

OCT 13 2005



Vistoso Commerce Plaza
Cottonwood Properties

2512 - 2524 East Vistoso Commerce Loop
Oro Valley, Arizona 85737

APPROVED BY: TC/PZ/ORB/BOA
11/07/05
DATE
Jonathan How
PZ PROJECT MANAGER

PROGRAM SIGN PROGRAM
EXHIBIT

VISTOSO COMMERCE PLAZA
Oro Valley, Arizona

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THEME AND IMAGE NARRATIVE

The architecture and signage of the Vistoso Commerce Plaza has been designed to reflect the rich architectural heritage of the Southwest. The project will blend informal regional building forms and colors in a contemporary fashion to provide a recognizable, inviting center that will express a link to the past.

The signage will reflect the strong, simple forms of the architecture and will act as extensions of the buildings. Each ground mounted site sign will have a sandstone base designed to integrate with Vistoso Commerce Plaza. This comprehensive approach will present an integrated, well designed center which reflects the rich architectural heritage of the Southwest.

VISTOSO COMMERCE PLAZA Oro Valley, Arizona

August 9, 2005

SIGN CRITERIA

I. INTRODUCTION

Vistoso Commerce Plaza is an office type development where Vistoso Commerce Plaza Association (Association) has been established to facilitate implementation of a consistent architectural character within this project. The purpose of this sign criteria is to establish standards that have been approved by the town that will ensure an attractive business environment and protect the interests of the Association.

Each business-independent office or business (Business) shall obtain a copy of this sign program including this criteria before designing their sign.

II. STATEMENTS AND/OR QUESTIONS REGARDING THE PROPOSED COMPREHENSIVE PROGRAM

Listed below in italics are questions that are to be answered in connection with submittal of a Master Sign Program followed by the required information:

- A. *How does the proposed sign program provide consistency and compatibility as it relates to the architecture of the development and the surrounding developments within the area?*

The sign program provides for consistency and compatibility within Vistoso Commerce Plaza by establishing uniform requirements for color and materials on building front signage. Parameters for location and size are also utilized to obtain a sense of coherency within the development. Surrounding developments use a similar approach with a uniform palette, as was used within the Rancho Vistoso Center.

- B. *How does the Master Sign Program meet the Oro Valley Zoning Code Revised, Chapter 28, and Addendum (A) see Design Guidelines?*

The master Sign Program complies with the requirements and limitations set forth in Chapter 28 of the Oro Valley Code.

- C. *Indicate specifically, if there are any signs being proposed that differ to what the code allows. Indicate what the difference is, why that difference is justified and/or necessary and what, if any impact it will have on surrounding developments.*

There are no signs authorized under the master sign program different from what the code allows.

- D. *Explain how each sign is related such as materials, style, color, illumination, method of attachment and overall presentation of the program.*

The sign material is to be uniform throughout. Based on the vocabulary of the architecture, an anodized bronze finish has been proposed for the exterior building signage. These letters are to be halo lit pan channel metal letters. Attachment will be concealed and sizing parameters are proposed to maintain a coherent look within the project.

- E. *What is unique about the property that constitutes the need of a Master Sign Program in lieu of a Sign Criteria and why the development should be allowed latitude to the sign code?*

The Master Sign Program is proposed to provide coherency and compatibility with the architectural vocabulary of the buildings. On the parameters and the Sign Program, development Review Board has an opportunity to approve parameters within the overall program without reexamining the project goals with every submittal.

III. GENERAL

- A. Building Identifier Requirements:
1. Each individual building shall have the building address and/or building letter designation mounted in a prominent position per the Association's direction and as approved by the local fire marshall and per local ordinance.
 2. Letters shall be individual, white illumination halo back lit, reverse pan channel, metal letters, stud mounted. Returns to be same as face color.

Color: Medium Bronze – subject to landlord approval.
 3. Minimum height per local fire marshall requirements. Font type to be Helvetica bold.
- B. The Business, at it's expense, shall identify their premises with one exterior wall sign per street front on the fascia or face of their building.
- C. Submittal and Compliance
1. The Town of Oro Valley requires sign permits for all signs and electrical permits for any sign which is illuminated. It shall be Business's sole responsibility to secure these and any other permits which may be required.

2. Any sign presented for approval by the Association or Business which does not conform with the sign package finally approved by the Town must be reviewed and approved by the DRB prior to installation. Conformance shall be determined at the time of application for a sign permit.
 3. All signs must meet applicable setbacks.
- D. Association may repair or replace any broken or faded sign at Business's expense.

IV. DESIGN REQUIREMENTS

- A. Power to illuminate the Business sign shall be from Business's meter switched through a master time clock set in accordance with schedules determined by Association.
- B. Animated, flashing, blinking, rotating, moving, placards, posters, playbills, postings, paintings, change-panel, flags, signs in public right-of-way, and fixed balloons, are not permitted.
- C. Signs will be restricted to advertising only the person, firm, company or corporation operating the use conducted on the site, or the products sold therein. 25% of a Business sign may be used for a registered trademark and/or Business logo.

D. Office or Shop Business Signs

Maximum sign area shall not exceed one (1) square foot of signage per linear foot of Business frontage. The length of any shop Business sign shall not exceed eighty percent (80%) of the Business's storefront width. Signs shall be mounted on the fascia above the office or shop and shall be individual, white illumination halo back lit, reverse pan channel, metal letters, stud mounted. Returns shall be same as face color. Typestyle per Business design.

Maximum Letter Height: Single Line 32"
 Double Line 16" max. each row
 36" max. ht. combined

Color: Medium Bronze – subject to landlord approval

E. Directional Signs

Signs necessary for on-premise vehicle control and the performance of business transactions from a vehicle shall be allowed subject to the following conditions:

- a. Maximum area of 12.5 square feet.
- b. Maximum height of 4'-8".
- c. Signs shall be permanently affixed to the ground.
- d. Illumination to be by concealed ground light. Illumination color: white.

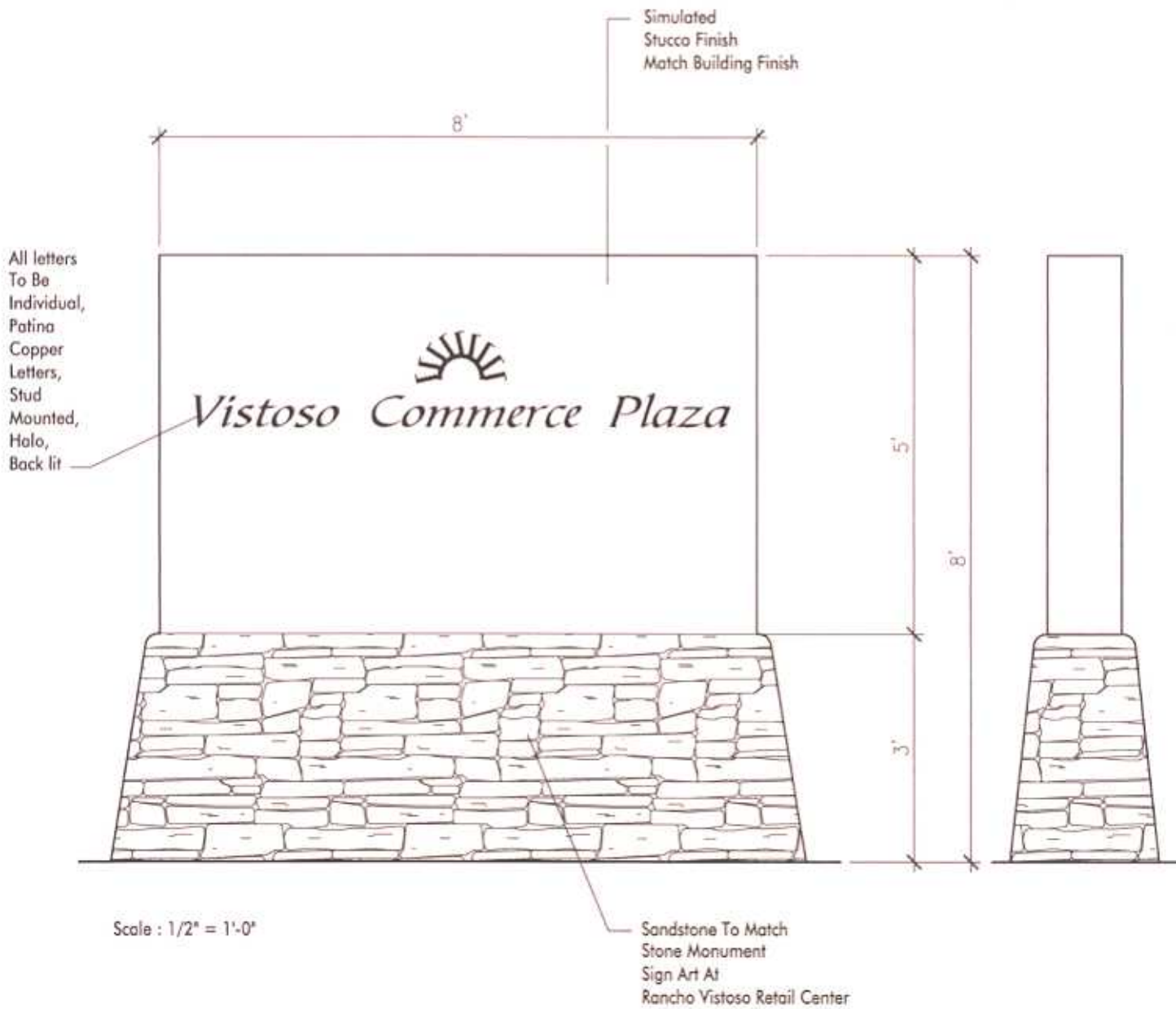
- F. Association shall have the right to modify the design requirements for any Business.
- G. Sign text may be placed on more than one row, subject to space availability, required approvals, and provided the maximum allowable area guidelines are not exceeded.
- H. Business's shall be allowed to place a sign in the window panel adjacent to entrance door per the attached exhibit 4. Business name, address or suite number, and hours of business shall be white vinyl letters. No other window signage will be allowed without Association approval.
- I. A Business may identify their rear service door for delivery and emergency purposes only per the attached exhibit 5. Signs shall identify the business's name only and be located in the center of the door, five (5) feet from finished floor to bottom of one 6" x 24" plaque. Letters to be vinyl die cut, color to be white.

Businesses with glass rear doors to use only vinyl die cut letters applied to glass similar to exhibit 5.
- J. No sign shall be closer than 12 inches from a neutral strip between each business.

V. CONSTRUCTION REQUIREMENTS

- A. All sign bolts, fastenings, sleeves, and clips shall be of hot dipped galvanized iron, stainless steel, aluminum, brass, or bronze and no black iron material of any type will be permitted.
- B. No labels shall be permitted on the exposed surface of signs, except those required by local ordinance. Those required shall be applied in an inconspicuous location.
- C. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
- D. All exposed metals shall be painted to render them inconspicuous.
- E. All neon shall have P-K housings.
- F. Sign contractor and/or Business shall pay for any damage to the fascia, canopy, structure, roof, or flashing caused by sign installation.
- G. No exposed tubing, ballasts, cross-overs, conductors, transformers, conduit, or raceways will be permitted except conduit at under canopy signs.

- H. Wall signs shall be centered vertically and horizontally on the fascia.
- I. All electrical signs shall bear the UL label.
- J. All signs shall conform to the local Building Code Standards and Electrical Code Standards.

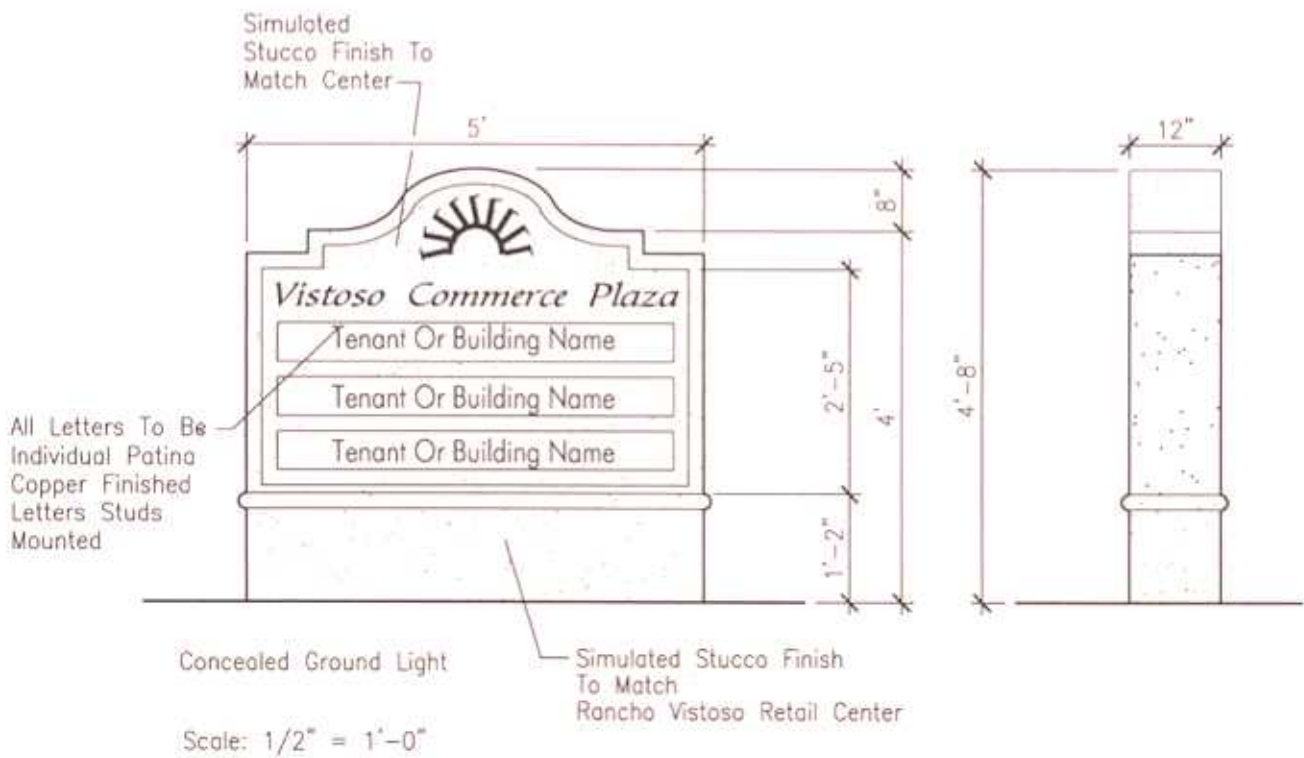


Vistoso Commerce Plaza

Cottonwood Properties

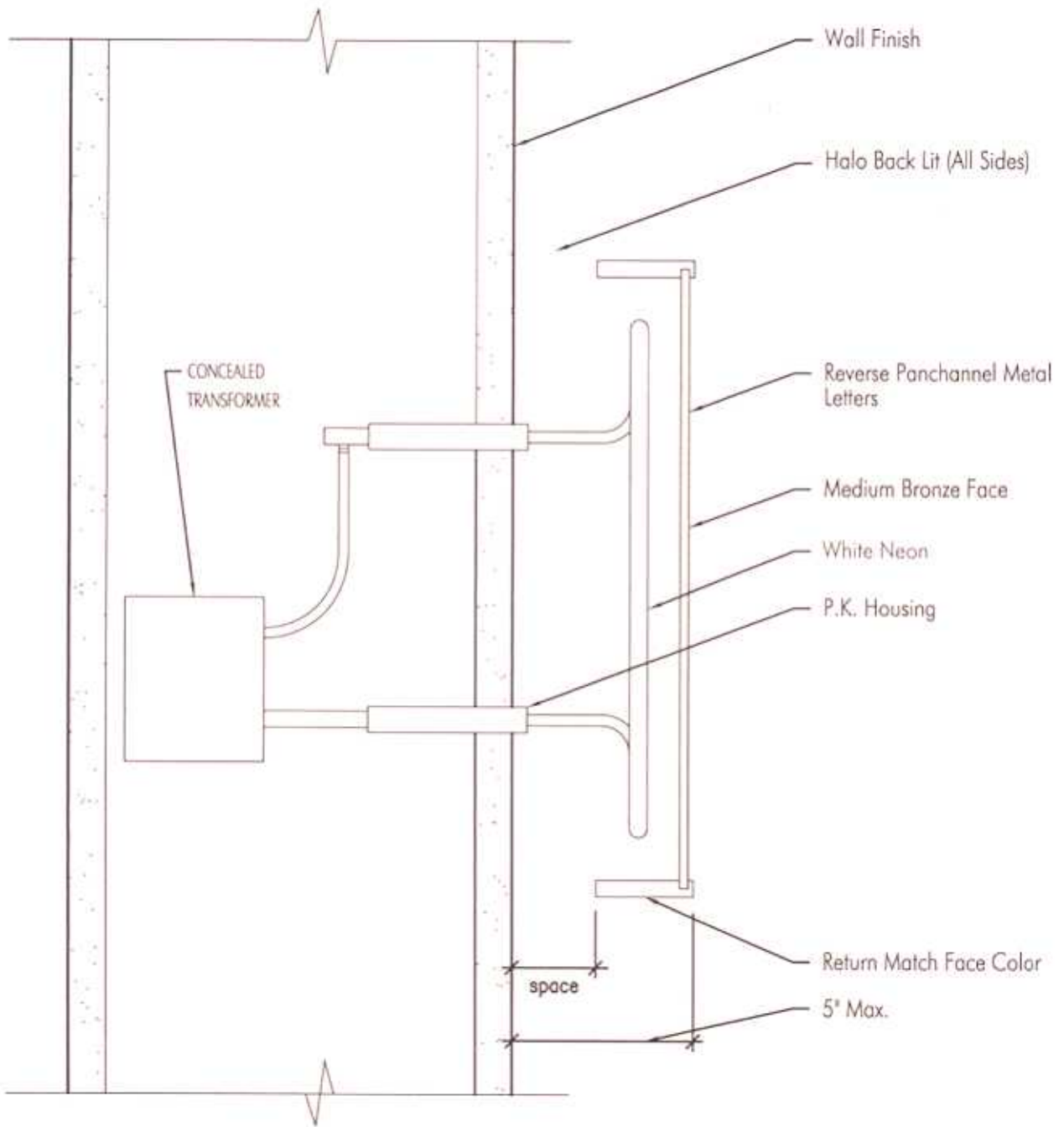
ENTRANCE MONUMENT EXHIBIT 1

SIGN PROGRAM
August 12, 2005



Vistoso Commerce Plaza
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 VEHICLE DIRECTIONAL SIGN EXHIBIT 2

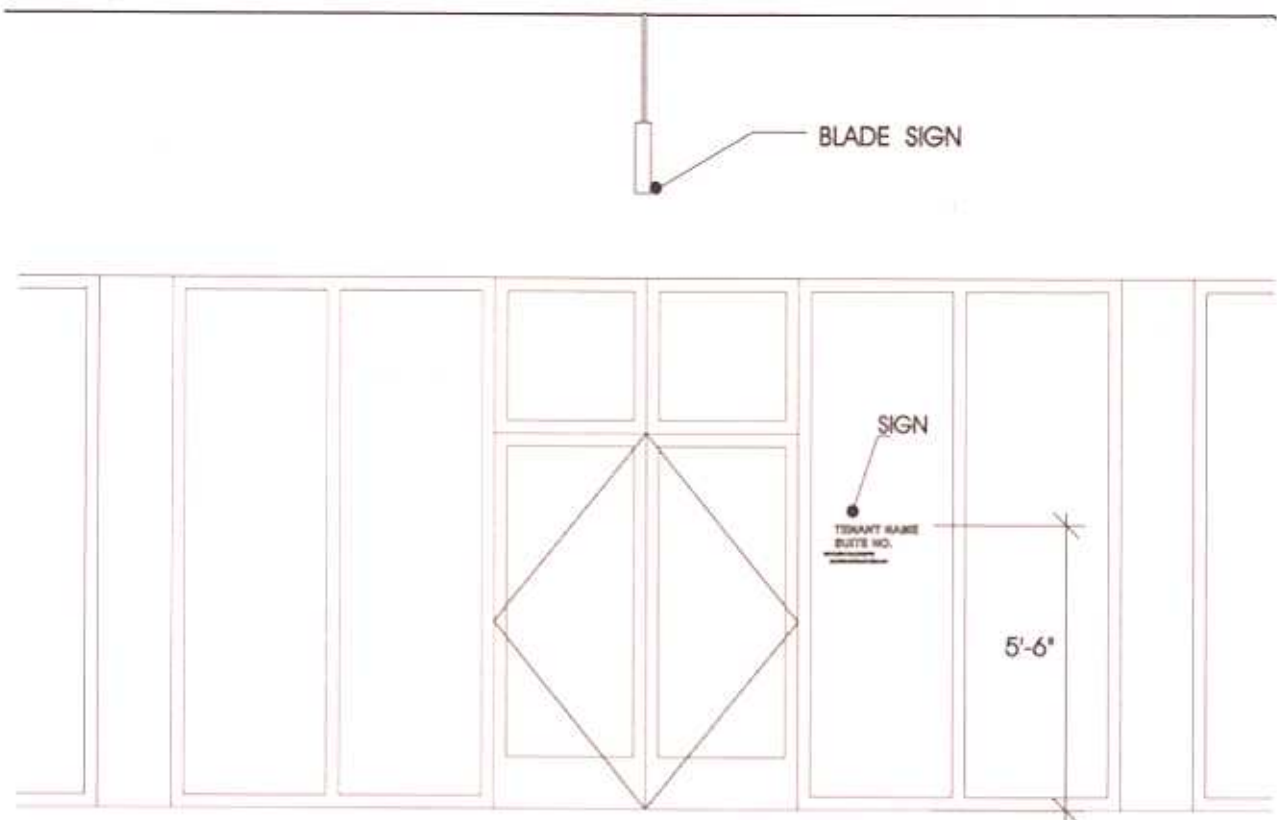
August 12, 2005
 Rev. August 31, 2005



Vistoso Commerce Plaza
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SECTION AT SIGN BAND EXHIBIT 3

SIGN PROGRAM
 August 12, 2005

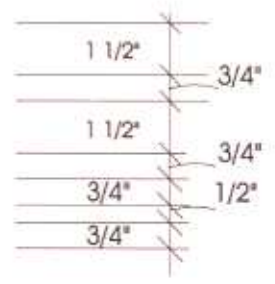


STOREFRONT ELEVATION

LETTERS TO BE VINYL
DIE CUT, COLOR TO BE WHITE

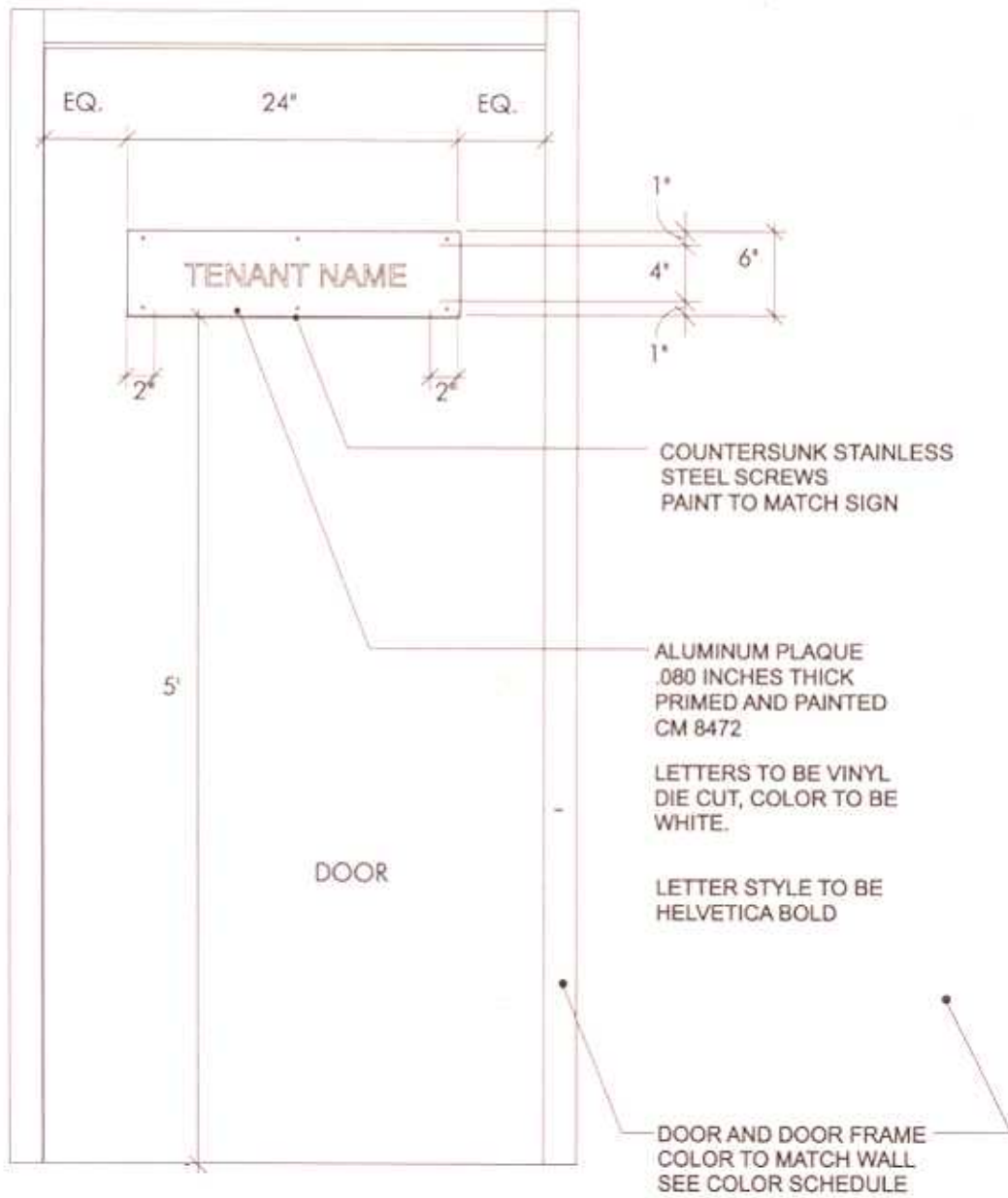
LETTER STYLE TO BE
HELVETICA BOLD

TENANT NAME
SUITE NO.
HOURS 10 AM - 6 PM
MONDAY - SATURDAY



Vistoso Commerce Plaza
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STORE FRONT SIGN EXHIBIT 4

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REAR DOOR ELEVATION EXHIBIT 5

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