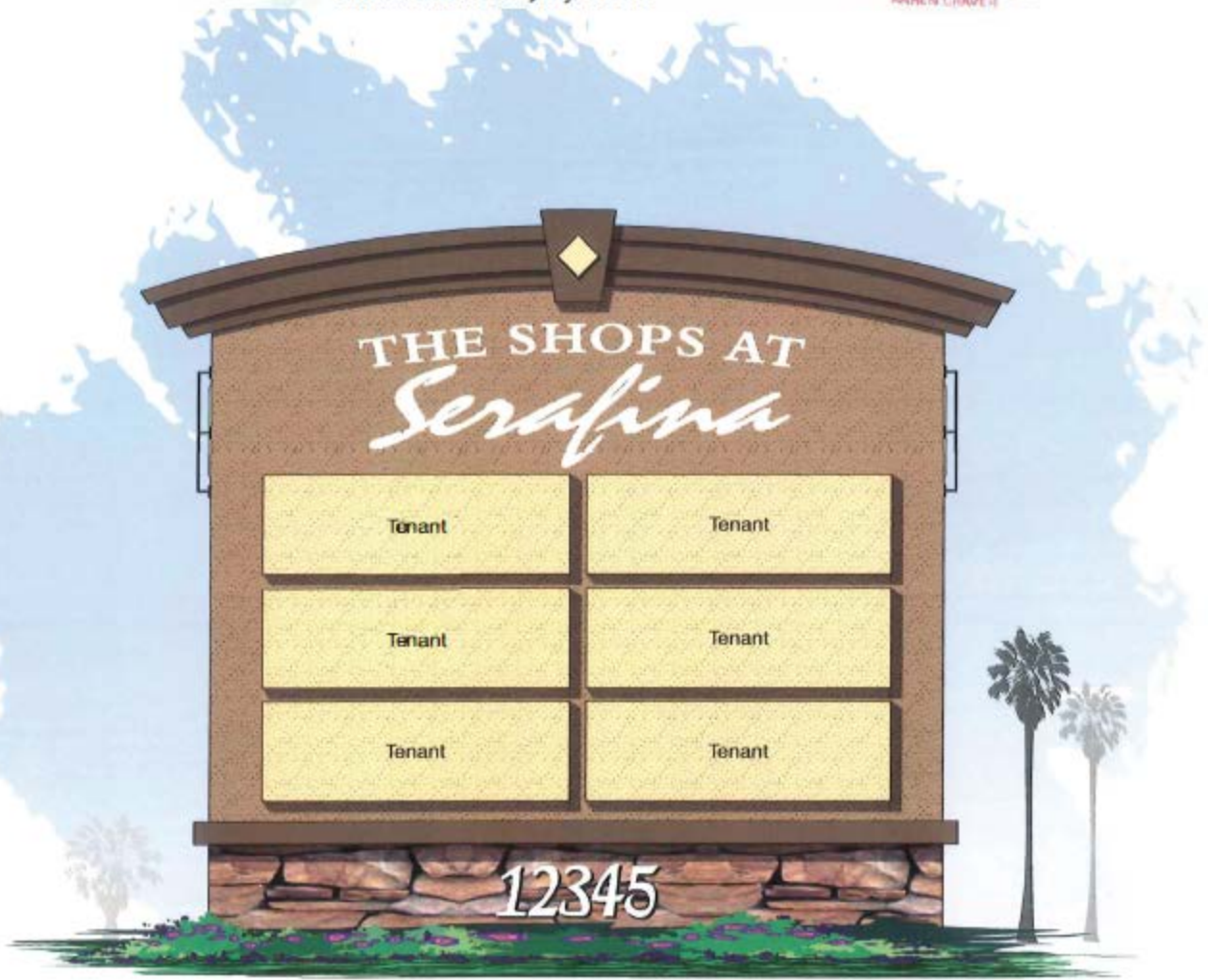


Comprehensive Sign Package
The Shops at Serafina
NEC Estrella Parkway and Goodyear Boulevard North
Amendment 2 - July 2025


APPROVED
MAR 17 2015
PLANNING & ZONING
WITH STIPULATIONS
CASE NO. 1630-0005
KAREN CRAVER



SIGN CRITERIA FOR
THE SHOPS AT SERAFINA
NEC ESTRELLA PARKWAY and GOODYEAR BOULEVARD NORTH
GOODYEAR, ARIZONA

I BACKGROUND INFORMATION

- a. This property is located on the northeast corner of Estrella Parkway and Goodyear Boulevard North
- b. There are two streets, which carry traffic to and from this center: Estrella Parkway and Goodyear Boulevard North
- c. The total net area of the site is 185,599 Square Feet. The building square footage is 11,200 Sq. Ft. for the 1st floor and 1,768 Sq. Ft. for the second floor for a total of 12,968 Sq. Ft.
- d. The Occupancy classification: (Chapter 5, section 3) Future mixed occupancy: B, M, A-2, (Restaurant – Ground floor) and R-3 (Two dwelling units – 2nd floor)
- e. This project is being developed as a mixed use occupancy. Each two story building will have an approximate height of 35 feet. Two 700 square foot residential dwellings are planned on the second floor at one end of each building with the potential that these units will be utilized as office space as determined by market conditions.

Property Ownership:

Eagle Creek Land & Development, LLC
15215 SE 72nd Street, Suite 201
Kent, Washington 98042-4215

II THEME AND IMAGE

The intent of these sign criteria is to establish and maintain guidelines consistent with the sign policies of the owner and the City of Goodyear. Further, the purpose is to assure a standard conformance, for the benefit of all, in achieving a visually pleasing destination for tenants, customers and the surrounding community.

Placement:

All monument signs proposed in this Comprehensive Sign Package are placed as to be visible and readable for their function. Each sign is located a minimum of 5' behind the property lines, behind the sight visibility triangles and will be spaced a minimum of 330' apart. Monument Signs are not allowed in the Public Utility Easement (PUE) or Irrigation Easement (IE).

All building signs will be located on the storefront of that specific tenant's leased frontage.

Quantity:

The Shops at Serafina has requested two monument signs to allow an opportunity for tenants to have business identification on a monument sign.

Size:

The signs have been designed to architecturally flow with the building design and identify the tenants.

Materials:

Materials, finishes and colors used in the construction of the monument signs will be the same as used for the building construction. The signs are designed to match architectural elements of the building elevations.

Illumination:

Each monument sign will be internally illuminated.

Context:

The ground signs have been designed to be compatible with the center's design. The design elements of the signs draw from the building architecture and utilize the colors used on the building. The stone elements match the stone used on the buildings.

III LEGAL DESCRIPTION

THAT PORTION OF TRACT "B" OF "CENTERRA", A SUBDIVISION RECORDED IN THE OFFICE OF THE MARICOPA COUNTY RECORDER AS BOOK 553 OF MAPS, PAGE 37 THEREOF, BEING SITUATED IN THE WEST HALF OF SECTION 8, TOWNSHIP 1 NORTH RANGE 1 WEST, OF THE GILA AND SALT RIVER BASE AND MERIDIAN, MARICOPA COUNTY, ARIZONA, MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT THE MOST WESTERLY NORTH CORNER OF SAID TRACT B;

THENCE SOUTH 00°26'37"EAST (BASE OF BEARING) ALONG THE WEST LINE OF SAID TRACT, A DISTANCE OF 577.19 FEET TO THE POINT OF BEGINNING;

THENCE SOUTH 89°07'46" EAST, A DISTANCE OF 204.79 FEET;

THENCE SOUTH 00°32'38" WEST, A DISTANCE OF 153.83 FEET;

THENCE NORTH 89°27'22" WEST, A DISTANCE OF 15.44 FEET;

THENCE SOUTH 00°32'38" WEST, A DISTANCE OF 69.07 FEET;

THENCE SOUTH 89°27'22" EAST, A DISTANCE OF 73.02 FEET;

THENCE SOUTH 44°27'24" EAST, A DISTANCE OF 198.05 FEET;

THENCE SOUTH 89°26'28" EAST, A DISTANCE OF 99.65 FEET;

THENCE SOUTH 38°50'12" EAST, A DISTANCE OF 36.45 FEET;

Unofficial Document

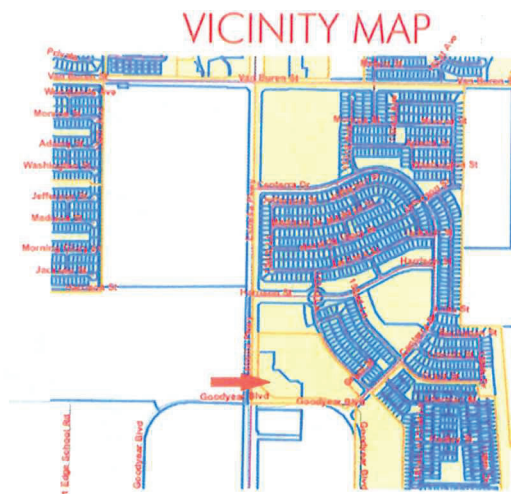
THENCE SOUTH 89°25'55" EAST, A DISTANCE OF 30.00 FEET;

THENCE SOUTH 00°32'38" WEST, A DISTANCE OF 174.92 FEET; TO A POINT ON THE NORTH RIGHT OF WAY LINE OF GOODYEAR BOULEVARD NORTH, ACCORDING TO BOOK 553, PAGE 37, MARICOPA COUNTY RECORDS;

THENCE NORTH 89°26'37" WEST, ALONG SAID NORTH LINE, A DISTANCE OF 336.28 FEET TO A POINT ON A NON-TANGENT CURVE, CONCAVE TO THE NORTHEAST, THE CENTER OF WHICH BEARS NORTH 21°46'13" EAST, HAVING A RADIUS OF 384.00;

THENCE NORTHWESTERLY, ALONG THE ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 47°17'42", A DISTANCE OF 316.97 FEET;

THENCE NORTH 00°26'37" EAST, A DISTANCE OF 349.82 FEET TO THE POINT OF BEGINNING.



IV WALL SIGNS for TENANTS

Location:

The Landlord has provided sign areas above all storefronts. Tenant signs must be placed above the leased business space. Landlord approved sketches must accompany all submitted sign permits.

Allowable Sign Area:

Tenants are allowed a maximum of 1 square foot of sign area for each linear foot of tenant building frontage. The maximum letter height is 24". The maximum length of an attached sign is 80% of the length of the leased frontage.

Wall signs are permitted on other exterior walls and shall have a maximum of 1/2 square foot of sign area for each linear foot of tenant building frontage. The maximum aggregate area of all wall signs for any one business is 200 square feet.

Logos:

Logos will be allowed providing that the logo is part of the tenants sign identification program. Logos shall be fabricated in the shape of the logo only.

Construction:

Letters & logos to consist of pan channel letters of minimum .063 gauge aluminum with minimum 3" deep returns and maximum 7" deep returns printed and painted. The letters & logos are to have 3/16" acrylic faces with 1" trim cap or aluminum retainers. Letters and logos are to be mounted flush to the building. Internal illumination provided by internal 15-mil neon powered by 30 ma remote or self-contained transformers. Rear raceways to house the electrical components are required on the back of parapet walls.

Letters and logos may also utilize halo lighting in addition to having illuminated plex faces. These back and face lighted letters must meet the basic construction details listed above with the exception of them having clear lexan backs pegged off of the building or background panel to allow for halo illumination.

Letters and Logos may incorporate translucent vinyl graphics and accents.

Colors of Components:

Return color is to be Dark Bronze with a Semi-Gloss finish. Tenants with established sign specifications may utilize their normal return color with Landlord and City of Goodyear approval.

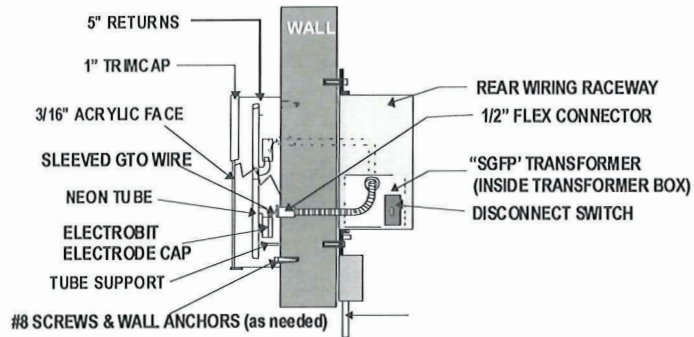
TENANT'S MAXIMUM LENGTH IS 80% OF LEASED FRONTAGE

24" maximum letter height

TENANT

TYPICAL SET OF PAN CHANNEL LETTERS.

NEON ILLUMINATED PAN CHANNEL LETTERS



TENANTS HAVE THE OPTION TO USE LED'S FOR ILLUMINATION

V GROUND SIGNS

a. Tenant ID:

The owner is providing two monument signs. All monument signs will include addresses and will have a maximum of six tenant panels

b. Directional signs are allowed provided they meet the approval of the landlord and City of Goodyear sign code.

VI SIGNS NOT ALLOWED

- a. Balloons, pennants and streamers
- b. Animated or flashing signs
- c. Painted letters
- d. A-frame or sandwich board signs
- e. Cabinet Signs
- f. Exposed raceways
- g. Translucent vinyl on windows/doors
- h. Signage not specifically identified in this Sign Package... Shops at Serafina reserves the right to amend the Sign Package.

VII GENERAL SIGN STANDARDS:

- a. All signs and their installation shall comply with local building and electrical codes.
- b. Tenant may identify service door for delivery and emergency purposes only. Signs shall identify suite number only and be located in the center of the door, five feet from finished floor to the top of the letters.
- c. No animated, flashing, audible or roof mounted signs shall be permitted.
- d. No exposed ballasts, crossovers, conduits, conductors, transformers, raceways, etc. shall be permitted. Electrobits shall be used for all neon and bare UL labels.
- e. Retail tenants shall be allowed to place vinyl graphics in the window panel pending landlord and City of Goodyear approval. Decal stick-on lettering or graphics indicating suite numbers, hours of business, and approved credit cards shall be permitted. The total aggregate area of all window signs shall not exceed 50% of the total area of the windows through which they are visible.
- f. Tenant and his sign Contractor shall repair any damage caused during installation or removal of signs. Patching of holes, repair of texture and paint touch up is required.
- g. No labels shall be permitted on the exposed surface of signs, except those required by local ordinance and one to identify the manufacturer. Required labels shall be installed in an inconspicuous location per code requirements.
- h. Sign permit must be obtained from the City of Goodyear prior to installation of signs.
- i. In no case shall Tenant or its sign contractor be allowed to penetrate the roof membrane for any reason without permission of the property owner or landlord. Tenant is responsible for any damage to roof while installing signs.
- j. All signs shall be constructed, installed and operated at Tenant's expense.
- k. A building that is located less than 75 feet from a public right-of-way (the street on which The property is addressed) shall post 12" numerals having a minimum 2" brush stroke.
- l. Owner reserves the right to disapprove any sign, which deteriorates or is damaged after installation for any reason. If Owner so informs the Tenant of such disapproval, the Tenant will promptly repair or remove such sign. Rust staining is a reason for disapproval.
- m. Tenant is responsible for providing electrical power to the sign as well as time clocks or photocells.
- n. Tenant's contractor must be a licensed sign contractor by the Arizona Registrar of Contractors and provide proof of liability insurance in excess of \$1,000,000 and coverage at owner's request.
- o. Any signage not specifically identified in this Sign Package shall conform to City Ordinance Standards. Shops at Serafina reserves the right to amend the Sign Package.

IX SIGN DRAWING REQUIREMENTS:

- a. Each tenant (or representative) must submit three (3) sets of original scale drawings of proposed signs for approval by Landlord or his appointed agent. Each drawing will accurately depict the color of the sign and its copy and the quantity requested.
- b. Materials, thickness of materials, finishes and colors shall be included in the drawing specification.
- c. A side view of letters and their attachment method shall be required.
- d. Sign area will be computed according to City of Goodyear sign code methods.
- e. The drawing must be accurate to scale in its depiction of the signs on the building façade, window area or sign panels. Color digital photos of tenant façade or ground sign panels with copy super imposed shall be required

XI SIGN APPROVAL PROCEDURE:

- a. The Landlord or its Authorized Agent shall review all plan drawings of proposed signage and return marked "Approved", "Approved as noted" or "Revise and Resubmit".
- b. "Approved" drawings will permit the Tenant to proceed with sign fabrication and installation in accordance with drawings, subject only to City of Goodyear permits.
- c. "Approved as Noted" drawings will permit the Tenant to proceed with sign fabrication and installation, provided the modifications noted are incorporated into the design.
- d. "Revised and Resubmit" drawings will be returned to Tenant with comments. These drawings shall be revised and resubmitted for Owner or its Authorized Agent's approval within ten days of their return to Tenant.
- e. Signs installed without written approval by Landlord or its Authorized Agent may be subject to removal and proper reinstallation at tenant's expense. Damages may be assessed to cover the cost of repairs to the building or removal of signage resulting from unapproved installation.

For questions regarding these criteria or to receive a competitive bid, please contact our sign consultant:

Steve Nelsen (602) 272-9356
 Bootz & Duke Sign Company
 4028 W. Whitton Ave.
 Phoenix, AZ 85019
 (602) 272-9356 Office (602) 272-4608 Fax
 e-mail: steve@bootzandduke.com

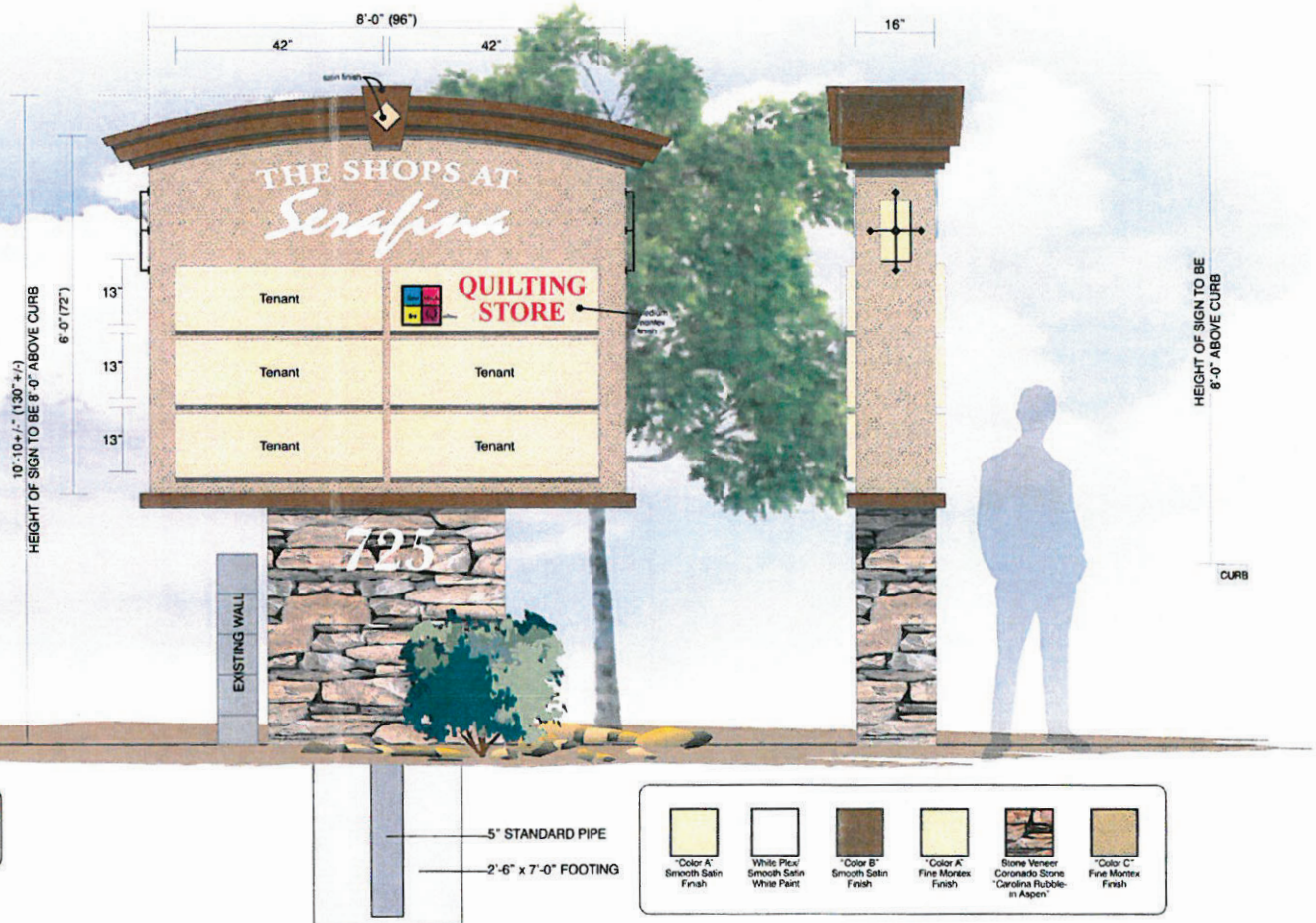
MANUFACTURE AND INSTALL ONE(1) MULTI-TENANT MONUMENT WITH CENTER ID
SCALE: 1/2"=1'-0"

CONSTRUCTION:
- ALUMINUM FRAMED STRUCTURE SKINNED WITH .090" ALUMINUM PAINTED AND TEXTURED TO MATCH BUILDING COLORS
- 1/2" PUSH THRU WHITE ACRYLIC BACKED UP WITH 3/16" CLEAR ACRYLIC

ILLUMINATION:
- CWHO FLUORESCENT LAMPS SPACED AS NECESSARY FOR AMPLE ILLUMINATION

INSTALLATION:
- AT CUSTOMER SPECIFIED LOCATION ON ASA APPROVED PIPE AND FOOTER

PROPOSED SIGN LOCATION



All Signs Shall Be Installed in Accordance With N.E.C. Article 600

Engineering Specifications
All Signs Fabricated as per
A.S.A. Specifications & 2012 I.B.C.

Electrical Specifications
All Signs Fabricated as per
2011 N.E.C. Specifications

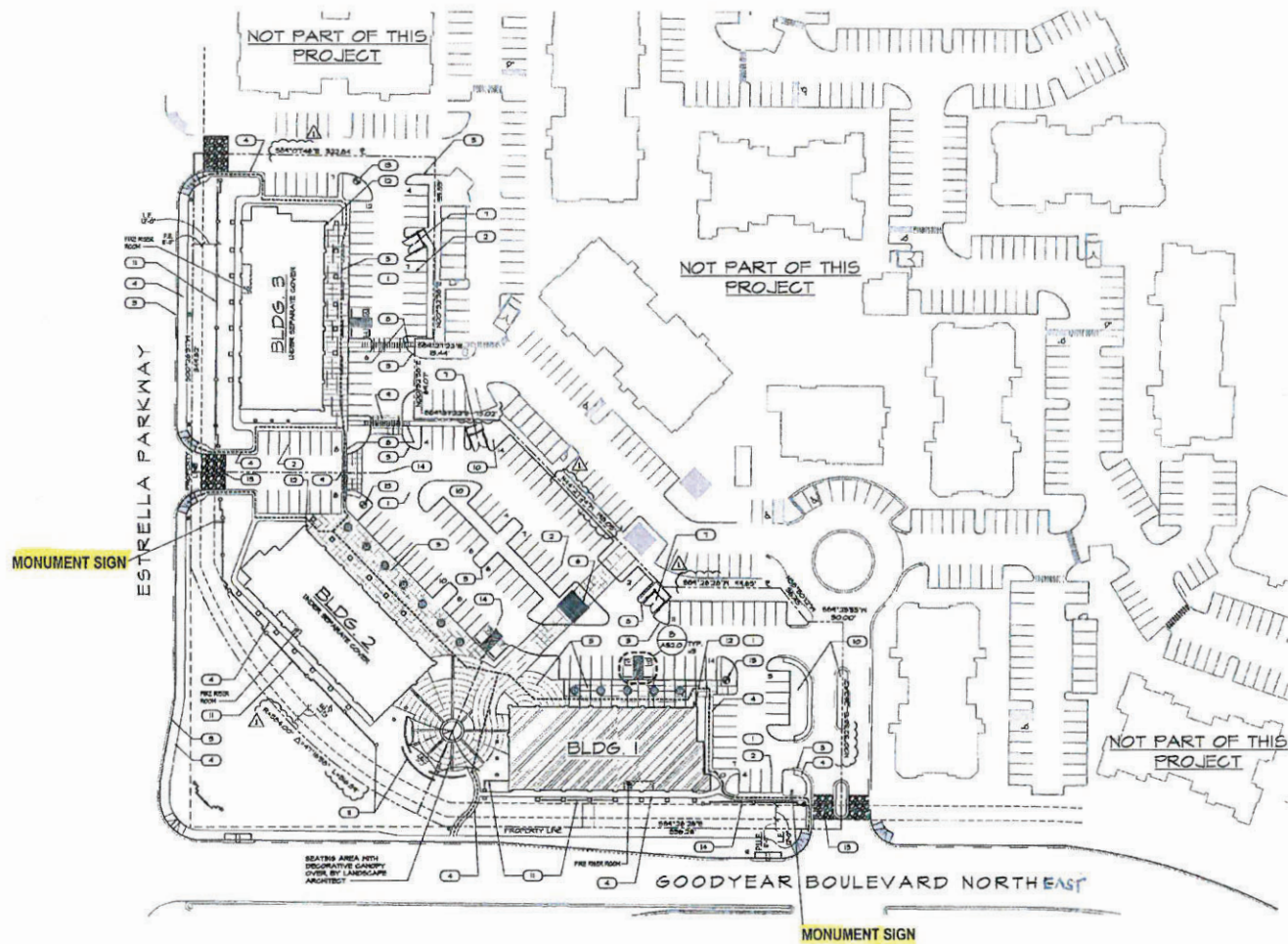
BOOTZ & DUKE Signs
4028 W. Whitton Ave. - Phoenix, AZ - 85019
P: (602) 272-9356 F: (602) 272-4608
www.bootzandduke.com

Customer: Sew Much for Quilting
Address: Estrella and Goodyear
Salesman: Steve Nelsen
Designer: AVMorales II (Revised by Kenney Welker)

Design #: K-2068-15
Date: January 12, 2015
Revision: [0] - Date
Page: 1 of 1

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NOTE: ALL SIGNS MANUFACTURED BY BOOTZ AND DUKE SIGNS ARE 120 VOLT ANY OTHER VOLTAGE REQUIREMENTS MUST BE IN WRITING.



SCALE: 1" = 100'-0"



BOOTZ & DUKE Signs

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P: (602) 272-9356 F: (602) 272-4608
www.bootzandduke.com

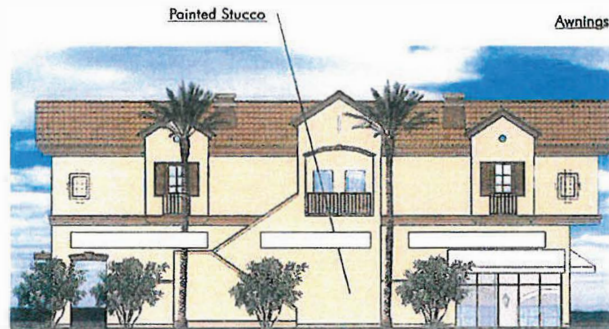
Customer: Shops at Serafina
Address: Goodyear, AZ
Salesman: Steve Nelsen
Designer: Kenney Welker

Design # K-2105-14
Date: May 9, 2014
Revision: [0] - Date
Page: 1 of 1

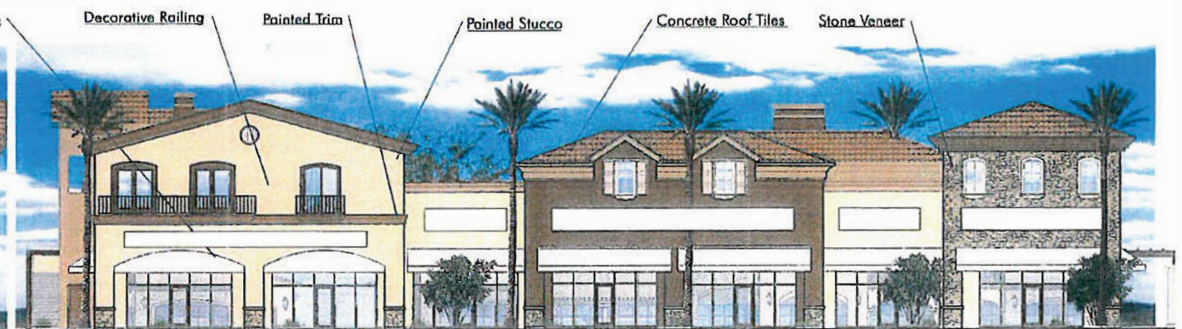
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SIGN ENVELOPES

THE SIGN ENVELOPES DEPICTED MAY NOT ALL BE UTILIZED.
THEY ARE POTENTIAL LOCATION AND WILL VARY DEPENDING ON THE LEASE FOOTPRINTS
FINAL INSTALL LOCATIONS ARE DEPENDANT ON RECEIVING LANDLORD AND CITY OF GOODYEAR APPROVAL



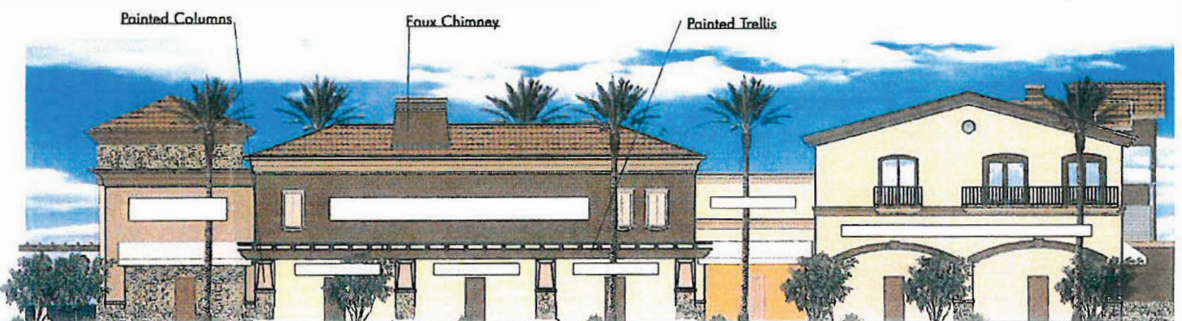
SHOPS 1 - EAST ELEVATION



SHOPS 1 - NORTH ELEVATION



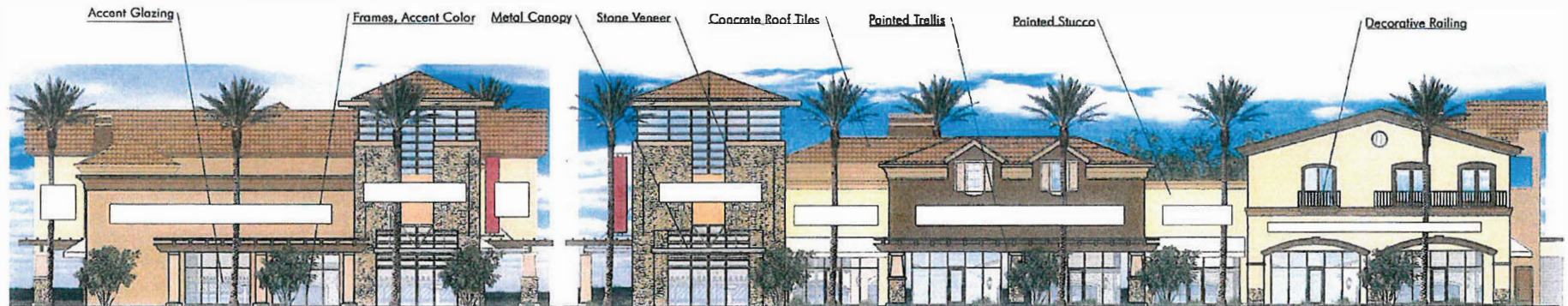
SHOPS 1 - WEST ELEVATION



SHOPS 1 - SOUTH ELEVATION

SIGN ENVELOPES

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SHOPS 2 - SOUTH ELEVATION

SHOPS 2 - EAST ELEVATION



SHOPS 2 - NORTH ELEVATION

SHOPS 2 - WEST ELEVATION

SHOPS 2 ELEVATIONS

CENTERRA MIXED-USE

Goodyear, Arizona

SIGN ENVELOPES

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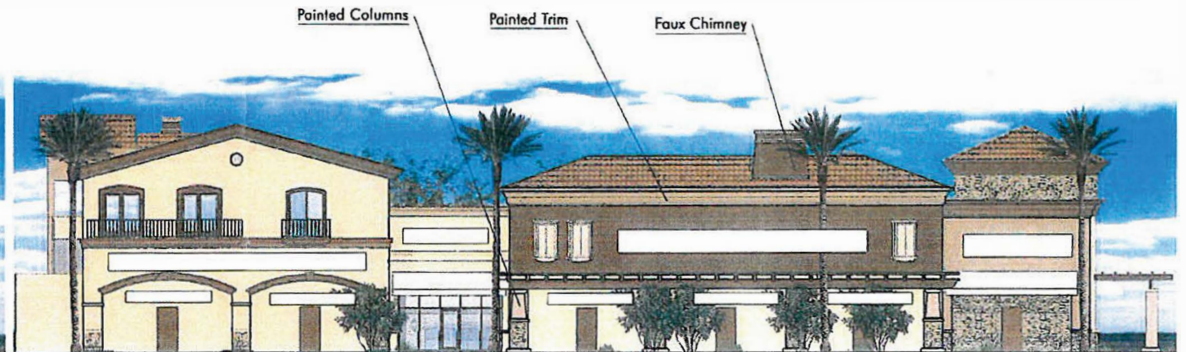
SHOPS 3- SOUTH ELEVATION



SHOPS 3- EAST ELEVATION



SHOPS 3- NORTH ELEVATION



SHOPS 3- WEST ELEVATION