

**THE MERCADO AT SCOTTSDALE RANCH
SIGNAGE GUIDELINES**

Retail Signs

General Requirements:

1. All proposed signs must have written approval by the Scottsdale Ranch Community Association (SRCA) PRIOR to installation.
2. Wall, awning, shingle and door signs are permitted, as outlined below. One type of sign per tenant is permitted. No cabinet signs are allowed.
3. Colors are approved by the SRCA Architectural Committee on a case-by-case basis. Adjoining tenants should have contrasting but complementary colors.
4. Window signs are not permitted on the doors or side panels except business hours and emergency contact information. Not to exceed two (2) square feet.
5. Signs inside the windows of a commercial establishment are permitted, but no signs are permitted in unglazed openings. All window signs must be suspended from the inside or may be applied to the window with the following options:
 - 1st or 2nd Surface Perforated Vinyl
 - 1st or 2nd Surface Digitally Vinyl
 - 1st or 2nd Surface Die-Cut Vinyl
 - Digitally printed posters hung from interior ceiling
6. No more than fifty (50%) percent of any window pane that is more than three (3) feet in any dimension may be used for such signs. Window Signage must also follow the following limitations but 50% is the maximum coverage:
 - A. Top of sign must be a minimum of 12 inches from the inside of the top sill.
 - B. Bottom of sign must be a minimum of 18 inches from the inside of the sill.
 - C. Sides of sign must be a minimum of 8 inches from the inside of the sill.
7. Limited glass frontage will be reviewed on a case-by-case basis.
8. All window signs shall be designed by a professional sign company or provided by the corporate marketing department of the particular Tenant at the Mercado.
9. No exposed wiring or conduit is allowed.

Wall Signs:

1. All wall signs must receive the prior written approval of the SRCA Architectural Committee.
2. Individual pan channel or reverse pan channel letters. Non-illuminated, internal, internal-indirect and indirect illuminated signs are permitted.
3. Logos cannot exceed twenty-five (25%) of any one sign and the total of the sign and logo cannot exceed height of two (2) lines of copy or thirty (30") inches.
4. Major Tenants occupying greater than 10,000 square feet but less than 15,000 square feet of gross leaseable area shall be permitted a maximum overall height of forty-eight (48") inches of sign copy. All signs and any elevation modifications necessary to

accommodate this signage are subject to the approval of the SRCA Architectural Committee.

5. Major Tenants occupying 15,000 square feet or greater of gross leaseable area shall be permitted a maximum overall height of sixty (60") inches of sign copy. All signs and any elevation modifications necessary to accommodate this signage are subject to the approval of the SRCA Architectural Committee.
6. Depth of letters shall be uniform and appropriate to type of application.
7. The style of letter is at the tenant's discretion, as approved by the SRCA Architectural Committee.
8. No sign shall be located within two (2) feet of the adjacent tenant lease line, or exceed seventy-five (75%) of the leased building frontage overall. All locations need the prior approval of the SRCA Architectural Committee.

Awning Signs:

1. All awning signs must receive the prior written approval of the SRCA Architectural Committee.
2. Awning signs may be used where awnings are installed, unless approved by SRCA and landlord.
3. Copy to be painted on silk screened on awning fabric.
4. Logo not to exceed twenty-five (25%) of permitted sign area must receive prior written approval of the SRCA Architectural Committee.

Shingle Signs:

1. All shingle signs must receive the prior written approval of the SRCA Architectural Committee.
2. Shingle signs, where approved, may not exceed four (4) square feet in area.
3. Signs must be perpendicular to business front.
4. Sign must conform to building standard (see attached).

Door Signs:

1. All door signs must receive the prior written approval of the SRCA Architectural Committee.
2. All door signs must be professionally painted on the door's surface and must only include the name of the business, the hours of operation, the address and an emergency contact number.
3. Door signs may not exceed three (3) square feet in size or more than eight (8) feet above grade.
4. Door signs may not be lit.

Freestanding Signs:

The only permitted freestanding signs permitted are the standardized A-frame signs. Valet signs are not permitted. The standardized A-frame signs shall be uniform in design, with the following characteristics: black; made of steel; 47" high, 23" wide; holds media up to 20" x 30". Use of the signs is subject to the following conditions:

1. Each merchant may use at most one such freestanding sign.
2. The freestanding sign may be placed along the walkway area within the frontage of that merchant's premises, and shall not be located so as to block or impede pedestrian traffic.
3. The sign is for temporary use, and shall be used only to describe a special sale or other promotional event for that merchant.
4. The sign may only be displayed during that tenant's hours of business.
5. Only professionally created signage is allowed to be placed in the freestanding A-frame.

Grand Opening Signs:

1. All grand opening signs must receive the prior written approval of the SRCA Architectural Committee.
2. Such signs may be displayed for a period of not to exceed sixty (60) consecutive calendar days.
3. The sign must be constructed on cloth, canvas, vinyl, or plastic and must be affixed to the tenant's portion of the building.
4. The maximum number of signs for each business should be one (1) sign.
5. All Grand Opening signs shall be manufactured by a professional sign company.
6. Tenants shall be required to submit a detailed plan of the sign to SRCA at least fifteen (15) days prior to proposed installation date for said sign.

Specific Event Signs:

A Special Event sign shall be defined as an informational sign that describes a Special Event such as special merchandise or service sale, street fair, exhibition sporting event or run. Such signs should be allowed only under the following conditions:

1. All special event signs must receive the prior written approval of the SRCA Architectural Committee and also apply for a sign permit from the City of Scottsdale.
2. The sign must be constructed on cloth, canvas, vinyl, or plastic must be affixed to the tenant's portion of the building.
3. The sign must be attached to the particular premises of the Tenant utilizing said special event sign.
4. The sign must be constructed by a professional sign company.
5. The sign may not be displayed for more than forty-five (45) days.

6. No more than two (2) Special Event signs per year, per tenant may be erected within the Shopping Center.
7. Owner of property may at times have special events that are for the entire property. Owner shall be allowed to have the banners or signage promoting the event and to have these signs on stakes in the landscape area along the street for the week of the event. All signage must be approved by SRCA.

Freestanding Signs:

The only permitted freestanding signs permitted are the standardized A-frame signs. Valet signs are not permitted. The standardized A-frame signs shall be uniform in design, with the following characteristics: black; made of steel; 47” high, 23” wide; holds media up to 20” x 30”. Use of the signs is subject to the following conditions:

1. Each merchant may use at most one such freestanding sign.
2. The freestanding sign may be placed along the walkway area within the frontage of that merchant’s premises, and shall not be located so as to block or impede pedestrian traffic.
3. The sign is for temporary use, and shall be used only to describe a special sale or other promotional event for that merchant.
4. The sign may only be displayed during that tenant’s hours of business.
5. Only professionally created signage is allowed to be placed in the freestanding A-frame.

Office Signs

General Requirements:

1. All proposed signs must receive written approval from the SRCA Architectural Committee PRIOR to installation.
2. Wall signs, shingle signs and awning signs are permitted. Signs may contain logos where approved by SRCA and landlord. One type of sign per tenant is permitted. No cabinet signs are allowed.
3. Colors are approved by the SRCA Architectural Committee on a case-by-case basis. Adjoining tenants should have contrasting but complementary colors.
4. Offices fronting on two streets may have a maximum of two (2) signs. Parking frontage does not qualify as street frontage.
5. All signs shall be in compliance with the Master Sign Program, approved sign permits, and Scottsdale Ranch Community Association guidelines.

Wall Signs:

1. All wall signs must receive the prior written approval of the SRCA Architectural Committee.

2. Individual letters, one and a half (1-1/2) inches, dark bronze channel, unlit. Script to match building standards. Letters not more than 10 inches high, with a maximum of three (3) lines of copy.
3. Tenant shall submit desired sign location on wall fronting leases space. All locations require the prior written approval of the SRCA Architectural Committee. No sign shall be located within two (2) feet of adjacent tenant lease line, or exceed seventy-five (75%) of leased building front in overall length. Portions of fascias contiguous and of the same design may require height and color restrictions by SRCA and landlord.

Awning Signs:

1. All awning signs must receive the prior written approval of the SRCA Architectural Committee.
2. Awnings signs shall be used where awnings are installed unless approved by SRCA and landlord.
3. Copy to be painted or silk screened on awning fabric, and must receive prior written approval of the SRCA Architectural Committee.
4. Logo not to exceed twenty-five (25%) of permitted sign area.

Shingle Signs:

1. All shingle signs must receive the prior written approval of the SRCA Architectural Committee.
2. Shingle signs shall be sand blasted and stained/painter per standard building design (see attached).
3. Signs must be perpendicular to business front.
4. Sign must conform to building arch where it occurs.

Grand Opening Signs:

1. All grand opening signs must receive the prior written approval of the SRCA Architectural Committee.
2. Such signs may be displayed for a period of not to exceed sixty (60) consecutive calendar days
3. The sign must be constructed on cloth, canvas, vinyl, or plastic.
4. The maximum number of signs for each business should be one (1) sign.
5. All Grand Opening signs shall be manufactured by a professional sign company.
6. Tenants shall be required to submit a detailed plan of the sign to SRCA at least fifteen (15) days prior to proposed installation date for said sign.

Specific Event Signs:

A Special Event sign shall be defined as an informational sign that describes a Special Event such as special merchandise or service sale, street fair, exhibition sporting event or run. Such signs should be allowed only under the following conditions:

7. All special event signs must receive the prior written approval of the SRCA Architectural Committee and also apply for a sign permit from the City of Scottsdale.
8. The sign must be constructed on cloth, canvas, vinyl, or plastic.
9. The sign must be attached to the particular premises of the Tenant utilizing said special event sign.
10. The sign must be constructed by a professional sign company.
11. The sign may not be displayed for more than forty-five (45) days.
12. No more than two (2) Special Event signs per year, per tenant may be erected within the Shopping Center.

Additional Signage

Directory Signs:

1. All directory signs must receive the prior written approval of the SRCA Architectural Committee.
2. Directory signs are to be used to guide pedestrians to individual businesses and shall be placed within internal pedestrian access areas or parking lots.
3. Two Directory Signs shall be allowed within the Mercado Shopping Center.
4. The specific design and location shall be subject to SRCA approval.
5. All sizes and dimensions shall be subject to SRCA approval.
6. The maximum height shall be seven (7) feet.

Pylon Signs:

1. All pylon signs will be considered and must receive the prior written approval of both the SRCA Architectural Committee and the SRCA Board. The specific design of the sign shall be subject to SRCA approval.
2. The style, color, size and location to be approved by SRCA.
3. A permit must be obtained from the City of Scottsdale for the pylon signs.

Approvals

1. All signage shall be in compliance with this Master Sign program, current City of Scottsdale Ordinances, and approved by the SRCA Architectural Committee prior to installation.
2. Signs installed without written approval of SRCA may be subject to removal and proper reinstallation at the tenant's cost.
3. Tenant is responsible for the immediate repair of any damaged or deteriorated sign.