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SIGN CRITERIA
For
Fry's Marketplace Center
Maricopa, AZ

These criteria have been developed to insure design compatibility among all signs. Conformance to these criteria will be strictly enforced. Any sign installed that is non-conforming to these criteria not approved by Developer/Landlord must be removed or brought into conformance by the applicant and/or its sign contractor.

The landlord shall approve all signs, in writing, prior to installation. Approval shall be for appearance only and not for code. Sign permits must be obtained from the City of Maricopa prior to the installation of any sign.

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The following is a description of the design criteria:

GENERAL REQUIREMENTS

1. No signs, advertisements, notices, or other lettering shall be displayed, exhibited, inscribed, painted or affixed in any manner to any part of the building exterior except as approved in writing by Landlord.

2. Signage installed without first obtaining said approvals will be subject to immediate removal at Tenant's expense. A penalty of 100% of Landlord's cost to remove said SIGNAGE shall be assessed to the Tenant in addition to the cost of the removal.

3. All SIGNAGE shall be maintained by the Tenant, at Tenant's expense, illumination outages, breakage, or other required sign maintenance shall be repaired and restored to proper condition within five (5) working days of notification (written or verbal) from Landlord. A penalty of 100% of the Landlord's cost to repair said SIGNAGE, in addition to the cost of the repair, shall be assessed to the Tenant should Landlord be required to provide the necessary maintenance due to Tenant's noncompliance to the notification.

4. Tenant shall defend, indemnify and hold Landlord harmless from, and against all claims, costs, attorney's fees, damages, expenses, liabilities and losses arising out of the installation, maintenance and repair of Tenant's signs.

5. Each electrical sign, and the installation thereof, shall comply with all local building and electrical codes. PK housing and/or other U.L. approved penetrations must be utilized for all electrical connections through the building structure.

6. Tenant shall obtain all necessary permits for signs and the construction and installation of signs.

7. No labels shall be placed on the exposed surfaces of signs except those required by local ordinances. Required labels shall be applied in inconspicuous locations.

8. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight manner.

9. Sign copy shall be limited to Tenant's proper firm name and shall not include the names of items, goods, products or service lines. The use of a crest, shield, logo, or other established corporate insignia which has been displayed or associated with Tenant's firm name shall be permitted subject to Landlord's approval.

10. Signs shall be designed to reflect the character of the project they are identifying. Sign construction materials shall be consistent and compatible with the material used for the project, and this Sign Criteria.

11. If the Premises has a non-customer door(s) for receiving merchandise, Tenant may have marked thereon, in a location designated by Landlord, Tenant's name in four-inch high painted block letters.

12. Each sign package will be subject to review by the developer/landlord and the City of Maricopa.

A. TYPE OF SIGN

1. Individual, pan channel, internally illuminated, wall mounted letters. Letters are not to be on a background and shall not be mounted on an exposed raceway. Signs mounted to the expanded metal fascia must be installed as per specifications attached.

B. SIZE OF SIGN

1. Depth – 5"

1. Length – The overall length of spread of letters shall not exceed 80% of leased front footage as specified by Lease unless city code requires less. (Example: Maximum spread for a sign for a space 30 feet wide will be 24 feet.) **IMPORTANT:** Check City Code!!

3. Height – The maximum total height shall be no greater than twenty four inches for one (1) or two (2) lines of copy. A four-inch space must be maintained between rows and at the top and bottom of the sign. The minimum height for letters will be ten-inches.

4. Quantity – One (1) sign is permitted per building frontage. If Landlord approves, and city code permits, end suites shall be permitted two (2) signs.

C. STYLE OF SIGN

1. Any style (block or script) may be used. Upper and lower case may also be used. Minimum stroke is 2 –1/2 inches.

1. Landlord must approve Logos, in addition to signage. Logos will limited to 25% of the total sign area and be proportionate to height of fascia and sign. Logos also should be coordinated with basic color of sign.

D. COLOR OF SIGN

1. Face – Any coloring with Landlord approval. Plexiglas or vinyl overlay. No clear faces.

1. Return – Dark duranodic bronze Mathews #41-313.

2. Trim Cap – Dark duranodic bronze.

E. CONSTRUCTION OF LETTERS

1. Individual channel letters will have 1/8" Plexiglas face.

1. Returns and back - .063" minimum anodized aluminum. Returns shall be anodized aluminum with dark duranodic bronze finish.

2. No armorply or wood in the manufactured returns or backs may be used.

F. PLACEMENT OF LETTERS

1. If fascia is constructed of brick, NO HOLES SHALL BE DRILLED IN BRICK. All drill holes must be in mortar.

3. Structural I-beams or glue-lams are NOT to be penetrated.

4. Letters are to be centered on fascia area of storefront left to right and centered vertically top to bottom or as designated by Sign Consultant.

5. No unusual letter spacing shall be used to stretch or extend copy area.

6. Non-corrosive mounting fasteners must be used.

G. LIGHTING

7. All letters and or logos shall be illuminated with internal neon; double or triple Stroke as appropriate. No skeleton neon is allowed. Neon shall be 30 ma or 6500 white. Tenant will be required to repair or replace any sign that does not meet this requirement.

8. All electrical components will be U.L. or equivalent approved.

9. Tenant shall be responsible for providing and paying for primary feed wires to illuminate sign in addition to all costs of electrical power consumption.

10. Penetration of structure shall be kept to a minimum and must have proper insulation for voltage cable.

11. Transformer shall be concealed behind the fascia and mounted in metal boxes. Routing and location of other required items shall not be visible on front of fascia

12. A licensed electrician will perform final electrical connection of sign to transformer box.

H. DETAIL DRAWING

1. Three (3) copies of a complete and detailed drawing by sign Company shall be submitted to Sign Consultant for final review and approval.

2. Elevation of building fascia and sign shall be drawn using a minimum ¼" to 1' scale.

13. Drawing shall indicate the following specifications:
    a. Type, thickness, and color of Plexiglas and or vinyl overlay
    b. Type of material used for backs, returns, and trim cap, including color.
    c. Finish used on returns.
    d. Type of illumination and mounting method.

14. Drawing must include fascia cross-section showing electrical connections.

I. WINDOW SIGNAGE

1. Window sign not to exceed two square feet and limited to store name, hours, and emergency phone numbers.

2. Window signs to be crafted in a professional manner.

J. TRAILER SIGNS OR TEMPORARY SIGN WILL NOT BE PERMITTED.

K. ADDRESS SIGNS

1. Each store is required to display a street address and suite number above storefront door and service door of four inch exterior vinyl. Address should be as written in Lease.

L. UNDER CANOPY PROJECTED SIGNS * (to be installed by Landlord at Tenant's expense).

1. 2" thick double sided sandblasted Redwood 11 & ½" x 48" long.

2. 1" border on both sides of sign painted Frazee #6295R.

3. Copy and border to be raised with background sandblasted to minimum of ¼" depth.

4. Copy to be per the Tenant's wall sign in colors, type style, layout, etc.

5. Background color to match Frazee #5742M.

6. Sign to be supported by two (2) eye hooks attached to a 1" square steel tube projecting 5'-0" from steel building mount plate. 1" steel square tube angled support between building plate and 5'-0" Horizontal support. Support to be painted to match Frazee #5742M.

7. Sign to be 8'-6" from sidewalk to bottom of sign.

   **please note that Landlord reserves the right to modify this section without Tenant's consent.*

M. THE FOLLOWING ARE NOT PERMITTED

1. Roof or box signs.

2. Cloth signs or streamers hanging in front of business.

3. Exposed seam tubing.

4. Animated or moving components.

5. Intermittent or flashing illumination.

6. Iridescent painted signs.

7. Letter mounted or painted on illuminated panels.

8. Signs or letters painted directly on any surface except as herein provided.

9. Signs will not be permitted to be installed or placed along perimeter of shopping center.

ANCHOR TENANT

1. Anchor Tenant is defined as a tenant or owner with a building area exceeding 70,000 square feet.

2. The Anchor Tenant " Fry's Marketplace " will be allowed six (6) attached building signs for the front. The maximum sign area allowed will be 1 square feet of signage per building foot frontage.

   a. Fry's Marketplace shall have a maximum letter height of 9-6'''.
   b. Ancillary signs Bakery Deli etc shall have a maximum copy height of 24" not including ascenders and descenders as shown on the accompanying drawings.

3. Fry's Marketplace is the Anchor Tenant for this shopping center. Fry's Marketplace will be allowed to display their corporate signage as shown on the attached drawing. This will include their letter style, trimcap colors, return colors, signage copy and illumination methods.

FREESTANDING SIGNS

The following ground signs are the only ground signs permitted. All monument signage shall provide illumination of copy and logos only, with routed out metal backgrounds.

1. Major Tenant / Shop Tenant Directory

a) Two (2) Fry's Marketplace Signs shall have an overall height of 12'-0" and an overall width of 16'-4". Signs to be located on John Wayne Parkway / Maricopa Highway. These signs are shown on the site plan as Fry's signs # 1 and #5.

b) A total of three (3) 6' height x 11'-8" wide (12 square feet per panel) pad/tenant identification signs. All three signs will be located on John Wayne Parkway / Maricopa Highway. These signs are shown on the site plans as Pad signs1 through 3.

c) One additional sign for the fuel center will be located on Maricopa Highway and is 6' tall. This sign will have no identification copy and will be for fuel prices only.

d) One 11' tall, 15'-4" wide sign is also allowed and placed on John Wayne Parkway / Maricopa Highway, this sign is for the shop tenants

2. All metal surfaces will have a light montex finish and shall be painted to match the center colors. See attached. All background area around the letters will be opaque.

Directional Signs

When required to assist the flow of traffic, (i.e. drive thru, exit, enter, etc.). Directional signs are permitted. Such signs shall not exceed 3 square feet in area or a height of 3 feet. Such sign may not include the name or logo of the business.

SHOP TENANTS

1. Wall signs shall use integral color 1/8" Plexiglas inserts with standard 1" trim cap. Letter returns to be five inches deep and shall be painted Dark Bronze-Mathews #41-313. Letter style and color shall be subject to approval by the developer/landlord and the City of Maricopa.

2. All signs once approved by the developer/landlord shall then be submitted to the City of Maricopa for permits.

3. Maximum copy height (including logos) is as follows:

Upper Case	Maximum 24"
Lower Case	based on uppercase height

FREE-STANDING PAD BUILDINGS

1. Pad tenants are defined as those entities occupying a single freestanding building, on its own pad or parcel, located within the perimeter of Fry's Center.

2. Monument signs for freestanding pads are permitted. Refer to previous section in this sign criteria text titled "FREESTANDING SIGNS".

3. Permanent sign Area.
   Wall signs: 1 square feet of sign area for each foot of building frontage. Tenant may elect to install signs and logos on (3) sides of the building and have only a logo on the fourth side of the building, unless the fourth side of building is adjacent to residential.

4. Tenant shall be permitted to install directional signs designed and located solely for the purpose of relieving traffic congestion and promoting the safe flow of traffic. Three (3) square feet per directional sign and no higher then 3'0". Locations must be clearly marked for submittals and approved at the time of design review. No advertising or logos are permitted on directional signage.

5. All menu boards shall be internally illuminated and will be in keeping with the building's colors and materials, matching those of the freestanding directional.

   a. Each drive-through or drive-in restaurant may be permitted one (1) preview board and one (1) ordering menu board. These boards may be freestanding or wall-mounted; located not less than forty-five (45) feet from the street property line and the front of the board shall not be visible from the public street.
   b. Maximum sign area shall not exceed twelve (12) square feet and shall not be included in calculating the total aggregate area for signage allowed on a parcel or lot or for a particular business.
   c. The sign shall not exceed five (5) feet in height.

6. Wall signs shall use integral color 1/8" Plexiglas inserts with standard 1" Bronze trim- cap. Returns to be five inches deep and shall be painted, Dark Bronze - Mathews # 41-313.

7. Each pad, shall submit their sign package for review and approval to the landlords sign consultant. Once approval has been obtained then permits will need to be applied for from the City of Maricopa.

EXHIBITS

1. Fry' Marketplace Center Comprehensive Sign Package (colored full size)

Developer / Landlord:

Barclay Group
15974 N. 77th Street
Suite 100
Scottsdale, Arizona 85260
480-282-4148

Sign Consultant

Bootz and Duke Sign Company
4028 W. Whitton Ave.
Phoenix, Arizona 85019
Phone 602-272-9356
Fax 602-278-1468
Attention Bill Gibson