MASTER SIGN PROGRAM

GOODYEAR VILLAGE CENTER

NWC OF VAN BUREN AND LICHFIELD ROAD GOODYEAR, AZ

PREPARED FOR:
MUTUAL DEVELOPMENT COMPANY, LLC
2980 East Northern Ave., Ste. A
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MARCH 2020

GOODYEAR VILLAGE CENTER

A Multi-tenant Monument Signs

B Existing Pad Monument Signs
(NOT A PART)

C Existing Monument Sign to be Removed
(NOT A PART)

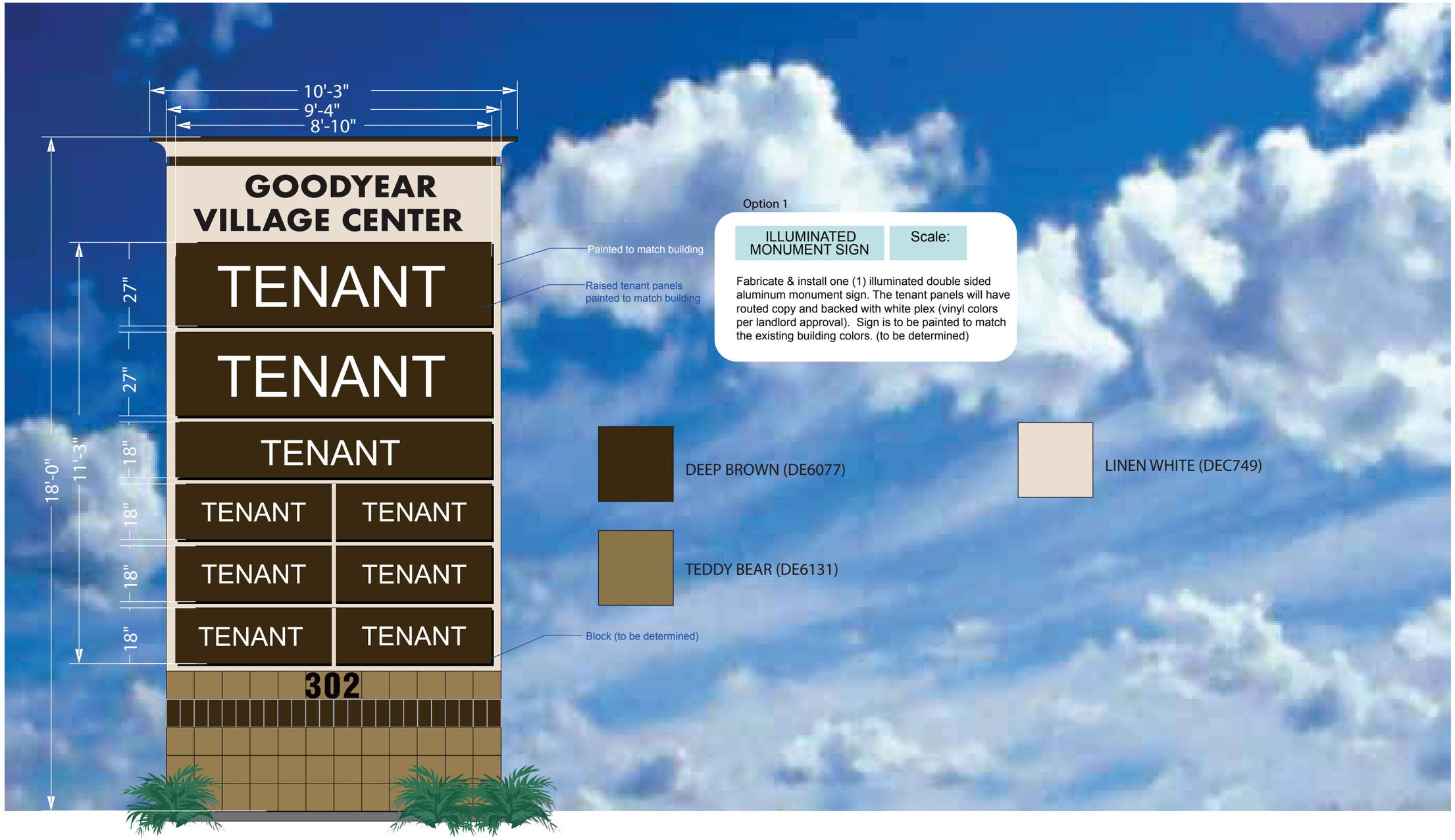
NOTE:
THE SCOPE OF THIS SIGN PROGRAM IS LIMITED TO FOLLOWING PARCELS:
500-04-028
500-04-029
500-04-030

SITE PLAN

NOT TO SCALE

NORTH

A Multi-tenant ID Monument Sign



General Requirements – Tenant Building Signage

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

I. GENERAL REQUIREMENTS AND PERMIT PROCEDURE

A. **Tenant shall submit or cause to be submitted to Developer, for approval, prior to fabrication, electronic copies of detailed drawings drawn to scale illustrating the the exact location(s) of the proposed signage on the building elevation(s), the size, layout, design color, method of illumination, material specifications, and the method of attachment.**

B. **Tenant or Tenant's representative shall obtain all required permits for signs and their installation from the City of Goodyear.**

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 City of Goodyear.**

E. **All signs shall be reviewed for conformance with these criteria and overall design quality. Approval or disapproval of sign submittals shall remain the sole and absolute discretion of the Developer's and/or Developer's Designagted Representative.**

F. **Tenant shall be responsible for the installation and maintenance of Tenant's sign. Should Tenant's sign(s) require maintenance or repair, Developer shall give Tenant fourteen (14) days written notice to effect said maintenance or repair. Should Tenant fail to do the same, Developer may undertake repairs and Tenant shall reimburse Developer within ten (10) days from receipt of Developer's and/or Developer's Designagted Representative invoice.**

G. **Devices such as attraction boards, posters, banners and flags may be permitted. Tenant shall submit its request for approval first to the Developer who shall have sole and absolute discretion in granting approval prior to Tenant obtaining any required permits from the City of Goodyear.**

II. SPECIFICATIONS - TENANT SIGNS

A. **General Specifications**

1. **Animated, flashing or audible signs, except for City of Goodyear approved menu type signs shall be not be permitted.**
2. **All signs and their installation shall comply with all City of Goodyear building and electrical codes.**
3. **Exposed raceways, crossovers or conduit shall not be permitted unless unique building features prohibit the ability to accommodate Tenant's building signage. Such conditions will be reviewed on an individual case by case basis and approved by the Developer and/or Developer's Designagted Representative in addition to the City of Goodyear. Tenant signage shall consist primarily of individual letters and logos installed onto the building's wall surface(s).**
4. **All conductors, transformers and other equipment required to illuminate the Tenant's signage shall be concealed.**
5. **Painted lettering shall not be permitted except as approved by the Developer and the City of Goodyear.**
6. **Any damage to any wall surface, canopy, and/or roof deck resulting from Tenant's sign installation shall be repaired to its original contion at the Tenant's sole expense.**
7. **Upon removal of any sign by a Tenant, the Tenant shall repair any damage to the wall surface, canopy, and/or roof deck to its original condition at the sole expense of the Tenant.**

B. **Placement of Signs**

1. **All Tenant signage shall be installed in accordance to the approved Master Sign Plan in location(s) designated by the Developer based upon the individual building's unique design.**

III. TENANT SIGNAGE - DESIGN REQUIREMENTS

Tenant signage shall primarily consist of Individual illuminated and/or non-illuminated letters, logos and custom cabinet forms. Letters and logos may be constructed as internally illuminated pan channel letters with illuminated acrylic sign faces, reverse pan channel "backlit" or "halo" illuminated letters, or any combination thereof. Tenant shall first obtain Developer's and/or Developer's Designagted Representative written approval prior to submitting a sign permit application to the City of Goodyear. All signage shall be comply with Article 7 Sign Regulations of the City of Goodyear Zoning Ordinance unless otherwise modified herein and shall be installed in compliance with all adopted building and electrical codes of the City of Goodyear. All signage shall be in compliance of all UL standards and shall be listed and installed in accordance to the National Electrical Code, Article 600. Any sign installation found to be non-compliant with these provisions shall be remedied immediately by the Tenant at Tenant's sole expense.

A. **Sign Area**

1. **Tenants occupying 10,000 square feet or greater may have one or more wall signs on the exterior walls of the space occupied by the Tenant in accordance to the following guidelines: The maximum wall sign area per building elevation occupied by a Tenant occupying 10,000 square feet or greater shall be computed by multiplying one and one-half (1.5) square feet for each one (1) linear foot of the building frontage occupied by the Tenant. The maximum wall sign area per building elevation occupied by Tenants occupying less than 10,000 square feet shall be computed by multiplying one (1.0) square feet for each one (1) linear foot of the building frontage occupied by the Tenant.**
2. **As a minimum allowance, Tenants shall be permitted a minimum of thirty five (35) square feet of sign area per elevation.**

B. **Height and Length Restrictions**

1. **Tenant signage shall be installed in accordance with the approved Master Sign Plan in location(s) designated by the Developer based upon the individual building's unique design.**
2. **In no event shall any sign exceed eighty (80) percent of the Tenant's storefront and/or wall surface upon which it is placed.**
3. **The available surface area and/or architectural feature shall regulate allowable letter and logo height. In no event shall any sign exceed seventy (70) percent of the vertical height of the wall surface upon which the sign is placed.**

C. **Brand identity**

1. **Tenants may use the typeface, marks/icons, logos, and colors of their choice subject to Developer's and/or Developer's Designagted Representative approval.**
2. **Nationally recognized Tenants shall be permitted to utilize their standard corporate identification programs subject to the sign area limitations stated herein.**

D. **Shingle Sign**

1. **Each Tenant may install a double-faced non-illuminated shingle sign not exceeding four (4) square feet in sign area. The shingle sign design shall be submitted to the Developer and/or Developer's Designated Representative for approval and shall be reviewed on a case by case basis. The Developer shall have the sole and absolute discretion to approve or deny any shingle sign request. All shingle signs shall be permitted by the City of Goodyear.**
2. **The shingle sign shall be suspended and/or projected using a mechanism consistent approved by the Developer and the City of Goodyear and shall maintain a minimum clearance of 8'-0" between the bottom of the sign and the sidewalk.**

E. **Marketing Graphics**

1. **Except as provided in the note below, in addition to all window signs permitted under Article 7-8(B)(12) of the Goodyear Zoning Ordinance, window art consisting of digitally printed vinyl graphics and images may be placed on up to three (3) glass panels measuring 93"(h) x 38"(w) immediately adjacent to entrances into a business establishment. *See Note.**
2. **Marketing graphics shall not consist of off-premise advertising.**

*** Tenants occupying less than 10000 square feet shall follow Article 7 Sign Regulations**

IV. 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 required 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 the City of Goodyear harmless for, from and against damages or liabilities on account thereof.**