



Goodyear Professional Plaza

Comprehensive Sign Program

PROJECT DATA

ADDRESS: Bullard Ave & I-10 Freeway
Goodyear, AZ 85338

PROPERTY SIZE: 1.92 acres
83,703 square feet

APN: 500-10-883

OWNER: Southwest Valley Holdings LLC
Michael P. Faith
mfaith@faithlaw.com
623-932-0430

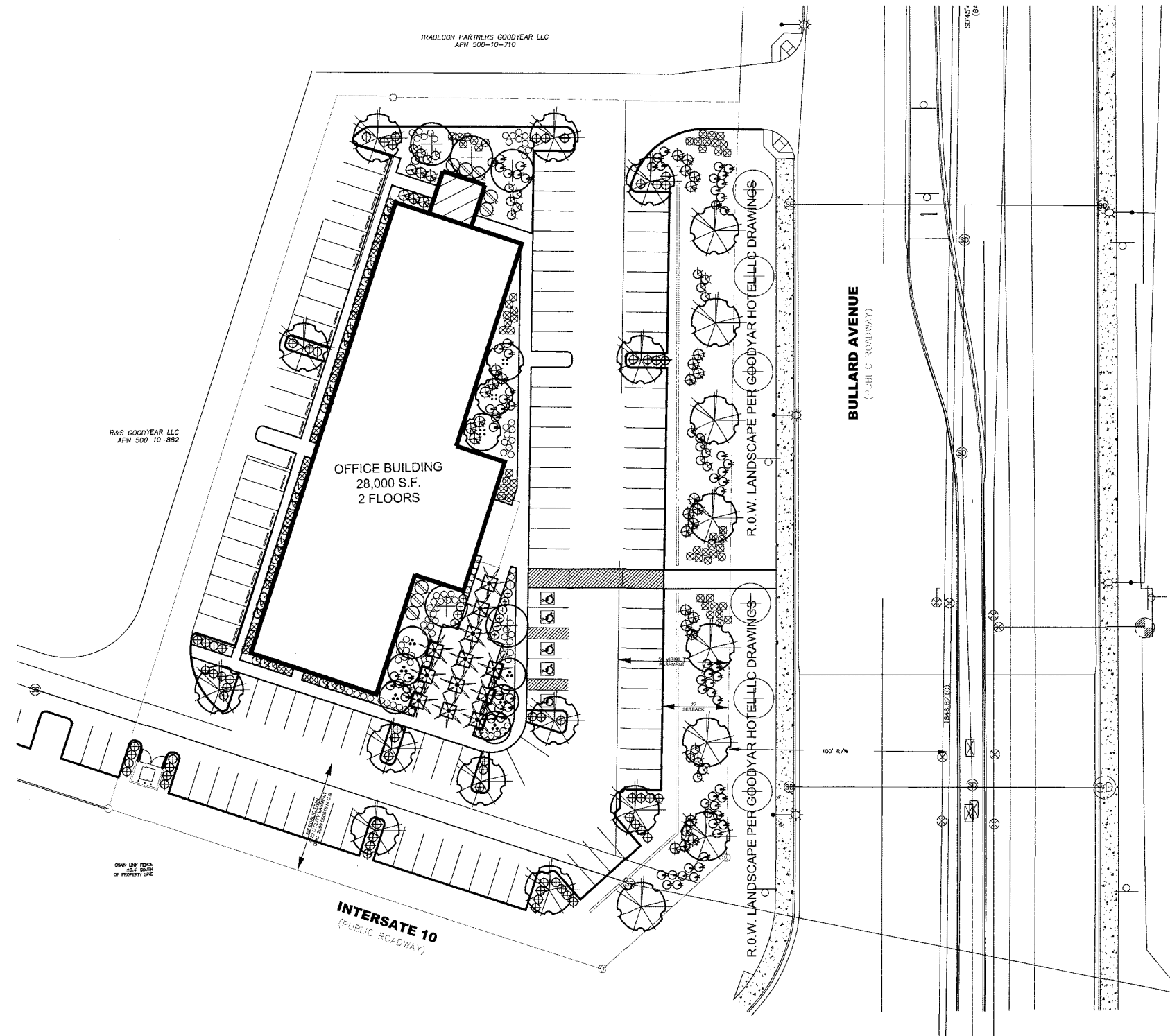
CSP DESIGNER: Royal Sign Co.
Attn: Raymond Owens
2631 N. 31st Ave.
Phoenix, AZ 85009

Prepared By:

royal
sign 
2631 N. 31st Ave.
Phoenix, AZ 85009
602-278-6286
royalsign.net

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Section

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General Information and Overview



Intent of Signage and Graphics Criteria

The intent of the Signage and Graphics Criteria for Goodyear Professional Plaza is to produce a consistent collage of signs that tastefully inform the patron while fitting in seamlessly with the context of the environment. All proposed designs and sign materials must be consistent with the design theme, enhancing the building and evoking a positive professional image. Each proposed sign will be evaluated on its originality and compatibility with the neighboring signs and its overall image at Goodyear Professional Plaza.

All signs must comply with all City of Goodyear sign ordinances (not expounded upon in this criteria) and will be required to have sign permits issued by the City of Goodyear. The Landlord reserves the right to interpret, enforce and administer this Signage and Graphics Criteria in conjunction with the City of Goodyear.

All proposed sign(s) must receive written Landlord approval prior to submitting a sign permit. Written Landlord approval should be included with permit application to the city.

For questions regarding the signage & graphics criteria, contact Michael Faith, mfaith@faithlaw.com.

For help with the fabrication and/or installation of your sign package, please contact: Raymond Owens, raymond@royalsign.net.

General Requirements

- A). Imaginative sign layouts are encouraged.
- B). Each tenant shall submit digital copies of detailed drawings specifying the location, size, layout, design, method of attachment to building & methods of illumination and color of the proposed sign, including lettering and/or any special logo graphics.

Submit drawings via E-mail to the Landlord, Michael Faith, mfaith@faithlaw.com.

- C). After written approval of the tenant's sign plans have been provided by the Landlord, all permits for signs and their installation shall be obtained by the tenant or its representative from the City of Goodyear prior to sign installation. Copies of the permits to be emailed to mfaith@faithlaw.com prior to installation.
- D). The tenant must have the Landlord approved signage installed no later than 45 days after opening business to the public or Landlord approval shall be deemed automatically withdrawn.
- E). Any signs installed or placed by the tenant on the premises or within the common area without the prior written approval of the Landlord will be subject to removal and/or proper installation at the tenant's cost. The tenant shall upon request of the Landlord, immediately remove any sign placed in, upon, above or about the premises, or in the common area, and which has not been approved in writing by the Landlord. If the tenant fails or refuses to do so, the Landlord may enter upon the premises and remove the same. The tenant shall be responsible for damages to cover the cost of repairs to building sign fascia or removal of signage resulting from any installation. The tenant shall be solely responsible for any and all fines, duties and liens whatsoever imposed upon the Landlord or Goodyear Professional Plaza by any governmental body or agency having jurisdiction pertaining to any sign which the tenant has placed or permitted to be placed in, upon, above or about the premises which is in violation of any ordinance, rule, law, directive, regulation, requirement, guideline or order of any body or agency. The tenant agrees that the exterior signs of the premises shall remain illuminated during the standard hours of operation of Goodyear Professional Plaza established by the Landlord.

Building Design and Unique Signage Issues

The building is a professional office building with a hallway running North to South down the middle of each floor. Due to such, there will be tenants with West frontage that have no exposure to Bullard Avenue. To prevent such tenants from being deprived of effective and observable signage, this CSP shall allow the Landlord to assign any Tenant in the building, no matter the location in the Building or Tenant’s frontage, a sign envelope on the Building.

Establishing Sign Envelopes

The Building shall have preset locations where signs may be placed on the Building called “sign envelopes”. The Building’s sign envelopes are depicted on page 12. Each sign envelope is 2’ 6” x 17’ 0’ (42.5 sq. ft.).

Tenant Restrictions

The following restrictions shall be in place regarding the signage:

- 1. The Tenant shall only have a right to a sign envelope if such right is granted by the Landlord.
- 2. If the Tenant is granted the right to a sign envelope, the Tenant shall only use the sign envelope assigned by the Landlord. The Tenant shall not place a sign on the building anywhere other than the assigned sign envelope and no part of the Tenant’s sign shall protrude outside of the sign envelope, unless Tenant receives written signed consent of the Landlord.
- 3. Tenant may be granted more than one sign envelope, but only with the written signed consent of Landlord.

Building Frontage

Frontage			
	1st Floor	2nd Floor	Total
North	77' 0"	77' 0"	154' 0"
South	77' 0"	77' 0"	154' 0"
East	235' 7"	235' 7"	471' 2"
West	235' 7"	235' 7"	471' 2"
			1250' 4"

Building Restrictions

The following establishes limitations on the total allowable signage on each side of the building. Even though the existing City’s applicable ordinances and codes could allow for more signage on the Building, the City and the Landlord have agreed to reduce the applicable signage allowed as set forth below. The City and Landlord agree that all terms set forth in this CSP shall supersede all City ordinances and codes.

North Elevation: The total actual square feet of signage (excluding the “Faith Law” branding signs) on the North elevation shall not exceed 127’ 06” sq. ft.

South Elevation: The total actual square feet of signage (excluding the “Faith Law” branding signs) on the South elevation shall not exceed 82’ 6” sq. ft.

East Elevation: The total actual square feet of signage (excluding the “Faith Law” branding signs) on the East elevation shall not exceed 340’ 0” sq. ft.

West Elevation: The total actual square feet of signage (excluding the “Faith Law” branding signs) on the West elevation shall not exceed 471’ 2” sq. ft.

Branding of Building

The signs for “Faith Law” shall brand the Building and shall not be restricted to the 1:1 ratio for the tenants. A sign envelope shall not be required for the “Faith Law” signs. The “Faith Law” signs may be changed in the future to rebrand the building, but shall not exceed the size of the “Faith Law” signs as set forth herein (92.1 square feet each).

Prohibited Signs

- Conventional acrylic faced sign cabinets.
- Raceway mounted signage (without special authorization from both the landlord and City of Goodyear due to electrical access restrictions).
- Painted or hand lettered signs.
- Paper, cardboard and Styrofoam signs.
- Vacuum formed or injection-molded plastic signs.
- Flashing, moving or audible signs.
- Inflatable signs or graphic devices.
- Flags or pennants.
- Internally illuminated awnings.
- Neon Illumination.
- Other signs deemed unsuitable by the Landlord.

Tenant Responsibilities Upon Completion of Tenure

- Removal of all retired signage and repair/repainting of the wall surface.
- Replace any segment of damaged fascia materials used for tenants signage.
- Replacing any occupied tenant panels with new, blank units.

Section

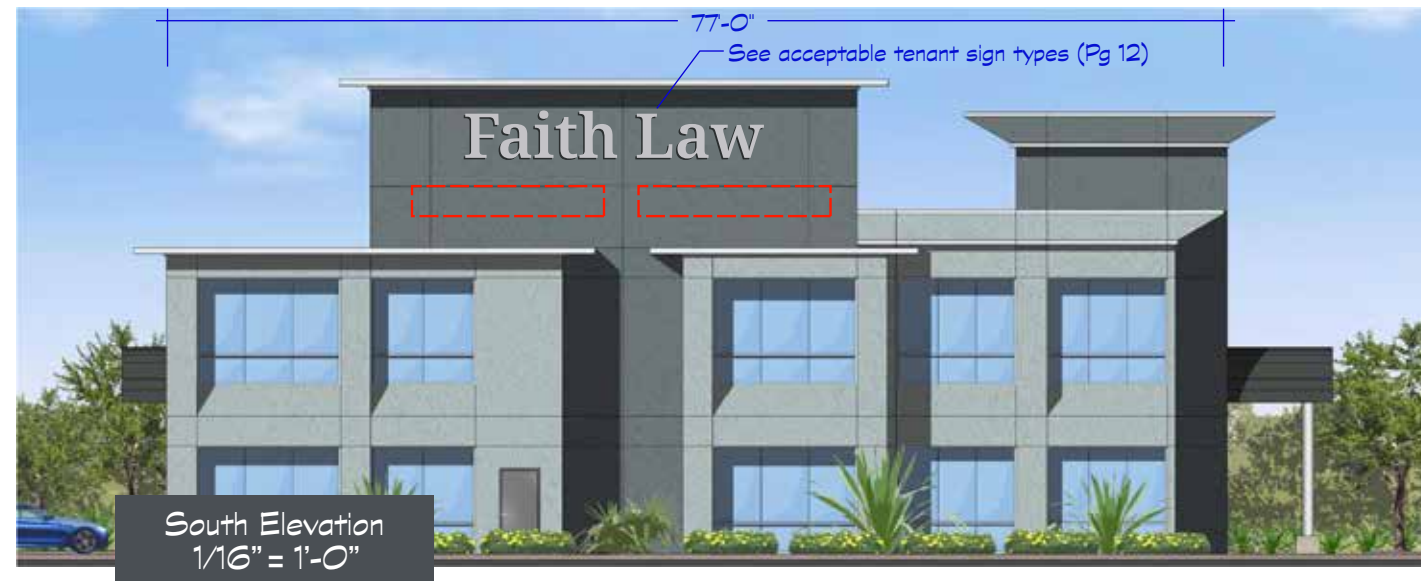
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Tenant Signage

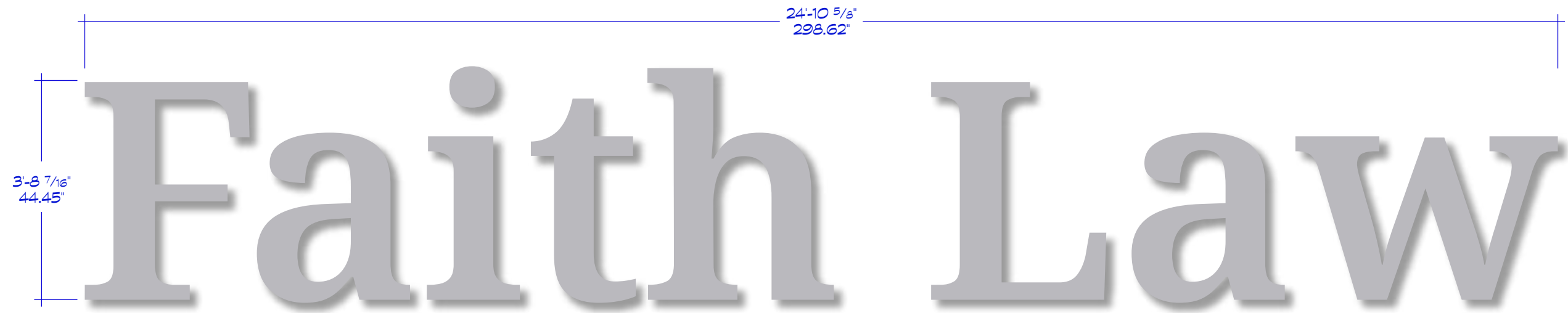
Sign Design Criteria Matrix (Goodyear Professional Plaza)

Sign Type	Size	Location	Height	Illumination	Materials
 Wall Signage	Wall signage must fit inside the natural limitations of the 2'-6" tall x 17'-0" wide sign envelope created by the building architecture. Wall signs are intended to be located inside of the sign envelopes shown on the included elevations Page 12. Sign locations outside of the illustrated sign envelopes may be permitted with special landlord approval.	Wall signs are intended to be located inside of the sign envelopes shown on the included elevations Page 12. Sign locations outside of the illustrated sign envelopes may be permitted with special landlord approval.	Wall signs shall not extend above roof line.	Choice of one: Reverse pan channel halo-illuminated letters (white LEDs) Or non-illuminated reverse pan channel letters. Must have 2" deep returns. Colors to be approved by Landlord	Aluminum, Lexan, painted metal. All electrical sign components must be U.L. rated. No labels will be permitted on the exposed surface of signs, except those required by local ordinances. All penetrations of the building structure required for sign installation must be neatly sealed in a watertight condition.
 Multi-Tenant Monument Sign	73.3 sf of advertising area. Thirteen (13) individual tenant panels (advertising area). Header Copy is 8.12 sf Sign is 10' wide x 14'-6' height.	Visible along Bullard Ave. (see site plan - Page 4). Minimum separation is 150 feet from nearest sign.	OAH of 14'-6"	Internally-illuminated using white LEDs.	Aluminum, acrylic, painted metal. All electrical sign components must be U.L. rated.

If these criteria are silent on any sign type, then Zoning Ordinance applies.



Acceptable (Building) Tenant Signage Types



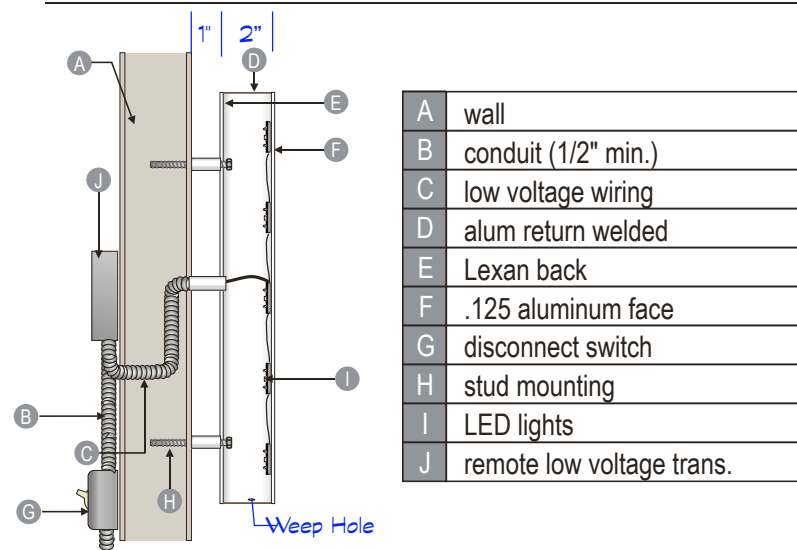
HALO-ILLUMINATED (OR NON-ILLUM.)
REVERSE PAN CHANNEL LETTERS

Scale:
1/2" = 1'-0"

Halo-illuminated or non-illuminated, aluminum reverse pan channel letters, painted
Matthews 41-342SP Brushed Aluminum. (see details).

*South elevation sign display shown here.

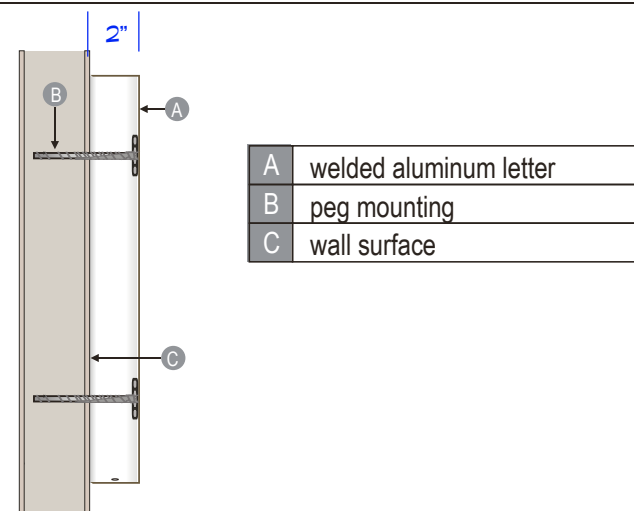
Halo-illum. RPC Letter - Cross Section Detail



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 GROUND-
ING AND BONDING OF THE SIGN.

U.L. LISTED

Non-illum. RPC Letter - Cross Section Detail

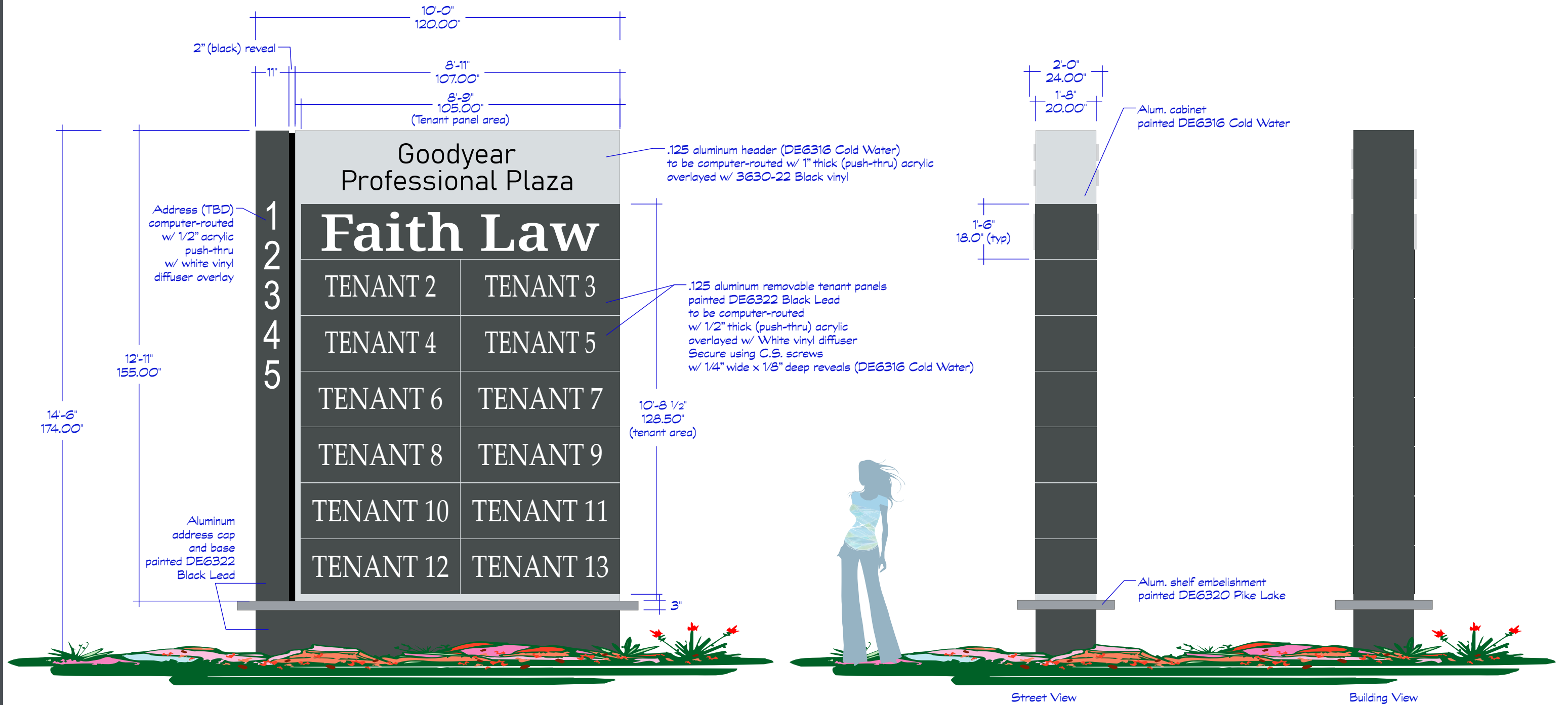


Section

3

Property Signage





B

INTERNALLY-ILLUMINATED
DOUBLE-FACED MONUMENT SIGN

Scale:
3/8" = 1'-0"

Tenant Sign Area
93.70 sf

Header Sign Area
8.12 sf

Fabricate & Install one (1) int-illuminated, aluminum-construction, D/F monument display to match building architecture as illustrated.

*Minimum separation is 150 feet from nearest sign.

*No other monument signs exist.