GILBERT
ARIZONA

NOTICE OF DECISION

September 27, 2018

RE: Amending Rivulon MSP to add District 3 Signs, Amended Issue #6 (PDR-2018-00129 / DR14-44-G)

Dear Applicant:

Staff has reviewed the revised drawings received for Administrative Design Review regarding amending the Rivulon Master Sign Program to include District 3 Signs. Staff has made the following findings:

- The project is consistent with the LDC and applicable design guidelines;
- The project is compatible with adjacent and nearby development; and
- The project design provides for safe and efficient provision of public services.

Based on the above, staff has approved this Administrative Design Review with the following attached information and conditions:

1. Approval of "Version History" with a revision date of 9/21/18 that describes revisions to the MSP by page.
2. Approval of modifications to pages 1.5, 2.6, 4.3, 5.3 and 6.2 and adding new pages 2.16 and 7.1-7.8 creating Chapter 7: District 3 Sign Plan.

If you have any questions regarding the above, please contact me at ashlee.macdonald@gilbertaz.gov or (480) 503- 6748.

Sincerely,

Ashlee MacDonald, AICP
Senior Planner

Attachments:
1. "Version History" with a revision date of 9/21/18
2. Master Sign Plan Amended Issue #6 – Amended pages only

RIVULON

Master Sign Plan

Issue
Amended Issue #6

Date
9/21/18

APPROVED
Administrative Design Review
Case # DR14-44G (DR18-129)
Date 9/27/18

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Version History

Submittal Date	Version / Revision Description	Pages
02/24/15	Original 100% Submittal approved by Town of Gilbert on 04/09/15.	Total of 58 pages plus cover.
11/09/15	Amendment for the following: 1. Add new definition to Glossary: Anchor Office Tenant – Internal 2. Add new Sign Type: Anchor Office Tenant Monument Sign 3. Revised locations of Sign Envelopes on South Elevation of Office Building 1	1. Revised page 1.7 2. Revised page 3.7; New page 3.17 3. Revised page 5.10
05/27/15	Amendment to add the following: 1. This page containing Version History. 2. Retail Building #2 to the District 1 Sign Plan. This amendment adds 3 new pages to the document.	1. This Page 2. New pages 5.15 & 5.16
10/07/16	Amendment for the following: 1. This page containing Version History. 2. Remove the word "raceways" from point 11 under "Prohibited Signs" on page 3.4 to eliminate a contradiction in the document. Raceway usage is specifi–cally and more thoroughly described on page 3.6 3. Revise page 3.15 to clarify the use of wireways on canopy signs. Add Graphic. 4. Add page 5.17 to make provision for retail tenant storefront fascia signs that pertain to Retail Building 2 within the District 1 Sign Plan.	1. Revised page 3.4 2. Revised page 3.15 3. Added page 5.17 Total of 63 pages plus cover.
10/10/16	Amendment for the following: 1. This page containing Version History. 2. Add new sign type EF1 Primary Entry Feature Sign under Chapter 2: Community ID Signs. 3. Add sign locations for EF1 Primary Entry Feature Sign under Chapter 4: Western Permeter Roadside Sign Plan	1. This Page 2. Revised pages 2.2 and 2.6; New Page 2.15.3. Revised pages 4.4, 4.5 and 4.6 Total of 64 pages plus cover.
01/10/18	Amendment for the following: 1. This page containing Version History. 2. Update Table of Contents List for Chapter 6 District 2 Sign Plan 3. Update all Site Maps to include updated District 2 Site Map & Updated Copy for Community Overview 4. Update Chapter 3: Tenant Signs; General Provisions to include Auto Dealership Sign Type information. 5. Add new sign types AD1, AD2, AD3, & AD4 Auto Dealership Signs under Chap–ter 3: Tenant Signs. 6. Update formatting & content of District Specific Criteria 7. Update District 2's Western Perimeter Roadside Sign Location Plan 8. Create Chapter 6: District 2 Sign Plan	1. This Page 2. Table of Contents 3. Revised pages 1.5, 4.3, 4.6, & 5.3 4. Revised pages 3.2 thru 3.5. 5. Revised 3.7, added New Page 3.8. New Pages 3.19 thru 3.22. 6. Revised page 4.2 & 5.2 7. Revised page 4.6 8. New Pages 6.1 thru 6.5 Total of 74 pages plus cover
09/21/18	Amendment for the following: 1. This page containing Version History. 2. Update Table of Contents List to add District 3 Chapter 7 3. Update Address for Signage Consultant Trademark Visual 4. Update all Site Maps to include Distrcit 3 Map & Updated Copy for Community Overview. 5. Add Sign Type EF2 6. Create Chapter 7: District 3 Sign Plan	1. This Page 2. Table of Contents 3. Revised page 1.3 4. Revised pages 1.5, 4.3, 5.3, & 6.2 5. Add new Page 2.16 6. Add new Pages 7.1– 7.8 Total of 82 pages plus cover

Submittal Date	Version / Revision Description	Pages

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Chapter 1 General Information

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Community Overview

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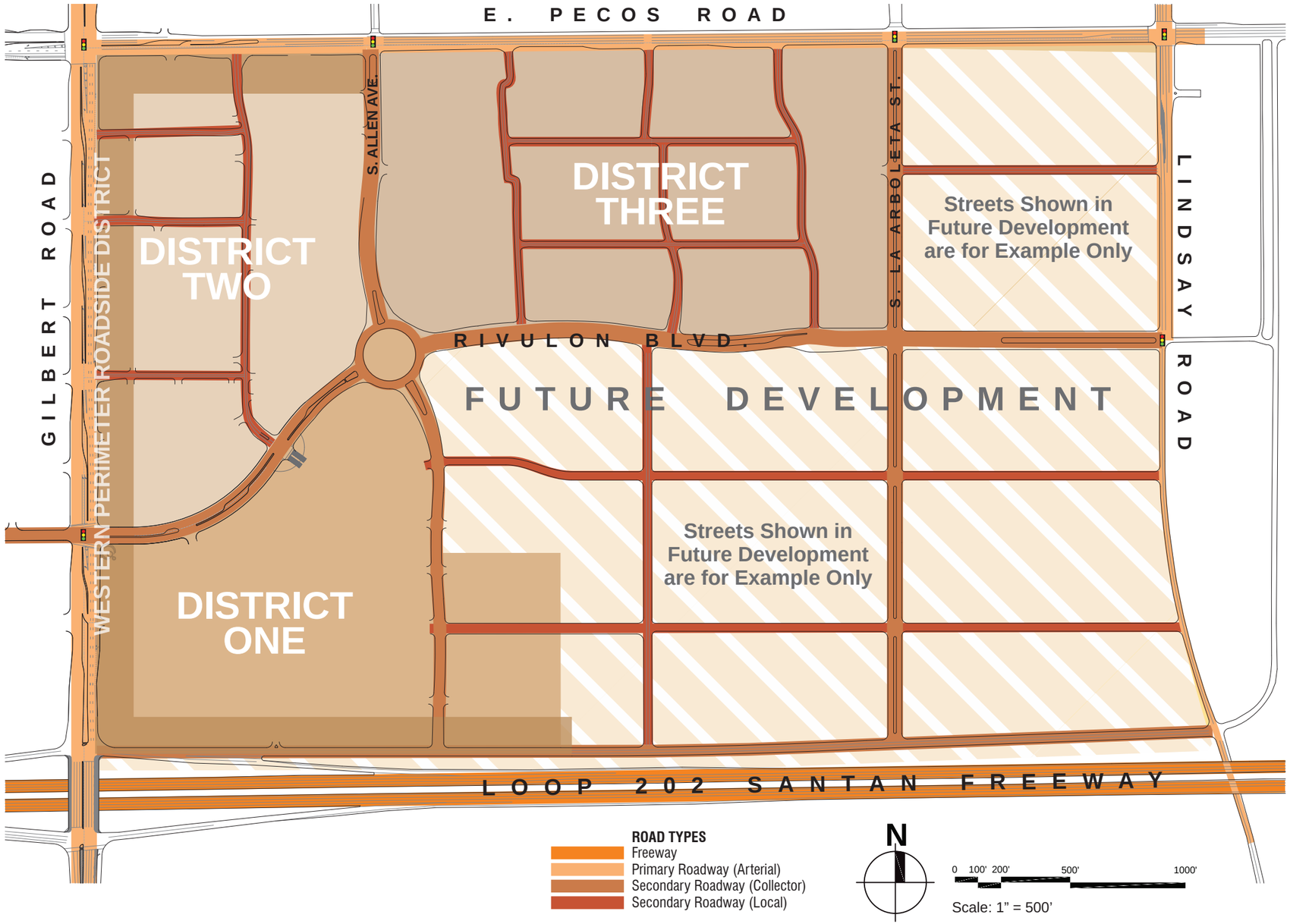
Overall Community Concept



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This Master Sign Plan will evolve and be amended as Rivulon continues to develop over time. The current edition of this Master Sign Plan will cover four "districts" of development.

The Western Perimeter Roadside District covers a narrow strip of land that fronts on three major traffic arteries: Loop 202 SanTan Freeway to the south, Gilbert Road to the west and a portion of Pecos Road to the north. This district will only deal with freestanding community and tenant signs that are located along those street frontages and are intended to be viewed by vehicular traffic travelling on those streets.

District One consists of the Phase One of development. Located in the southwest corner of the project, District One will be a mix of office and retail development. The District One Sign Plan in this Master Sign Plan addresses the anticipated locations of Community Sign types. Additionally, this plan prescribes the eligible locations for Tenant Signs.

Located in the northwest corner of the project, District Two will be primarily an Auto Dealership center, featuring a future retail center. The District will feature auto dealership tenants, anchor tenants, inline tenant as well as pad tenants. There will be both Community Signs and Tenant Signs in this District.

District Three is located in the North Central area of the project. The District will be a diverse area, anchored with four Office Buildings in the center, flanked by mixed used areas. The mixed use areas are currently undeveloped, but are allowed to contain office, retail, hotel, or multi-family residential spaces. This District will contain both Community & Tenant Signs.

Further development at Rivulon is not fully planned at the time of this publication. As new districts are planned for development, they will be added to this Master Sign Plan at that time as amendments.

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Chapter 2 Community Signs

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Community Sign Matrix

Summary Criteria for Owner Supplied Community Signs

(See pages 2.7 to 2.14 for specific details per sign type)

	Freeway Signs	Tower Signs	Monument Signs (Perimeter)	Monument Signs (Internal)	Monument Signs (Pad)	Directional Signs (Perimeter)	Directional Signs (Internal)	Directory Signs	Entry Feature Signs
Rivulon Sign Type	ID1, ID2, ID3	PT1, PT2, PT3	PM1 PM2, PM3	IM1, IM2, IM3, IM4	TS1, TS2, TS3	DR1	DR2, DR3, DR4, DR5	DR6, DR7, DR8	EF1, EF2
Rivulon Sign Name	Freeway Sign	Perimeter Tower Sign	Perimeter Monument Sign	Internal Monument Sign	Pad Monument Sign	Perimeter Directional Sign	Internal Directional Sign	Directory Signs	Entry Feature Sign
TOG Designation	Freeway Sign	Tower Sign	Monument Sign	Monument Sign	Monument Sign	Directional Sign	Directional Sign	Directory Sign	Monument Sign
Zoning	NC, CC, SC, GC, RC	NC, CC, SC, GC, RC	NC, CC, SC, GC, RC, NO, GO, BP, LI, GI	NC, CC, SC, GC, RC, NO, GO, BP, LI, GI	NC, CC, SC, GC, RC, NO, GO, BP, LI, GI	NC, CC, SC, GC, RC, NO, GO, BP, LI, GI	NC, CC, SC, GC, RC, NO, GO, BP, LI, GI	NC, CC, SC, GC, RC, NO, GO, BP, LI, GI	NC, CC, SC, GC, and RC
Function	Community ID and Tenant Identification	Community ID and Tenant Identi–fication	Community ID and Tenant Identi–fication	Tenant Identification	Pad Tenant Identification	Directional Messages	Directional Messages	Directory of Tenants	Community ID
Illumination	Internal illumination	Internal illumination	Internal illumination	Internal illumination	Internal illumination	Non–illuminated	Non–illuminated	Internal illumination	Internal and External illumination
Materials	Aluminum: Painted or Brushed Steel: Painted, Stainless, or CorTen Polycarbonate, Acrylic, Vinyl	Aluminum: Painted or Brushed Steel: Painted, Stainless, or CorTen Polycarbonate, Acrylic, Vinyl	Aluminum: Painted or Brushed Steel: Painted, Stainless, or CorTen Polycarbonate, Acrylic, Vinyl	Aluminum: Painted or Brushed Steel: Painted, Stainless, or CorTen Polycarbonate, Acrylic, Vinyl	Aluminum: Painted or Brushed Steel: Painted, Stainless, or CorTen Polycarbonate, Acrylic, Vinyl	Aluminum: Painted or Brushed Steel: Painted, Stainless, or CorTen Polycarbonate, Acrylic, Vinyl	Aluminum: Painted or Brushed Steel: Painted, Stainless, or CorTen Polycarbonate, Acrylic, Vinyl	Aluminum: Painted or Brushed Steel: Painted, Stainless, or CorTen Polycarbonate, Acrylic, Vinyl	Painted Aluminum, Brushed Aluminum, Stainless Steel, Polycar–bonate, Acrylic, Vinyl
Number	One Freeway Sign per 400 feet of freeway frontage	One Tower Sign per 500 feet of street frontage	One Monument Sign per 300 feet of street frontage	One Monument Sign per 300 feet of street frontage	One Monument Sign per 300 feet of street frontage	Not regulated by Town ordinance	Not regulated by Town ordinance	One Directory per 5 tenants	Two Entry Features per entry to any primary roadway into the Rivulon development.
Height	ID1: Up to 75' total height ID2: Up to 65' total height ID3: Up to 60' total height	PT1: Up to 22'–6" total height PT2: Up to 20' total height PT3: Up to 16' total height	PM1: Up to 14' total height PM2: Up to 12' total height PM3: Up to 10' total height	IM1: Up to 14' total height IM2: Up to 12' total height IM3: Up to 10' total height IM4: Up to 8' total height	TS1: Up to 10' total height TS2: Up to 8' total height TS3: Up to 6' total height	Up to 4'–6" to top of sign	DR2: Up to 10' total height DR3: Up to 6' total height DR4: Up to 8' total height DR5: Up to 6' total height	Up to 10' to top of sign	Up to 16' total height
Sign Area	Up to 625 sq.ft. of sign area + 125 sq.ft. of additional sign area for Community Identification	PT1: Up to 100 sq.ft. of sign area PT2: Up to 100 sq.ft. of sign area PT3: Up to 67 sq.ft. of sign area	PM1: Up to 75 sq.ft. of sign area PM2: Up to 60 sq.ft. of sign area PM3: Up to 45 sq.ft. of sign area	IM1: Up to 75 sq.ft. of sign area IM2: Up to 60 sq.ft. of sign area IM3: Up to 45 sq.ft. of sign area IM4: Up to 30 sq.ft. of sign area	TS1: Up to 42 sq.ft. of sign area TS2: Up to 30 sq.ft. of sign area TS3: Up to 18 sq.ft. of sign area	Up to 3.75 sq.ft. of sign area	Up to 15 sq.ft. of sign area	Up to 50 sq.ft. of sign area	Up to 320 sq.ft. of sign area
Setback	From any right of way other than a freeway: Minimum of 150 feet. From the property line of any adjacent property designated for retail or residential use: Minimum of 150 feet. From the property line of any adjacent property designated for uses other than retail or residential: Min. distance equal to the height of the sign.	Minimum of 3 feet from right of way	Minimum of 3 feet from right of way	Minimum of 3 feet from right of way	Minimum of 3 feet from right of way	Minimum of 25 feet from right of way	Minimum of 25 feet from right of way	Directory Signs shall be set back a minimum of 75 feet from any perimeter property line, except where such property line abuts other commercial or employment development and there is a cross–access between the commercial or employment properties.	Minimum of 3 feet from right of way
Location	Within 100' of the freeway right of way	Placed along primary road frontages	Placed along primary road frontages	Placed along primary and secondary road frontages	Placed along primary and secondary road frontages	Placed along primary and second–ary road frontages and/or internal driveways	Placed along primary and second–ary road frontages and/or internal driveways	Placed adjacent to internal drive–ways and/or pedestrian walkways	Entry Features shall be located along primary and/or secondary road frontages.
Orientation	Oriented to the freeway	Oriented to the roadway on which the sign fronts	Oriented to the roadway on which the sign fronts	Oriented to the roadway on which the sign fronts	Oriented to the roadway on which the sign fronts	Oriented to the roadway or driveway on which the sign fronts	Oriented to the roadway or driveway on which the sign fronts		Oriented to the roadway or driveway on which the sign fronts
Spacing	Minimum of 400 feet from any other Freeway Sign on the same property	Minimum of 150 feet from any other Freestanding Sign on the same street frontage	Minimum of 100 feet from any other Freestanding Sign on the same street frontage	Minimum of 100 feet from any other Freestanding Sign on the same street frontage	Minimum of 100 feet from any other Freestanding Sign on the same street frontage	Minimum of 30 feet from any other Freestanding Sign on the same street frontage	Minimum of 30 feet from any other Freestanding Sign on the same street frontage	Minimum of 30 feet from any other Freestanding Sign on the same street frontage	Minimum of 30 feet from any other Freestanding Sign on the same street frontage
Changeable Message Signs	Allowed subject to the sign criteria outlined on page 2.2.	Allowed subject to the sign criteria outlined on page 2.2.	Allowed subject to the sign criteria outlined on page 2.2.	Allowed subject to the sign criteria outlined on page 2.2.	Allowed subject to the sign criteria outlined on page 2.2.	Not Allowed	Not Allowed	Allowed subject to the sign criteria outlined on page 2.2.	Not Allowed
Sign Copy Area	Up to 80% of the height and 85% of the width of sign face	Up to 80% of the height and 85% of the width of sign face	Up to 80% of the height and 85% of the width of sign face	Up to 80% of the height and 85% of the width of sign face	Up to 80% of the height and 85% of the width of sign face				Up to 320 Square Feet
Quantity of Tenants	1 to 6 tenants	PT1 – 1 to 6 tenants PT2 – 1 to 6 tenants PT3 – 1 to 4 tenants	PM1 – 1 to 8 tenants PM2 – 1 to 6 tenants PM3 – 1 to 4 tenants	IM1 – 1 to 9 tenants IM2 – 1 to 6 tenants IM3 – 1 to 5 tenants IM4 – 1 to 3 tenants	TS1 – 1 to 3 tenants TS2 – 1 to 2 tenants TS3 – 1 to 2 tenants				

Community Sign Type Details

EF2 Secondary Entry Feature Sign
Freestanding Ground Entry ID Sign

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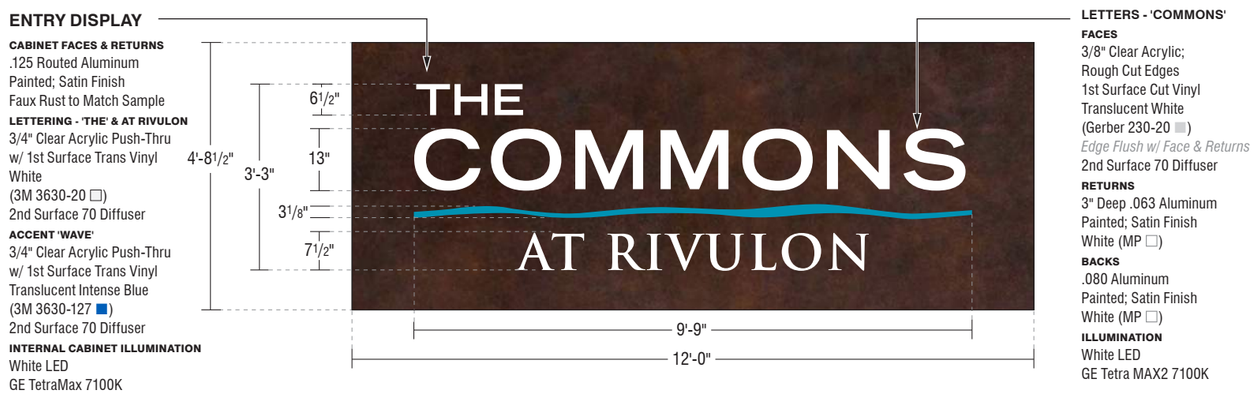
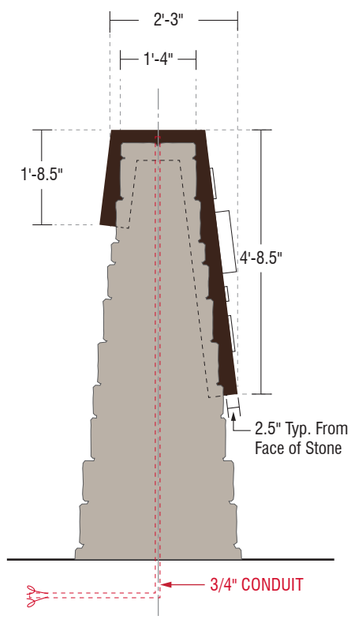
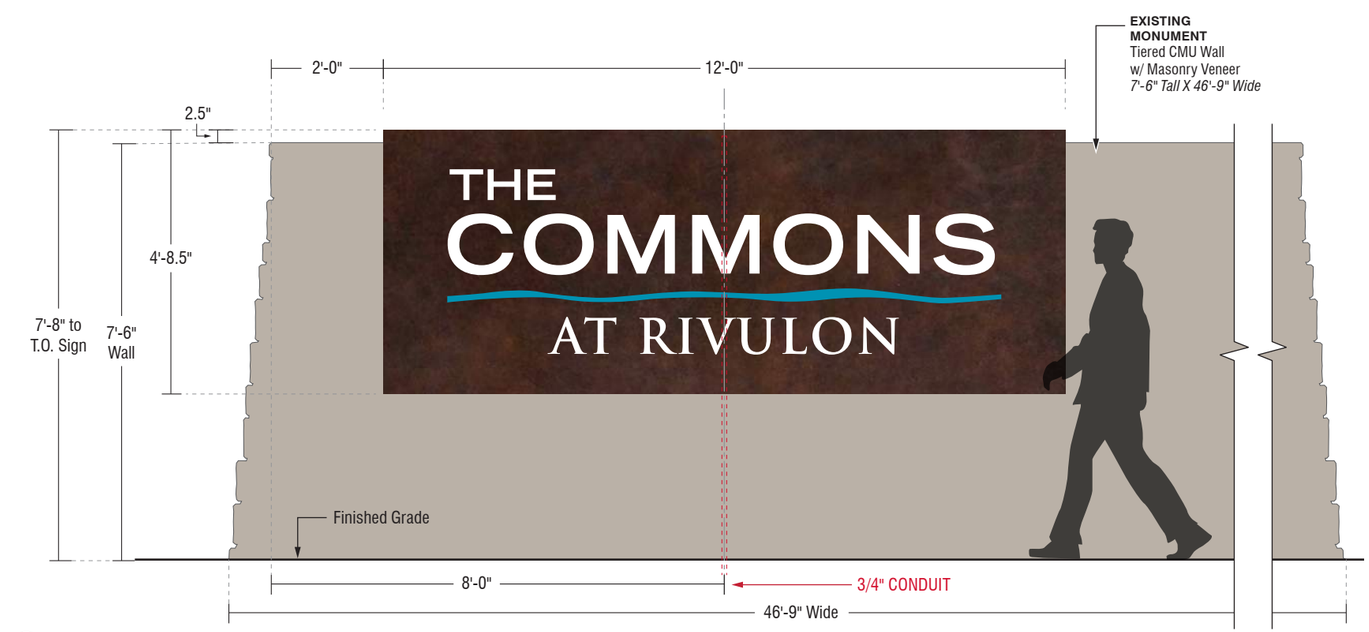


A PROJECT DETAIL
SCALE: 3/8" = 1'-0"

Day Simulation



B PROJECT DETAIL - END VIEW
SCALE: 3/8" = 1'-0"



C PROJECT DETAIL - FRONT VIEW
SCALE: 3/8" = 1'-0"

Sign Type	EF2
Sign Name	Secondary Entry Feature Sign
TOG Designation	Freestanding Ground Entry ID Sign
Zoning	Allowable in zones NC, CC, SC, GC, and RC.
Function	Community ID
Illumination	Internal and External illumination
Materials	Painted Aluminum, Corten Steel, Polycarbonate, Acrylic, Translucent Vinyl
Number	One on–site Secondary Entry Feature Sign is permitted at the entry to any primary roadway into the Rivulon development.
Height	EF2 Secondary Entry Feature Signs shall not exceed a maximum height of 16 feet.
Sign Area	The maximum area permitted for a Secondary Entry Feature Sign shall be 320 square feet.
Setback	Secondary Entry Feature Signs shall be set back a minimum of 3 feet from the right–of–way and located outside any Sight Visibility Triangle.
Location	Secondary Entry Feature Signs shall be located along primary road frontages.
Orientation	Secondary Entry Feature Signs shall be oriented to the roadway or driveway on which the sign fronts.
Spacing	Secondary Entry Feature Signs shall be spaced a minimum of 30 feet from any other Freestanding Sign on the same street frontage.
Changeable Message Signs	Not Allowed.
Sign Copy Area	Up to 320 Square Feet
Quantity of Tenants	Not Applicable
Structure	Dimensional Custom Cabinet Affixed to Masonry Base
Sign Faces	Acrylic or polycarbonate letter faces. Fabricated alu–minum or stainless steel retainer and returns.

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Chapter 4 Western Perimeter Roadside Sign Plan

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Date 9/27/18

General Provisions

1 Introduction

This chapter defines the specific sign plan for the Western Perimeter Roadside District at Rivulon.

The Western Perimeter Roadside District covers a narrow strip of land that fronts on three major traffic arteries: Loop 202 SanTan Freeway to the south, Gilbert Road to the west and a portion of Pecos Road to the north. This district will only deal with freestanding community signs that are located along those street frontages and are intended to be viewed by vehicular traffic travelling on those streets.

This chapter contains any district specific sign criteria followed by Sign Location Plans that show the locations of each proposed sign. The proposed sign locations are subject to change as plans further develop but shall be in accordance with the criteria contained within this Master Sign Plan.

2 District Specific Criteria

Allowable Sign Types

The following Sign Types that are depicted and specified in Chapter 2 are permitted in the Western Perimeter Roadside District at Rivulon subject to the criteria found in that chapter.

Community Signage

Community ID Signs

- ID1: Freeway Pylon Sign
- ID2: Freeway Pylon Sign
- ID3: Freeway Pylon Sign

Perimeter Tower Signs

- PT1: 22’-6” Perimeter Tower Sign
- PT2: 20’-0” Perimeter Tower Sign
- PT3: 16’-0” Perimeter Tower Sign

Perimeter Monument Signs

- PM1: 14’-0” Perimeter Monument Sign
- PM2: 12’-0” Perimeter Monument Sign
- PM3: 10’-0” Perimeter Monument Sign

Entry Features

- EF1: Primary Entry Feature Sign

Tenant Signage

Pad Monument Signs

- TS1: 10’-0” Pad Monument Sign
- TS2: 8’-0” Pad Monument Sign
- TS3: 6’-0” Pad Monument Sign

TENANT MONUMENT SIGNS

- AD2: 22’-6” Auto Dealership Tenant Tower Sign
- AD3: 14’0” Auto Dealership Tenant Monument Sign

There are no further specifications, restrictions or exemptions in the Western Perimeter Roadside District. All signs allowed in this District shall follow the criteria found in Chapter 2 & Chapter 3.

Community Overview

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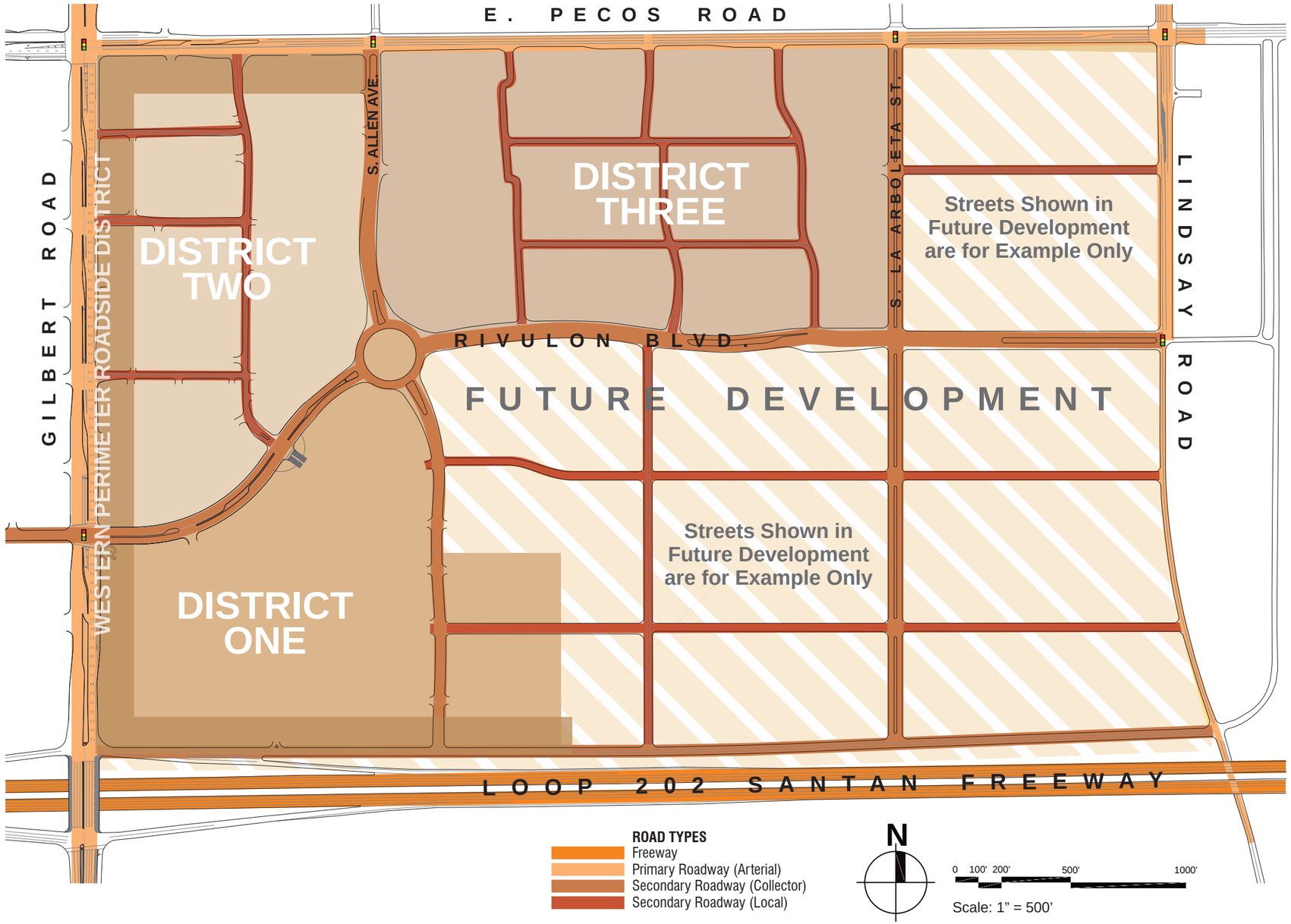
Overall Community Concept



Rivulon is a large, complex and intricate project that anticipates a development schedule that could last up to twenty years. With a project of this magnitude, it is difficult to anticipate the specific plan and land use of every part of the project. Realistically, the timing and phasing of development will be dictated by numerous economic forces and outside factors that are impossible to anticipate. It will be imperative that all development maintain a flexible schedule and plan so that projects can be brought to the market that are appropriate to the needs of the community at the optimal time.

This Master Sign Plan will evolve and be amended as Rivulon continues to develop over time. The current edition of this Master Sign Plan will cover four "districts" of development.

The Western Perimeter Roadside District covers a narrow strip of land that fronts on three major traffic arteries: Loop 202 SanTan Freeway to the south, Gilbert Road to the west and a portion of Pecos Road to the north. This district will deal with freestanding community signs and freestanding Tenant signs that are located along those street frontages and are intended to be viewed by vehicular traffic travelling on those streets.

Further development at Rivulon is not fully planned at the time of this publication. As new districts are planned for development, they will be added to this Master Sign Plan at that time as amendments.

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Chapter 5 District 1 Sign Plan

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Date 9/27/18

General Provisions

1 Introduction

This chapter defines the specific sign plan for District 1 at Rivulon.

District One consists of the Phase One of development. Located in the southwest corner of the project, District One will be a mix of office and retail development. The District One Sign Plan in this Master Sign Plan addresses the anticipated locations of Community Sign types. Additionally, this plan prescribes the eligible locations for Tenant Signs.

This chapter contains any district specific sign criteria followed by Sign Location Plans that show the locations of each proposed sign. The proposed sign locations are subject to change as plans further develop but shall be in accordance with the criteria contained within this Master Sign Plan.

2 District Specific Criteria

Allowable Sign Types

The following Sign Types that are depicted and specified in Chapters 2 and 3 are permitted in District 1 at Rivulon subject to the Criteria found in those chapters.

Community Signage

Internal Monument Signs

- IM1: 14’-0” Internal Monument Sign
- IM2: 12’-0” Internal Monument Sign
- IM3: 10’-0” Internal Monument Sign
- IM4: 8’-0” Internal Monument Sign

Directional/Directory Signs

- DR1: 4’-6” Perimeter Vehicular Directional Sign
- DR2: 10’-0” Internal Vehicular Directional Sign
- DR3: 6’-0” Internal Vehicular Directional Sign
- DR4: 8’-0” Internal Pedestrian Directional Sign
- DR5: 6’-0” Interal Pedestrian Directional Sign
- DR6: 10’-0” Vehicular Directory Sign
- DR7: 8’-0” Vehicular Directory Sign
- DR8: 8’-0” Pedestrian Directory Sign

Tenant Signage

Pad Monument Signs

- TS1: 10’-0” Pad Monument Sign
- TS2: 8’-0” Pad Monument Sign
- TS3: 6’-0” Pad Monument Sign

Tenant Signs

- OT1: Office Tenant - Building Top Sign
- OT2: Office Tenant - Fascia Sign
- RT1a: Retail Tenant - Horizontal Marquee Sign
- RT1b: Retail Tenant - Vertical Marquee Sign
- RT2a: Retail Tenant - Storefront Fascia Sign
- RT3a: Retail Tenant - Projecting Blade Sign
- RT3b: Retail Tenant - Under Canopy Blade Sign
- RT4a: Retail Tenant - Metal Canopy Sign
- RT4b: Retail Tenant - Awning Sign

There are no further specifications, restrictions or exemptions in District 1. All signs allowed in this District shall follow the criteria found in Chapters 2 and 3.

Community Overview

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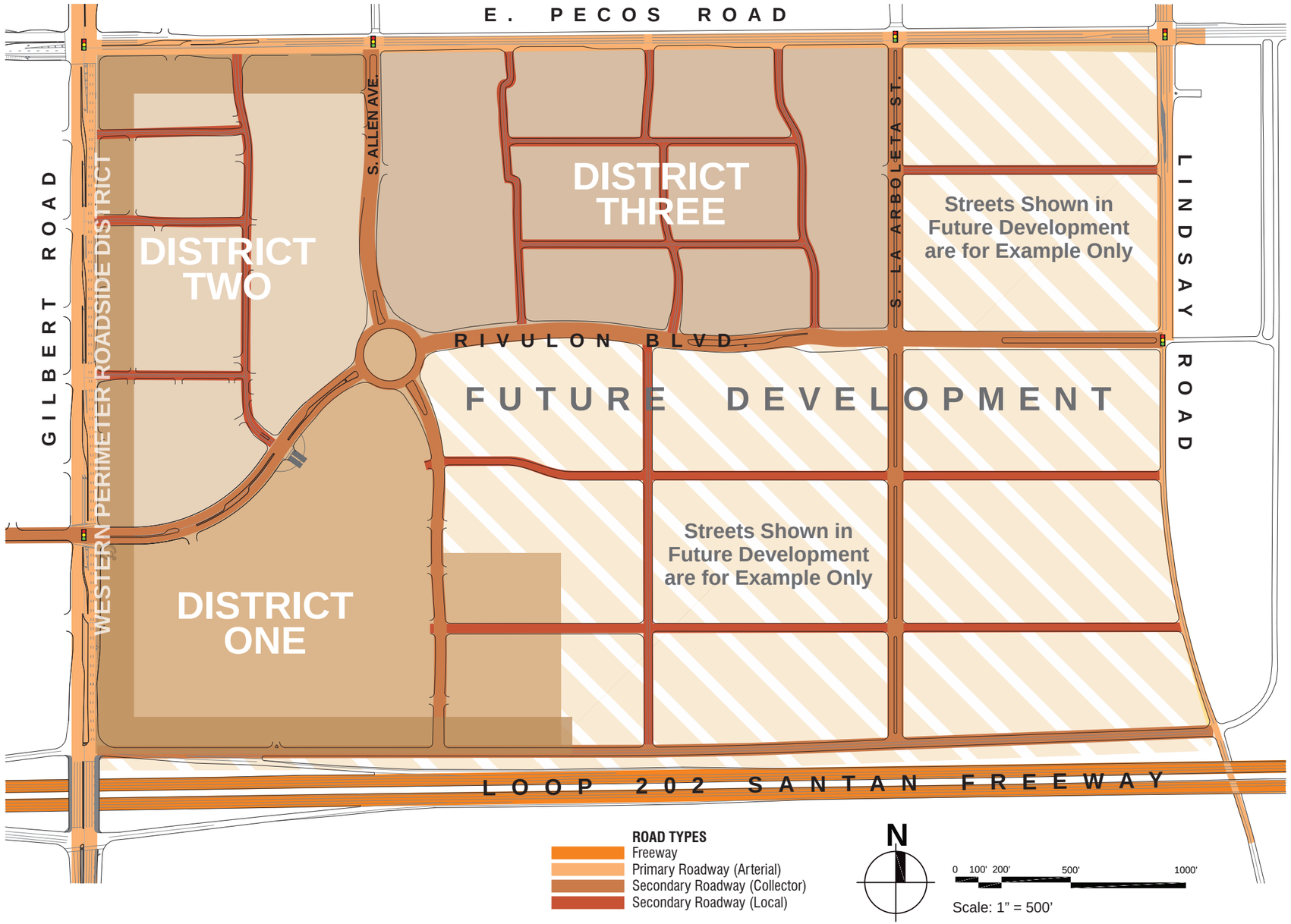

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Chapter 6 District 2 Sign Plan

Community Overview

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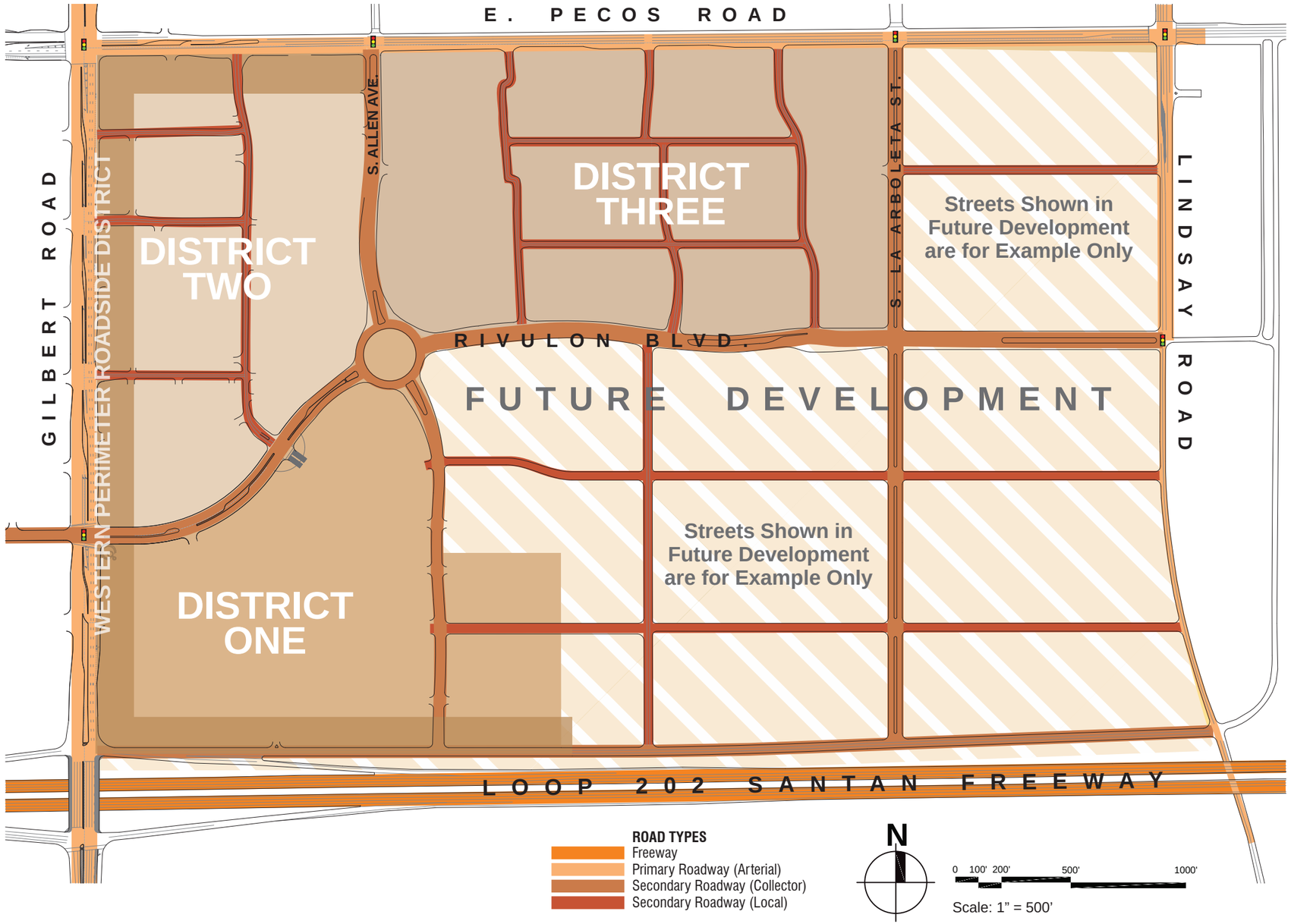

Rivulon is a large, complex and intricate project that anticipates a development schedule that could last up to twenty years. With a project of this magnitude, it is difficult to anticipate the specific plan and land use of every part of the project. Realistically, the timing and phasing of development will be dictated by numerous economic forces and outside factors that are impossible to anticipate. It will be imperative that all development maintain a flexible schedule and plan so that projects can be brought to the market that are appropriate to the needs of the community at the optimal time.

This Master Sign Plan will evolve and be amended as Rivulon continues to develop over time. The current edition of this Master Sign Plan will cover four "districts" of development.

Located in the northwest corner of the project, District Two will be primarily an Auto Dealership center, featuring a future retail center. The District will feature auto dealership tenants, anchor tenants, inline tenants, as well as pad tenants. There will be both Community Signs and Tenant Signs in this District.

Further development at Rivulon is not fully planned at the time of this publication. As new districts are planned for development, they will be added to this Master Sign Plan at that time as amendments.

APPROVED
Administrative Design Review
Case # DR14-44G (DR18-129)
Date 9/27/18

General Provisions

1 Introduction

This chapter defines the specific sign plan for District 2 at Rivulon.

District Two consists of the Phase Two of development. Located in the northwest corner of the project, District Two will be a mix of auto dealerships, office, and retail development. The District Two Sign Plan in this Master Sign Plan addresses the anticipated locations of Community Sign types. Additionally, this plan prescribes the eligible locations for Auto Dealership Tenant Signs.

This chapter contains any district specific sign criteria followed by Sign Location Plans that show the locations of each proposed sign. The proposed sign locations are subject to change as plans further develop but shall be in accordance with the criteria contained within this Master Sign Plan.

2 District Specific Criteria

Allowable Sign Types

The following Sign Types that are depicted and specified in Chapters 2 and 3 are permitted in District 1 at Rivulon subject to the Criteria found in those chapters.

Community Signage

Internal Monument Signs

- IM1: 14’-0” Internal Monument Sign
- IM2: 12’-0” Internal Monument Sign
- IM3: 10’-0” Internal Monument Sign
- IM4: 8’-0” Internal Monument Sign

Directional/Directory Signs

- DR1: 4’-6” Perimeter Vehicular Directional Sign
- DR2: 10’-0” Internal Vehicular Directional Sign
- DR3: 6’-0” Internal Vehicular Directional Sign
- DR4: 8’-0” Internal Pedestrian Directional Sign
- DR5: 6’-0” Interal Pedestrian Directional Sign
- DR6: 10’-0” Vehicular Directory Sign
- DR7: 8’-0” Vehicular Directory Sign
- DR8: 8’-0” Pedestrian Directory Sign

Tenant Signage

Tenant Signs

- OT1: Office Tenant - Building Top Sign
- OT2: Office Tenant - Fascia Sign
- RT1a: Retail Tenant - Horizontal Marquee Sign
- RT1b: Retail Tenant - Vertical Marquee Sign
- RT2a: Retail Tenant - Storefront Fascia Sign
- RT3a: Retail Tenant - Projecting Blade Sign
- RT3b: Retail Tenant - Under Canopy Blade Sign
- RT4a: Retail Tenant - Metal Canopy Sign
- RT4b: Retail Tenant - Awning Sign
- AD1: Auto Dealership Tenant Fascia Sign
- AD2: 22’-6” Auto Dealership Tenant Tower Sign
- AD3: 14’0” Auto Dealership Tenant Monument Sign
- AD4: Auto Dealership Tenant Directional Sign

Pad Monument Signs

- TS1: 10’-0” Pad Monument Sign
- TS2: 8’-0” Pad Monument Sign
- TS3: 6’-0” Pad Monument Signs

There are no further specifications, restrictions or exemptions in District 2. All signs allowed in this District shall follow the criteria found in Chapters 2 and 3.

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Date 9/27/18

Chapter 7 District 3 Sign Plan

APPROVED
Administrative Design Review
Case # DR14-44G (DR18-129)
Date 9/27/18

General Provisions

1 Introduction

This chapter defines the specific sign plan for District 3 at Rivulon.

District Three consists of the Phase Three of development. Located in the north central area of the project, District Three will be a mix of multi-family residences, office, hotel and retail development. The District Three Sign Plan in this Master Sign Plan addresses the anticipated locations of Community Sign types. Additionally, this plan prescribes the eligible locations for Tenant Signs.

This chapter contains any district specific sign criteria followed by Sign Location Plans that show the locations of each proposed sign. The proposed sign locations are subject to change as Phase Three has not been fully developed, but shall be in accordance with the criteria contained within this Master Sign Plan.

2 District Specific Criteria

Allowable Sign Types

The following Sign Types that are depicted and specified in Chapters 2 and 3 are permitted in District 3 at Rivulon subject to the Criteria found in those chapters.

Community Signage

Internal Monument Signs

- IM1: 14’-0” Internal Monument Sign
- IM2: 12’-0” Internal Monument Sign
- IM3: 10’-0” Internal Monument Sign
- IM4: 8’-0” Internal Monument Sign

Directional/Directory Signs

- DR1: 4’-6” Perimeter Vehicular Directional Sign
- DR2: 10’-0” Internal Vehicular Directional Sign
- DR3: 6’-0” Internal Vehicular Directional Sign
- DR4: 8’-0” Internal Pedestrian Directional Sign
- DR5: 6’-0” Interal Pedestrian Directional Sign
- DR6: 10’-0” Vehicular Directory Sign
- DR7: 8’-0” Vehicular Directory Sign
- DR8: 8’-0” Pedestrian Directory Sign

Perimeter Tower Signs

- PT1: 22’-6” Perimeter Tower Sign
- PT2: 20’-0” Perimeter Tower Sign
- PT3: 16’-0” Perimeter Tower Sign

Perimeter Monument Signs

- PM1: 14’-0” Perimeter Monument Sign
- PM2: 12’-0” Perimeter Monument Sign
- PM3: 10’-0” Perimeter Monument Sign

Entry Features

- EF2: Secondary Entry Feature Sign

Tenant Signage

Tenant Signs

- OT1: Office Tenant - Building Top Sign
- OT2: Office Tenant - Fascia Sign
- RT1a: Retail Tenant - Horizontal Marquee Sign
- RT1b: Retail Tenant - Vertical Marquee Sign
- RT2a: Retail Tenant - Storefront Fascia Sign
- RT3a: Retail Tenant - Projecting Blade Sign
- RT3b: Retail Tenant - Under Canopy Blade Sign
- RT4a: Retail Tenant - Metal Canopy Sign
- RT4b: Retail Tenant - Awning Sign
- AD1: Auto Dealership Tenant Fascia Sign
- AD2: 22’-6” Auto Dealership Tenant Tower Sign
- AD3: 14’0” Auto Dealership Tenant Monument Sign
- AD4: Auto Dealership Tenant Directional Sign

Pad Monument Signs

- TS1: 10’-0” Pad Monument Sign
- TS2: 8’-0” Pad Monument Sign
- TS3: 6’-0” Pad Monument Signs

There are no further specifications, restrictions or exemptions in District 3. All signs allowed in this District shall follow the criteria found in Chapters 2 and 3.

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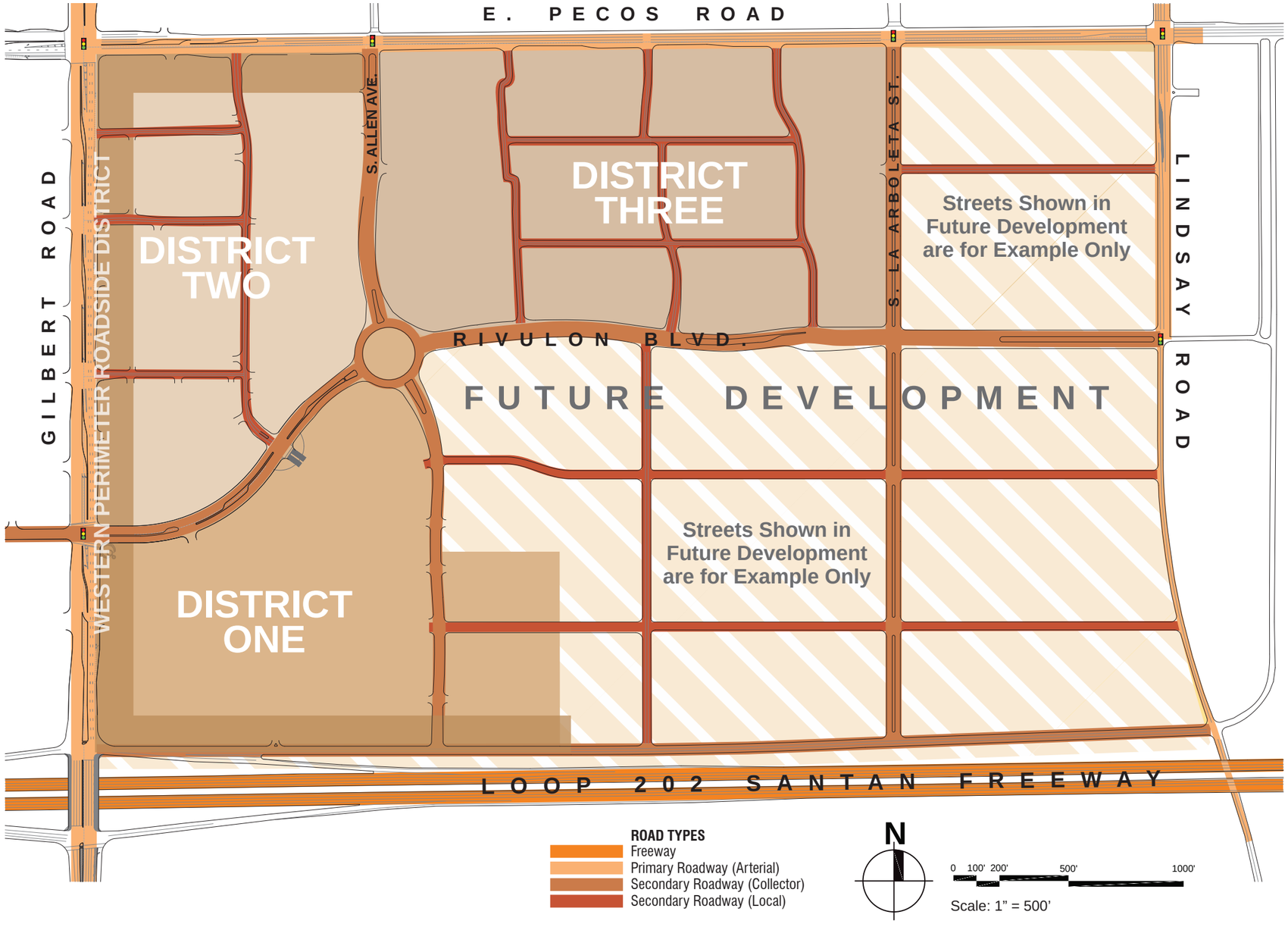
Administrative Design Review
Case # DR14-44G (DR18-129)
Date 9/27/18

Community Overview

Overall Community Concept



Rivulon is a large, complex and intricate project that anticipates a development schedule that could last up to twenty years. With a project of this magnitude, it is difficult to anticipate the specific plan and land use of every part of the project. Realistically, the timing and phasing of development will be dictated by numerous economic forces and outside factors that are impossible to anticipate. It will be imperative that all development maintain a flexible schedule and plan so that projects can be brought to the market that are appropriate to the needs of the community at the optimal time.

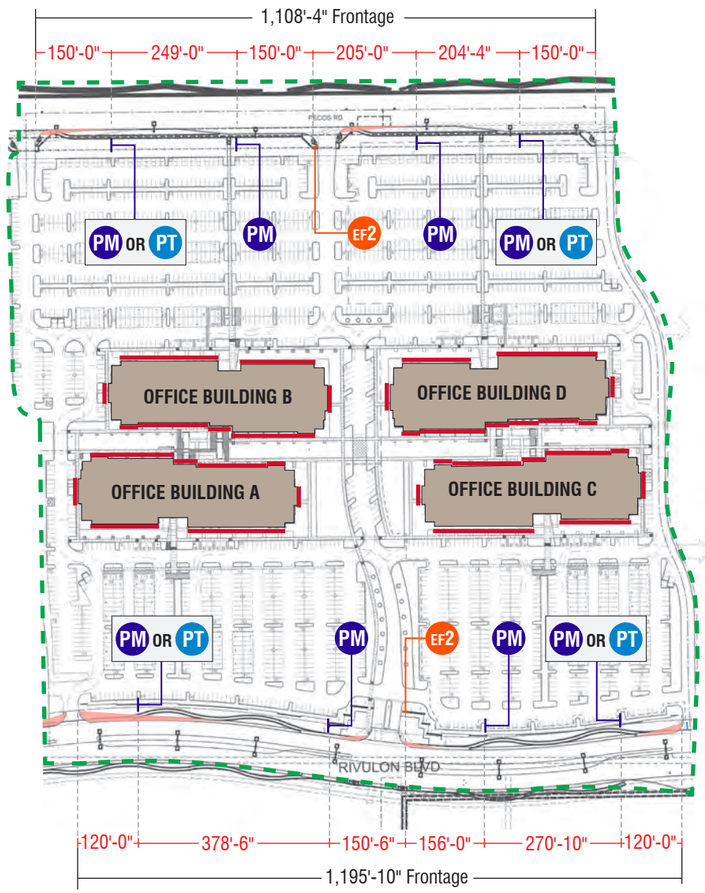
This Master Sign Plan will evolve and be amended as Rivulon continues to develop over time. The current edition of this Master Sign Plan will cover four "districts" of development.

District Three is located in the North Central area of the project. The District will be a diverse area, anchored with four Office Buildings in the center, flanked by mixed used areas. The mixed use areas are currently undeveloped, but are allowed to contain office, retail, hotel, or multi-family residential spaces. This District will contain both Community & Tenant Signs.

Further development at Rivulon is not fully planned at the time of this publication. As new districts are planned for development, they will be added to this Master Sign Plan at that time as amendments.

District Three Sign Location Plan

3 District Three Plan - Enlargement Area 1



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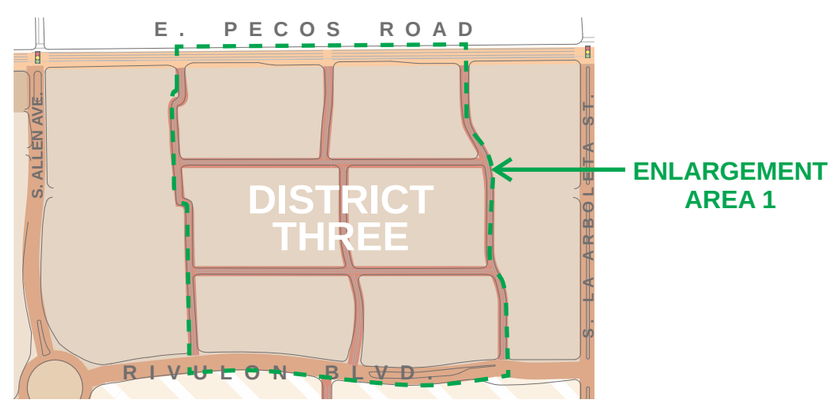
Sight Visibility Triangle

N

0 50' 100' 150' 300' 600'

Scale: 1" = 300'

District 3 Key



KEY

COMMUNITY ID SIGNS

- EF2 Secondary Entry Feature Sign

PERIMETER TOWER SIGNS

- PT1 22'-6" Perimeter Tower Sign
- PT2 20'-0" Perimeter Tower Sign
- PT3 16'-0" Perimeter Tower Sign

PERIMETER MONUMENT SIGNS

- PM1 14'-0" Perimeter Monument Sign
- PM2 12'-0" Perimeter Monument Sign
- PM3 10'-0" Perimeter Monument Sign

INTERNAL MONUMENT SIGNS

- IM1 14'-0" Internal Monument Sign
- IM2 12'-0" Internal Monument Sign
- IM3 10'-0" Internal Monument Sign
- IM4 8'-0" Internal Monument Sign

PAD MONUMENT SIGNS

- TS1 10'-0" Pad Monument Sign
- TS2 8'-0" Pad Monument Sign
- TS3 6'-0" Pad Monument Sign

DIRECTIONAL/DIRECTORY SIGNS

- DR1 4'-6" Perimeter Vehicular Directional Sign
- DR2 10'-0" Internal Vehicular Directional Sign
- DR3 6'-0" Internal Vehicular Directional Sign
- DR4 8'-0" Internal Pedestrian Directional Sign
- DR5 6'-0" Internal Pedestrian Directional Sign
- DR6 10'-0" Vehicular Directory Sign
- DR7 8'-0" Vehicular Directory Sign
- DR8 8'-0" Pedestrian Directory Sign

TENANT SIGNS

- Eligible Building Surface for Tenant Signage
- AD1 Auto Dealership Tenant Fascia Sign
- AD4 Auto Dealership Tenant Directional Sign

District Three Building Elevations & Sign Envelopes

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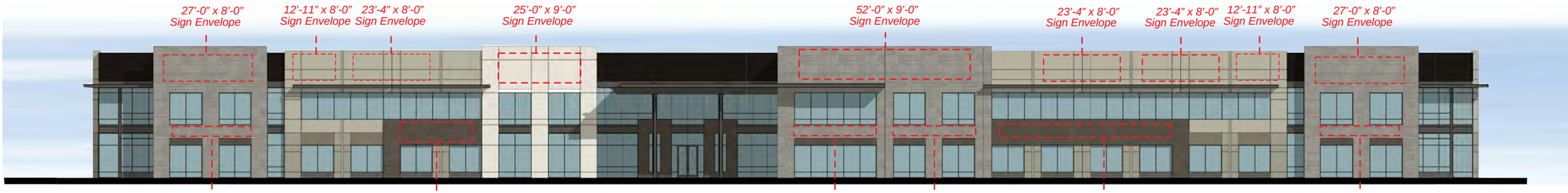
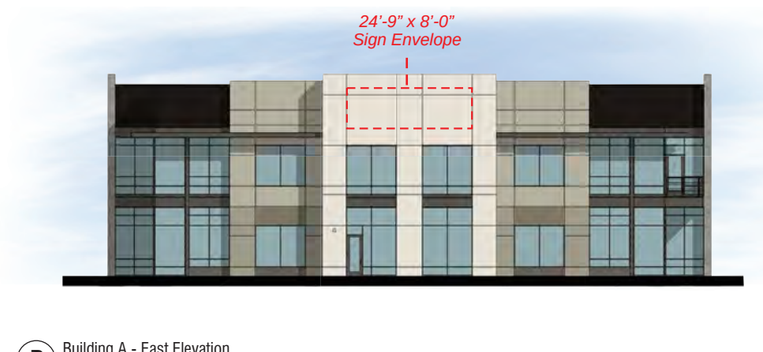
4 Office Building A Elevations



A Building A - South Elevation
SCALE: 1" = 30'

B Building A - North Elevation
SCALE: 1" = 30'

C Building A - West Elevation
SCALE: 1" = 30'



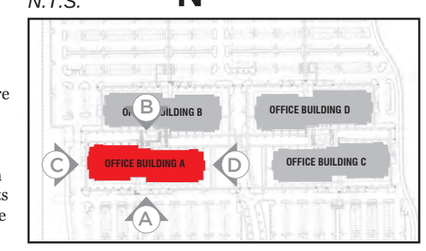
D Building A - East Elevation
SCALE: 1" = 30'

Sign Envelope

See Criteria and Glossary of Terms to fully understand the function of the Sign Envelope and to determine a Tenant's Total Allowable Sign Area.

NOTE: Dimensions shown on this page are based on scaled measurement of these drawings. Actual field conditions may differ and may require new dimensions. Dimensions shown are generally based on 80% vertical and horizontal measurements of the available building surface where the sign envelope is located.

KEY PLAN N
N.T.S.



District Three Building Elevations & Sign Envelopes

4 Office Building B Elevations

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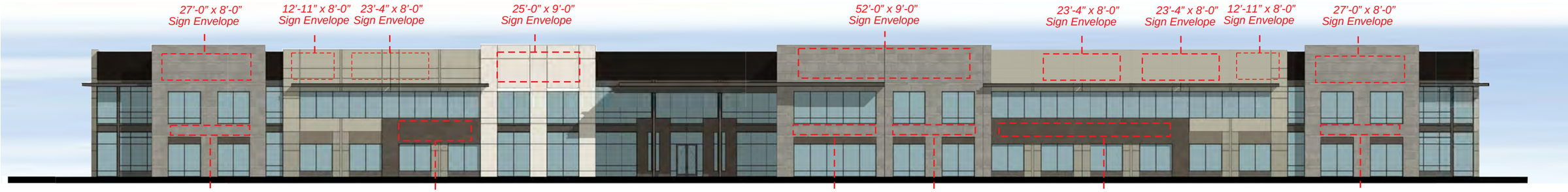
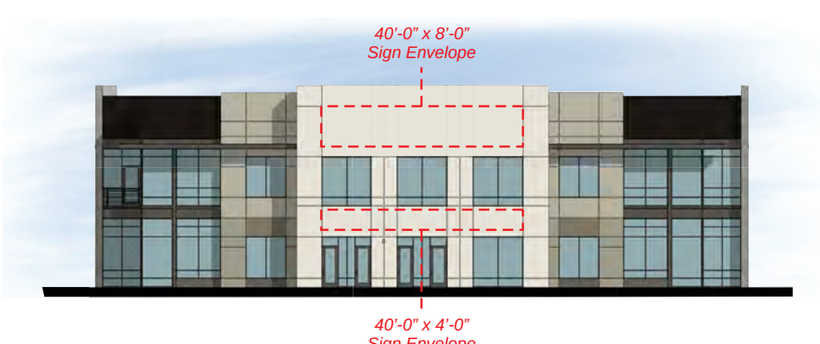
Date 9/27/18



A Building B - North Elevation
SCALE: 1" = 30'

B Building B - South Elevation
SCALE: 1" = 30'



C Building B - East Elevation
SCALE: 1" = 30'

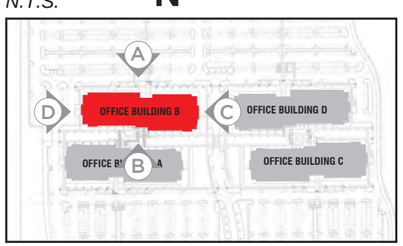
D Building B - West Elevation
SCALE: 1" = 30'

Sign Envelope

See Criteria and Glossary of Terms to fully understand the function of the Sign Envelope and to determine a Tenant's Total Allowable Sign Area.

NOTE: Dimensions shown on this page are based on scaled measurement of these drawings. Actual field conditions may differ and may require new dimensions. Dimensions shown are generally based on 80% vertical and horizontal measurements of the available building surface where the sign envelope is located.

KEY PLAN N
N.T.S.



District Three Building Elevations & Sign Envelopes

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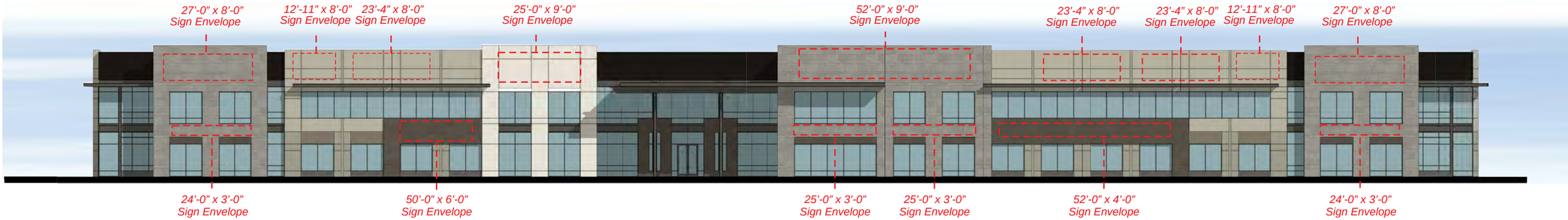
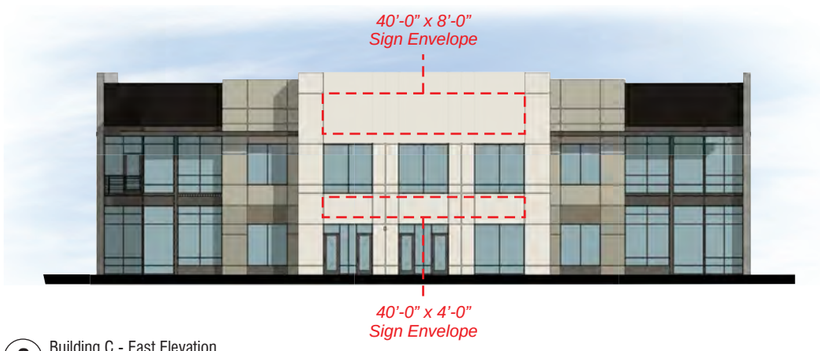
4 Office Building C Elevations



A Building C - South Elevation
SCALE: 1" = 30'

B Building C - North Elevation
SCALE: 1" = 30'



C Building C - East Elevation
SCALE: 1" = 30'

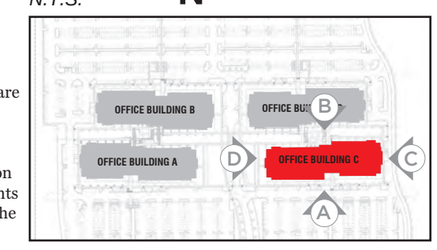
D Building C - West Elevation
SCALE: 1" = 30'

Sign Envelope

See Criteria and Glossary of Terms to fully understand the function of the Sign Envelope and to determine a Tenant's Total Allowable Sign Area.

NOTE: Dimensions shown on this page are based on scaled measurement of these drawings. Actual field conditions may differ and may require new dimensions. Dimensions shown are generally based on 80% vertical and horizontal measurements of the available building surface where the sign envelope is located.

KEY PLAN N
N.T.S.



District Three Building Elevations & Sign Envelopes

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Administrative Design Review
Case # DR14-44G (DR18-129)
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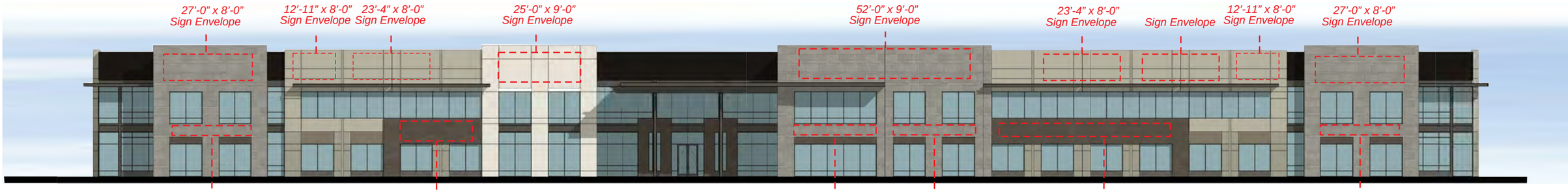
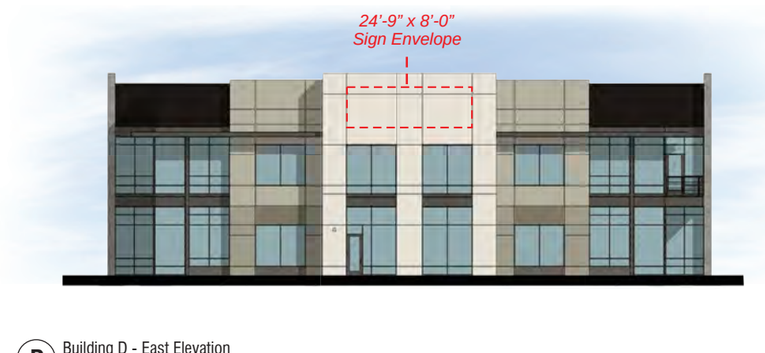
4 Office Building D Elevations



A Building D - North Elevation
SCALE: 1" = 30'

B Building D - South Elevation
SCALE: 1" = 30'

C Building D - West Elevation
SCALE: 1" = 30'



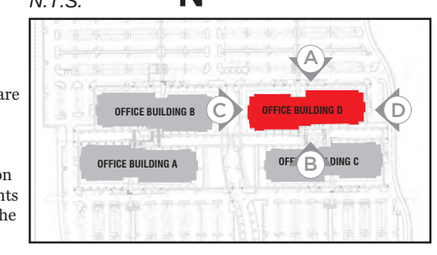
D Building D - East Elevation
SCALE: 1" = 30'

Sign Envelope

See Criteria and Glossary of Terms to fully understand the function of the Sign Envelope and to determine a Tenant's Total Allowable Sign Area.

NOTE: Dimensions shown on this page are based on scaled measurement of these drawings. Actual field conditions may differ and may require new dimensions. Dimensions shown are generally based on 80% vertical and horizontal measurements of the available building surface where the sign envelope is located.

KEY PLAN
N.T.S.



RIVULON

Master Sign Plan

APPROVED
Administrative Design Review
Case # DR14-44G (DR18-129)
Date 9/27/18

Issue
Amended Issue #6

Date
9/21/18

Nationwide®

developed by

TRADEMARK

Version History

Submittal Date	Version / Revision Description	Pages
02/24/15	Original 100% Submittal approved by Town of Gilbert on 04/09/15.	Total of 58 pages plus cover.
11/09/15	Amendment for the following: 1. Add new definition to Glossary: Anchor Office Tenant – Internal 2. Add new Sign Type: Anchor Office Tenant Monument Sign 3. Revised locations of Sign Envelopes on South Elevation of Office Building 1	1. Revised page 1.7 2. Revised page 3.7; New page 3.17 3. Revised page 5.10
05/27/15	Amendment to add the following: 1. This page containing Version History. 2. Retail Building #2 to the District 1 Sign Plan. This amendment adds 3 new pages to the document.	1. This Page 2. New pages 5.15 & 5.16
10/07/16	Amendment for the following: 1. This page containing Version History. 2. Remove the word "raceways" from point 11 under "Prohibited Signs" on page 3.4 to eliminate a contradiction in the document. Raceway usage is specifi–cally and more thoroughly described on page 3.6 3. Revise page 3.15 to clarify the use of wireways on canopy signs. Add Graphic. 4. Add page 5.17 to make provision for retail tenant storefront fascia signs that pertain to Retail Building 2 within the District 1 Sign Plan.	1. Revised page 3.4 2. Revised page 3.15 3. Added page 5.17 Total of 63 pages plus cover.
10/10/16	Amendment for the following: 1. This page containing Version History. 2. Add new sign type EF1 Primary Entry Feature Sign under Chapter 2: Community ID Signs. 3. Add sign locations for EF1 Primary Entry Feature Sign under Chapter 4: Western Permeter Roadside Sign Plan	1. This Page 2. Revised pages 2.2 and 2.6; New Page 2.15.3. Revised pages 4.4, 4.5 and 4.6 Total of 64 pages plus cover.
01/10/18	Amendment for the following: 1. This page containing Version History. 2. Update Table of Contents List for Chapter 6 District 2 Sign Plan 3. Update all Site Maps to include updated District 2 Site Map & Updated Copy for Community Overview 4. Update Chapter 3: Tenant Signs; General Provisions to include Auto Dealership Sign Type information. 5. Add new sign types AD1, AD2, AD3, & AD4 Auto Dealership Signs under Chap–ter 3: Tenant Signs. 6. Update formatting & content of District Specific Criteria 7. Update District 2's Western Perimeter Roadside Sign Location Plan 8. Create Chapter 6: District 2 Sign Plan	1. This Page 2. Table of Contents 3. Revised pages 1.5, 4.3, 4.6, & 5.3 4. Revised pages 3.2 thru 3.5. 5. Revised 3.7, added New Page 3.8. New Pages 3.19 thru 3.22. 6. Revised page 4.2 & 5.2 7. Revised page 4.6 8. New Pages 6.1 thru 6.5 Total of 74 pages plus cover
09/21/18	Amendment for the following: 1. This page containing Version History. 2. Update Table of Contents List to add District 3 Chapter 7 3. Update Address for Signage Consultant Trademark Visual 4. Update all Site Maps to include Distrcit 3 Map & Updated Copy for Community Overview. 5. Add Sign Type EF2 6. Create Chapter 7: District 3 Sign Plan	1. This Page 2. Table of Contents 3. Revised page 1.3 4. Revised pages 1.5, 4.3, 5.3, & 6.2 5. Add new Page 2.16 6. Add new Pages 7.1– 7.8 Total of 82 pages plus cover

Submittal Date	Version / Revision Description	Pages

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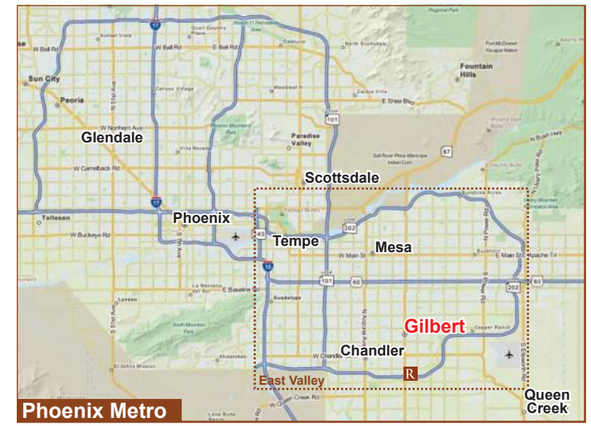
Chapter 1 General Information

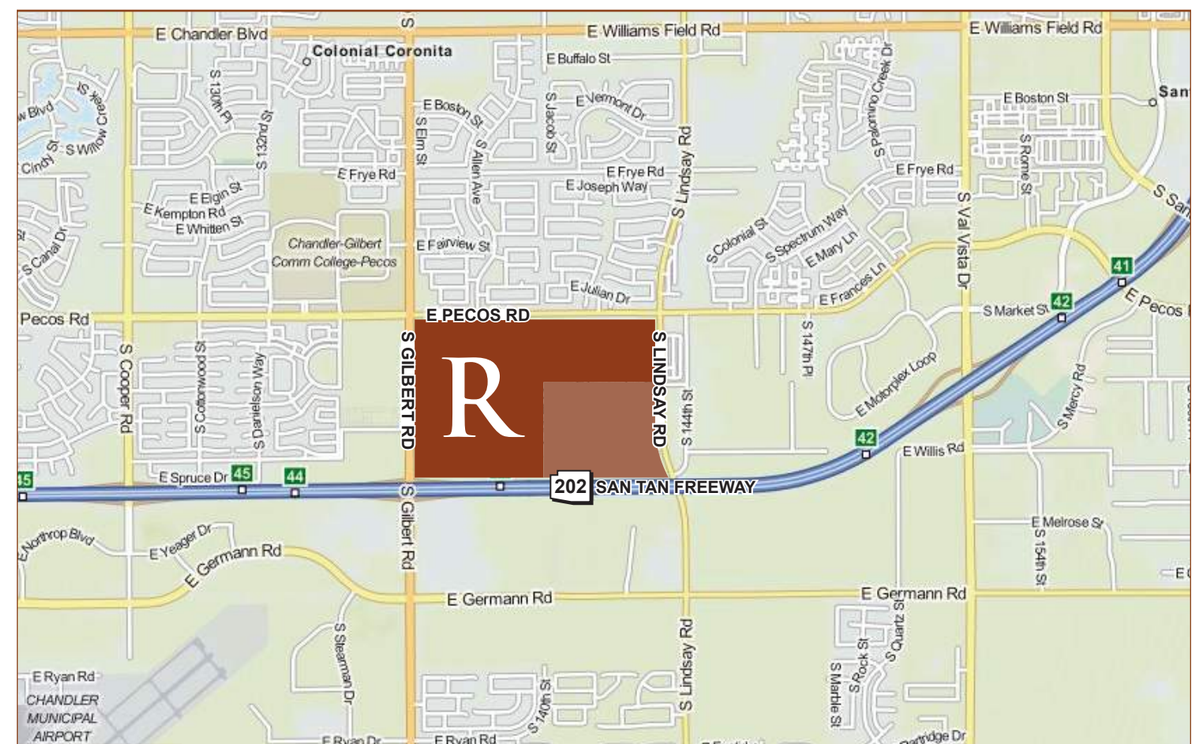
Project Data

1 Project Information

PROJECT	RIVULON NEC Loop 202 & Gilbert Road Gilbert, AZ
AREA IN ACREAGE	250 acres
BUILDING INFORMATION	Multi–Tenant Office Multi–Tenant Retail
JURISDICTION	Town of Gilbert
MASTER DEVELOPER	Nationwide Realty Investors 375 Front Street Suite 200 Columbus, OH 43215
DISTRICT 1 LANDLORD	Nationwide Realty Investors 375 Front Street Suite 200 Columbus, OH 43215
SIGNAGE CONSULTANT	Trademark Visual, Inc. 3825 S. 36th Street Phoenix, AZ 85040

2 Vicinity Map





Community Overview

RIVULON

Rivulon is approximately a 250 acre mixed-use master plan proposed for development by Nationwide Realty Investors (NRI) in Gilbert, Arizona. The site is generally defined by Gilbert Road along the western boundary, Lindsay Road along the east, Pecos Road to the north and the Loop 202/SanTan Freeway to the south. Its prominent location along Gilbert's proposed density corridor makes it prime for corporate office, retail, hotel and other supporting uses.

Rivulon is planned to be developed in phases over the next +/- 20 years with infrastructure phased as needed to support new construction. The initial development, referred to as District One in this document, will include:

- LA Fitness health club
- One 3 story 150,000 rsf office building
- One 4 story, 130,000 rsf office building
- Two 2 story, rsf office buidings
- One multi-tenant retail building
- Two retail pad buildings

The general organization of the master development is created by the east-west primary spine road, Rivulon Boulevard, which intersects with Gilbert Road at the Willis Road alignment where a traffic signal has been proposed and will be installed. Rivulon Boulevard will then continue northeast to a proposed traffic circle. It is generally anticipated that further street infrastructure will continue to the north, east and south from this circle in the future pending specific development needs. The southerly extension will be a part of the District One. A significant entry feature will mark the entrance to Rivulon at Gilbert Road and Rivulon Boulevard.

The strong infrastructure theme established along Gilbert Road and at the Rivulon entry will continue throughout the development and become the thread that ties all of the components together into a comprehensive master plan. The commonality of the overall landscaped environment will allow for variety within the individual architectural expression of each structure, yet each development will always remain respectful of the building context surrounding it. It is critical, over the scope of this large mixed-use development, that creative uniqueness and imagery of buildings remain flexible to create the necessary variety of architecture that will respond to a range of products and users.

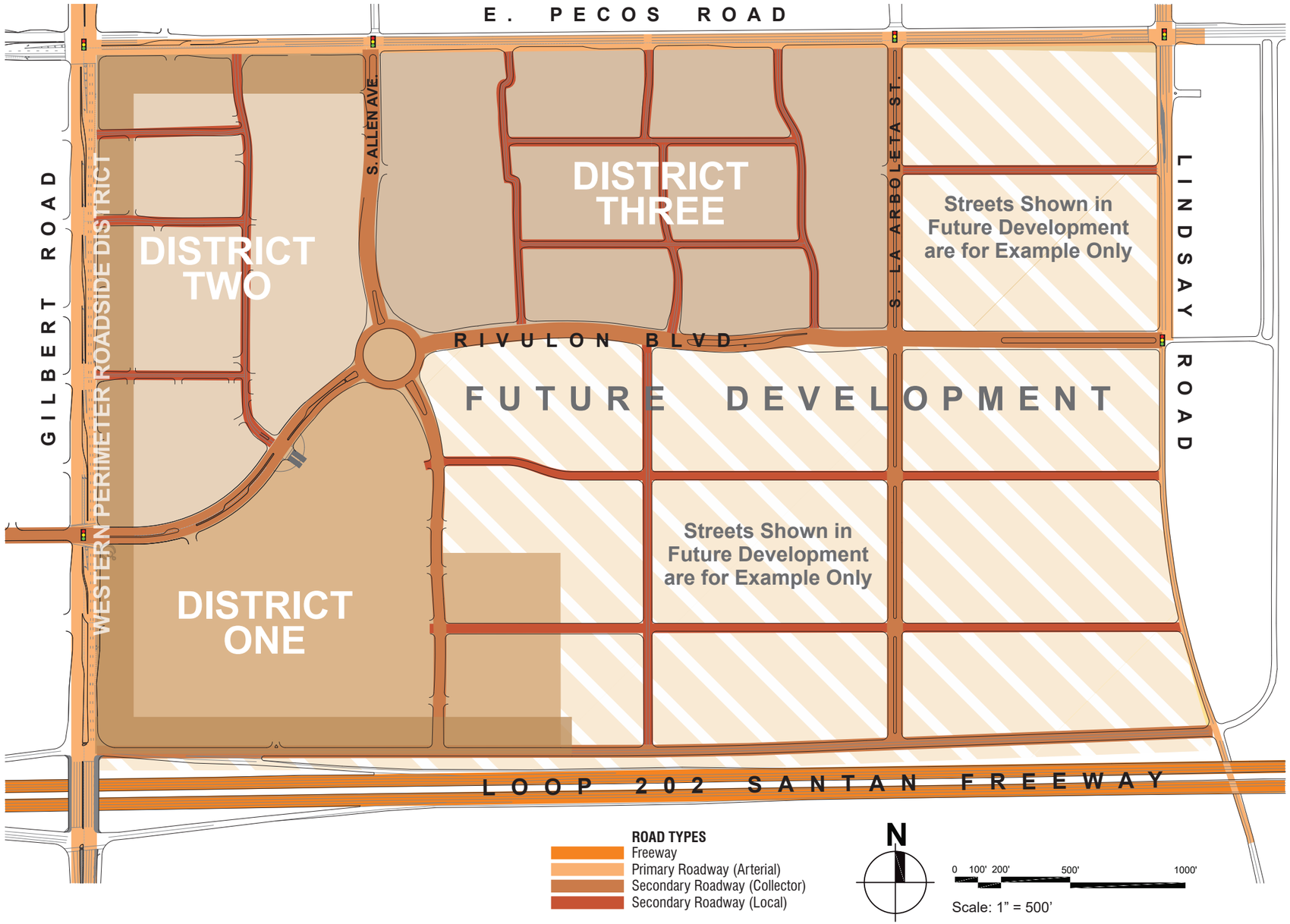
After entering Rivulon Boulevard, users will experience a tree-lined winding roadway before entering the Rivulon roundabout and continuing south District One. Upon entering the site the landscape theme will continue and be further accented by upgraded paving and feature planting that focus the view corridor on the entry to the office building that lies at the terminus of the arced main entry drive.

A wide desert arroyo, with a meandering walkway, seating, turf and significant landscape, serves to break up parking fields between development parcels, provides needed on site storm water retention and creates pedestrian pathway opportunities that can continue throughout the master plan. A series of walks provide connections from parking to building entries and building to future buildings, further enhancing the overall ability of tenants to walk to adjacent services and amenities.

Future development with carry similar themes as District One though may vary in product mix and usage.

Community Overview

Overall Community Concept



Rivulon is a large, complex and intricate project that anticipates a development schedule that could last up to twenty years. With a project of this magnitude, it is difficult to anticipate the specific plan and land use of every part of the project. Realistically, the timing and phasing of development will be dictated by numerous economic forces and outside factors that are impossible to anticipate. It will be imperative that all development maintain a flexible schedule and plan so that projects can be brought to the market that are appropriate to the needs of the community at the optimal time.

This Master Sign Plan will evolve and be amended as Rivulon continues to develop over time. The current edition of this Master Sign Plan will cover four "districts" of development.

The Western Perimeter Roadside District covers a narrow strip of land that fronts on three major traffic arteries: Loop 202 SanTan Freeway to the south, Gilbert Road to the west and a portion of Pecos Road to the north. This district will only deal with freestanding community and tenant signs that are located along those street frontages and are intended to be viewed by vehicular traffic travelling on those streets.

District One consists of the Phase One of development. Located in the southwest corner of the project, District One will be a mix of office and retail development. The District One Sign Plan in this Master Sign Plan addresses the anticipated locations of Community Sign types. Additionally, this plan prescribes the eligible locations for Tenant Signs.

Located in the northwest corner of the project, District Two will be primarily an Auto Dealership center, featuring a future retail center. The District will feature auto dealership tenants, anchor tenants, inline tenant as well as pad tenants. There will be both Community Signs and Tenant Signs in this District.

District Three is located in the North Central area of the project. The District will be a diverse area, anchored with four Office Buildings in the center, flanked by mixed used areas. The mixed use areas are currently undeveloped, but are allowed to contain office, retail, hotel, or multi-family residential spaces. This District will contain both Community & Tenant Signs.

Further development at Rivulon is not fully planned at the time of this publication. As new districts are planned for development, they will be added to this Master Sign Plan at that time as amendments.

Design Inspiration

1 Style Intent

Located in the heart of Gilbert, a town rich in the Arizona traditions of farming and ranching, the style of Rivulon will play off those traditions by incorporating elements from nature along with items commonly observed as seasoned by the elements of nature. Utilizing materials such as stone and wood, mixed with weathered metals such as rusted steel, Rivulon will be grounded to the traditions that brought settlement to this harsh desert.

While being a town with deep history, Gilbert is also a growing community with its own unique brand of modern style and contemporary flair. And, no part of Gilbert is more modern than the area immediately surrounding Rivulon. So, to be connected with the immediate surroundings, Rivulon will also invite the use of modern materials such as glass, aluminum, galvanized and blackened steel.

The result will be a fusion of old west and modern into a unique style we call neo-classic southwestern...a look to the future that does not erase the past.

Landscaping will continue that fusion by incorporating native plants as well as imported plants that have adapted to thrive here in the desert southwest.

Signage will round out the blend by enveloping the old and new with materials such as rusted steel with brushed aluminum and stainless steel along with some acrylics for a splash of color in just the right amounts.

While many surrounding developments are either fully contemporary or fully classical, Rivulon will stand out by being equally tied to both worlds in a perfectly balanced use of styles and materials that will appeal to all the inhabitants of this great town.

In all, Rivulon will be a landmark community that is a modern and up to date place to work, a stylish place to shop, a trendy place to dine, a relaxing place to take a stroll and an all around cool place to drive through on your way home.

Glossary of Terms

The following terms referred to in this Master Sign Plan are defined as follows.

Allowable Sign Area

The total square footage of signage allowed per Tenant establishment calculated by a prescribed sign area factor multiplied by the lineal footage of leased frontage. This total Allowable Sign Area can then be distributed across all exterior frontages occupied by the tenant. The prescribed sign area factor is outlined per tenant type in the Core Tenant Sign Matrix on page 3.6.

Anchor Office Tenant - Internal

An Anchor Office Tenant is one who occupies 33% or more of an office building over 100,000 square feet at Rivulon and is identified as the Anchor Office Tenant by the Landlord. Each office building over 100,000 square feet may have only one Anchor Office Tenant at any given time.

Architectural Feature

A permanent structure that extends beyond the actual exterior of a building either vertically or horizontally. Examples of an Architectural Feature are:

- A pop out from a building wall
- A vertical surface that extends above a building wall or parapet
- A separate structure that is located in front of an exterior building wall
- A combination of any of those.

An Architectural Feature may function as a suitable location for a Tenant sign as long as the Architectural Feature is physically connected in some way to the building in which the Tenant is located. The use of an Architectural Feature for signage locations may be required to have Design Review Board approval from the Town of Gilbert.

Attached Wall Sign

A sign that is mounted to a vertical building surface or Architectural Feature.

Automotive Grade Finish

A painted finish utilizing paints and coatings that are equivalent to Automotive Grade coatings. For sign applications, this is generally referrring to multi-part acrylic polyurethane and/or epoxy coatings. Household paint and standard oil based paint is not considered Automotive Grade.

Blade Sign

A single or double-faced sign placed perpendicular to a building surface. Blade signs may be mounted directly to and project from a wall or column, may hang from a bracket that projects from a wall or column or may hang underneath of a canopy.

Building Surface

A permanent vertical surface upon which a sign may be affixed. A building surface may be an exterior wall of a building or it may be a wall of an Architectural Feature.

Cabinet, Custom

A cabinet designed and fabricated with a custom non-rectangular shape, typically with dimensional illuminated letters and opaque backgrounds.

Canopy

An overhanging structure affixed to a wall, or superimposed upon any roof like structure, and extending over a sidewalk, walkway, or vehicle access area.

Community Sign

A sign erected by the developer or landlord to identify the community, provide direction or identify multiple Tenants. This is in contrast to a Tenant Sign which is a sign erected by a Tenant.

Copy Area

The area of a sign structure in which copy and graphics may be placed. Copy area shall be computed by surrounding each graphic element with a rectangle calculating the area.

Demising Wall

A wall that provides separation between two or more Tenant spaces.

Dominant Store Frontage

The principal frontage of the building where a Tenant's main entrance is located or which faces the street upon which a Tenant's address is located.

Exterior Frontage

An exterior frontage shall be measured in a straight line parallel to the building elevation being measured.

Exterior Illumination

A light source mounted directly above a wall mounted sign and also mounted on the same wall surface as the sign it illuminates. Exterior illumination sources shall be shielded to limit illumination to the sign area only in order to reduce "light pollution".

Flashing Sign

A sign, the illumination of which is not kept constant in intensity at all times when in use, and which exhibits sudden or marked changes in lighting effects.

Individual Letters

A cut out or etched letter or logo which is individually placed on a wall or free-standing sign.

Internal Illumination

A light source entirely within a sign where the source of the illumination is not directly visible.**

Leased Frontage

The lineal dimension of a Tenant's leased space as measured in a line parallel to the building's exterior wall from:

1. Center of demising wall to center of demising wall;
2. Center of demising wall to exterior corner of building wall;
3. Exterior corner to exterior corner of building wall.

For purposes of determining Leased Frontage, demising walls measurements are made from the point at which a demising wall bisects the exterior wall.

Letter Height

Letter height shall be determined by measuring the normal capital letter of a type font exclusive of swashes, ascenders, and descenders contained within the shapes, and then computing the sum of the areas. Minor elements such as swashes, simple lines, or other decorative touches that extend beyond the limits of the geometric shape shall not be included as part of the copy area.

Continued Next Page

Glossary of Terms

Marquee, Horizontal

A roof like cover attached to a building and used to shelter wall openings and entrances to the building and is erected with the intention of containing signage to identify and/or advertise the Tenant occupying the space to which the marquee is attached. A horizontal marquee is completely supported by the building and has no support poles or columns that extend down to the ground.

Marquee, Vertical

A permanent sign structure in a vertical format attached to and supported by the building and projecting over public walkways. A vertical marquee is completely supported by the building and has no support poles or columns that extend down to the ground.

Primary Entrance Wall

The exterior wall of a Tenant's space where the Tenant's primary public entrance is located.

Roadway, Primary

A roadway defined by the Town of Gilbert as an Arterial Street (Major and Minor)

Roadway, Secondary

A roadway defined by the Town of Gilber as a Collector or Local Street. Collector streets generally connect internal parts of a development with an Arterial Street. Local streets generally connect internal parts of a development with other internal parts of the same development without making contact with an Arterial Street.

Roof Sign

A sign erected upon and above a roof structure, and supported wholly by the roof structure, or a structure placed on the roof.

Rotating Sign

A sign which is designed to revolve or rotate in any manner, whether by electrical or other form of power.

Sidewalk Sign

A portable/temporary sign that is placed on or adjacent to a sidewalk most commonly in the form of an A-Frame Sign. Also, may be an upright sign attached to a base of sufficient size and weight to maintain the sign in an upright position during normal weather conditions. Sidewalk signs may only be placed during the operating hours of the business placing the sign.

Sight Visibility Triangle

A triaglular area on a site plan at the intersection of roadways, streets and/or driveways that defines sight lines that must maintain free of visible obstructions. No structure or landscaping over a prescribed height may be located either permanently or temporarily within the bounds of a Sight Visibility Triangle. The Town of Gilbert maintains standards for the sizes and limitations of Sight Visibility Triangles.

Sign Area Factor

The factor by which the allowable sign area for a sign is determined. Sign area factors may vary by Tenant classification, sign type, building type, building setback and land use. Sign area factors are outlined per tenant type in the Core Tenant Sign Matrix on page 3.6.

Sign Band

A physical architectuaral feature on a building surface, often above building entrances, designed to accommodate wall signage.

Sign Envelope

A designated area on a building elevation that defines the outermost reaches that a sign can occupy. The area of a sign envelope is usually determined by ascribing a percentage of available horizontal and vertical wall space to be the sign envelope. A sign envelope does not necessarily define the allowable sign area for a sign. A sign envelope can be located within a sign band.

Tenant Classification

Tenants at Rivulon are placed into a classification by Landlord standards based on being an office or retail Tenant and further based on the size of their leased space. Tenant classification dictates various sign criteria such as sign area factor, quantity and types of signs allowed.

Tenant Copy Area

The area on a Tenant Panel that defines the outermost reaches that tenant copy may occupy on that panel. Tenant Copy Areas are defined by Sign Type.

Tenant Panel

A sign face that is part of a Community Sign designed to contain Tenant Copy.

Tenant Sign

A sign erected by a Tenant. This is in contrast to a Community Sign which is a sign erected by the developer or landlord to identify the community, provide direction or identify multiple Tenants.

Additional Terminology

Additional Terms are used in this Master Sign Plan that are defined the in the Glossary of Terms of the Town of Gilbert Land Development Code. Use of those terms in this Master Sign Plan shall be subject to the definitions in the Town Code.

Chapter 2 Community Signs

General Provisions

1 Introduction

All Community Signs at Rivulon must be compatible with the standards outlined in this Master Sign Plan and in conformance with Town of Gilbert Sign Ordinance. The purpose of the sign standards prescribed in this Master Sign Plan is to ensure an attractive office and retail environment and to protect the interests of the surrounding neighborhood, Owner, Developer, and Occupants/Tenants of Rivulon. Conformance will be strictly enforced, and any installed nonconforming or unapproved signs will be brought into conformance at the sole expense of the entity that is responsible for erecting the offending sign.

Definition

For the purpose of this Master Sign Plan, Community Signs refer to signs that are erected by the Master Developer, Developer or Landlord.

Purpose

Community Signs may be erected for any of the following purposes:

- To identify the Rivulon community.
- To identify Districts or Neighborhoods within the Rivulon community.
- To identify Tenants located within the Rivulon community. This applies to freestanding tenant signs or tenant signs attached to monument walls.
- To provide wayfinding assistance through the use of vehicular and pedestrian directional signage or Tenant directories.

Categories

To fulfill any of the purposes listed above, Community Signs may be from any of the following categories as defined by the Town of Gilbert:

- Freeway Sign
- Tower Sign
- Monument Sign
- Directional Sign
- Directory Sign
- Entry Feature

Other sign types not specifically addressed and not expressly prohibited in this Master Sign Plan shall be permitted subject to the Town of Gilbert Sign Ordinance.

2 General Guidelines

Unless noted, these general guidelines shall pertain to Community Signs at Rivulon regardless of their specified use.

Freestanding Signs

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

Freestanding Tenant Signs

Freestanding Tenant Signs serve the purpose of identifying one or more Tenants at Rivulon on a single sign structure.

The Landlord reserves the right to determine Tenant placement on Freestanding Tenant Signs. The Landlord reserves the right to determine the number of Tenants to be placed on a Freestanding Tenant Sign up to the maximum number of tenants allowed per sign type as prescribed in the Community Sign Matrix on page 2.6.

The specific sign type, total sign area and dimensions of each Freestanding Tenant Sign shall be prescribed at the time of permitting and erection and shall not exceed the maximum allowable area as prescribed in the Community Sign Matrix on page 2.6. The Sign Area can be divided any way at the Landlord's discretion to accommodate a multiple Tenant mix. The proportion of Tenant sign panels can be modified to fit identification of national identities and branding of new and/or existing Tenants. The cumulative size of all Tenant sign panels shall not exceed the total sign area allowed per sign type.

Sign Face

All sign faces and Tenant panels shall have a background that is 100% opaque. Sign faces and Tenant panels shall be routed aluminum faces with acrylic backed and/or acrylic push-thru letters.

Placement

The placement of each freestanding sign shall be determined and specified at sign permit submittal subject to the spacing and setback guidelines outlined in the Community Sign Matrix on page 2.7. The leading edge of the sign shall be at the closest point possible to the property line and/or right of way without encroaching on the easements. A site plan with setbacks from each curb shall be required with permit submittal.

Sight Visibility Triangle

The placement of each freestanding sign over three feet tall must be outside of the sight visibility triangles that exist at each intersection and driveway entrance as defined by local ordinance.

Electrical Details

All submittals for electric signs must include full detail electrical information indicating voltage, amps and number of circuits. All electric signs must comply with UL standards and carry a UL sticker on the exterior of the sign in a visible location. All signs must carry a permanent tag on the exterior of the sign in a visible location indicating the sign manufacturer and the electrical information including voltage, amps and number of circuits.

Changeable Message Signs

Manual (non-electronic) Changeable Message Signs

Up to one-half (1/2) of the sign area of a freestanding sign may be a changeable message sign for the exclusive purpose of displaying fuel prices at a gas station.

Electronic Changeable Message Signs.

The entire sign area of a freestanding sign may be an electronic message display (EMD), subject to the following operational limitations:

- Display: Displays may be full color. When visible from public rights-of-way, displays shall be static messages. Flashing or animated signs are limited to interior project locations and shall not be visible from public rights-of-way.
- Minimum Display Time: The digital message shall not change more than once every eight (8) seconds.
- Transition Method: Shall be by instant change method.
- Illumination Levels: Shall incorporate photocell/ light sensors, with automatic dimming technology that appropriately adjusts to ambient light conditions. Displays shall have a brightness level of no greater than 0.3 foot candles above ambient light conditions as measured by foot candle meter.
- Maintenance: Any permitted electronic changeable message sign that malfunctions, fails, or ceases to operate in its usual or normal programmed manner shall be repaired or disconnected within forty-eight (48) hours by the owner or operator of such sign.

Exemptions

General Purpose Freestanding Signs that serve a purpose other than Center or Tenant Identification are exempt from the guidelines and criteria of this Master Sign Plan as long as they do not exceed four (4) square feet in area. General Purpose Freestanding Signs that fall under this exemption include but are not limited to:

- Parking Signs
- Towing Notice Signs
- Private Property Signs
- No Trespassing Signs
- Emergency Access Signs
- Trash Enclosure Signs
- Fire Lane Signs
- Pedestrian Crossing Signs
- Traffic Control Signs

General Purpose Freestanding Signs that are larger than four (4) square feet in area are not permitted except where required by local ordinance.

Creative Elements

1 Type Families

TRAJAN PRO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

TRAJAN PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

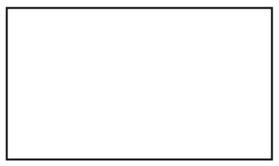
Helvetica Neue 57 Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Helvetica Neue 57 Condensed Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

2 Colors & Finishes

C1 Black

C2 Dark Gray
To Match 3M 7725-41
Dark Gray
Pantone Cool Gray 11 C



C3 White

C4 Brushed Aluminum
Matthews 41342SP

C5 Blue
To Match 3M 7725-57
Olympic Blue
Pantone 7461C

C6 Faux Rust
Chemically activated rust finish applied to a common material

3 Specialty Materials

M1 CorTen Steel

M2 Brushed Aluminum or Brushed Stainless Steel

4 Usage

All Community Signs at Rivulon shall utilize the Creative Elements exhibited on this page as follows:

Type Families

The typestyles exhibited on this page shall hereinafter be referred to as the "Project Fonts".

The Project Fonts apply to community identification and direction.

Titles, Headers, Place Names and Directions that pertain to the Rivulon development shall utilize the Project Fonts.

Tenant signage is not confined to the Project Fonts.

Materials

The materials shown under header 3 "Specialty Materials" is not an exhaustive list of all materials used to fabricate Rivulon Community Signs, but rather is a listing of specialty materials that are commonly used as exterior finishes or veneers. Other materials such as steel, aluminum, acrylic and polycarbonate are also commonly used in the construction of Rivulon Community Signs,

Sign Structures

CorTen Steel is one of the primary materials utilized in the construction of Rivulon Community Signs. It is acknowledged that the term CorTen is a brand name that is often used as a generic term. The use of the term CorTen in this document as it pertains to Rivulon Community Signs is not intended to specify a brand, but rather is used in a generic sense for weathered steel.

The Sign Structures for the Community Signs depicted in this chapter shall generally be faced with (M1) CorTen Steel material or (C6) Faux Rust finish.

Sign Faces

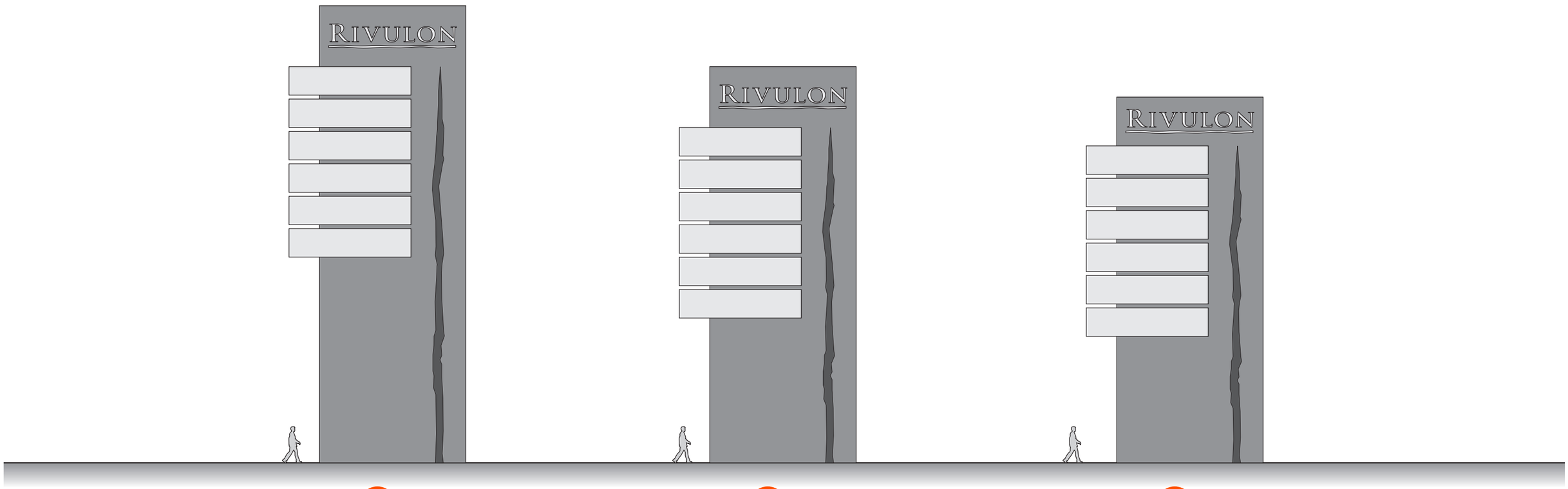
Sign Faces and/or Tenant Panels on Rivulon Community Signs shall be either C4 or M2. No other colors or finishes are allowed as background colors. Landlord reserves the right to choose between C4 or M2 for sign faces, however, the entire sign must utilize a consistent material and finish.

Tenant Names and Logos

With Landlord approval, Tenant Names and Logos may utilitize corporate colors, fonts, logos and logotypes. Background materials, colors and finishes shall be limited to C4 or M2.

Community Sign Type Summary

Comparitive Scale of Community Sign Types



ID1

Freeway Pylon Sign
75' High
625 sq ft of Sign Area

ID2

Freeway Pylon Sign
65' High
625 sq ft of Sign Area

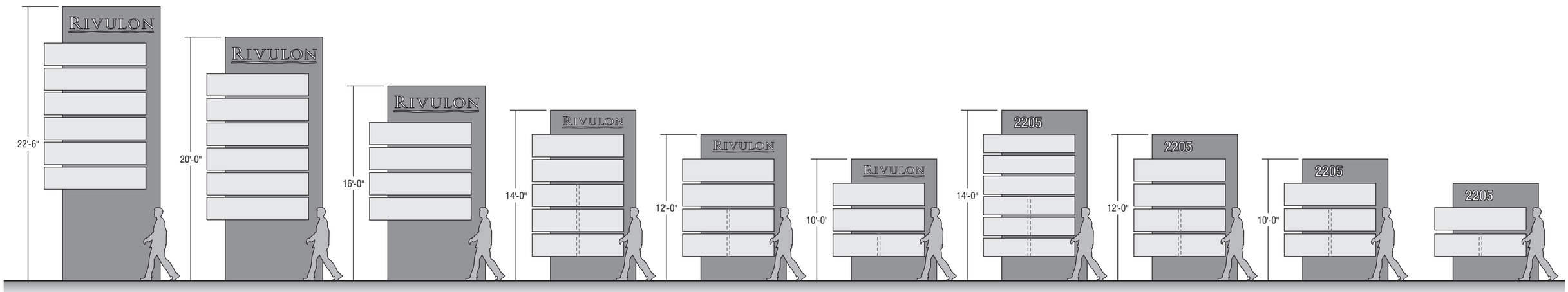
ID3

Freeway Pylon Sign
60' High
625 sq ft of Sign Area

A Elevation Views
SCALE: 1/16" = 1'-0"

Community Sign Type Summary

Comparitive Scale of Community Sign Types



PT1 — **Perimeter Multi–Tenant Tower Sign**
22'–6"High Tower Sign
up to 100 sq ft of Tenant Sign Area

PT2 — **Perimeter Multi–Tenant Tower Sign**
20'–0"High Tower Sign
up to 100 sq ft of Tenant Sign Area

PT3 — **Perimeter Multi–Tenant Tower Sign**
16'–0"High Tower Sign
up to 67 sq ft of Tenant Sign Area

PM1 — **Perimeter Multi–Tenant Monument Sign**
14'–0"High Monument Sign
up to 75 sq ft of Tenant Sign Area

PM2 — **Perimeter Multi–Tenant Monument Sign**
12'–0"High Monument Sign
up to 60 sq ft of Tenant Sign Area

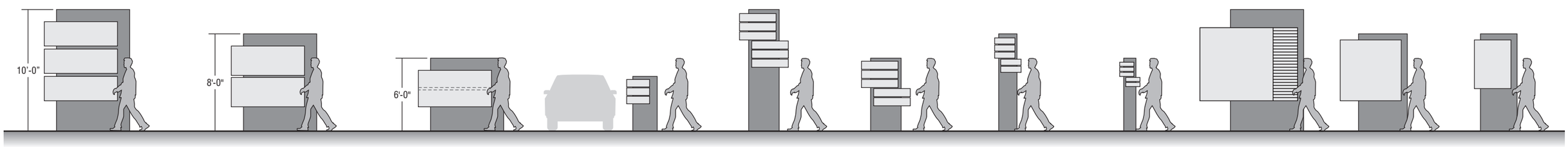
PM3 — **Perimeter Multi–Tenant Monument Sign**
10'–0"High Monument Sign
up to 45 sq ft of Tenant Sign Area

IM1 — **Internal Multi–Tenant Monument Sign**
14'–0"High Monument Sign
up to 75 sq ft of Tenant Sign Area

IM2 — **Internal Multi–Tenant Monument Sign**
12'–0"High Monument Sign
up to 60 sq ft of Tenant Sign Area

IM3 — **Internal Multi–Tenant Monument Sign**
10'–0"High Monument Sign
up to 45 sq ft of Tenant Sign Area

IM4 — **Internal Multi–Tenant Monument Sign**
8'–0"High Monument Sign
up to 30 sq ft of Tenant Sign Area



TS1 — **Retail Pad Tenant Monument Sign**
10'–0"High Monument Sign
up to 42 sq ft of Tenant Sign Area

TS2 — **Retail Pad Tenant Monument Sign**
8'–0"High Monument Sign
up to 30 sq ft of Tenant Sign Area

TS3 — **Retail Pad Tenant Monument Sign**
6'–0"High Monument Sign
up to 18 sq ft of Tenant Sign Area

DR1 — **Perimeter Vehicular Directional**
4'–6"High Sign
up to 3.75 sq.ft. of Sign Area

DR2 — **Internal Vehicular Directional**
10'–0"High Sign

DR3 — **Internal Vehicular Directional**
6'–0"High Sign

DR4 — **Internal Pedestrian Directional**
8'–0"High Sign

DR5 — **Internal Pedestrian Directional**
6'–0"High Sign

DR6 — **Vehicular Directory**
10'–0"High Sign

DR7 — **Vehicular Directory**
8'–0"High Sign
up to 50 sq.ft. of Sign Area

DR8 — **Pedestrian Directory**
8'–0"High Sign

A Elevation Views
SCALE: 1/8" = 1'-0"

Community Sign Matrix

Summary Criteria for Owner Supplied Community Signs

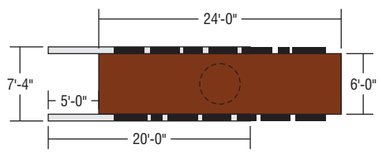
(See pages 2.7 to 2.14 for specific details per sign type)

	Freeway Signs	Tower Signs	Monument Signs (Perimeter)	Monument Signs (Internal)	Monument Signs (Pad)	Directional Signs (Perimeter)	Directional Signs (Internal)	Directory Signs	Entry Feature Signs
Rivulon Sign Type	ID1, ID2, ID3	PT1, PT2, PT3	PM1 PM2, PM3	IM1, IM2, IM3, IM4	TS1, TS2, TS3	DR1	DR2, DR3, DR4, DR5	DR6, DR7, DR8	EF1, EF2
Rivulon Sign Name	Freeway Sign	Perimeter Tower Sign	Perimeter Monument Sign	Internal Monument Sign	Pad Monument Sign	Perimeter Directional Sign	Internal Directional Sign	Directory Signs	Entry Feature Sign
TOG Designation	Freeway Sign	Tower Sign	Monument Sign	Monument Sign	Monument Sign	Directional Sign	Directional Sign	Directory Sign	Monument Sign
Zoning	NC, CC, SC, GC, RC	NC, CC, SC, GC, RC	NC, CC, SC, GC, RC, NO, GO, BP, LI, GI	NC, CC, SC, GC, RC, NO, GO, BP, LI, GI	NC, CC, SC, GC, RC, NO, GO, BP, LI, GI	NC, CC, SC, GC, RC, NO, GO, BP, LI, GI	NC, CC, SC, GC, RC, NO, GO, BP, LI, GI	NC, CC, SC, GC, RC, NO, GO, BP, LI, GI	NC, CC, SC, GC, and RC
Function	Community ID and Tenant Identification	Community ID and Tenant Identi–fication	Community ID and Tenant Identi–fication	Tenant Identification	Pad Tenant Identification	Directional Messages	Directional Messages	Directory of Tenants	Community ID
Illumination	Internal illumination	Internal illumination	Internal illumination	Internal illumination	Internal illumination	Non–illuminated	Non–illuminated	Internal illumination	Internal and External illumination
Materials	Aluminum: Painted or Brushed Steel: Painted, Stainless, or CorTen Polycarbonate, Acrylic, Vinyl	Aluminum: Painted or Brushed Steel: Painted, Stainless, or CorTen Polycarbonate, Acrylic, Vinyl	Aluminum: Painted or Brushed Steel: Painted, Stainless, or CorTen Polycarbonate, Acrylic, Vinyl	Aluminum: Painted or Brushed Steel: Painted, Stainless, or CorTen Polycarbonate, Acrylic, Vinyl	Aluminum: Painted or Brushed Steel: Painted, Stainless, or CorTen Polycarbonate, Acrylic, Vinyl	Aluminum: Painted or Brushed Steel: Painted, Stainless, or CorTen Polycarbonate, Acrylic, Vinyl	Aluminum: Painted or Brushed Steel: Painted, Stainless, or CorTen Polycarbonate, Acrylic, Vinyl	Aluminum: Painted or Brushed Steel: Painted, Stainless, or CorTen Polycarbonate, Acrylic, Vinyl	Painted Aluminum, Brushed Aluminum, Stainless Steel, Polycar–bonate, Acrylic, Vinyl
Number	One Freeway Sign per 400 feet of freeway frontage	One Tower Sign per 500 feet of street frontage	One Monument Sign per 300 feet of street frontage	One Monument Sign per 300 feet of street frontage	One Monument Sign per 300 feet of street frontage	Not regulated by Town ordinance	Not regulated by Town ordinance	One Directory per 5 tenants	Two Entry Features per entry to any primary roadway into the Rivulon development.
Height	ID1: Up to 75' total height ID2: Up to 65' total height ID3: Up to 60' total height	PT1: Up to 22'–6" total height PT2: Up to 20' total height PT3: Up to 16' total height	PM1: Up to 14' total height PM2: Up to 12' total height PM3: Up to 10' total height	IM1: Up to 14' total height IM2: Up to 12' total height IM3: Up to 10' total height IM4: Up to 8' total height	TS1: Up to 10' total height TS2: Up to 8' total height TS3: Up to 6' total height	Up to 4'–6" to top of sign	DR2: Up to 10' total height DR3: Up to 6' total height DR4: Up to 8' total height DR5: Up to 6' total height	Up to 10' to top of sign	Up to 16' total height
Sign Area	Up to 625 sq.ft. of sign area + 125 sq.ft. of additional sign area for Community Identification	PT1: Up to 100 sq.ft. of sign area PT2: Up to 100 sq.ft. of sign area PT3: Up to 67 sq.ft. of sign area	PM1: Up to 75 sq.ft. of sign area PM2: Up to 60 sq.ft. of sign area PM3: Up to 45 sq.ft. of sign area	IM1: Up to 75 sq.ft. of sign area IM2: Up to 60 sq.ft. of sign area IM3: Up to 45 sq.ft. of sign area IM4: Up to 30 sq.ft. of sign area	TS1: Up to 42 sq.ft. of sign area TS2: Up to 30 sq.ft. of sign area TS3: Up to 18 sq.ft. of sign area	Up to 3.75 sq.ft. of sign area	Up to 15 sq.ft. of sign area	Up to 50 sq.ft. of sign area	Up to 320 sq.ft. of sign area
Setback	From any right of way other than a freeway: Minimum of 150 feet. From the property line of any adjacent property designated for retail or residential use: Minimum of 150 feet. From the property line of any adjacent property designated for uses other than retail or residential: Min. distance equal to the height of the sign.	Minimum of 3 feet from right of way	Minimum of 3 feet from right of way	Minimum of 3 feet from right of way	Minimum of 3 feet from right of way	Minimum of 25 feet from right of way	Minimum of 25 feet from right of way	Directory Signs shall be set back a minimum of 75 feet from any perimeter property line, except where such property line abuts other commercial or employment development and there is a cross–access between the commercial or employment properties.	Minimum of 3 feet from right of way
Location	Within 100' of the freeway right of way	Placed along primary road frontages	Placed along primary road frontages	Placed along primary and secondary road frontages	Placed along primary and secondary road frontages	Placed along primary and second–ary road frontages and/or internal driveways	Placed along primary and second–ary road frontages and/or internal driveways	Placed adjacent to internal drive–ways and/or pedestrian walkways	Entry Features shall be located along primary and/or secondary road frontages.
Orientation	Oriented to the freeway	Oriented to the roadway on which the sign fronts	Oriented to the roadway on which the sign fronts	Oriented to the roadway on which the sign fronts	Oriented to the roadway on which the sign fronts	Oriented to the roadway or driveway on which the sign fronts	Oriented to the roadway or driveway on which the sign fronts		Oriented to the roadway or driveway on which the sign fronts
Spacing	Minimum of 400 feet from any other Freeway Sign on the same property	Minimum of 150 feet from any other Freestanding Sign on the same street frontage	Minimum of 100 feet from any other Freestanding Sign on the same street frontage	Minimum of 100 feet from any other Freestanding Sign on the same street frontage	Minimum of 100 feet from any other Freestanding Sign on the same street frontage	Minimum of 30 feet from any other Freestanding Sign on the same street frontage	Minimum of 30 feet from any other Freestanding Sign on the same street frontage	Minimum of 30 feet from any other Freestanding Sign on the same street frontage	Minimum of 30 feet from any other Freestanding Sign on the same street frontage
Changeable Message Signs	Allowed subject to the sign criteria outlined on page 2.2.	Allowed subject to the sign criteria outlined on page 2.2.	Allowed subject to the sign criteria outlined on page 2.2.	Allowed subject to the sign criteria outlined on page 2.2.	Allowed subject to the sign criteria outlined on page 2.2.	Not Allowed	Not Allowed	Allowed subject to the sign criteria outlined on page 2.2.	Not Allowed
Sign Copy Area	Up to 80% of the height and 85% of the width of sign face	Up to 80% of the height and 85% of the width of sign face	Up to 80% of the height and 85% of the width of sign face	Up to 80% of the height and 85% of the width of sign face	Up to 80% of the height and 85% of the width of sign face				Up to 320 Square Feet
Quantity of Tenants	1 to 6 tenants	PT1 – 1 to 6 tenants PT2 – 1 to 6 tenants PT3 – 1 to 4 tenants	PM1 – 1 to 8 tenants PM2 – 1 to 6 tenants PM3 – 1 to 4 tenants	IM1 – 1 to 9 tenants IM2 – 1 to 6 tenants IM3 – 1 to 5 tenants IM4 – 1 to 3 tenants	TS1 – 1 to 3 tenants TS2 – 1 to 2 tenants TS3 – 1 to 2 tenants				

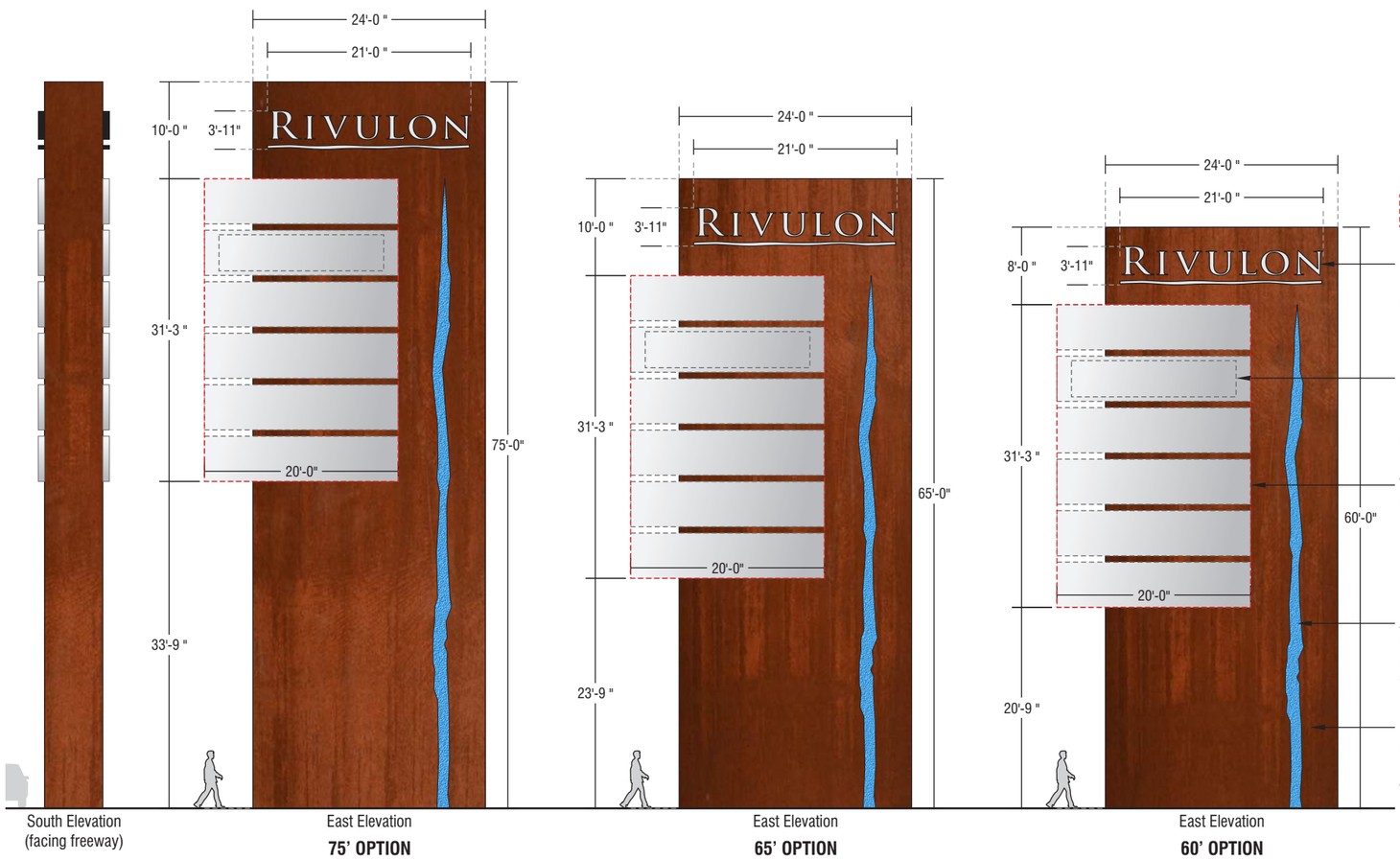
Community Sign Type Details

ID Freeway Sign

Freestanding Sign



A Plan View
SCALE: 1' = 15'



Height may vary depending on location and application (office vs. retail) at landlord's discretion.
Quantity, size and configuration of tenant panels may vary at landlord's discretion.

B Elevation and Side Views
SCALE: 1' = 15'

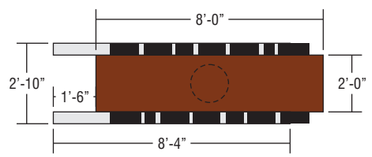
Sign Type	ID1, ID2, ID3
Sign Name	Freeway Sign
TOG Designation	Freeway Sign
Zoning	Allowable in zones NC, CC, SC, GC, and RC on parcels that abut the Santan Freeway.
Function	Community ID and Tenant Identification
Illumination	Internal illumination
Materials	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, CorTen Steel, Blackened Steel Polycarbonate, Acrylic, Vinyl
Number	One Freeway Sign shall be permitted for each 400 feet of freeway front–age
Height	Freeway Signs shall not exceed a maximum height of 75 feet above grade or 45 feet above the grade of the nearest lanes of the adjacent freeway main travel surface, whichever is greater. ID2 Freeway Signs shall not exceed 65 feet above grade. ID3 Freeway Signs shall not exceed 60 feet above grade.
Sign Area	The maximum area for a Freeway Sign shall not exceed 625 square feet. An additional 20 percent of sign area is permitted to identify the name of the center (125 square feet).
Setback	Freeway Signs shall be set back a minimum of 150 feet from: i. Right–of–way other than a freeway; and ii. A property line adjacent to property designated for retail or resi–dential use in the General Plan. Freeway Signs shall be set back a distance equal to the height of the sign from a property line adjacent to property designated for uses other than retail or residential in the General Plan. Additionally, Freeway Signs shall not encroach upon any Sight Visibility Triangle.
Location	Freeway Signs shall be located within 100 feet of the freeway right–of–way
Orientation	Freeway Signs shall be oriented to the freeway. A sign shall be considered oriented to a freeway where the sign face makes an interior angle of more than 30 degrees to the freeway.
Spacing	Freeway Signs shall maintain a minimum spacing of 400 feet from any other Freeway Sign on the same property.
Changeable Message Signs	Changeable Message Signs are permitted subject to the sign criteria outlined on page 2.2.
Sign Copy Area	Up to 80% of the height and 85% of the width of sign face
Quantity of Tenants	1 to 6 tenants
Structure	Steel internal structure; Metal face with rusted or faux rust finish.
Tenant Panels	Fabricated aluminum construction with automotive grade finish.

The Landlord reserves the right to determine the quantity and mix of tenant panels on the Freeway Pylon Signs. Tenants shall be assigned rights to Freeway Pylon Signs at the Landlord's sole discretion.

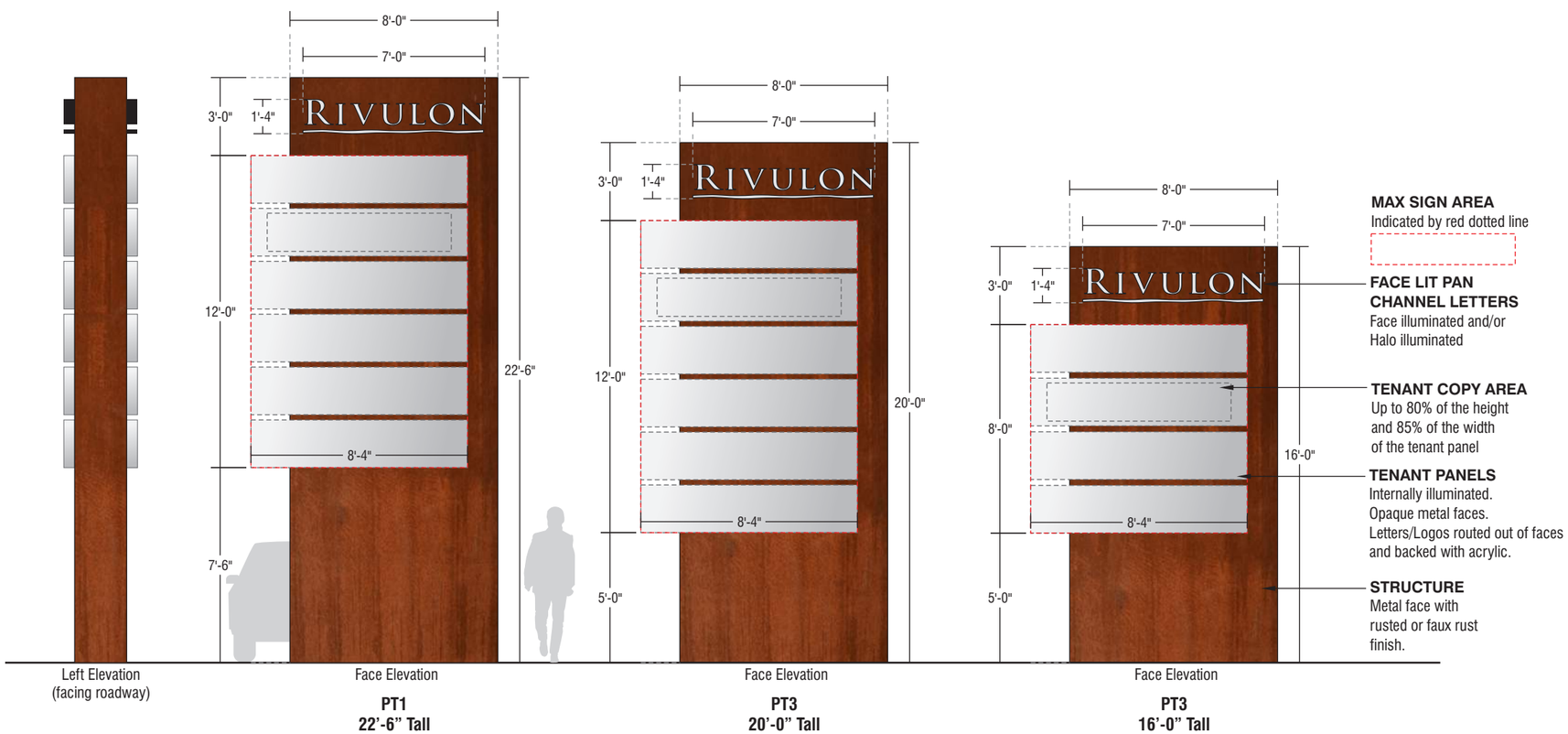
Community Sign Type Details

PT Perimeter Tower Sign

Freestanding Sign



A Plan View
SCALE: 3/16" = 1'-0"



Height may vary depending on location and application (office vs. retail) at landlord's discretion.
Quantity, size and configuration of tenant panels may vary at landlord's discretion.

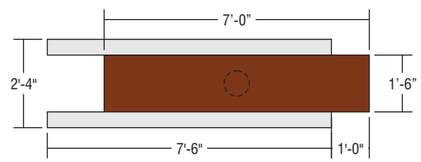
B Elevation and Side Views
SCALE: 3/16" = 1'-0"

Sign Type	PT1, PT2, PT3
Sign Name	Perimeter Tower Sign
TOG Designation	Tower Sign
Zoning	Allowable in zones NC, CC, SC, GC, and RC.
Function	Community ID and Tenant Identification
Illumination	Internal illumination
Materials	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, CorTen Steel, Blackened Steel Polycarbonate, Acrylic, Vinyl
Number	One on–site Tower Sign is permitted for each 500 feet of street frontage, provided the total number of all Freestanding Signs, including Monument Signs, shall not exceed 1 sign per 300 feet of street frontage.
Height	PT1 Perimeter Tower Signs shall not exceed a maximum height of 22 feet 6 inches. PT2 Perimeter Tower Signs shall not exceed a maximum height of 20 feet. PT3 Perimeter Tower Signs shall not exceed a maximum height of 16 feet.
Sign Area	The maximum area permitted for a Tower Sign shall be 100 square feet. The area of a Tower Sign may be increased by an additional 25 square feet for the identification of tenants or oc–cupants of suites 5,000 square feet or less in area.
Setback	Tower Signs shall be set back a minimum of 3 feet from the right–of–way. Additionally, Tower Signs shall not encroach upon any Sight Visibility Triangle.
Location	Tower Signs shall be located along primary road frontages.
Orientation	Tower Signs shall be oriented to the roadway on which the sign fronts.
Spacing	Tower Signs shall maintain a minimum spacing of 150 feet from any other Freestanding Sign on the same street frontage.
Changeable Message Signs	Changeable Message Signs are permitted subject to the sign criteria outlined on page 2.2.
Sign Copy Area	Up to 80% of the height and 85% of the width of sign face
Quantity of Tenants	PT1 – 1 to 6 tenants PT2 – 1 to 6 tenants PT3 – 1 to 4 tenants
Structure	Steel internal structure; Metal face with rusted or faux rust finish.
Sign Faces	Fabricated aluminum construction with automotive grade finish.

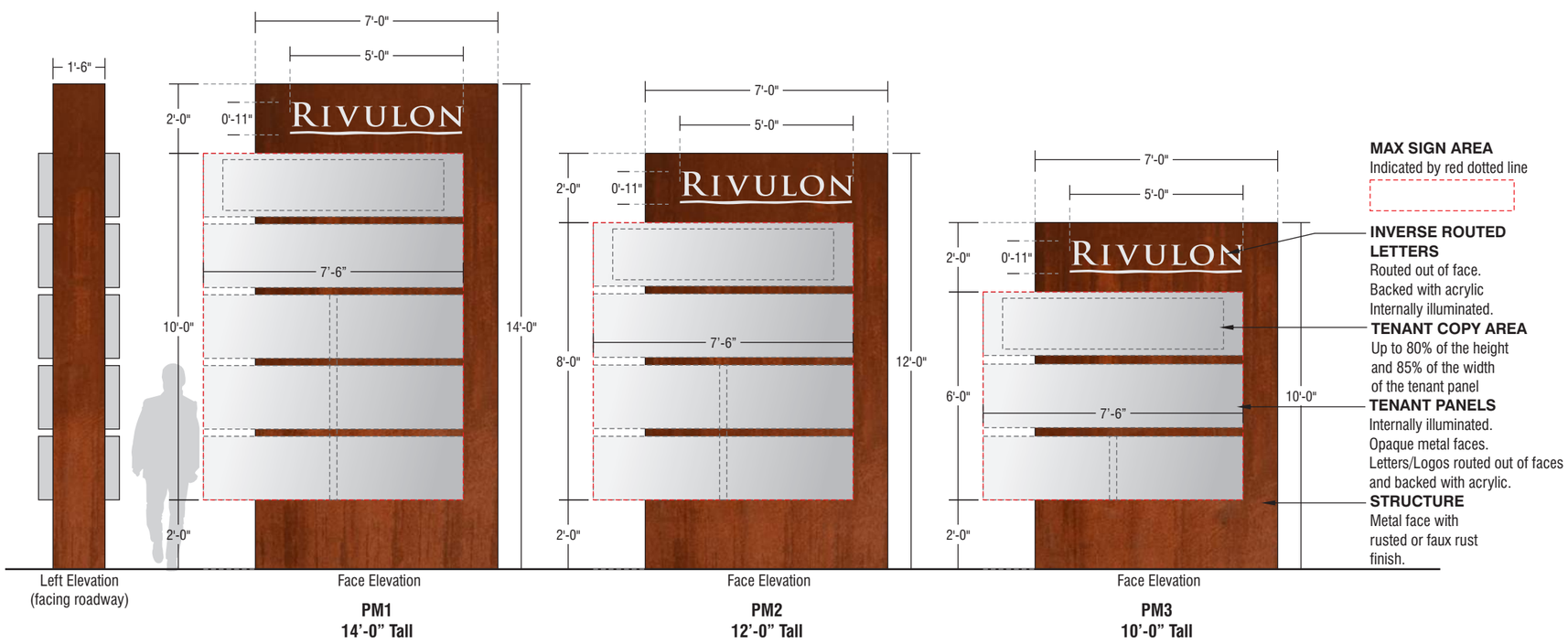
The Landlord reserves the right to determine the quantity and mix of tenant panels on the Freeway Pylon Signs. Tenants shall be assigned rights to Freeway Pylon Signs at the Landlord's sole discretion.

Community Sign Type Details

PM Perimeter Monument Sign
Freestanding Sign



A Plan View
SCALE: 1/4" = 1'-0"



Height may vary depending on location and application (office vs. retail) at landlord's discretion.
Quantity, size and configuration of tenant panels may vary at landlord's discretion.

B Elevation and Side Views
SCALE: 1/4" = 1'-0"

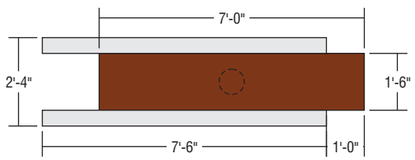
Sign Type	PM1, PM2, PM3
Sign Name	Perimeter Monument Sign
TOG Designation	Monument Sign
Zoning	Allowable in zones NC, CC, SC, GC, RC, NO, GO, BP, LI, and GI.
Function	Community ID and Tenant Identification
Illumination	Internal illumination
Materials	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, CorTen Steel, Blackened Steel Polycarbonate, Acrylic, Vinyl
Number	One on–site Monument Sign is permitted for any lot or parcel with a minimum of 100 feet of street frontage. Parcels with 600 feet of street frontage are permitted 2 Freestanding Monument Signs. One additional Freestanding Monument Sign is permitted for each additional 300 feet of street frontage.
Height	Perimeter Monument Signs shall be no greater than 14 feet in height to the top of design embellishments. The sign face shall be located between 2 feet and 12 feet above grade with design embellishments added to the top, sides or bottom of the sign. PM1: 14' Max Height; Sign Face 2' to 12' above grade. PM2: 12' Max Height; Sign Face 2' to 10' above grade. PM3: 10' Max Height; Sign Face 2' to 8' above grade.
Sign Area	The Monument Sign area shall not exceed 75 square feet.
Setback	Monument Signs shall be set back a minimum of 3 feet from the right–of–way. Additionally, Monument Signs shall not encroach upon any Sight Visibility Triangle.
Location	Monument Signs shall be located along primary road frontages.
Orientation	Monument Signs shall be oriented to the roadway on which the sign fronts.
Spacing	Monument Signs shall maintain a minimum spacing of 100 feet from any other low–profile Freestanding Sign on the same street frontage
Changeable Message Signs	Changeable Message Signs are permitted subject to the sign criteria outlined on page 2.2.
Sign Copy Area	Up to 80% of the height and 85% of the width of sign face
Quantity of Tenants	PM1 – 1 to 8 tenants PM2 – 1 to 6 tenants PM3 – 1 to 4 tenants
Structure	Steel internal structure; Metal face with rusted or faux rust finish.
Sign Faces	Fabricated aluminum construction with automotive grade finish.

The Landlord reserves the right to determine the quantity and mix of tenant panels on the Perimeter Monument Signs. Tenants shall be assigned rights to Perimeter Monument Signs at the Landlord's sole discretion.

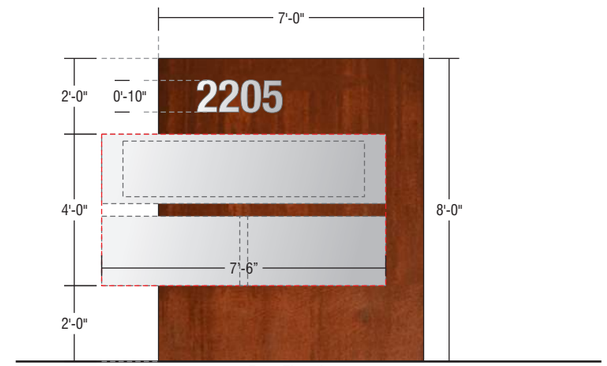
Community Sign Type Details

IM Internal Monument Sign

Freestanding Sign

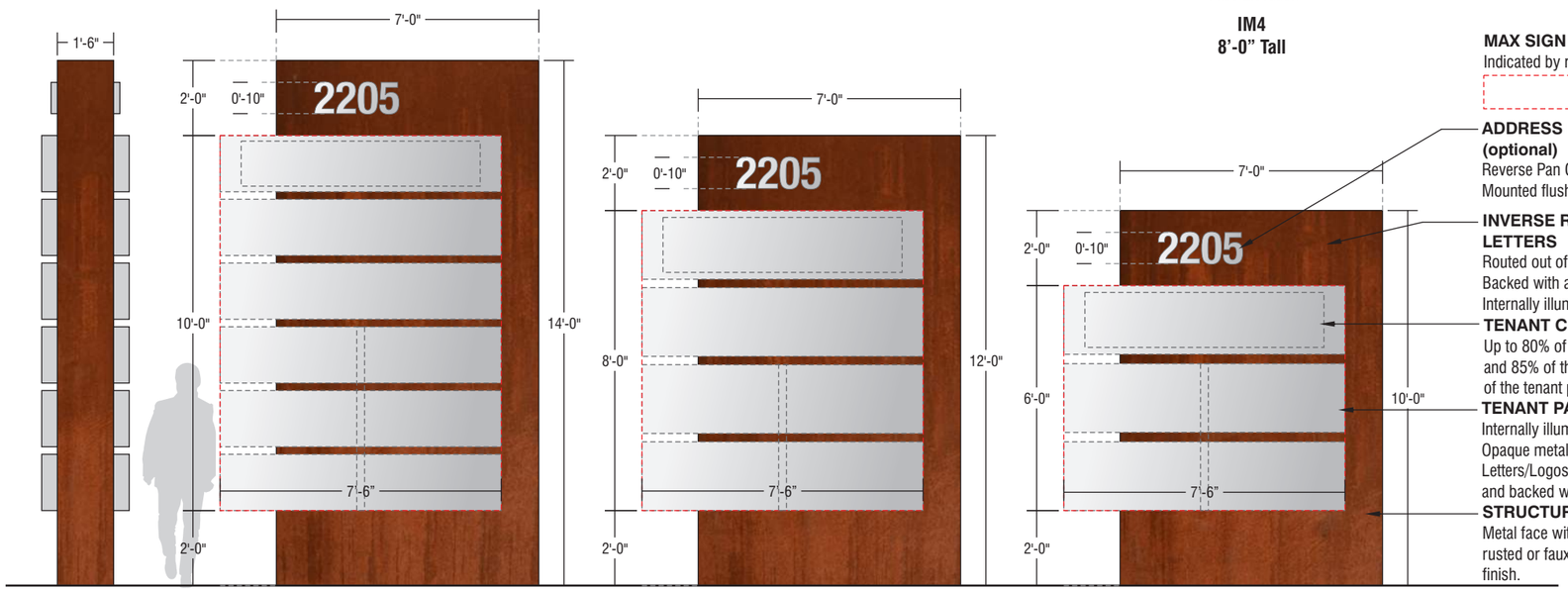


A Plan View
SCALE: 1/4" = 1'-0"



Face Elevation

IM4
8'-0" Tall



Left Elevation (facing roadway) | Face Elevation | Face Elevation | Face Elevation

IM1
14'-0" Tall

IM2
12'-0" Tall

IM3
10'-0" Tall

Height may vary depending on location and application (office vs. retail) at landlord's discretion.
Quantity, size and configuration of tenant panels may vary at landlord's discretion.

B Elevation and Side Views
SCALE: 1/4" = 1'-0"

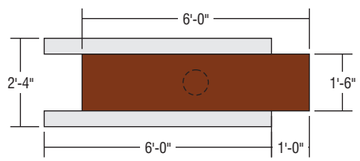
Sign Type	IM1, IM2, IM3, IM4
Sign Name	Internal Monument Sign
TOG Designation	Monument Sign
Zoning	Allowable in zones NC, CC, SC, GC, RC, NO, GO, BP, LI, and GI.
Function	Tenant Identification
Illumination	Internal illumination
Materials	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, CorTen Steel, Blackened Steel Polycarbonate, Acrylic, Vinyl
Number	One on–site Monument Sign is permitted for any lot or parcel with a minimum of 100 feet of street frontage. Parcels with 600 feet of street frontage are permitted 2 Freestanding Monument Signs. One additional Freestanding Monument Sign is permitted for each additional 300 feet of street frontage.
Height	Internal Monument Signs shall be no greater than 14 feet in height to the top of design embellishments. The sign face shall be located between 2 feet and 12 feet above grade with design embellishments added to the top, sides or bottom of the sign. IM1: 14' Max Height; Sign Face 2' to 12' above grade. IM2: 12' Max Height; Sign Face 2'to 10' above grade. IM3: 10' Max Height; Sign Face 2'to 8' above grade. IM4: 8' Max Height; Sign Face 2' to 6' above grade.
Sign Area	The Monument Sign area shall not exceed 75 square feet.
Setback	Monument Signs shall be set back a minimum of 3 feet from the right–of–way. Additionally, Monument Signs shall not encroach upon any Sight Visibility Triangle.
Location	Monument Signs shall be located along primary road frontages.
Orientation	Monument Signs shall be oriented to the roadway on which the sign fronts.
Spacing	Monument Signs shall maintain a minimum spacing of 100 feet from any other low–profile Freestanding Sign on the same street frontage
Changeable Message Signs	Changeable Message Signs are permitted subject to the sign criteria outlined on page 2.2.
Sign Copy Area	Up to 80% of the height and 85% of the width of sign face
Quantity of Tenants	IM1 – 1 to 9 tenants IM2 – 1 to 6 tenants IM3 – 1 to 5 tenants IM4 – 1 to 3 tenants
Structure	Steel internal structure; Metal face with rusted or faux rust finish.
Sign Faces	Fabricated aluminum construction with automotive grade finish.

The Landlord reserves the right to determine the quantity and mix of tenant panels on the Internal Monument Signs. Tenants shall be assigned rights to Internal Monument Signs at the Landlord's sole discretion.

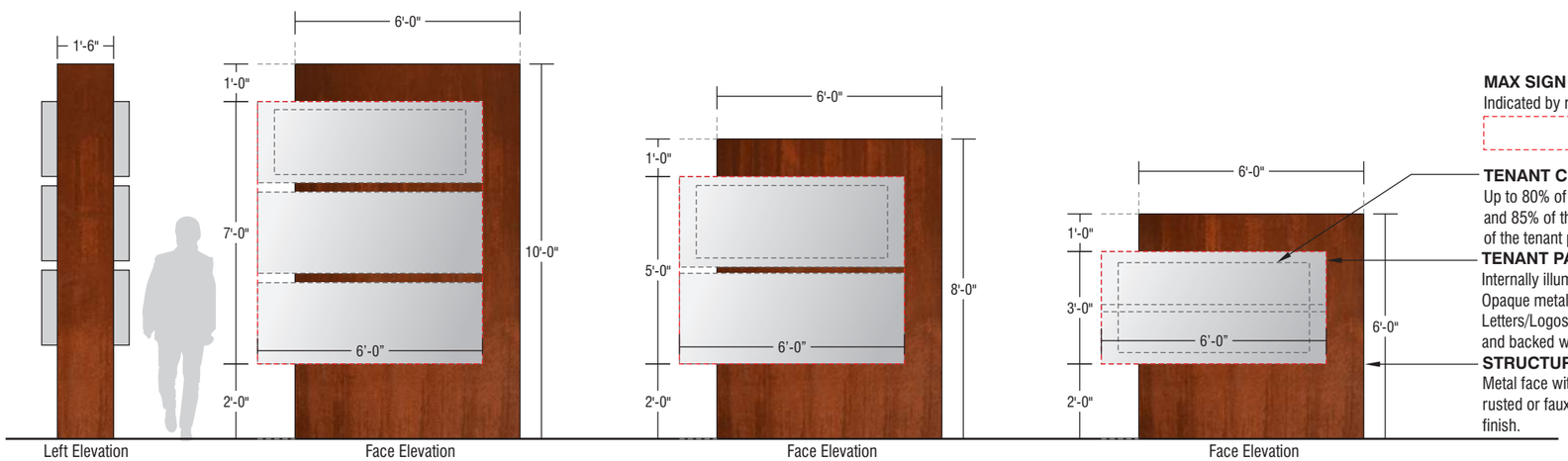
Community Sign Type Details

TS Retail Pad Tenant Sign

Freestanding Sign



A Plan View
SCALE: 1/4" = 1'-0"



Height may vary depending on location and application (office vs. retail) at landlord's discretion.
Quantity, size and configuration of tenant panels may vary at landlord's discretion.

B Elevation and Side Views
SCALE: 1/4" = 1'-0"

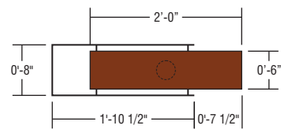
Sign Type	TS1, TS2, TS3
Sign Name	Pad Monument Sign
TOG Designation	Monument Sign
Zoning	Allowable in zones NC, CC, SC, GC, RC, NO, GO, BP, LI, and GI.
Function	Pad Tenant Identification
Illumination	Internal illumination
Materials	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, CorTen Steel, Blackened Steel Polycarbonate, Acrylic, Vinyl
Number	One on–site Monument Sign is permitted for any lot or parcel with a minimum of 100 feet of street frontage. Parcels with 600 feet of street frontage are permitted 2 Freestanding Monument Signs. One additional Freestanding Monument Sign is permitted for each additional 300 feet of street frontage.
Height	Monument Signs shall be no greater than 10 feet in height to the top of design embellishments. The sign face shall be located be–tween 2 feet and 9 feet above grade with design embellishments added to the top, sides or bottom of the sign. TS1: 10' Max Height; Sign Face 2' to 9' above grade. TS2: 8' Max Height; Sign Face 2'to 7' above grade. TS3: 6' Max Height; Sign Face 2'to 5' above grade.
Sign Area	The Pad Monument Sign area shall not exceed 42 square feet.
Setback	Monument Signs shall be set back a minimum of 3 feet from the right–of–way. Additionally, Monument Signs shall not encroach upon any Sight Visibility Triangle.
Location	Monument Signs shall be located along primary road frontages.
Orientation	Monument Signs shall be oriented to the roadway on which the sign fronts.
Spacing	Monument Signs shall maintain a minimum spacing of 100 feet from any other low–profile Freestanding Sign on the same street frontage
Changeable Message Signs	Changeable Message Signs are permitted subject to the sign criteria outlined on page 2.2.
Sign Copy Area	Up to 80% of the height and 85% of the width of sign face
Quantity of Tenants	TS1 – 1 to 3 tenants TS2 – 1 to 2 tenants TS3 – 1 to 2 tenants
Structure	Steel internal structure; Metal face with rusted or faux rust finish.
Sign Faces	Fabricated aluminum construction with automotive grade finish.

The Landlord reserves the right to determine the quantity and mix of tenant panels on the Pad Monument Signs. Tenants shall be assigned rights to Pad Monument Signs at the Landlord's sole discretion.

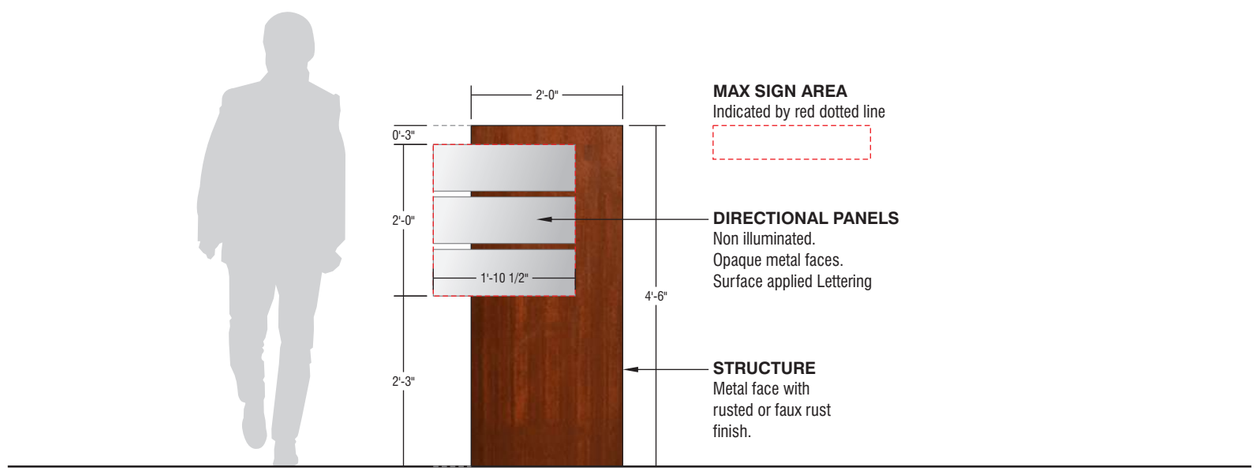
Community Sign Type Details

DR Perimeter Directional Signs

Freestanding Sign



A Plan View
SCALE: 1/2" = 1'-0"



DR1

Perimeter Vehicular Directional
4'–6"High Sign

NOTE: This sign represents the Code restricted size and area for any directional sign that is oriented or placed to be visible from a public street, right of way or an adjacent property outside of the Rivulon development.

B Elevation View
SCALE: 1/2" = 1'-0"

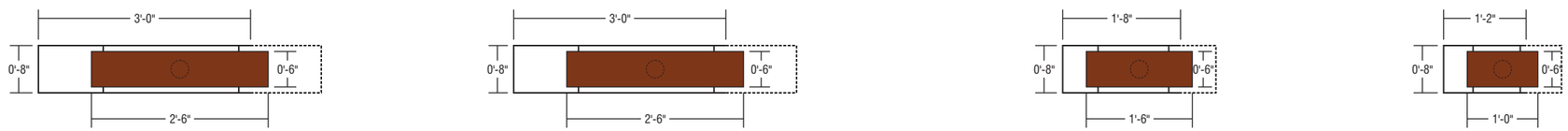
Sign Type	DR1
Sign Name	Perimeter Directional Sign
TOG Designation	Directional Sign
Zoning	Allowable in zones NC, CC, SC, GC, RC, NO, GO, BP, LI, and GI.
Function	Directional Messages
Illumination	Non–Illuminated
Materials	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, CorTen Steel, Blackened Steel Polycar–bonate, Acrylic, Vinyl
Applicability	Perimeter Directional Signs are permitted to assist in traffic movement on a property. Directional Signs shall include an arrow, and may include copy to read "Enter", "Exit" or "Drive–Through" and a single busi–ness logo.
Number	The number of Directional Signs is not regulated by Town ordinance.
Height	Perimeter Directional Signs shall be no greater than 4 feet 6 inches in height.
Sign Area	Perimeter Directional Signs shall be no greater than 3.75 square feet in area.
Setback	Directional Signs shall be set back a minimum of 25 feet from the right–of–way. Additionally, Directional Signs shall not encroach upon any Sight Visibility Triangle.
Location	Directional Signs shall be located along primary and secondary road frontages and/or internal driveways. Directional signs shall not be located in a required perimeter landscape area.
Orientation	Directional Signs shall be oriented to the roadway or driveway on which the sign fronts.
Spacing	Directional Signs shall maintain a minimum spacing of 30 feet from any other low–profile Freestanding Sign on the same street frontage
Structure	Steel internal structure; Metal face with rusted or faux rust finish.
Sign Faces	Fabricated aluminum construction with automotive grade finish.

The Landlord reserves the right to determine the quantity and mix of tenant panels on the Pad Monument Signs. Tenants shall be assigned rights to Pad Monument Signs at the Landlord's sole discretion.

Community Sign Type Details

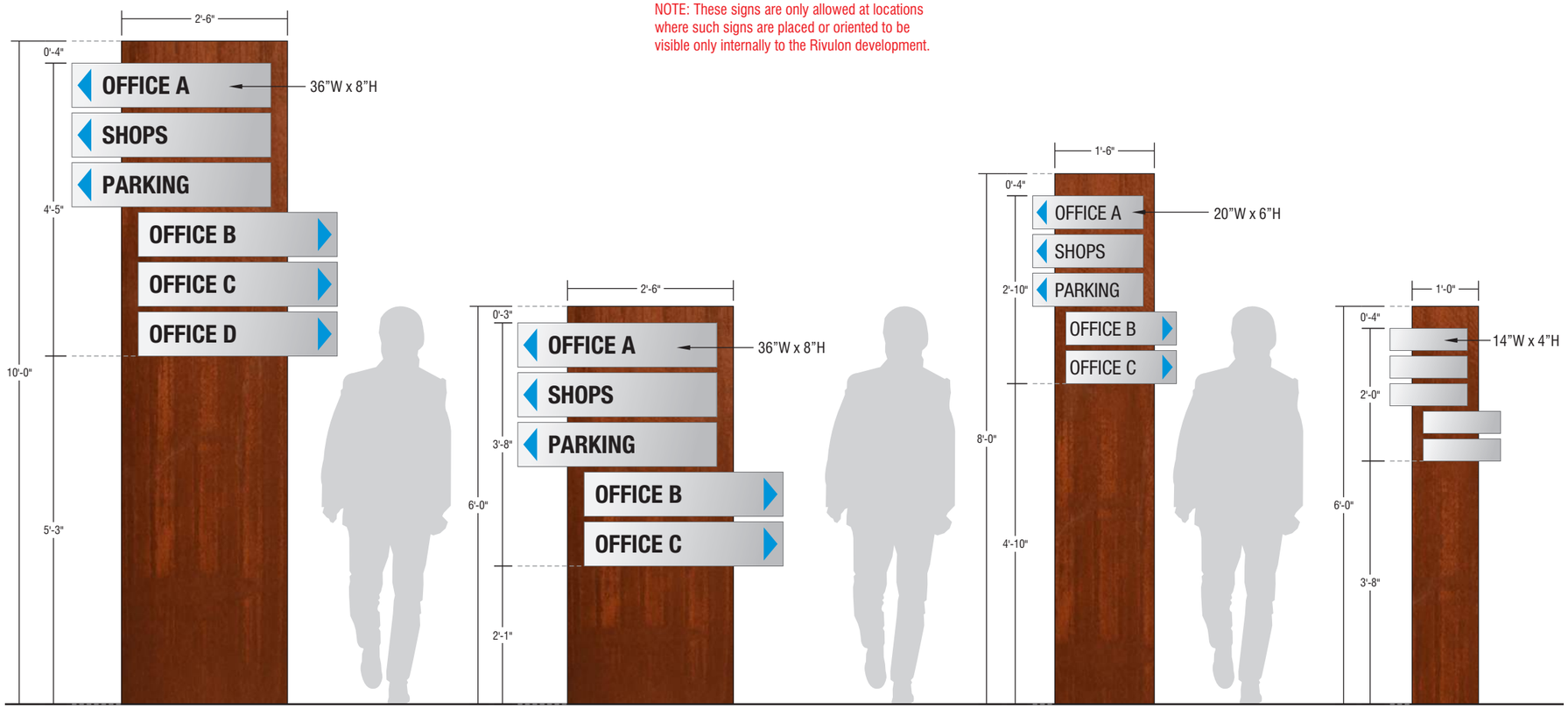
DR Internal Directional Signs

Freestanding Sign



A Plan View
SCALE: 1/2" = 1'-0"

NOTE: These signs are only allowed at locations where such signs are placed or oriented to be visible only internally to the Rivulon development.



B Elevation and Plan Views
SCALE: 1/2" = 1'-0"

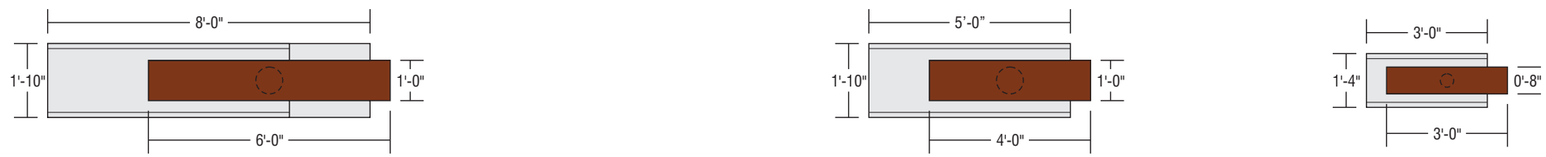
Sign Type	DR2, DR3, DR4, DR5
Sign Name	Internal Directional Sign
TOG Designation	Directional Sign
Zoning	Allowable in zones NC, CC, SC, GC, RC, NO, GO, BP, LI, and GI.
Function	Directional Messages
Illumination	Non–Illuminated
Materials	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, CorTen Steel, Blackened Steel Polycar–bonate, Acrylic, Vinyl
Applicability	Internal Directional Signs are permitted to assist in traffic and pedestrian movement on a property.
Number	The number of Directional Signs is not regulated by Town ordinance.
Height	DR2 Internal Directional Signs max height: 10'–0" DR3 Internal Directional Signs max height: 6'–0" DR4 Internal Directional Signs max height: 8'–0" DR5 Internal Directional Signs max height: 6'–0"
Sign Area	Internal Directional Signs shall be no greater than 15 square feet in area.
Setback	Directional Signs shall be set back a minimum of 25 feet from the right–of–way. Additionally, Directional Signs shall not encroach upon any Sight Visibility Triangle.
Location	Directional Signs shall be located along primary and secondary road frontages and/or internal driveways. Directional signs shall not be located in a required perimeter landscape area.
Orientation	Directional Signs shall be oriented to the roadway or driveway on which the sign fronts.
Spacing	Directional Signs shall maintain a minimum spacing of 30 feet from any other low–profile Freestanding Sign on the same street frontage
Structure	Steel internal structure; Metal face with rusted or faux rust finish.
Sign Faces	Fabricated aluminum construction with automotive grade finish.

The Landlord reserves the right to determine the quantity and mix of tenant panels on the Pad Monument Signs. Tenants shall be assigned rights to Pad Monument Signs at the Landlord's sole discretion.

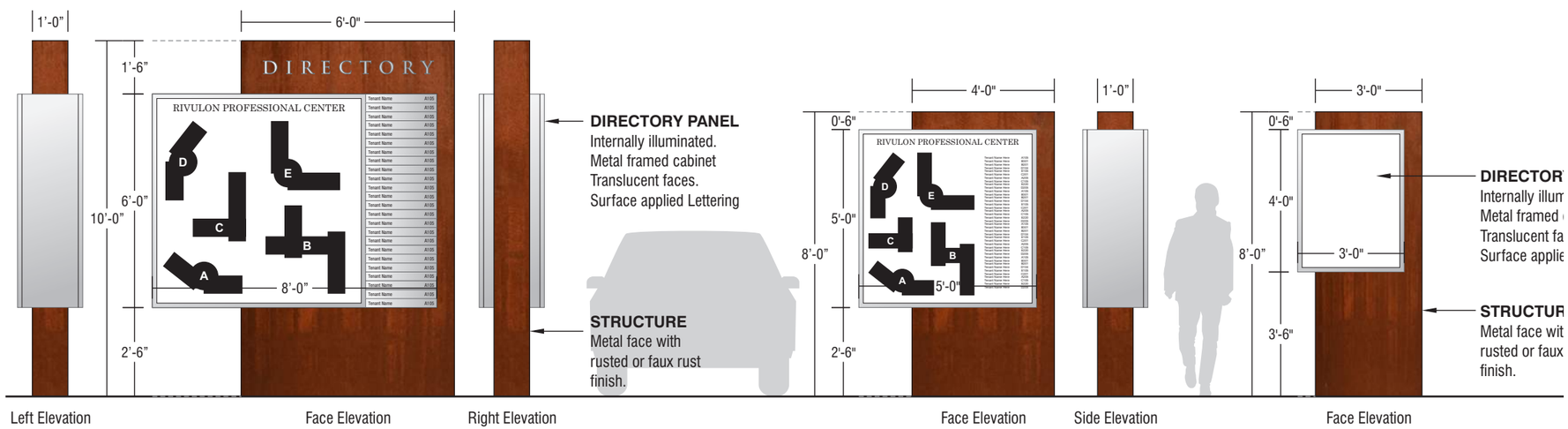
Community Sign Type Details

DR Directory Signs

Freestanding Sign



A Plan Views
SCALE: 1/4" = 1'-0"



DR6
Vehicular Directory Sign
8'–0"High Sign

DR7
Vehicular Directory Sign
8'–0"High Sign

DR8
Pedestrian Directory Sign
8'–0"High Sign

Sizes and proportions shown are examples.
Actual size and configuration may vary subject to the criteria at right

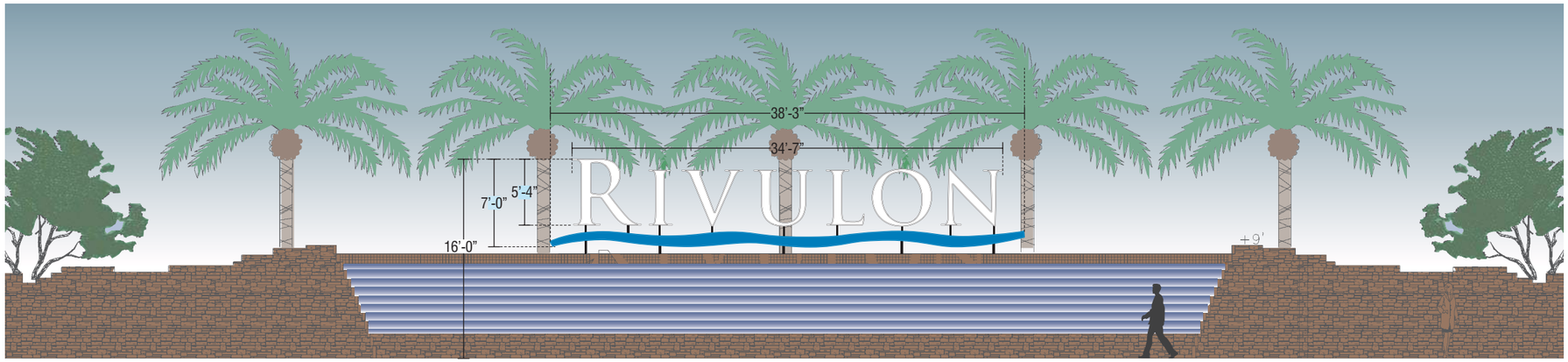
Sign Type	DR6, DR7, DR8
Sign Name	Directory Sign
TOG Designation	Directory Sign
Zoning	Allowable in zones NC, CC, SC, GC, RC, NO, GO, BP, LI, and GI.
Function	Directory of Tenants
Illumination	Internal Illumination
Materials	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, CorTen Steel, Blackened Steel Polycar–bonate, Acrylic, Vinyl
Number	One Directory sign shall be permitted for each 5 com–mercial tenants or uses.
Height	Directory Signs shall be no greater than 10 feet in height.
Sign Area	Directory Signs shall be no greater than 50 square feet in area.
Setback	Directory Signs shall be set back a minimum of 75 feet from any perimeter property line, except where such property line abuts other commercial or employment development and there is a cross–access between the commercial or employment properties. Addition–ally, Directory Signs shall not encroach upon any Sight Visibility Triangle.
Location	Directory Signs shall only be installed on–site in land–scape islands or pedestrian areas.
Spacing	Directory Signs shall maintain a minimum spacing of 30 feet from any other low–profile Freestanding Sign on the same street frontage
Structure	Steel internal structure; Metal face with rusted or faux rust finish.
Sign Faces	Fabricated aluminum construction with automotive grade finish.

Directory Map Panel

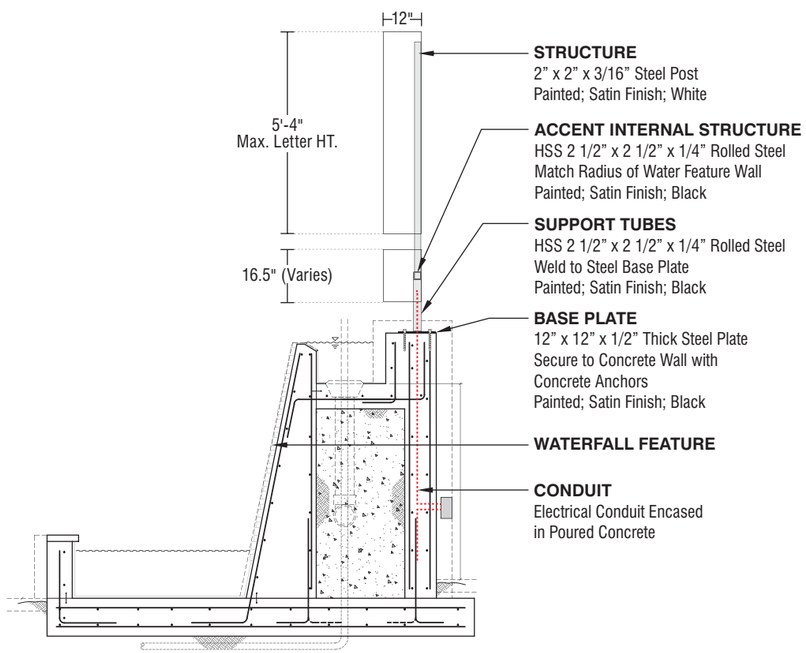
The map panels will feature an up to date map of Rivulon along with a "You Are Here" indicator. This map could be a static image or an interactive directory featuring touch screen technology. The map panel shall remain in use for its intended purpose and shall not be converted or alternating with advertising.

Community Sign Type Details

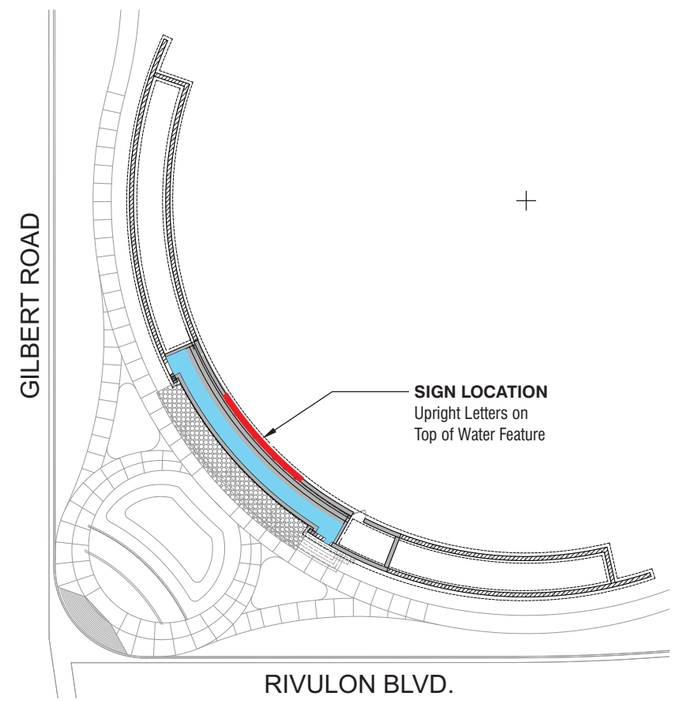
EF1 Primary Entry Feature Sign
Integrated Monument Sign



A Elevation Detail
SCALE: 3/32" = 1'-0"



B SIDE DETAIL
SCALE: 1/4" = 1'-0"

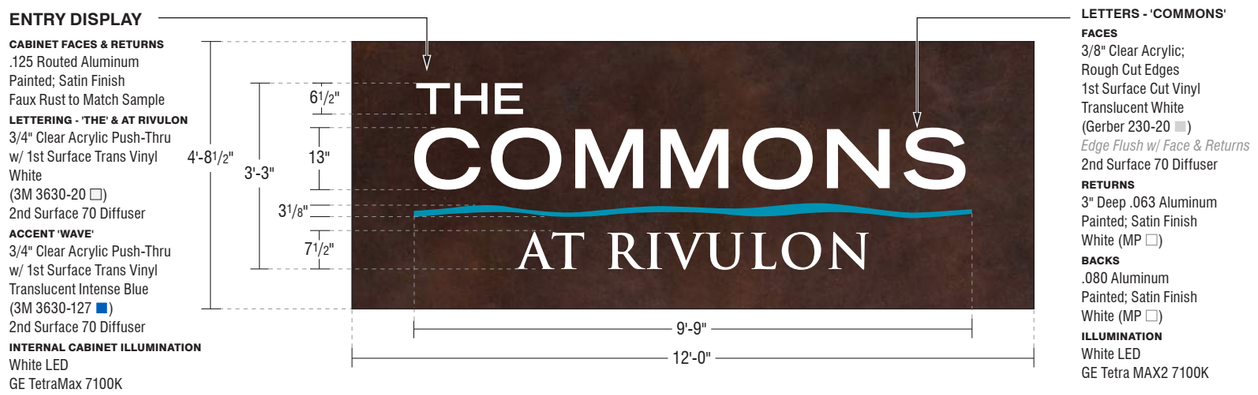


C Plan View
SCALE: 1" = 50'

Sign Type	EF1
Sign Name	Primary Entry Feature Sign
TOG Designation	Monument Sign
Zoning	Allowable in zones NC, CC, SC, GC, and RC.
Function	Community ID
Illumination	Internal and External illumination
Materials	Painted Aluminum, Brushed Aluminum, Stainless Steel, Polycarbonate, Acrylic, Vinyl
Number	Two on–site Primary Entry Feature Signs are permitted at the entry to any primary roadway into the Rivulon development.
Height	EF1 Primary Entry Feature Signs shall not exceed a maximum height of 16 feet.
Sign Area	The maximum area permitted for a Primary Entry Feature Sign shall be 320 square feet.
Setback	Primary Entry Feature Signs shall be set back a minimum of 3 feet from the right–of–way. Addition–ally, Tower Signs shall not encroach upon any Sight Visibility Triangle.
Location	Primary Entry Feature Signs shall be located along primary road frontages.
Orientation	Primary Entry Feature Signs shall be oriented to the roadway or driveway on which the sign fronts.
Spacing	Primary Entry Feature Signs shall be spaced a mini–mum of 30 feet from any other Freestanding Sign on the same street frontage.
Changeable Message Signs	Not Allowed.
Sign Copy Area	Up to 320 Square Feet
Quantity of Tenants	Not Applicable
Structure	Steel upright structure mounted on top of concrete water feature structure.
Sign Faces	Acrylic or polycarbonate letter faces. Fabricated alu–minum or stainless steel retainer and returns.

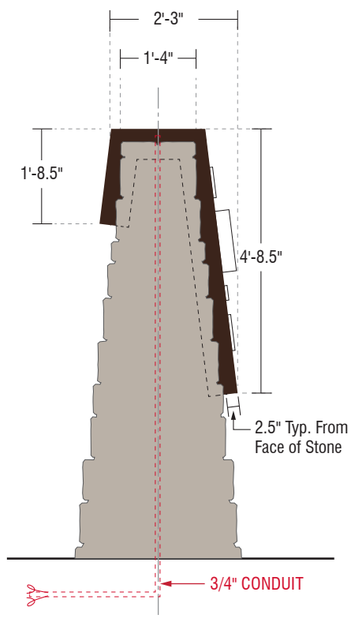
Community Sign Type Details

EF2 Secondary Entry Feature Sign
Freestanding Ground Entry ID Sign

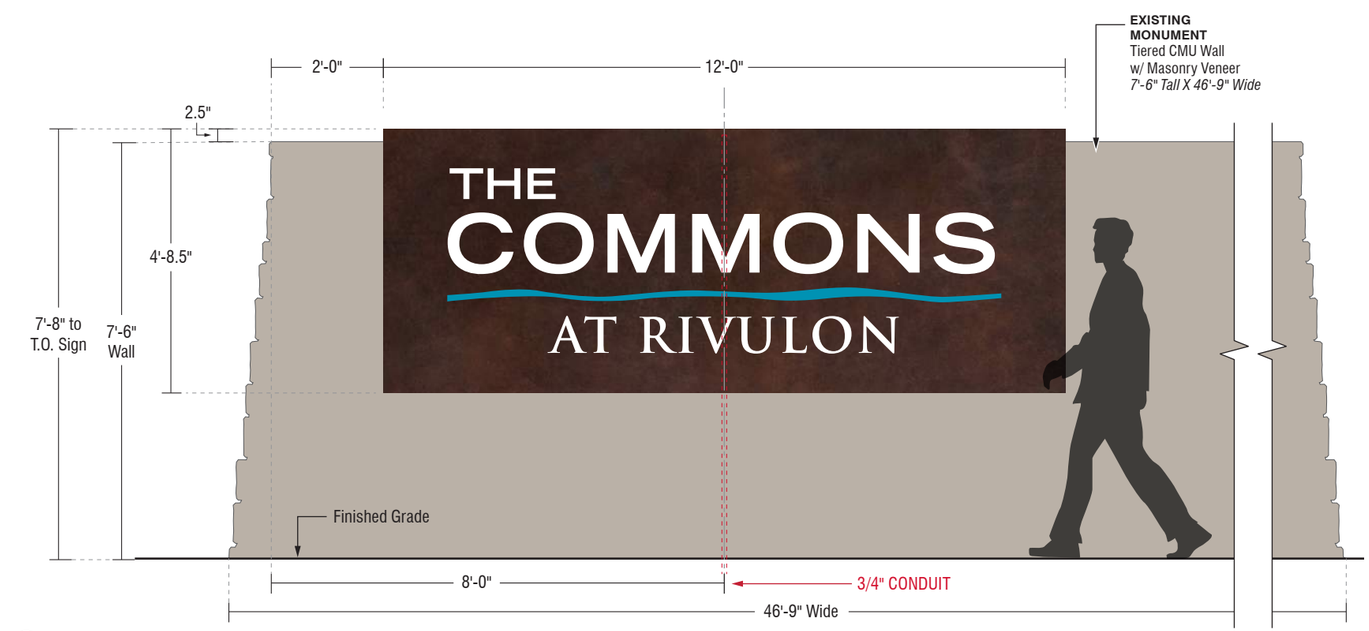


A PROJECT DETAIL
SCALE: 3/8" = 1'-0"

Day Simulation



B PROJECT DETAIL - END VIEW
SCALE: 3/8" = 1'-0"



C PROJECT DETAIL - FRONT VIEW
SCALE: 3/8" = 1'-0"

Sign Type	EF2
Sign Name	Secondary Entry Feature Sign
TOG Designation	Freestanding Ground Entry ID Sign
Zoning	Allowable in zones NC, CC, SC, GC, and RC.
Function	Community ID
Illumination	Internal and External illumination
Materials	Painted Aluminum, Corten Steel, Polycarbonate, Acrylic, Translucent Vinyl
Number	One on–site Secondary Entry Feature Sign is permitted at the entry to any primary roadway into the Rivulon development.
Height	EF2 Secondary Entry Feature Signs shall not exceed a maximum height of 16 feet.
Sign Area	The maximum area permitted for a Secondary Entry Feature Sign shall be 320 square feet.
Setback	Secondary Entry Feature Signs shall be set back a minimum of 3 feet from the right–of–way and located outside any Sight Visibility Triangle.
Location	Secondary Entry Feature Signs shall be located along primary road frontages.
Orientation	Secondary Entry Feature Signs shall be oriented to the roadway or driveway on which the sign fronts.
Spacing	Secondary Entry Feature Signs shall be spaced a minimum of 30 feet from any other Freestanding Sign on the same street frontage.
Changeable Message Signs	Not Allowed.
Sign Copy Area	Up to 320 Square Feet
Quantity of Tenants	Not Applicable
Structure	Dimensional Custom Cabinet Affixed to Masonry Base
Sign Faces	Acrylic or polycarbonate letter faces. Fabricated alu–minum or stainless steel retainer and returns.

Chapter 3 Tenant Signs

General Provisions

1 Introduction / Tenant Criteria

This chapter addresses Tenant Signs at Rivulon. Unless otherwise noted, these General Provisions shall pertain to all Tenant Signs at Rivulon.

- For the purposes of this Master Sign Plan, Rivulon is divided up into multiple districts that coincide with the phased development of the project. Each District has its own sign plan outlined in succeeding chapters after this chapter. Tenants and Reviewers should refer to the appropriate District Sign Plan to verify if there are any further criteria or restrictions that are specific to that District. Such criteria or restrictions shall supersede the General Provisions of this Chapter.
- All Tenant Signs at Rivulon must be compatible with the standards outlined in this Master Sign Plan and in conformance with Town of Gilbert Sign Ordinance. The purpose of the sign standards prescribed in this Master Sign Plan is to ensure an attractive office and retail environment and to protect the interests of the surrounding neighborhood, Owner, Developer, and Occupants/Tenants of Rivulon. Conformance will be strictly enforced, and any installed nonconforming or unapproved signs will be brought into conformance at the sole expense of the Tenant that is responsible for erecting the offending sign.
- Before designing signs, all Rivulon Tenants will receive a copy of the Tenant Sign Criteria specific to their occupancy location. Sign plans submitted to the Landlord for approval must conform to these standards. The Landlord will administer and interpret the criteria. All signs must be approved in writing by the Landlord prior to seeking Town of Gilbert approval, permit application and installation.
- Other sign types not specifically addressed and not expressly prohibited in this Master Sign Plan shall be permitted subject to the Town of Gilbert Sign Ordinance with Landlord approval.
- The Landlord has the right to modify the sign standards and requirements for any Tenant subject to the limitations of this Master Sign Plan.

Definition

Tenant Signs as defined in this Master Sign Plan are signs that are allowed for the purpose of Tenant Identification and Information. Tenant signs are Tenant provided.

Provision

At the Landlord's discretion, Tenants at Rivulon shall be allowed to place Tenant Signs onto designated building elevations located on the buildings in which the Tenants occupy space.

Scope

The Sign Criteria for Tenant Signs within this Master Sign Plan pertains only to exterior signs. Interior or indoor signs are not covered by this Sign Criteria.

Applicability

Tenant Wall Signs are permitted on any exterior wall of the tenant or user suite.

2 Multi-Story Buildings

MULTI-STORY BUILDINGS

Wall Signs on multiple floors of a multi-story building shall conform to the multi-story signage critera set forth below.

All other criteria for Tenant Signs apply unless specifically addressed in this section.

OFFICE BUILDINGS IN ZONE BP

Signs located on buildings three stories or more in height shall be limited to signage on the first floor and top floor. Sign area allowance for first floor tenants is subject to the provisions of "Total Business Sign Area" and "Allowable Sign Area" as prescribed on page 3.3. Sign area allowed on the top floor shall not be counted against wall signage on the first floor. Top floor signage is limited to either building identification and one building tenant or two building tenants and shall adhere to the following sign area allowance:

FACING STREET TYPE	SIGN HEIGHT (Feet) A.F.F. to Top of Sign	TOTAL ALLOWABLE AREA	MINIMUM LETTER HEIGHT (Inches)
Freeway	40+	Per "Allowable Sign Area" prescribed on page 3.3	21"
Primary Roadway (Arterial)	40+	Per "Allowable Sign Area" prescribed on page 3.3	15"
Secondary Roadway (Local or Collector)	40+	Per "Allowable Sign Area" prescribed on page 3.3	12"

Office Tenants that occupy more than one floor in a building may add up the leased frontages on each floor that they occupy to achieve their total frontage.

RETAIL BUILDINGS IN ZONES SC & RC

(1) Individual tenant signs located on the second floor of a building two stories in height shall not exceed 94 square feet in area. Tenant signs may be placed on any approved sign band or wall space on the second floor and the total sign area combined, including Building Identification Signs, shall not exceed 50 percent of the lineal building elevation on the second floor, as prescribed under "Total Business Sign Area" and "Allowable Sign Area" as prescribed on page 3.3.

(2) Individual Building Identification Signs located on buildings two stories in height shall not exceed 94 square feet in area. The total sign area combined, including tenant signs, shall not exceed 50 percent of the lineal building elevation on the second floor as prescribed under "Total Business Sign Area" and "Allowable Sign Area" as prescribed on page 3.3.

(3) Signs located on buildings three stories or more in height shall be limited to signage on the first floor and top floor. Sign area allowance for first floor tenants is subject to the provisions of "Total Business Sign Area" and "Allowable Sign Area" as prescribed on page 3.3. Sign area allowed on the top floor shall not be counted against wall signage on the first floor. Top floor signage is limited to either building identification and one building tenant or two building tenants and shall adhere to the following sign area allowance:

FACING STREET TYPE	SIGN HEIGHT (Feet) A.F.F. to Top of Sign	TOTAL ALLOWABLE AREA	MINIMUM LETTER HEIGHT (Inches)
Freeway	40+	Per "Allowable Sign Area" prescribed on page 3.3	21"
Primary Roadway (Arterial)	40+	Per "Allowable Sign Area" prescribed on page 3.3	15"
Secondary Roadway (Local or Collector)	40+	Per "Allowable Sign Area" prescribed on page 3.3	12"

MIXED USE BUILDINGS IN ZONES SC & RC

(1) Individual tenant signs located on the second floor of a building two stories in height shall not exceed 94 square feet in area. Tenant signs may be placed on any approved sign band or wall space on the second floor and the total sign area combined, including Building Identification Signs, shall not exceed 50 percent of the lineal building elevation on the second floor, as prescribed under "Total Business Sign Area" and "Allowable Sign Area" as prescribed on page 3.3.

(2) Individual Building Identification Signs located on buildings two stories in height shall not exceed 94 square feet in area. The total sign area combined, including tenant signs, shall not exceed 50 percent of the lineal building elevation on the second floor as prescribed under "Total Business Sign Area" and "Allowable Sign Area" as prescribed on page 3.3.

(3) Signs located on buildings three stories or more in height shall be limited to signage on the first floor and top floor. Sign area allowance for first floor tenants is subject to the provisions of "Total Business Sign Area" and "Allowable Sign Area" as prescribed on page 3.3. Sign area allowed on the top floor shall not be counted against wall signage on the first floor. Top floor signage is limited to either building identification and one building tenant or two building tenants and shall adhere to the following sign area allowance:

FACING STREET TYPE	SIGN HEIGHT (Feet) A.F.F. to Top of Sign	TOTAL ALLOWABLE AREA	MINIMUM LETTER HEIGHT (Inches)
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Secondary Roadway (Local or Collector)	40+	Per "Allowable Sign Area" prescribed on page 3.3	12"

Tenants that occupy more than one floor in a building may add up the leased frontages on each floor that they occupy to achieve their total frontage.

General Provisions

3 Placement & Size

Total Business Sign Area

Each business shall be permitted a minimum Wall Sign area of 32 square feet. For businesses with double frontage the maximum wall sign area as calculated below shall be permitted on two building elevations. Reduced area shall be permitted on additional elevations. The maximum Wall Sign area permitted for a business shall be the greater of:

1. The sign area calculated pursuant to the "Allowable Sign Area" as prescribed below for the longest building elevation of the tenant/user suite facing the street; or
2. The sign area calculated pursuant to the "Allowable Sign Area" for the length of the building elevation of the tenant/user suite in which the principal entrance to the business is located.

Allowable Sign Area

OFFICE TENANTS in Zone BP are permitted wall signs on any exterior wall of the tenant or user suite at a rate of 1.25 square foot of sign area for each 1 lineal foot of leased frontage as determined by exterior wall frontage.

OFFICE TENANTS in Zones SC & RC are permitted wall signs at a rate of 1.25 square foot of sign area for each 1 lineal foot of leased frontage. For buildings set back more than 75 feet from the right-of-way, 1.875 square feet of sign area is permitted for each 1 lineal foot of leased frontage.

RETAIL TENANTS in Zones SC & RC are permitted wall signs at a rate of 1.25 square foot of sign area for each 1 lineal foot of the building elevation adjacent to the suite. For buildings set back more than 75 feet from the right-of-way, 1.875 square feet of sign area is permitted for each 1 lineal foot of building elevation adjacent to the suite.

AUTO DEALERSHIP TENANTS in Zones SC & RC are permitted wall signs at a rate of 1.25 square foot of sign area for each 1 lineal foot of the building elevation adjacent to the suite. For buildings set back more than 75 feet from the right-of-way, 1.875 square feet of sign area is permitted for each 1 lineal foot of building elevation adjacent to the suite.

Design

Wall Signs shall fit proportionally with building massing and architectural features of the elevation.

Dimensions

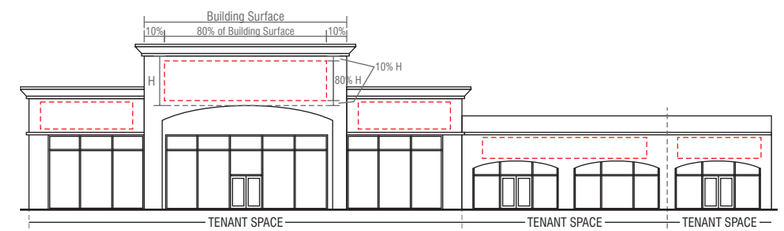
The length of a Wall Sign shall not exceed 80 percent of the horizontal length of the exterior building elevation of a tenant suite. The height of a Wall Sign shall not exceed 80 percent of the vertical dimension of the sign band or wall space on which the sign is placed.

Placement

- Wall Signs shall be placed on an area that is free of architectural details.
- Wall Signs shall not be located closer to the top of a parapet wall than one-half the vertical dimension of the largest letter or character. The Design Review Board may approve a sign that is closer to the top of the parapet wall if it finds that the sign placement does not visually crowd the top of the wall.
- Top floor signage located on multi-story buildings may span floor plates.
- Wall signs placed on canopies will be counted against wall sign area allowance.
- Tenant Signs may be Attached Wall Signs or may be Window Signs.
- Attached wall signs may only be placed within designated signage locations on each building elevation called Sign Envelopes.
- Elevations that have designated Sign Envelopes are typically depicted in the following chapters within various District Sign Plans.
- Attached Wall Signs must be designed for placement that is complementary to, and not in conflict with the architectural elements of the building.
- Attached Wall Signs may not extend above Building Surface or parapet wall at the sign location.
- Window signs, where allowed, may be placed anywhere within the glass area of the Tenant's windows.
- Retail Tenants may only place Tenant Signs on Building Surfaces that are contiguous to the space they occupy.
- Office Tenants are not required to occupy the space contiguous to their sign location.
- Landlord shall assign rights to Sign Envelopes on Office Buildings at the Landlord's sole discretion.

Sign Envelope

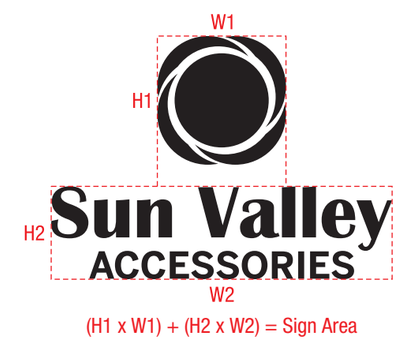
- The Sign Envelope is a defined area within the vertical and horizontal background of the Building Surface upon which the sign is to be installed.
- Each Sign Envelope shall be permitted one (1) Tenant Sign. Sign Envelope does not define the total allowable sign area.
- Sign Envelope defines the outermost reaches that a sign can occupy.
- No sign is allowed to exceed the boundaries of the Sign Envelope.
- Sign Area Calculations based on lineal feet of leased space still apply.
- In the event that a Sign Envelope is not specified by size, the horizontal and vertical dimensions of any Office Fascia Sign may not exceed eighty percent (80%) of the wall surface of the building, or, if a Tenant is at a corner location, the sign may not exceed eighty percent (80%) of the distance from the corner to the Lease Line.



Sign Envelope Example

Sign Area Calculation

- To calculate the size and area of a sign, the following shall apply:
- If the sign is enclosed by a shaped or outline area, the calculated size and area of the sign includes that portion of the sign comprised of the shape or outline.
- If the sign consists of individual letters attached directly to the building or wall, the size and area is determined by drawing a rectangle around all lines of copy and logo (including all spaces between letters and logo). More than one rectangle can be used in defining the sign size and area as long as each rectangle is conjoined to an adjacent rectangle If more than one rectangle is used, they must all be conjoined in some way. The sign size and is determined by the full vertical and horizontal extents of all rectangles. The sign area is determined by the sum total of all drawn rectangles. (See diagram below)
- If the sign is on a background such as a blade sign then the entire background is included in the calculation. If only one face of the sign is visible at a time, then only one face is counted toward the total allowable sign area.



Sign Area Calculation

General Provisions

4 Exemptions & Prohibitions

Wall Signs Facing Residential Uses

Wall Signs on building elevations abutting property designated for residential use in the General Plan shall:

(1) Not be illuminated;

(2) Not exceed 16 square feet in area; and

(3) Be installed no higher than 14 feet above grade.

Exempt Signs

The following sign types are exempt from sign permits:

- Signs that do not face and are not visible from a public street or right of way, are not visible from an adjacent property and are more than 300' from any public street, right of way or adjacent property.
- Signs inside of the building that are not illuminated and are 3' beyond the Storefront enclosure line.
- Signs carved into the building or which are a part of materials which are an integral part of the building.
- Address numbers, building numbers, and Tenant suite numbers unless otherwise dictated by local ordinance.
- Pedestrian level wall mounted plaques not exceeding 3 square feet in area.
- Pedestrian level window graphics not exceeding 25% of the glass area.
- Pedestrian level operational signs not exceeding 2 square feet in area.
- Pedestrian level back door signs not exceeding 4" in letter height.

The following sign types are exempt from the Allowable Sign Area calculations:

- Signs inside of the building that are not illuminated and are 3' beyond the Storefront enclosure line.
- Signs carved into the building or which are a part of materials which are an integral part of the building.
- Address numbers, building numbers, and Tenant suite numbers unless otherwise dictated by local ordinance.
- Pedestrian level wall mounted plaques not exceeding 3 square feet in area.
- Pedestrian level window graphics not exceeding 25% of the glass area.
- Pedestrian level operational signs not exceeding 2 square feet in area.
- Pedestrian level back door signs not exceeding 4" in letter height.

General Purpose Signs

General Purpose Signs that serve a purpose other than Tenant Identification are exempt from the sign permits, allowable sign area calculations and the criteria of this Master Sign Plan as long as they do not exceed four (4) square feet in area. General Purpose Signs that fall under this exemption include but are not limited to:

- Parking Signs & Towing Notice Signs
- Private Property Signs
- No Trespassing Signs
- Emergency Access Signs
- Trash Enclosure Signs
- Fire Lane Signs
- Pedestrian Crossing Signs
- Traffic Control Signs

Prohibited Signs

Any sign not conforming to this criteria is prohibited and may be removed without notice at Tenant's expense.

- Pennants or streamers.
- Temporary paper, cardboard or styrofoam signs.
- Decals or stickers.
- Signs may not display, on any portion, the name, stamps or decals of the sign manufacturer or installer.
- Pole signs and other signs with exposed structural supports not intended as a design element except for code-required signs.
- Inflatable signs or other graphic devices such as balloons, blimps, ground mounted or building mounted 3D characters or icons, wind dancers, etc.
- Freestanding signs advertising the availability of employment opportunities.
- Signs which emit sound, odor or visible matter.
- Animated, rotating, flashing, blinking, moving or audible signs that are visible from a public street or from an adjacent property.
- Signs which bear or contain statements, words or pictures of an obscene, pornographic or immoral character.
- Signs with exposed conduit, junction boxes or transformers.
- Fluorescent or reflective sign colors.
- Simulated materials, e.g. wood grained plastic laminate, wall covering, paper.
- Cabinet (can) signs having acrylic, polycarbonate or other plastic face with first surface or second surface applied or painted graphics, vacuum formed faces or any other configuration where the background is internally illuminated and having silhouette letters. These signs are not allowed unless used as a background illumination method for a more elaborate design in which the basic sign box or can sign construction method is concealed.
- Illuminated backlit canopies or awnings.
- Vacuum formed plastic or injection molded plastic signs.
- Plexi-face panel signs.
- Illuminated A-Frame signs.
- Sidewalk signs during non-working hours and displayed at improper locations.
- Feather signs.
- Sign spinners (people with spinning signs).
- Signs that are installed without written approval from the Landlord or that are inconsistent with approved drawings. Such signs may be subject to removal and reinstallation by the Landlord at the Tenant's expense.

5 Permits & Submittals

- Banners, flags, pennants and other such temporary signs affixed to trucks, trailers or other motor vehicles. Tenant owned vehicles with professionally produced wraps or vehicle graphics are permitted to be parked in regular parking spaces at or near the Tenant's space or pad but are not permitted to be parked in one place for more than 24 hours. Vehicles are not permitted to be parked in such a manner as to act an advertising sign.

Regardless of the design of the sign and its compliance with the general guidelines, all Tenant Signs must be approved by the Landlord. The Landlord reserves the right to disallow any proposed sign at its sole discretion.

- Each Tenant shall submit or cause to be submitted to Landlord, for approval, 3 copies of detailed shop drawings showing location, size, design, color, materials, lettering, graphics, conduits, junction boxes, sleeves, methods of illumination and other mounting apparatus of all proposed Tenant signs. The Tenant must not submit any sign drawings to the Town of Gilbert without first obtaining the Landlord's approval.
- Landlord shall review the drawings and mark them "Approved", "Approved as Noted" or "Revise and Re-submit."
- "Approved" drawings will allow Tenant to proceed with permit application with the Town of Gilbert, construction and installation of its sign in accordance with the drawings.
- "Approved as Noted" drawings will allow Tenant to proceed with permit application with the Town of Gilbert, sign construction and installation, provided that the modifications noted are incorporated into the design of the sign prior to permitting. If the Tenant takes exception to the modifications, Tenant shall revise and resubmit.
- "Revise and Re-Submit" drawings require that the Tenant resubmit drawings to the Landlord incorporating all changes as required by the Landlord. No permit application with the Town of Gilbert, sign construction or installation shall begin until the Tenant has received written approval from the Landlord.
- The Landlord assumes no responsibility through its sign review to check for compliance with local codes or ordinances. The Landlord's approval of a Tenant's signage plan does not constitute an implication, representation, or certification by the Landlord that those plans are in compliance with applicable statutes, codes, ordinances, or other regulations. The Landlord's sign review is intended to ensure that signs meet the intent of the Master Sign Plan and Tenant Sign Criteria for Rivulon.
- The Town of Gilbert requires sign permits for all Tenant signs. It shall be Tenant's sole responsibility to secure these and any other permits that may be required.
- Where Town of Gilbert sign permits are required, Tenant shall furnish a scaled and dimensioned floorplan along with their permit application showing their leased space with the exterior wall frontage designated. Landlord approval shall also be required on all drawings submitted prior to being submitted to the Town for permits.
- Landlord's approval of Tenant's plans shall not constitute an implication, representation, or certification by Landlord that said items are in compliance with applicable statutes, codes, ordinances, or other regulations. Said compliance shall be the sole responsibility of Tenant for all work performed on the premises by or for Tenant.
- Sign Contractors must hold a current contractor's license in the State of Arizona. The license number must be included on all submittal documents.

General Provisions

6 Design Requirements

Sign Content

Per Landlord approval, the advertising or informative content of Tenant's signs shall be limited to lettering or recognized brand logo reflecting Tenant's trade name as stated in lease. The Tenant's sign shall not include specification of the merchandise or services offered for sale. Crests, corporate shields or logos may be permitted. If a logo is used, the logo must be an established logo used on all stores operated under the same trade name. Landlord reserves all rights to limit, allow or deny any content in accordance with current provisions of the Town of Gilbert Sign Ordinance.

Logos

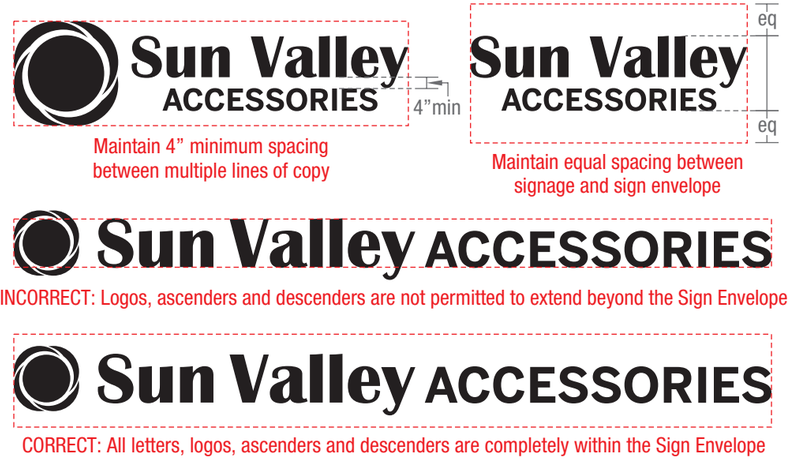
Company Logos are permitted as part of a Tenant Sign. Logos should be incorporated into the overall sign design.

Letter Style, Colors and Finishes

All designs, colors and fonts are acceptable along with the use of corporate colors, style and logos.

Layout Standards

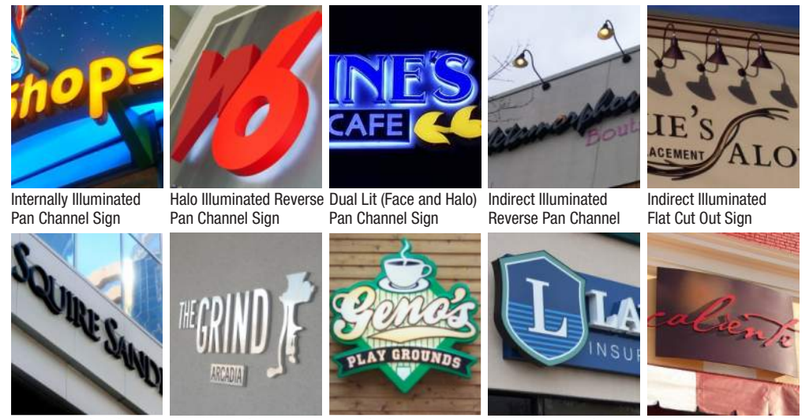
A minimum of 4" spacing will be maintained between all multiple line signage layouts unless Tenant's established trademark creates a unique circumstance. Signage should be centered within Sign Envelope in a way to maintain equal spacing all around signage. Ascenders and descenders or logo details are not be allowed to extend beyond the Sign Envelope.



Layout Standards

Construction Methods

These illustrations demonstrate the different types of letters allowed.



Internally Illuminated Pan Channel Sign | Halo Illuminated Reverse Pan Channel Sign | Dual Lit (Face and Halo) Pan Channel Sign | Indirect Illuminated Reverse Pan Channel | Indirect Illuminated Flat Cut Out Sign

Non Illuminated Reverse Pan Channel Sign | Non Illuminated Flat Cut Out Sign | Non–Rectangular Cabinet Sign | Cabinet Signs with Dimensional Signage | Dimensional Signage Mounted on Background

Sign Construction

Penetrations

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

Materials

To establish an upscale aesthetic, this Master Sign Plan promotes the use of metal and natural materials to be used in the sign design.

Acceptable sign materials:

- Stainless Steel
- Brushed Aluminum
- Polished Aluminum
- Painted Aluminum
- Brushed Copper
- Polished Copper
- Patina Copper
- CorTen Steel
- Blackened Steel
- Painted Steel
- Glass
- Architectural Acrylic, Polycarbonate and Resin Panels (3Form and similar)

Acceptable material treatments:

- Dimensional geometric shapes coated or burnished for variety in color and texture
- Screens, grids, or mesh
- Dimensional letter forms with seamless edge treatments
- Opaque materials with matte finishes

Materials not permitted:

- Vacuum Formed and Injection Molded Plastic letters or backgrounds
- Internally illuminated backgrounds for letters (ie. sign cabinets with acrylic or polycarbonate faces)
- Fluorescent or "Day-Glo" colors
- Sign manufacturer's name
- Acrylic or Polycarbonate faced sign panels

Auto Dealership Tenant Monumnet Base Material:

- Although branded signs are allowed for Auto Dealerships, Auto Dealership Tenant Monument Signs must include the approved stone base for Rivulon; Arizona Schist Stone.

M3 Arizona Schist Stone, also known as Arizona Brown Stone

Lighting

Sign types that are allowed to be illuminated are permitted to be illuminated according to the following guidelines:

Acceptable Lighting:

- Internal illumination inside individual letters and logos
- Halo illumination behind individual letters and logos
- External up lights and/or down lights
- External "gooseneck" lamps
- Exposed neon inside individual letters and logos
- Exposed neon on the face of or around the perimeter of a marquee sign or a storefront fascia sign so long as it is an integral part of the sign and is physically attached to the sign structure
- LED or Incandescent light bulbs

General Provisions

7 Construction Requirements

Lighting (Continued)

Lighting not permitted:

- Internal illumination inside of a sign cabinet, blade sign or marquee sign for the purpose of lighting a sign background
- Perimeter lighting around windows and doorways

Illumination

Subject to specific criteria for Tenant classifications, sign types and development districts, all methods of illumination are acceptable (Internal, Halo, or Face). LED is the encouraged and preferred source of illumination and all merchants are encouraged to use this environmentally friendly energy source. If it is not possible, neon and/or fluorescent is allowed with Landlord approval. Flashing, blinking or animated signs are not permitted as Attached Wall Signs.

Electrical

Power to illuminate a Tenant sign shall be from the Tenant's own electricity meter, switched through a time control device. Power supplies shall be mounted remotely for most applications. Large letters, logos and cabinets may have power supplies mounted internally. Remote power supplies should be mounted above the roof whenever possible.

Time Control

A 7-day, 24-hour time clock shall be provided by the Tenant for control of the illumination of the Tenant's sign on a dedicated circuit and set in accordance with schedules determined by the Landlord.

Raceways

Generally, all, raceways, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed. Visible, surface mounted raceways are acceptable only in conditions where direct attachment is not feasible. Raceways may be necessary to conceal electrical components. Backup raceways are permitted in non-visible locations such as the back of a parapet wall above the roofline of the building. Each case is evaluated on an individual basis and any cost associated with a raceway will be the responsibility of the Tenant. The Landlord reserves the right to deny the use of raceways at its sole discretion.

Cabinets

Cabinets may be part of the sign design as long as creative and custom elements are brought into the design. Generally, cabinets must have a custom shape that is not square or rectangular unless the Tenant's existing logo is square or rectangular in shape. The Landlord reserves the right to deny the use of a cabinet sign that is considered not in keeping with the aesthetic of the building or center.

Hardware

All exterior bolts, fasteners, clips or other hardware shall consist of non-corrosive materials and shall be painted or coated with a corrosion resistant coating. No black iron materials of any type shall be permitted. Where possible, visible hardware should match the color of adjacent components whether it be affixed to the sign or to the building.

Code Compliance

All signs and their installation shall comply with applicable building and electrical codes.

Labels

No labels shall be permitted on the exposed surface of the signs except those required by local ordinances. Those required shall be applied in an inconspicuous location.

UL Compliance

All electric sign components shall be fabricated and installed utilizing UL approved materials and methods by a certified UL manufacturer and shall carry UL labels on the exterior of the sign components. Any sign not installed with the UL Certification sticker will be removed at the expense of the Tenant and will not be allowed to be re-installed unless proof can be obtained that the sign was manufactured by a certified UL approved manufacturer.

Sealing Penetrations

All penetrations made to the building fascia required for the sign installation must be neatly sealed in a water tight fashion. The seals must be performed at the industry standards in order to maintain any existing warranties. No penetrations may be made in any roof membrane without the approval of the Landlord.

8 Maintenance & Compliance

All Tenant Signs are expected to be installed in compliance to this Master Sign Plan and all applicable codes. Each Tenant is responsible to maintain the compliance of all of their own Tenant Signs.

Non-Compliant Signs

The following conditions are considered to be Non-Compliant:

- Any sign, advertisement, notice or other lettering displayed, exhibited, inscribed, painted, or affixed on any part of the building visible from outside the premises not approved by the Landlord.
- Signs that are installed without written approval or are inconsistent with approval drawings.
- Previously approved Temporary Signs that remain in place after the allotted time for said sign.
- Any approved sign that becomes modified in any way without proper written approval.
- Any approved sign that becomes broken, faded, dim or improperly lit.
- Any sign that is does not comply with an applicable code or local ordinance.
- Any electric sign that is not in UL compliance.
- Landlord reserves the right to identify a non-compliance at its sole discretion.

Tenant Responsibility

- Tenants are responsible to bring their own non-complying Tenant Sign into compliance and are expected to do so of their own volition.
- Tenants are responsible to have their Tenant Signs maintained properly. This includes repairing internal or external illumination and/or replacing components that have faded or don't match other components as originally fabricated.

Core Tenant Sign Matrix

Sign Type with Summary Criteria

Refer to the pages that follow for detailed criteria of each sign type.

			TYPE	FUNCTION	LOCATION	ILLUMINATION	CONSTRUCTION TYPE	ALLOWABLE SIGN AREA
ZONES NO, GO, BP, LI, GI	OT1	OFFICE TENANT :: Building Top Sign	Attached	Office Tenant Identification	Top Level of Building (applies only to buildngs three stories or more)*	Internal Face Illumination	Face illuminated pan channel letters/logo	Up to 1.25 sq.ft. of sign area for each lineal foot of leased exterior frontage per tenant elevation.
ZONES NO, GO, BP, LI, GI	OT2	OFFICE TENANT :: Fascia Sign	Attached	Office Tenant Identification	First floor level on building face	Internal Face and/or Halo Il–lumination	Face illuminated and/or halo illuminated pan channel letters/logo	Up to 1.25 sq.ft. of sign area for each lineal foot of leased exterior frontage per tenant elevation.
ZONES NO, GO, BP, LI, GI	AT1	ANCHOR OFFICE TENANT :: Anchor Office Tenant Monument Sign	Freestanding	Anchor Tenant Identification	Freestanding sign located within 100 feet of the main entrance to the buildng occupied by the Anchor Office Tenant.	Internal Face and/or Halo Illumi–nation; External Direct Illumina–tion or Non–Illuminated	Face illuminated and/or halo illuminated channel letters/logo; Non–illuminated or externally illumi–nated dimensional letters/logo	Up to 14' High (above grade); Up to 200 sq.ft. of sign area.
ZONES NC, CC, SC, GC, RC	OT1	OFFICE TENANT :: Building Top Sign	Attached	Office Tenant Identification	Top Level of Building (applies only to buildngs three stories or more)*	Internal Face Illumination	Face illuminated pan channel letters/logo	Up to 1.25 sq.ft. of sign area for each lineal foot of leased exterior frontage per tenant elevation.**
ZONES NC, CC, SC, GC, RC	OT2	OFFICE TENANT :: Fascia Sign	Attached	Office Tenant Identification	First floor level on buildng face	Internal Face and/or Halo Il–lumination	Face illuminated and/or halo illuminated pan channel letters/logo	Up to 1.25 sq.ft. of sign area for each lineal foot of leased exterior frontage per tenant elevation.**
ZONES NC, CC, SC, GC, RC	RT1a	RETAIL TENANT :: Horizontal Marquee Sign	Attached	Retail Tenant Identification	Any exterior building elevation that is con–joined to the tenant's leased space*	Internal Face, Halo, External Direct or Indirect Illumination	Fabricated metal structure with face illuminated and/or halo illuminated letters/logo	Up to 1.25 sq.ft. of sign area for each lineal foot of leased exterior frontage per tenant elevation.**
ZONES NC, CC, SC, GC, RC	RT1b	RETAIL TENANT :: Vertical Marquee Sign	Attached	Retail Tenant Identification	Any exterior building elevation that is con–joined to the tenant's leased space*	Internal Face, Halo, External Direct or Indirect Illumination	Fabricated metal structure with face illuminated and/or halo illuminated letters/logo	Up to 1.25 sq.ft. of sign area for each lineal foot of leased exterior frontage per tenant elevation.**
ZONES NC, CC, SC, GC, RC	RT2a	RETAIL TENANT :: Storefront Fascia Sign	Attached	Retail Tenant Identification	Any exterior building elevation that is con–joined to the tenant's leased space*	Internal Face, Halo, External Direct or Indirect Illumination	Face illuminated and/or halo illuminated pan channel letters/logo; Non–illuminated or exter–nally illuminated dimensional letters/logo	Up to 1.25 sq.ft. of sign area for each lineal foot of leased exterior frontage per tenant elevation.**
ZONES NC, CC, SC, GC, RC	RT3a	RETAIL TENANT :: Projecting Blade Sign	Attached	Retail Tenant Identification	Any exterior building elevation that is con–joined to the tenant's leased space*	Internal Face, Halo, External Direct or Indirect Illumination	Fabricated metal structure with face illuminated and/or halo illuminated letters/logo	Up to 1.25 sq.ft. of sign area for each lineal foot of leased exterior frontage per tenant elevation.**
ZONES NC, CC, SC, GC, RC	RT3b	RETAIL TENANT :: Under Canopy Blade Sign	Attached	Retail Tenant Identification	Any exterior building elevation that is con–joined to the tenant's leased space*	External Direct Illlumination or Non–Illuminated	Fabricated metal or wood sign with dimensional graphics	Up to 1.25 sq.ft. of sign area for each lineal foot of leased exterior frontage per tenant elevation.**
ZONES NC, CC, SC, GC, RC	RT4a	RETAIL TENANT :: Metal Canopy Sign	Attached	Retail Tenant Identification	Any exterior building elevation that is con–joined to the tenant's leased space*	Internal Face, Halo, External Direct or Indirect Illumination	Face illuminated and/or halo illuminated chan–nel letters/logo; Non–illuminated or externally illuminated dimensional letters/logo; mounted on storefront canopy	Up to 1.25 sq.ft. of sign area for each lineal foot of leased exterior frontage per tenant elevation.**
ZONES NC, CC, SC, GC, RC	RT4b	RETAIL TENANT :: Awning Sign	Attached	Retail Tenant Identification	Any exterior building elevation that is con–joined to the tenant's leased space*	External Direct Illlumination or Non–Illuminated	Metal frame covered with metal sheeting, vinyl awning fabric or canvas awning fabric	Up to 1.25 sq.ft. of sign area for each lineal foot of leased exterior frontage per tenant elevation.**

SIGN TYPES

* Multi–Story Buildings: Refer to page 3.2 for specific criteria.

**Buildings set back more than 75 feet from Right of Way: Allowed up to 1.875 sq.ft. of sign area for each lineal foot of leased exterior frontage.

Core Tenant Sign Matrix

Sign Type with Summary Criteria

Refer to the pages that follow for detailed criteria of each sign type.

			TYPE	FUNCTION	LOCATION	ILLUMINATION	CONSTRUCTION TYPE	ALLOWABLE SIGN AREA
ZONES NC, CC, SC, GC, RC	AT1	ANCHOR OFFICE TENANT :: Anchor Office Tenant Monument Sign	Freestanding	Anchor Tenant Identification	Freestanding sign located within 100 feet of the main entrance to the buildng occupied by the Anchor Office Tenant.	Internal Face and/or Halo Illumi–nation; External Direct Illumina–tion or Non–Illuminated	Face illuminated and/or halo illuminated channel letters/logo; Non–illuminated or externally illumi–nated dimensional letters/logo	Up to 14' High (above grade); Up to 200 sq.ft. of sign area.
	AD1	AUTO DEALERSHIP TENANT :: Attached Building Signs	Attached	Auto Dealership Identification	Any exterior building elevation that is con–joined to the tenant's leased space*	Internal Face, Halo, External Direct or Indirect Illumination	Face illuminated and/or halo illuminated pan channel letters/logo; Non–illuminated or exter–nally illuminated dimensional letters/logo	Up to 1.25 sq.ft. of sign area for each lineal foot of leased exterior frontage per tenant elevation.**
	AD2	AUTO DEALERSHIP TENANT :: Auto Dealership Tenant Tower Sign	Freedstanding	Auto Dealership Identification	Freestanding sign located within 100 feet of the main entrance to the buildng occupied by the Auto Dealership Tenant.***	Internal Face and/or Halo Illumi–nation; External Direct Illumina–tion or Non–Illuminated	Face illuminated and/or halo illuminated channel letters/logo; Non–illuminated or externally illumi–nated dimensional letters/logo	Up to 22' 6" High (above grade); Up to 100 sq.ft. of sign area.
	AD3	AUTO DEALERSHIP TENANT :: Auto Dealership Tenant Monument Sign	Freedsanding	Auto Dealership Identification	Freestanding sign located within 100 feet of the main entrance to the buildng occupied by the Auto Dealership Tenant.	Internal Face and/or Halo Illumi–nation; External Direct Illumina–tion or Non–Illuminated	Face illuminated and/or halo illuminated channel letters/logo; Non–illuminated or externally illumi–nated dimensional letters/logo	Up to 14' 0" High (above grade) with sign face 2' 0" to 12' 0" above grade; Up to 75 sq.ft. of sign area.
	AD4	AUTO DEALERSHIP TENANT :: Auto Dealership Tenant Directional Sign	Freestanding	Auto Dealership Directionals	Two placement options: Internally (visible only internally to the development); Perimeter (oriented to the roadway visible to outside the development)	Non–Illuminated	Fabricated metal frame covered with metal sheeting, with modular aluminum sign faces	Up to 6' High (above grade) when placed Internally (visible only internally to the development) & up to 4' 6" High (above grade) when placed on the Perimeter (oriented to the roadway visible to outside the devel–opment); Up to 15 square feet of sign area.

* Multi–Story Buildings: Refer to page 3.2 for specific criteria.

**Buildings set back more than 75 feet from Right of Way: Allowed up to 1.875 sq.ft. of sign area for each lineal foot of leased exterior frontage.

*** Auto Dealership must have 500' 0" of frontage to qualify for a Auto Dealership Tower Sign

Tenant Sign Type Details

0T1 Office Tenant :: Building Top Sign

Attached Building Sign

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Rivulon and are not intended to express specific design details, colors or materials.

Provision

On office buildings three stories or more in height, and subject to Landlord direction and the General Provisions for Tenant Signs, certain Office Tenants at Rivulon may be allowed to place a Building Top Sign on or above the top floor of the building.

Top floor is defined as either one of the following:

1. The highest interior floor designed to be occupied by a tenant.
2. The mechanical penthouse of the building that is completely enclosed within a screen wall whether it is roofed or not.

Building Top Signs shall be restricted to designated locations on each building elevation called Sign Envelopes. Building elevations that have designated Sign Envelopes are depicted within their respective sections further on in this document.

Allowed Building Top Sign Types

- Internal Face Illuminated Pan Channel Signs
- Dual Lit (Face and Halo) Pan Channel Signs

Prohibited Vertical Marquee Sign Types (not limited to)

- Halo Illuminated Reverse Pan Channel Signs
- Non Illuminated Reverse Pan Channel Signs
- Non Illuminated Flat Cut Out Signs
- Non Rectangular Cabinet Signs that are an integral part of an established corporate logo.
- Non-dimensional graphics such as vinyl or digitally printed graphics.
- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face.

Placement and Size

- Placement of Building Top Sign shall be determined by the buiding architecture.
- Building Top Signs may be placed on the wall surface above the top floor windows.
- Building Top Signs may be placed on the surface of a penthouse screen wall.
- A Building Top Sign may be attached flat against or pinned away from, the wall.
- Placement of a Building Top Sign shall be limited to designated Sign Envelopes
- Each designated Sign Envelope will be allowed one (1) Office Fascia Sign. No sign shall exceed the boundries of the Sign Envelope.
- Sign Area Factor: Office Tenants are allowed up to 1.25 square feet of signage per lineal foot of leased frontage as determined by exterior wall frontage.
- Office Tenants that occupy more than one floor in a building may add up the leased frontages on each floor that they occupy to achieve their total frontage.
- Under no circumstances can a Building Top Sign extend above the roof, parapet or screen wall on the elevation of the building on which it is placed.
- Office Tenants are not required to occupy the space contiguous to their sign location.
- In the event that a Sign Envelope is not specified by size, the horizontal and vertical dimensions of any Office Fascia Sign may not exceed eighty percent (80%) of the wall surface of the building, or, if a Tenant is at a corner location, the sign may not exceed eighty percent (80%) of the distance from the corner to the Lease Line.
- Signs shall consist of individual letters and logos in the Tenant's typestyle and colors.
- Landlord shall assign rights on Sign Envelopes to Office Tenants at the Landlord's sole discretion.
- Sign area is determined as per the requirements outlined in the General Provisions section of this chapter.

Color

- Unless otherwise prohibited, all colors and combinations of colors are permissable.

Illumination:

- Building Top Signs must be internally illuminated.

Permitting

- Building Top Signs require a Sign Permit from the Town of Gilbert.
- Building Top Signs are counted in the Tenant's total Allowable Sign Area.
- Retail Tenant shall furnish a scaled and dimensioned elevation drawing along with their permit application showing the exterior wall frontage designated.

Landlord Approval

Regardless of the design of the sign and its compliance with the general guidelines, all Building Top Signs must be approved by the Landlord prior to being submitted to the Town for permit application. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval by the Town of Gilbert.

Tenant Sign Type Details

OT2 Office Tenant :: Fascia Sign
Attached Building Sign

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Rivulon and are not intended to express specific design details, colors or materials.

Provision

Subject to the General Provisions for Tenant Signs, a Office Tenants at Rivulon may place an Office Fascia Sign onto designated building elevations located on the buildng in which they occupy space. Office Fascia Signs shall be restricted to designated locations on each building elevation called Sign Envelopes. Building elevations that have designated Sign Envelopes are depicted within their respective sections further on in this document.

Allowable Sign Styles

- Internally Illuminated Pan Channel Signs
- Halo Illuminated Reverse Pan Channel Signs
- Dual Lit (Face and Halo) Pan Channel Signs
- Non Illuminated Reverse Pan Channel Signs
- Non Illuminated Flat Cut Out Signs
- Non Rectangular Cabinet Signs that are an integral part of an established corporate logo.

Prohibited Sign Styles

- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face.
- Any sign with changeable letters.

Allowable Sign Materials

- Painted Aluminum
- Brushed Aluminum
- Painted Steel
- Stainless Steel
- CorTen Steel
- Blackened Steel
- Brass
- Copper
- Polycarbonate
- Acrylic

Allowable Finishes

- Painted/Powder Coated/Anodized
- Clear Coated
- Faux Finishes
- Gold Leaf
- Brushed Metal
- Polished Metal
- Patina Metal

Placement and Size

- An Office Fascia Sign may be attached flat against or pinned away from, the wall.
- Each designated Sign Envelope will be allowed one (1) Office Fascia Sign. No sign shall exceed the boundries of the Sign Envelope.
- Sign Area Factor: Office Tenants are allowed permitted up to 1.25 square feet of signage per lineal foot of leased frontage as determined by exterior wall frontage.
- Office Tenants that occupy more than one floor in a building may add up the leased frontages on each floor that they occupy to achieve their total frontage.
- A minimum of 32 square feet of signage is allowed regardless of tenant frontage.
- Office Tenants are not required to occupy the space contiguous to their sign location.
- In the event that a Sign Envelope is not specified by size, the horizontal and vertical dimensions of any Office Fascia Sign may not exceed eighty percent (80%) of the wall surface of the building, or, if a Tenant is at a corner location, the sign may not exceed eighty percent (80%) of the distance from the corner to the Lease Line.
- Signs shall consist of individual letters and logos in the Tenant's typestyle and colors.
- Landlord shall assign rights on Sign Envelopes to Office Tenants at the Landlord's sole discretion.
- Sign area is determined as per the requirements outlined in the General Provisions section of this chapter.

Color

- Unless otherwise prohibited, all colors and combinations of colors are permissable.

Additional Criteria

- CorTen steel or any natural rusting material is only permitted for an Office Fascia Sign if it is clear coated. No finish shall be allowed to run or drip any discharge that would cause staining to the building or the sidewalk below.

Illumination

- An Office Fascia Sign may be internally illuminated.
- An Office Fascia Sign may be non-illuminated.
- A Office Fascia Sign may not be surface illuminated via external fixtures.

Permitting

- Office Fascia Signs require a Sign Permit from the Town of Gilbert.
- Office Fascia Signs are counted in the Tenant's total Allowable Sign Area.
- Office Tenant shall furnish a scaled and dimensioned floorplan along with their permit application showing their leased space with the exterior wall frontage designated.

Landlord Approval

Regardless of the design of the sign and its compliance with the general guidelines, all Office Fascia Signs must be approved by the Landlord prior to being submitted to the Town for permit application. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval by the Town of Gilbert.

Tenant Sign Type Details

RT1a Retail Tenant :: Horizontal Marquee Sign

Attached Building Sign

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Rivulon and are not intended to express specific design details, colors or materials.

Provision

Where the architecture allows, and subject to Landlord direction and local ordinance, certain Retail Tenants at Rivulon may be allowed to erect a Marquee structure on the face of their tenant space or building. Such structures would be reviewed and permitted independently of any required sign permits.

Subject to the General Provisions for Tenant Signs, certain Retail Tenants may place a Horizontal Marquee Sign on a Marquee structure if one already exists or is being installed on their storefont.

Allowed Horizonal Marquee Sign Types

- Internal Face Illuminated Pan Channel Signs
- Halo Illuminated Reverse Pan Channel Signs
- Externally Surface Illuminated Reverse Pan Channel Signs
- Open face Pan Channel Signs with exposed neon or incandescent bulbs.
- Exposed neon letters, logos and borders
- Externally Surface Illuminated Flat Cut Out Signs
- Non Illuminated Reverse Pan Channel Signs
- Non Illuminated Flat Cut Out Signs
- Internally illuminated Cabinet Signs with opaque faces and routed/push through letters/logos.

Prohibited Horizontal Marquee Sign Types (not limited to)

- Non-dimensional graphics such as vinyl or digitally printed graphics.
- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face.

Placement and Size

- Placement of sign shall be determined by the construction of the Marquee structure.
- Placement of sign may be on the face, above, below or on the ends of the Marquee structure.
- When placed on the ends of the Marquee structure in a manner that is perpendicular with the Storefront, only one side is counted toward the total Allowable Sign Area.
- Sign Area Factor: Retail Tenants are allowed up to 1.75 square feet of signage per lineal foot of leased frontage as determined by exterior wall frontage.
- A minimum of 32 square feet of signage is allowed regardless of tenant frontage.
- Under no circumstances can a Horizontal Marquee Sign extend above the roof or parapet on the face of the building on which it is placed.
- Under no circumstances can a Horizontal Marquee Sign or any other sign attached to the Marquee structure be lower than 8' feet above the finished sidewalk.

Color

- Unless otherwise prohibited, all colors and combinations of colors are permissable.

Illumination:

- Horizontal Marquee Signs may be internally illuminated.
- Horizontal Marquee Signs may be surface illuminated via external fixtures.
- Horizontal Marquee Signs Signs may be non-illuminated.

Permitting

- Marquee Signs require a Sign Permit from the Town of Gilbert.
- Marquee Signs are counted in the Tenant's total Allowable Sign Area.
- Retail Tenant shall furnish a scaled and dimensioned elevation drawing along with their permit application showing their leased space with the exterior wall frontage designated.
- A Marquee structure and a Horizontal Marquee Sign may be designed as an integral design, however, the two components would require seperate permits as required by the Town of Gilbert.

Landlord Approval

Regardless of the design of the sign and its compliance with the general guidelines, all Marquee Signs must be approved by the Landlord prior to being submitted to the Town for permit application. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval by the Town of Gilbert.

Tenant Sign Type Details

RT1b Retail Tenant :: Vertical Marquee Sign

Attached Building Sign

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Rivulon and are not intended to express specific design details, colors or materials.

Provision

Where the architecture allows, and subject to Landlord direction and the General Provisions for Tenant Signs, certain Retail Tenants at Rivulon may be allowed to place a Vertical Marquee Sign on the face of their tenant space or building.

Not all tenant spaces can allow a Vertical Marquee Sign.

This type of sign is sometimes referred to as a Blade Sign, but for the purposes of this criteria, it is identified as a Vertical Marquee Sign.

Allowed Vertical Marquee Sign Types

- Internal Face Illuminated Pan Channel Signs
- Halo Illuminated Reverse Pan Channel Signs
- Externally Surface Illuminated Reverse Pan Channel Signs
- Open face Pan Channel Signs with exposed neon or incandescent bulbs.
- Exposed neon letters, logos and borders
- Externally Surface Illuminated Flat Cut Out Signs
- Non Illuminated Reverse Pan Channel Signs
- Non Illuminated Flat Cut Out Signs
- Internally illuminated Cabinet Signs with opaque faces and routed/push through letters/logos.

Prohibited Vertical Marquee Sign Types (not limited to)

- Non-dimensional graphics such as vinyl or digitally printed graphics.
- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face.

Placement and Size

- Placement of sign shall be determined by the buiding architecture.
- Vertical Marquee Sign shall be installed in a manner that is perpendicular with the Storefront or projects 45 degrees from a building corner.
- Only one side of a Vertical Marquee Sign is counted toward the total Allowable Sign Area.
- Sign Area Factor: Retail Tenants are allowed up to 1.75 square feet of signage per lineal foot of leased frontage as determined by exterior wall frontage.
- A minimum of 32 square feet of signage is allowed regardless of tenant frontage.
- Under no circumstances can a Vertical Marquee Sign extend above the roof or parapet on the face of the building on which it is placed.
- Under no circumstances can a Vertical Marquee Sign be lower than 8' feet above the finished sidewalk.

Color

- Unless otherwise prohibited, all colors and combinations of colors are permissable.

Illumination:

- Vertical Marquee Signs may be internally illuminated.
- Vertical Marquee Signs may be surface illuminated via external fixtures.
- Vertical Marquee Signs Signs may be non-illuminated.

Permitting

- Marquee Signs require a Sign Permit from the Town of Gilbert.
- Marquee Signs are counted in the Tenant's total Allowable Sign Area.
- Retail Tenant shall furnish a scaled and dimensioned elevation drawing along with their permit application showing their leased space with the exterior wall frontage designated.

Landlord Approval

Regardless of the design of the sign and its compliance with the general guidelines, all Marquee Signs must be approved by the Landlord prior to being submitted to the Town for permit application. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval by the Town of Gilbert.

Tenant Sign Type Details

RT2a Retail Tenant :: Storefront Fascia Sign
Attached Building Sign

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Rivulon and are not intended to express specific design details, colors or materials.

Provision

Subject to the General Provisions for Tenant Signs, a Retail Tenant at Rivulon may place a Storefront Fascia Sign within the Tenant Storefront. Storefront Fascia Signs shall be restricted to designated locations on each building elevation called Sign Envelopes. Building elevations that have designated Sign Envelopes are typcically depicted within their respective sections further on in this document.

Allowable Sign Styles

- Internally Illuminated Pan Channel Signs
- Halo Illuminated Reverse Pan Channel Signs
- Dual Lit (Face and Halo) Pan Channel Signs
- Indirect Illuminated Reverse Pan Channel Signs
- Indirect Illuminated Flat Cut Out Signs
- Non Illuminated Reverse Pan Channel Signs
- Non Illuminated Flat Cut Out Signs
- Non Rectangular Cabinet Signs that are an integral part of an established corporate logo.
- Cabinet Signs that feature Illuminated Push-thru Letters and an opaque background.
- Dimensional Signage mounted on a background material or placed on the spandrels above the Storefront.

Prohibited Sign Styles

- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face.
- Any sign with changeable letters.

Allowable Sign Materials

- Painted Aluminum
- Brushed Aluminum
- Painted Steel
- Stainless Steel
- CorTen Steel
- Blackened Steel
- Brass
- Copper
- Polycarbonate
- Acrylic
- Vinyl
- Dimensional Carved Wood
- Dimensional Sandblasted Wood
- Dimensional Carved High Density Urethane
- Dimensional Sandblasted High Density Urethane

Allowable Finishes

- Painted/Powder Coated/Anodized
- Clear Coated
- Faux Finishes
- Natural Wood
- Stained Wood
- Gold Leaf
- Brushed Metal
- Polished Metal
- Patina Metal

Placement and Size

- A Storefront Fascia Sign may be attached flat against or pinned away from, the wall.
- Each designated Sign Envelope will be allowed one (1) Storefront Fascia Sign. No sign shall exceed the boundries of the Sign Envelope.
- Sign Area Factor: Retail Tenants are allowed up to 1.75 square feet of signage per lineal foot of leased frontage as determined by exterior wall frontage.
- A minimum of 32 square feet of signage is allowed regardless of tenant frontage.
- In the event that a Sign Envelope is not specified by size, the horizontal and vertical dimensions of any Office Fascia Sign may not exceed eighty percent (80%) of the wall surface of the building, or, if a Tenant is at a corner location, the sign may not exceed eighty percent (80%) of the distance from the corner to the Lease Line.
- Sign area is determined as per the requirements outlined in the General Provisions section of this chapter.

Color

- Unless otherwise prohibited, all colors and combinations of colors are permissable.

Additional Criteria

- CorTen steel or any natural rusting material is only permitted for a Storefront Fascia Sign if it is clear coated. No finish shall be allowed to run or drip any discharge that would cause staining to the building or the sidewalk below.
- If the copy of the sign is on a background, then the entire background is included in the calculations for Allowable Sign Area. If only one face of the sign is visible at a time, then only once face is counted toward the total Allowable Sign Area.
- Any and all sign brackets are to be fabricated of solid metal, cast iron or wrought iron and factory painted and/or sealed.

Illumination

- A Storefront Fascia Sign may be internally illuminated.
- A Storefront Fascia Sign may be surface illuminated via external fixtures.
- A Storefront Fascia Sign may be non-illuminated.

Permitting

- Storefront Fascia Signs require a Sign Permit from the Town of Gilbert.
- Storefront Fascia Signs are counted in the Tenant's total Allowable Sign Area.
- Retail Tenant shall furnish a scaled and dimensioned elevation drawing along with their permit application showing their leased space with the exterior wall frontage designated.

Landlord Approval

Regardless of the design of the sign and its compliance with the general guidelines, all Storefront Fascia Signs must be approved by the Landlord prior to being submitted to the Town for permit application. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval by the Town of Gilbert.

Tenant Sign Type Details

RT3a Retail Tenant :: Projecting Blade Sign
Attached Building Sign

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Rivulon and are not intended to express specific design details, colors or materials.

Provision

Subject to the General Provisions for Tenant Signs, Retail Tenants at Rivulon are allowed to place a Projecting Blade Sign within the Tenant Storefront. These signs must be restrained and should not be the dominant facade feature. One Projecting Blade Sign per Storefront elevation is allowed and does count toward the total Allowable Sign Area.

While small in scale in comparison to other sign types, a Projecting Blade Sign should be a finely crafted element with attention to detail. The Projecting Blade Sign should give the impression of being a one of a kind piece, handcrafted specifically for this application. It is not intended to look mass produced or as part of a set of commonly installed signage elements.

Allowed Projecting Blade Sign Styles

- Fabricated Metal Plate with dimensional graphics
- Fabricated Metal Frame and Plate with dimensional graphics
- Dimensional Carved Wood
- Dimensional Sandblasted Wood
- Dimensional Carved High Density Urethane Foam
- Dimensional Sandblasted High Density Urethane Foam
- Non-solid signs of wrought iron, chrome, brass, turned wood and torch cut steel.

Placement and Size

- A Projecting Blade Sign may be attached directly to and project from a wall or column.
- A Projecting Blade Sign may hang from a bracket that projects from a wall or column.
- A Projecting Blade Sign may be up to 8 square feet as calculated from one side of the sign.
- A Projecting Blade Sign must be a minimum of 8' above the finished sidewalk.
- A Projecting Blade Sign may project up to 4' from the face of the building surface upon which it is mounted.
- A Projecting Blade Sign may be up to 12" in total depth or thickness as measured between the outermost surfaces on each side of the sign.

Allowable Finishes

- Painted/Powder Coated/Anodized
- Clear Coated
- Faux Finishes
- Natural Wood
- Stained Wood
- Gold Leaf
- Brushed Metal
- Polished Metal
- Patina Metal

Color

- Unless otherwise prohibited, all colors and combinations of colors are permissable.

Additional Criteria

- CorTen steel or any natural rusting material is only permitted for a Blade Sign if it is clear coated. No finish shall be allowed to run or drip any discharge that would cause staining to the building or the sidewalk below.
- If the copy of the sign is on a background, then the entire background is included in the calculations for Allowable Sign Area. If only one face of the sign is visible at a time, then only once face is counted toward the total Allowable Sign Area.
- Sign Bracket is to be fabricated of solid metal, cast iron or wrought iron and factory painted.

Illumination

- A Projecting Blade Sign may be internally illuminated.
- A Projecting Blade Sign may be surface illuminated via external fixtures.
- A Projecting Blade Sign may be non-illuminated.

Permitting

- Projecting Blade Signs require a Sign Permit from the Town of Gilbert.
- Projecting Blade Signs are counted in the Tenant's total Allowable Sign Area.

Landlord Approval

Regardless of the design of the sign and its compliance with the general guidelines, all Projecting Blade Signs must be approved by the Landlord prior to being submitted to the Town for permit application. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval by the Town of Gilbert.

Tenant Sign Type Details

RT3b Retail Tenant :: Under Canopy Blade Sign

Attached Building Sign

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Rivulon and are not intended to express specific design details, colors or materials.

Provision

Subject to the General Provisions for Tenant Signs, a Retail Tenant at Rivulon who has a canopy or covered walkway attached to their space is allowed to place an Under Canopy Blade Sign within the Tenant Storefront. These signs must be restrained and should not be the dominant facade feature.

While small in scale in comparison to other sign types, an Under Canopy Blade Sign should be a finely crafted element with attention to detail. The Under Under Canopy Tenant Blade Signs are intended to add additional identification to pedestrians that walk under the canopy sections. Tenants may create their own unique Under Canopy Tenant Blade Sign where such signs are not supplied by the Landlord. Tenants shall be allowed to erect one Under Canopy Tenant Blade Sign above each front entry into their leased space.

An Under Canopy Blade Sign should give the impression of being a one of a kind piece, handcrafted specifically for this application. It is not intended to look mass produced or as part of a set of commonly installed signage elements.

Allowed Under Canopy Blade Sign Styles

- Fabricated Metal Plate with dimensional graphics
- Fabricated Metal Frame and Plate with dimensional graphics
- Dimensional Carved Wood
- Dimensional Sandblasted Wood
- Dimensional Carved High Density Urethane Foam
- Dimensional Sandblasted High Density Urethane Foam
- Non-solid signs of wrought iron, chrome, brass, turned wood and torch cut steel.

Placement and Size

- An Under Canopy Blade Sign may be attached directly to and project from a wall or column.
- An Under Canopy Blade Sign may hang from a bracket that projects from a wall or column.
- An Under Canopy Blade Sign may hang underneath of a canopy or roof structure.
- An Under Canopy Blade Sign may be up to 8 square feet as calculated from one side of the sign.
- An Under Canopy Blade Sign must be a minimum of 8' above the finished sidewalk.
- An Under Canopy Blade Sign may project up to 4' from the face of the building surface upon which it is mounted.
- An Under Canopy Blade Sign may be up to 9" in total depth or thickness as measured between the outermost surfaces on each side of the sign.

Allowable Finishes

- Painted/Powder Coated/Anodized
- Clear Coated
- Faux Finishes
- Natural Wood
- Stained Wood
- Gold Leaf
- Brushed Metal
- Polished Metal
- Patina Metal

Color

- Unless otherwise prohibited, all colors and combinations of colors are permissable.

Additional Criteria

- CorTen steel or any natural rusting material is only permitted for a Blade Sign if it is clear coated. No finish shall be allowed to run or drip any discharge that would cause staining to the building or the sidewalk below.
- If the copy of the sign is on a background, then the entire background is included in the calculations for Allowable Sign Area. If only one face of the sign is visible at a time, then only once face is counted toward the total Allowable Sign Area.
- Sign Bracket is to be fabricated of solid metal, cast iron or wrought iron and factory painted.

Illumination

- An Under Canopy Blade Sign may be surface illuminated via external fixtures.
- An Under Canopy Blade Sign may be non-illuminated.
- An Under Canopy Blade Sign may not be internally illuminated.

Permitting

- Under Canopy Blade Signs require a Sign Permit from the Town of Gilbert.
- Under Canopy Blade Signs are counted in the Tenant's total Allowable Sign Area.

Landlord Approval

Regardless of the design of the sign and its compliance with the general guidelines, all Under Canopy Blade Signs must be approved by the Landlord prior to being submitted to the Town for permits. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval.

Landlord Provision

In the event that the Landlord chooses to provide uniform, Under Canopy Blade Signs for all tenants of an inline retail center, such signs may be erected according to the criteria listed on this page except that such signs shall not require a permit and shall not count against a tenant's total Allowable Sign Area.

Tenant Sign Type Details

RT4a Retail Tenant :: Metal Canopy Sign

Attached Building Sign

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Rivulon and are not intended to express specific design details, colors or materials.

Provision

Subject to the General Provisions for Tenant Signs, Retail Tenants at Rivulon are allowed to place a Metal Canopy Sign on an existing metal canopy if one exists on their storefont.

Allowed Metal Canopy Sign Types

- Internal Face Illuminated Pan Channel Signs
- Halo Illuminated Reverse Pan Channel Signs
- Externally Surface Illuminated Reverse Pan Channel Signs
- Externally Surface Illuminated Flat Cut Out Signs
- Non Illuminated Reverse Pan Channel Signs
- Non Illuminated Flat Cut Out Signs
- Non Rectangular Cabinet Signs that are an integral part of an established corporate logo.

Prohibited Metal Canopy Sign Types (not limited to)

- Non-dimensional graphics such as vinyl or digitally printed graphics.

Placement and Size

- Placement of sign shall be determined by the construction of the existing steel canopy.
- Placement of sign may be on the face, above, below or on the ends of the existing steel canopy.
- When placed on the ends of the canopy in a manner that is perpendicular with the Storefront, only one side is counted toward the total Allowable Sign Area.
- Signs may be blade signs hung below the canopy and must comply with the Under Canopy Blade Sign requirements. Under no circumstances can the blade or any other sign hung from the canopy be lower than 8' feet above the finished sidewalk.
- Sign Area Factor: Retail Tenants are allowed up to 1.75 square feet of signage per lineal foot of leased frontage as determined by exterior wall frontage.

Color

- Unless otherwise prohibited, all colors and combinations of colors are permissable.

Illumination:

- Metal Canopy Signs may be internally illuminated.
- Metal Canopy Signs may be surface illuminated via external fixtures.
- Metal Canopy Signs may be non-illuminated.

Permitting

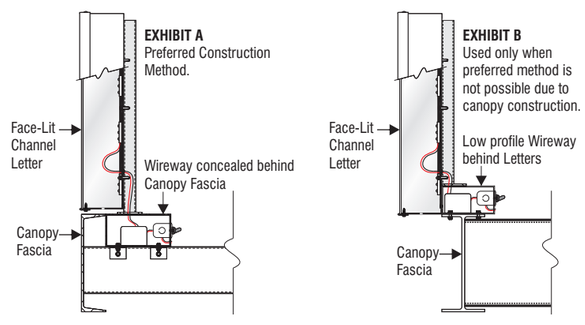
- Metal Canopy Signs require a Sign Permit from the Town of Gilbert.
- Metal Canopy Signs are counted in the Tenant's total Allowable Sign Area.

Landlord Approval

Regardless of the design of the sign and its compliance with the general guidelines, all Metal Canopy Signs must be approved by the Landlord prior to being submitted to the Town for permit application. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval by the Town of Gilbert.

Canopy Design and Sign Mounting

Canopy mounted signs should appear to be seamlessly integrated into the canopy by extending the fascia to conceal electrical boxes, mounting and wires, where structurally feasible. It is preferred that letters and logos be mounted directly to the electrical box or fascia to avoid exposed raceways. (See Exhibit A below). When an extended fascia is not present, electrical boxes and mountings shall be low profile and limit exposed raceways, and colors shall match the building's colors to become less conspicuous. (See Exhibit B below).



Tenant Sign Type Details

RT4b Retail Tenant :: Awning Sign

Attached Building Sign

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Rivulon and are not intended to express specific design details, colors or materials.

Provision

Subject to the General Provisions for Tenant Signs, Retail Tenants at Rivulon are allowed to erect awnings on their space as defined in the center's Design Criteria. An awning in and of itself is not classified as a sign and therefore is not governed by this Master Sign Plan. Awnings do not require a Sign Permit. (Other approvals and permits may be required.)

However, if an awning features lettering, logos or any other graphic element, then each of those elements shall be considered a sign on an awning, hereinafter called an Awning Sign.

As awning construction can vary, an Awning Sign must be fabricated from materials that are suitable for the awning construction.

Allowed Awning Sign Types

- Surface applied vinyl or digital graphics directly onto awning fabric.
- Screenprinted graphics directly onto awning fabric.
- Surface applied vinyl or digital graphics directly onto metal awning surface.
- Screenprinted graphics directly onto metal awning surface.

Prohibited Awning Sign Types (not limited to)

- Dimensional letters/logos attached in any way to an awning structure or surface.
- Any type of sign that hangs from an awning.

Placement and Size

- Awning Signs may only be placed on an awning that is located on the tenant's exterior elevation.
- Awning signs may be placed on the face of an awning.
- Awning Signs may be placed on an awning valance, but may not exceed eighty percent (80%) of the vertical height and horizontal length of the valance.
- Awning Signs may not extend beyond the awning structure or awning cover. The awning surface becomes the "sign envelope" that defines the available sign area.
- Sign Area Factor: Retail Tenants are allowed up to 1.75 square feet of signage per lineal foot of leased frontage as determined by exterior wall frontage.

Color

- Unless otherwise prohibited, all colors and combinations of colors are permissable.

Illumination

- Awning Signs may not be illuminated from within the awning structure.
- Surface illumination via external fixtures is allowed.

Permitting

- Awning Signs require a Sign Permit from the Town of Gilbert.
- Awning Signs are counted in the Tenant's total Allowable Sign Area.

Landlord Approval

Regardless of the design of the sign and its compliance with the general guidelines, all Awning Signs must be approved by the Landlord prior to being submitted to the Town for permit application. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval by the Town of Gilbert.

Tenant Sign Type Details

AT1 Tenant :: Anchor Office Tenant Monument Sign

Freestanding Monument Sign

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Rivulon and are not intended to express specific design details, colors or materials.

Provision

Subject to the General Provisions for Tenant Signs, Anchor Office Tenants at Rivulon may place an Anchor Office Tenant Monument Sign within 100' of the main entrance to the buildng occupied by teh Anchor Office Tenant.

Anchor Office Tenant

An Anchor Office Tenant is one who occupies 33% or more of an office building over 100,000 square feet at Rivulon and is identified as the Anchor Office Tenant by the Landlord. Each office building over 100,000 square feet may have only one Anchor Office Tenant at any given time.

Allowable Sign Styles

An Anchor Office Tenant Monument sign shall be designed with artistic integrity and the highest quality materials for an aesthetically pleasing sign that incorporates design elements and building materials found upon the office building. The sign shall be integrated into the landscape and/or the hardscape with a landscape planter or artistic base in order to avoid the appearance of a solid wall billboard. Consider the use of the following sign styles to achieve the design intent:

- Internally Illuminated Pan Channel Signs
- Halo Illuminated Reverse Pan Channel Signs
- Dual Lit (Face and Halo) Pan Channel Signs
- Non Illuminated Reverse Pan Channel Signs
- Non Illuminated Flat Cut Out Signs
- Non Rectangular Cabinet Signs that are an established part of an established corporate logo.

Prohibited Sign Styles

- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face.
- Any sign with changeable letters.

Allowable Sign Materials

- Painted Aluminum
- Brushed Aluminum
- Painted Steel
- Stainless Steel
- CorTen Steel
- Blackened Steel
- Brass
- Copper
- Polycarbonate
- Acrylic

Allowable Finishes

- Painted/Powder Coated/Anodized
- Clear Coated
- Faux Finishes
- Gold Leaf
- Brushed Metal
- Polished Metal
- Patina Metal
- No finish shall be allowed to run or drip any discharge that would cause staining to a sidewalk.

Placement and Size

- The location of the Anchor Office Tenant Monument Sign shall be identified upon the site plan, landscape plan, grading and drainage plans, photometric plan and all other relevent document submitted to the Design Review Board for design review approval of the office buildng. Entry monument signs shall be placed within a landscaped planter and/or with an architecturally designed monument base with high quality materials. Changing the location of an approved Anchor Office Tenant Monument Sign or the addition of an Anchor Office Tenant Monument Sign to an approved site plan may occur through submitting an Administrative Design Review application for approval consideration.
- An Anchor Office Tenant Monument Sign may be placed anywhere within 100 feet of the main entrance to the building occupied by the Anchor Office Tenant.
- An Anchor Office Tenant Monument Sign must be placed completely within the parcel boundaries of the building in which the Anchor Office Tenant is located.
- The placement of any freestanding sign must be outside of any sight visibility triangles that exist as defined by local ordinance.
- A site plan showing parcel lines, easements, setbacks, etc. shall be required with permit submittal.
- An Anchor Office Tenant Monument Sign may be up to 14 feet in height.
- Sign Area Factor: Anchor Office Tenants are allowed up to 200 square feet of sign area for the Anchor Office Tenant Monument Sign.
- Landlord shall assign rights for Anchor Office Tenant Monument Signs to Anchor Office Tenants at the Landlord's sole discretion.

Color

- Unless otherwise prohibited, all colors and combinations of colors are permissable.

Illumination

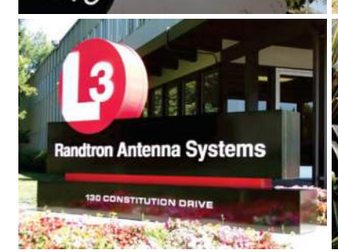
- An Anchor Office Tenant Monument Sign may be internally illuminated.
- An Anchor Office Tenant Monument Sign may be surface illuminated via external fixtures.
- An Anchor Office Tenant Monument Sign may be non-illuminated.

Permitting

- Anchor Office Tenant Monument Signs require a Sign Permit from the Town of Gilbert.
- Anchor Office Tenant Monument Signs are not counted in the Tenant's total Allowable Sign Area.
- Anchor Office Tenant Monument Signs shall furnish a scaled and dimensioned floorplan along with their permit application showing their leased space with the exterior wall frontage designated.
- In addition to the permit application requirements, the applicant shall furnish a Landlord Approval Letter that includes the Landlord initialed and stamped approved dimensioned sign elevations, colors/materials, landscape plan and any other design plans associated with the Anchor Office Tenant Monument Sign for sign permit application.

Landlord Approval

Regardless of the design of the sign and its compliance with the general guidelines, all Anchor Office Tenant Monument Signs must be submitted for design review and approval by the Landlord prior to the sign permit application being submitted to the Town for approval consideration. The Landlord shall furnish an approval letter to the Anchor Office Tenant that clearly identifies the tenant as the sole Anchor Office Tenant fo the buildng. The approval letter shall define the gross leasable area and the gross leased area by the tenant. The Landlord shall furnish floor plan(s) identifying the leased areas.



Tenant Sign Type Details

AD1 Auto Dealership Tenant :: Fascia Sign

Attached Building Sign

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Rivulon and are not intended to express specific design details, colors or materials.

Provision

Subject to the General Provisions for Tenant Signs, an Auto Dealership Tenant at Rivulon may place an Auto Dealership Tenant Fascia Sign onto designated building elevations located on the buildng in which they occupy space. Auto Dealership Tenant Fascia Signs shall be restricted to designated locations on each building elevation called Sign Envelopes. Building elevations that have designated Sign Envelopes are depicted within their respective sections further on in this document.

Allowable Sign Styles

- Internally Illuminated Pan Channel Signs
- Halo Illuminated Reverse Pan Channel Signs
- Dual Lit (Face and Halo) Pan Channel Signs
- Non Illuminated Reverse Pan Channel Signs
- Non Illuminated Flat Cut Out Signs
- Cabinet Signs that are an integral part of an established corporate logo.

Prohibited Sign Styles

- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face that is not an integral part of an established corporate logo.
- Any sign with changeable letters.

Allowable Sign Materials

- Painted Aluminum
- Brushed Aluminum
- Painted Steel
- Stainless Steel
- CorTen Steel
- Blackened Steel
- Brass
- Copper
- Polycarbonate
- Acrylic

Allowable Finishes

- Painted/Powder Coated/Anodized
- Clear Coated
- Faux Finishes
- Gold Leaf
- Brushed Metal
- Polished Metal
- Patina Metal

Placement and Size

- An Auto Dealership Tenant Fascia Sign may be attached flat against or pinned away from, the wall.
- Each designated Sign Envelope will be allowed one (1) Auto Dealership Tenant Fascia Sign. No sign shall exceed the boundries of the Sign Envelope.
- Sign Area Factor: Auto Dealership Tenants are allowed permitted up to 1.25 square feet of signage per lineal foot of leased frontage per tenant. Buildings set back more than 75 feet from Right of Way are allowed up to 1.875 sq. ft. of sign area for each lineal foot of leased exterior frontage.
- Auto Dealership Tenants that occupy more than one floor in a building may add up the leased frontages on each floor that they occupy to achieve their total frontage.
- A minimum of 32 square feet of signage is allowed regardless of tenant frontage.
- In the event that a Sign Envelope is not specified by size, the horizontal and vertical dimensions of any Auto Dealership Tenant Fascia Sign may not exceed eighty percent (80%) of the wall surface of the building, or, if a Tenant is at a corner location, the sign may not exceed eighty percent (80%) of the distance from the corner to the Lease Line.
- Signs shall consist of individual letters and logos in the Tenant's typestyle and colors.
- Sign area is determined as per the requirements outlined in the General Provisions section of this chapter.

Color

- Unless otherwise prohibited, all colors and combinations of colors are permissable.

Additional Criteria

- CorTen steel or any natural rusting material is only permitted for an Auto Dealership Tenant Fascia Sign if it is clear coated. No finish shall be allowed to run or drip any discharge that would cause staining to the building or the sidewalk below.

Illumination

- An Auto Dealership Tenant Fascia Sign may be internally illuminated.
- An Auto Dealership Tenant Fascia Sign may be non-illuminated.
- An Auto Dealership Tenant Fascia Sign may not be surface illuminated via external fixtures.

Permitting

- Auto Dealership Tenant Fascia Signs require a Sign Permit from the Town of Gilbert.
- Auto Dealership Tenant Fascia Signs are counted in the Tenant's total Allowable Sign Area.
- Auto Dealership Tenants shall furnish a scaled and dimensioned floorplan along with their permit application showing their leased space with the exterior wall frontage designated.

Landlord Approval

Regardless of the design of the sign and its compliance with the general guidelines, all Auto Dealership Tenant Fascia Signs must be approved by the Landlord prior to being submitted to the Town for permit application. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval by the Town of Gilbert.

Tenant Sign Type Details

AD2 Auto Dealership Tenant :: Tower Sign
Freestanding Sign

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Rivulon and are not intended to express specific design details, colors or materials.

Provision

Subject to the General Provisions for Tenant Signs, Auto Dealership Tenants Rivulon may place Auto Dealership Tenant Tower Signs within 100' of the main entrance to the buildng occupied by the Auto Dealership Tenant.

Allowable Sign Styles

An Auto Dealership Tenant Tower Sign shall be designed with artistic integrity and the highest quality materials for an aesthetically pleasing sign that incorporates design elements and building materials found upon the office building. The sign shall be integrated into the landscape and/or the hardscape with an artistic stone base of Arizona Schist Stone (see page 3.5 for details) in order to avoid the appearance of a solid wall billboard. Consider the use of the following sign styles to achieve the design intent:

- Internally Illuminated Pan Channel Signs
- Halo Illuminated Reverse Pan Channel Signs
- Dual Lit (Face and Halo) Pan Channel Signs
- Non Illuminated Reverse Pan Channel Signs
- Non Illuminated Flat Cut Out Signs
- Cabinet Signs that are an established part of an established corporate logo.

Prohibited Sign Styles

- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face.
- Any sign with manual (non-electric) changeable message letters.

Allowable Sign Materials

- Painted Aluminum
- Brushed Aluminum
- Painted Steel
- Stainless Steel
- CorTen Steel
- Blackened Steel
- Brass
- Copper
- Polycarbonate
- Acrylic

Allowable Finishes

- Painted/Powder Coated/Anodized
- Clear Coated
- Faux Finishes
- Gold Leaf
- Brushed Metal
- Polished Metal
- Patina Metal
- No finish shall be allowed to run or drip any discharge that would cause staining to a sidewalk.

Placement and Size

- The location of the Auto Dealership Tenant Tower Sign shall be identified upon the site plan, landscape plan, grading and drainage plans, photometric plan and all other relevent document submitted to the Design Review Board for design review approval of the office buildng. Entry monument signs shall be placed within a landscaped planter and/or with an architecturally designed monument base with high quality materials. Changing the location of an approved Auto Dealership Tenant Tower Sign or the addition of an Auto Dealership Tenant Tower Sign to an approved site plan may occur through submitting an Administrative Design Review application for approval consideration.
- An Auto Dealership Tenant Tower Sign may be placed anywhere within 100 feet of the main entrance to the building occupied by the Auto Dealership Tenant.
- One onsite Auto Dealership Tenant Tower Sign is permitted per 500 feet of street frontage, with a minimum of 150 feet from any other freestanding sign on the same street frontage.
- An Auto Dealership Tower Monument Sign must be placed completely within the parcel boundaries of the building in which the Auto Dealership Tenant is located.
- The placement of any freestanding sign must be outside of any sight visibility triangles that exist as defined by local ordinance.
- An Auto Dealership Tenant Tower Sign may be up to 22'6" feet in height.
- Sign Area Factor: Auto Dealership Tenants are allowed up to 100 square feet of sign area for the Auto Dealership Tenant Tower Sign.
- Sign Copy Area: Auto Dealership Tenant Tower Signs are allowed up to 80% of the height and 85% of the width of sign face to be used as sign copy area.

Color

- Unless otherwise prohibited, all colors and combinations of colors are permissable.

Changeable Message Signs

The entire sign area of a freestanding sign may be an electronic message display (EMD), subject to the following operational limitations:

- Display: Displays may be full color. When visible from public rights-of-way, displays shall be static messages. Flashing or animated signs are limited to interior project locations and shall not be visible from public rights-of-way.
- Minimum Display Time: The digital message shall not change more than once every eight (8) seconds.
- Transition Method: Shall be by instant change method.
- Illumination Levels: Shall incorporate photocell/light sensors, with automatic dimming technology that appropriately adjusts to ambient light conditions. Displays shall have a brightness level of no greater than 0.3 foot candles above ambient light conditions as measured by foot candle meter.
- Maintenance: Any permitted electronic changeable message sign that malfunctions, fails, or ceases to operate in its usual or normal programmed manner shall be repaired or disconnected within forty-eight (48) hours by the owner or operator of such sign.

Illumination

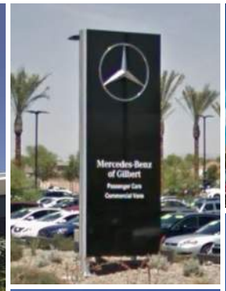
- An Auto Dealership Tenant Tower Sign may be internally illuminated.
- An Auto Dealership Tenant Tower Sign may be surface illuminated via external fixtures.
- An Auto Dealership Tenant Tower Sign may be non-illuminated.

Permitting

- Auto Dealership Tower Signs require a Sign Permit from the Town of Gilbert.
- Auto Dealership Tower Signs are not counted in the Tenant's total Allowable Sign Area.
- In addition to the permit application requirements, the applicant shall furnish a Landlord Approval Letter that includes the Landlord initialed and stamped approved dimensioned sign elevations, colors/materials, landscape plan and any other design plans associated with the Auto Dealership Tenant Tower Sign for sign permit application.
- The applicant shall furnish a site plan showing parcel lines, easements, setbacks, etc. for sign permit application.

Landlord Approval

Regardless of the design of the sign and its compliance with the general guidelines, all Auto Dealership Tenant Tower Signs must be submitted for design review and approval by the Landlord prior to the sign permit application being submitted to the Town for approval consideration. The Landlord shall furnish an approval letter to the Auto Dealership Tenant that clearly identifies the tenant as the sole Auto Dealership Tenant for the buildng. The approval letter shall define the gross leasable area and the gross leased area by the Auto Dealership Tenant. The Landlord shall furnish floor plan(s) identifying the leased areas.



Tenant Sign Type Details

AD3 Auto Dealership Tenant :: Monument Sign

Freestanding Monument Sign

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Rivulon and are not intended to express specific design details, colors or materials.

Provision

Subject to the General Provisions for Tenant Signs, Auto Dealership Tenants at Rivulon may place an Auto Dealership Tenant Monument Sign within 100' of an entrance to the buildng occupied by the Auto Dealership Tenant.

Allowable Sign Styles

An Auto Dealership Tenant Monument sign shall be designed with artistic integrity and the highest quality materials for an aesthetically pleasing sign that incorporates design elements and building materials found upon the office building. The sign shall be integrated into the landscape and/or the hardscape with an artistic stone base of Arizona Schist Stone (see page 3.5 for details) in order to avoid the appearance of a solid wall billboard. Consider the use of the following sign styles to achieve the design intent:

- Internally Illuminated Pan Channel Signs
- Halo Illuminated Reverse Pan Channel Signs
- Dual Lit (Face and Halo) Pan Channel Signs
- Non Illuminated Reverse Pan Channel Signs
- Non Illuminated Flat Cut Out Signs
- Cabinet Signs that are an established part of an established corporate logo..

Prohibited Sign Styles

- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face.
- Any sign with manual (non-electric) changeable message letters.

Allowable Sign Materials

- Painted Aluminum
- Brushed Aluminum
- Painted Steel
- Stainless Steel
- CorTen Steel
- Blackened Steel
- Brass
- Copper
- Polycarbonate
- Acrylic.

Allowable Finishes

- Painted/Powder Coated/Anodized
- Clear Coated
- Faux Finishes
- Gold Leaf
- Brushed Metal
- Polished Metal
- Patina Metal
- No finish shall be allowed to run or drip any discharge that would cause staining to a sidewalk.

Placement and Size

- The location of the Auto Dealership Tenant Monument Sign shall be identified upon the site plan, landscape plan, grading and drainage plans, photometric plan and all other relevent document submitted to the Design Review Board for design review approval of the office buildng. Entry monument signs shall be placed within a landscaped planter and/or with an architecturally designed monument base with high quality materials. Changing the location of an approved Auto Dealership Tenant Monument Sign or the addition of an Auto Dealership Tenant Monument Sign to an approved site plan may occur through submitting an Administrative Design Review application for approval consideration.
- An Auto Dealership Tenant Monument Sign may be placed anywhere within 100 feet of the main entrance to the building occupied by the Auto Dealership Tenant.
- One onsite Auto Dealership Tenant Monument Sign is permitted per 300 feet of street frontage, with a minimum of 100 feet from any other freestanding sign on the same street frontage.
- An Auto Dealership Tenant Monument Sign must be placed completely within the parcel boundaries of the building in which the Auto Dealership Tenant is located.
- The placement of any freestanding sign must be outside of any sight visibility triangles that exist as defined by local ordinance.
- A site plan showing parcel lines, easements, setbacks, etc. shall be required with permit submittal.
- An Auto Dealership Tenant Monument Sign may be up to 14 feet in height to the top of any sign embellishments, with the sign face located between 2 feet to 12 feet above grade .
- Sign Area Factor: Auto Dealership Tenants are allowed up to 75 square feet of sign area for the Auto Dealership Tenant Monument Sign.
- Landlord shall assign rights for Auto Dealership Tenant Monument Signs to Auto Dealership Tenant at the Landlord's sole discretion.

Changeable Message Signs

Changable Message Signs are permitted subject to the sign criteria under AD2 Auto Dealership Tenant Tower Sign; 'Changeable Message Signs' Section on page 3.20.

Color

- Unless otherwise prohibited, all colors and combinations of colors are permissable.

Illumination

- An Auto Dealership Tenant Monument Sign may be internally illuminated.
- An Auto Dealership Tenant Monument Sign may be surface illuminated via external fixtures.
- An Auto Dealership Tenant Monument Sign may be non-illuminated.

Permitting

- Auto Dealership Tenant Monument Signs require a Sign Permit from the Town of Gilbert.
- Auto Dealership Tenant Monument Signs are not counted in the Tenant's total Allowable Sign Area.
- Auto Dealership Tenant Monument Signs shall furnish a scaled and dimensioned floorplan along with their permit application showing their leased space with the exterior wall frontage designated.
- In addition to the permit application requirements, the applicant shall furnish a Landlord Approval Letter that includes the Landlord initialed and stamped approved dimensioned sign elevations, colors/materials, landscape plan and any other design plans associated with theAuto Dealership Tenant Monument Sign for sign permit application..

Landlord Approval

Regardless of the design of the sign and its compliance with the general guidelines, all Auto Dealership Tenant Monument Signs must be submitted for design review and approval by the Landlord prior to the sign permit application being submitted to the Town for approval consideration. The Landlord shall furnish an approval letter to the Auto Dealership Tenant that clearly identifies the tenant as the sole Auto Dealership Tenant of the buildng. The approval letter shall define the gross leasable area and the gross leased area by the tenant. The Landlord shall furnish floor plan(s) identifying the leased areas.

Community Sign Type Details

AD4 Auto Dealership Tenant :: Directional Sign

Freestanding Directional Ground Sign

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Rivulon and are not intended to express specific design details, colors or materials.

Provision

Subject to the General Provisions for Tenant Signs, Auto Dealership Tenants at Rivulon may place Auto Dealership Tenant Directional Signs shall be located along internal driveways within the parcel boundaries of the building in which the Auto Dealership Tenant is located. The number of Auto Dealership Tenant Directional Signs is not regulated by town ordinance.

Allowable Sign Styles

An Auto Dealership Tenant Directional Signs shall be designed with artistic integrity and the highest quality materials for an aesthetically pleasing sign that incorporates design elements and building materials found upon the office building. The sign shall be integrated into the landscape and/or the hardscape with a landscape planter or artistic base in order to avoid the appearance of a solid wall billboard. Consider the use of the following sign styles to achieve the design intent:

- Non-Illuminated Dimensional Fabricated Aluminum Construction Freestanding Signs.
- Non-Illuminated Reverse Pan Channel Freestanding Signs.
- Custom Post & Panel Signs that are an established part of an established corporate Sign Program.
- Cabinet Signs that are an established part of an established corporate logo.

Prohibited Sign Styles

- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face.
- Any sign with changeable letters.

Allowable Sign Materials

- Painted Aluminum
- Brushed Aluminum
- Painted Steel
- Stainless Steel
- CorTen Steel
- Blackened Steel
- Brass
- Copper
- Polycarbonate
- Acrylic

Allowable Finishes

- Painted/Powder Coated/Anodized
- Clear Coated
- Faux Finishes
- Gold Leaf
- Brushed Metal
- Polished Metal
- Patina Metal
- No finish shall be allowed to run or drip any discharge that would cause staining to a sidewalk.

Placement and Size

- Auto Dealership Tenant Directional Sign are permitted to assist in traffic movement on a property. Directional Signs shall include an arrow, and may include copy to read “Enter”, “Exit”, “Service”, “Guest Parking”, or whatever concise copy is needed to describe a department within the dealership. An Auto Dealership Tenant Directional Sign is allowed a single logo if desired. An Auto Dealership Tenant Directional Sign is not to be designed in a manner as to act as an advertising sign.
- An Auto Dealership Tenant Directional Sign must be placed completely within the parcel boundaries in which the Auto Dealership Tenant is located.
- An Auto Dealership Tenant Directional Sign shall be set back a minimum of 25 feet from the right-of-way. Additionally, the Auto Dealership Tenant Directional Sign must be outside of any sight visibility triangles that exist as defined by local ordinance.
- An Auto Dealership Tenant Directional Sign shall be Up to 6’ High (above grade) when placed Internally (visible only internally to the development) & up to 4’ 6” High (above grade) when placed on the Perimeter (oriented to the roadway visible to outside the development).
- Sign Area Factor: Auto Dealership Tenant Directional Signs placed Internally (visible only internally to the development) shall be no greater than 15 square feet in area. Auto Dealership Tenant Directional Signs placed on the Perimeter (oriented to the roadway visible to outside the development) shall be no greater than 3.75 square feet in area.
- Auto Dealership Tenant Directional Signs shall mantain a minimum spacing of 30 feet from any other low-profile Freestanding Sign on the same street frontage.

Color

- Unless otherwise prohibited, all colors and combinations of colors are permissable.

Illumination

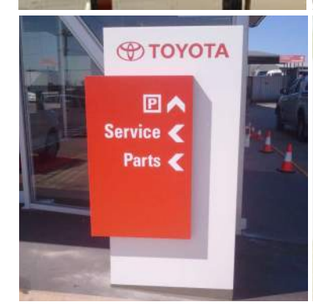
- An Auto Dealership Tenant Directional Sign should be non-illuminated.

Permitting

- Auto Dealership Tenant Directional Signs require a Sign Permit from the Town of Gilbert.
- Auto Dealership Tenant Directional Signs are not counted in the Tenant’s total Allowable Sign Area.
- In addition to the permit application requirements, the applicant shall furnish a Landlord Approval Letter that includes the Landlord initialed and stamped approved dimensioned sign elevations, colors/materials, landscape plan and any other design plans associated with the Auto Dealership Tenant Directional Sign for sign permit application.
- A site plan showing parcel lines, easements, setbacks, etc. shall be required with permit submittal.

Landlord Approval

Regardless of the design of the sign and its compliance with the general guidelines, all Auto Dealership Tenant Directional Signs must be submitted for design review and approval by the Landlord prior to the sign permit application being submitted to the Town for approval consideration. The Landlord shall furnish an approval letter to the Auto Dealership Tenant that clearly identifies the tenant as the sole Auto Dealership Tenant for the buildng. The approval letter shall define the gross leasable area and the gross leased area by the tenant. The Landlord shall furnish floor plan(s) identifying the leased areas.



Chapter 4

Western Perimeter Roadside Sign Plan

General Provisions

1 Introduction

This chapter defines the specific sign plan for the Western Perimeter Roadside District at Rivulon.

The Western Perimeter Roadside District covers a narrow strip of land that fronts on three major traffic arteries: Loop 202 SanTan Freeway to the south, Gilbert Road to the west and a portion of Pecos Road to the north. This district will only deal with freestanding community signs that are located along those street frontages and are intended to be viewed by vehicular traffic travelling on those streets.

This chapter contains any district specific sign criteria followed by Sign Location Plans that show the locations of each proposed sign. The proposed sign locations are subject to change as plans further develop but shall be in accordance with the criteria contained within this Master Sign Plan.

2 District Specific Criteria

Allowable Sign Types

The following Sign Types that are depicted and specified in Chapter 2 are permitted in the Western Perimeter Roadside District at Rivulon subject to the criteria found in that chapter.

Community Signage

Community ID Signs

- ID1: Freeway Pylon Sign
- ID2: Freeway Pylon Sign
- ID3: Freeway Pylon Sign

Perimeter Tower Signs

- PT1: 22’-6” Perimeter Tower Sign
- PT2: 20’-0” Perimeter Tower Sign
- PT3: 16’-0” Perimeter Tower Sign

Perimeter Monument Signs

- PM1: 14’-0” Perimeter Monument Sign
- PM2: 12’-0” Perimeter Monument Sign
- PM3: 10’-0” Perimeter Monument Sign

Entry Features

- EF1: Primary Entry Feature Sign

Tenant Signage

Pad Monument Signs

- TS1: 10’-0” Pad Monument Sign
- TS2: 8’-0” Pad Monument Sign
- TS3: 6’-0” Pad Monument Sign

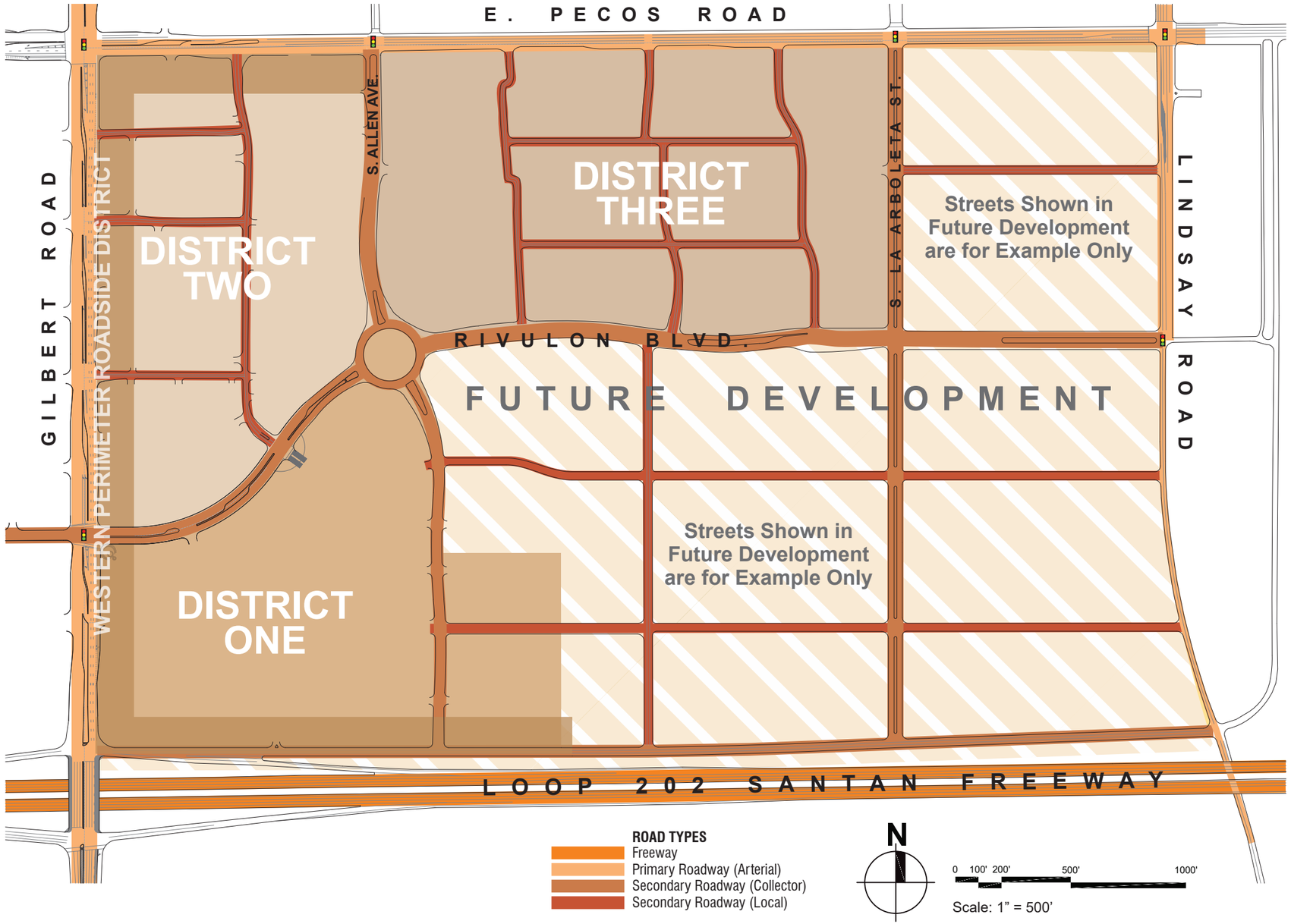
TENANT MONUMENT SIGNS

- AD2: 22’-6” Auto Dealership Tenant Tower Sign
- AD3: 14’0” Auto Dealership Tenant Monument Sign

There are no further specifications, restrictions or exemptions in the Western Perimeter Roadside District. All signs allowed in this District shall follow the criteria found in Chapter 2 & Chapter 3.

Community Overview

Overall Community Concept



Rivulon is a large, complex and intricate project that anticipates a development schedule that could last up to twenty years. With a project of this magnitude, it is difficult to anticipate the specific plan and land use of every part of the project. Realistically, the timing and phasing of development will be dictated by numerous economic forces and outside factors that are impossible to anticipate. It will be imperative that all development maintain a flexible schedule and plan so that projects can be brought to the market that are appropriate to the needs of the community at the optimal time.

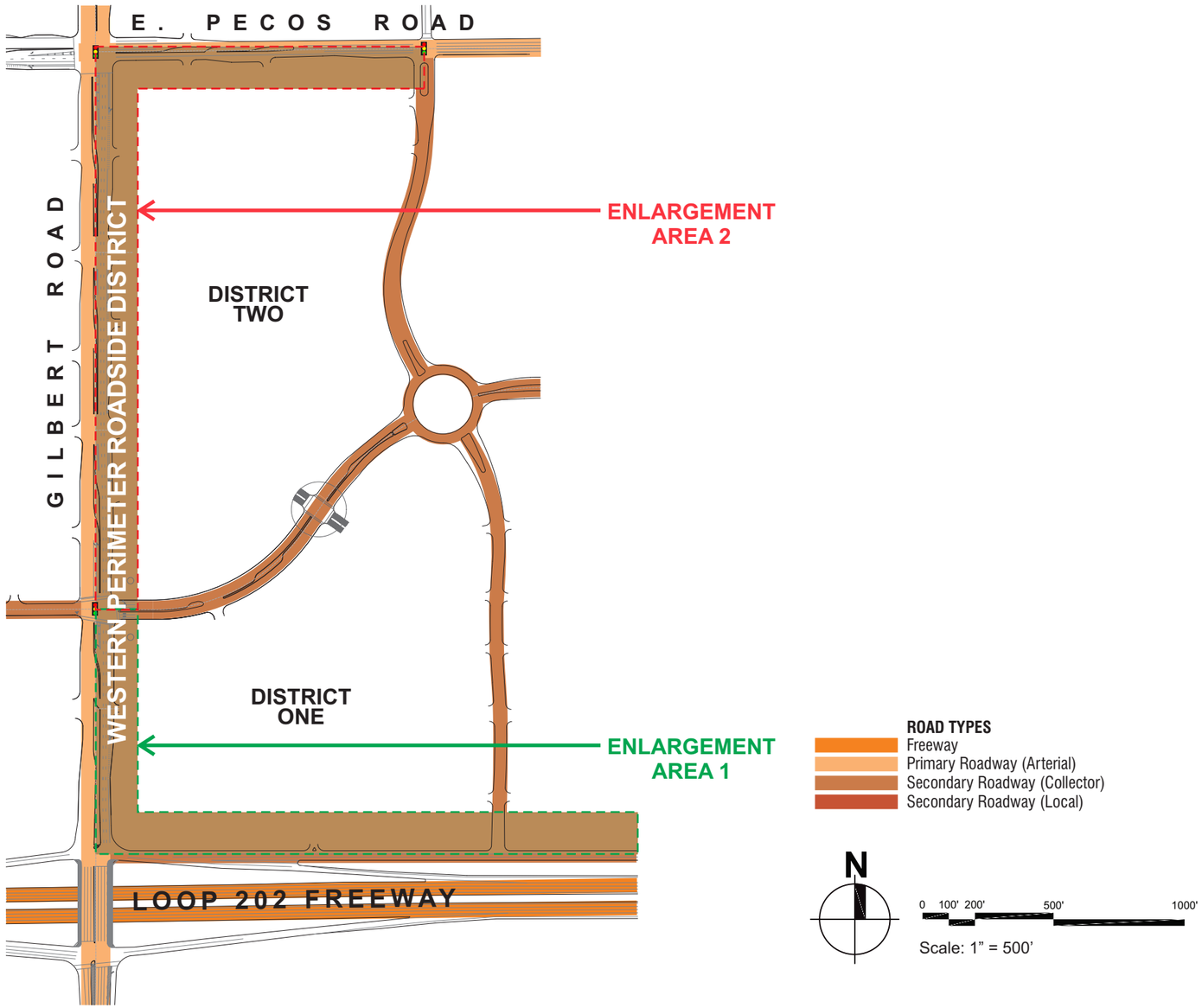
This Master Sign Plan will evolve and be amended as Rivulon continues to develop over time. The current edition of this Master Sign Plan will cover four "districts" of development.

The Western Perimeter Roadside District covers a narrow strip of land that fronts on three major traffic arteries: Loop 202 SanTan Freeway to the south, Gilbert Road to the west and a portion of Pecos Road to the north. This district will deal with freestanding community signs and freestanding Tenant signs that are located along those street frontages and are intended to be viewed by vehicular traffic travelling on those streets.

Further development at Rivulon is not fully planned at the time of this publication. As new districts are planned for development, they will be added to this Master Sign Plan at that time as amendments.

Western Perimeter Roadside Sign Location Plan

2 Overall Plan



KEY

COMMUNITY ID SIGNS

- ID1 75' Freeway Sign
- ID2 65' Freeway Sign
- ID3 55' Freeway Sign
- EF1 Signs on Accessory Entry Feature

PERIMETER TOWER SIGNS

- PT1 22'-6" Perimeter Tower Sign
- PT2 20'-0" Perimeter Tower Sign
- PT3 16'-0" Perimeter Tower Sign

PERIMETER MONUMENT SIGNS

- PM1 14'-0" Perimeter Monument Sign
- PM2 12'-0" Perimeter Monument Sign
- PM3 10'-0" Perimeter Monument Sign

PAD MONUMENT SIGNS

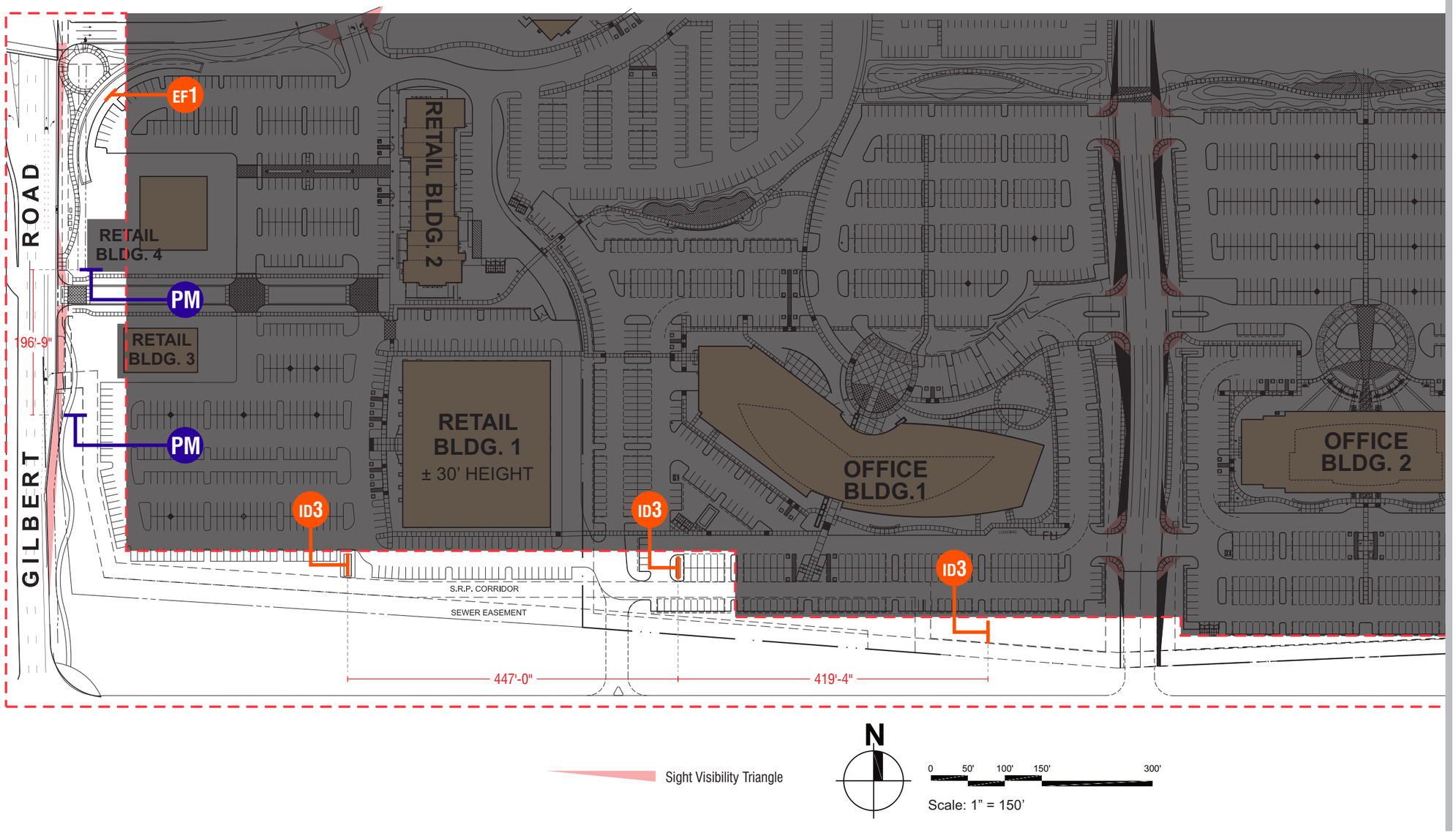
- TS1 10'-0" Pad Monument Sign
- TS2 8'-0" Pad Monument Sign
- TS3 6'-0" Pad Monument Sign

TENANT MONUMENT

- AD2 22' 6" Auto Dealership Tenant Tower Sign
- AD3 14' 0" Auto Dealership Tenant Monument Sign

Western Perimeter Roadside Sign Location Plan

2 Enlargement Area 1



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- EF1 Signs on Accessory Entry Feature

PERIMETER TOWER SIGNS

- PT1 22'-6" Perimeter Tower Sign
- PT2 20'-0" Perimeter Tower Sign
- PT3 16'-0" Perimeter Tower Sign

PERIMETER MONUMENT SIGNS

- PM1 14'-0" Perimeter Monument Sign
- PM2 12'-0" Perimeter Monument Sign
- PM3 10'-0" Perimeter Monument Sign

PAD MONUMENT SIGNS

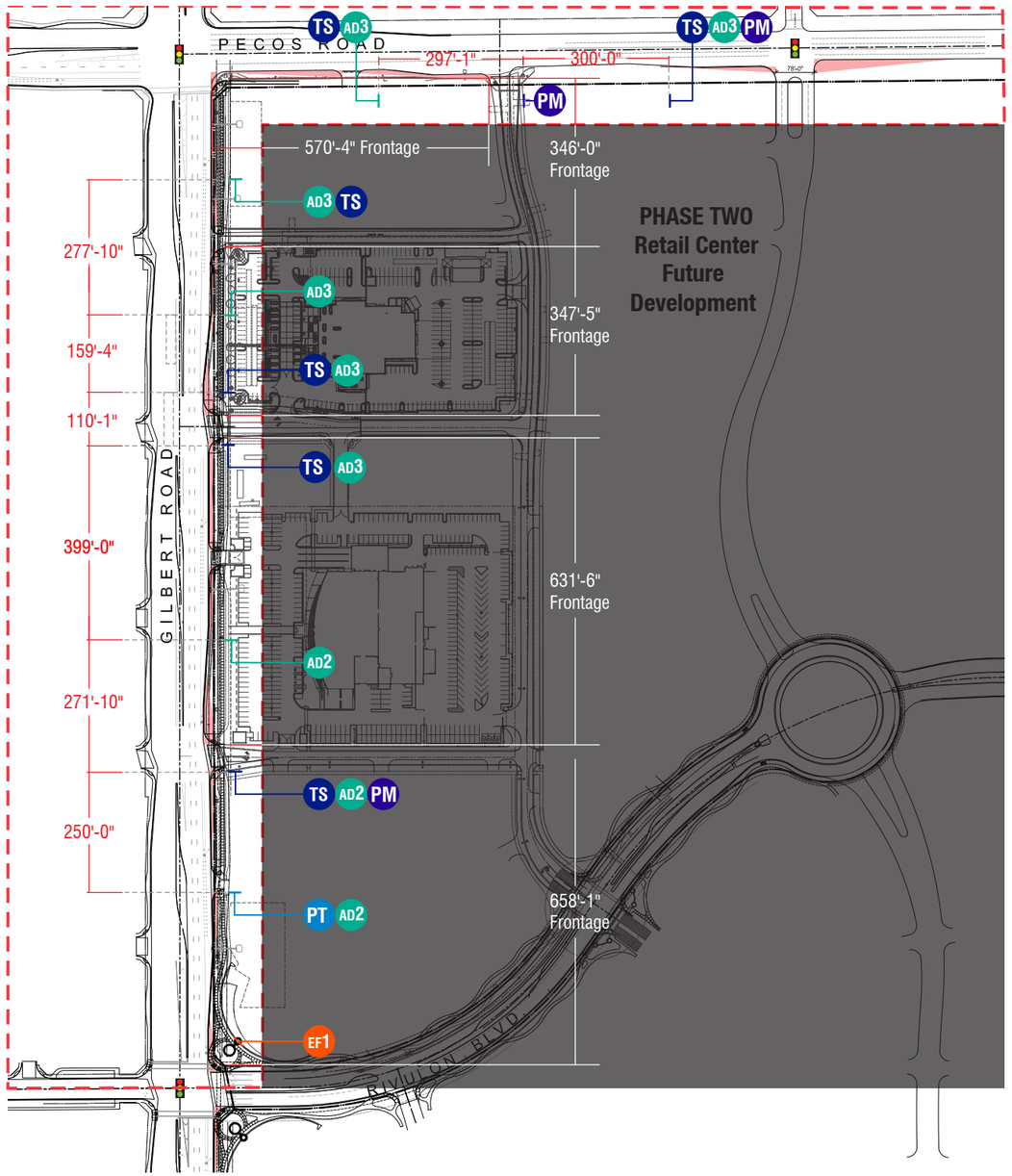
- TS1 10'-0" Pad Monument Sign
- TS2 8'-0" Pad Monument Sign
- TS3 6'-0" Pad Monument Sign

TENANT MONUMENT

- AD2 22' 6" Auto Dealership Tenant Tower Sign
- AD3 14' 0" Auto Dealership Tenant Monument Sign

Western Perimeter Roadside Sign Location Plan

3 Enlargement Area 2



Sight Visibility Triangle

N

0 50' 100' 150' 300' 600'

Scale: 1" = 300'

KEY

COMMUNITY ID SIGNS

- ID1 75' Freeway Sign
- ID2 65' Freeway Sign
- ID3 55' Freeway Sign
- EF1 Signs on Accessory Entry Feature

PERIMETER TOWER SIGNS

- PT1 22'-6" Perimeter Tower Sign
- PT2 20'-0" Perimeter Tower Sign
- PT3 16'-0" Perimeter Tower Sign

PERIMETER MONUMENT SIGNS

- PM1 14'-0" Perimeter Monument Sign
- PM2 12'-0" Perimeter Monument Sign
- PM3 10'-0" Perimeter Monument Sign

PAD MONUMENT SIGNS

- TS1 10'-0" Pad Monument Sign
- TS2 8'-0" Pad Monument Sign
- TS3 6'-0" Pad Monument Sign

TENANT MONUMENT

- AD2 22' 6" Auto Dealership Tenant Tower Sign
- AD3 14' 0" Auto Dealership Tenant Monument Sign

Chapter 5 District 1 Sign Plan

General Provisions

1 Introduction

This chapter defines the specific sign plan for District 1 at Rivulon.

District One consists of the Phase One of development. Located in the southwest corner of the project, District One will be a mix of office and retail development. The District One Sign Plan in this Master Sign Plan addresses the anticipated locations of Community Sign types. Additionally, this plan prescribes the eligible locations for Tenant Signs.

This chapter contains any district specific sign criteria followed by Sign Location Plans that show the locations of each proposed sign. The proposed sign locations are subject to change as plans further develop but shall be in accordance with the criteria contained within this Master Sign Plan.

2 District Specific Criteria

Allowable Sign Types

The following Sign Types that are depicted and specified in Chapters 2 and 3 are permitted in District 1 at Rivulon subject to the Criteria found in those chapters.

Community Signage

Internal Monument Signs

- IM1: 14’-0” Internal Monument Sign
- IM2: 12’-0” Internal Monument Sign
- IM3: 10’-0” Internal Monument Sign
- IM4: 8’-0” Internal Monument Sign

Directional/Directory Signs

- DR1: 4’-6” Perimeter Vehicular Directional Sign
- DR2: 10’-0” Internal Vehicular Directional Sign
- DR3: 6’-0” Internal Vehicular Directional Sign
- DR4: 8’-0” Internal Pedestrian Directional Sign
- DR5: 6’-0” Interal Pedestrian Directional Sign
- DR6: 10’-0” Vehicular Directory Sign
- DR7: 8’-0” Vehicular Directory Sign
- DR8: 8’-0” Pedestrian Directory Sign

Tenant Signage

Pad Monument Signs

- TS1: 10’-0” Pad Monument Sign
- TS2: 8’-0” Pad Monument Sign
- TS3: 6’-0” Pad Monument Sign

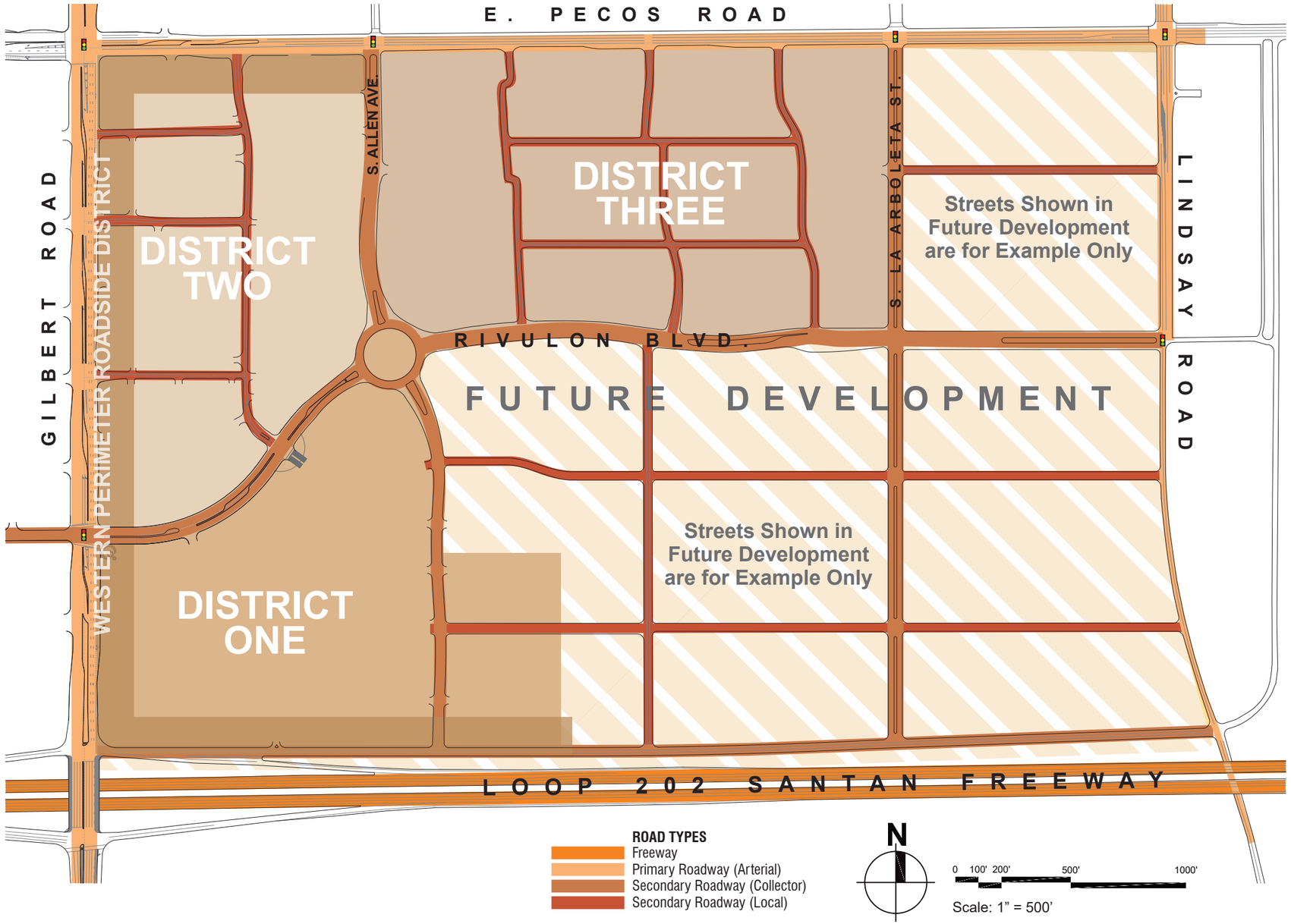
Tenant Signs

- OT1: Office Tenant - Building Top Sign
- OT2: Office Tenant - Fascia Sign
- RT1a: Retail Tenant - Horizontal Marquee Sign
- RT1b: Retail Tenant - Vertical Marquee Sign
- RT2a: Retail Tenant - Storefront Fascia Sign
- RT3a: Retail Tenant - Projecting Blade Sign
- RT3b: Retail Tenant - Under Canopy Blade Sign
- RT4a: Retail Tenant - Metal Canopy Sign
- RT4b: Retail Tenant - Awning Sign

There are no further specifications, restrictions or exemptions in District 1. All signs allowed in this District shall follow the criteria found in Chapters 2 and 3.

Community Overview

Overall Community Concept



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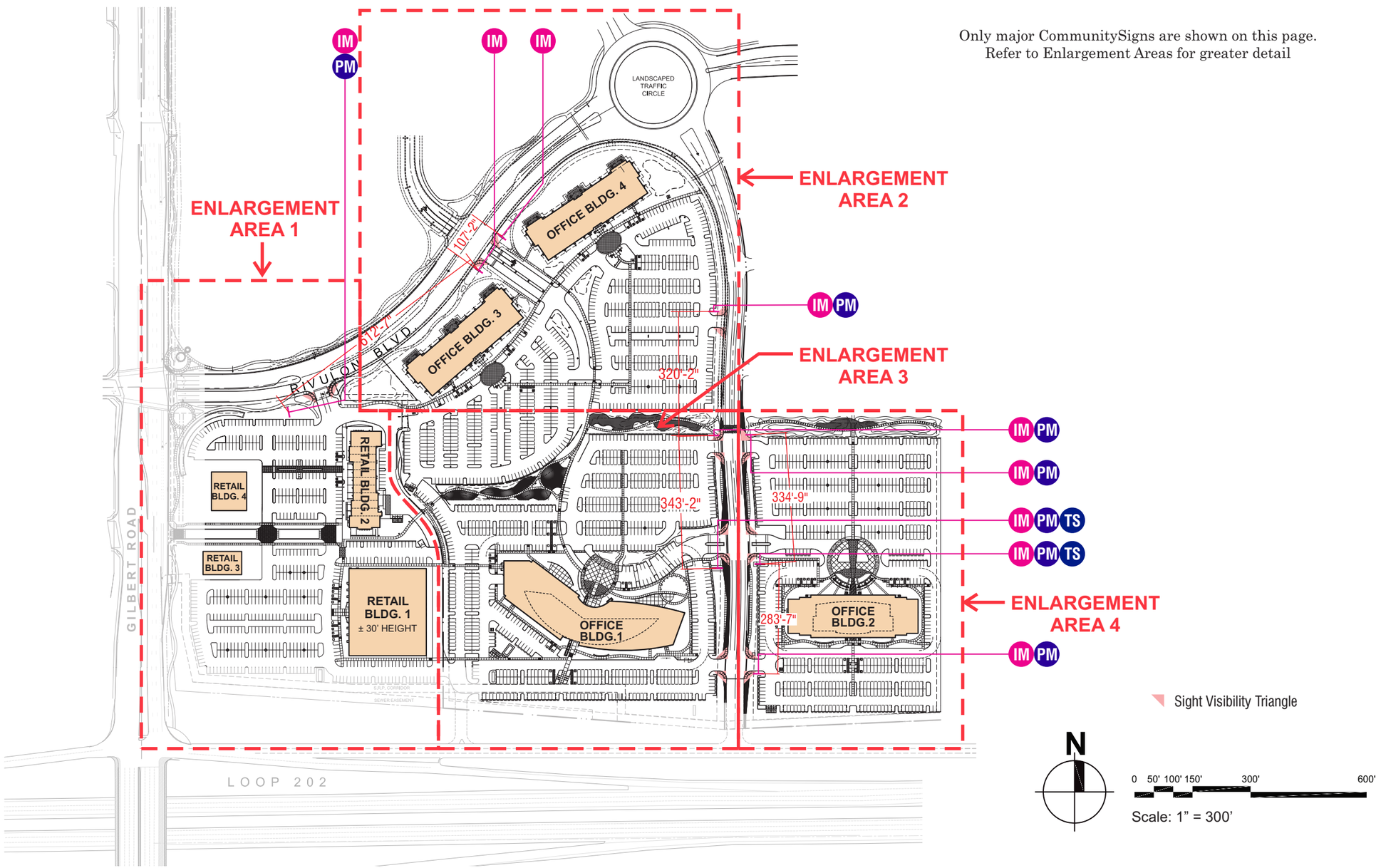
District One Sign Location Plan

1 Overall District One Plan



Only major CommunitySigns are shown on this page.
Refer to Enlargement Areas for greater detail

Sight Visibility Triangle

KEY

PERIMETER MONUMENT SIGNS

- PM1 14'-0" Perimeter Monument Sign
- PM2 12'-0" Perimeter Monument Sign
- PM3 10'-0" Perimeter Monument Sign

INTERNAL MONUMENT SIGNS

- IM1 14'-0" Internal Monument Sign
- IM2 12'-0" Internal Monument Sign
- IM3 10'-0" Internal Monument Sign
- IM4 8'-0" Internal Monument Sign

PAD MONUMENT SIGNS

- TS1 10'-0" Pad Monument Sign
- TS2 8'-0" Pad Monument Sign
- TS3 6'-0" Pad Monument Sign

DIRECTIONAL/DIRECTORY SIGNS

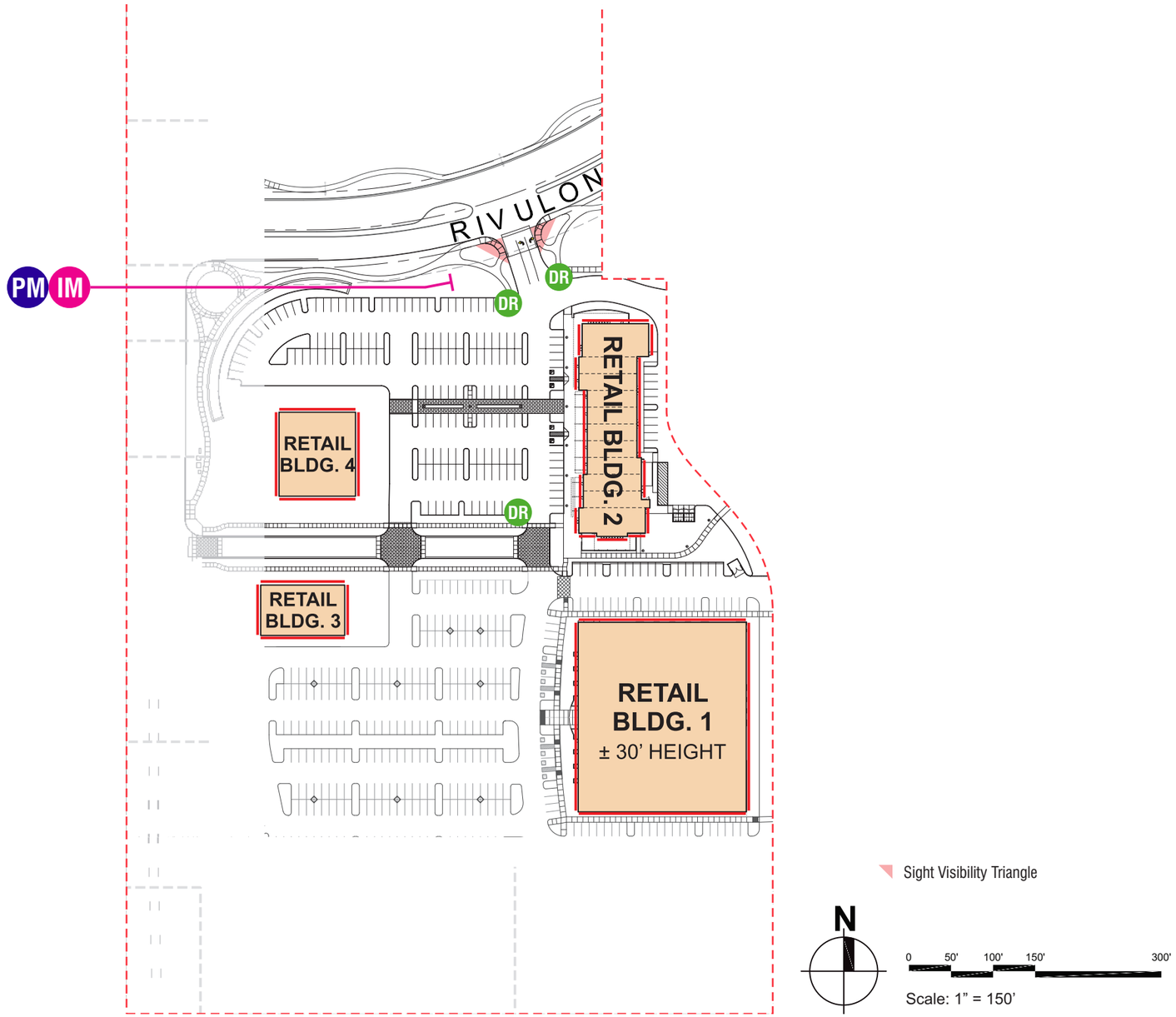
- DR1 4'-6" Perimeter Vehicular Directional Sign
- DR2 10'-0" Internal Vehicular Directional Sign
- DR3 6'-0" Internal Vehicular Directional Sign
- DR4 8'-0" Internal Pedestrian Directional Sign
- DR5 6'-0" Internal Pedestrian Directional Sign
- DR6 10'-0" Vehicular Directory Sign
- DR7 8'-0" Vehicular Directory Sign
- DR8 8'-0" Pedestrian Directory Sign

TENANT SIGNS

- Eligible Building Surface for Tenant Signage

District One Sign Location Plan

2 Enlargement Area 1



KEY

PERIMETER MONUMENT SIGNS

- PM1 14'-0" Perimeter Monument Sign
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- PM3 10'-0" Perimeter Monument Sign

INTERNAL MONUMENT SIGNS

- IM1 14'-0" Internal Monument Sign
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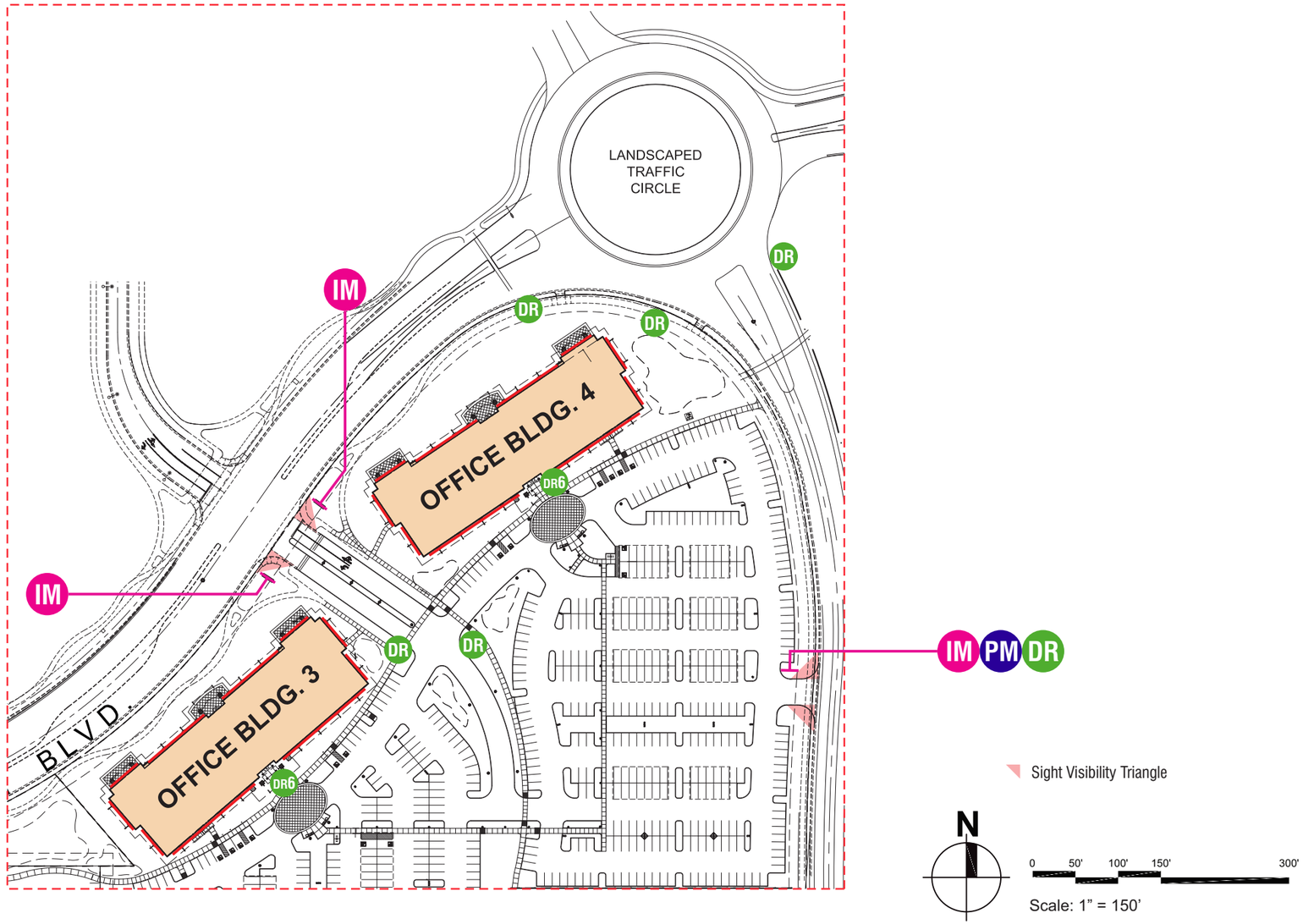
- DR5 6'-0" Internal Pedestrian Directional Sign
- DR6 10'-0" Vehicular Directory Sign
- DR7 8'-0" Vehicular Directory Sign
- DR8 8'-0" Pedestrian Directory Sign

TENANT SIGNS

- Eligible Building Surface for Tenant Signage

District One Sign Location Plan

3 Enlargement Area 2



KEY

PERIMETER MONUMENT SIGNS

- PM1 14'-0" Perimeter Monument Sign
- PM2 12'-0" Perimeter Monument Sign
- PM3 10'-0" Perimeter Monument Sign

INTERNAL MONUMENT SIGNS

- IM1 14'-0" Internal Monument Sign
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- IM3 10'-0" Internal Monument Sign
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PAD MONUMENT SIGNS

- TS1 10'-0" Pad Monument Sign
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DIRECTIONAL/DIRECTORY SIGNS

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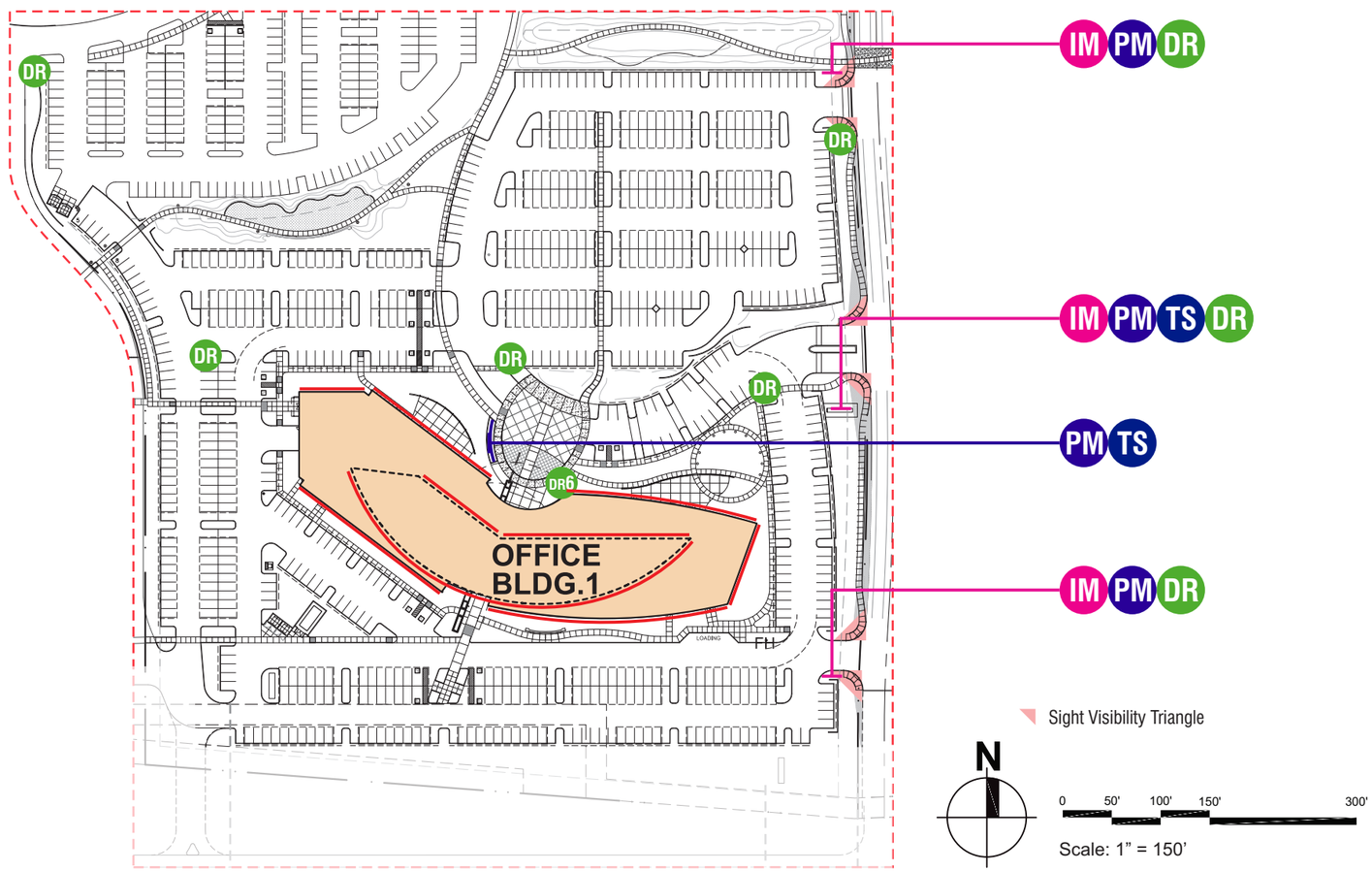
- DR7 8'-0" Vehicular Directory Sign
- DR8 8'-0" Pedestrian Directory Sign

TENANT SIGNS

- Eligible Building Surface for Tenant Signage

District One Sign Location Plan

4 Enlargement Area 3



KEY

PERIMETER MONUMENT SIGNS

- PM1 14'-0" Perimeter Monument Sign
- PM2 12'-0" Perimeter Monument Sign
- PM3 10'-0" Perimeter Monument Sign

INTERNAL MONUMENT SIGNS

- IM1 14'-0" Internal Monument Sign
- IM2 12'-0" Internal Monument Sign
- IM3 10'-0" Internal Monument Sign
- IM4 8'-0" Internal Monument Sign

PAD MONUMENT SIGNS

- TS1 10'-0" Pad Monument Sign
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DIRECTIONAL/DIRECTORY SIGNS

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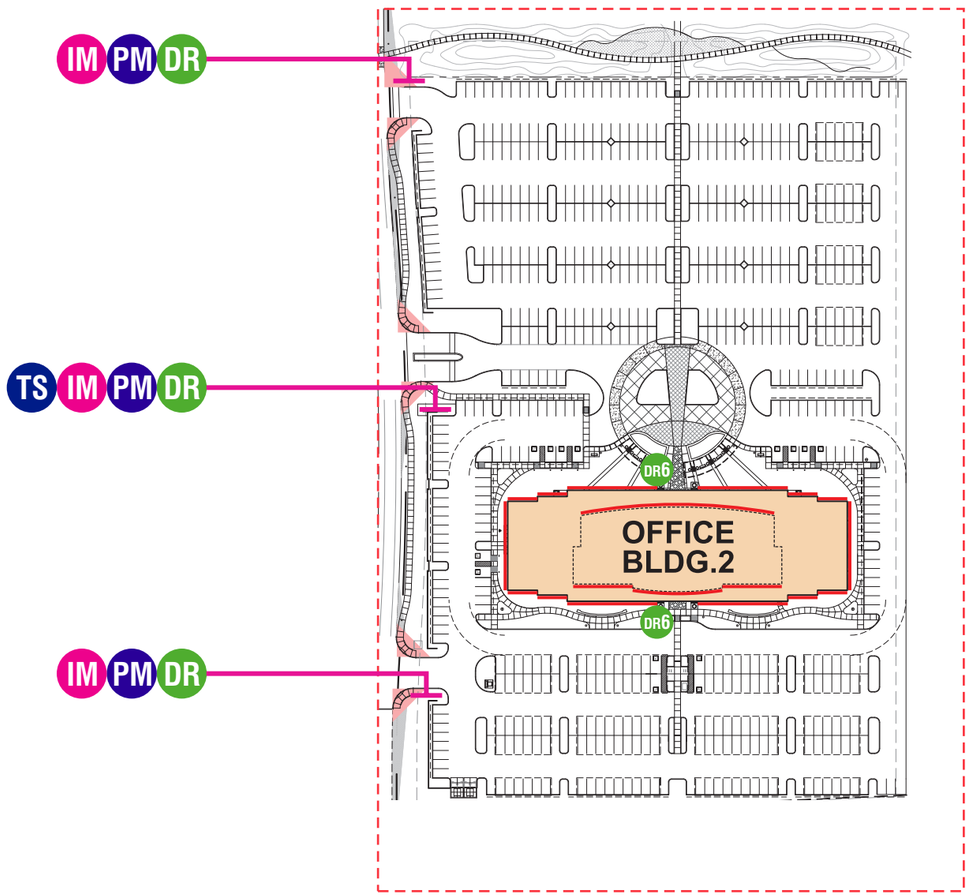
- DR7 8'-0" Vehicular Directory Sign
- DR8 8'-0" Pedestrian Directory Sign

TENANT SIGNS

- Eligible Building Surface for Tenant Signage

District One Sign Location Plan

5 Enlargement Area 4



Sight Visibility Triangle

N

0 50' 100' 150' 300'

Scale: 1" = 150'

KEY

PERIMETER MONUMENT SIGNS

- PM1 14'-0" Perimeter Monument Sign
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INTERNAL MONUMENT SIGNS

- IM1 14'-0" Internal Monument Sign
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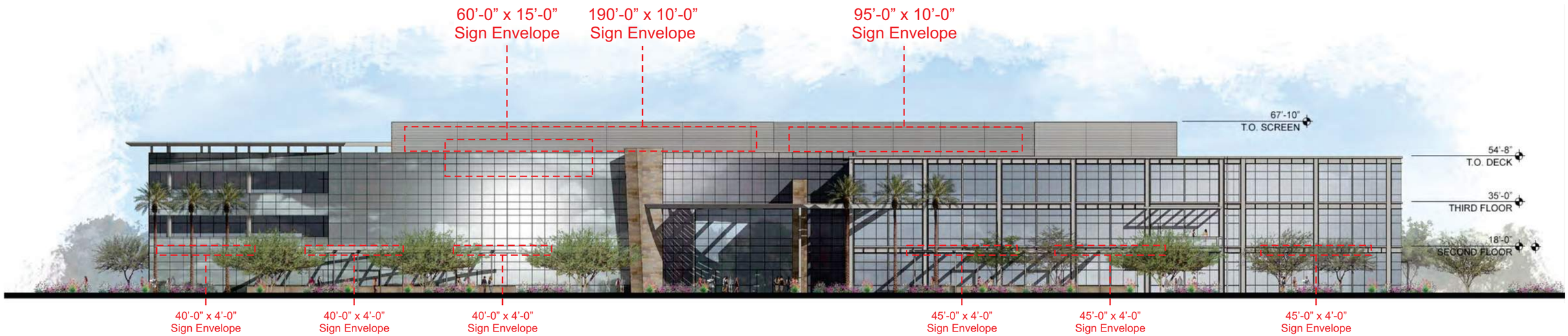
- DR8 8'-0" Pedestrian Directory Sign

TENANT SIGNS

- Eligible Building Surface for Tenant Signage

District One Building Elevations & Sign Envelopes

1 Office Building 1 Elevations



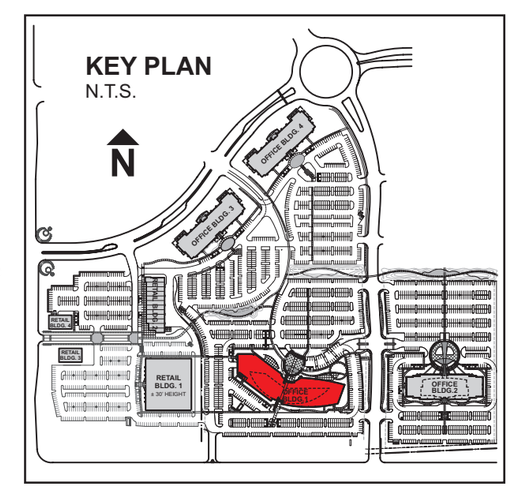
A North Elevation
SCALE: 1" = 40'

B East Elevation
SCALE: 1" = 40'

Sign Envelope

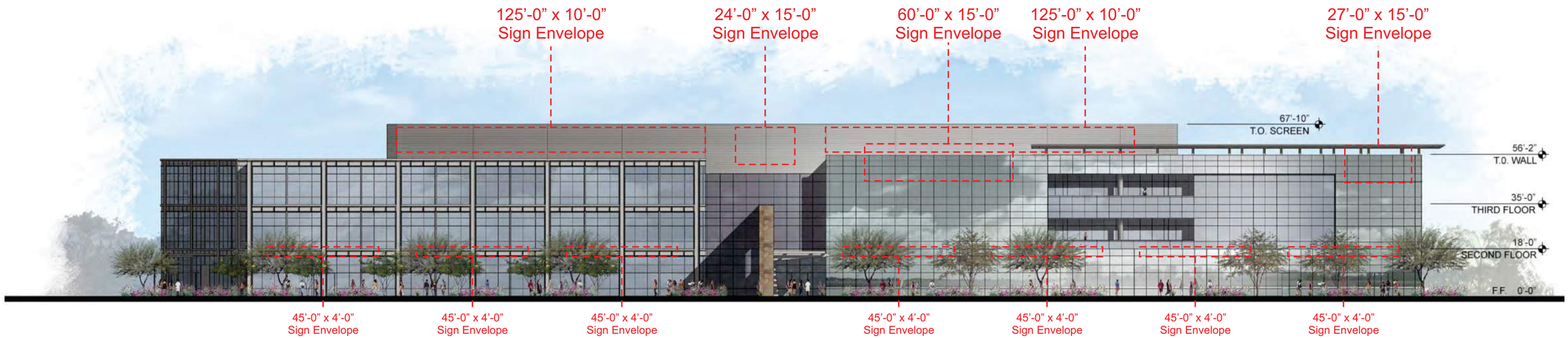
See Criteria and Glossary of Terms to fully understand the function of the Sign Envelope and to determine a Tenant's Total Allowable Sign Area.

NOTE: Dimensions shown on this page are based on scaled measurement of these drawings. Actual field conditions may differ and may require new dimensions. Dimensions shown are generally based on 80% vertical and horizontal measurements of the available building surface where the sign envelope is located.

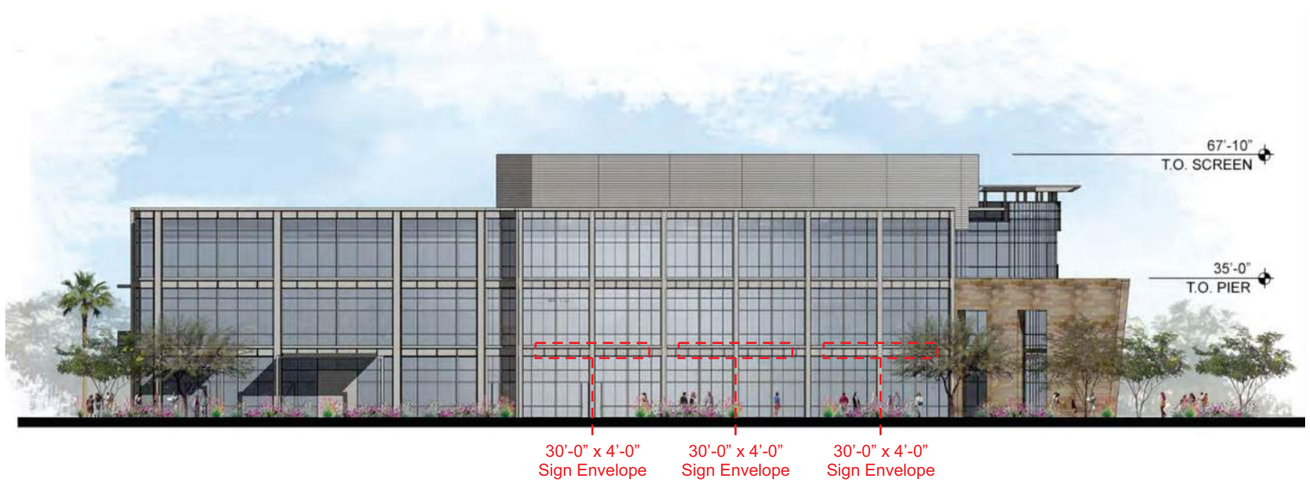


District One Building Elevations & Sign Envelopes

1 Office Building 1 Elevations



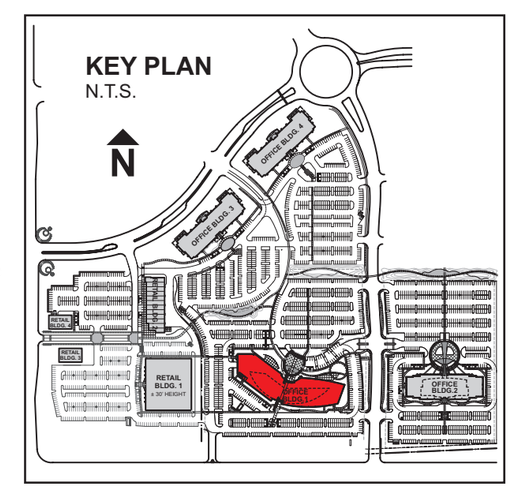
A South Elevation
SCALE: 1" = 40'



B West Elevation
SCALE: 1" = 40'

Sign Envelope
See Criteria and Glossary of Terms to fully understand the function of the Sign Envelope and to determine a Tenant's Total Allowable Sign Area.

NOTE: Dimensions shown on this page are based on scaled measurement of these drawings. Actual field conditions may differ and may require new dimensions. Dimensions shown are generally based on 80% vertical and horizontal measurements of the available building surface where the sign envelope is located.



District One Building Elevations & Sign Envelopes

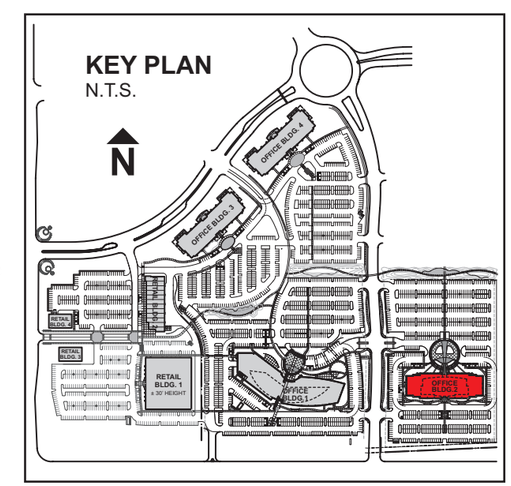
2 Office Building 2 Elevations

A North Elevation
SCALE: 1" = 30'

B East Elevation
SCALE: 1" = 30'

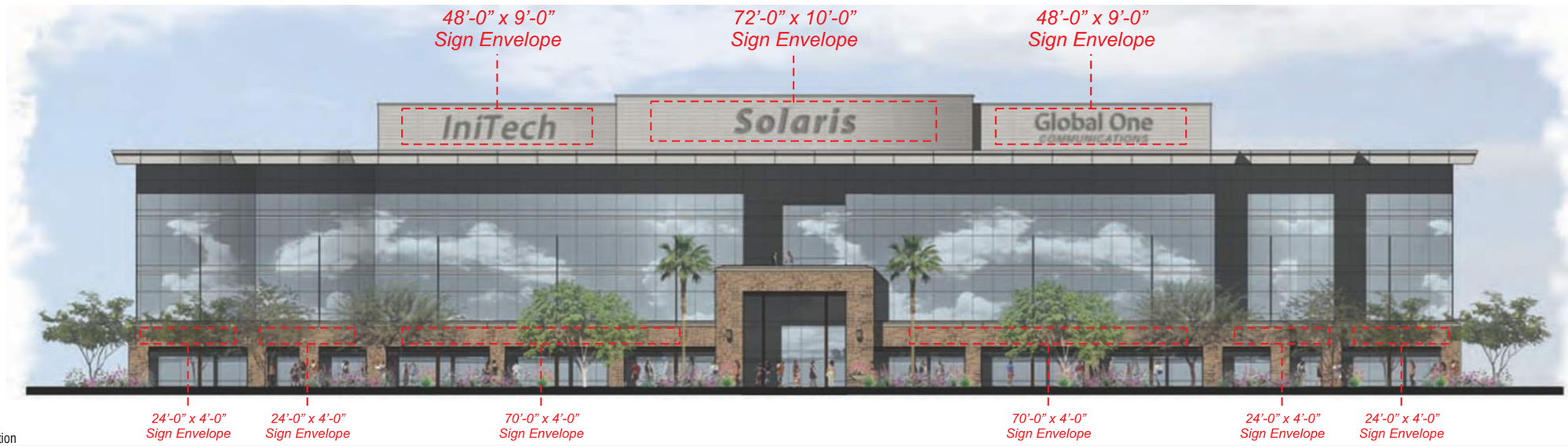
Sign Envelope
See Criteria and Glossary of Terms to fully understand the function of the Sign Envelope and to determine a Tenant's Total Allowable Sign Area.

NOTE: Dimensions shown on this page are based on scaled measurement of these drawings. Actual field conditions may differ and may require new dimensions. Dimensions shown are generally based on 80% vertical and horizontal measurements of the available building surface where the sign envelope is located.



District One Building Elevations & Sign Envelopes

2 Office Building 2 Elevations

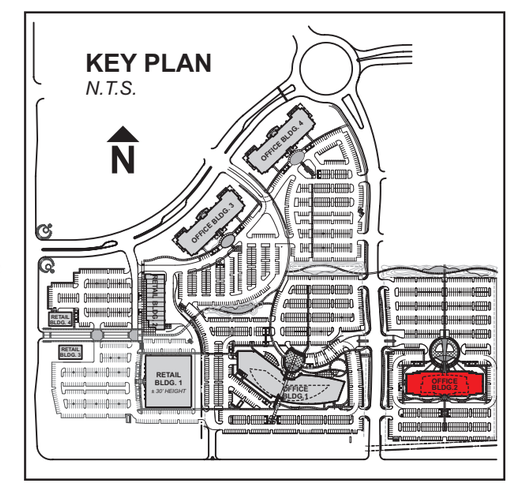


A South Elevation
SCALE: 1" = 30'

B West Elevation
SCALE: 1" = 30'

Sign Envelope
See Criteria and Glossary of Terms to fully understand the function of the Sign Envelope and to determine a Tenant's Total Allowable Sign Area.

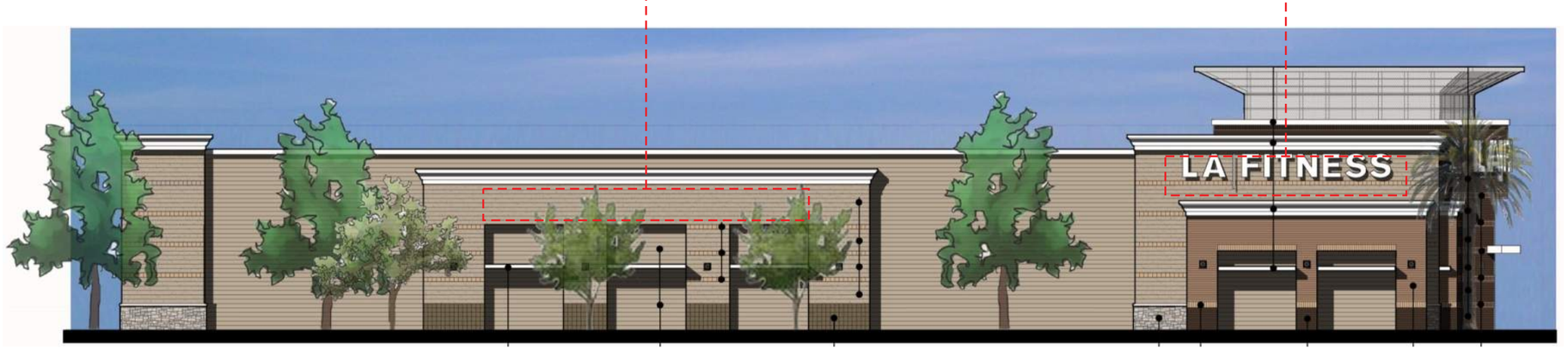
NOTE: Dimensions shown on this page are based on scaled measurement of these drawings. Actual field conditions may differ and may require new dimensions. Dimensions shown are generally based on 80% vertical and horizontal measurements of the available building surface where the sign envelope is located.



District One Building Elevations & Sign Envelopes

3 Retail Building 1 Elevations

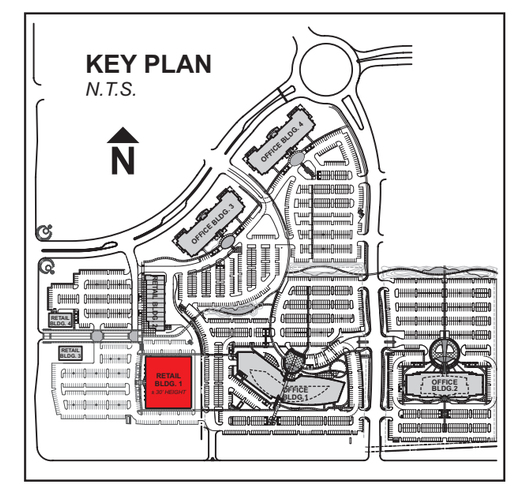
A West Elevation
SCALE: 1" = 20'



B North Elevation
SCALE: 1" = 20'

Sign Envelope
See Criteria and Glossary of Terms to fully understand the function of the Sign Envelope and to determine a Tenant's Total Allowable Sign Area.

NOTE: Dimensions shown on this page are based on scaled measurement of these drawings. Actual field conditions may differ and may require new dimensions. Dimensions shown are generally based on 80% vertical and horizontal measurements of the available building surface where the sign envelope is located.



District One Building Elevations & Sign Envelopes

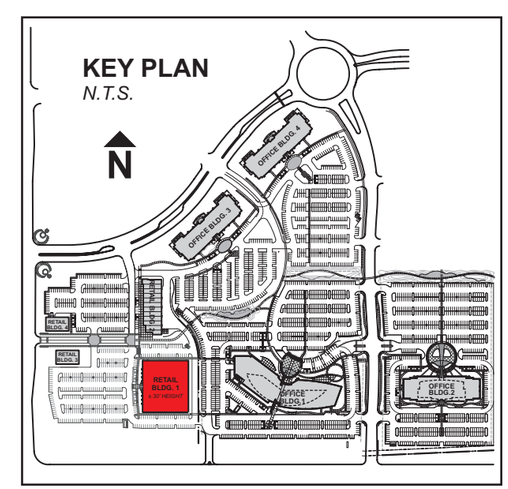
3 Retail Building 1 Elevations

A East Elevation
SCALE: 1" = 20'

B South Elevation
SCALE: 1" = 20'

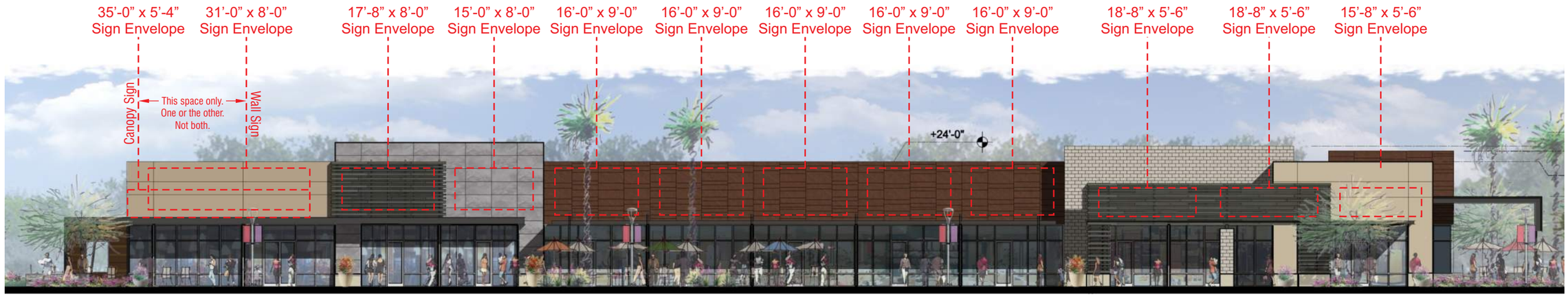
Sign Envelope
See Criteria and Glossary of Terms to fully understand the function of the Sign Envelope and to determine a Tenant's Total Allowable Sign Area.

NOTE: Dimensions shown on this page are based on scaled measurement of these drawings. Actual field conditions may differ and may require new dimensions. Dimensions shown are generally based on 80% vertical and horizontal measurements of the available building surface where the sign envelope is located.



District One Building Elevations & Sign Envelopes

4 Retail Building 2 Elevations



A West Elevation
SCALE: 1" = 20'

B South Elevation
SCALE: 1" = 20'

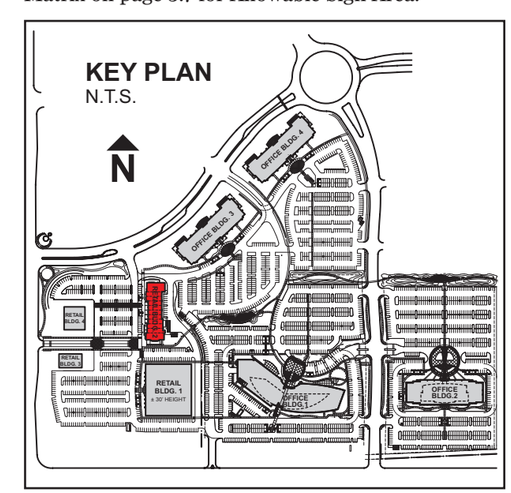
Sign Envelope

See Criteria and Glossary of Terms to fully understand the function of the Sign Envelope and to determine a Tenant's Total Allowable Sign Area.

NOTE: Dimensions shown on this page are based on scaled measurement of these drawings. Actual field conditions may differ and may require new dimensions. Dimensions shown are generally based on 80% vertical and horizontal measurements of the available building surface where the sign envelope is located.

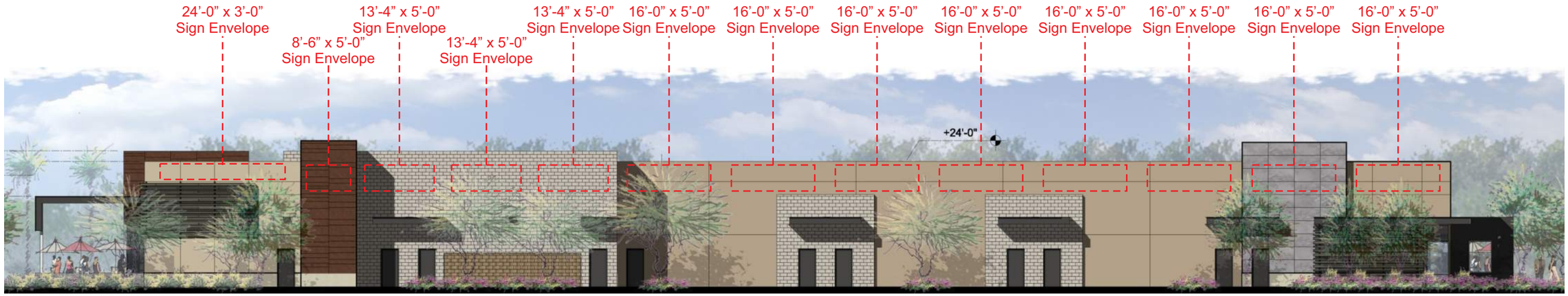
Zoning

This building is located on a parcel that is zoned RC. Refer to the Core Tenant Sign Matrix on page 3.7 for Allowable Sign Area.

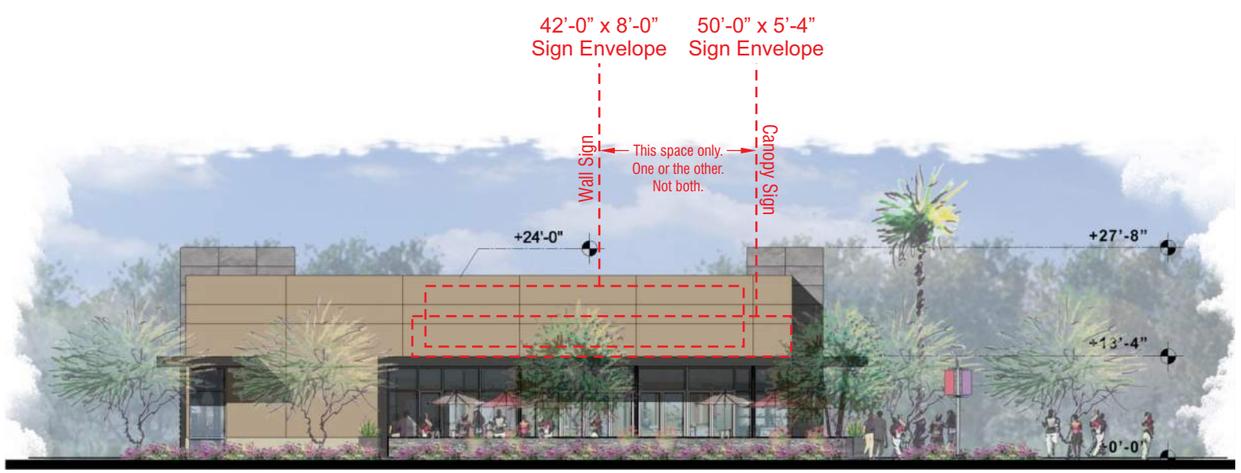


District One Building Elevations & Sign Envelopes

4 Retail Building 2 Elevations



A East Elevation
SCALE: 1" = 20'



B North Elevation
SCALE: 1" = 20'

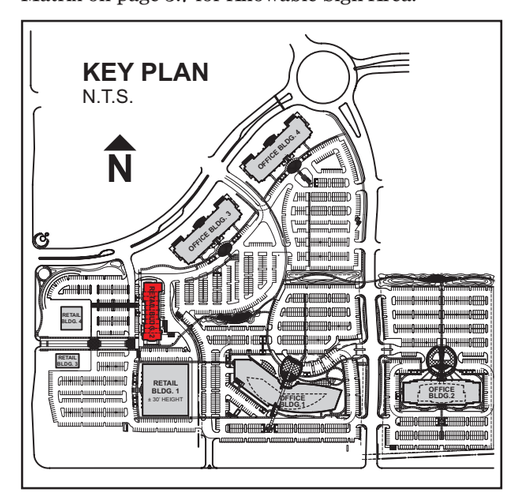
Zoning

This building is located on a parcel that is zoned RC. Refer to the Core Tenant Sign Matrix on page 3.7 for Allowable Sign Area.

Sign Envelope

See Criteria and Glossary of Terms to fully understand the function of the Sign Envelope and to determine a Tenant's Total Allowable Sign Area.

NOTE: Dimensions shown on this page are based on scaled measurement of these drawings. Actual field conditions may differ and may require new dimensions. Dimensions shown are generally based on 80% vertical and horizontal measurements of the available building surface where the sign envelope is located.



Tenant Sign Type Details

RT2a Retail Tenant :: Storefront Fascia Sign on Sign Band

Attached Building Sign :: Retail Building 2

NOTE: Photos are intended to be representative of the character and quality of the types of signs within Rivulon and are not intended to express specific design details, colors or materials.

Applicability

This page and this Sign Type are specific to Retail Building 1 within the District 1 Sign Plan. This page and this Sign Type are specific to those wall locations where a built-in Architectural Sign Band is provided on this building. This Page and this Sign Type are not applicable to any other building within Rivulon.

Provision

Subject to the General Provisions for Tenant Signs, a Retail Tenant at Rivulon may place a Storefront Fascia Sign within the Tenant Storefront. Storefront Fascia Signs shall be restricted to designated locations on each building elevation called Sign Envelopes. Building elevations that have designated Sign Envelopes are typcically depicted on pages 5.15 & 5.16 in this Chapter.

Allowable Sign Styles

- Internally Illuminated Pan Channel Sign
- Halo Illuminated Reverse Pan Channel Sign
- Dual Lit (Face and Halo) Pan Channel Sign
- Halo Illuninatged Reverse Pan Channel Sign with “Clouded” Backer Panel.*
- Dual Lit (Face and Halo) Pan Channel Sign with “Clouded” Backer Panel.*

* If a backer panel is utilized as depicted in Option 2, the shape of the backer panel shall be “clouded” or outlined from the letters/graphics that make up the sign message. The backer panel shall not be a square or rectangular shape.

Prohibited Sign Types

- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face.
- Any sign with changeable letters.
- Non-dimensional graphics such as vinyl or digitally printed graphics.

Allowable Sign Materials

- Painted or Brushed Aluminum
- Stainless Steel
- Brass
- Copper
- Polycarbonate

Allowable Finishes

- Painted/Powder Coated/Anodized
- Clear Coated
- Faux Finishes
- Brushed Metal
- Polished Metal
- Patina Metal

Placement and Size

- Where there is an existing Sign Band or a prescribed Sign Band, a Storefront Fascia Sign must be attached to the Sign Band in such a way that the lettering/logo is separated from the wall behind.
- Each designated Sign Envelope will be allowed one (1) Storefront Fascia Sign. No sign shall exceed the boundries of the Sign Envelope.
- No sign shall exceed the horizontal length of an existing Sign Band or a prescribed Sign Band.
- Sign Area Factor: Retail Tenants are allowed up to 1.75 square feet of signage per lineal foot of leased frontage as determined by exterior wall frontage.
- A minimum of 32 square feet of signage is allowed regardless of tenant frontage.
- In the event that a Sign Envelope is not specified by size, the horizontal and vertical dimensions of any Office Fascia Sign may not exceed eighty percent (80%) of the wall surface of the building, or, if a Tenant is at a corner location, the sign may not exceed eighty percent (80%) of the distance from the corner to the Lease Line.
- Sign area is determined as per the requirements outlined in the General Provisions section of this chapter.
- If Option 2 is utilized, the Sign Area shall be determined by the full extents of the “clouded” backer panel(s).

Color

- Unless otherwise prohibited, all colors and combinations of colors are permissable.

Additional Criteria

- No finish shall be allowed to run or drip any discharge that would cause staining to the building or the sidewalk below.

Illumination

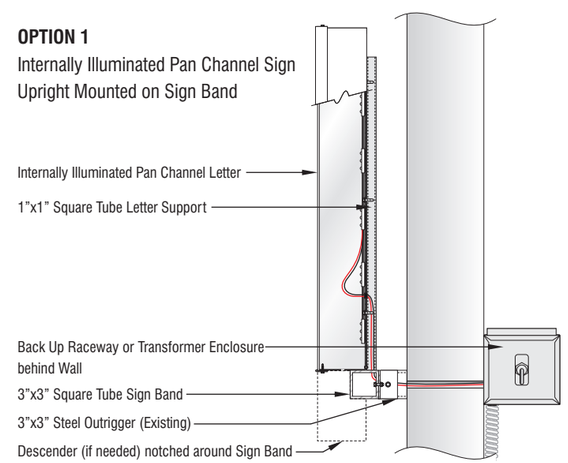
- A Storefront Fascia Sign must be internally illuminated.

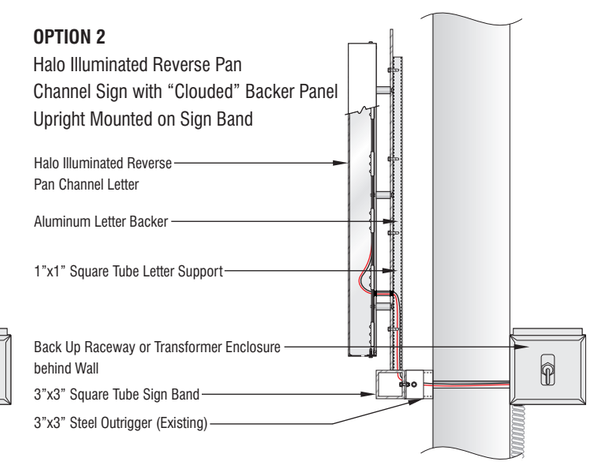
Permitting

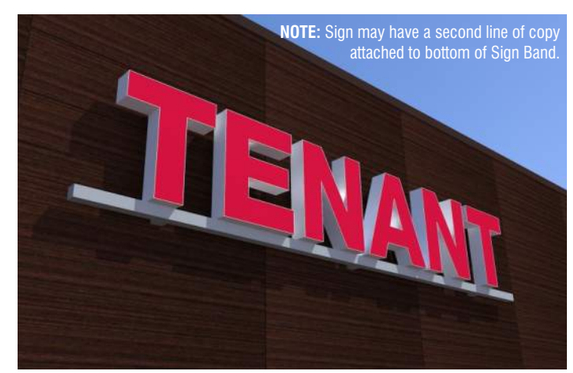
- Storefront Fascia Signs require a Sign Permit from the Town of Gilbert.
- Storefront Fascia Signs are counted in the Tenant’s total Allowable Sign Area.
- Retail Tenant shall furnish a scaled and dimensioned elevation drawing along with their permit application showing their leased space with the exterior wall frontage designated.

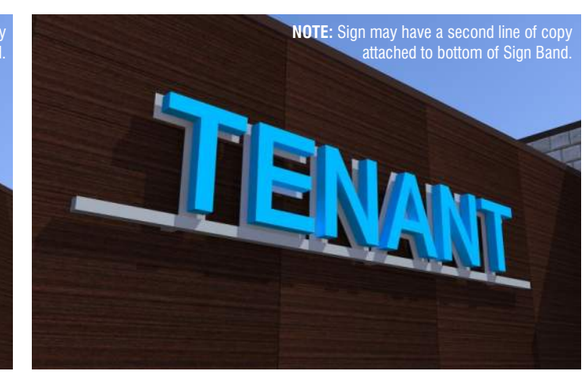
Landlord Approval

Regardless of the design of the sign and its compliance with the general guidelines, all Storefront Fascia Signs must be approved by the Landlord prior to being submitted to the Town for permit application. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval by the Town of Gilbert.





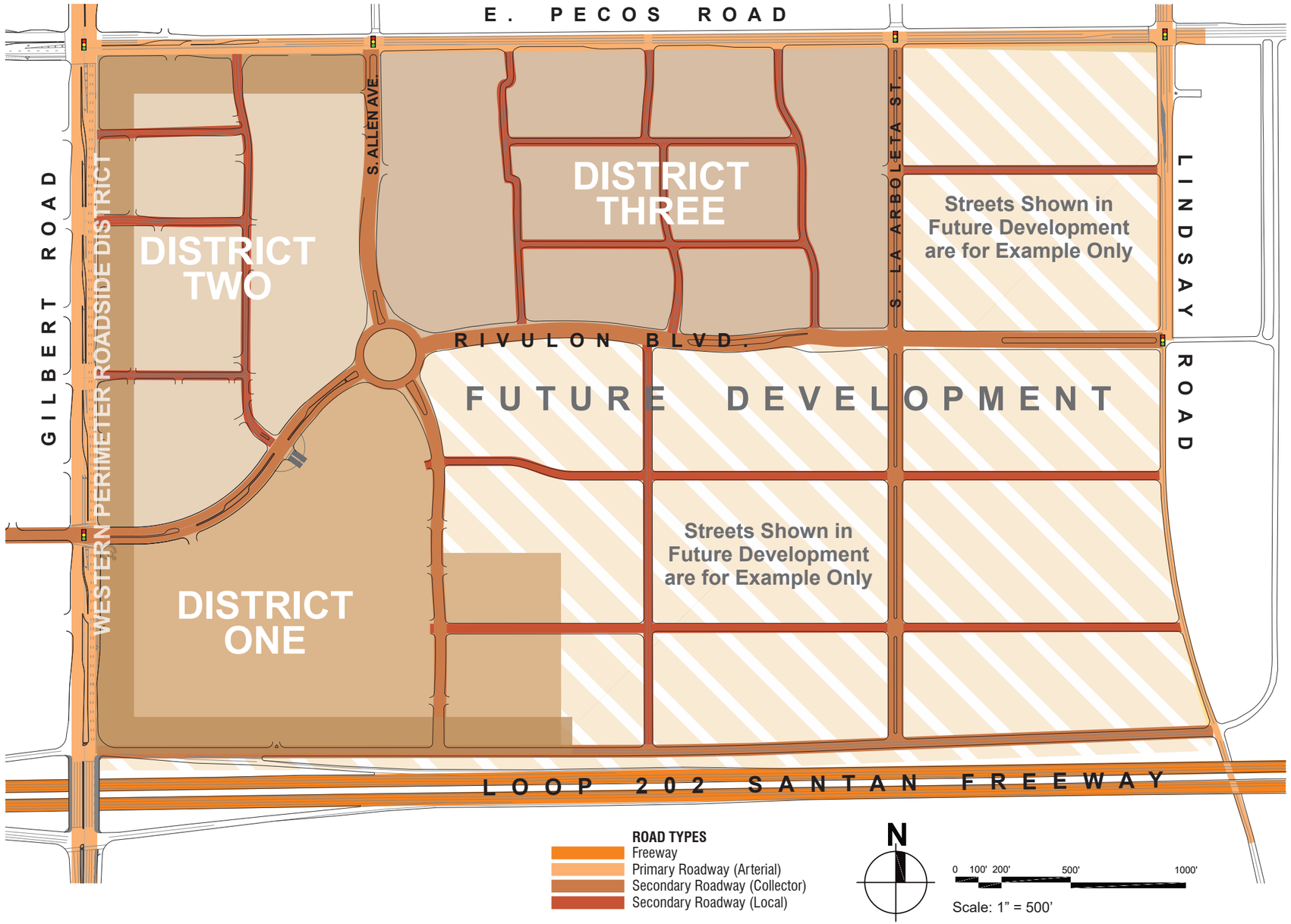




Chapter 6 District 2 Sign Plan

Community Overview

Overall Community Concept



Rivulon is a large, complex and intricate project that anticipates a development schedule that could last up to twenty years. With a project of this magnitude, it is difficult to anticipate the specific plan and land use of every part of the project. Realistically, the timing and phasing of development will be dictated by numerous economic forces and outside factors that are impossible to anticipate. It will be imperative that all development maintain a flexible schedule and plan so that projects can be brought to the market that are appropriate to the needs of the community at the optimal time.

This Master Sign Plan will evolve and be amended as Rivulon continues to develop over time. The current edition of this Master Sign Plan will cover four "districts" of development.

Located in the northwest corner of the project, District Two will be primarily an Auto Dealership center, featuring a future retail center. The District will feature auto dealership tenants, anchor tenants, inline tenants, as well as pad tenants. There will be both Community Signs and Tenant Signs in this District.

Further development at Rivulon is not fully planned at the time of this publication. As new districts are planned for development, they will be added to this Master Sign Plan at that time as amendments.

General Provisions

1 Introduction

This chapter defines the specific sign plan for District 2 at Rivulon.

District Two consists of the Phase Two of development. Located in the northwest corner of the project, District Two will be a mix of auto dealerships, office, and retail development. The District Two Sign Plan in this Master Sign Plan addresses the anticipated locations of Community Sign types. Additionally, this plan prescribes the eligible locations for Auto Dealership Tenant Signs.

This chapter contains any district specific sign criteria followed by Sign Location Plans that show the locations of each proposed sign. The proposed sign locations are subject to change as plans further develop but shall be in accordance with the criteria contained within this Master Sign Plan.

2 District Specific Criteria

Allowable Sign Types

The following Sign Types that are depicted and specified in Chapters 2 and 3 are permitted in District 1 at Rivulon subject to the Criteria found in those chapters.

Community Signage

Internal Monument Signs

- IM1: 14’-0” Internal Monument Sign
- IM2: 12’-0” Internal Monument Sign
- IM3: 10’-0” Internal Monument Sign
- IM4: 8’-0” Internal Monument Sign

Directional/Directory Signs

- DR1: 4’-6” Perimeter Vehicular Directional Sign
- DR2: 10’-0” Internal Vehicular Directional Sign
- DR3: 6’-0” Internal Vehicular Directional Sign
- DR4: 8’-0” Internal Pedestrian Directional Sign
- DR5: 6’-0” Interal Pedestrian Directional Sign
- DR6: 10’-0” Vehicular Directory Sign
- DR7: 8’-0” Vehicular Directory Sign
- DR8: 8’-0” Pedestrian Directory Sign

Tenant Signage

Tenant Signs

- OT1: Office Tenant - Building Top Sign
- OT2: Office Tenant - Fascia Sign
- RT1a: Retail Tenant - Horizontal Marquee Sign
- RT1b: Retail Tenant - Vertical Marquee Sign
- RT2a: Retail Tenant - Storefront Fascia Sign
- RT3a: Retail Tenant - Projecting Blade Sign
- RT3b: Retail Tenant - Under Canopy Blade Sign
- RT4a: Retail Tenant - Metal Canopy Sign
- RT4b: Retail Tenant - Awning Sign
- AD1: Auto Dealership Tenant Fascia Sign
- AD2: 22’-6” Auto Dealership Tenant Tower Sign
- AD3: 14’0” Auto Dealership Tenant Monument Sign
- AD4: Auto Dealership Tenant Directional Sign

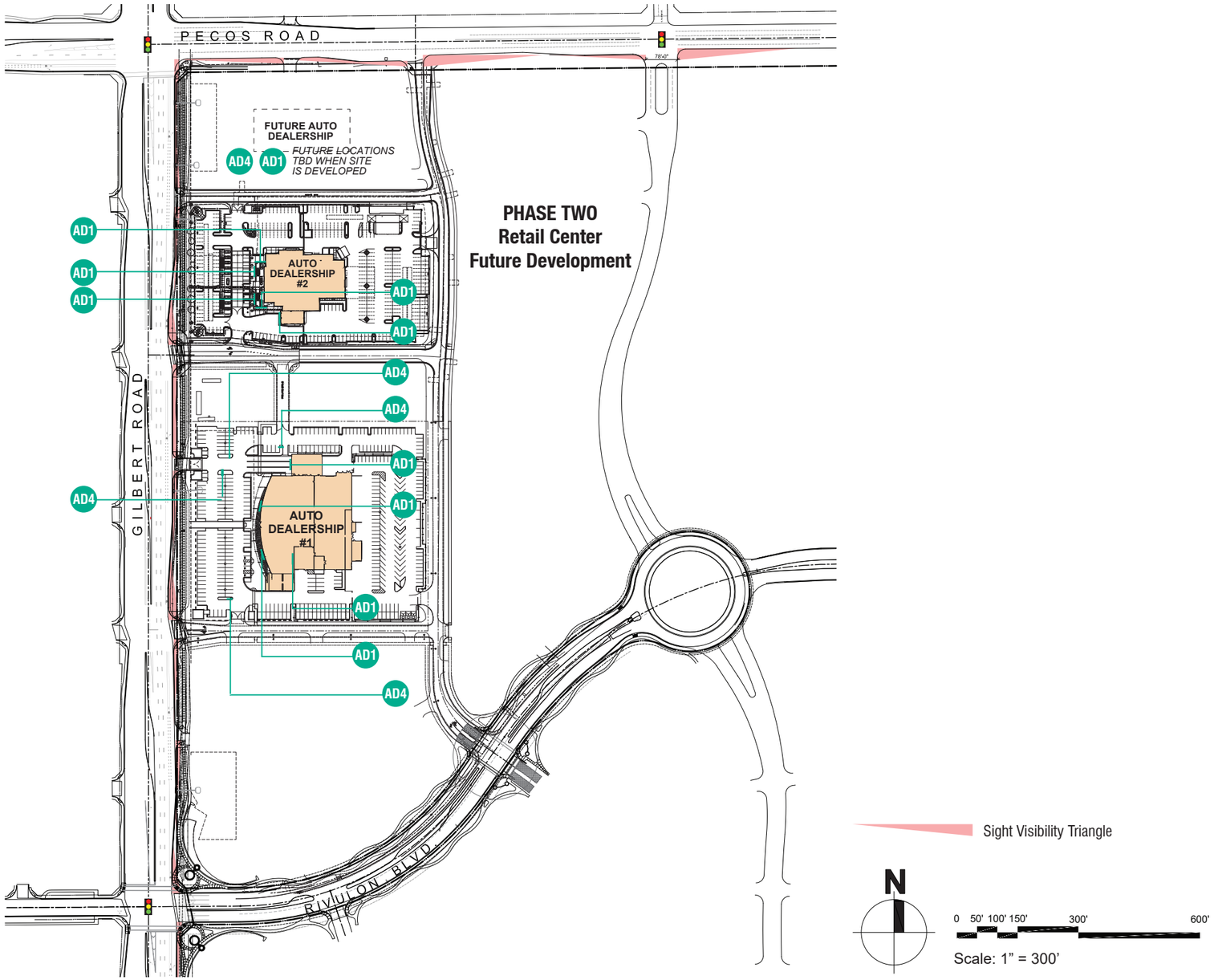
Pad Monument Signs

- TS1: 10’-0” Pad Monument Sign
- TS2: 8’-0” Pad Monument Sign
- TS3: 6’-0” Pad Monument Signs

There are no further specifications, restrictions or exemptions in District 2. All signs allowed in this District shall follow the criteria found in Chapters 2 and 3.

District Two Sign Location Plan

3 Overall District Two Plan



KEY

PERIMETER MONUMENT SIGNS

- PM1 14'-0" Perimeter Monument Sign
- PM2 12'-0" Perimeter Monument Sign
- PM3 10'-0" Perimeter Monument Sign

INTERNAL MONUMENT SIGNS

- IM1 14'-0" Internal Monument Sign
- IM2 12'-0" Internal Monument Sign
- IM3 10'-0" Internal Monument Sign
- IM4 8'-0" Internal Monument Sign

PAD MONUMENT SIGNS

- TS1 10'-0" Pad Monument Sign
- TS2 8'-0" Pad Monument Sign
- TS3 6'-0" Pad Monument Sign

DIRECTIONAL/DIRECTORY SIGNS

- DR1 4'-6" Perimeter Vehicular Directional Sign
- DR2 10'-0" Internal Vehicular Directional Sign
- DR3 6'-0" Internal Vehicular Directional Sign
- DR4 8'-0" Internal Pedestrian Directional Sign
- DR5 6'-0" Internal Pedestrian Directional Sign
- DR6 10'-0" Vehicular Directory Sign
- DR7 8'-0" Vehicular Directory Sign
- DR8 8'-0" Pedestrian Directory Sign

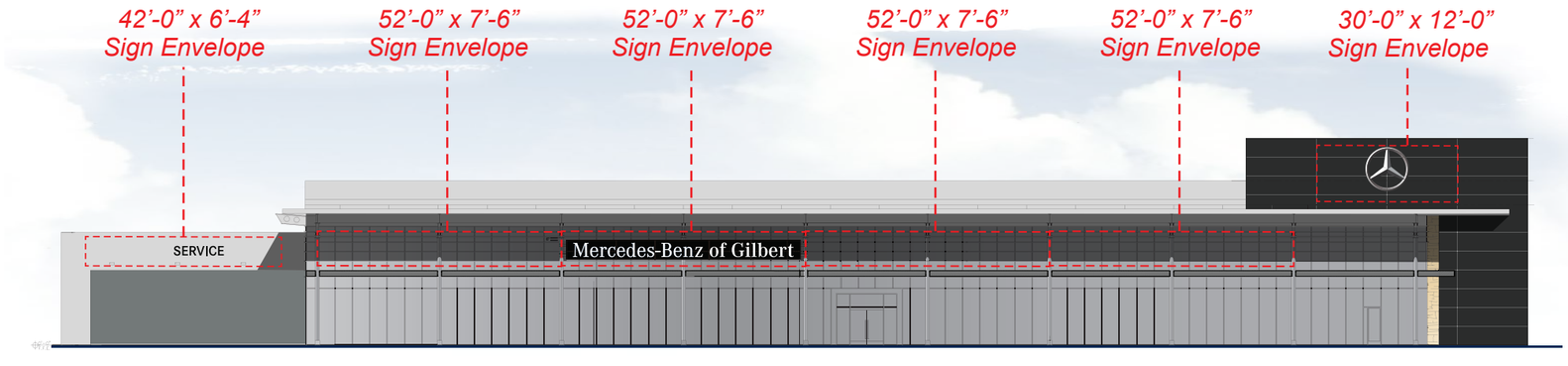
TENANT SIGNS

- AD1 Auto Dealership Tenant Fascia Sign
- AD4 Auto Dealership Tenant Directional Sign

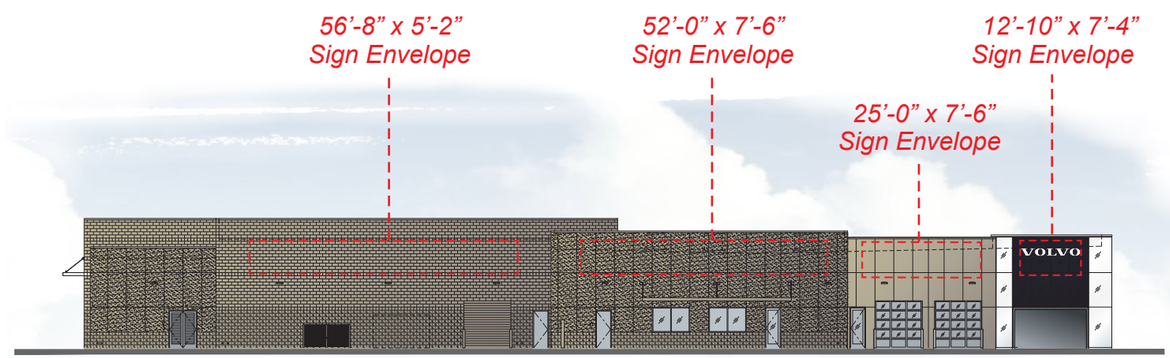
District Two Building Elevations & Sign Envelopes

4 Auto Dealership Buildings 1 & 2 Elevations

SITE SURVEY REQUIRED
EXACT ENVELOPES AND SIGNS ARE TO BE CONFIRMED. 'AMG' SIGN INFORMATION & DIMENSIONS REQUIRED.



A West Elevation - Auto Dealership #1
SCALE: 1/32" = 1'0"



SITE SURVEY REQUIRED
EXACT ENVELOPES AND SIGNS ARE TO BE CONFIRMED

OFFICIAL ARTWORK REQUIRED
WEST SOUTH & ELEVATIONS ARE REQUIRED

B North Elevation - Auto Dealership #2
SCALE: 1/32" = 1'0"

Sign Envelope
See Criteria and Glossary of Terms to fully understand the function of the Sign Envelope and to determine a Tenant's Total Allowable Sign Area.

NOTE: Dimensions shown on this page are based on scaled measurement of these drawings. Actual field conditions may differ and may require new dimensions. Dimensions shown are generally based on 80% vertical and horizontal measurements of the available building surface where the sign envelope is located.

Chapter 7 District 3 Sign Plan

General Provisions

1 Introduction

This chapter defines the specific sign plan for District 3 at Rivulon.

District Three consists of the Phase Three of development. Located in the north central area of the project, District Three will be a mix of multi-family residences, office, hotel and retail development. The District Three Sign Plan in this Master Sign Plan addresses the anticipated locations of Community Sign types. Additionally, this plan prescribes the eligible locations for Tenant Signs.

This chapter contains any district specific sign criteria followed by Sign Location Plans that show the locations of each proposed sign. The proposed sign locations are subject to change as Phase Three has not been fully developed, but shall be in accordance with the criteria contained within this Master Sign Plan.

2 District Specific Criteria

Allowable Sign Types

The following Sign Types that are depicted and specified in Chapters 2 and 3 are permitted in District 3 at Rivulon subject to the Criteria found in those chapters.

Community Signage

Internal Monument Signs

- IM1: 14’-0” Internal Monument Sign
- IM2: 12’-0” Internal Monument Sign
- IM3: 10’-0” Internal Monument Sign
- IM4: 8’-0” Internal Monument Sign

Directional/Directory Signs

- DR1: 4’-6” Perimeter Vehicular Directional Sign
- DR2: 10’-0” Internal Vehicular Directional Sign
- DR3: 6’-0” Internal Vehicular Directional Sign
- DR4: 8’-0” Internal Pedestrian Directional Sign
- DR5: 6’-0” Interal Pedestrian Directional Sign
- DR6: 10’-0” Vehicular Directory Sign
- DR7: 8’-0” Vehicular Directory Sign
- DR8: 8’-0” Pedestrian Directory Sign

Perimeter Tower Signs

- PT1: 22’-6” Perimeter Tower Sign
- PT2: 20’-0” Perimeter Tower Sign
- PT3: 16’-0” Perimeter Tower Sign

Perimeter Monument Signs

- PM1: 14’-0” Perimeter Monument Sign
- PM2: 12’-0” Perimeter Monument Sign
- PM3: 10’-0” Perimeter Monument Sign

Entry Features

- EF2: Secondary Entry Feature Sign

Tenant Signage

Tenant Signs

- OT1: Office Tenant - Building Top Sign
- OT2: Office Tenant - Fascia Sign
- RT1a: Retail Tenant - Horizontal Marquee Sign
- RT1b: Retail Tenant - Vertical Marquee Sign
- RT2a: Retail Tenant - Storefront Fascia Sign
- RT3a: Retail Tenant - Projecting Blade Sign
- RT3b: Retail Tenant - Under Canopy Blade Sign
- RT4a: Retail Tenant - Metal Canopy Sign
- RT4b: Retail Tenant - Awning Sign
- AD1: Auto Dealership Tenant Fascia Sign
- AD2: 22’-6” Auto Dealership Tenant Tower Sign
- AD3: 14’0” Auto Dealership Tenant Monument Sign
- AD4: Auto Dealership Tenant Directional Sign

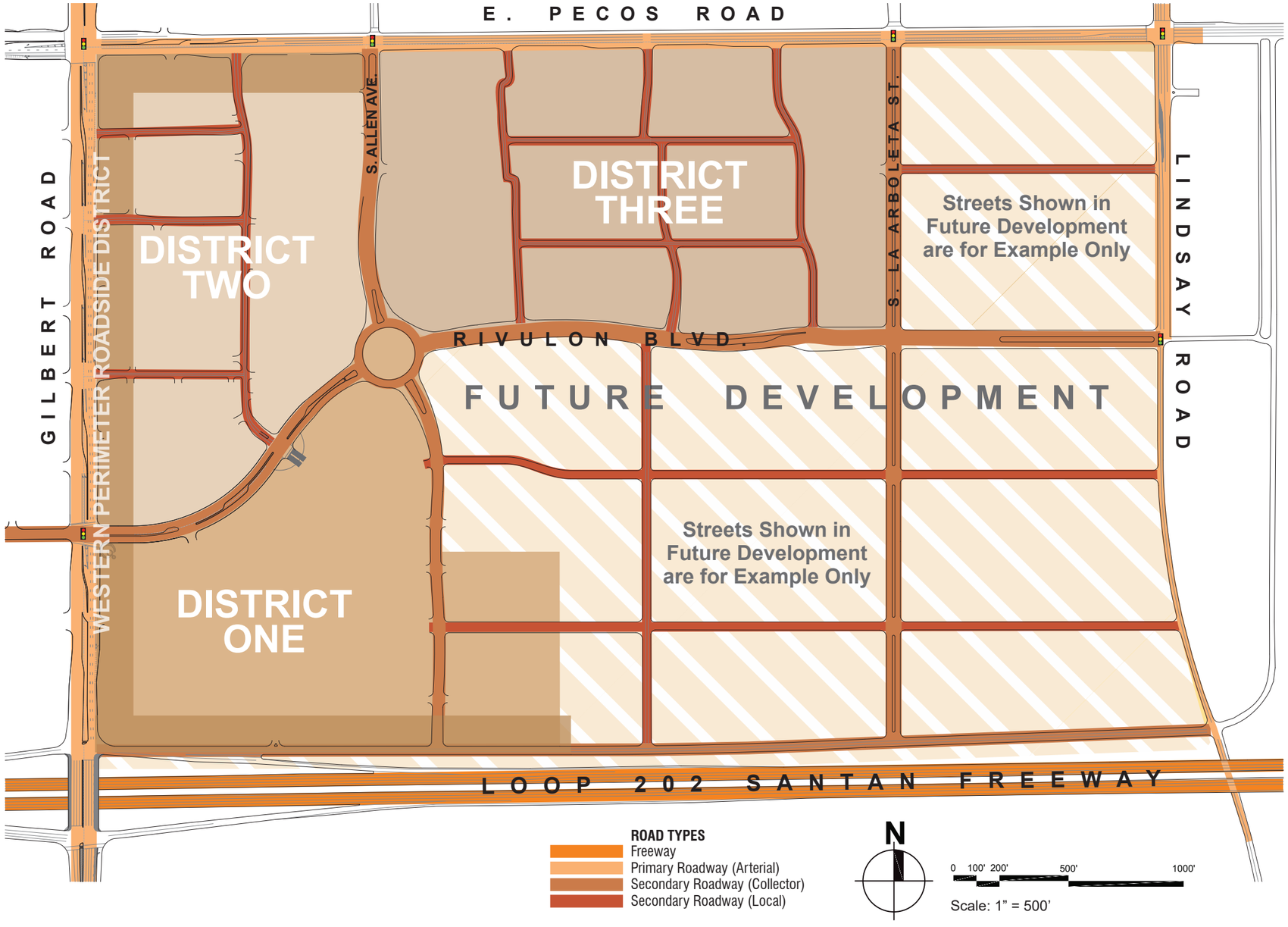
Pad Monument Signs

- TS1: 10’-0” Pad Monument Sign
- TS2: 8’-0” Pad Monument Sign
- TS3: 6’-0” Pad Monument Signs

There are no further specifications, restrictions or exemptions in District 3. All signs allowed in this District shall follow the criteria found in Chapters 2 and 3.

Community Overview

Overall Community Concept



Rivulon is a large, complex and intricate project that anticipates a development schedule that could last up to twenty years. With a project of this magnitude, it is difficult to anticipate the specific plan and land use of every part of the project. Realistically, the timing and phasing of development will be dictated by numerous economic forces and outside factors that are impossible to anticipate. It will be imperative that all development maintain a flexible schedule and plan so that projects can be brought to the market that are appropriate to the needs of the community at the optimal time.

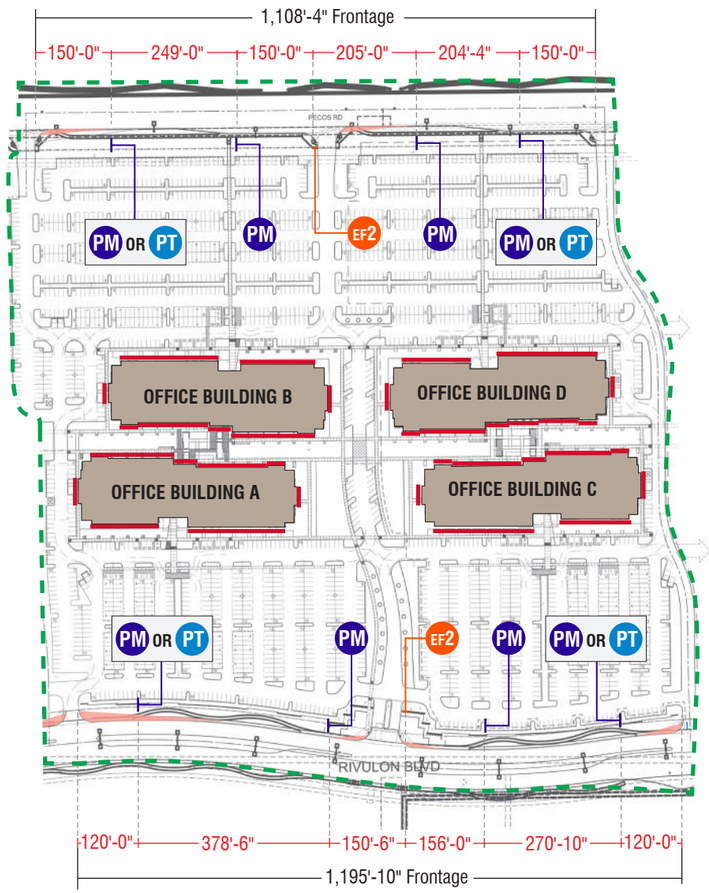
This Master Sign Plan will evolve and be amended as Rivulon continues to develop over time. The current edition of this Master Sign Plan will cover four "districts" of development.

District Three is located in the North Central area of the project. The District will be a diverse area, anchored with four Office Buildings in the center, flanked by mixed used areas. The mixed use areas are currently undeveloped, but are allowed to contain office, retail, hotel, or multi-family residential spaces. This District will contain both Community & Tenant Signs.

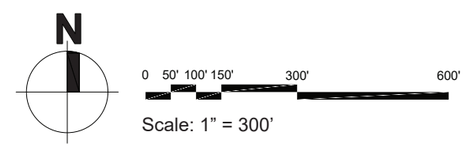
Further development at Rivulon is not fully planned at the time of this publication. As new districts are planned for development, they will be added to this Master Sign Plan at that time as amendments.

District Three Sign Location Plan

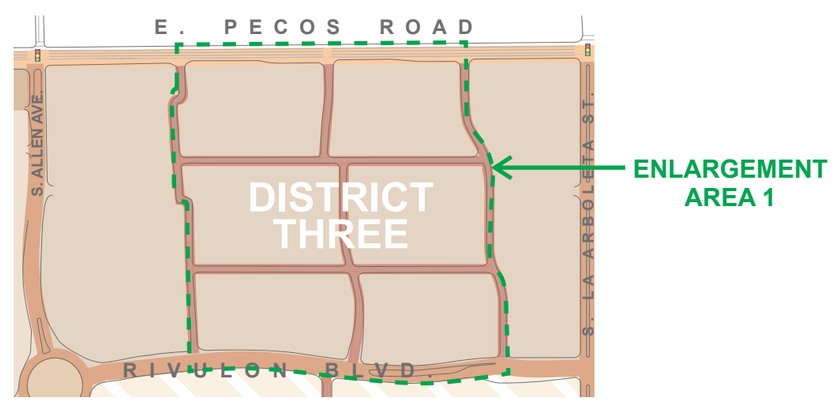
3 District Three Plan - Enlargement Area 1



Sight Visibility Triangle



District 3 Key



KEY

COMMUNITY ID SIGNS

- EF2 Secondary Entry Feature Sign

PERIMETER TOWER SIGNS

- PT1 22'-6" Perimeter Tower Sign
- PT2 20'-0" Perimeter Tower Sign
- PT3 16'-0" Perimeter Tower Sign

PERIMETER MONUMENT SIGNS

- PM1 14'-0" Perimeter Monument Sign
- PM2 12'-0" Perimeter Monument Sign
- PM3 10'-0" Perimeter Monument Sign

INTERNAL MONUMENT SIGNS

- IM1 14'-0" Internal Monument Sign
- IM2 12'-0" Internal Monument Sign
- IM3 10'-0" Internal Monument Sign
- IM4 8'-0" Internal Monument Sign

PAD MONUMENT SIGNS

- TS1 10'-0" Pad Monument Sign
- TS2 8'-0" Pad Monument Sign
- TS3 6'-0" Pad Monument Sign

DIRECTIONAL/DIRECTORY SIGNS

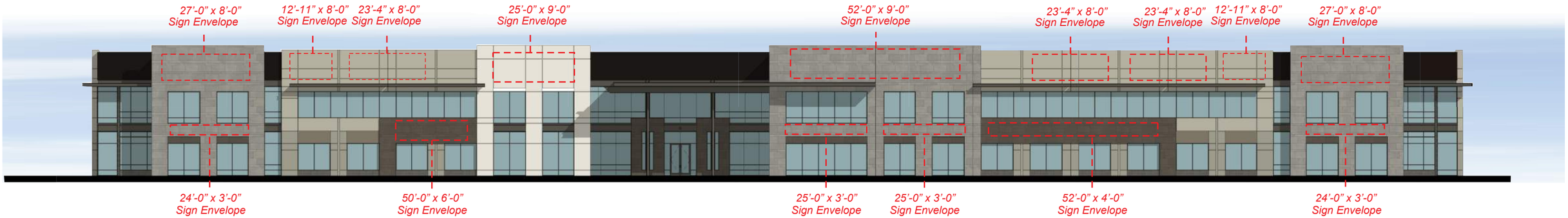
- DR1 4'-6" Perimeter Vehicular Directional Sign
- DR2 10'-0" Internal Vehicular Directional Sign
- DR3 6'-0" Internal Vehicular Directional Sign
- DR4 8'-0" Internal Pedestrian Directional Sign
- DR5 6'-0" Internal Pedestrian Directional Sign
- DR6 10'-0" Vehicular Directory Sign
- DR7 8'-0" Vehicular Directory Sign
- DR8 8'-0" Pedestrian Directory Sign

TENANT SIGNS

- Eligible Building Surface for Tenant Signage
- AD1 Auto Dealership Tenant Fascia Sign
- AD4 Auto Dealership Tenant Directional Sign

District Three Building Elevations & Sign Envelopes

4 Office Building A Elevations



A Building A - South Elevation
SCALE: 1" = 30'

B Building A - North Elevation
SCALE: 1" = 30'

C Building A - West Elevation
SCALE: 1" = 30'

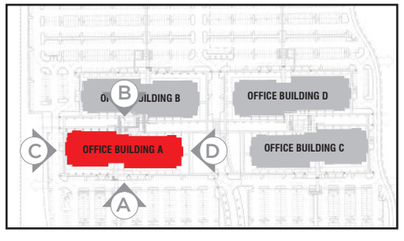
D Building A - East Elevation
SCALE: 1" = 30'

Sign Envelope

See Criteria and Glossary of Terms to fully understand the function of the Sign Envelope and to determine a Tenant's Total Allowable Sign Area.

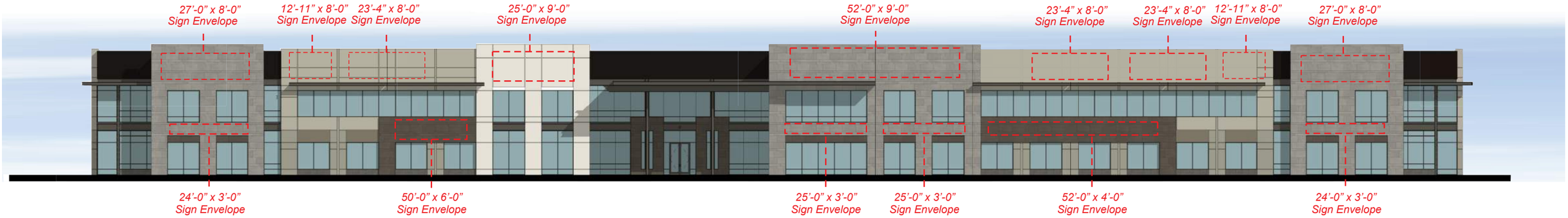
NOTE: Dimensions shown on this page are based on scaled measurement of these drawings. Actual field conditions may differ and may require new dimensions. Dimensions shown are generally based on 80% vertical and horizontal measurements of the available building surface where the sign envelope is located.

KEY PLAN
N.T.S.



District Three Building Elevations & Sign Envelopes

4 Office Building B Elevations



A Building B - North Elevation
SCALE: 1" = 30'

B Building B - South Elevation
SCALE: 1" = 30'

C Building B - East Elevation
SCALE: 1" = 30'

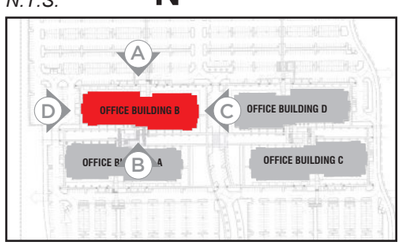
D Building B - West Elevation
SCALE: 1" = 30'

Sign Envelope

See Criteria and Glossary of Terms to fully understand the function of the Sign Envelope and to determine a Tenant's Total Allowable Sign Area.

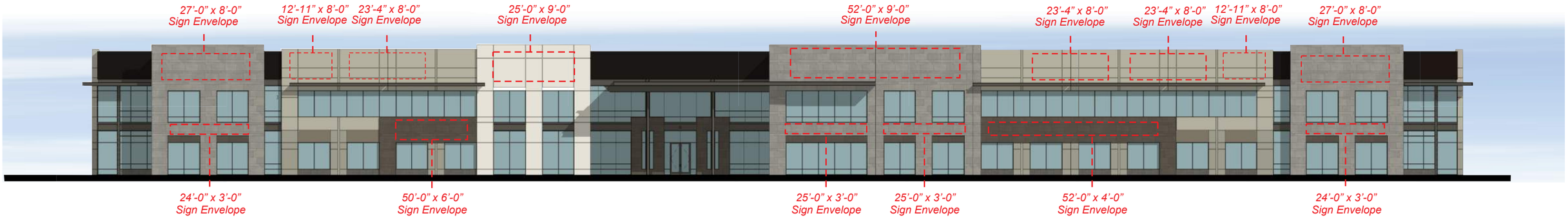
NOTE: Dimensions shown on this page are based on scaled measurement of these drawings. Actual field conditions may differ and may require new dimensions. Dimensions shown are generally based on 80% vertical and horizontal measurements of the available building surface where the sign envelope is located.

KEY PLAN
N.T.S.



District Three Building Elevations & Sign Envelopes

4 Office Building C Elevations



A Building C - South Elevation
SCALE: 1" = 30'

B Building C - North Elevation
SCALE: 1" = 30'

C Building C - East Elevation
SCALE: 1" = 30'

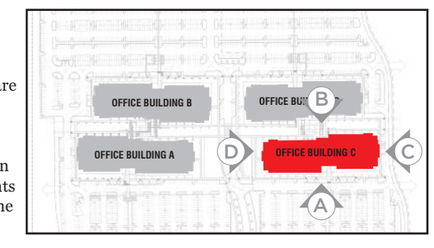
D Building C - West Elevation
SCALE: 1" = 30'

Sign Envelope

See Criteria and Glossary of Terms to fully understand the function of the Sign Envelope and to determine a Tenant's Total Allowable Sign Area.

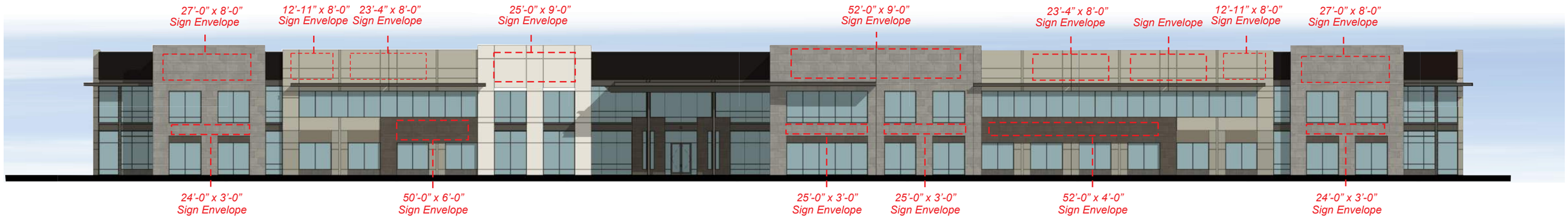
NOTE: Dimensions shown on this page are based on scaled measurement of these drawings. Actual field conditions may differ and may require new dimensions. Dimensions shown are generally based on 80% vertical and horizontal measurements of the available building surface where the sign envelope is located.

KEY PLAN N
N.T.S.



District Three Building Elevations & Sign Envelopes

4 Office Building D Elevations



A Building D - North Elevation
SCALE: 1" = 30'

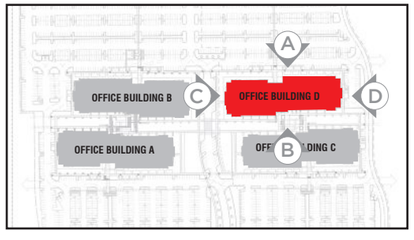
B Building D - South Elevation
SCALE: 1" = 30'

C Building D - West Elevation
SCALE: 1" = 30'

D Building D - East Elevation
SCALE: 1" = 30'

Sign Envelope

See Criteria and Glossary of Terms to fully understand the function of the Sign Envelope and to determine a Tenant's Total Allowable Sign Area.

NOTE: Dimensions shown on this page are based on scaled measurement of these drawings. Actual field conditions may differ and may require new dimensions. Dimensions shown are generally based on 80% vertical and horizontal measurements of the available building surface where the sign envelope is located.

KEY PLAN N
N.T.S.