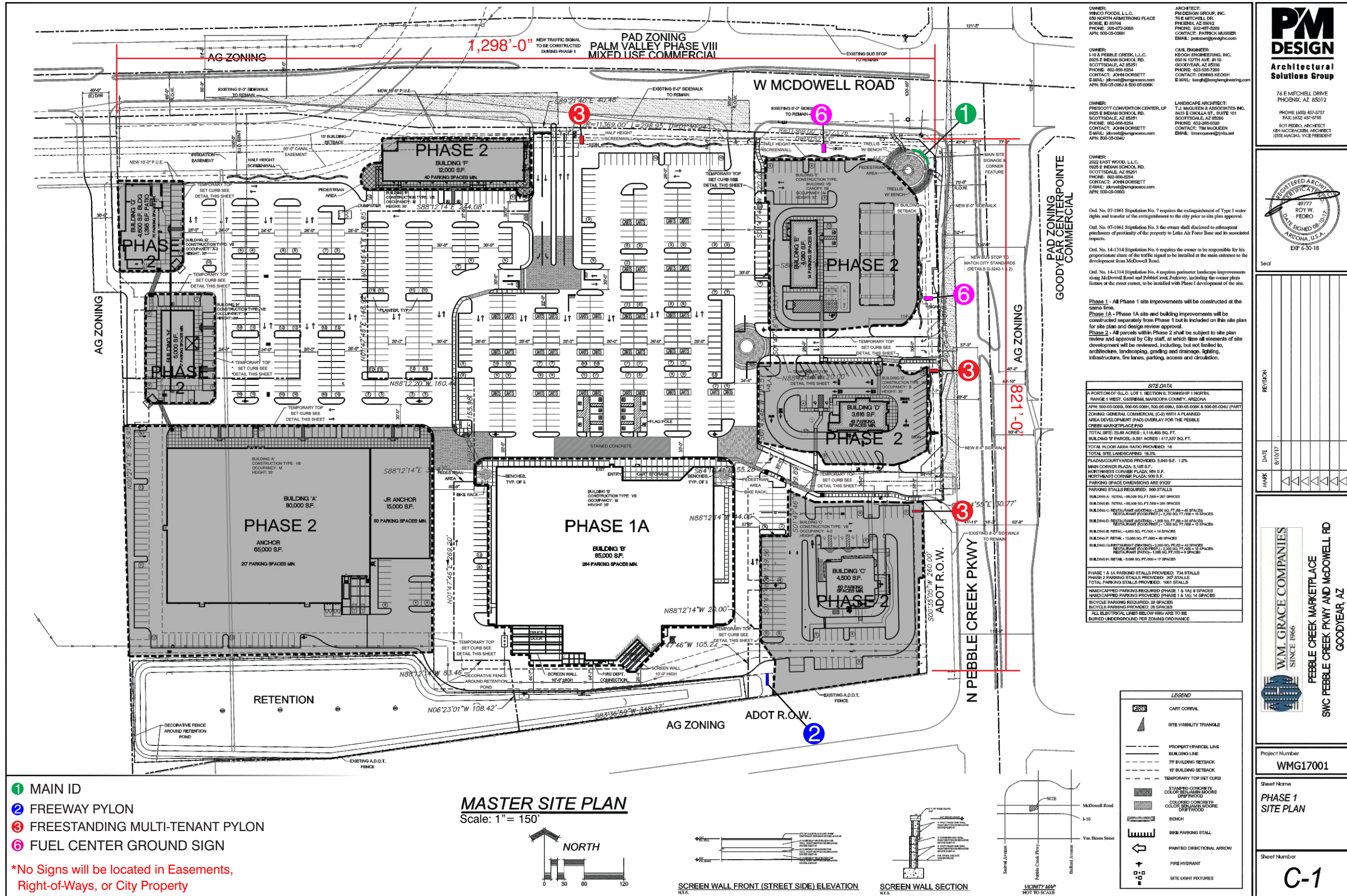
Sign Type 6-Fuel Center Ground Sign

These signs will identify the fuel center with tenant panels and will also identify fuel center pricing. Located on Pebblecreek Parkway and McDowell Rd.



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MASTER SITE PLAN



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Sign Type : Main Project ID

Located on the Northeast corner of the project, at the intersection of McDowell Road and Pebblecreek Pkwy. This sign is integrated with the project landscape wall materials and design theme.

Sizes

Wall Height-Max height of 3’-0”
Lettering measures 12” x 30’-0” for a total 30 s.f.

Construction

Wall and Cap -Masonry with stucco painted finish.
Lettering: Individual letters flush mounted to wall.

Colors

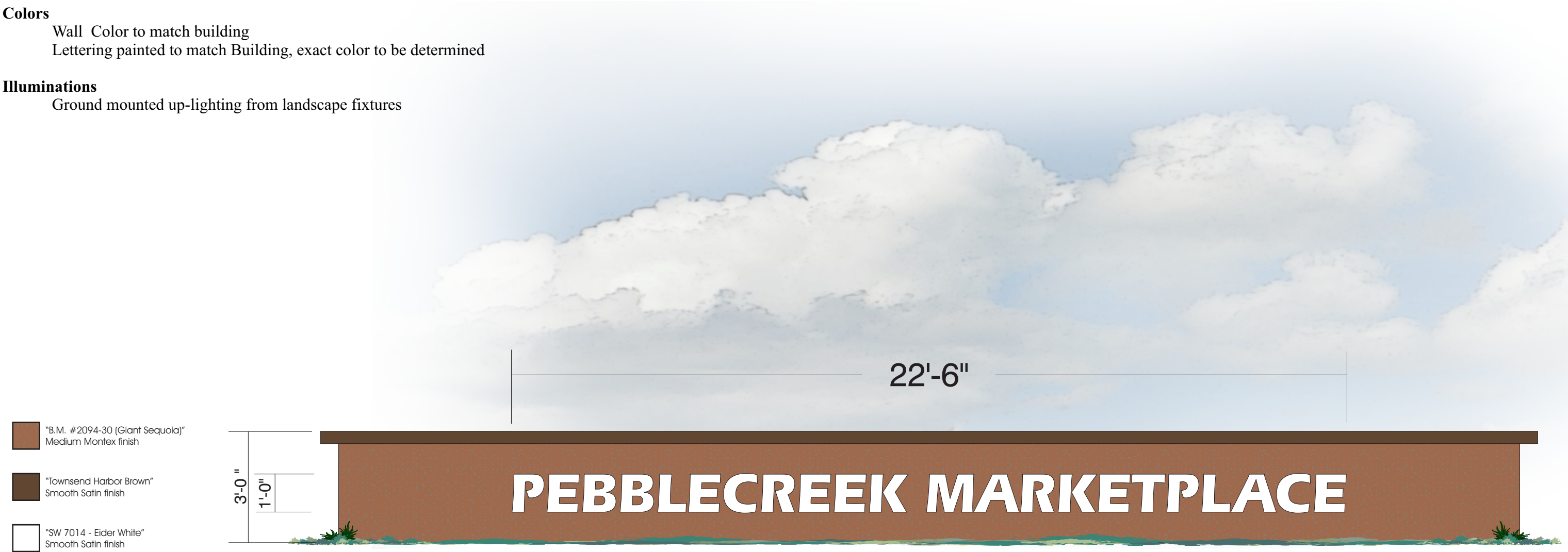
Wall Color to match building
Lettering painted to match Building, exact color to be determined

Illuminations

Ground mounted up-lighting from landscape fixtures



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Scale: 3/8" = 1'

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SIGN TYPE: 2 - FREEWAY PYLON

FREEWAY PYLON SIGN

There is one (1) freeway pylon located along the I-10 frontage to identify the project and six tenants.

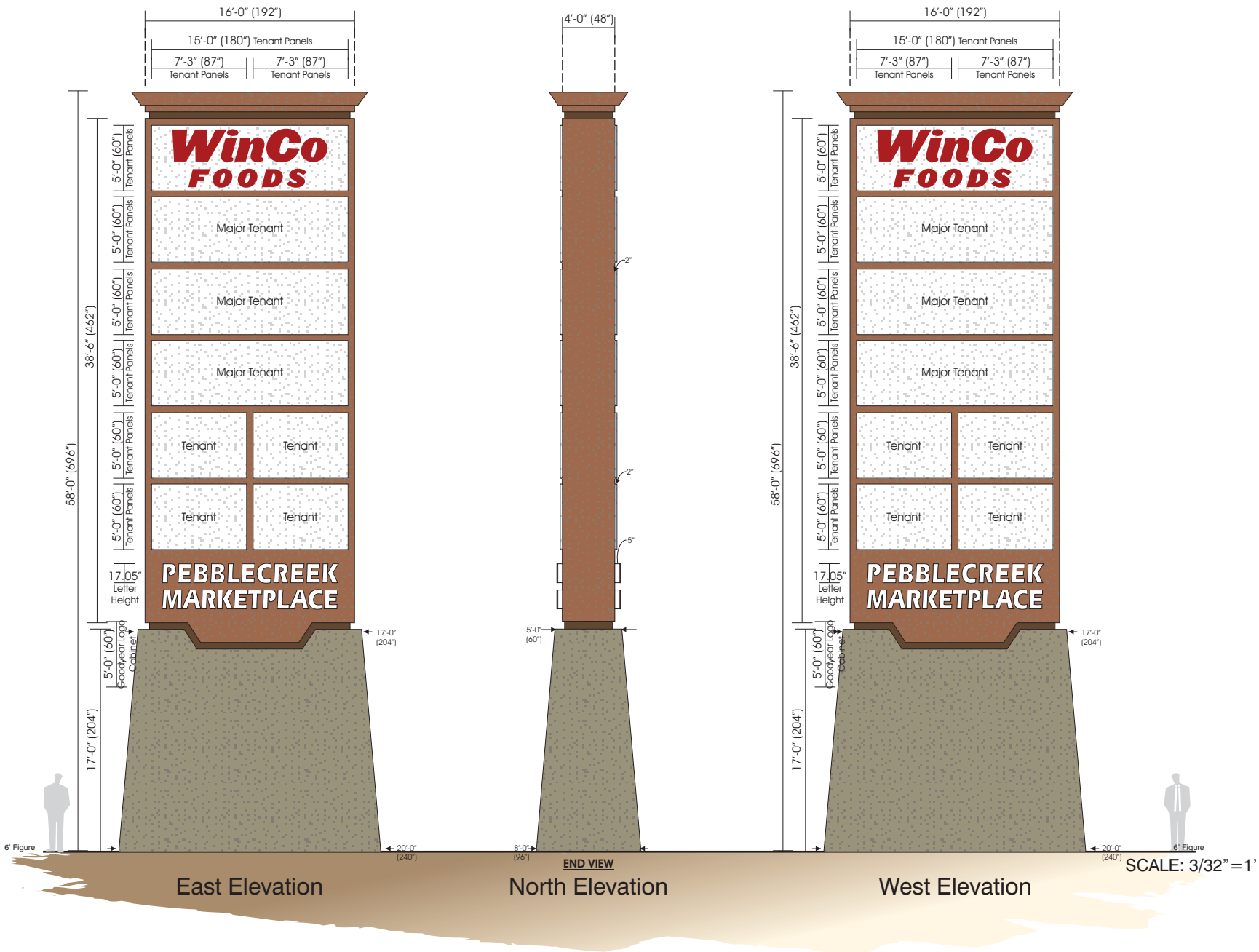
Project ID	
Material:	Aluminum cabinets
Height:	58'-0" Overall
Project ID:	Individual pan channel letters mounted to aluminum cabinet. 92 sq ft sign area (Project ID)
Colors:	Logo area: Varying Shades Base Color: B.M. #2107-40 Driftwood Project ID Panel: B.M. #2094-30 Giant Sequoia Letters: SW 7014 Elder White Reveals: Townsend Harbor Brown
Illumination:	Logo - Internal Fluorescent backlit lamps ID - Internal face lighted
Tenant Panels	
Materials:	Aluminum cabinet faces with routed tenant copy and acrylic back up
Color:	Panels: SW 7014 Elder White Graphics: Per Tenant Corporate standard colors and logo/letter style
Size:	Panel Area: 5'-0" x 15'-0" 75 sq ft / Total 450 sq ft
Illumination:	Internal Fluorescent Lighting

*As per regulation 4-2-9 of the zoning ordinance, the freeway pylon sign will be placed a minimum of 15ft back of the right-of-way.

*Use Permit No. 19-300-0005



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SIGN TYPE: 3
FREESTANDING MULTI-TENANT MONUMENT



Signs

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FREESTANDING MULTI-TENANT MONUMENT

There are three (3) multi-tenant pylons located along the Street frontages to identify the project and six tenants.

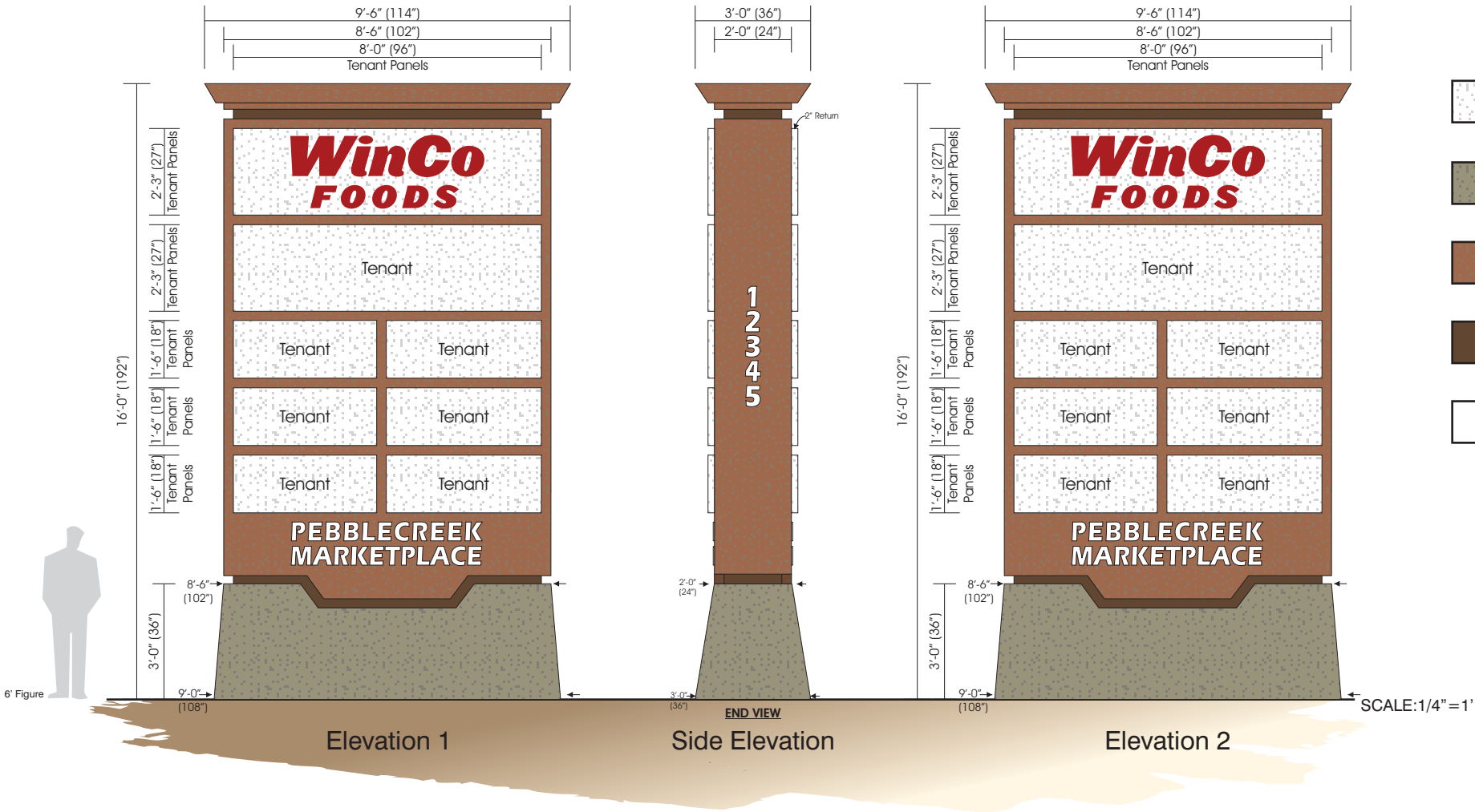
Project ID	
Material:	Aluminum cabinets
Height:	16'-0" Overall
Project ID:	Routed out copy from the cabinet with 1/2" White Acrylic Push backed with 1/8" Clear SG Plex backing the push thru. 10.2 sq ft sign area (Project ID)
Colors:	Base Color: B.M. #2107-40 Driftwood Project ID Panel: B.M. #2094-30 Giant Sequoia Letters: SW 7014 Elder White Reveals: Townsend Harbor Brown
Illumination:	Logo - Internal Fluorescent backlit lamps ID - Internal face lighted

Tenant Panels

Materials:	Aluminum cabinet faces with routed tenant copy and acrylic back up
Color:	Panels: SW 7014 Elder White Graphics: Per Tenant Corporate standard colors and logo/letter style
Size:	Panel Area: 1'-10 1/2" x 6'-0" 11-1/4 sq ft / Total 67 1/2 sq ft
Illumination:	Internal Fluorescent Lighting

Address Numbers

Materials:	.25" flat cut out Aluminum
Color:	SW 7014 Elder White
Size:	6 1/2" Letter Height



PEBBLECREEK MARKETPLACE

DIRECTIONAL PYLON SIGN

There are mutple pylons located along the parking lot of the property.

Cabinet

- Material: Aluminum cabinets
- Height: 4'-0" Overall
- Colors: Base Color: B.M. #2107-40 Driftwood
Cabinet: B.M. #2094-30 Giant Sequoia
Reveals: Townsend Harbor Brown

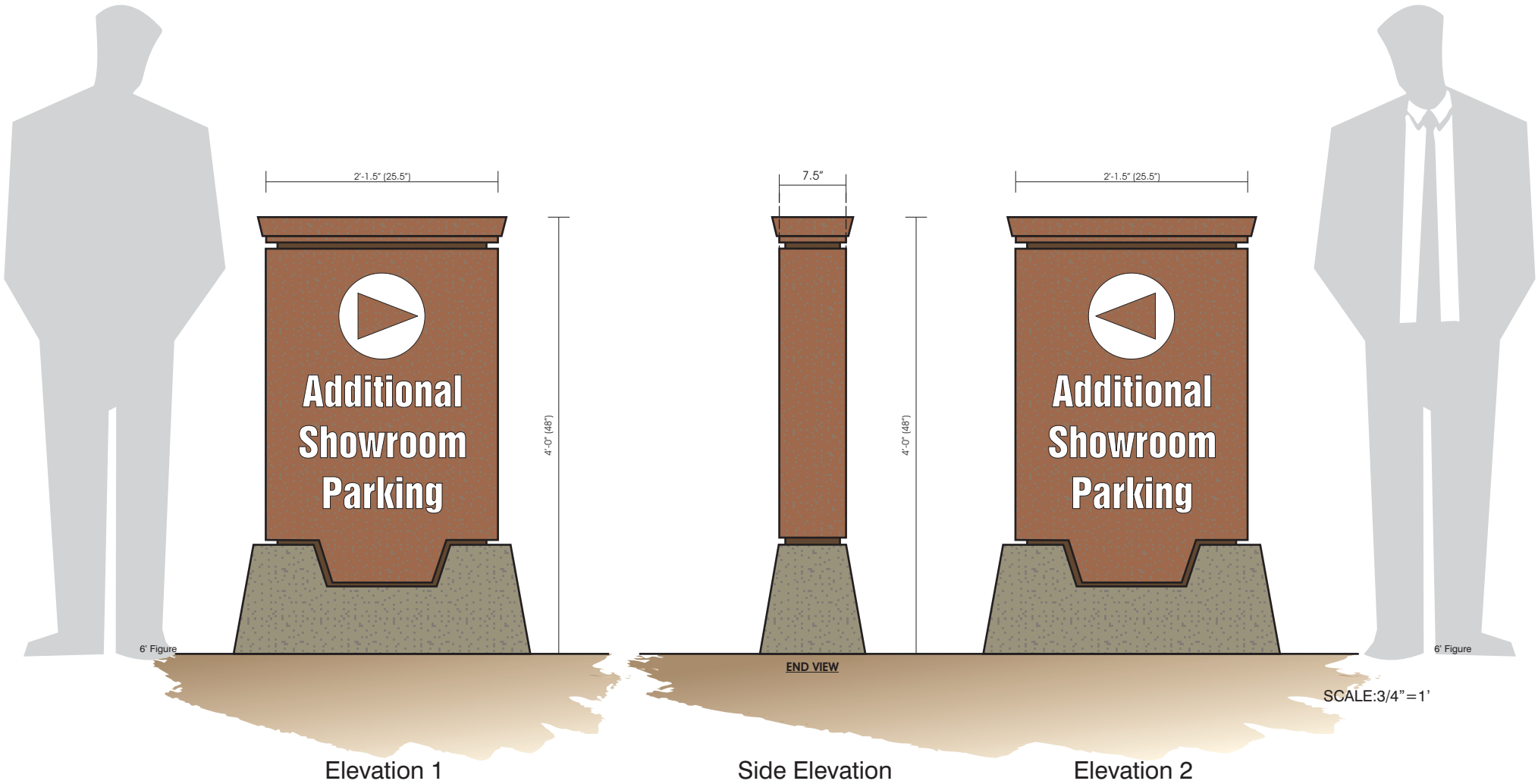
Directional Shape and Letters

- Materials: .25" flat cut out Aluminum
- Color: SW 7014 Eider White
- Size: Shape - 9½" x 9½"
Letters - 3½" Letter Height



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- "B.M. #2107-40 (Driftwood)"
Medium Montex finish
- "B.M. #2094-30 (Giant Sequoia)"
Medium Montex finish
- "Townsend Harbor Brown"
Smooth Satin finish
- "SW 7014 - Eider White"
Smooth Satin finish

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FUEL CENTER GROUND SIGN

There are mutiple pylons located along the parking lot of the property.

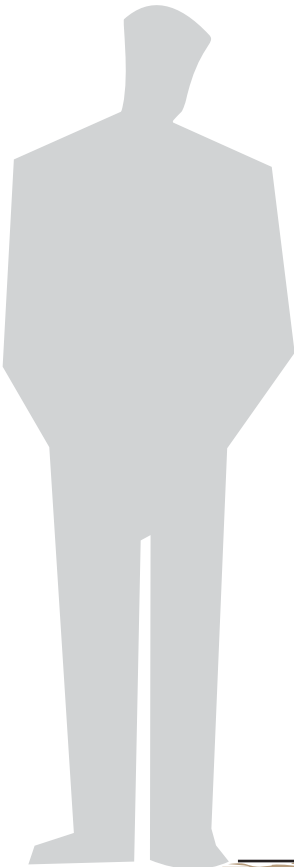
Cabinet

- Material: Aluminum cabinets
- Height: 6'-0" Overall
- Colors: Base Color: B.M. #2107-40 Driftwood
Cabinet: B.M. #2094-30 Giant Sequoia
Reveals: Townsend Harbor Brown

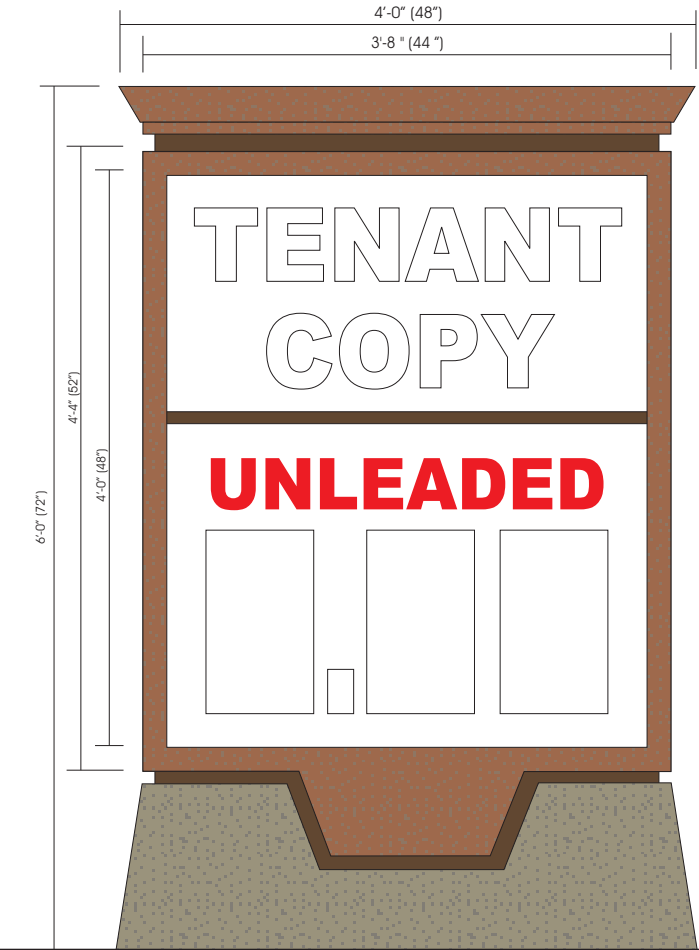
Vinyl Copy

Vinyl: Color and layout to be determined by tenant.

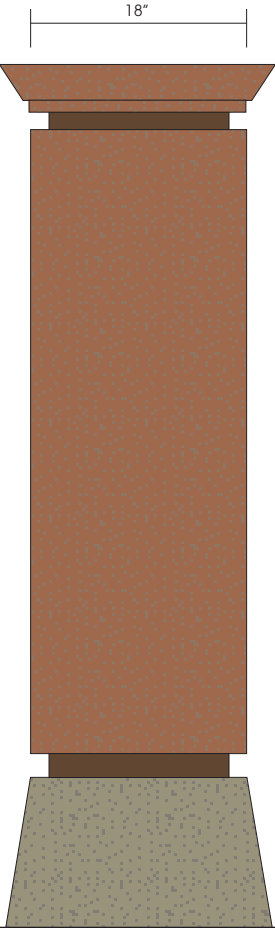
- "B.M. #2107-40 (Driftwood)"
Medium Montex finish
- "B.M. #2094-30 (Giant Sequoia)"
Medium Montex finish
- "Townsend Harbor Brown"
Smooth Satin finish
- "SW 7014 - Elder White"
Smooth Satin finish



6' Figure



Elevation 1



END VIEW

Side Elevation

SCALE:3/4"=1'



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BUILDING MOUNTED WALL SIGNAGE MATRIX

TENANT	SIGN TYPE	FUNCTION	LOCATION	SIZE	ILLUMINATION	MATERIALS
Junior Anchor In-line Tenants (Adjacent to Freeway)	Wall mounted signs	Tenant identification	All elevations that offer readability	1.5 sf/1 linear foot of front elevations; and 1 sf/ 1 linear foot of other walls upon which signage is placed. 400 sf maximum aggregate. 450 sf maximum aggregate for Junior Anchors	Interior, backlit or a combination thereof	Aluminum, acrylic, painted metal, flexface material
Junior Anchor Tenants (Freestanding Bldgs) >9,000 s.f.	Wall mounted signs	Tenant identification	All elevations that offer readability	1.5 sf/1 linear foot of front elevations; and 1 sf/ 1 linear foot of other walls upon which signage is placed 275 sf maximum aggregate.	Interior, backlit or a combination thereof	Aluminum, acrylic, painted metal, flexface material
Pad Tenants <9,000 s.f.	Wall mounted signs	Tenant identification	All elevations that offer readability	1 sf/1' linear foot of front elevations; and ½ sf/1 linear foot of other walls upon which signage is placed. 200 sf maximum aggregate.	Interior, backlit or a combination thereof	Aluminum, acrylic, painted metal, flexface material
Shop Tenants	Wall mounted signs	Tenant identification	All elevations that offer readability	1 sf/1' linear foot of front elevations; and ½ sf/1 linear foot of other walls upon which signage is placed. 200 sf maximum aggregate.	Interior, backlit or a combination thereof	Aluminum, acrylic, painted metal, flexface material
Fuel Center	Wall mounted signs	Tenant identification	All elevations that offer readability	1 sf/1' linear foot of front elevations; and ½ sf/1 linear foot of other walls upon which signage is placed. 200 sf maximum aggregate.	Interior, backlit or a combination thereof	Aluminum, acrylic, painted metal, flexface material

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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.

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.

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.



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COMPREHENSIVE SIGN PROGRAM - Pebblecreek Marketplace - SWC of McDowell Road & Pebblecreek Parkway

PEBBLECREEK MARKETPLACE

CONSTRUCTION SPECIFICATIONS - INDIVIDUAL PAN CHANNEL LETTERS

-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

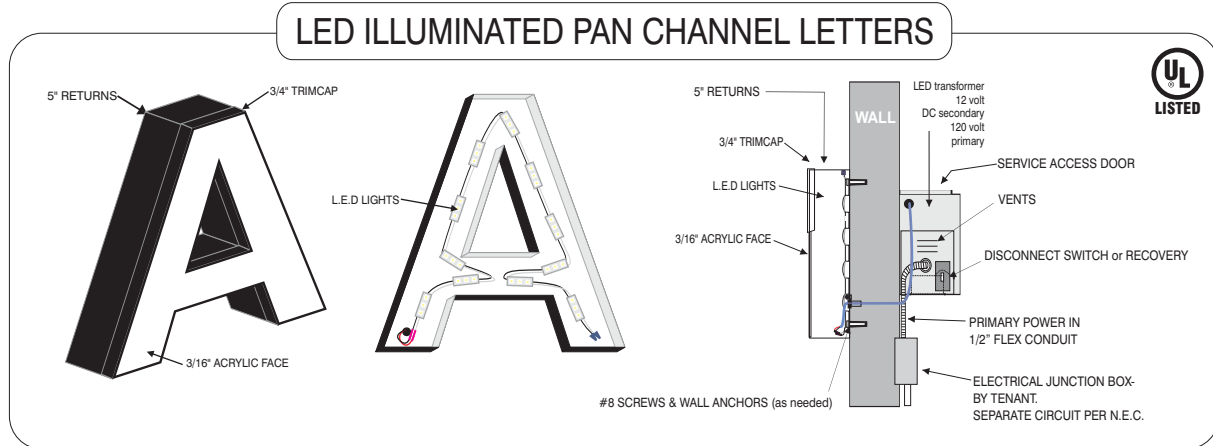
Individual letters and logos must be at least 3" deep with a minimum 3/16" acrylic Plexiglas face.

Colors

Returns: National tenants per corporate Standards.

Shops: Open colors.

Acrylic Plex Colors: Open colors.



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COMPREHENSIVE SIGN PROGRAM - Pebblecreek Marketplace - SWC of McDowell Road & Pebblecreek Parkway

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CONSTRUCTION SPECIFICATIONS - INDIVIDUAL SELF-CONTAINED PAN CHANNEL LETTERS (*ONLY JUNIOR 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

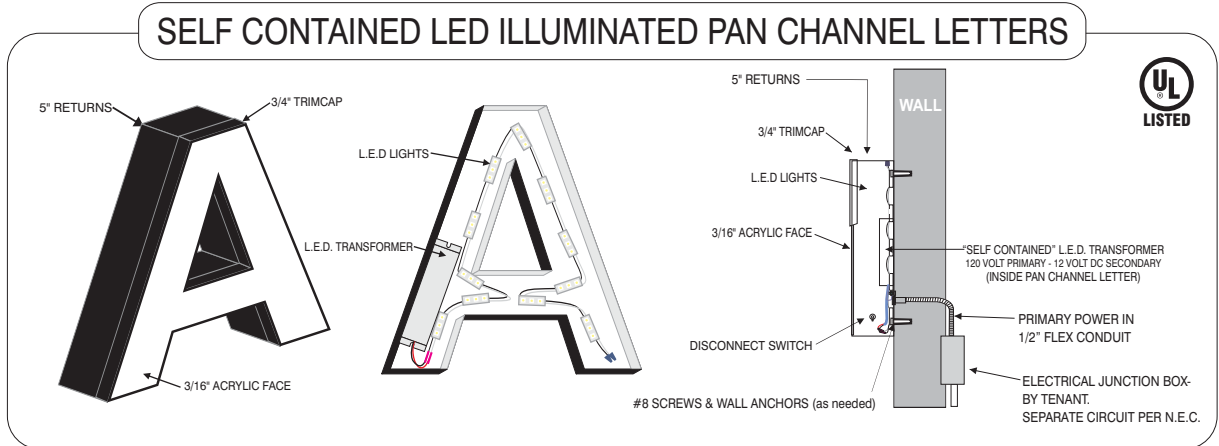
Individual letters and logos must be 5" deep with a minimum 3/16" acrylic Plexiglas face.

Colors

Returns: National tenants per corporate Standards.

Shops: Open colors.

Acrylic Plex Colors: Open colors.



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SIGN TYPE: STOREFRONT SIGNAGE & GRAPHICS

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

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

Layouts:

All Storefront signage and graphic layouts shall be approved in writing by the Committee for quality and consistency prior to submittal to the City of Goodyear for permitting approvals.

Restrictions:

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.

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

Back Door Signage

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



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GENERAL SIGN STANDARDS AND REQUIREMENTS

All signs at Pebblecreek Marketplace must be compatible with the standards outlines in these Comprehensive Signage 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, Developer and Owner/Occupants of all parcels within Pebblecreek Marketplace. Conformance will be strictly enforced, and any installed nonconforming or unapproved signs will be brought into conformance at the sole expense of the Owner/Occupant.

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

For Committee review, send three (3) sets of signage drawings to:

Signage Proposal

Each Owner/Occupant must submit to the Committee 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 signage drawings and specifications, the Owner'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 signage location. In addition, the sign contractor should visit the project site to become familiar with as-built conditions and verify all dimensions.

Committee Review

After review of the signage proposal, the Committee will return one of three sets of drawings to the Owner/Occupant, marked either "Approved", "Approved as Noted", or "Revise and Resubmit".

"Approved" If drawings are marked "Approved" the Owner/Occupant is allowed to proceed with sign permitting and then construction and installation in accordance with the drawings. "Approved as Noted" If drawings are marked "Approved as Noted", the Owner/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. "Revise and Resubmit" If drawings are marked "Revise and Resubmit", the plans will be returned to the Owner/Occupant with comments. The drawings should be revised and resubmitted for Committee 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.



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COMPREHENSIVE SIGN PROGRAM - Pebblecreek Marketplace - SWC of McDowell Road & Pebblecreek Parkway

PEBBLECREEK MARKETPLACE

OWNER/OCCUPANT RESPONSIBILITIES

Regulations

The Committee's approval of an Owner's/Occupant's signage 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 Owner/Occupant for all work performed on the premises by or for the Owner/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 Committee. Signs that are installed without written approval from the Committee, or that are inconsistent with approved drawings, may be subject to removal and reinstallation by the Developer at the Owner's/Occupant's expense. Rude, obscene, offensive, animated, flashing, blinking, rotating, moving, or audible signs, placards, posters, playbills, postings, paintings, flags, signs in public rights-of-way and 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 Signage is 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 Owner'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 Owner/Occupant must limit the area of its sign in accordance with the area allocated for signage. Maximum letter height and length varies according to storefront, but it must not exceed the area allocated for signage. Each Owner/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 Owner/Occupant is fully responsible for the upkeep and maintenance of its sign(s), including any individual pylon or monument signage, and Owners/Occupants are to repair any sign defects within five (5) days of notification. If an Owner/Occupant does not repair said sign(s), the Developer, at the Owner/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 signage, in addition to the cost of the repair, may be assessed to the Owner/Occupant if the Landlord or building owner is required to provide the necessary maintenance due to the Owner's/Occupant's noncompliance following notification.

Illumination Timer

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

Sealing of Building Penetrations

All penetrations of the building structure required for sign installation shall be nearly sealed in watertight fashion.

Damage Caused By or During Installation

The sign contractor and/or Owner/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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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 Owner/Occupant, which includes Street-front signage, Storefront signage (arcade and window signage/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 signage.

Architectural Awnings

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

Building Leased Frontage

The overall lineal foot frontage of a leased space.

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 Owner/Occupant sign placement on a building elevation.

Street Front Signage

Signage 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 Signage & Graphics Permanent

This is the signage 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 Signage & Graphics Temporary

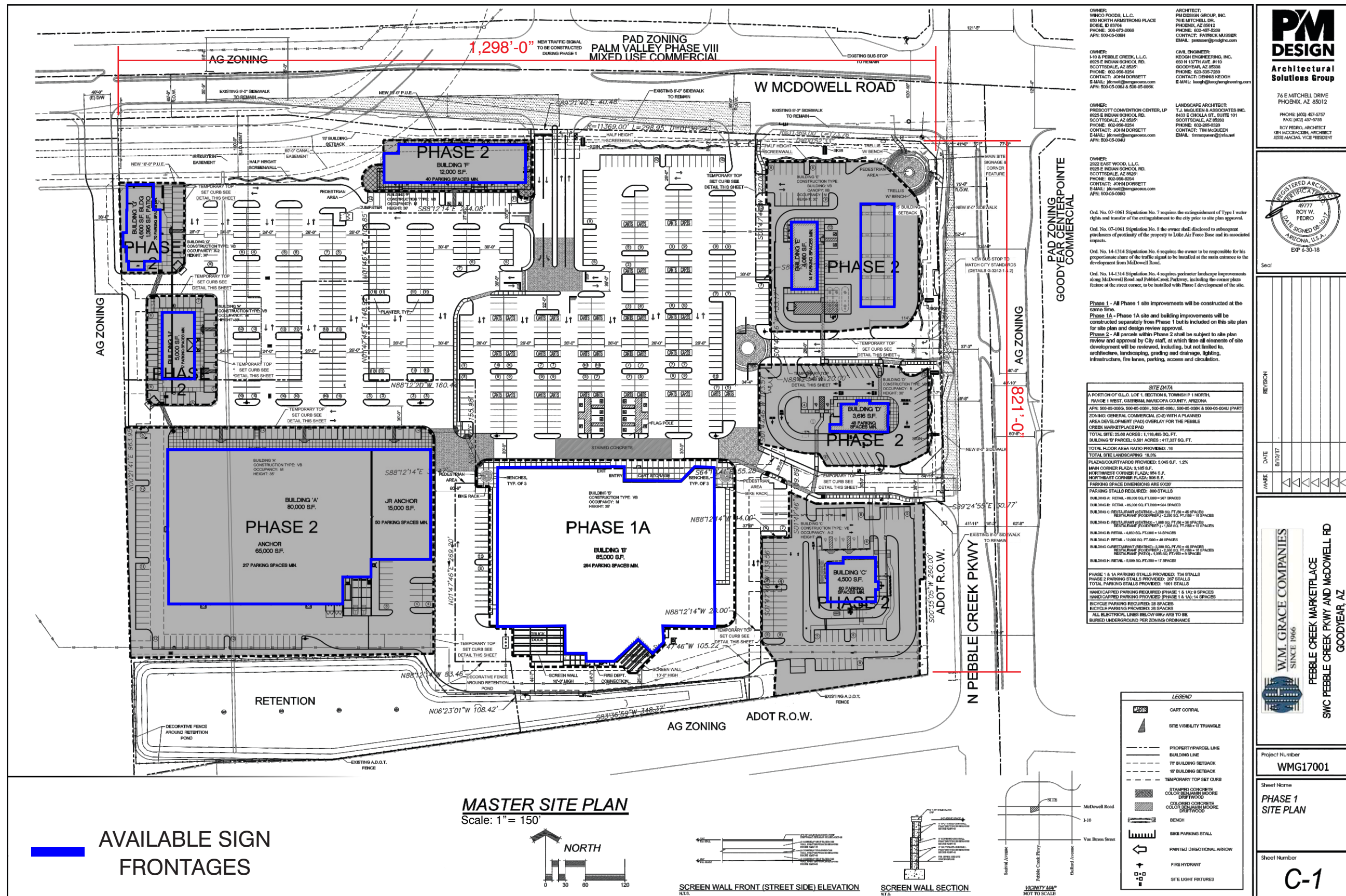
Any sign, banner, pennant, baffle or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard or other like material with or without frames.



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COMPREHENSIVE SIGN PROGRAM - Pebblecreek Marketplace - SW of McDowell Road & Pebblecreek Parkway

SITE MAP SHOWING BUILDING SIGN LOCATIONS



PEBBLECREEK MARKETPLACE
AUTHORIZED SIGN VENDORS

-National Tenants Allowed to use contracted Sign Company

-All Other Tenants please call:

Andy Gibson
Bootz and Duke Sign Company
2831 W. Weldon Ave
Phoenix, AZ 85017

Phone: 602-272-9356
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