

**SIGN CRITERIA**

**FOR**

**Mercado Del Rio**

**August 18<sup>th</sup>, 2017**

## Sign Criteria

### I. INTRODUCTION:

The intent of this sign criteria is to establish and maintain guidelines consistent with the signage policies of the landlord, the Town of Oro Valley. Further, the purpose is to assure a standard conformance for the design, fabrication techniques and materials for signage of the project and for tenant identification.

### II. REQUIREMENTS:

- A. Each tenant will be supplied a copy of the sign criteria prior to lease agreement.
- B. Each tenant sign shall be designed, fabricated and installed in accordance with this criteria and shall be consistent with the Sign Code of the Town of Oro Valley.
- C. Sign permits must be obtained by tenant or its agent prior to installation of signage.
- D. No labels shall be permitted on the exposed surface of signs except those required by local ordinances. Those required must be installed in an inconspicuous location.
- E. Each tenant shall, at its own expense, provide and maintain its own identification in accordance with specifications noted herein.

### III. SIGN TYPES PERMITTED:

#### A. WALL SIGNS:

1. Each sign, including logo, shall be centered and mounted on fascia. Signs may only be displayed over the tenants lease space to which the sign identifies.
2. All letters shall be pan channel, reverse pan channel and flat cut out. The Pan channel and reverse pan channel letters will be white or amber led illumination. The back portion of the buildings facing the bike path on north end of property will only be allowed to have non-illuminated flat cut out letters. Cabinets can be utilized for logo identification and may contain LED or fluorescent lighting.
3. Letters will be attached to the wall per building code requirements.
4. All proposed signs must meet all local, state and national electrical codes and be constructed by a licensed and insured sign manufacture/installer.
5. The minimum size for a wall sign is Twenty-four (24) square feet, with no single wall sign containing more than one (1) square foot of sign for each linear foot of building frontage, for a maximum sign area of one hundred fifty (150) square feet. Wall signs for building elevations further than three hundred (300) feet from the street may contain no more than one and one-half (1 1/2) square feet of sign area for each linear foot of frontage, for a maximum sign area of two hundred (200) square feet. Logos may not exceed the allowed wall sign size, maximum fifty (50) square feet.

The non-illuminated signs on the back of the buildings facing the bike path are limited to a maximum of thirty (30) square feet.

6. Signs on the back of the buildings, located adjacent to the wash, shall be positioned to minimize impacts on the residential area and multi-use trail along the wash embankment. Each sign permit application must be reviewed to ensure compliance with this condition, subject to approval by the Planning and Zoning Administrator.
7. All construction of signage within this development shall utilize aluminum.

B. COLOR PALETTE REQUIREMENTS:

1. All pan channel, reverse pan channel and fco letters shall follow the approved color palette. Please see attached palette for colors.
2. All freestanding signage shall follow the approved color palette. Please see attached palette for colors.
3. All logos and registered trademarks shall utilize any color available within the approved color palette. Logos can deviate from the color palette if there is proof or registration at time of submittal of permit.

C. FREESTANDING, MONUMENT OR DIRECTORY SIGNS:

1. Freestanding monument signs shall be allowed limited to no more than one(1) per entryway to the development, (3 maximum). Each freestanding sign shall be no more than fifty(50) square feet in size and no more than eight(8) feet in overall height from grade to top of sign. Each sign will consist of the name of the plaza and with the option to have a maximum of six(6) tenants.
2. Location and installation of all freestanding signs shall be reviewed by the Town of Oro Valley prior to any approvals or issuance of any permits.
3. Directory signs shall be limited to forty(40) square feet and a maximum of eight(8) feet in overall height. They must be place within property.

D. WINDOW SIGNS & OTHER ADDITIONAL SIGN TYPED ALLOWED:

Window signs shall follow the regulations set forth per the The Town of Oro Valley Sign Code. All other sign types, including permanent and/or temporary signs shall follow the rules and regulations set forth in the Town of Oro Valley Sign Code.

E. SIGNS PROHIBITED:

Prohibited signs shall follow those regulations set forth under the Town of Oro Valley Sign Code.

# MERCADO DEL RIO - SIGN CRITERIA

INDEX
PAGE 1 - COVER PAGE
PAGE 2 - WALL SIGN INFO
PAGE 3 - FREESTANDING SIGN INFO
PAGE 4 - SITE PLAN



3808 E. 38TH STREET  
TUCSON, ARIZONA 85713

520.748.1540  
520.571.9120 Fax

FILE NAME: 13005[PRO]Mercado Del Rio[Sign Criteria]  
 JOB NAME: MERCADO DEL RIO  
 JOB ADDRESS:  
 CITY: ORO VALLEY  
 SUITE: N/A  
 ZIP: 857

## SIGN CRITERIA

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ACCEPT DATE: \_\_\_\_\_ BUYER SIGNATURE: \_\_\_\_\_ ADDISIGNS: \_\_\_\_\_ SHOP APPROVAL 1: \_\_\_\_\_ SHOP APPROVAL 2: \_\_\_\_\_

\* SUBJECT TO FINAL REVIEW BY CITY OFFICIALS FOR SIGN CODE COMPLIANCE.  
\*\* DUE TO PRINTER TECHNOLOGY, PRINTED COLORS MAY VARY FROM COLOR CALL OUTS SHOWN, SEE PHYSICAL SAMPLES OF COLORS FOR MOST ACCURATE REPRESENTATION.

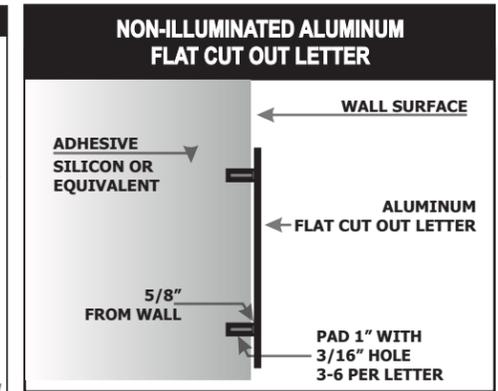
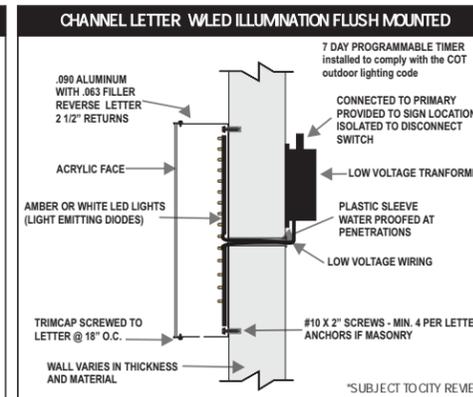
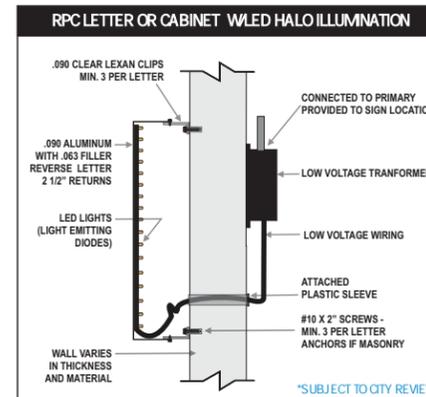
**MERCADO DEL RIO - SIGN CRITERIA REVISION**

**WALL SIGNAGE: LIGHTED & NON-LIGHTED**

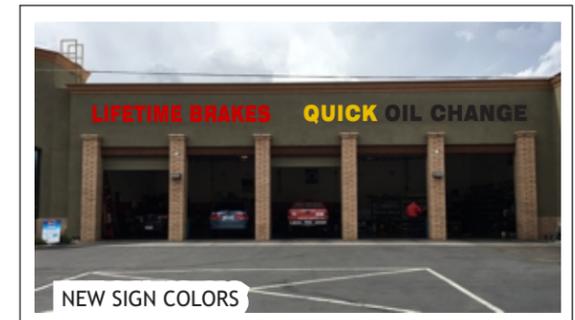
Mercado del Rio

INDIVIDUAL LETTERS  
PAN CHANNEL, REVERSE PAN CHANNEL  
AND FLAT CUT OUT LETTERS

**TENANT**



**EXAMPLE OF ONE TENANT**



PHOTOS ARE FOR DEMONSTRATION PURPOSES ONLY AND IS NOT APPROVED BY THIS DRAWING.

**NEW COLORS**  
MERCADO DEL RIO SIGN CRITERIA.

<b>RED</b> 230-33 PMS 485C2X	<b>GREEN</b> 230-26 PMS 349C	<b>WHITE</b> 230-20
<b>DARK BROWN</b> 230-59 PMS 4625C	<b>PURPLE</b> 220-48 PMS 2622C	<b>BLUE</b> 230-167 PMS 2945C
<b>MISSION/COPPER PATINA</b>	<b>ORANGE</b> 230-44 PMS 1655C	<b>TEAL</b> 230-246 PMS 322C
<b>DARK BLUE</b> 230-36 PMS 281C	<b>YELLOW</b> 230-015 PMS 109C	<b>DARK BRONZE</b> 41-313

**EXISTING APPROVED COLORS TO REMAIN:**

<b>COBALT BLUE</b> 230-157 PMS 288C	<b>PLUM PUPLE</b> 230-128 PMS 2622C	<b>HOLLY GREEN</b> 230-76
<b>DURANODIC</b> 230-69	<b>BURGUNDY</b> 230-49 PMS 188C	<b>RUST BROWN</b> 230-63 PMS 483C
<b>IVORY</b> 230-005	<b>GOLD NUGGET</b> 230-141	<b>BLACK ANODIC</b> 41-335

\* THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND THE BONDING OF THE SIGN AND CURRENT UL STANDARDS.

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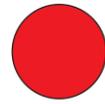
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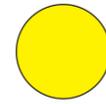
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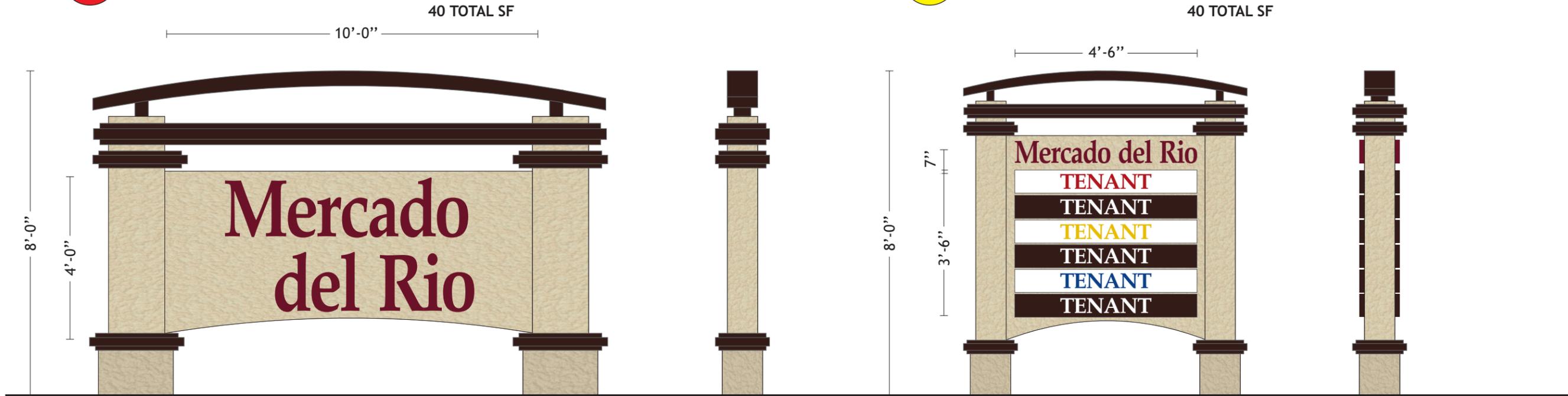
MONUMENT/DIRECTORY SIGNAGE



MONUMENT EXAMPLE



DIRECTORY - EXAMPLE



OPTION FOR TENANTS ON MONUMENT SIGN



**NEW COLORS**  
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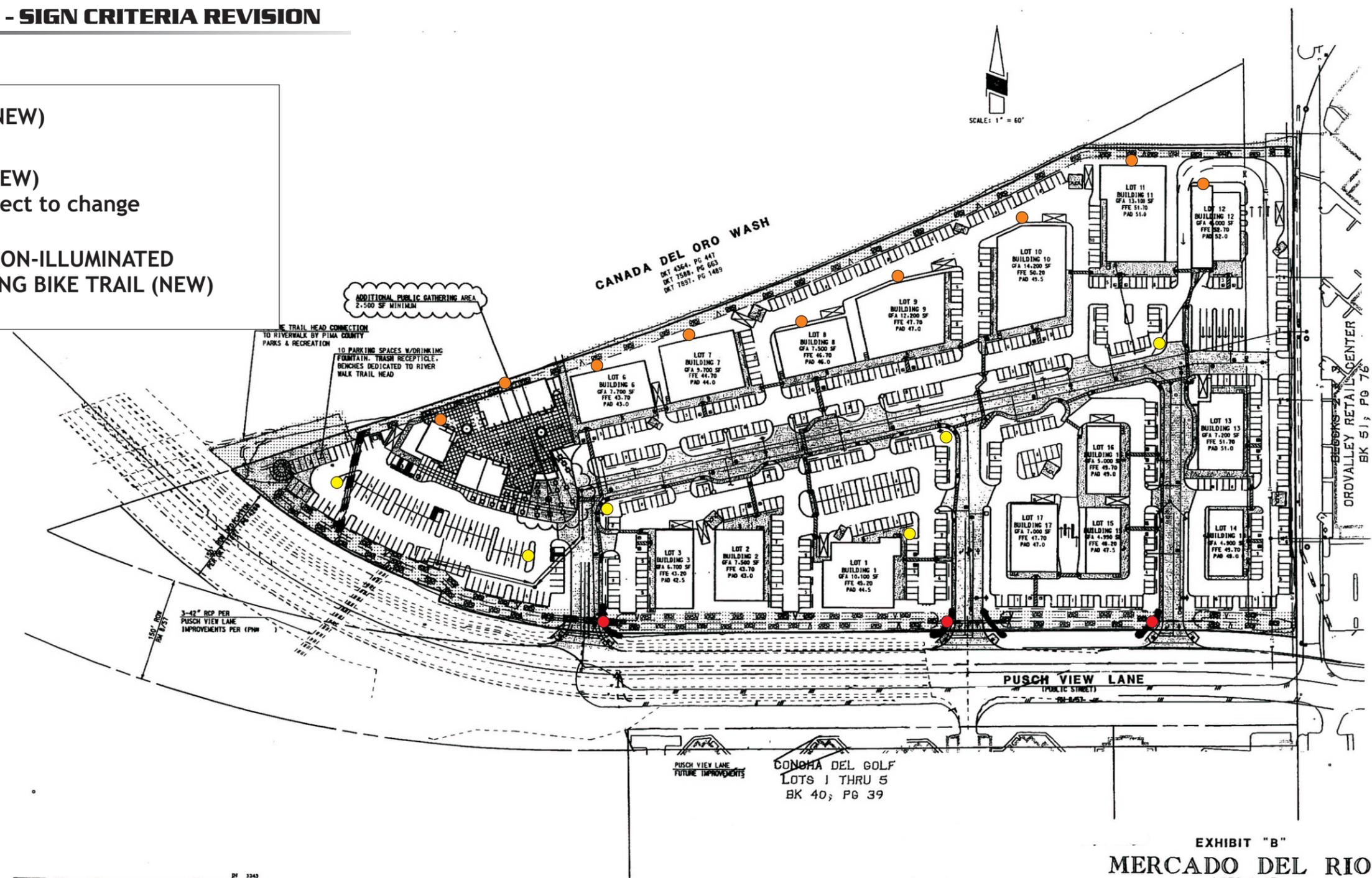
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**MERCADO DEL RIO - SIGN CRITERIA REVISION**

Mercado del Rio

NOT TO SCALE

- MONUMENT (NEW)
- DIRECTORY (NEW)  
locations subject to change
- ALLOW FOR NON-ILLUMINATED SIGNAGE FACING BIKE TRAIL (NEW)



**RICK ENGINEERING COMPANY**  
 San Diego Riverside Orange Phoenix Tucson  
 1740 San River Rd., Ste. 101 - Tucson, AZ 85714 - (520) 799-8800 - FAX (520) 523-8800 - www.rickeng.com

**EXHIBIT "B"**  
**MERCADO DEL RIO**  
 LOTS 1-17

CASE #OV12-03-22  
 DATE: 4/08/04

PORTION SOUTHEAST 1/4 OF  
 SECTION 12, TOWNSHIP 12 SOUTH, RANGE 13 EAST  
 GILA & SALT RIVER MERIDIAN, PIMA COUNTY, ARIZONA

SHEET 1 OF 1



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