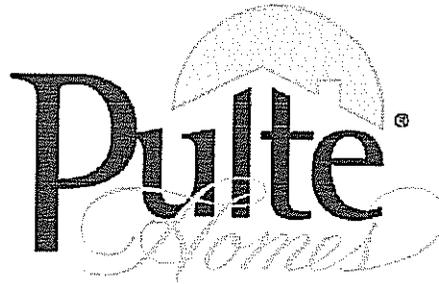


Sign Criteria



**Pulte Homes Commercial Offices
8950 North Oracle Road
Oro Valley, Arizona**

Overall Presentation:

The purpose of these sign criteria is to establish standards that have been approved by the Town of Oro Valley that will protect the interests of the owner and ensure an attractive business environment. In the Pulte Homes Commercial Offices, the owner has established criteria to facilitate implementation of a consistent architectural character within this project.

Architectural Style:

The signage will reflect the strong, effective and contemporary style of the architecture and will act as an extension of the building. The Monument sign will consist of a faux stacked rock base to tie in its contemporary, upscale feel with the surrounding environment and the Pulte Home Commercial Offices. This approach will present the building in a way that cohesively reflects the upscale, innovative feel with the traditional heritage of the southwest.

Relationship to Other Signs:

The monument sign will be fabricated from Aluminum, lit with high output fluorescent lighting and painted with stucco texture to match the color of the building, enhancing the look of the overall sign. The Pan Channel Letters will be similar to the monument in relationship to the illumination. The Pan Channel Wall signs are preferred over Halo Illumination due to the fact that the tile surface of the building is not conducive to halo illumination. Showing hotspots on the tile, it also produces less illumination because of the light absorbing quality of the tiling. In addition, with the raceway having to cover the entire area of the sign in Halo Illumination, it would visually appear to be large. The pan channel letters incorporate a raceway half the size and are less obtrusive, architecturally speaking. Furthermore, there is less chance for birds to nest in the sign for pan channel letters. With halo illuminated letters, the letters have to be 1" to 1.5" away from the

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surface creating an area for birds to nest and could potentially cause a fire hazard. Pan Channels possess a more even look during the day as well as at night. With the buildings being more than 320' back from the road, pan channels increase readability at night. The method of attachment is all concealed from sight to further integrate the signs with the building. The signs will be identical in materials and lighting while keeping with the upscale area and environment. To incorporate the letters on the building, letter height and length will be restricted. Sign colors are limited to choices in the Sign Criteria.

Sign Criteria

These Criteria have been established for the purpose of maintaining a continuity of quality and aesthetics throughout the Pulte Homes Commercial Offices for the mutual benefit of all tenants, and to comply with the regulations of the local municipal sign and electrical codes. Conformance will be strictly enforced, and any installed nonconforming or unapproved sign must be brought into conformance at the sole cost and expense of the Tenant.

I. GENERAL REQUIREMENTS

- A. All Occupant signs shall be designed and constructed in accordance with these criteria
- B. Each Occupant shall submit plans for its sign(s) per Section VIII of these criteria to Landlord and obtain written approval by Landlord prior to submitting its application for a sign permit to the Town of Oro Valley.
- C. Each Occupant shall submit or cause to be submitted to the Town of Oro Valley for approval, before fabrication, a complete sign application.
- D. All Oro Valley zoning code revised standards apply except where specified

II. GENERAL SPECIFICATIONS

- A. No animated, flashing or audible signs will be permitted
- B. An Occupant's registered national trademark may be displayed on permitted sign(s), subject to compliance with all other pertinent provisions of these criteria.
- C. All conductors, transformers and other equipment shall be concealed behind the exterior wall of the Occupant's premises.

III: SPECIFIC DESIGN AND CONSTRUCTION CRITERIA.

All Wall Signs To Be Individual Pan Channels. No Cabinet Signs Are Allowed

- A. The maximum height of each letter shall be 24". Overall sign height shall not exceed 36". Raceway mounted lighted letters are required.
- B. Lighting to be white internal L.E.D. lighting. Non-Lighted letters is at the discretion of the Landlord.
- C. 3" deep Aluminum Pan Channel Letters. Letter sides to be painted black. Letter faces to be white plex with 3/4" black trimcap. The width of the Tenant's fascia sign shall not exceed (80%) eighty percent of the Tenant store width. Subject to Oro Valley Sign Code Allocation of 1.5 square feet of Signage per 1 lineal foot of street frontage.
- D. Electrical contractor will install electric box recessed into wall behind raceway per each sign location.

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- E. No exposed clips or mounting devices. All required labels shall be placed in an inconspicuous location. Installation must comply with all applicable building and electrical codes.
- F. All signs with two (2) lines of copy shall show all sizes of letters and sub copy.
- G. The allowable sign area is one and a half (1.5) square foot of signage per each lineal foot of store frontage parallel to the sign band or as determined by Oro Valley Sign Code Allocation. Area Shall be figured by multiplying the greatest horizontal dimension of entire sign by the greatest vertical dimension of the entire sign.
- H. Maximum of 6 signs on the building

IV: MISCELLANEOUS REQUIRMENTS

- A. Each Occupant shall be permitted to place upon each entrance door respective to their premises door vinyl letters not to exceed 2" in height indicating hours of operation and contact information. Wall-mounted or freestanding menu boards shall comply with the Oro Valley Sign Code.
- B. Advertising placards, Grand Opening banners, pennants, names insignia, trademarks and other material affixed to or maintained upon the glass panes or doors or upon the exterior walls of the building shall comply with the Oro Valley Sign Code.

V. MONUMENT SIGNS

- A. The Commercial Property will have one (1) freestanding sign located at access driveway off of Oracle Rd.
- B. The monument sign shall include two-sided headers that will contain the Commercial Center name and also will include two-sided panels containing the name or other identification of up to six occupants each, as may be provided in their respective leases or other occupancy agreements. Sign panels of occupants shall be in colors designated in accordance with Section VIII of the criteria. All occupant sign panels on the monument shall be approved in advance by the Landlord.
- C. Monument Signs shall not exceed fifty square feet in size. The height of the sign copy shall not exceed eight feet measured from the grade of Oracle Road immediately adjacent to the Monument sign.

VI: PROHIBITED SIGNS

- A. Balloon Signs
- B. Portable Signs
- C. Sign types prohibited by the Oro Valley Sign Code, ordinances, or regulations.

VII: SPECIAL EVENTS

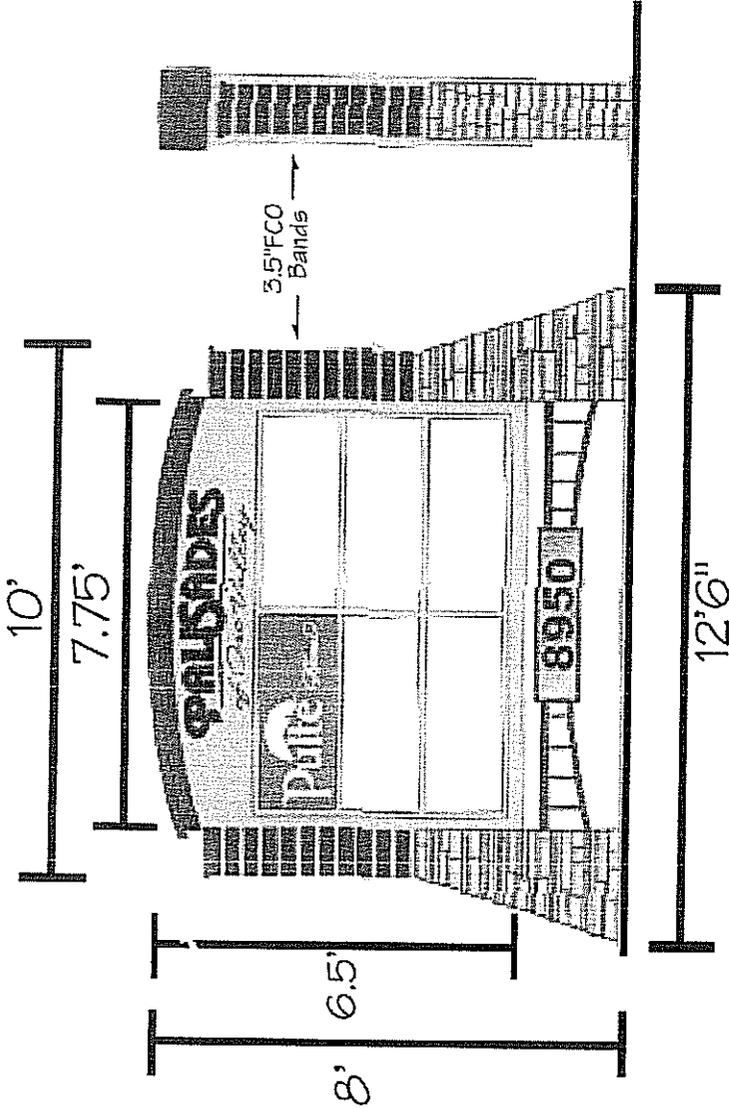
- A. All temporary signs and/or signs related to special events shall be approved by Landlord and must conform to regulations established by the Town of Oro Valley.

VIII: LANDLORD'S SUPPLEMENTAL CRITERIA

- A. After Landlord approval, the Occupant or its representative shall obtain all permits for its sign and their installation from the Town of Oro Valley.
- B. Landlord shall have an exterior sign directory near front entrance naming the project, tenants and suite numbers. Directory shall comply with OVZCR 28.5.B.4
- C. Landlord will designate exact location of Wall sign in relation to Tenant placement within the building, prior to any installation. Subject to Oro Valley Sign Code Allocation of 1.5 square feet of Signage per 1 lineal foot of street frontage.
- D. Each Occupant, which has a non-customer door for receiving merchandise, may apply on such door 2" high white block letters in a location designated by the Landlord. May include Occupant's name and address of the premises only. Where more than one occupant uses the same non-customer door, each name and address may be applied to the door upon Landlord's Approval.
- E. Monument sign panels shall be fabricated and installed at the sole cost of the occupant entitled to a sign.
- F. Such requirements stated in Section VIII of the Sign Criteria will enforce by the Landlord.

IX: COLOR STANDARDS

- A. Colors are limited to the colors called out on the attached color palette. Note: Logos shall not be any more than 40% of the Sign Layout and subject to Landlord's Approval. Colors are for Monument sign only.
- B. Colors include:
 - a. White 230-20
 - b. Tan 220-39
 - c. Saddle Brown (color of building)
 - d. Sunflower 230-25
 - e. Silver 230-121
 - f. Teal 230-246



COLOR SPECIFICATIONS:
 AKZO Nobel paint
 Face graphics: 1st surface translucent vinyl
 Face colors: White
 Interior painted for increased illumination: white
 Cabinet Color: PMS 4645
 Cabinet painted with two-stage automotive acrylic

OTHER COMPONENTS/SPECIAL CONSTRUCTION CONSIDERATIONS:

- 1 - 12 volt transformer
- 1 - 20 amp circuit
- AND 2.0 AMP
- 2.0 VOLTS
- LETTERS WEIGHT 2.18 EACH

SPECIFICATIONS FOR FABRICATION AND INSTALLATION:

- Quantity: one (1)
- Extruded aluminum construction: (with air vents)
- Internally illuminated cabinet built to UL specifications
- Illuminated with high output fluorescent lamps / ballasts (12" centers)
- Mounting method: between stacked rock pillars
- Face type: Lexan with first-surface translucent vinyl graphics
- Retainer size: 1.5"
- Cabinet depth: 12"
- Total square feet: 50.00 sq.ft.
- Overall height above grade: 8' - 0"
- Overall height of sign cabinet: 6.5' - 0"
- Overall length of sign cabinet: 7.75' - 0"
- Primary electrical requirement:
- 120 volt (installed within six feet of sign by others)
- Timer or photo-cell (installed by others)

SPECIAL CONSTRUCTION CONSIDERATIONS:

Stacked rock pillar construction Effective Signs

APPROVED BY: TC/PZ/DHB/BOA
 DATE: 5-7-08
 APPROVED BY: *[Signature]*
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<p>EFFECTIVE SIGNAGE INC. • EST. 1978 3938 E. Grand Rd. #231 Phone 520-523-2665 Tucson, Arizona 85712 Fax 520-321-6786</p>	<p>Client Name: Pulte Homes</p> <p>Location: 8950 N. Oracle Oro Valley, AZ</p>	<p>Start Date: 2/6/08</p> <p>Job#: 10102</p>	<p>Sales Rep: SDF</p> <p>Designer: SDF</p>
	<p>Client Approval</p> <p>Landlord Approval</p>	<p>INTERNET LISTED</p>	