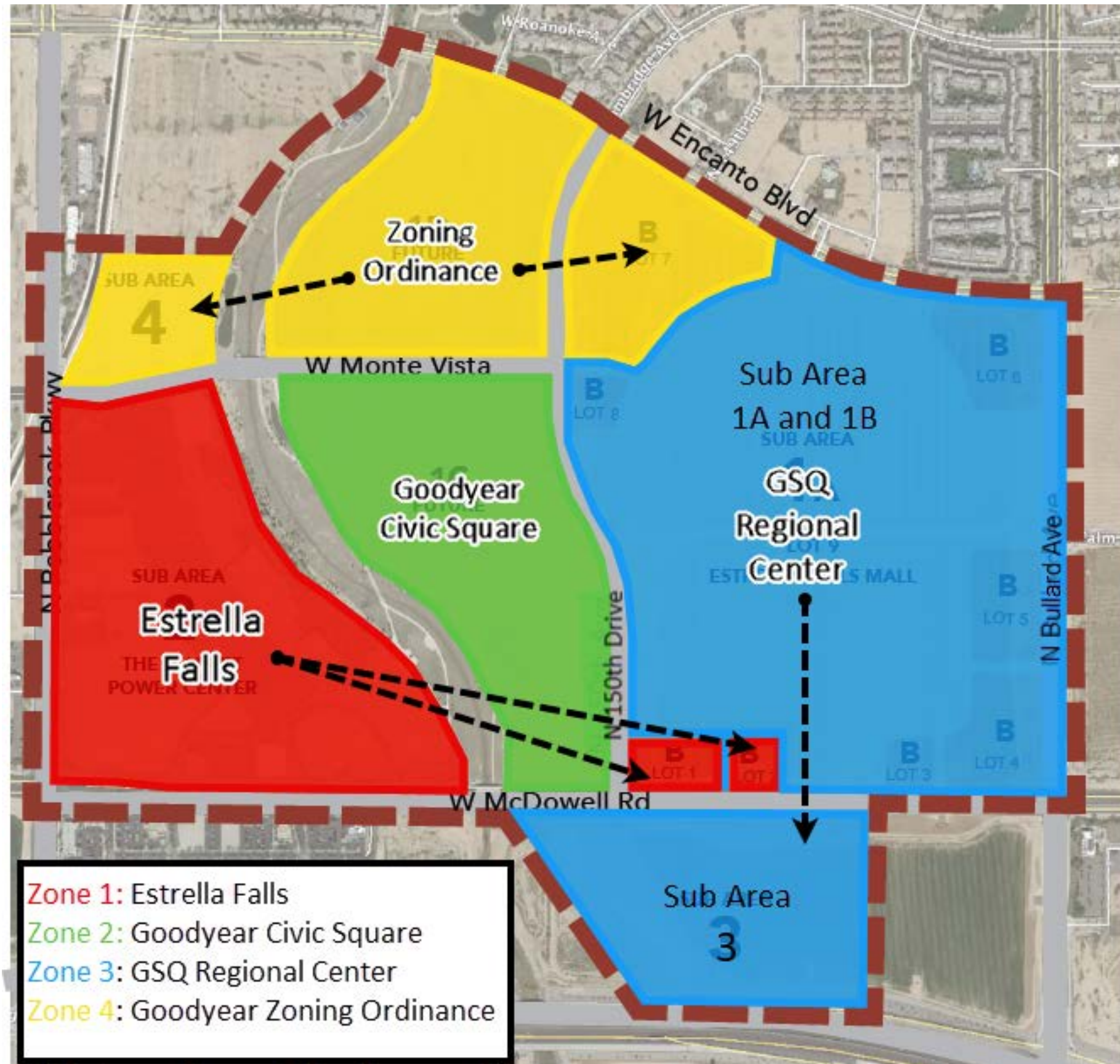


Estrella Falls, Civic Square and GSQ Comprehensive Sign Package Dated: April 2025

Tenants within this Sign Package are considered on-premise signage regardless of Zone.



Section 1 - Zone 1: Estrella Falls Sign Standards

ESTRELLA FALLS

COMPREHENSIVE SIGN PLAN



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- AP-4 IV SIGN DESIGN CRITERIA
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PROJECT NARRATIVE AND DATA

Zone 1 and Sub Areas

Estrella Falls; "1", "1A", and "1B"

Estrella Falls (Zone 1) is broken into three areas. The largest area, identified as "1" is located at the northeast corner of PebbleCreek Pkwy and McDowell Road. The areas identified as "1A" and "1B" are located generally northeast of 150th Drive and McDowell Road. All areas follow the Zone 1 standards.

HIERARCHY OF SIGNS:

This comprehensive sign plan has been structured to provide a hierarchy of wayfinding and identification signs and standards to be used throughout. All signs will be specified within each Sub-Area Attachment and will be submitted when each site plan has been determined and developed.

The signs can be classified by the following categories:

- A. Freeway Pylon Signs - See signs A1 - This sign will provide regional/community-level identification for businesses located primarily in Zone 1, to travelers along Interstate 10 and is located in Zone 3 adjacent to Interstate 10.

This sign (1) is 85-foot tall exclusive of architectural embellishments, doubled-sided displays with project identification and tenant identification panels granted by right in the original submittal. The sign is dedicated to the Marketplace retail tenants;

- B. **Corner Identification Features:** These signs will provide the main project identification on major roadway intersections such as the northeast corner of Pebble Creek Parkway and McDowell Road and the northwest corner of Bullard Avenue and McDowell Road which incorporates the overall design theme of the project and serves to let the customers know they have arrived at the regional shopping destination, Estrella Falls.

- C.1 **Primary Multi-Tenant Monument Signs:** Designed to be a maximum height of twenty feet (20') exclusive of architectural embellishments, these signs will provide local-level identification of tenants and users within the commercial and retail areas to travelers along arterial and collector arterial roadways such as McDowell Road, Pebble Creek Parkway, 150th Avenue and Monte Vista Drive. Height and square footage of the signs will remain the same for each Sub-Area with specific designs and architectural embellishments to be addressed in the Attachment submitted for the particular Sub-Area. These signs are 20' in height with a maximum 120 square feet. The signs are double sided multi-tenant monument signs with internally illuminated tenant panels. Tenant panels are routed aluminum with back up acrylic and translucent vinyl.

- C.2. **Seconary Multi-tenant Monument Signs:** Designed to be a maximum height of ten feet (10') these signs provide local level identification for multiple tenant or single-use buildings within the development.

- E. **Pedestrian Directory Signs:** These signs provide additional directional information to people once they are approaching buildings from the adjacent parking areas. They will be placed at logical decision points to assist in pedestrian wayfinding. These can be static in nature, or if oriented to the interior of the project, can integrate electronic message center type of technology to accommodate the centers needs. Based on location, if not visible to arterial or collector designated roadway/street - these shall not be subject to permitting or code restrictions.

- G. **Tenant Wall Signage:** Wall mounted tenant signage will be addressed specifically in the Attachments for each Sub-Area.

- D. **Vehicular Directional Signs:** These signs will be located within the development to provide directional information to major tenants traveling within the developed Sub-Area in their vehicles. They will be placed at logical decision points throughout to assist in decision making and to help people find parking in the area of their destination.



ZONE 1 MAP



A1 - FREEWAY PYLON SIGN

Function	Project and Tenant Identification for +/- 330 acre Regional Power Center signage for all parcels associated with the "Goodyear RPC".
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Location Signs along I-10 Parcel 14 (Sub area 3)

Quantity 2 - Signs - A2 and A3

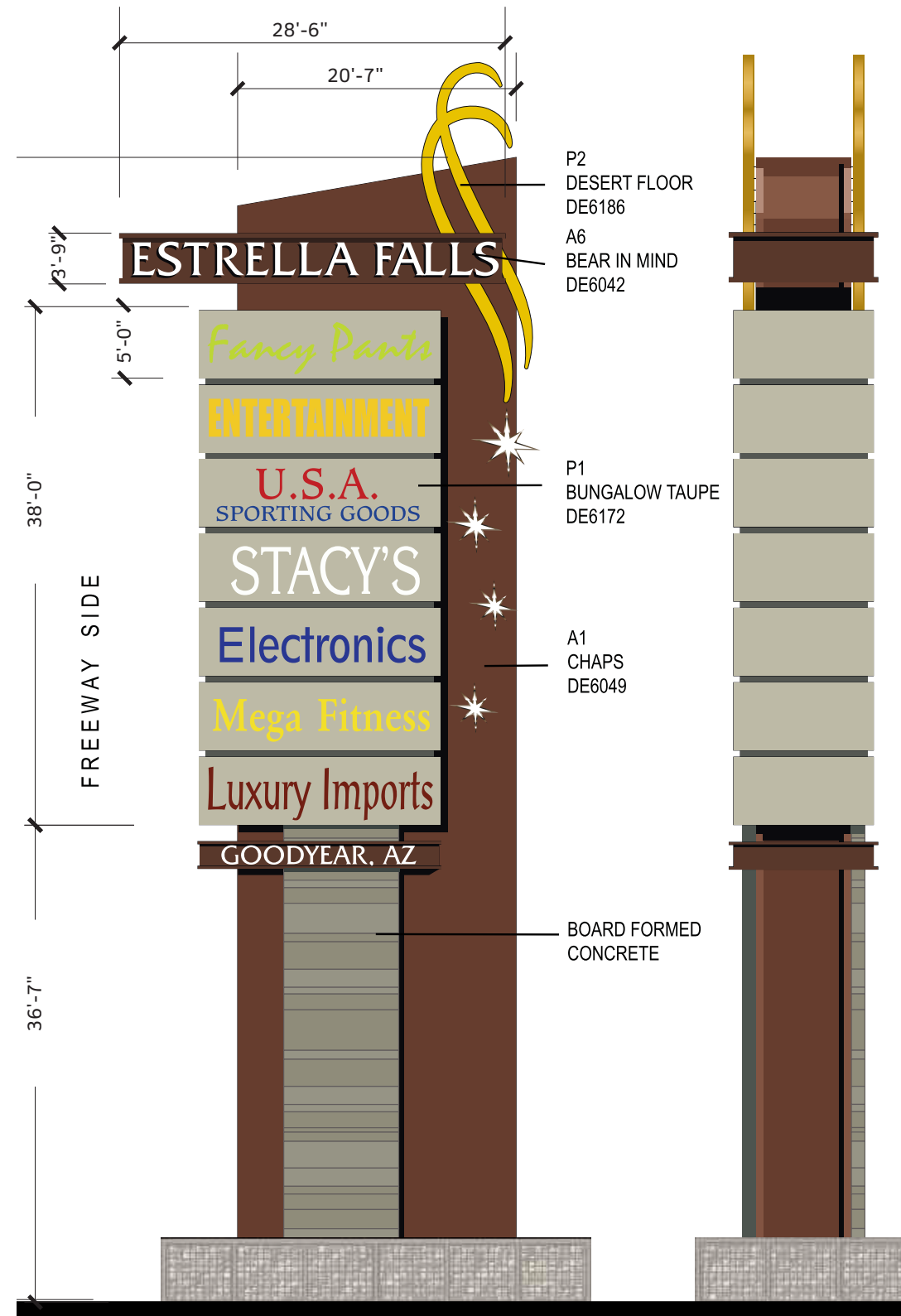
Structure and ID Sign

Materials	Textured aluminum cabinet, faux painted finish, rock gabion with metal frame base feature.
-----------	--

Height 85' to top of signage cabinet

Logo Pan channel "stars" and "tail", with internal and halo illumination.
150 s.f.

ID	Pan channel letters, internally illuminated
	"Estrella Falls" - 4'-0" tall letters - 100 s.f.
	"Goodyear AZ" - 2' tall letters, 75 s.f.



FRONT ELEVATION

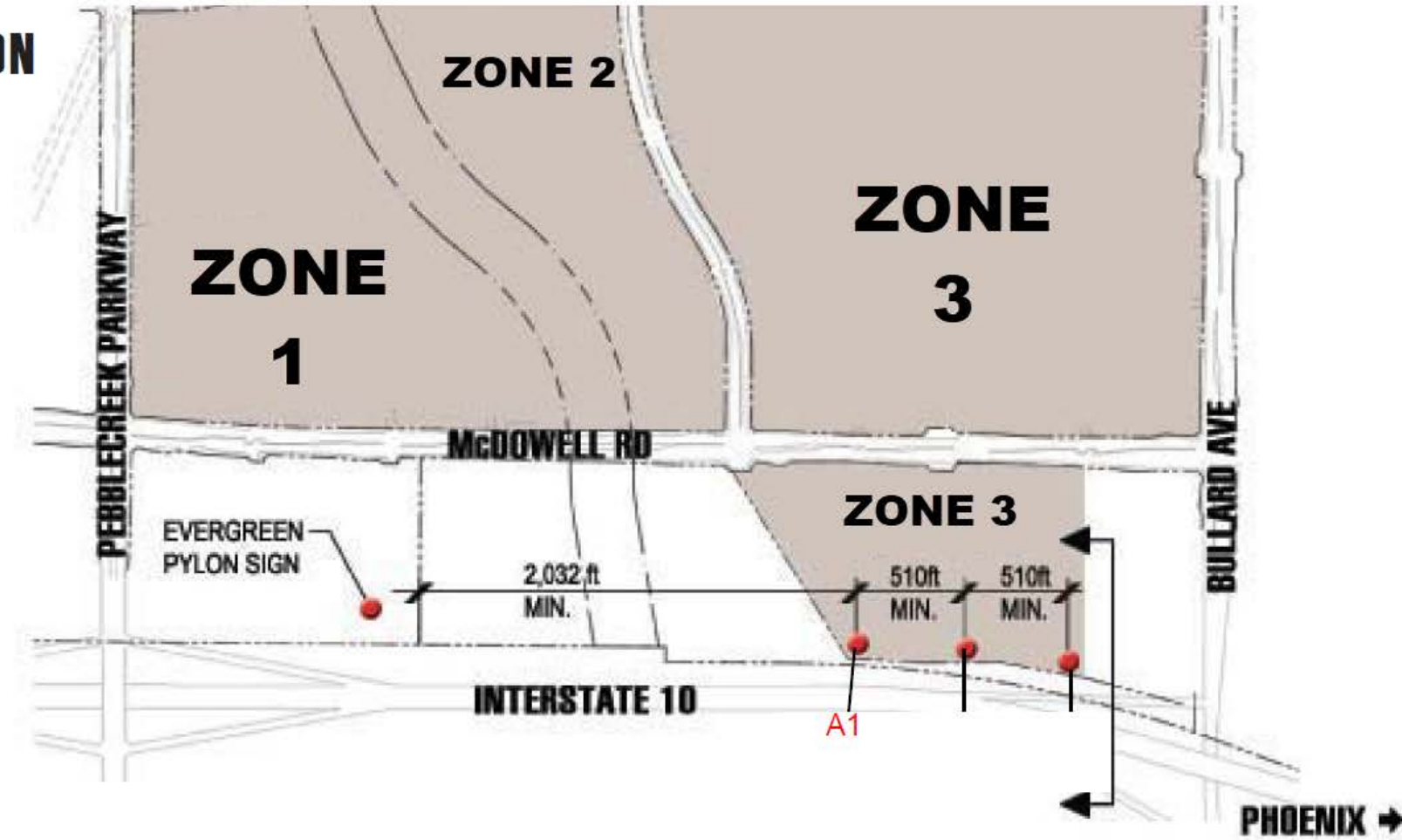
SCALE: 3/32" = 1'-0"

"Estrella Falls" 2'-6" tall letters - 75 SF
 "GOODYEAR, AZ" 2' tall letters - 75 SF

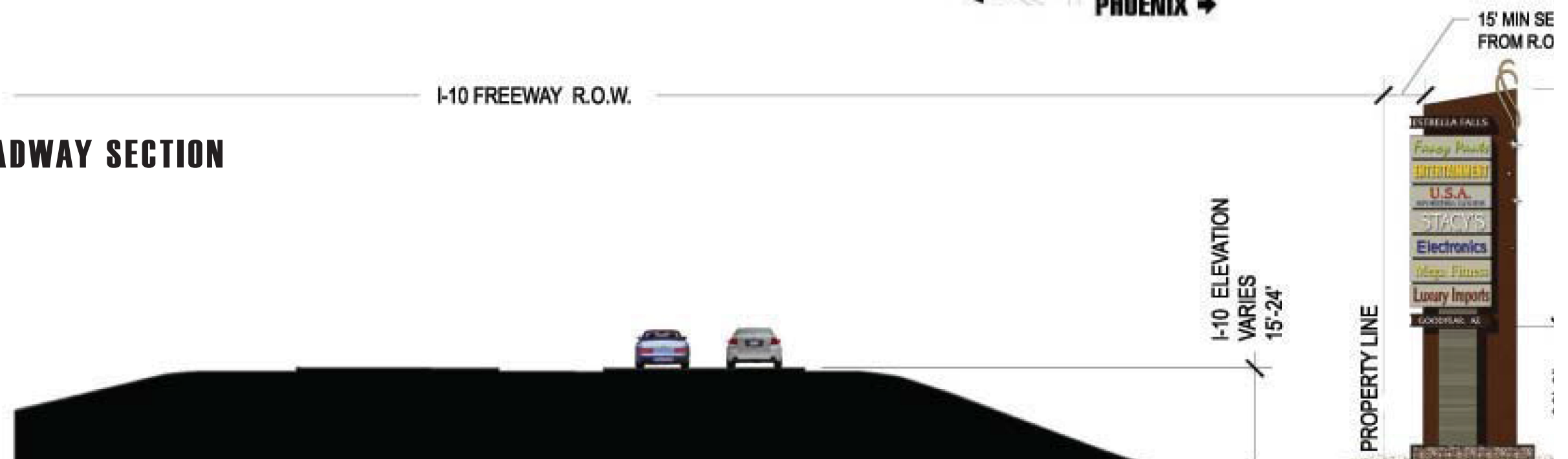
SIDE ELEVATION



PYLON SIGN LOCATION



PYLON ROADWAY SECTION



Attachment 1A and 1B



Estrella Falls

1A and 1B: Mixed Use / Commercial



1A and 1B - PROJECT DATA

ZONING PAD-MIXED USE COMM
PARCEL NUMBERS SEE BELOW

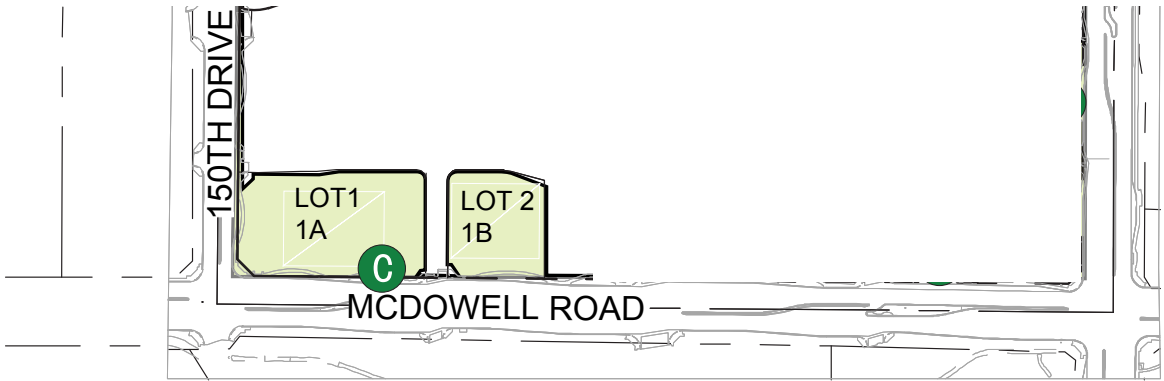
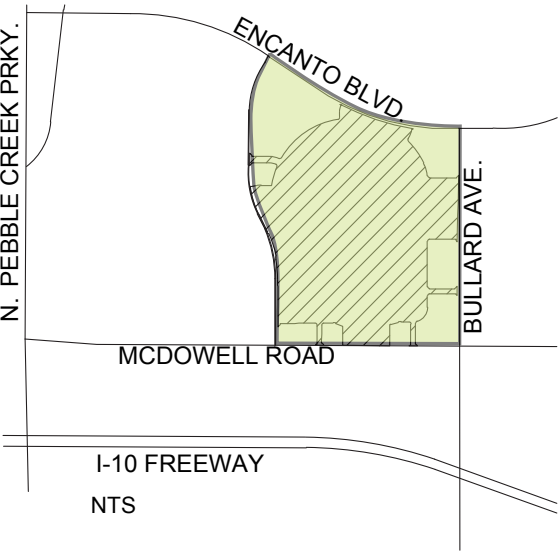
SITE AREAS

LOT 1	(124,844 S.F.)	2.87 ACRES
LOT 2	(64,494 S.F.)	1.48 ACRES

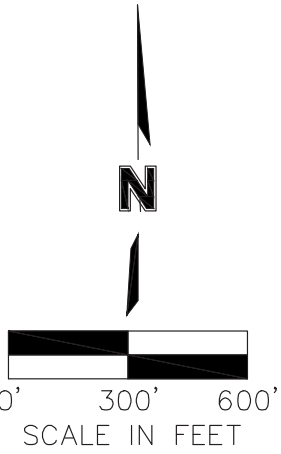
LEGEND

- C 10'-0" SINGLE TENENT OR
MULTI-TENANT MONUMENT SIGN

VICINITY MAP



SECTION 32, T2N, R1W, G&SRM



C - MONUMENT SIGNS

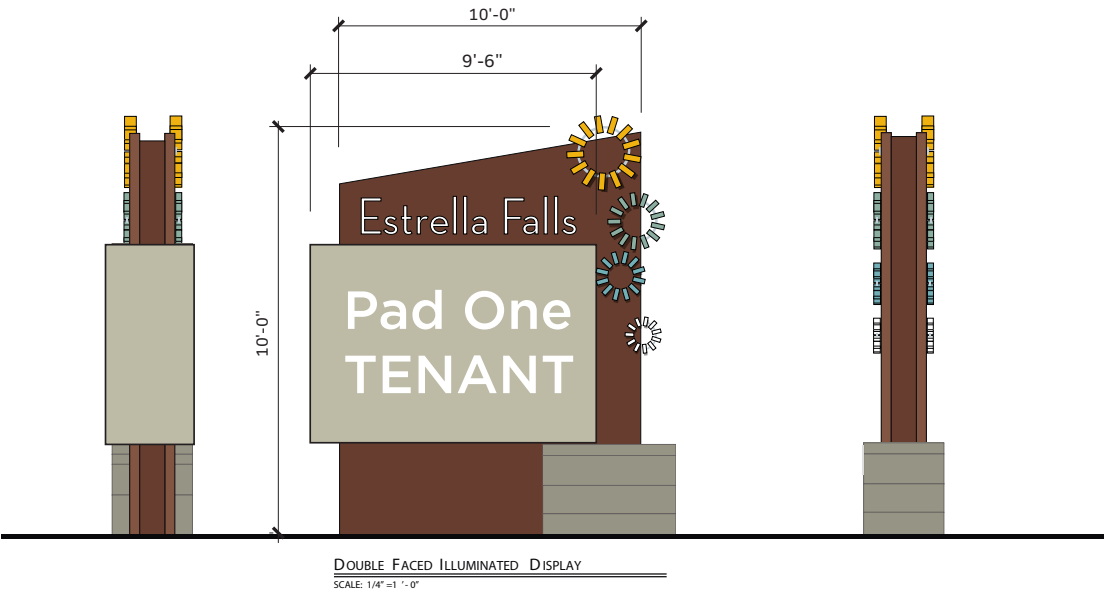
Function	Tenant identification - Multiple or single tenant for use on lots 1-8 and as needed for Mall
Location	Along perimeter roadways to Sub Area 1 at primary and secondary entry points
Quantity	(8) - 1 on 150th Avenue, 2 on Encanto Boulevard, 3 on Bullard Avenue and 2 on McDowell Road.

Structure and ID Sign

Materials	To be defined by the color and materials palette for the mall and guidelines established for the pad/ parcels surrounding the mall
Height	10' to top of signage area
Logo	Pan channel stars, with internal illumination
ID	Pan channel letters, internally illuminated

Tenant Panels

Material	Painted aluminum panel faces with routed copy and push-thru acrylic copy. Graphics per tenants corporate standards in design and color.
Size	Panels TBD with - may be split or reconfigured based on final design Graphic Area TBD with final design Total Sign Area - 96 s.f. exclusive of center ID and architectural embellishments.
Illumination	Internal



* The multi-tenant monument sign constructed just east of North 150th Drive and north of West McDowell Road is permitted to be redesigned to align with the multi-tenant standards as part of the Zone 3 Freestanding Sign Matrix - Sub Area 1A & 1B requirements.



WALL & SITE SIGN MATRIX -1A & 1B

SIGN TYPE	FUNCTION	LOCATION	QTY	HEIGHT	SIZE	ILLUMINATION	MATERIALS
Wall Signs	Tenant Identification	Wall surfaces and architectural features designed to accommodate signage	Wall surfaces and architectural features designed to accommodate signage	36" tall maximum letter height within building silhouette	2.0 s.f. / L.F. of building street frontage, 1.0 s.f. / L.F. of other walls upon which signage is placed. 200 s.f. maximum aggregate	Interior, Backlit, or a combination thereof	Aluminum, Acrylic, Painted Metal, Flexface materials
Sign C Multi Tenant Monument	Multi Tenant or Single Tenant Identification	Placed along McDowell Road, Bullard Drive, 150th Avenue and Encanto Boulevard.	8	Maximum ten feet (10') to the top of monument	96 sq.ft. maximum, exclusive of center identification and architectural embellishments	Internally Illuminated	Aluminum and other architectural materials to match architectural features
Menu Signs	Menu display and pricing	Drive Thru	Drive Thru	Per City of Goodyear sign ordinance	Per City of Goodyear sign ordinance	Interior and Ground Illumination	Aluminum, Acrylic, Painted Metal, Flexface materials
Traffic Directionals	Vehicular	Driveways and drive thru as required	Driveways and drive thru as required	Per City of Goodyear sign ordinance	Per City of Goodyear sign ordinance	Interior and Ground Illumination	Aluminum, Acrylic, Painted Metal, Flexface materials
ATM	ATM	Wall or Freestanding	Wall or Freestanding	Per City of Goodyear sign ordinance	Per City of Goodyear sign ordinance	Interior and Ground Illumination	Aluminum, Acrylic, Painted Metal, Flexface materials
Sign F2 For Sale / Leasing	Temporary	Out lots for sale/leasing/coming soon signs	1 per street frontageplus one additional per every 200 LF of street frontage within the same parcels	Twelve feet (12') tall	64 s.f. maximum	None	Wood, metal, vinyl, paint

- Signage placed on wall surfaces not visible beyond property boundaries may be exempt from sign area and placement restrictions regulated by sign ordinance and this Comprehensive Sign Plan. The City of Goodyear shall make a determination on an individual basis.



Attachment 2

THE MARKET AT
ESTRELLA * FALLS

1: COMPREHENSIVE SIGNAGE PLAN

PROJECT DATA

PROJECT INFORMATION

ZONING	PAD-MIXED USE COMMERCIAL
PARCEL NUMBER	501-69-016F
PROJECT NAME	THE MARKET AT ESTRELLA FALLS

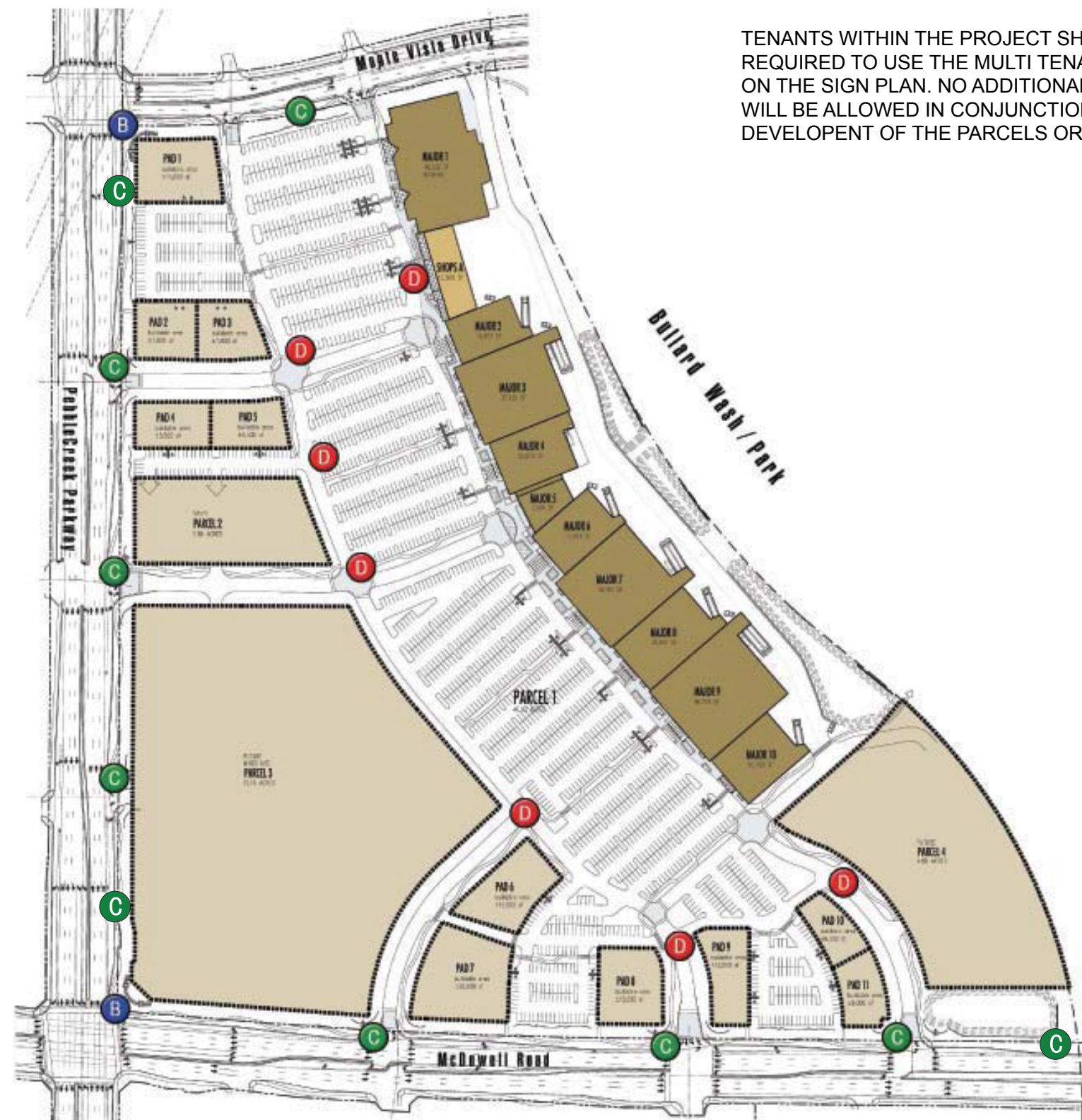
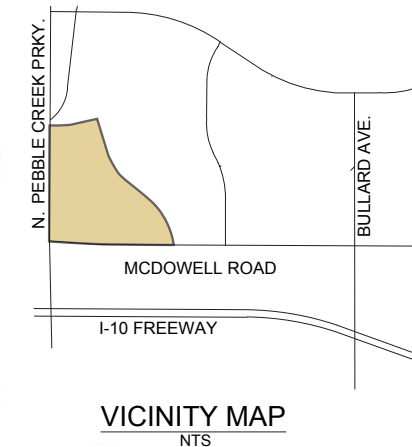
SITE AREA

PARCEL #1 (2,064,188 SF)	±47.39 ACRES
PARCEL #2 (72,122 S.F.)	±1.65 CARES
PARCEL #3 (531,1228 S.F.)	±12.19 ACRES
PARCEL #4 (212,590 S.F.)	±4.88 ACRES

LEGEND

- B** CENTER ID
- C** 20'-0" MONUMENT SIGN
- D** DIRECTIONAL SIGN
- TENANT MAP (LOCATIONS TO BE DETERMINED)

VICINITY MAP



TENANTS WITHIN THE PROJECT SHALL BE REQUIRED TO USE THE MULTI TENANT SIGN ON THE SIGN PLAN. NO ADDITIONALS SIGNS WILL BE ALLOWED IN CONJUNCTION WITH THE DEVELOPENT OF THE PARCELS OR PADS.



FREESTANDING SIGN MATRIX - 1

SIGN	SIGN TYPE	FUNCTION	LOCATION	QUANTITY	HEIGHT	SIZE	ILLUMINATION	MATERIALS
Sign A Freeway Pylons	Pylon - A1	Project Identification/Tenant Identification	Placed along I-10 in Zone 3	1	Eighty five feet (85") to the top of pylon, exclusive of architectural embellishments	800 sq.ft. Maximum exclusive of center identification and architectural embellishments	Project and static tenants - Internally	Textured Aluminum, Faux Finish, Pan Channel Letters, Acrylics
Sign B Corner Project Identification	Channel Letters	Project Identification	Corners of McDowell Road, Pebble Creek Parkway and Monte Vista Drive	2	Maximum six feet (6') to the top of wall, Exclusive of Logo and Embellishments	Approximately 120 sq.ft. maximum exclusive of architectural embellishments	Exterior and Internally Illuminated	Aluminum and Acrylic letters, Concrete base w/ faux finish Decorative rock gabion accents
Sign C Multi Tenant Monument	Monument	Multi Tenant Identification	Placed along McDowell Road, Pebble Creek Parkway and Monte Vista Drive	10	Twenty feet (20') to the top of monument	120 sq.ft. maximum, exclusive of center identification and architectural embellishments	Internally Illuminated	Aluminum display and base, concrete accent base, routed aluminum panels, push thru acrylic copy
Sign D Internal Traffic Directional	Directional	Assist in directing flow of traffic inside the development	Strategically placed throughout interior parking areas	7	Five feet four inches (5'-4") to the top	12 sq.ft. maximum	Non Illuminated	Aluminum cabinet with reflective vinyl copy
Sign E Tenant Directory Map	Site Map	Provide tenant map for Pedestrians	Strategically placed throughout interior hardscape areas	6	Ten feet (10') to the top	96 sq.ft. Maximum 3 sided	Internally Illuminated	Aluminum cabinet 3 sided plex face with graphic map and tenant advertisements
Signs F2 For Sale/Lease	Temporary	Out lots for sale/ leasing signs	Along public streets	1 per street frontage per parcel	Ten feet (10') tall	32 s.f. maximum	None	Per owners standard construction - minimum wood post and panel



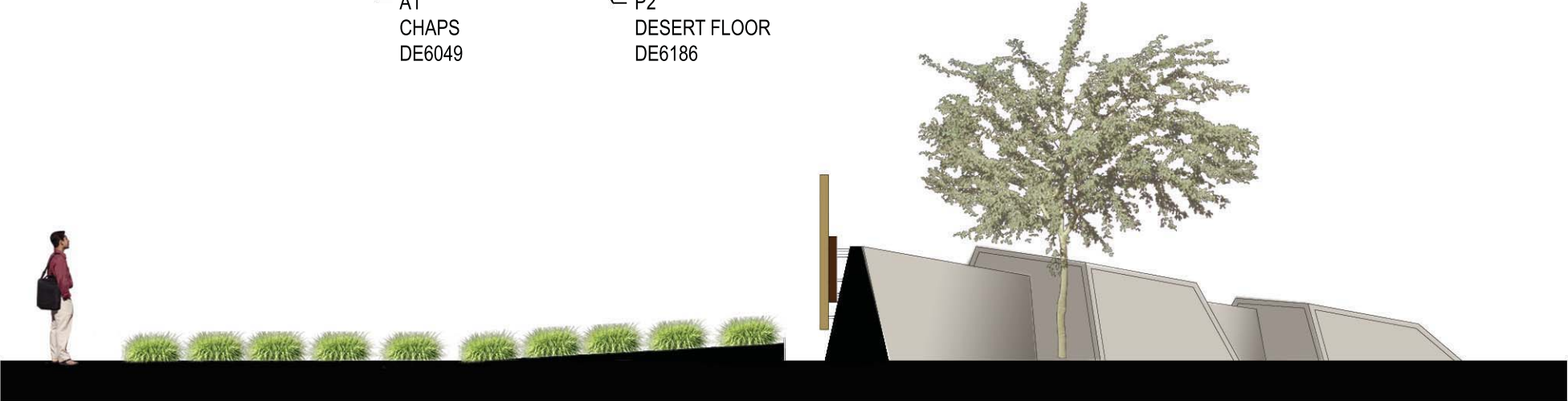
B - CORNER PROJECT IDENTIFICATION SIGN



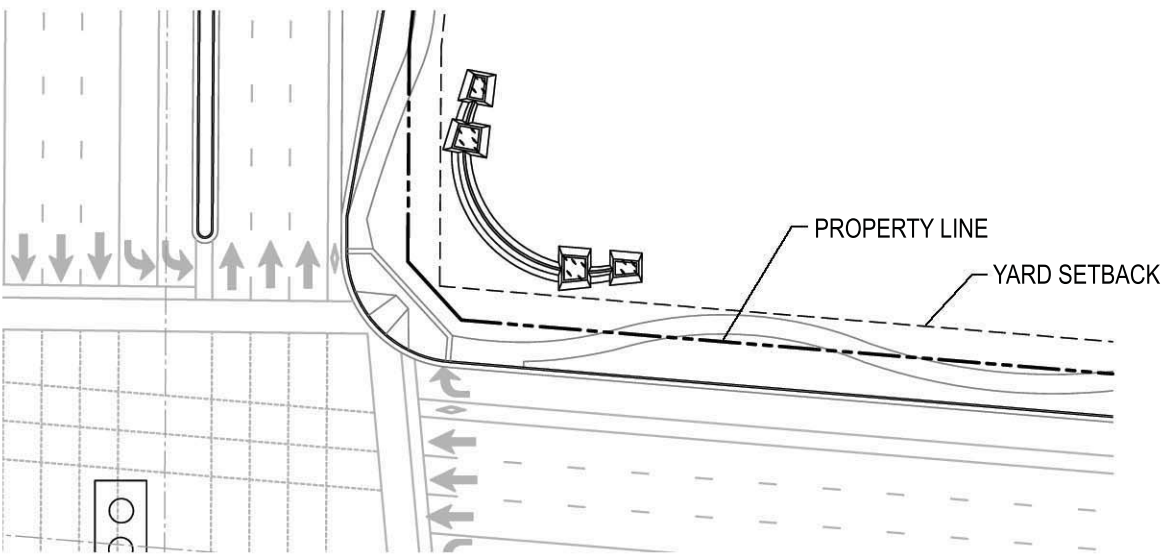
FRONT ELEVATION

CENTER I.D. SIGN

Function	Project Identification
Location	1 sign at corner of McDowell & Pebble Creek 1 sign at corner of Monte Vista & Pebble Creek
Quantity	2
Materials	Curved concrete wall with Faux finish, w/ rock gabion planter box's at ends of wall
Height	6' top of wall not including logo embellishment
Logo / ID	Pan Channel 120 SF
Text Height	"Estrella Falls" = 24" "The Market" = 14" "S"and Tails" logo = 8'



SIGN SECTION



C - MULTI-TENANT MONUMENT SIGNS

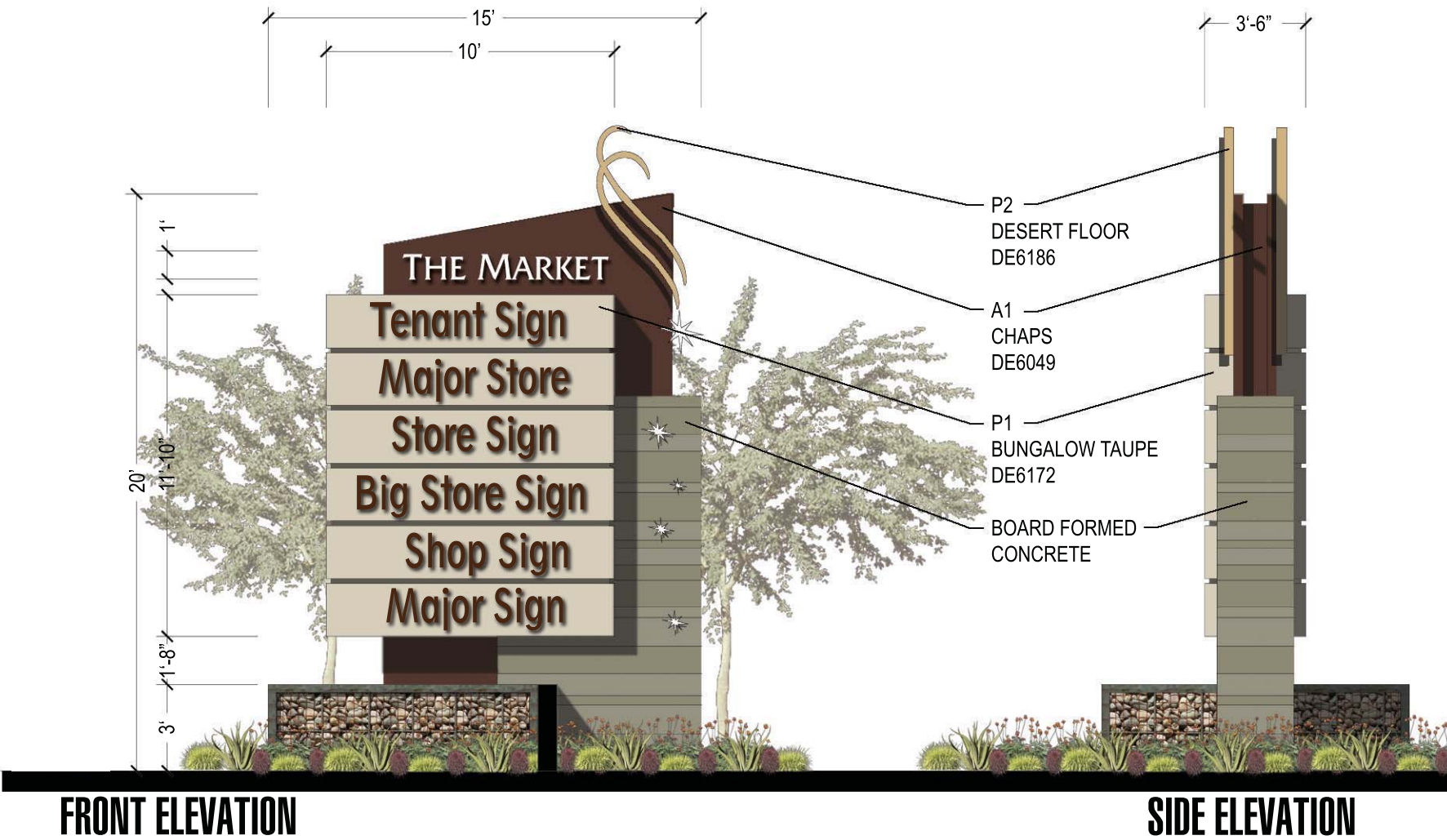
Function	Multi-tenant identification
Location	6 signs on Pebble Creek Parkway 4 signs on McDowell Road 1 sign on Monte Vista Drive
Quantity	10

Structure and ID Sign

Materials	Fabricated aluminum cabinet painted to match a selected color or faux finish with rock gabion base feature
Height	20' to top of signage area
Logo	Pan channel "star" and "tail" logo embellishment
ID	Pan channel letters, internally illuminated 25 s.f.

Tenant Panels

Material	Painted aluminum panel faces with routed and 1" push-thru acrylic copy. Graphics per tenants corporate standards in design and color.
Size	Panels 1'-9" x 10' Graphic Area 1'-2" x 9'-4" Total Sign Area = 120 s.f. exclusive of center ID and architectural embellishments.
Illumination	Internal



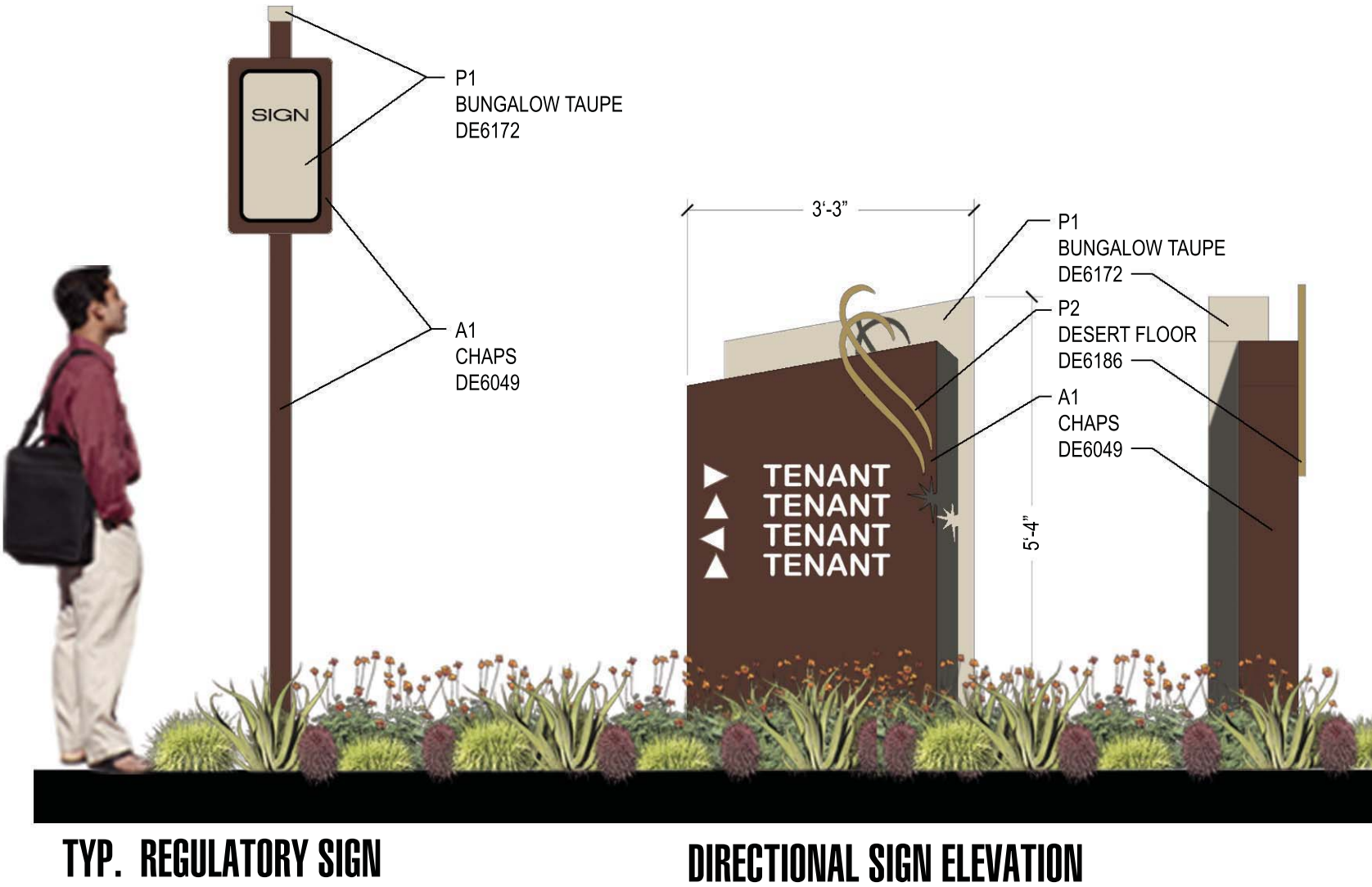
D - DIRECTIONAL AND REGULATORY SIGNS

Directional Signs:

Function	Internal project circulation and directional to key locations and tenants within the development
Location	Strategically placed within the interior of the development
Quantity	7
Materials	Fabricated aluminum cabinet painted to match a selected color
Height	5'-4"
Logo/ID	Flat cut out "star trail" painted to match a selected color. Star is recessed from the background.
Text Height	12" letters and arrows. Typeface will be standard throughout
	12 s.f. maximum sign area
	4 tenants per sign maximum

Regulatory Signs:

Material	Aluminum panels on standard posts
Height	80" to bottom of sign panels
Size	Per applicable codes
Colors	Posts and plate to match selected color
Illumination	Non-illuminated



E - TENANT DIRECTORY (TYPICAL)



INFORMATION TO INCLUDE MAP, TENANT DIRECTORY, GRAPHICS, TENANT ADVERTISEMENTS.



TYPICAL TENANT DIRECTORY
LOCATIONS TO BE DETERMINED AS NEEDED
MAXIMUM 6 LOCATIONS ON "THE MARKET AT ESTRELLA FALLS" PROPERTY.

SHOP TENANTS - BUILDING SIGN MATRIX - 1

SIGN TYPE	FUNCTION	LOCATION	HEIGHT	SIZE /AREA	ILLUMINATION	MATERIALS
Wall Signs	Tenant Identification	Wall surface and architectural features designed to accommodate signage	Shops A - 36" maximum letter height All others - 24" maximum letter height	1.5 s.f. of signage per L.F. of primary frontage 50 s.f. minimum - 200 s.f. maximum 1.0 s.f. of signage on per L.F. all other elevations. 35 s.f. minimum - 75 s.f. maximum	Interior, Backlit, Indirect, Exposed neon, LED either used singularly or a combination thereof	Aluminum, Acrylic, Lexan, Plexiglas, Painted Metals, vinyls, applied to awnings, canopies
Under Canopy Blade Sign	Tenant Identification	In front of tenant's leased space	Minimum 10' clearance to grade	8 s.f. maximum	Optional - tenants choice	Aluminum, Wood, Acrylic, painted Metals, Vinyl graphics

- Signage placed on wall surfaces not visible beyond property boundaries may be exempt from sign area and placement restrictions regulated by sign ordinance and this Comprehensive Sign Plan. The City of Goodyear shall make a determination on an individual basis.
- General Project Graphic Requirements are attached as Appendix A. In the event of a conflict between the body of this sign plan and the Appendix, the provisions contained in the body of the sign plan shall prevail.



PAD TENANTS - BUILDING AND SITE SIGN MATRIX - 1

SIGN TYPE	FUNCTION	LOCATION	HEIGHT	QTY	SIZE	ILLUMINATION	MATERIALS
Wall Signs	Tenant Identification	Wall surfaces and architectural features designed to accommodate signage	36" tall maximum letter height within building silhouette	Maximum 4 sets - 1 per elevation visible to vehicular or pedestrian	2.0 s.f. / L.F. of building street frontage, 1.0 s.f. / L.F. of other walls upon which signage is placed. 200 s.f. maximum aggregate	Interior, Backlit, Indirect, Exposed neon, LED either used singularly or a combination thereof	Aluminum, Acrylic, Painted Metal, Flexface materials
Menu Signs	Menu display and pricing	Drive Thru	Per City of Goodyear sign ordinance	2 per drive aisle	Per City of Goodyear sign ordinance	Interior and Ground Illumination	Aluminum, Acrylic, Painted Metal, Flexface materials, electronic reader boards
Traffic Directional	Vehicular	Drive Thru	Per City of Goodyear sign ordinance	2 per site, minimum - or as required to provide safe movement	Per City of Goodyear sign ordinance	Interior and Ground Illumination	Aluminum, Acrylic, Painted Metal, Flexface materials
ATM	ATM	Wall or Freestanding	Per City of Goodyear sign ordinance		Per City of Goodyear sign ordinance	Interior and Ground Illumination	Aluminum, Acrylic, Painted Metal, Flexface materials

- Ornamental features such as metal trim, neon tubing, and sculptural shapes shall be excluded from the maximum letter height limitation.
 - Drive thru directional signs and menu board frames shall be painted to match the building exterior.
 - No clearance drive thru bars allowed.
 - No outline lighting around building is allowed.
 - Building awnings may not be backlit to accentuate the awning.
- Signage placed on wall surfaces not visible beyond property boundaries may be exempt from sign area and placement restrictions regulated by sign ordinance and this Comprehensive Sign Plan. The City of Goodyear shall make a determination on an individual basis.
 - General Project Graphic Requirements are attached as Appendix A. In the event of a conflict between the body of this sign plan and the Appendix, the provisions contained in the body of the sign plan shall prevail.



MAJOR AND MINI-MAJOR TENANTS BUILDING SIGN MATRIX - 1

DESIGNATION	SIGN TYPE	FUNCTION	LOCATION	HEIGHT	SIZE	ILLUMINATION	MATERIALS
Major Tenant with occupancy greater than 50,000 sf	Wall Mounted Signs	Tenant Identification	All elevations that offer readability	72" letter/logo front elevation maximum letter height. Rear and side elevation 48" maximum letter height.	1.50 s.f./Linear Foot of building street frontage or elevation upon which signage is placed (Typical). 400 s.f. maximum aggregate.	Interior, Backlit, Indirect, Exposed neon, LED either used singularly or a combination thereof	Aluminum, Acrylic, Painted Metal, Flexface material
Mini-Major Tenant with occupancy greater than 10,000 s,f, but less than 50,000 s.f.	Wall Mounted Signs	Tenant Identification	All elevations that offer readability	60" front elevation maximum letter height. Rear elevation 48" maximum letter height	1.50 s.f./Linear Foot of building street frontage or elevation upon which signage is placed (Typical). 300 s.f. maximum aggregate.	Interior, Backlit, Indirect, Exposed neon, LED either used singularly or a combination thereof	Aluminum, Acrylic, Painted Metal, Flexface material.
Mini-Major Tenant with occupancy less than 10,000 s.f.	Wall Mounted Signs	Tenant Identification	All elevations that offer readability	36" maximum letter height Rear elevation 36" maximum letter height	1.50 s.f./Linear Foot of building street frontage or elevation upon which signage is placed (Typical). 250 s.f. maximum aggregate.	Interior, Backlit, Indirect, Exposed neon, LED either used singularly or a combination thereof	Aluminum, Acrylic, Painted Metal, Flexface material.
All Tenants	Under Canopy Blade Sign (Optional)	Tenant Identification	All elevations that offer readability	Below architectural canopy. Minimum 10' clearance	8 s.f.	Optional	Aluminum, Acrylic, Painted Metal, Vinyl Graphics

- Sign area may be increased by up to twenty-five (25%) percent to accommodate national corporate identification programs
- Signage place on wall surfaces not visible beyond property boundaries may be exempt from sign area and placement restrictions regulated by sign ordinance and this Comprehensive Sign Plan.
- General Project Graphic Requirements are attached as Appendix A. In the event of a conflict between the body of this sign plan and the Appendix, the provisions contained in the body of the sign plan shall prevail.





Appendix A

General Requirements and Procedures

SIGNAGE DEFINITIONS

The following definitions are used throughout the comprehensive signage plan and are exclusive to this document.

Aggregate Sign Area

The total area of all permitted signs pertaining to any one Tenant, which includes Street-front signage, arcade and window signage/graphics.

Arcade/Shingle Signs

Under pedestrian arcade or canopy area, oriented perpendicular to the walkway to identify Tenants storefront entry. Can be suspended or flag mounted.

Architectural Frontage

The portion of the building frontage of the leased space which has been delineated through use of reveals, patterning, materials, finishes, column breaks, etc., that creates a special area for signage.

Architectural Awnings

Elements which are constructed of permanent type of materials and are an integral part of the building elevation design.

Building Leased Frontage

The overall lineal foot frontage of a leased space.

Cabinet (Typical)

Acrylic, Plexiglas, or plastic-faced panels with surface or second-surface applied or painted graphics, internally backlit in a square or rectangular box construction.

Custom Cabinet

Cabinet designed and fabricated in multiple planes, colors, finishes and unique shapes and forms. Typically with dimensional illuminated letters and opaque backgrounds. Cabinets must be designed and fabricated with a minimum of three (3) signage/graphic levels with opaque face planes of contrasting colors, textures or material from one another to create depth and dimension. Unless as part of a nationally registered and/or trademarked logo, rectangular shaped “cabinets” are strictly prohibited.

Graphics

Lettering, symbols, and logos used for name identification (primary identification), and for identification of product and services (secondary identification or modifiers).

In-line - stores that share common walls within shopping center with a common and connected pedestrian arcade along entrances.

Sign Area

The aggregate area of all the smallest rectangle(s) that encloses all the elements of a sign’s lettering and logos. Vertical space between lines of graphics and text are exempt.

Sign Envelope

The overall height and length allowances of sign area designated for Tenant sign placement on a building elevation. Proportioned as 75% of the vertical height and 80% of the horizontal width of the architectural surface it is placed on.

Street Front Signage

Signage installed parallel to the building fascia, typically located along the front of the building on a parapet, fascia or building wall intended for the viewing of vehicular traffic.

Storefront Signage & Graphics - Permanent

Signage located along the storefront portion, oriented to the pedestrian. This includes the transparent portion of storefront (windows) and/or solid wall areas used for merchandise display and permanent graphics, awnings, tenant suite number, logo and name identification, secondary name modifiers, hours of operation, services or name brand marketing, menu cabinets, etc.

Storefront Signage & Graphics - Temporary

Any sign, banner, pennant, balance or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard or other like material with or without frames.

GENERAL REQUIREMENTS

These criteria have been established for the purpose of maintaining a continuity of quality and aesthetics throughout all retail areas within Estrella Falls for the mutual benefit of all tenants and to comply with the approved Master Sign Package for the development, regulations

of the City of Goodyear Sign Ordinance, building and electrical codes of any governmental authority having jurisdiction.

Conformance will be strictly enforced, and any non-compliant signs installed by a tenant shall be brought into conformance at the sole cost and expense of the tenant. These criteria are subject to final approval by the City of Goodyear as part of a Master Sign Package submittal. If a conflict is found to exist between these criteria and final criteria approved by the City of Goodyear, the latter date shall prevail.

I. Submittal Requirements

All signage proposed by future tenants and parcel facilities shall be required to be included with architectural submittals made to the Developer/Landlord and the Developer/Landlord’s representative.

Submittal shall include four (4) hard copies and one PDF to Developer/Landlord upon request of scaled color elevations for all building signage and freestanding signs showing the size of lettering, size of sign, construction and installation details, color schemes, materials and finishes, and placement locations of signage in relation to each elevation. Approval or disapproval of sign submitted based on aesthetics or design shall remain the sole right of Landlord or his representative.

The representatives appointed by and/or the Developer/Landlord himself, shall review the drawings of the proposed signage and return marked “Approved”, “Approved as Noted”, or “Revise and Resubmit”.

- “Approved” drawings will permit the tenant to proceed with permitting and sign fabrication and installation in accordance with the drawings.
- Approved as Noted” drawings will permit the tenant to proceed with permitting and sign fabrication and installation, provided the modifications noted are incorporated into the design.
- Revise and Resubmit” drawings will be returned to the tenant with comments. These drawings shall be revised and resubmitted for Developer/Landlord approval within forty-five (45) days of their return to tenant.



II. Compliance Procedures

- A copy of the Developer/Landlord’s approval of a sign shall be submitted to the City with all requests for sign permits.
- Tenant and his/her contractor shall secure all necessary City of Goodyear sign permits or variances prior to fabrication and installation of signage.
- The Developer/Landlord reserves the right to disapprove any sign which deteriorates or is damaged after installation for any reason. If the Developer/Landlord so informs the Tenant of such disapproval, the Tenant will promptly repair or remove such sign. The Tenant must show proof that the damaged sign is in the process of repair/replacement within 30 days of notice received by Landlord or the representative.
- The Tenant is responsible for providing concealed electrical power to the location of the sign, as well as time clocks at their breaker boxes. Signs will go on and off at the time schedule designated by the Developer/Landlord and Project Manager. Tenant is responsible for verifying all conduit and transformer locations and service prior to fabrication.
- In no case is the Tenant or his/her contractor to penetrate the roof of the building for any reason. Access shall be approved by the Developer/Landlord.
- All required penetrations for the designated area for signage shall be neatly sealed in a watertight condition.
- Building signs shall be attached in designated area “signage envelopes” only and the area may not exceed 80% of the leased storefront.
- The entire installation, maintenance and operating costs shall be at the expense of the Tenant.
- No typical “Cabinet” signs will be permitted unless used to illustrate a registered trademark or logo or is part of a national or regional branding campaign. All logo cabinets must be approved by Landlord. No exposed raceways allowed.
- Freestanding signs will not be permitted except as already approved by this plan.

- Projecting, flag mounted or sign perpendicular to the exterior elevation of the storefront shall be permitted, with the exception of under-canopy applications provided for by this plan.
- All electrical signs and their installation must comply with local building and electrical codes.
- No exposed conduit, tubing or transformers will be permitted.
- All conductors transformers and other equipment shall be concealed.
- The copy content of the Tenant’s signage shall not include the product sold, except as a part of the Tenant’s trade name.
- Tenant shall be liable for the operation of their sign contractor.
- Tenant’s sign contractors shall repair any damage caused by the said contractor’s work.
- Upon termination of the lease, Tenant shall remove his/her sign and return the sign wall surface to its original condition, repairing all penetrations in a water-tight fashion and repaint to match adjacent surfaces.
- No labels shall be permitted on the exposed surface of the signs, except those required by local ordinance. Required labels to be placed in an inconspicuous location.
- All window graphics and displays must be presented in a clearly illustrated manner and shall be subject to approval prior to fabrication.
- **Installation:** Electrical connections shall be concealed to remote and/or self contained transformers. All signage shall be installed in compliance to the City of Goodyear electrical code and UL2161/UL48 specifications.

III. General Construction Requirements

- All exterior signs shall be secured by concealed fasteners, stainless steel, or nickel or cadmium plated.
- All signs shall be fabricated using full welded construction or similar method to conceal light leaks.
- All penetrations of the building structure for sign installation shall be neatly sealed in a water tight condition.
- No labels or identifications shall be permitted on the exposed surface of signs except those required by local ordinance, which shall be applied in an inconspicuous location.
- Tenant shall be fully responsible for the operations of Tenant’s sign contractor. Shall indemnify, defend and hold Developer harmless for, from and against damages or liabilities on account thereof.

IV. Sign Design Criteria

Tenant building mounted identification signs shall be individual illuminated letters and logos that may include pan channel metal letters with acrylic faces, reverse pan channel “halo” illuminated letters, 3Dimensional cabinets, or any combination thereof.

The letters are to be mounted onto the building fascia or sign area as designated by landlord. Any sign installation found to be non-compliant shall be repaired immediately at the Tenant’s sole expense.

Letter Style or Logo Restrictions:

Copy and/or logos utilized shall be per the Tenants choice or corporate logo/trademark or service mark, subject to the approval of Developer and/or Developer’s agents and the City of Goodyear.

All national retailers shall be permitted to utilize their standard corporate identification programs subject to sign area limitations contained in the approved Comprehensive Sign Plan wall signage matrix.



No tenant signage will be allowed to be dominated by the service/or product it provides, nor be the "tenant Identification".

NAIL SALON

Bold and blocky san serif as service ID only - not allowed

The Art of Nails
NAIL SALON

San serif font used with a name and style - allowed

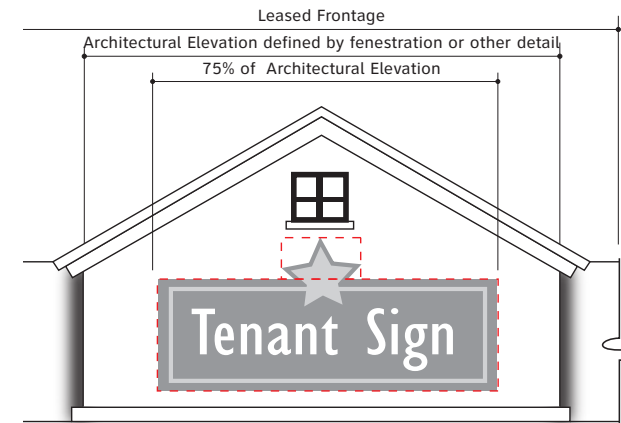
The Art of Nails
NAIL SALON

SALLEY HANSON • LOREAL • LANCOME

Sign Area Calculation

See matrix for individual sizes and restrictions.

A sign mounted on a delineated background panel or area distinctively painted, textured or constructed that integrates with the signage and/or is colored from the tenants corporate standards colors shall be counted as part of the signage area.



Ornamental features such as metal trim, neon tubing, and sculptural shapes shall be excluded from the maximum letter height limitation.

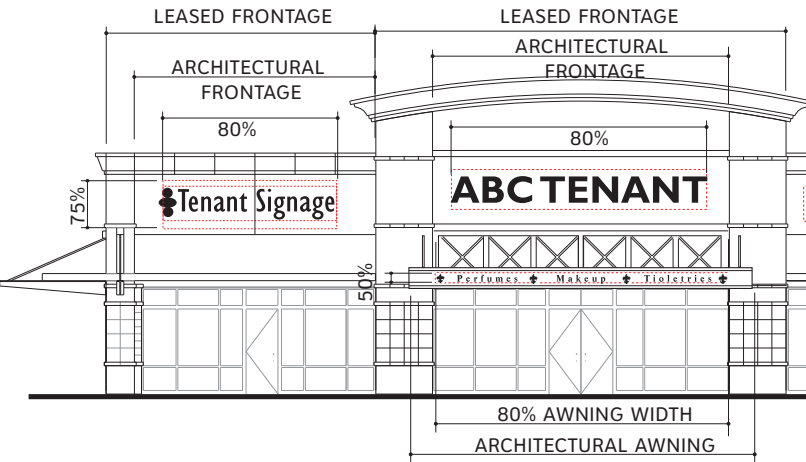
Individual letters and/or graphics installed against a wall or fascia of a building, screen wall or other structure that has not been painted, textured or otherwise altered to provide a distinctive, customized area to an individual tenant background, shall be measured as 90% of the sum of the smallest rectangle that will enclose all letters and logos.

Calculation of sign area shall be the area within the smallest rectangle(s) to enclose all elements of the graphics.



Height and Length Calculation

In no event shall any sign exceed seventy-five (75%) percent of the building elevation and/or wall surface upon which it is placed. The available surface area of the architectural sign area shall regulate sign length not to exceed eighty (80%) horizontal width.



A minimum of 1/2 the letter height line spacing shall be used between all multiple lines of signage layouts.



DOUBLE LINE - MAXIMUM LETTER/LOGO WITH DESCRIPTOR
TEXT AT PARTIAL SIZE



DOUBLE LINE - SPACING OF MINIMUM 1/2 LETTER HEIGHT



SIGNAGE GUIDELINES

Reverse Pan / Pan Channel Letter/Logo Construction:

- Individual pan channel letters and logos must be constructed of minimum of 0.050 aluminum returns.
- Pan channel letter faces must be a minimum 3/16" Plexiglas, acrylic or lexan.
- Reverse pan channel letter faces must be a minimum of 1/8" thick.
- No "channelume" "Letteredge" or similar material will be allowed. Exposed conduits, fasteners, tubing or transformers will not be permitted. All cabinets, inductors, transformers or other equipment will be concealed in a water tight condition.
- Self-contained letter construction is allowed for major tenants with a maximum 12" deep.

Custom Cabinet Design:

These custom cabinets utilize a multiple layered design with a mix of opaque, translucent backgrounds and various types of lettering and internal illumination built around a single unit.

- Cabinets must be designed and fabricated with a minimum of three (3) signage/graphic levels, each a minimum of 1" deep.
- Cabinet face planes must be opaque with contrasting color, texture or material from one another to create depth and dimension.
- Unless as part of a nationally registered and/or trademarked logo, rectangular shaped "cabinets" are strictly prohibited.
- Main identification letters (primary name) shall be dimensional reverse pan or pan channel with a minimum 1" thick dimension.
- Secondary copy, which is less than 5" in height and/or background graphics, may be routed from the face with either backup or push-through acrylic. This does not count as a layer since the depth does not meet the 1" minimum depth.

- Exposed neon shall be raised off the face of the sign can be used and will be considered a different level, but will be limited to a maximum of ten percent (10%) of the overall sign square footage.
- All custom cabinets may be installed up to 1-1/2" off face of building to provide for halo illumination.
- Custom cabinets shall be internally illuminated and should be halo illuminated to provide definition of the outer edge of the cabinet.
- Creative designs and forms are encouraged.

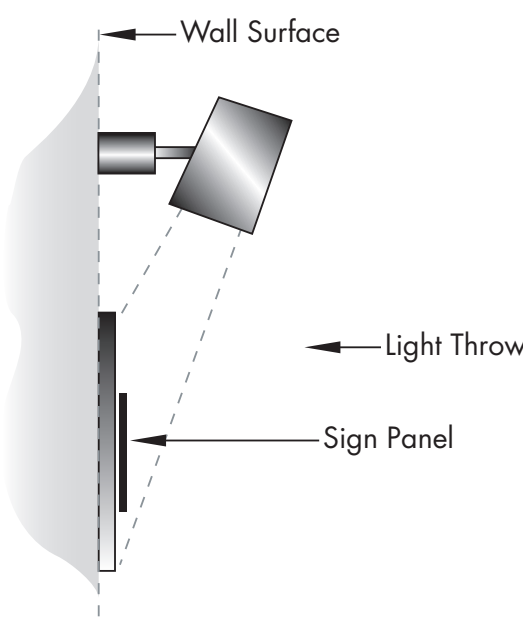
Colors:

- Retainers for Pan channel letters must match letter face color.
- Colors are per Tenant's corporate standards with the exception that no fluorescent colors will be allowed. Retainers for pan channels must match letter face color. For National Tenants, returns and retainers may be per corporate standards.
- All bolts, fasteners, clips, etc., shall be painted out to match the sign mounting surface.

Illumination:

Tenant building signage may be internally illuminated, halo to create a silhouette, exposed neon and/or a combination of lighting methods mentioned herein.

For specially approved non-internally illuminated applications, supplemental lighting must be provided for appropriate signage recognition. The supplemental lighting must be incorporated into the facade or wall design either as a concealed feature, design element, or architecturally approved light bar (i.e. decorative accent fixtures, pin down lights, goose-necks, architectural finished cabinets, etc., (see below).



Lighting source may include fluorescents or LED's and various forms and shapes. Specific lighting components are not strictly specified. Designs shall be approved by the owner.

The use of LED's is highly encouraged for energy economics and good "green" building practices. If LED's are used, the color of diodes should be closely considered in their design application to ensure color and light metrics provide the best use of materials and resources.

Awnings and Canopies:

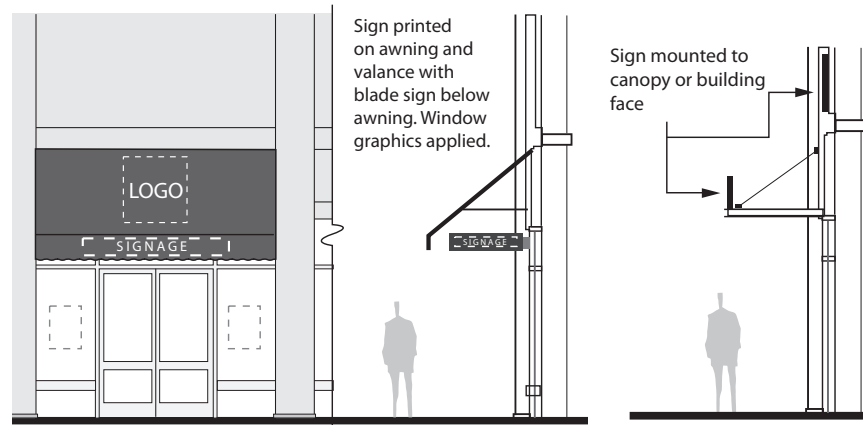
Both types may have signage mounted parallel and perpendicular with the building frontage.

Awning signs are typically considered to be a non-rigid surface over steel or aluminum structure, suspended of the building fascia, over windows and doors.

Signs can be painted, silk-screened, custom stitching, incorporate three-dimensional elements and lettering on a perpendicular end or on a valance.

Fabric surface mounted awnings may only be indirectly illuminated. No interior up-lighting will be allowed.





Canopies are typically rigid structures, project horizontally over longer distances of pedestrian walkways or promenades, or can be smaller and located at a primary entrance.

With Developer/Landlord approval, signs may be hanging, surface mounted, top mounted or projecting letters off all rigid components of the structure.

Multi-dimensional designs through layering or a graphic designed illusion is encouraged.

Dimensional or individual illuminated letters applied to structural elements may be internal or back lit illuminated and appropriate to the design.

Visible raceways are not permitted unless architecturally integral to the canopy.

Projecting Signs

Blade/Flag Mounted

Signs that come off the building surface more than 18" typically oriented perpendicular to the building face, but can be parallel to the building surface based on design. Projecting signs will be allowed where such application adds to the design environment of the public walkway, is appropriate to the tenants product and accentuates the building's frontage overall appearance.

Marquees

Typically oriented horizontally for the viewer between the first and second floor tenant spaces and acts as a canopy at the front door and usually provides changing product, show or event information on multiple sides. Marquees shall be integrated architecturally and structurally with the building features. Projecting signs are often incorporated into the marquee design for added identification purposes.

Designs shall be integrated into the style of architecture and materials used in the project. Special engineering and structural requirements shall be provided as required for installation. Projecting and marquee designs should be three-dimensional in nature, multiple planes of materials, lettering and illumination options.

Installation

The mounting height of the blade sign can extend higher than the Tenant's leased Storefront provided that the building elevation can accommodate the location and there is no interference with other architectural features.

Projecting signs shall comply with the following:

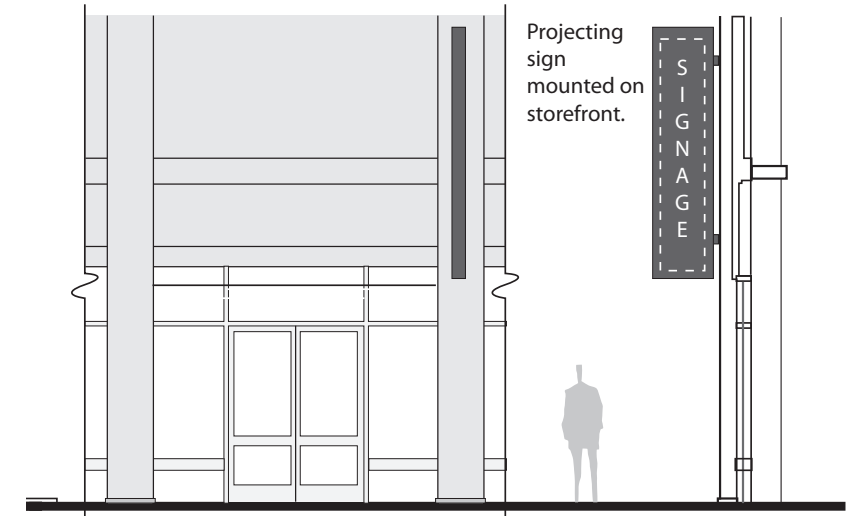
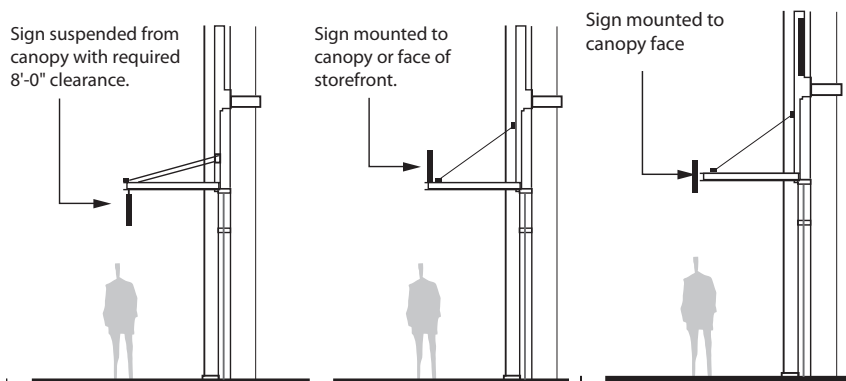
Minimum clearance: 9'-0"

Horizontal projection requirements

Maximum Projection: 8'-0"

Horizontal projection requirements are measured from the tenants lease line or base building frontage. No projection will be permitted to impede the flow of emergency vehicles.

Mounting brackets should be decorative elements and integral to the overall design.



V. Pedestrian Oriented Signage

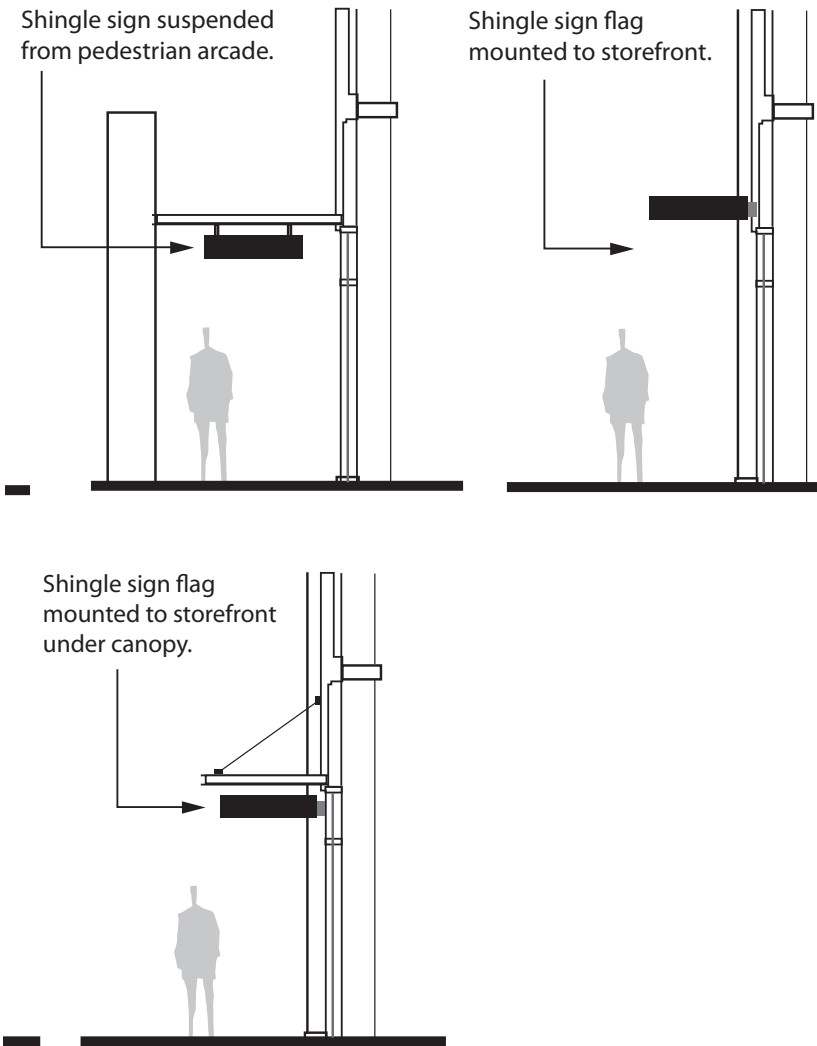
Arcade Sign (In-line Shops)

- In-line tenants may have one arcade sign. Tenants with more than one public entry will be allowed a maximum of two (2) arcade signs only if the entries are on two different elevations.
- Tenants will be allowed to create their own unique three-dimensional panel with their recognized corporate identity and design theme subject to approval of the Owner/Developer. Creative blade signs are required. All signs must conform to eight (8) square feet maximum and need to be submitted and approved by owner prior to installation.



- Blade signs are required to be metal with thickness appropriate to the design. Tenants will be required to use a standard arm or hanging device as designed by the Landlord. Arm and hanging device will be consistent throughout the development an provided by the Developer.
- This signage shall not count against the Tenant's square footage allotment.
- Bottom of Sign - Minimum 10'-0" above finished floor
- Orientation - Perpendicular to storefront

See allowable installation methods and locations below.



Window Graphics

- No more than 25% of each individual window, panel or awning area may have signage/graphics applied to or within 3' behind the window area.
- Storefront graphics aggregate allowances include all temporary signage applications and/or any permanent identification signage.
- All storefront signage and graphic layouts shall be approved in writing by the Owner's representatives for quantity and consistency prior to submittal to the City of Goodyear for permitting approvals.
- Menus for take-out or eat-in restaurants, or in-store services must be within an architecturally integrated enclosed design element and shall not exceed 25% of the window/panel area. These may be internally illuminated.
- Banners, soap and water color hand painted graphics are prohibited.

Suite Identification

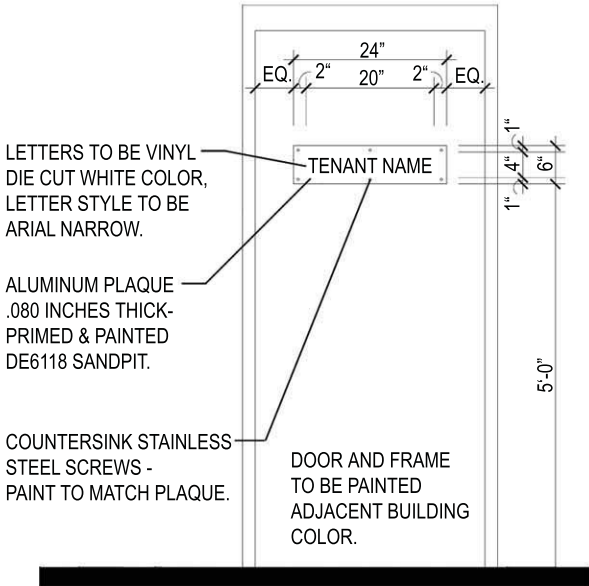
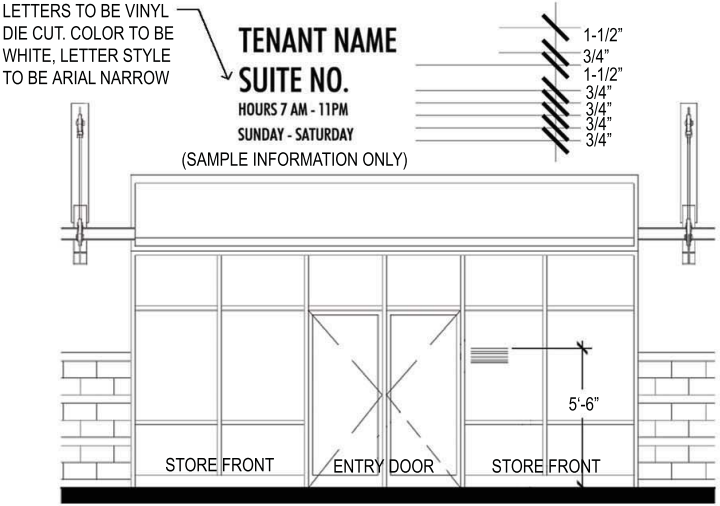
- Suite numbers shall appear directly over each entry, to be applied white vinyl on the exterior of the glass. Six-inch (6") high suite numbers to be displayed in Arial Narrow font.

Hours of Operation

- Hours of operation shall appear adjacent to each entry to be applied vinyl on the exterior of the glass. Layout to be approved by Owner/Developer.

Back Door Signage

- All shops and freestanding buildings with exterior, non-public entrances may have identification signage located at the rear of the building.
- This signage shall be non-illuminated and shall not exceed four (4) square feet in area.



VI. Design Restrictions and Conditions

- Storefront graphics may not be "off the shelf" - prefabricated emulating neon tubing elements or use fluorescent colors.
- No printed, hand lettered, window painted sales promotions will be allowed.
- Printed menus are not allowed to be taped to windows. Menus for take out or eat in restaurants, or in-store services must be within an architecturally integrated, enclosed design element and shall not exceed the 25% of the window/panel area. These may be internally illuminated.
- No continuous "black-out" sheeting will be allowed. Merchandise display areas must be provided of the tenants products/graphics.
- Drive-thru directional signs and menu board frames shall be painted to match the building exterior.
- Ornamental features such as metal trim, neon tubing, and sculptural shapes shall be excluded from the maximum letter height limitation.

VII Temporary Signs

1. Sales or Leasing Signs

F1 - Master Developer Real Estate Development signs for marketing, coming soon, lease information for sub-areas of the project are allowed signage on pre-defined marketing monuments.

Each location is limited to five-hundred (500) s.f., eighteen (18') feet tall.

F2 - Temporary signs advertising the sale or leasing within the center will be allowed. For individual lots/parcels/pads, these signs shall not exceed twelve (12) feet in height and a total of 64 square feet per side in sign area. Minimum of one (1) sign per street front will be allowed. An additional sign will be allowed for each three- hundred (300) feet of frontage.

Content for all temporary signs may include project information, developer and contractor names, phone numbers, electronic and social media tags and addresses, images of proposed development, lifestyle and marketing campaign slogans, etc., but must be presented in a readable and well designed application.

2. Construction Signs

A sign denoting the Architects, Engineers, Contractor and other related subjects will be allowed for initial construction phases only. Said sign will be removed within 10 days after building occupancy. One sign for each separate construction project will be allowed. Each sign shall not exceed eight (8) feet in height and a total of thirty-two (32) square feet per side in sign area.

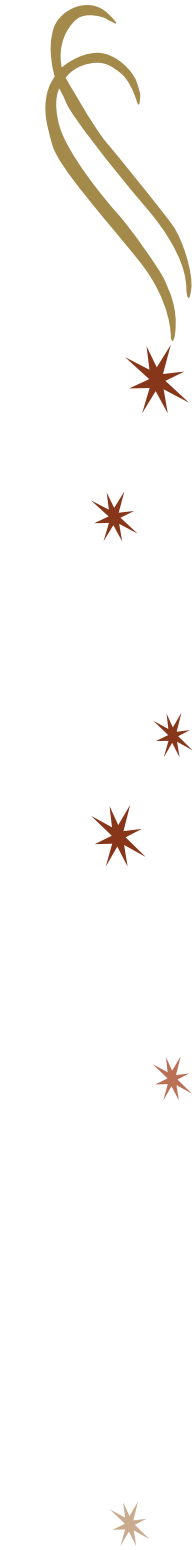
3. Future Tenant Signs

Signs listing the name of a future major tenant will be allowed until the initial occupancy of the tenant with Developer/Landlord's prior approval in its sole discretion. Said signs shall not exceed ten (10) feet in height and a total of thirty-two (32) square feet in sign area, per side.

Temporary and/or short term tenants (one year or less) or canceled tenancy shall be limited to the signage types of non-wall penetrable installation and illumination methods.

VIII PROHIBITED SIGNS

- No clearance drive-thru bars allowed.
- Awnings may not be back-lit to accentuate the awning.
- Vehicle signs, signs on or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify or provide direction to a use or activity not related to its lawful making of deliveries of sales or merchandise or rendering of services from such vehicles is prohibited. Vehicles making deliveries shall not be parked within the center beyond the time necessary to make such deliveries or for a period longer than one (1) hour without Developer/Landlord approval.
- No signs, advertisements, notices, or other lettering shall be displayed, exhibited, inscribed, painted, or affixed on any part of the buildings visible from outside the premises, except as specifically approved by the owner's representative.
- Tenant shall not hang or display any promotional banners in the common area or on the exterior walls of Tenant's lease space, unless specifically designated as lifestyle graphics in pre-approved areas.
- Signs that are installed without written approval from the owner's representative, or that are inconsistent with approved drawings, are subject to removal and re-installation by the Developer at the Tenant's expense.
- Rude, obscene, offensive, animated, flashing, blinking, rotating, moving, or audible signs.
- Placards; posters; playbills; postings; paintings; flags; signs in public rights-of-way and common areas; and fixed balloons are not permitted in any location, whether or not visible from outside the premises.
- No sign twirlers, live or automated mannequins.
- No tent signs.
- Change-panel signs are prohibited, except at gas stations.
- Prohibited signs will be removed at the Committee's discretion. Removed signs may be discarded.



Section 2 - Zone 2: Goodyear Civic Square Sign Standards



**GSQ COMPREHENSIVE SIGN PLAN
Amendment #1**

October 10, 2024

A PARTNERSHIP:



GLOBE CORPORATION

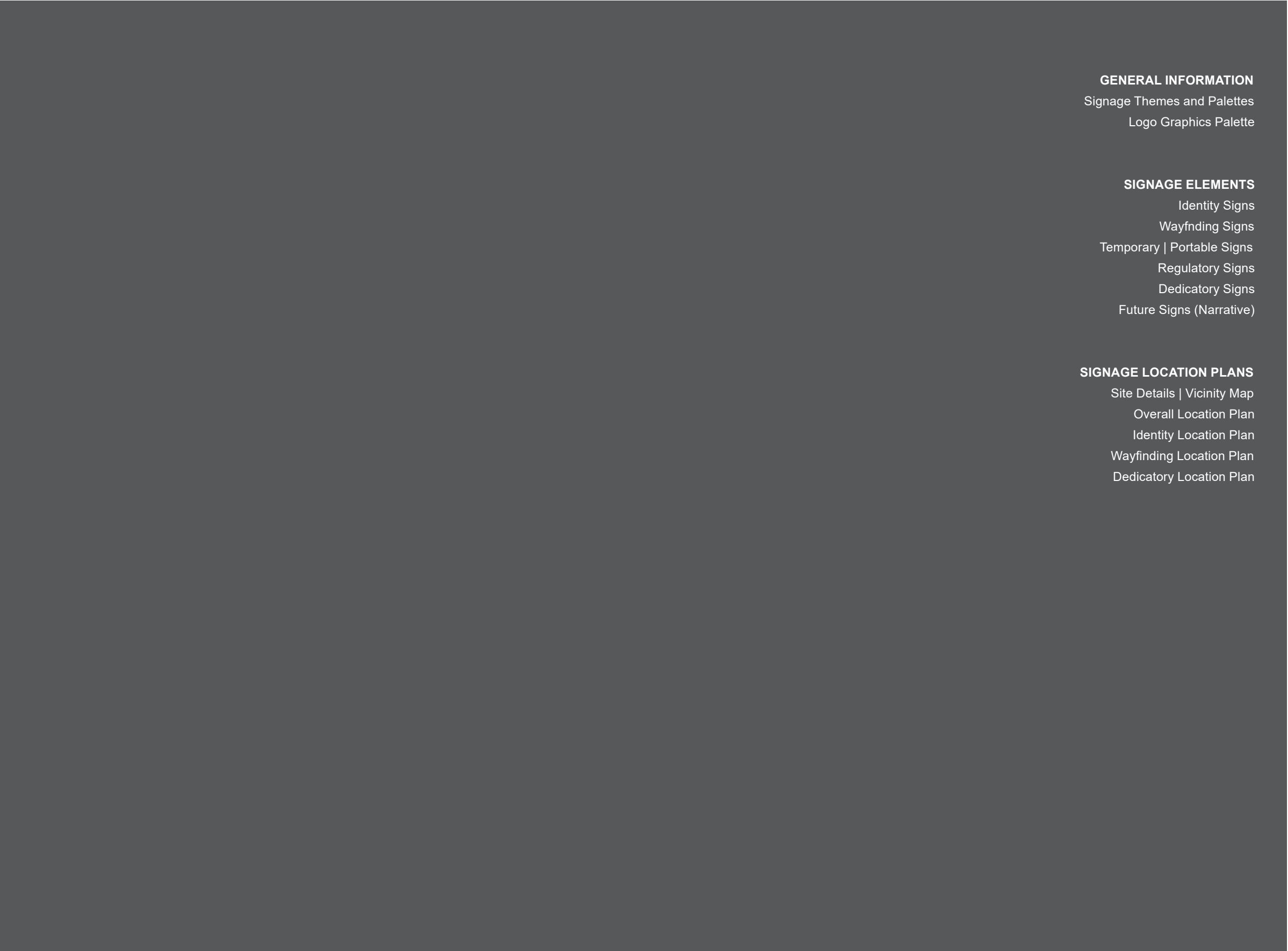
PREPARED BY:

THINKING CAPS DESIGN
1425 North First Street, Suite 101
Phoenix, Arizona 85004
602.495.1260 | www.thinkingcaps.net

REVISED BY:

BOOTZ & DUKE SIGN CO.
2831 W. Weldon Ave.
Phoenix, Arizona 85017
602.272-9356 | www.bootzandduke.com

VISUAL COMMUNICATIONS INC.
Saint Paul, Minnesota
612-840-5867 | www.visualcomm.com



GENERAL INFORMATION
Signage Themes and Palettes
Logo Graphics Palette

SIGNAGE ELEMENTS
Identity Signs
Wayfinding Signs
Temporary | Portable Signs
Regulatory Signs
Dedicatory Signs
Future Signs (Narrative)

SIGNAGE LOCATION PLANS
Site Details | Vicinity Map
Overall Location Plan
Identity Location Plan
Wayfinding Location Plan
Dedicatory Location Plan

SECTION 005
005.0.1
005.0.2

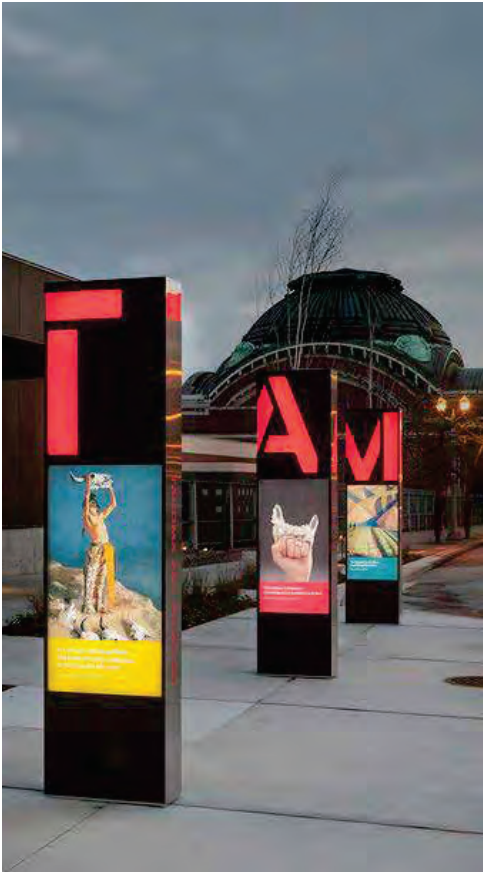
SECTIONS 005.1 thru 005.5
005.1.1 thru 005.1.12
005.2.1 thru 005.2.4
005.3.1
005.3.1 thru 005.3.5
005.4.1thru 005.4.3
005.5.1 thru 005.5.7

SECTION 005.6
005.6.1.1
005.6.1.2
005.6.2
005.6.3
005.6.4

clean

contemporary

CLASSIC



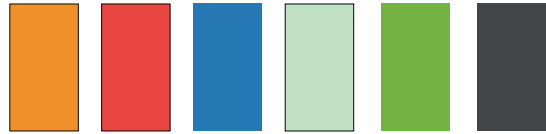
CLEAN LINES.

COMTEMPORARY APPROACH.

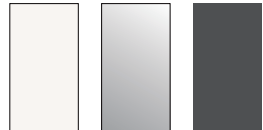
CLASSIC DESIGN.

SIGNAGE PALETTES

COLOR PALETTE



METAL PALETTE



ACRYLIC PALETTE



SIGNAGE FONTS

PRIMARY FONT PALETTE

CENTURY GOTHIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

CENTURY GOTHIC BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARCHITECTURAL FONT

ARIAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ

PROJECT LOGO



FONT PALETTE

MARKETING | SOCIAL MEDIA FONTS

MINISTRY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

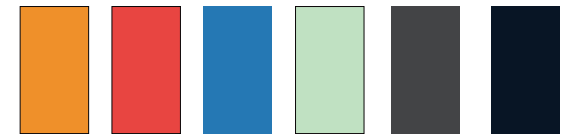
GRAVESEND

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

COLOR PALETTE



OFFICE BUILDING B LOGO



FONT PALETTE

MARKETING | SOCIAL MEDIA FONTS

MINISTRY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

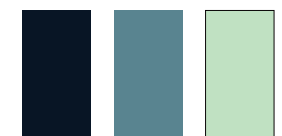
GRAVESEND

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

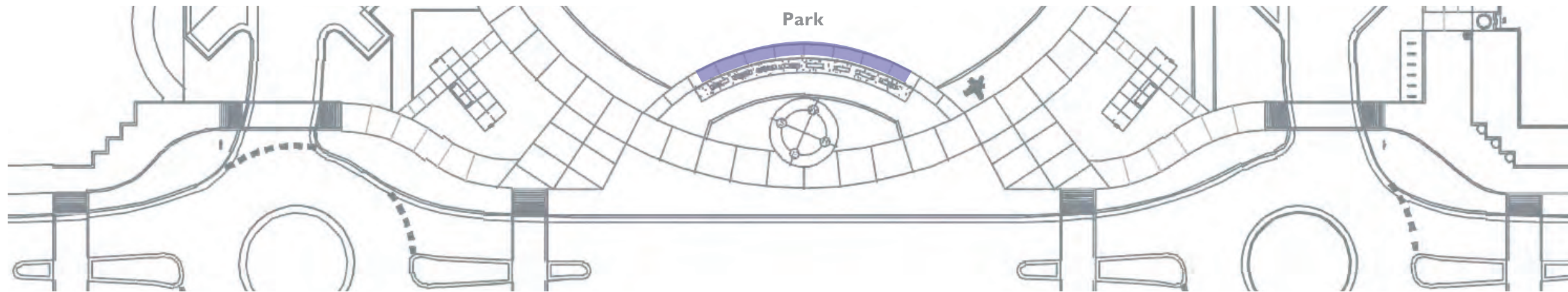
COLOR PALETTE





SIGNAGE ELEMENTS	
Identity Signs	A Signs
Wayfinding Signs	B Signs
Temporary Portable Signs	C Signs
Regulatory Signs	D Signs
Dedicatory Signs	E Signs

SECTIONS 005.1 thru 005.4
005.1.1 thru 005.1.12
005.2.1 thru 005.2.4
005.3.1
005.3.1 thru 005.3.5
005.4.1 thru 005.4.2



A-1: GOODYEAR IDENTIFICATION LETTERS - PROPOSED LOCATION

Scale: Not to Scale

SIGN TYPE: A-1

GOODYEAR IDENTIFICATION LETTERS

LOCATION: 150TH AVE TERMINUS

FONT: ARIAL

MATERIALS

Large metal identification letters baseline
mounted to radiused masonry wall as required

CONSTRUCTION

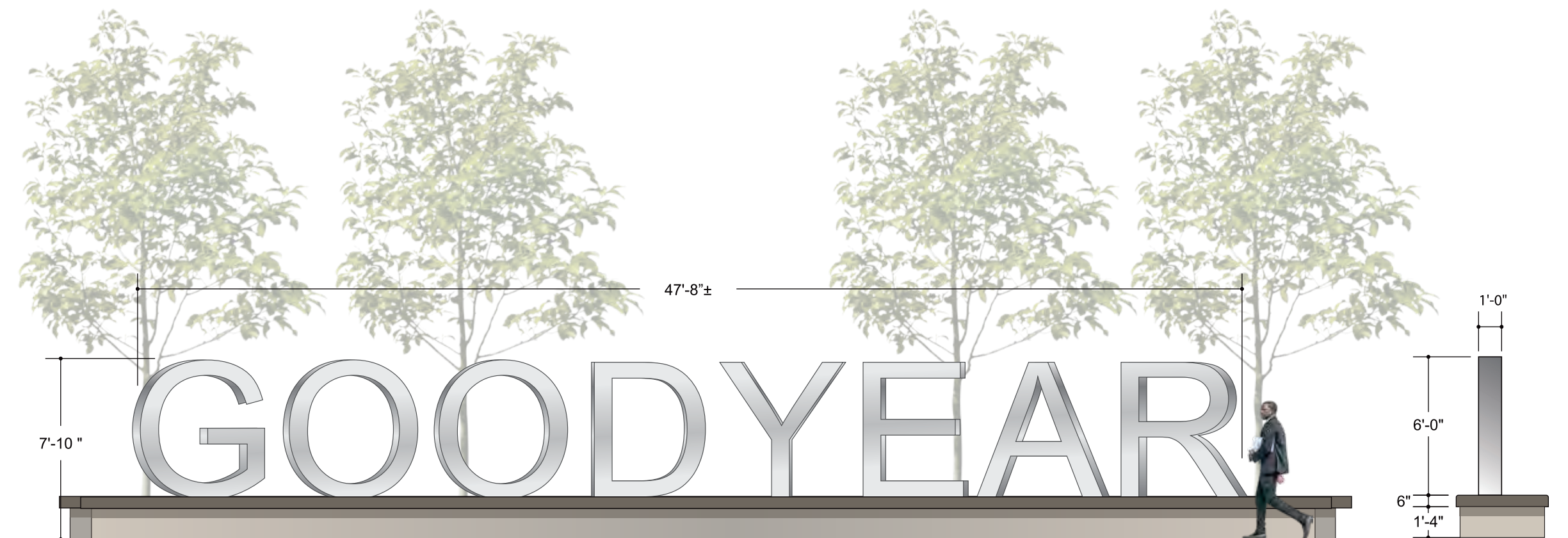
Refer to Butler Design Group architectural
drawings and specifications for masonry base
and integrated illumination source details

ILLUMINATION

Illumination source to be integrated into masonry
base and provide an up-light wash effect onto
letter faces

NOTES

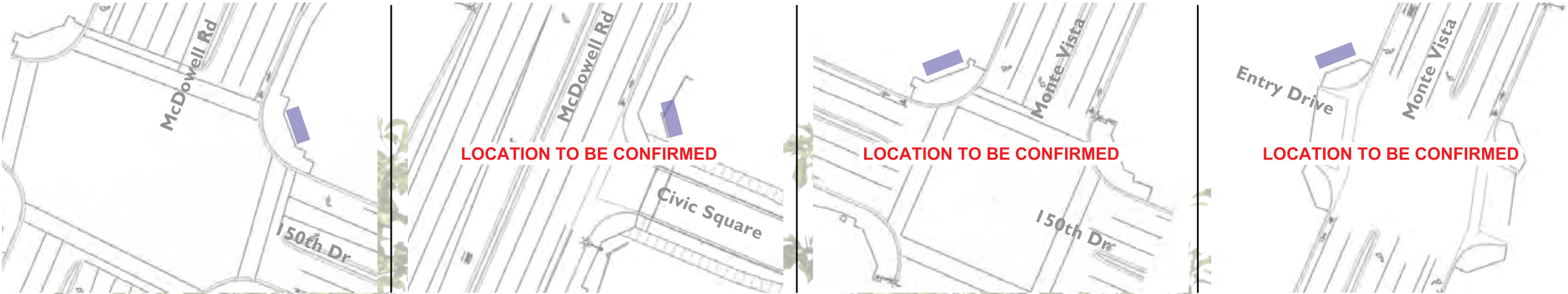
Material and finish to be derived from final
architectural palette



A-1: GOODYEAR IDENTIFICATION LETTERS

Scale: 3/16"=1'-0"

SIDE/SECTION VIEW



A-2: GSQ IDENTIFICATION LETTERS - PROPOSED LOCATIONS
Scale: Not to Scale

SIGN TYPE: A-2
GSQ IDENTIFICATION LETTERS
LOCATION: 150TH AVE & MCDOWELL RD;
150TH AVE & MONTE VISTA; MAIN DRIVES
INTO PROJECT FROM MCDOWELL RD

MATERIALS
Large metal identification logo baseline mounted
to masonry wall as required

Material and finish to match large GOODYEAR
letters (Sign Type A-1)

CONSTRUCTION
Refer to Butler Design Group architectural
drawings and specifications for masonry base

ILLUMINATION
In-ground illumination source to wash both letters
and base/wall with light at night

NOTES
All sign elements to be located out of any site
visibility triangle

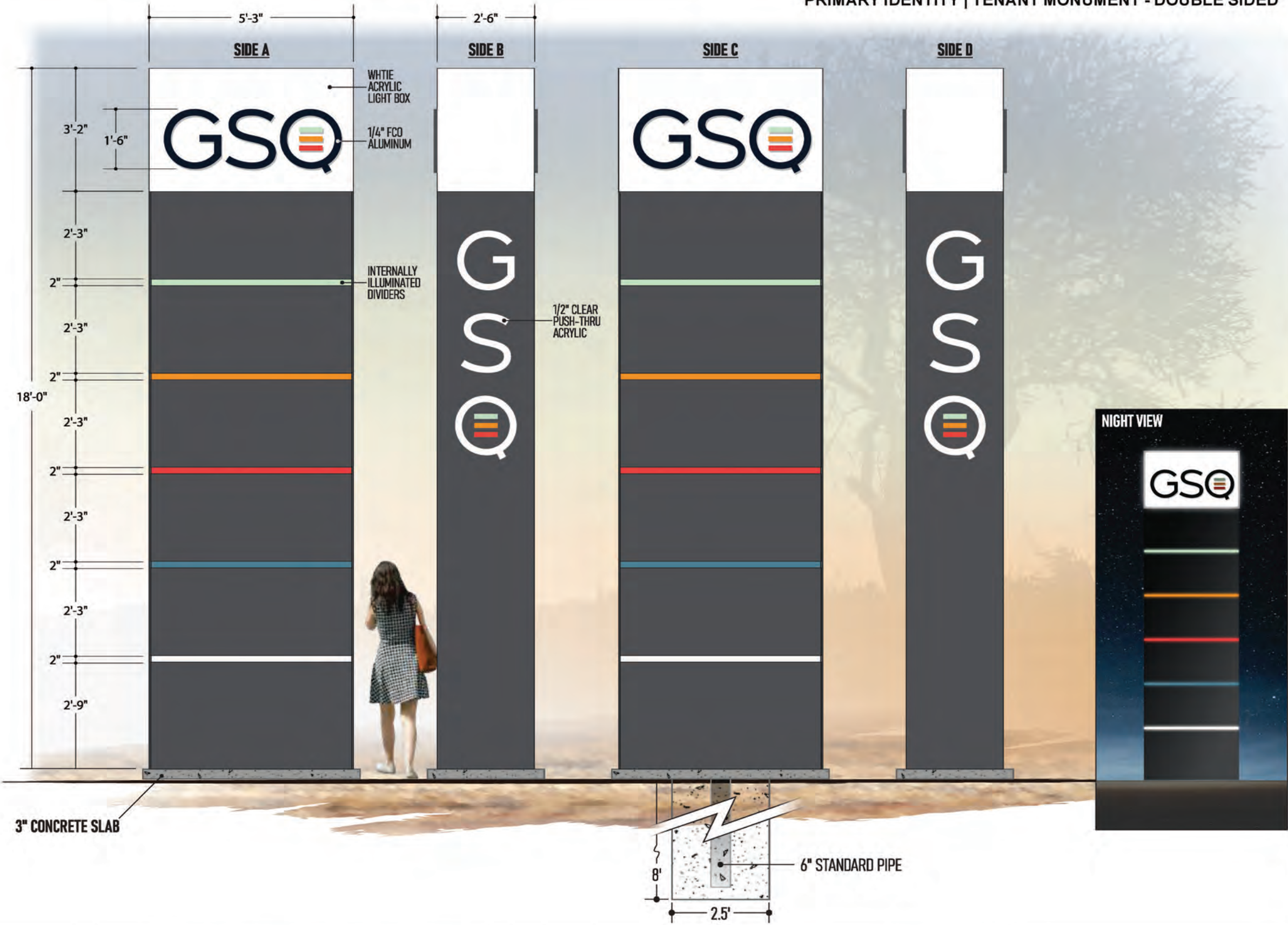


A-2: GSQ IDENTIFICATION LETTERS
Scale: 3/6"=1'-0"

SIDE/SECTION VIEW

SIGN TYPE: A-3

PRIMARY IDENTITY | TENANT MONUMENT - DOUBLE SIDED



- SIGN TYPE: A-3**
PRIMARY IDENTITY | TENANT MONUMENT
LOCATION: AT MAIN DRIVE ENTRIES OFF PERIMETER ROADWAYS
- Aluminum Construction Monument Sign
- SIGN TOP:**
 White Acrylic Seamless Light Box
 - 1/4" fco aluminum "gsq" logo mounted flush to acrylic
 - Painted to match customer colors (TBD)
- TENANT PANELS:**
 Routed .125" Aluminum Tenant Faces with
 1/2" white push-thru plex
 - Individual tenant branding allowed, white only
- REVEALS:**
 White Acrylic Push-thru (push-thru sits flush to panel faces)
 - Translucent vinyl overlay (printed or 3M series 3630 - to be determined)
- ILLUMINATION:**
 Internal white LED with in sign ballast
- INSTALL:**
 Onto ASA approved pipe and footer onto specified location as shown on map
- NOTES**
 All sign elements to be located out of any site visibility triangle

A-3: PRIMARY IDENTITY | TENANT MONUMENT

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

SIDE/SECTION VIEW

SIGN TYPE: A-4

SECONDARY IDENTITY | TENANT
MONUMENT

LOCATION: AT MAIN DRIVE ENTRIES
INTERNAL TO PROJECT SITE

Aluminum Construction Monument Sign

SIGN TOP:

White Acrylic Seamless Light Box

- 1/4" fco aluminum "gsq" logo mounted
flush to acrylic
- Painted to match customer colors (TBD)

TENANT PANELS:

- Routed .125" Aluminum Tenant Faces with
- 1/2" white push-thru plex
 - Individual tenant branding allowed, white only

REVEALS:

- White Acrylic Push-thru (push-thru sits flush to
panel faces)
- Translucent vinyl overlay (printed or 3M series
3630 - to be determined)

ILLUMINATION:

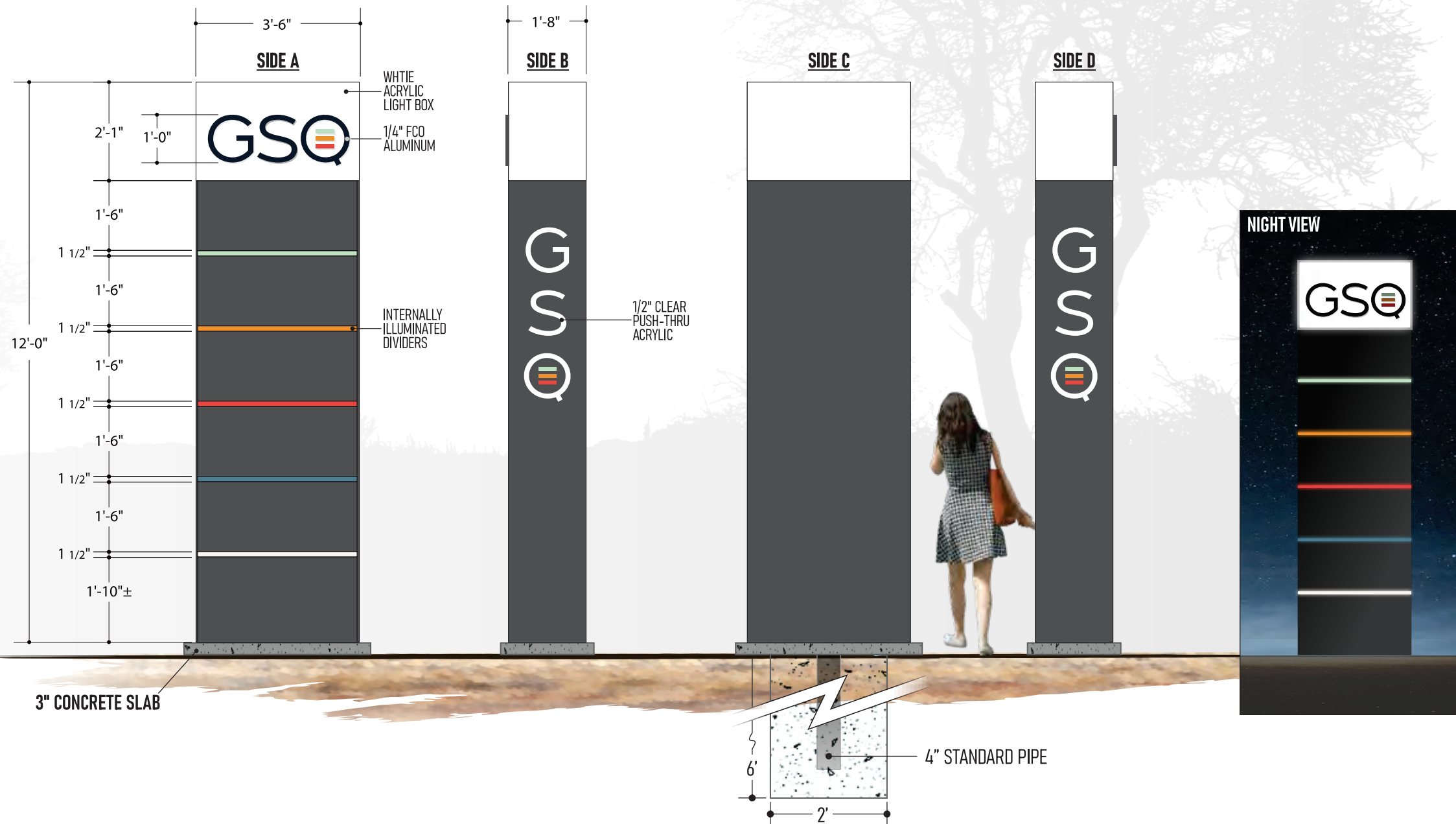
Internal white LED with in sign ballast

INSTALL:

Onto ASA approved pipe and footer onto specified
location as shown on map

NOTES

All sign elements to be located out of any site
visibility triangle

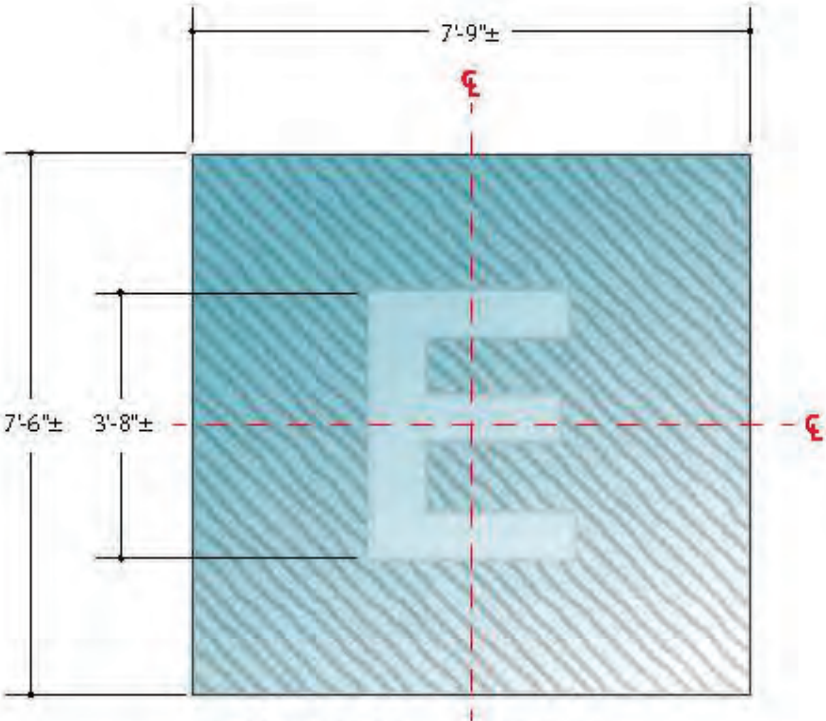
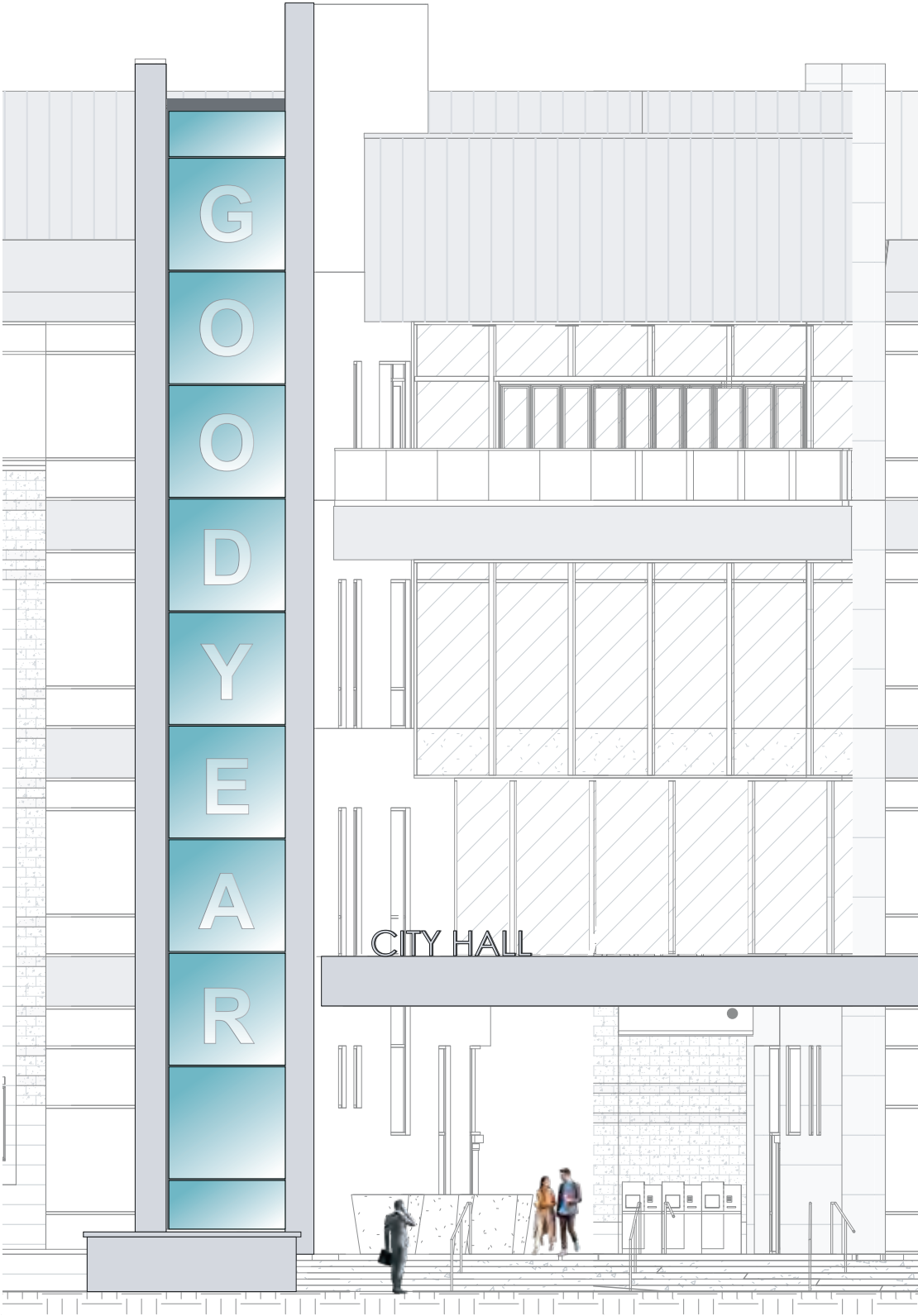


A-4: SECONDARY IDENTITY | TENANT MONUMENT

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

SIDE/SECTION VIEW

SIGN TYPE: **Ac-4x**
GOODYEAR GLASS “SCRABBLE LETTERS”



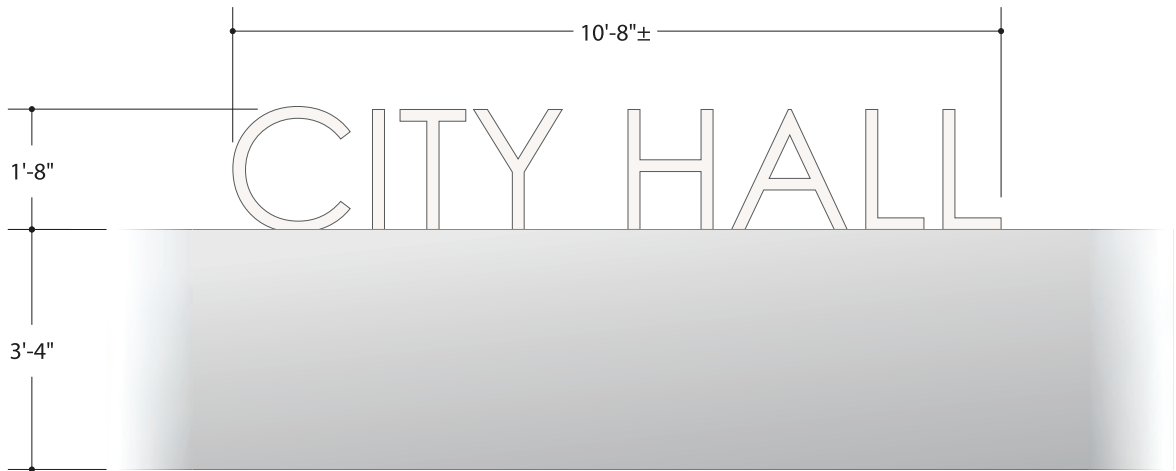
Ac-4x: GENERAL DIMENSIONS
Scale: 3/8"=1'-0"

SIGN TYPE: **Ac-4x (BY OTHERS)**
PRIMARY GOODYEAR BUILDING IDENTITY
“SCRABBLE LETTERS”
FONT: ARIAL BOLD

MATERIALS
Back-lit architectural glass panels to be fritted,
with letter areas to be smooth to provide subtle
contrast - letters to be centered both horizontally
and vertically

CONSTRUCTION
Refer to Butler Design Group architectural
drawings and specifications for all details

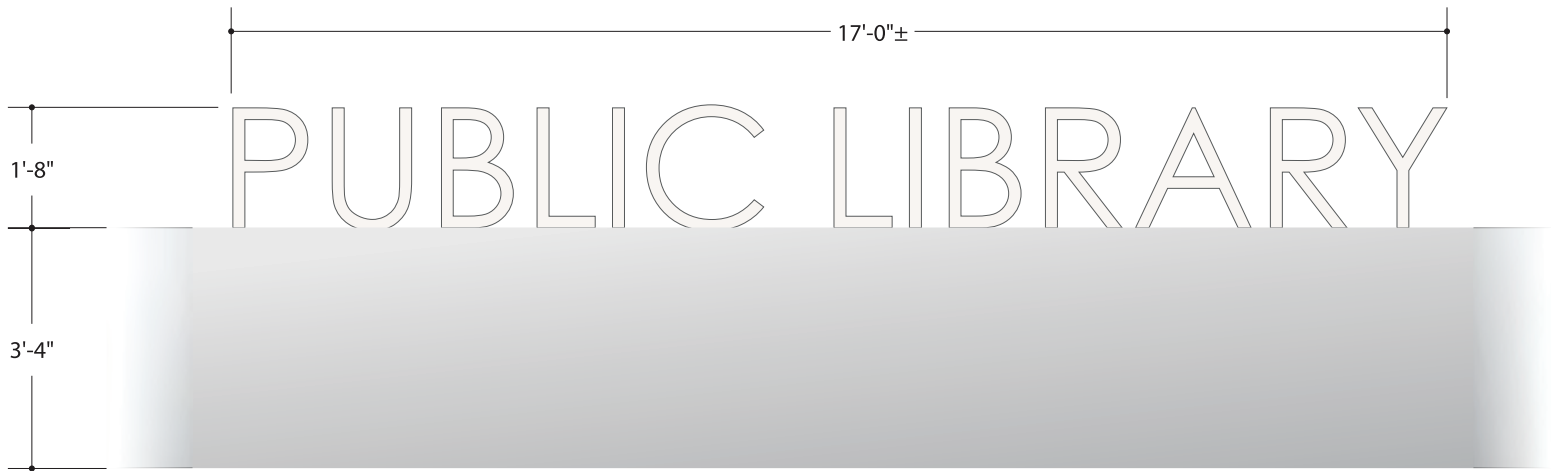
ILLUMINATION
Back-lit behind panels (LED)



Ac-5x.1: CITY HALL CANOPY LETTERS
Scale: 3/8"=1'-0"



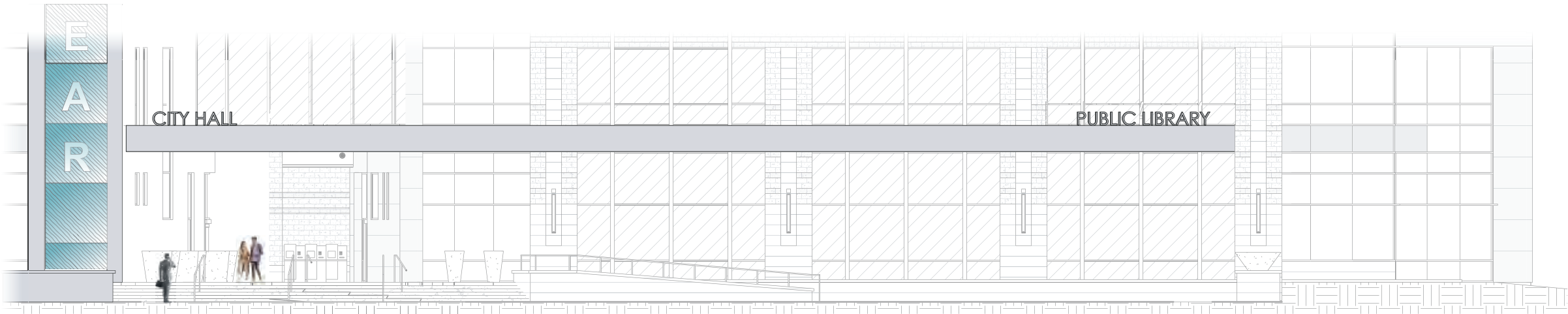
SIDE VIEW



Ac-5x.2: PUBLIC LIBRARY CANOPY LETTERS
Scale: 3/8"=1'-0"



SIDE VIEW



Ac-5x.1 & Ac-5x.2: PRIMARY BUILDING IDENTITY
Scale: 1/16"=1'-0"

SIGN TYPE: Ac-5x
PRIMARY BUILDING IDENTITY
CANOPY MOUNTED LETTERS
FONT: CENTURY GOTHIC

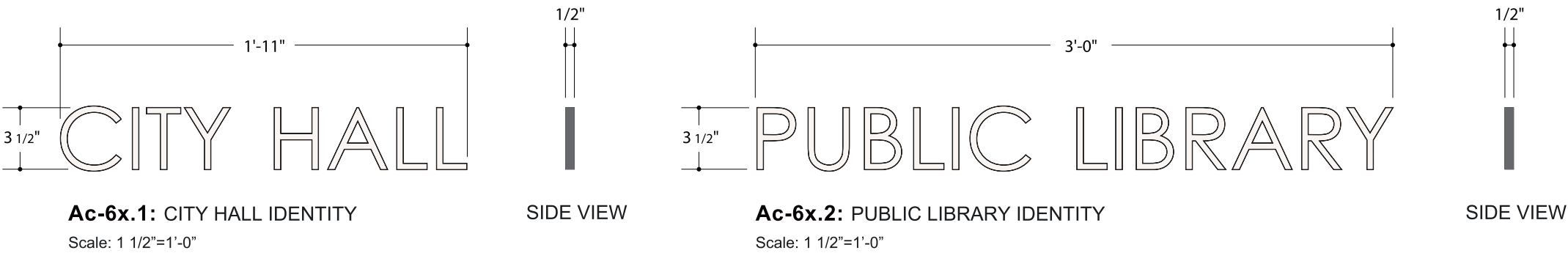
MATERIALS
6 inch deep dimensional metal letters, face to match light natural finish from project color palette; letter returns to be painted dark grey

CONSTRUCTION
Letters baseline mounted to front edge of radiused canopy that connects City Hall and Public Library building(s)

Refer to Butler Design Group architectural drawings and specifications for canopy details

ILLUMINATION
Signs to be indirectly illuminated

NOTES
Final locations to be determined after canopy review/verification in the field



SIGN TYPE: Ac-6x
SECONDARY BUILDING IDENTITY
GLASS/WALL MOUNTED LETTERS
FONT: CENTURY GOTHIC

MATERIALS
3 1/2 inch tall, 1/2 inch deep flat cut-out (FCO)
letters applied to glass at right side of entry via
adhesive as required

Letter face to match light natural finish from
project color palette; letter returns and backs to
be dark grey

CONSTRUCTION
Baseline of copy to be mounted 6 feet above
ground surface, and 4 inches from left window
edge/mullion

ILLUMINATION
Sign is non-illuminated or indirectly illuminated

NOTES
Elevation shown is typical, and may need to be
adjusted (stacked) depending on specific location

SIGN TYPE: Ac-7x
CITY HALL & PUBLIC LIBRARY
BUILDING INFORMATION
FONT: CENTURY GOTHIC

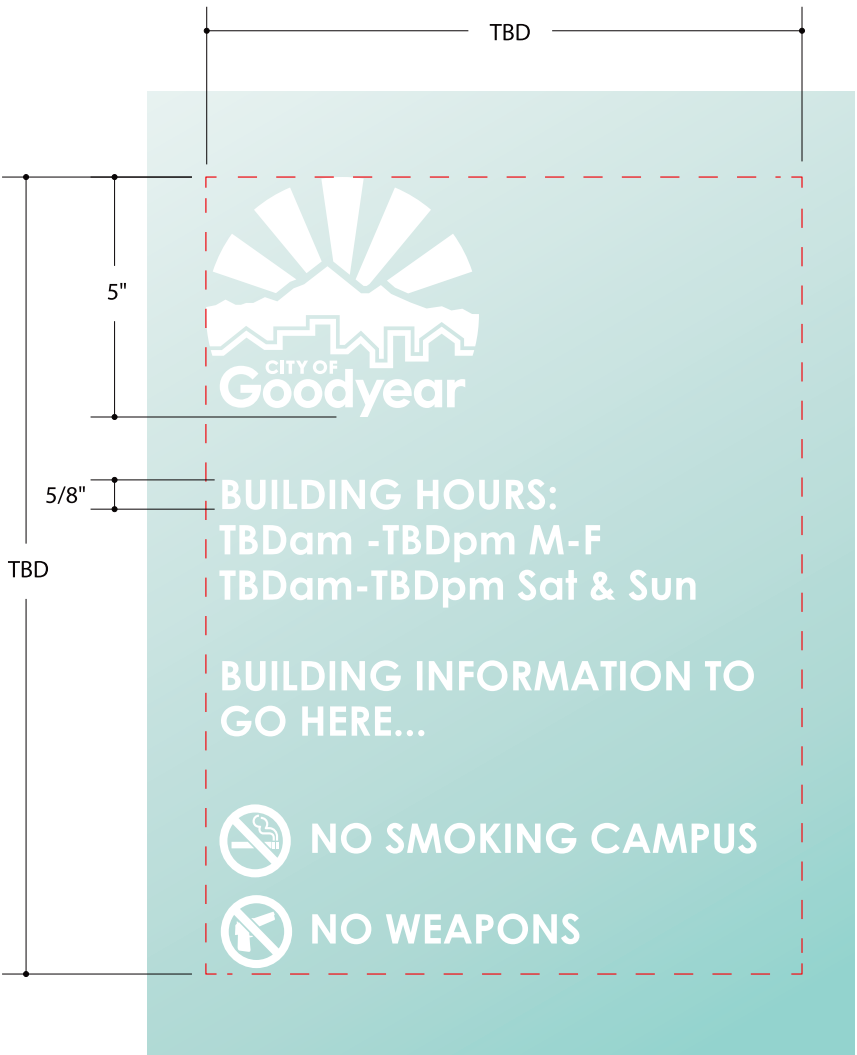
MATERIALS
City of Goodyear logo, symbols, and information
copy to be white or frosted vinyl applied first
surface to glass at right side of entry

Information copy to have a cap height of 5/8 inch

Top of logo to be 5 feet above ground surface,
and 4 inches from left window edge/mullion



Ac-6x & Ac-7x : SECONDARY BUILDING IDENTITY & BUILDING INFORMATION
Scale: 1/2"=1'-0"



Ac-7x: BUILDING INFORMATION
Scale: 3"=1'-0"

SIGN TYPE: **Ac-8xa**
BUILDING ADDRESSING
CITY HALL | PUBLIC LIBRARY

SIGN TYPE: **Ao-8xa**
BUILDING ADDRESSING
OFFICE
FONT: CENTURY GOTHIC BOLD

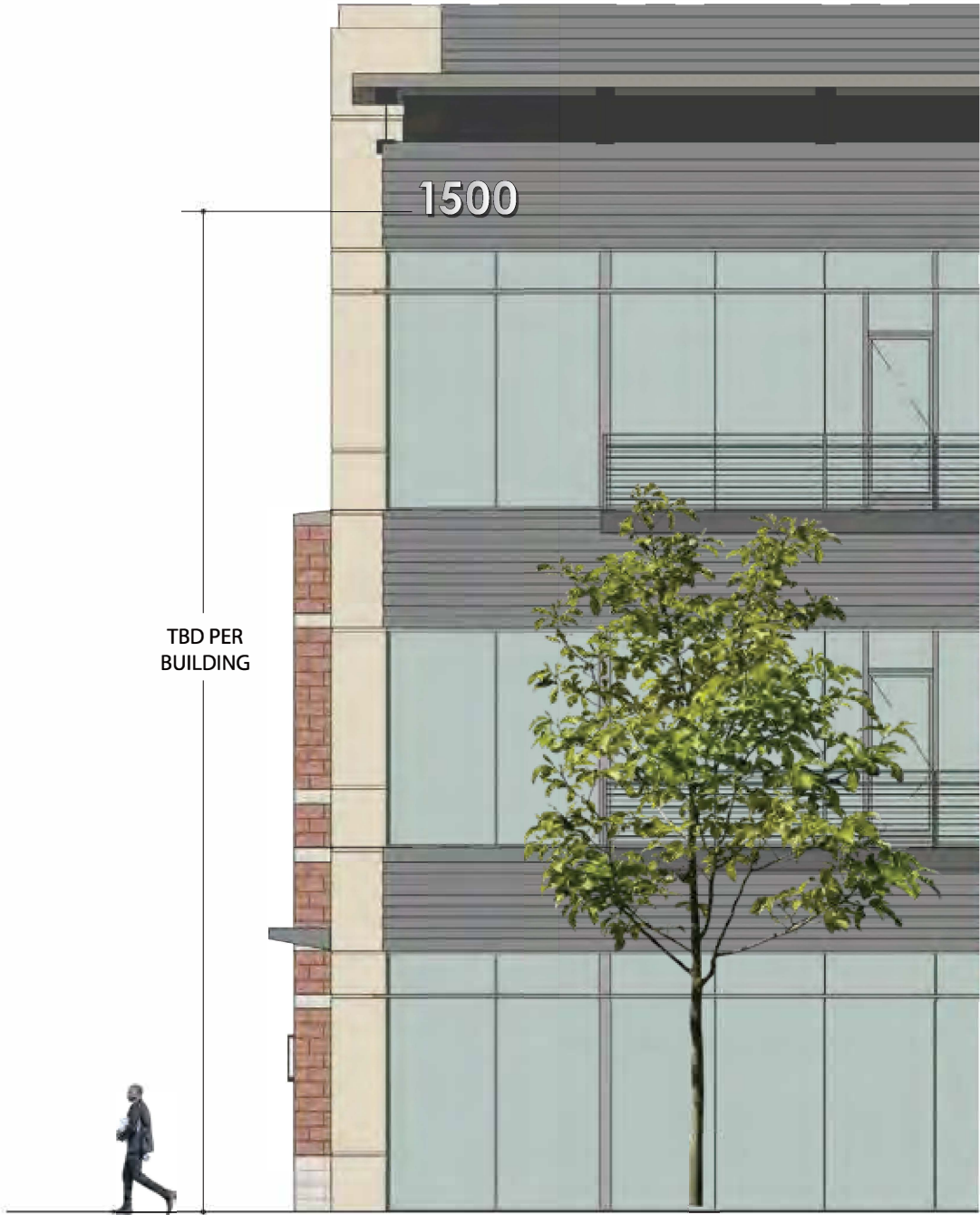
MATERIALS
18 inch tall, 3 inch deep dimensional metal numerals - color to contrast with background on which it is placed (to be pulled from building specific architectural palette)

CONSTRUCTION
Numerals attached to wall surface as required

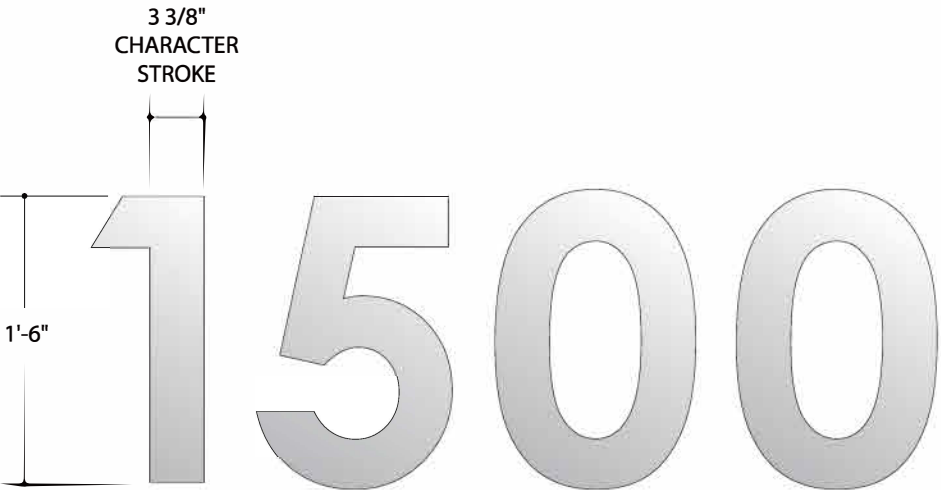
Locations to be on the upper portion of buildings, free of obstruction, to allow optimal visibility for first responders

ILLUMINATION
Signs to either be non-illuminated or halo illuminated

NOTES
Elevation shown is typical - final locations to be approved on a building by building basis



Ac-8xa & Ac-7x : SECONDARY BUILDING IDENTITY & BUILDING INFORMATION
Scale: 1/8"=1'-0"



Ac-8xa & Ao-8xa: BUILDING ADDRESSING
Scale: 1"=1'-0"



SIDE VIEW

SIGN TYPE: **Ao-7x**

SIGN TYPE: **Ac-8x**

SIGN TYPE: **Ao-8x**

BUILDING INFORMATION | BUILDING ADDRESSING (AT DOOR)

SIGN TYPE: **Ao-7x**

OFFICE BUILDING INFORMATION

FONT: CENTURY GOTHIC

MATERIALS

Symbols and information copy to be white or frosted vinyl applied first surface to glass at right side of entry

Information copy to have a cap height of 5/8 inch

Top of copy to be 5 feet above ground surface, and 4 inches from left window edge/mullion

NOTES

Elevation shown is typical and may change per any specific entry location

SIGN TYPE: **Ac-8x & Ao-8x**

BUILDING ADDRESSING (AT DOOR)

FONT: CENTURY GOTHIC

MATERIALS

6 inch tall, 1/2 inch deep flat cut-out (FCO) letters
- to match light natural finish from project color palette; letter returns and backs to be dark grey

All signs to be centered vertically and horizontally in the designated space above doorway

CONSTRUCTION

Letters applied to glass above entry via adhesive as required

ILLUMINATION

Sign is non-illuminated or indirectly illuminated

NOTES

Elevation shown is typical and may change per any specific entry location



SIGN TYPE: **Ao-11x**

OFFICE BUILDING TENANT IDENTIFICATION



HALO ILLUMINATION

tbd
ACM

Ao-11x.1: TENANT IDENTIFICATION - UPPER LEVEL

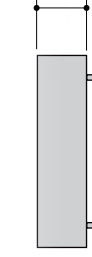
Scale: 1"=1'-0"

tbd
ACME

Ao-11x.2: TENANT IDENTIFICATION - FIRST LEVEL

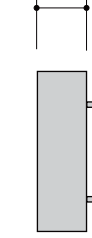
Scale: 1"=1'-0"

3"



SIDE VIEW

3"



SIDE VIEW

SIGN TYPE: **Ao-11x**

OFFICE BUILDING TENANT IDENTIFICATION

FONT: PER TENANT STANDARDS

MATERIALS

Reverse pan-channel silver metal letter construction with 3 inch returns

Sign face and return color to contrast with background on which it is placed - colors to be pulled from building specific architectural palette

CONSTRUCTION

Letters | Logo to be pin mounted 1 1/2 inch off of wall surface to provide for halo illumination (via LED)

Upper level signage (Ao-11x.1) to be 80% of the sign band height and width.

First level signage (Ao-11x.2) to be 80% of the sign band height and width.

No letter height limitations.

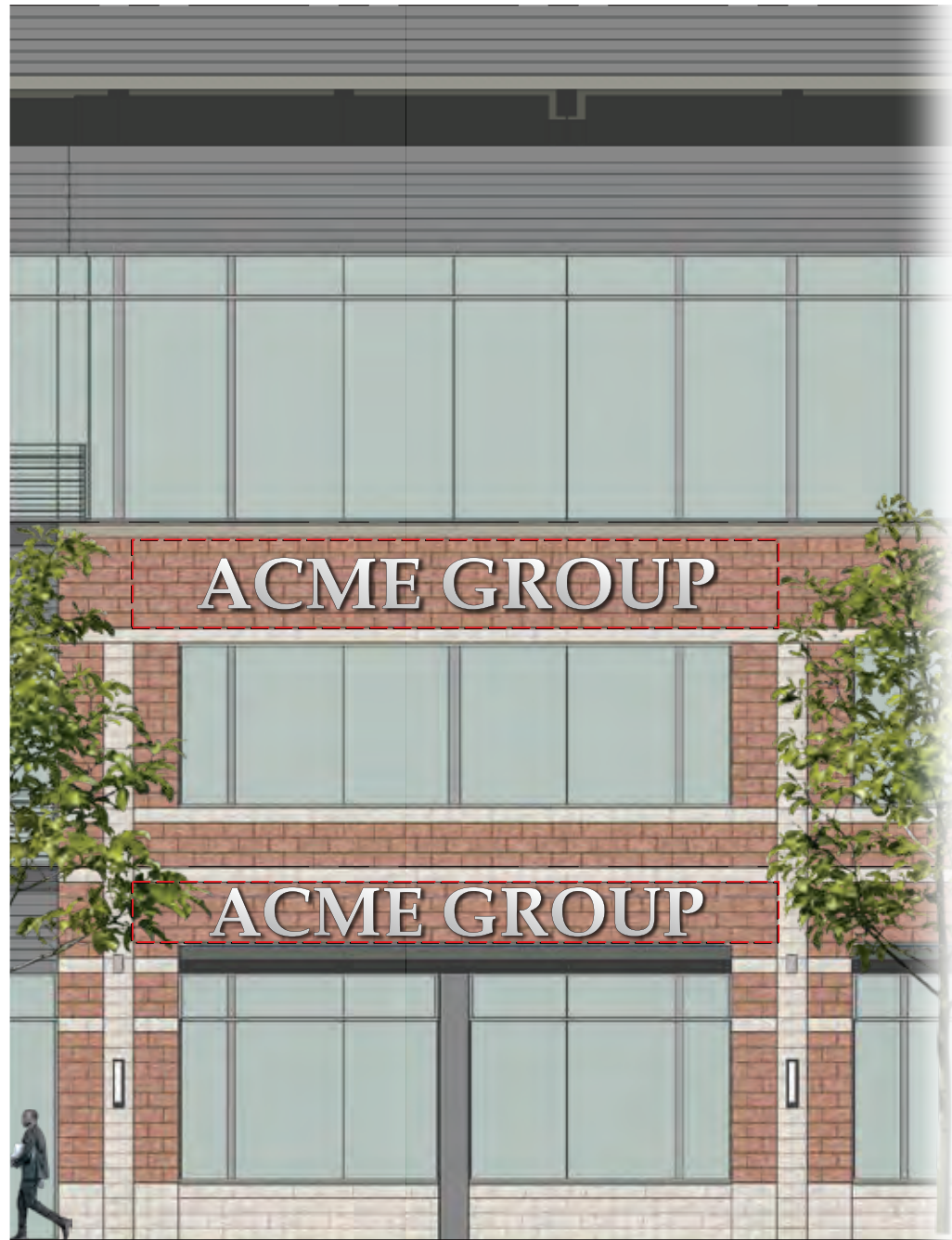
ILLUMINATION

Halo illumination (LED)

NOTES

Elevation shown is typical - final locations to be approved on a building by building basis

All signs to be centered vertically and horizontally in the designated architectural space provided.



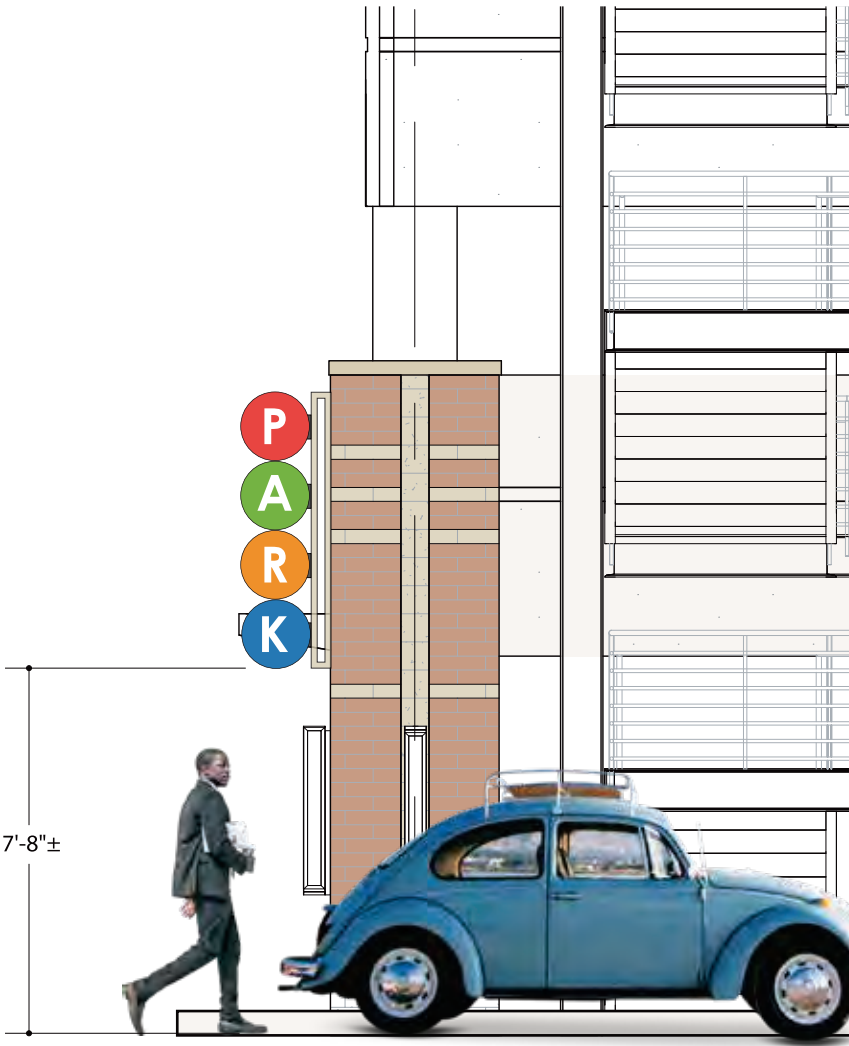
Ao-11x & Ao-11x.2 : OFFICE BUILDING TENANT IDENTIFICATION
SINGLE LINE | LOGO

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

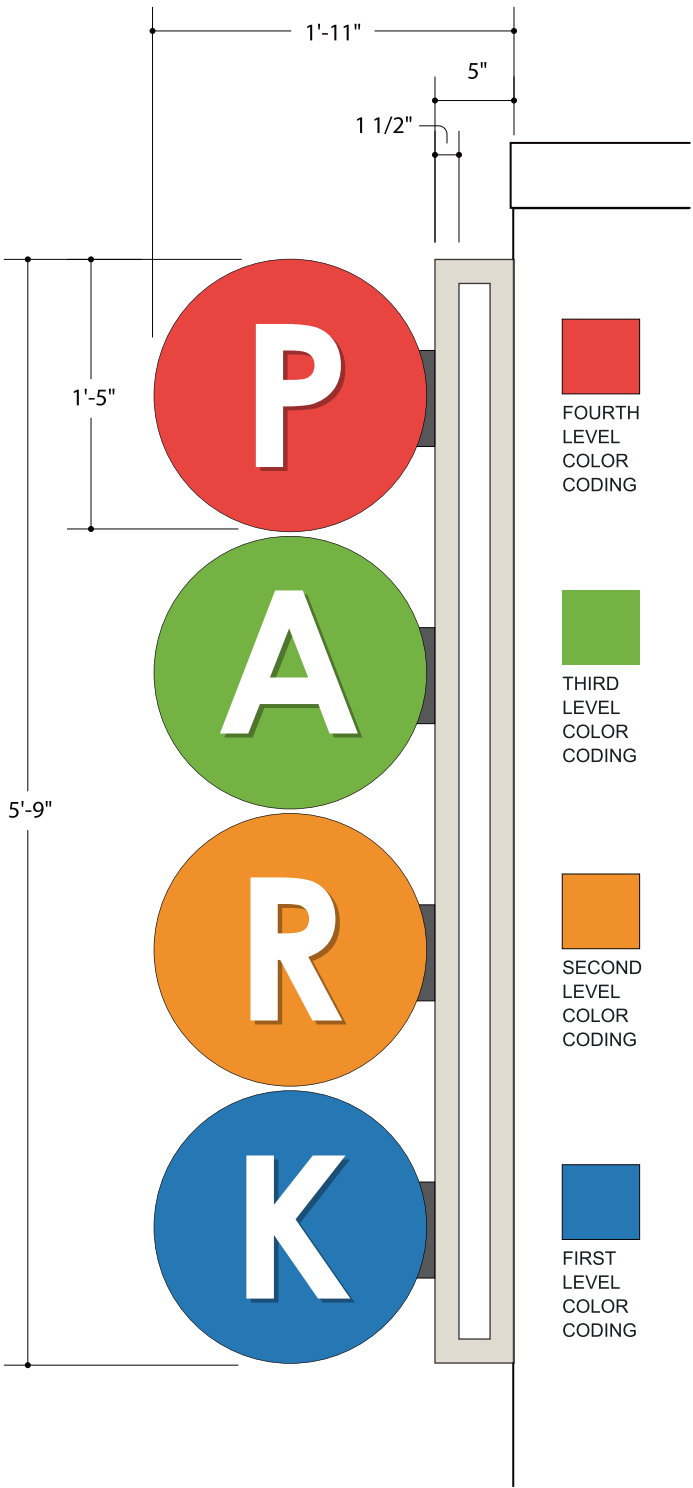


Ao-11x & Ao-11x.2 : OFFICE BUILDING TENANT IDENTIFICATION
DOUBLE LINE OR LOGO

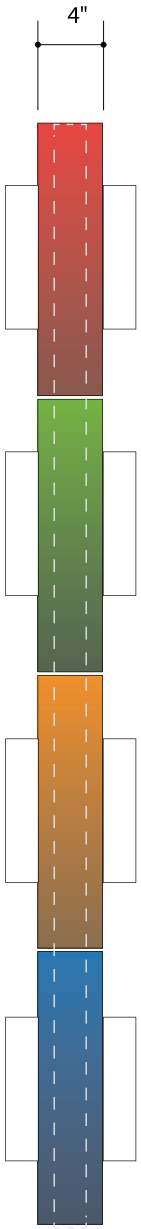
Scale: 1/8"=1'-0"



Ag-4x: PARKING GARAGE IDENTITY
Scale: 1/4"=1'-0"



Ag-4x: PARKING GARAGE IDENTITY
Scale: 1"=1'-0"



SIDE VIEW

SIGN TYPE: **Ag-4x**
PARKING GARAGE IDENTITY
FONT: CENTURY GOTHIC BOLD

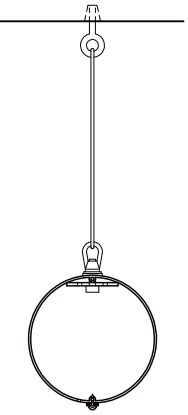
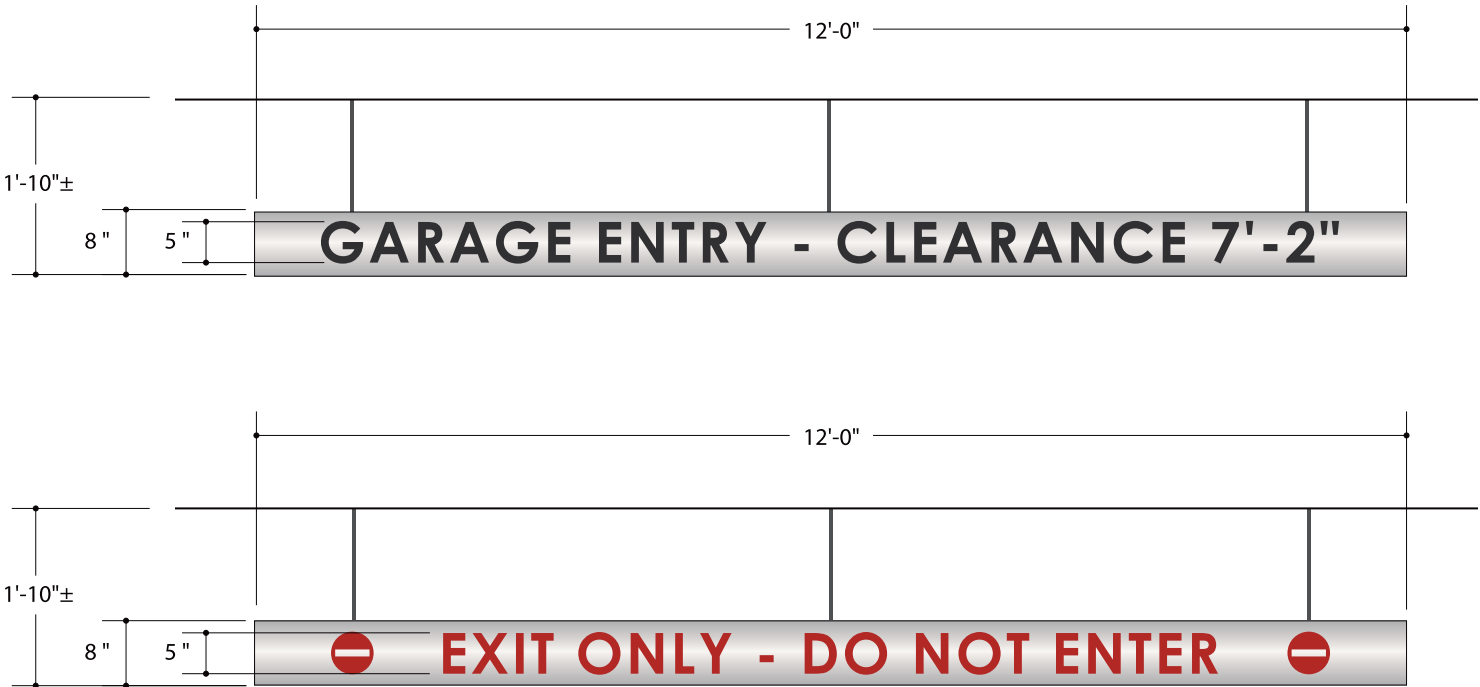
MATERIALS
4 inch deep internally illuminated light box
cylinders with 2" deep FCO white plex (or pan
channel) letters attached to face as required

CONSTRUCTION
Paint prefinished metal tube support structure
anchored to masonry column as required,
avoiding all light structures - color to match
light/neutral masonry block for consistency

Plex cylinders attached to metal support structure
as required

ILLUMINATION
Internal illumination (LED)

NOTES
Elevation shown is typical - final locations to be
approved based on individual garage entry



SIDE VIEW

Ag-11x: PARKING GARAGE CLEARANCE
Scale: 1/2"=1'-0"

SIGN TYPE: **Ag-11x**
PARKING GARAGE CLEARANCE
FONT: CENTURY GOTHIC BOLD

MATERIALS | CONSTRUCTION
8 inch by 12 foot long extruded prefinished metal tube with weep holes and 1/8" metal end cap (each end)

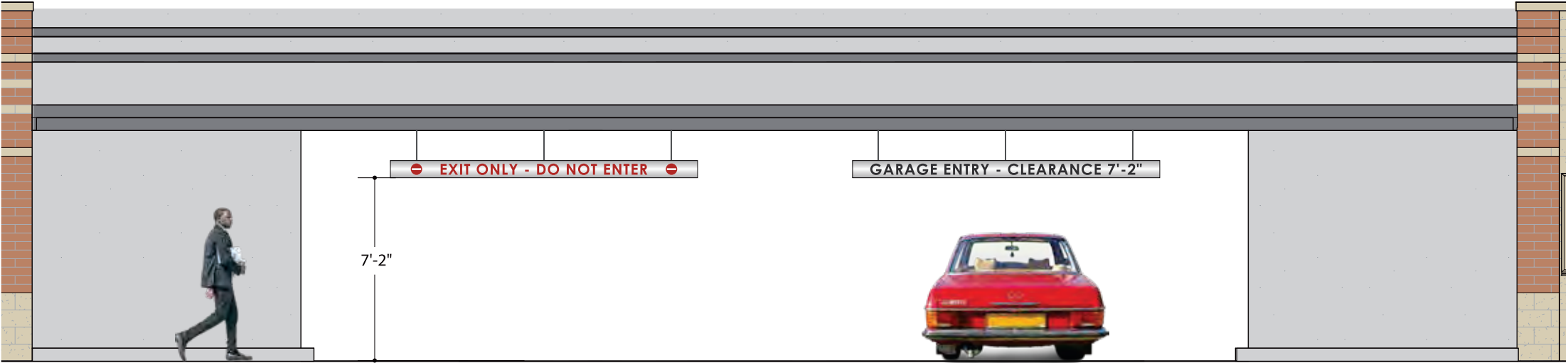
Stainless steel cable supports as required

Scotchlite reflective vinyl letters and symbols over metal tube

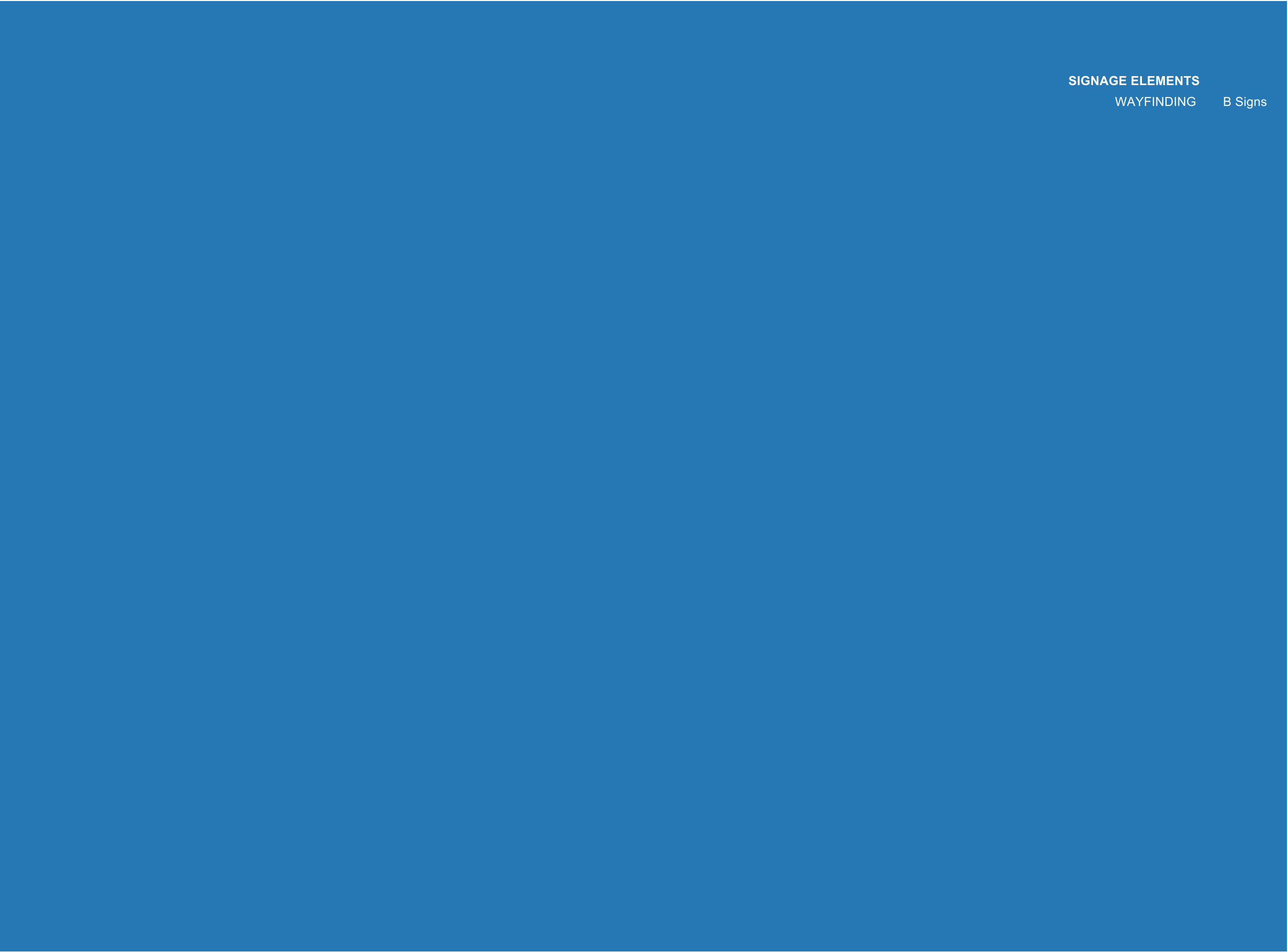
ILLUMINATION
Signs are non-illuminated

NOTES
Elevation shown is typical - final locations to be approved based on individual garage entry/exit

Attachment locations to be determined via final garage plan review and field verification



Ag-11x: PARKING GARAGE CLEARANCE
Scale: 3/16"=1'-0"



SIGNAGE ELEMENTS

WAYFINDING

B Signs

SECTION 005.2

005.2.1 thru 005.2.4

SIGN TYPE: B-1

SIGN TYPE: B-2

SITE DIRECTIONALS - VEHICULAR

SIGN TYPE: B-1 & B-2

VEHICULAR DIRECTIONALS

LOCATION: VEHICULAR DECISION POINTS

FONT: CENTURY GOTHIC BOLD

MATERIALS

Paint prefinished metal sign structure - finish to match light natural finish from project color palette

CONSTRUCTION

Breakformed metal panels color coded for various destinations - colors used to be from project color standards - color designation for areas TBD

Panels to break around structure on left side and anchor to edge - right side to anchor through panel face - sign to be single or double sided

Copy and arrows to be applied vinyl that contrasts with background color (use of reflective vinyl TBD)

Elevations shown are typical - final messaging dependent on determined destination nomenclature (copy height and layout may change based on messaging)

Sign footings/anchoring as required by specific location and hardscape conditions

ILLUMINATION

Signs are non-illuminated

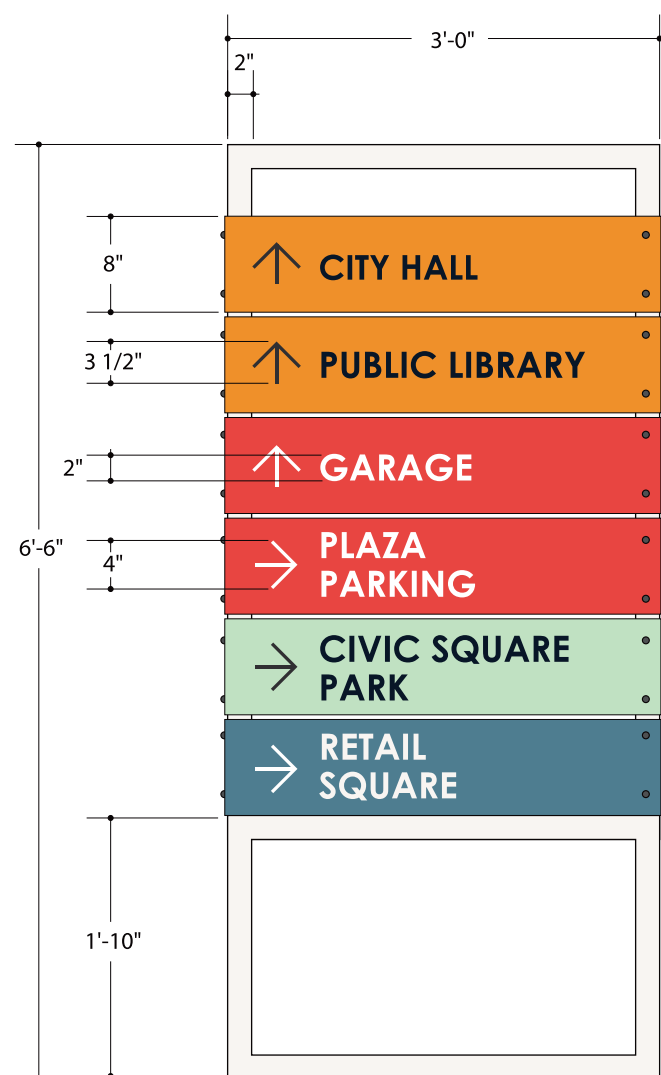
NOTES

Two (2) size options are available based on messaging needs

If determined that any sign is located in an area with inadequate ambient or indirect illumination at night, all signs shall utilize reflective vinyl to display information (method TBD)



TOP VIEW

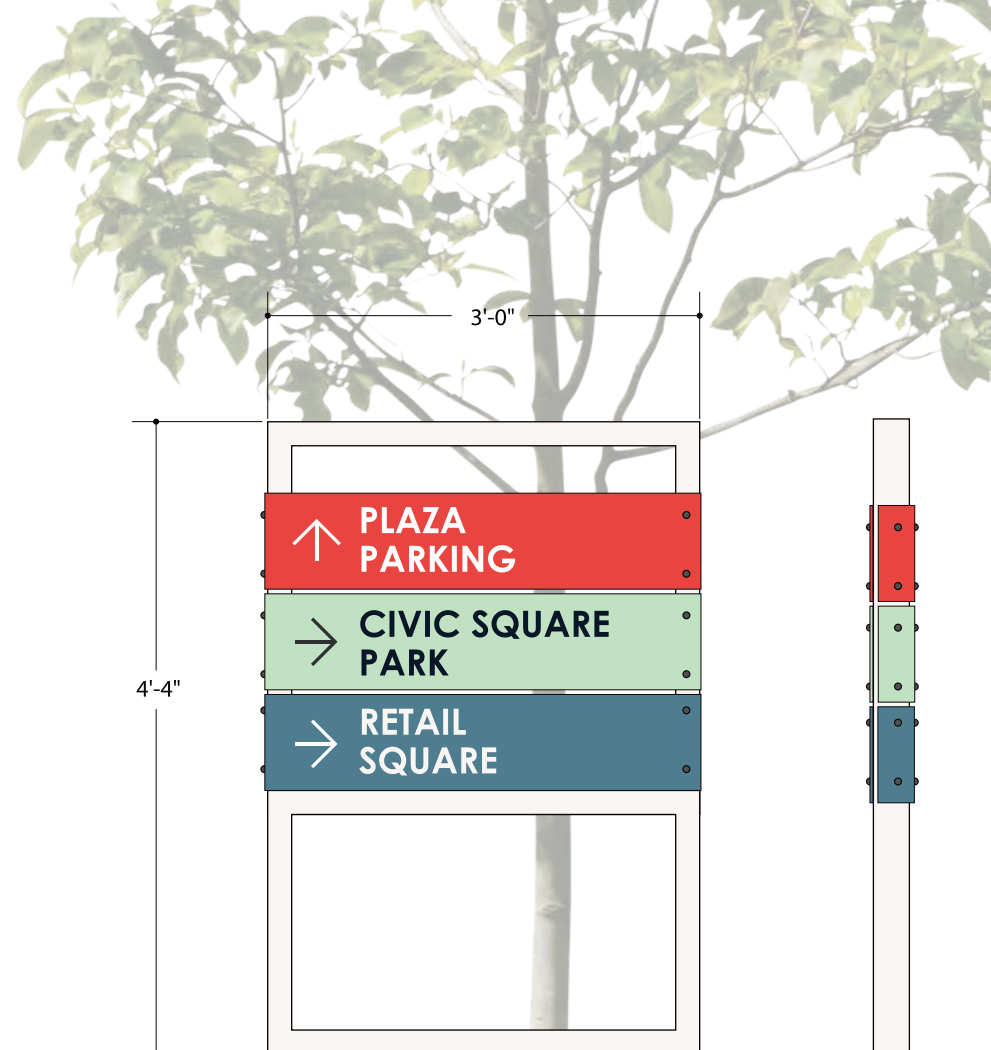


B-1: PRIMARY VEHICULAR DIRECTIONAL

Scale: 3/4"=1'-0"

3"

SIDE VIEW



B-2: SECONDARY VEHICULAR DIRECTIONAL

Scale: 3/4"=1'-0"

SIDE VIEW



SIGN TYPE: B-3

SIGN TYPE: B-4

SITE DIRECTIONALS - PEDESTRIAN

SIGN TYPE: B-3 & B-4

PEDESTRIAN DIRECTIONALS

LOCATION: PEDESTRIAN DECISION POINTS

FONT: CENTURY GOTHIC BOLD

MATERIALS

Custom paint prefinished metal sign structure - finish to match light natural finish from project color palette

CONSTRUCTION

Breakformed metal panels color coded for various destinations - colors used to be from project color standards - color designation for areas TBD

Panels to wrap/break on left side and anchor into the sign post structure - panel messaging to be single or double sided

Copy and arrows to be applied vinyl that contrasts with background color

Elevations shown are typical - final messaging dependent on determined destination nomenclature (copy height and layout may change based on messaging)

Sign footings/anchoring as required by specific location and hardscape conditions

ILLUMINATION

Signs are non-illuminated

NOTES

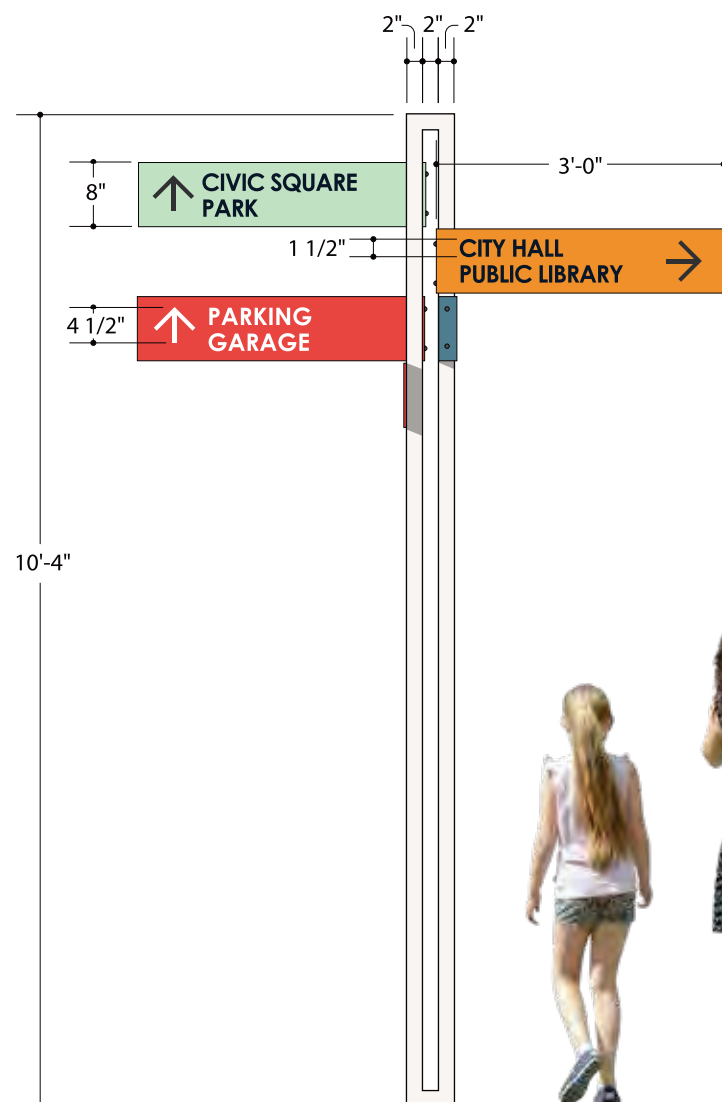
Two (2) options are available based on messaging needs

If determined that any sign is located in an area with inadequate ambient or indirect illumination at night, all signs shall utilize reflective vinyl to display information (method TBD)

City of Goodyear to provide locations for park area only

TOP/SECTION VIEW

TOP/SECTION VIEW



B-3: PRIMARY PEDESTRIAN DIRECTIONAL

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

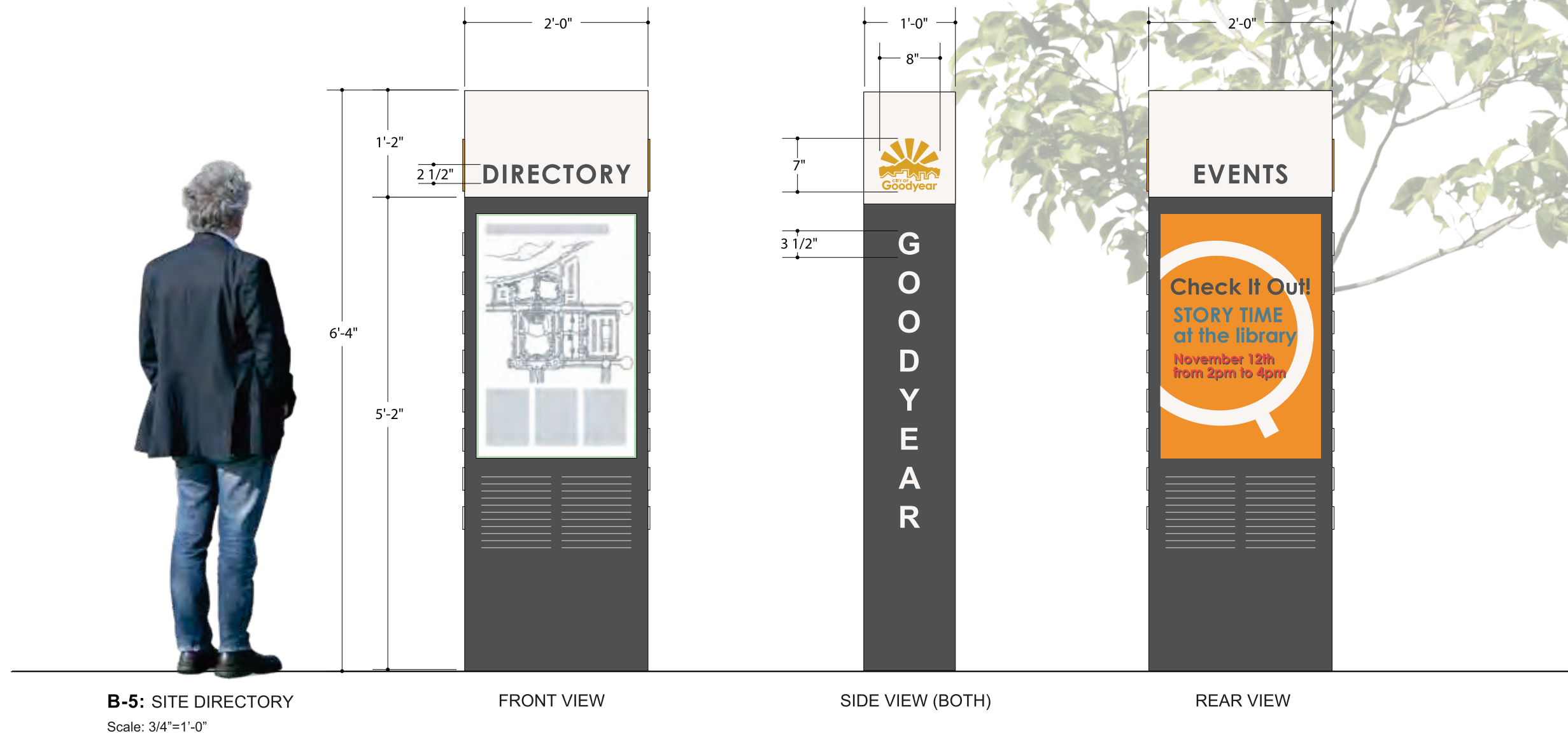
SIDE VIEW

B-4: SECONDARY PEDESTRIAN DIRECTIONAL

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



LIGHT BOX EXAMPLE - NIGHT VIEW



SIGN TYPE: B-5
SITE DIRECTORY
LOCATION: KEY PEDESTRIAN AREAS

MATERIALS
Paint prefinished metal constructed monument sign with up to five (5) tenant panels - painted project black

CONSTRUCTION
Seamless light box identification cabinet at top with 1/2 inch deep flat cut-out (FCO) metal/plex identification, and City of Goodyear logo, flush mounted to face - font is Century Gothic Bold

Routed paint prefinished metal side panels with 1/4 inch push-thru white plex GOODYEAR copy - font is Arial Bold

Directory to be a digital display - style, function, and size to be determined upon unit selection (display type and manufacturer to be selected by City of Goodyear and/or client)

Back of sign, currently noted as EVENTS to either be digital display or standard hinge cabinet to allow for event postings (TBD)

Sign footings/anchoring as required by specific location and hardscape conditions

ILLUMINATION
Internally illuminated (LED)

NOTES
Sign structure to have sufficient ventilation to house digital display(s) - per selected display manufacturer specifications



LIGHT BOX EXAMPLE - NIGHT VIEW

SIGN TYPE: **Bo-6 & Bo-7**
OFFICE BUILDING DIRECTORY
LOCATION: OFFICE DRIVES & PARKING
AREAS INTERIOR OF PROJECT

MATERIALS
Paint prefinished metal constructed monument
sign with up to four (4) tenant panels - painted
project black

CONSTRUCTION
Seamless light box identification cabinet at top
with 1/4 inch deep flat cut-out (FCO) metal/plex
identification flush mounted to face - colors to
match GEN1 project standard color palette

Routed paint prefinished metal tenant panels with
1/4 inch push-thru white plex logo/copy -
design/layout per tenants brand/corporate
standards

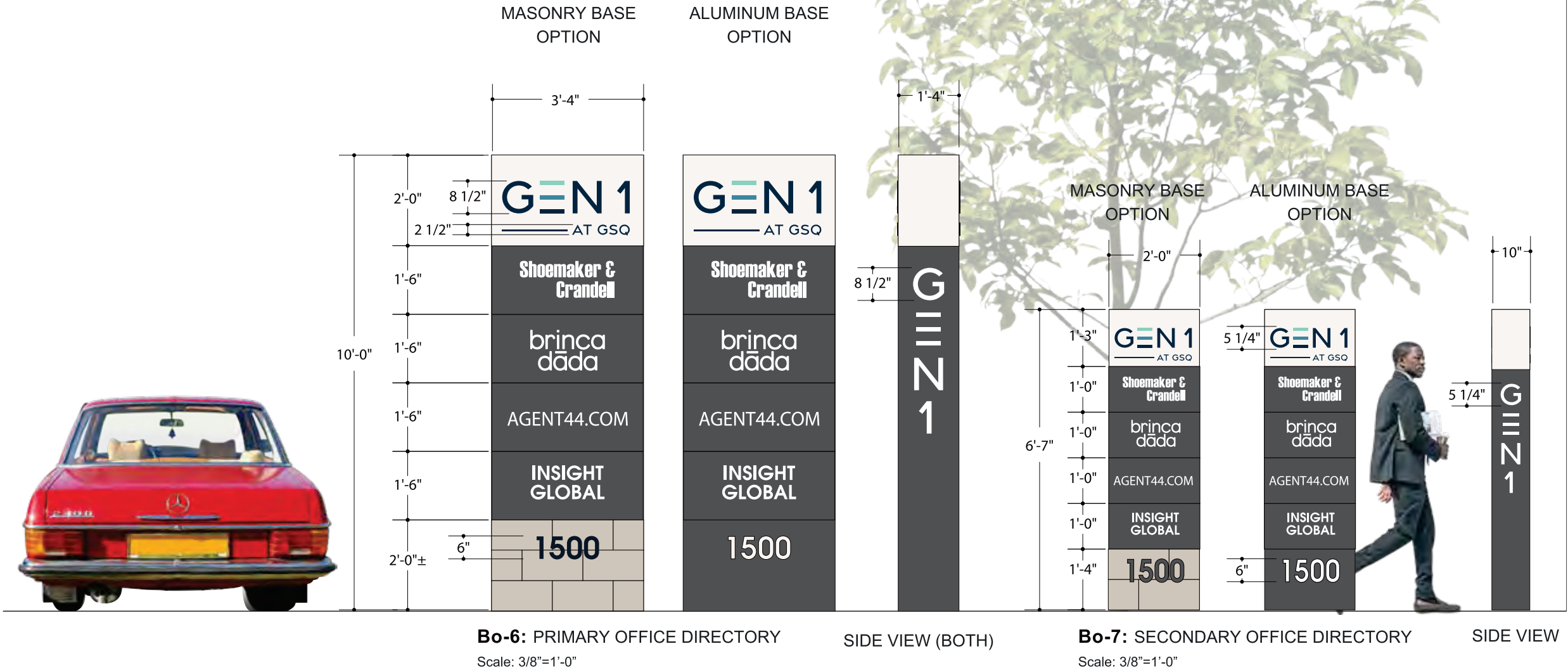
Routed aluminum side panels with 1/4 inch
push-thru white plex GEN1 identification
vertically oriented

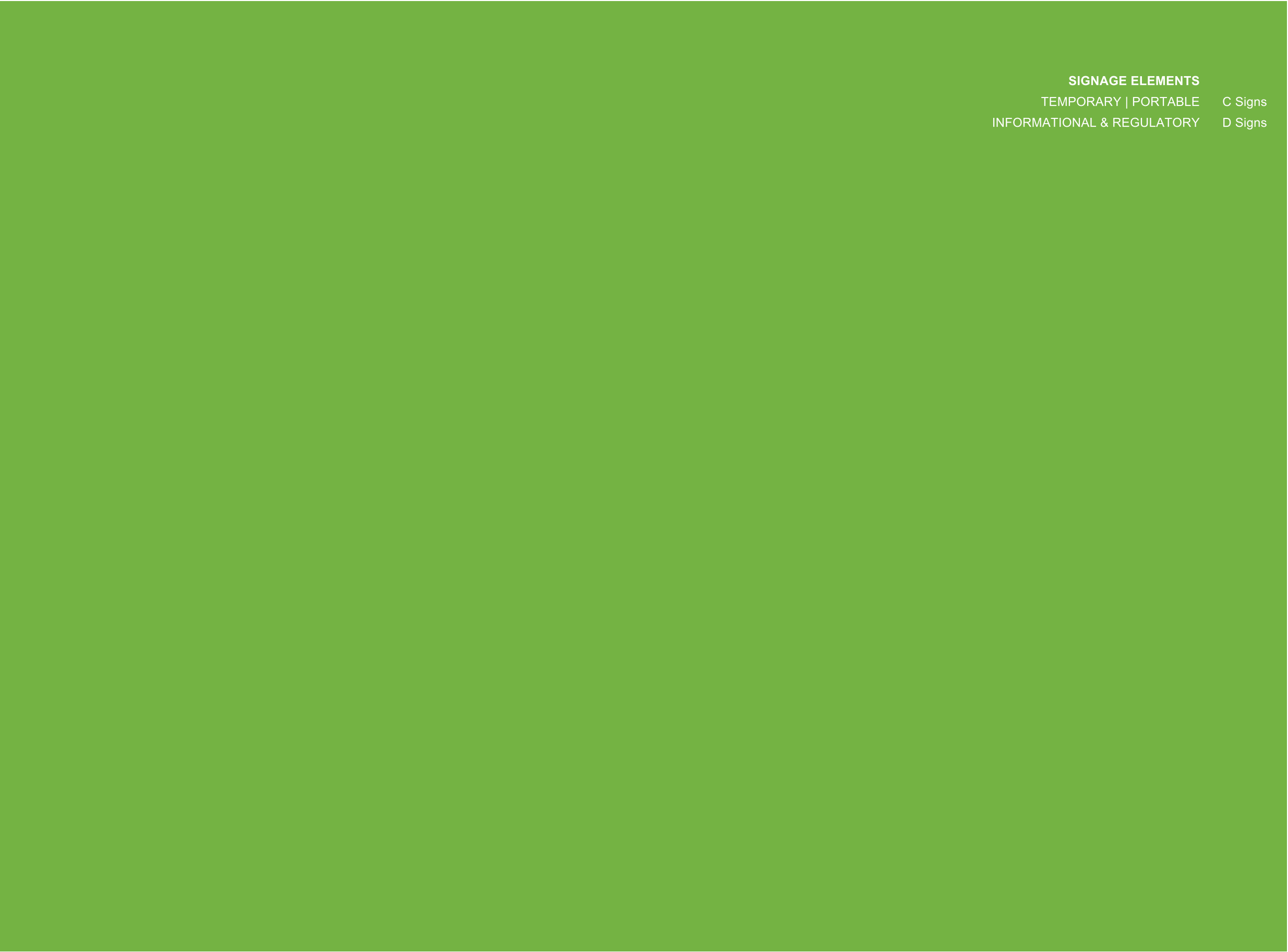
Sign footing as required through engineering

ILLUMINATION
Internally illuminated (LED)

NOTES
Two (2) base options available - one to match
architectural materials; one to be aluminum to
match sign structure

All sign elements to be located out of any site
visibility triangle





SIGNAGE ELEMENTS
TEMPORARY | PORTABLE C Signs
INFORMATIONAL & REGULATORY D Signs

SECTION 005.3
005.3.1
005.3.1 thru 005.3.5

SIGN TYPE: D-1
PARK RULES

SIGN TYPE: Cx-1
TEMPORARY DIRECTIONAL |
FREESTANDING SIGN
LOCATION: AS NEEDED
FONT: CENTURY GOTHIC BOLD

MATERIALS | CONSTRUCTION
Custom 2 inch tube paint prefinished metal base
structure - finish to match light natural finish from
project color palette

Directional or specialized panels to be inserted
into metal base (panel material TBD) with applied
vinyl or digitally printed information

City of Goodyear logo applied to bottom of panel
and is to appear centered in base structure
opening - logo to be white reflective vinyl

ILLUMINATION
Signs are non-illuminated

NOTES
Two (2) size options are available based on
double or single messaging needs -
custom panels may be created for specific events

SIGN TYPE: D-1
PARK RULES
LOCATION: AT PARK ENTRIES
FONT: CENTURY GOTHIC BOLD

MATERIALS | CONSTRUCTION
Custom 1 1/2 inch tube aluminum sign structure -
finish to match architectural palette and/or other
project signage - information panel to be inset
into structure

Current copy is a placeholder - final copy size
and layout to be finalized when content is
provided

ILLUMINATION
Sign is non-illuminated



SIGN TYPE: D-2
REGULATORY SIGNS
LOCATION: AS NEEDED (BY OTHERS)

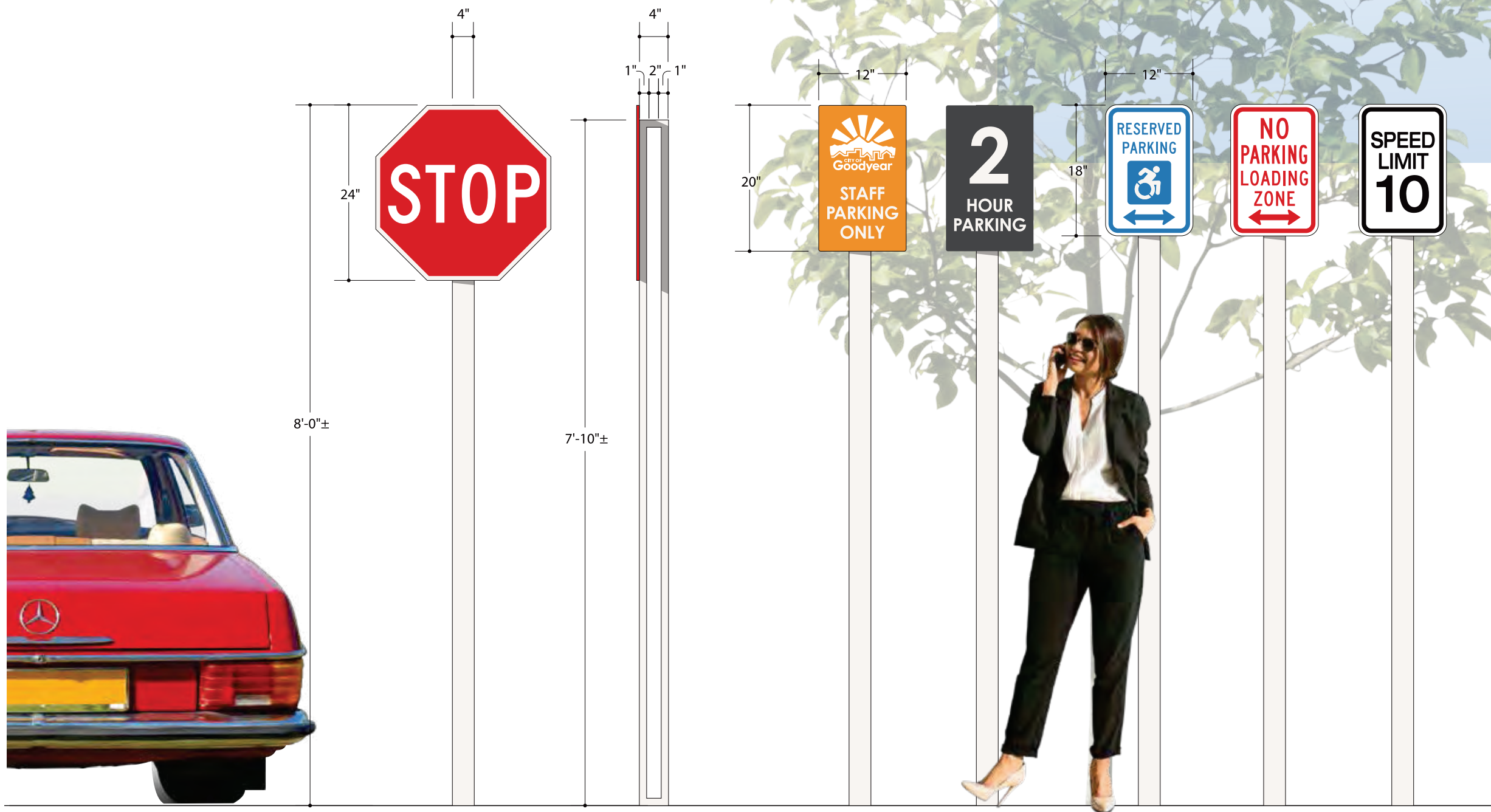
MATERIALS | CONSTRUCTION
Custom paint prefinished metal sign structure -
finish to match light natural finish from project
color palette

Panels applied to custom structure as required

Sign footings/anchoring as required by specific
location and hardscape conditions

ILLUMINATION
Signs are non-illuminated

NOTES
Panels shown are for display purposed only -
final messaging and specifications to be provided
by the City of Goodyear



D-2: REGULATORY SIGNS

Scale: 3/4"=1'-0"

SIDE VIEW

REGULATORY EXAMPLES - FINAL MESSAGING AND SPECIFICATIONS
PROVIDED BY CITY OF GOODYEAR

SIGN TYPE: **D-3**
CUSTOM UPRIGHT STREET SIGNS
LOCATION: PROJECT INTERSECTIONS

MATERIALS | CONSTRUCTION
Custom paint prefinished metal sign structure -
finish to match light natural finish from project
color palette

Logo = 6 1/2"
FONT: CLEARVIEW
West =2 3/4" ± CAP Height
Street Name= 4 1/4" ± CAP Height
WAY= 2"± CAP Height

Panels to wrap/break on left side and anchor into
the sign post structure - panel messaging to be
double sided

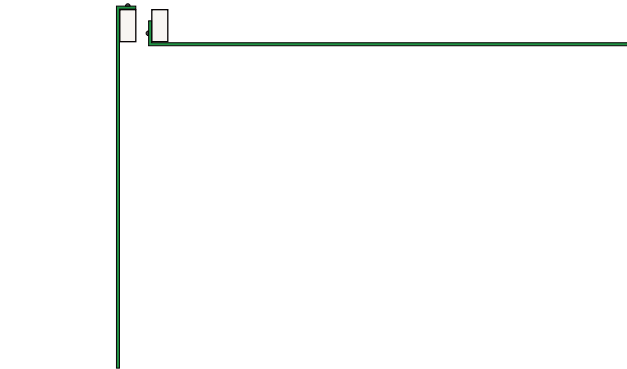
Sign footings/anchoring as required by specific
location and hardscape conditions

ILLUMINATION
Signs are non-illuminated

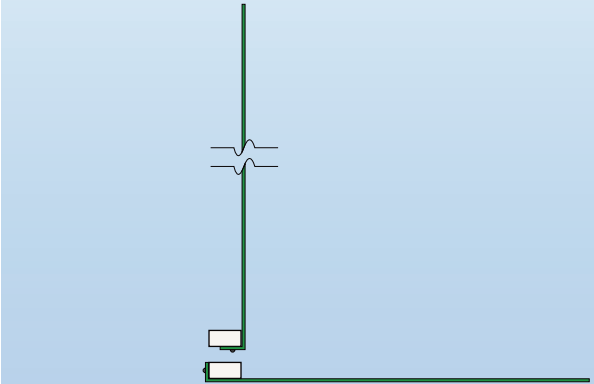
NOTES
Panels shown are for display purposed only -
final messaging, color, and layout specifications
to be provided by the City of Goodyear

If determined that any sign is located in an area
with inadequate ambient or indirect illumination at
night, all signs shall utilize reflective vinyl to
display information (method TBD)

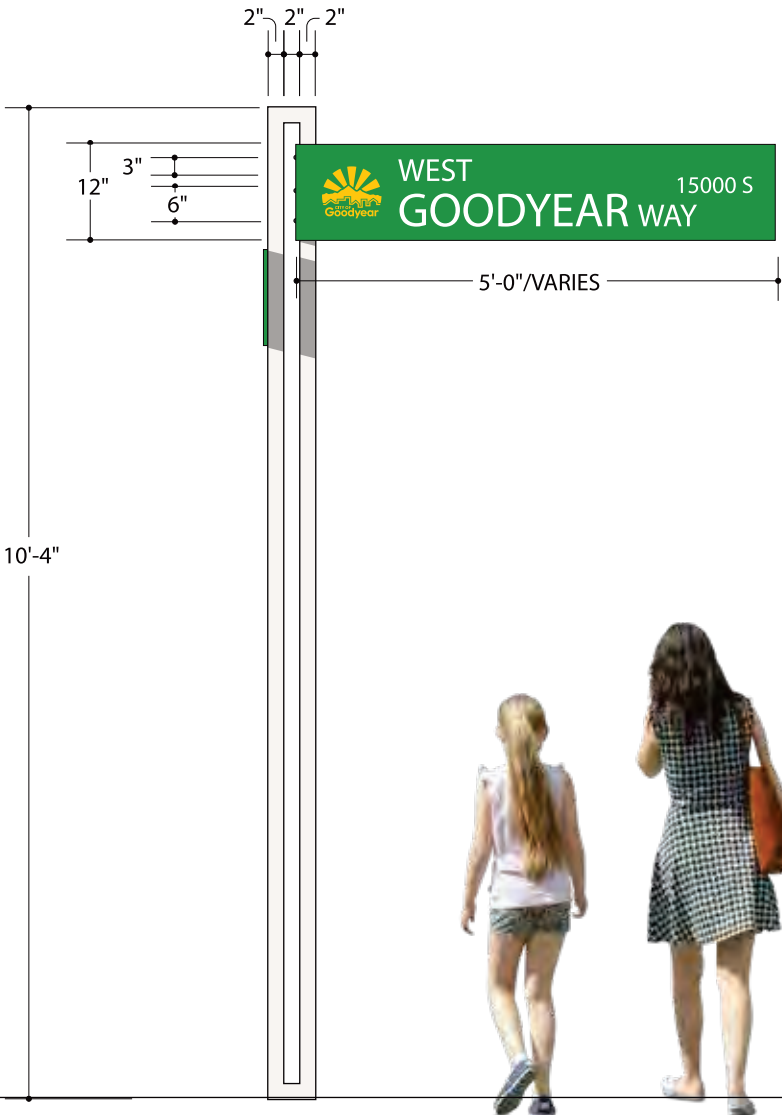
Final locations to be determined by the City of
Goodyear



TOP/SECTION VIEW

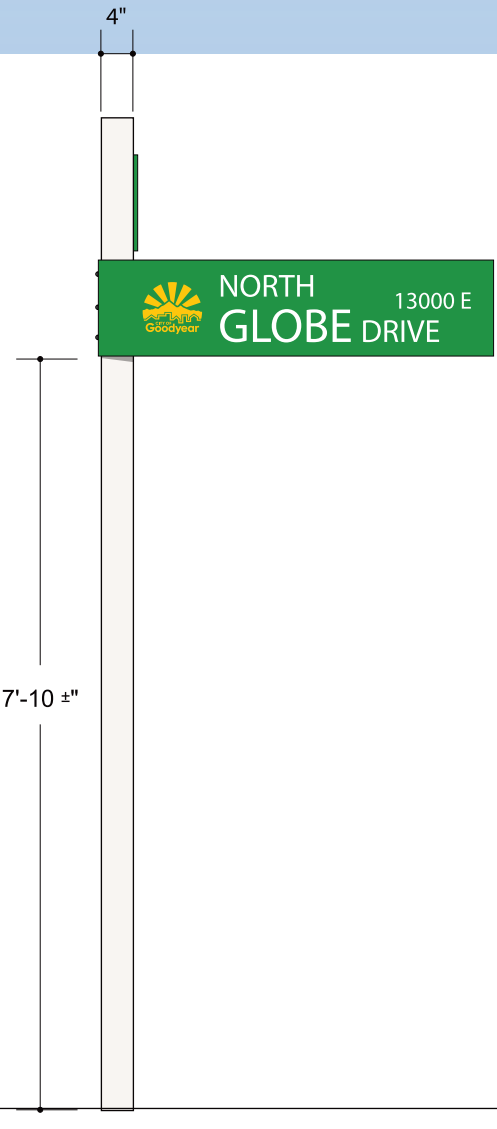


TOP/SECTION VIEW



D-1: STREET SIGNS

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



SIDE VIEW

SIGN TYPE: D-3a

STREET SIGN & REGULATORY SIGN COMBINATION

SIGN TYPE: D-3a

CUSTOM UPRIGHT STREET SIGN AND
REGULATORY SIGN COMBINATION
LOCATION: PROJECT INTERSECTIONS

MATERIALS | CONSTRUCTION

Custom paint prefinished metal sign structure -
finish to match light natural finish from project
color palette

Logo = 6 1/2"

FONT: CLEARVIEW

West = 2 3/4" ± CAP Height

Street Name = 4 1/4" ± CAP Height

WAY = 2" ± CAP Height

Panels to wrap/break on left side and anchor into
the sign post structure - panel messaging to be
double sided

Sign footings/anchoring as required by specific
location and hardscape conditions

ILLUMINATION

Signs are non-illuminated

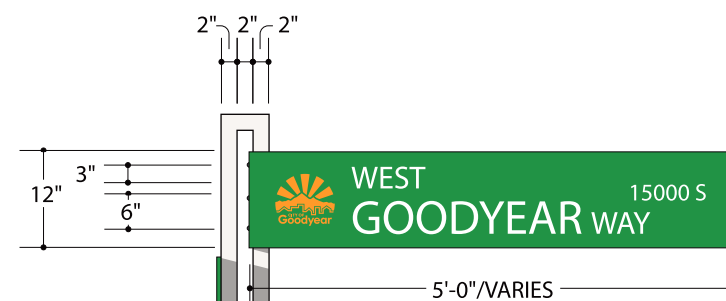
NOTES

Panels shown are for display purposed only -
final messaging, color, and layout specifications
to be provided by the City of Goodyear

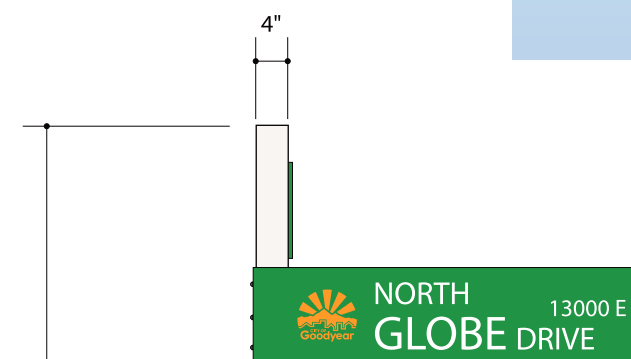
If determined that any sign is located in an area
with inadequate ambient or indirect illumination
at night, all signs shall utilize reflective vinyl to
display information (method TBD)

Final locations to be determined by the City of
Goodyear

TOP/SECTION VIEW



TOP/SECTION VIEW



10'-4"

7'-10"±



STOP sign addition at
determined intersections
Locations and sign mounting height
to be determined by City of Goodyear

2" POST OPTION FOR SECONDARY
SIGN LOCATIONS

D-3a: STREET SIGNS

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

SIDE VIEW



SIGN TYPE: **D-4**
CUSTOM PLAQUE STREET SIGNS
LOCATION: PROJECT INTERSECTIONS

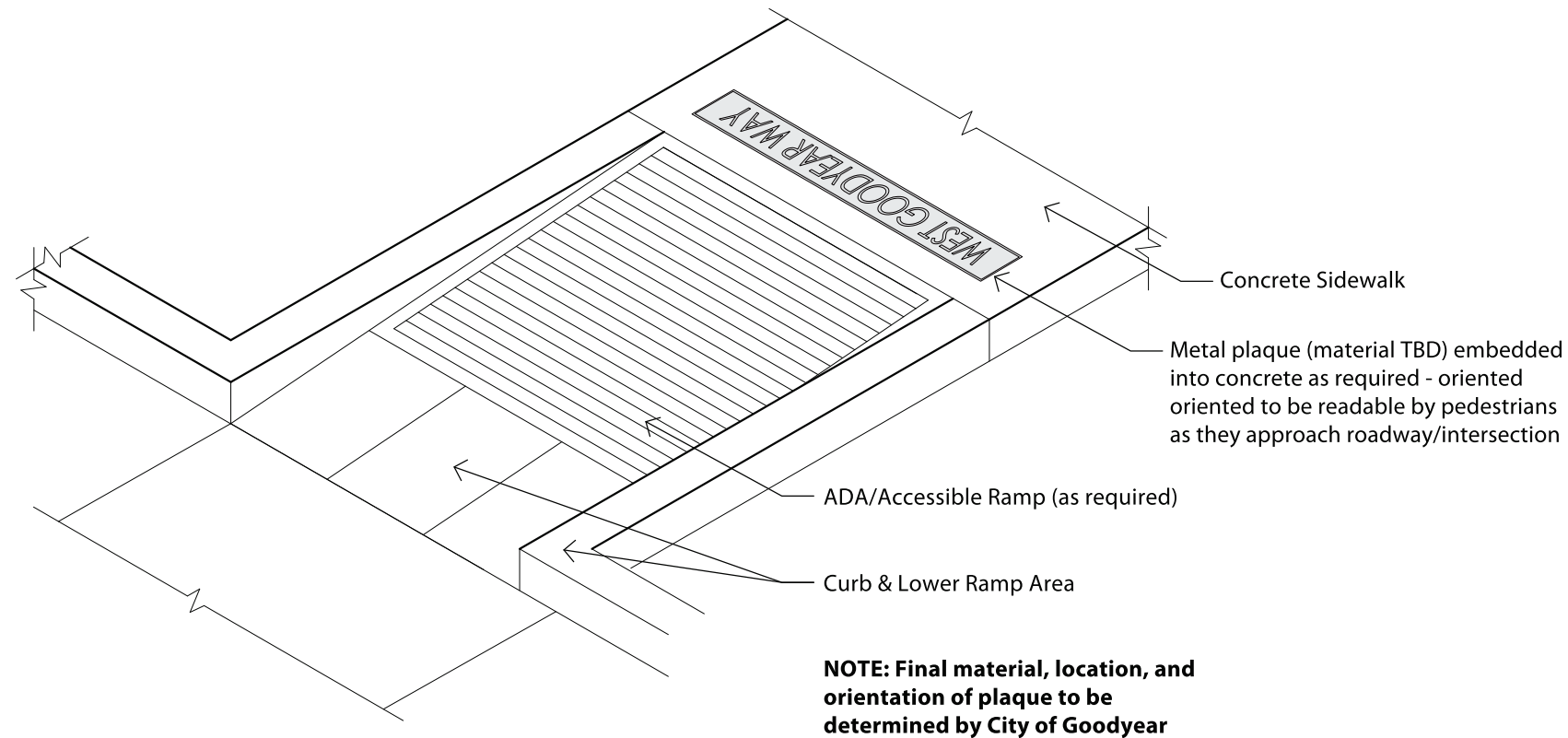
MATERIALS | CONSTRUCTION
Custom metal etched plaque, embedded into concrete sidewalks as required - material to either be white metal or bronze - to be determined by City of Goodyear

Sign implant/embedding as required by specific location and hardscape conditions - refer to Architectural Drawing Details AD02

ILLUMINATION
Signs are non-illuminated

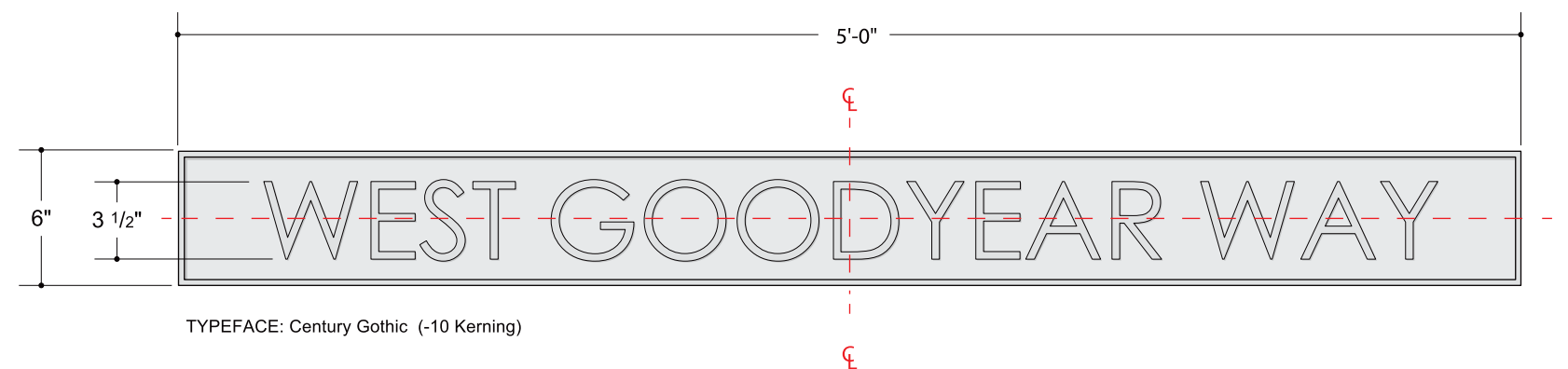
NOTES
Panels shown are for display purposed only - street name orientation TBD

Fabricator/Contractor to test longest Street name to assure 3 1/2" cap height fits within the 5'-0" plaque length



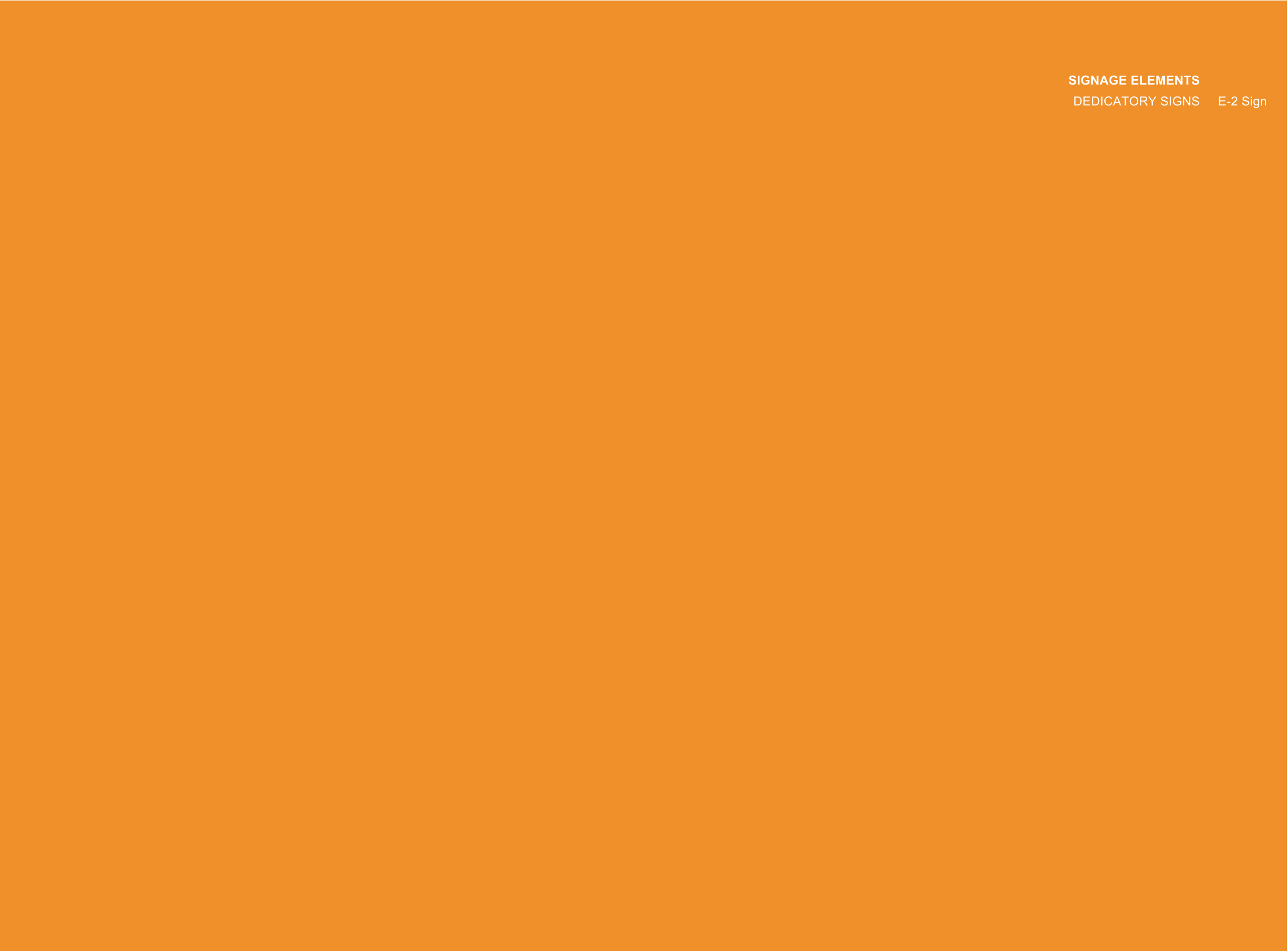
D-4: CUSTOM PLAQUE STREET SIGNS

Scale: Not to Scale



D-4: CUSTOM PLAQUE STREET SIGNS

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



SIGNAGE ELEMENTS

DEDICATORY SIGNS E-2 Sign

SECTION 005.4

005.4.1 thru 005.4.3

SIGN TYPE: E-2
TIME CAPSULE

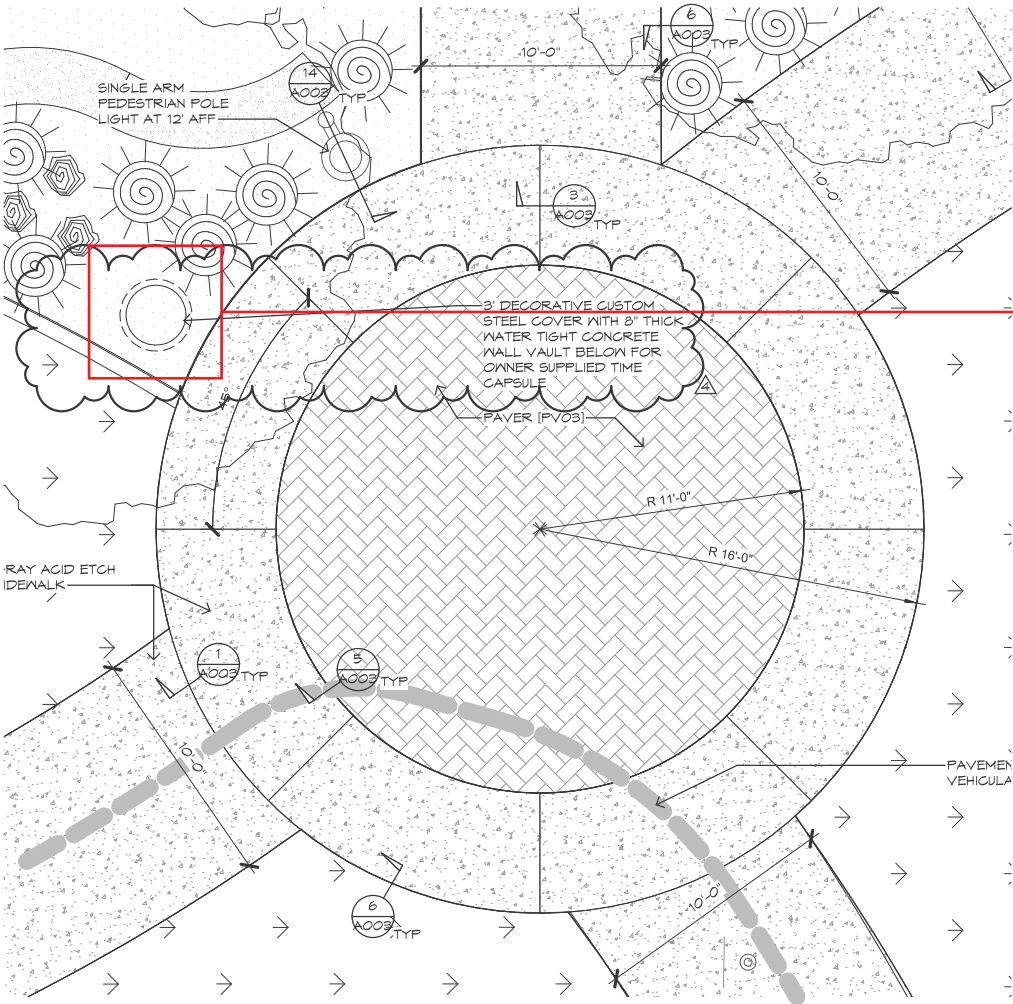
MATERIALS
White Metal Plaque

CONSTRUCTION
Manhole cover etched and paint filled logo and content to be located in park.
Attachment method tbd.

ILLUMINATION
No Illumination, relaying on ambient lighting in area

NOTES
Orientation in hardscape to be verified in the field prior to installation

Final Artwork provided by designer.



E-2: TIME CAPSULE - PROPOSED LOCATION
Scale: 1/8"=1'-0"



E-2: TIME CAPSULE -
Scale: 1"=1'-0"

SIGN TYPE: E-2a
TIME CAPSULE STATEMENT

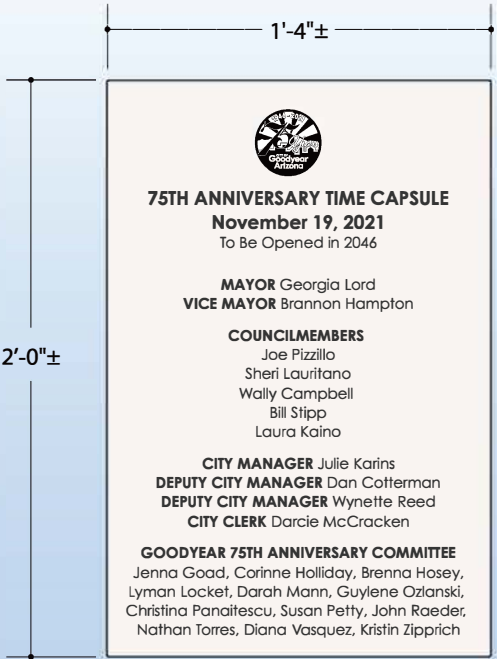
MATERIALS
Painte Metal Plaque silkscreened content
affixed to GSQ custom upright

CONSTRUCTION
Metal Plaque mechanically affixed to structure
with blind attachments

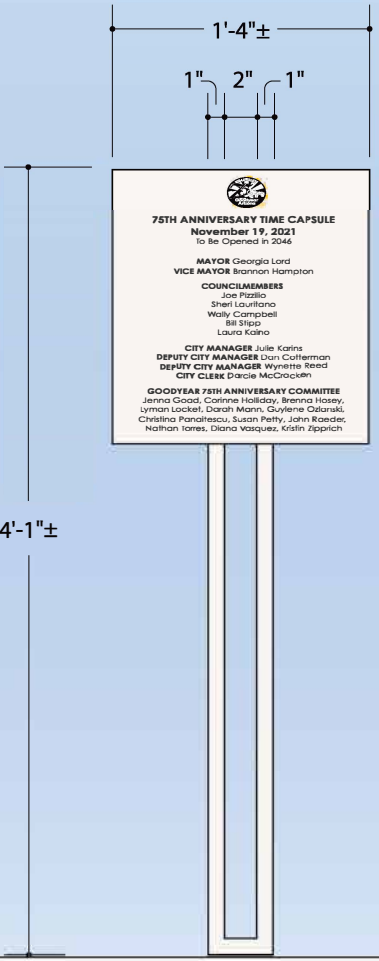
ILLUMINATION
No Illumination, relaying on ambient ligting
in area

NOTES
Artwork to be provided by designer.

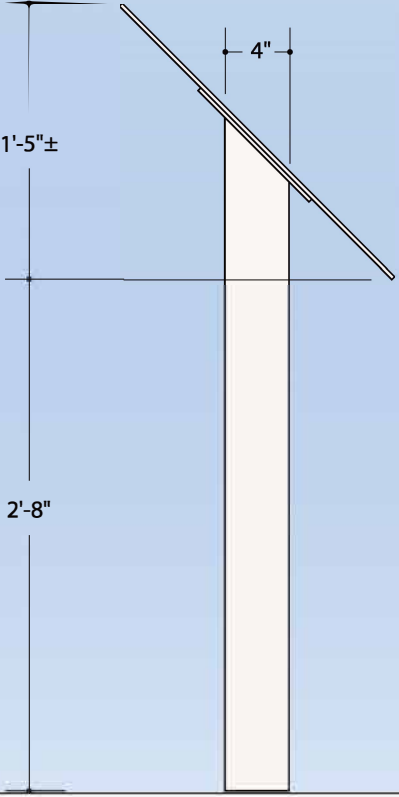
Panel orientation to be determined upon site
walk through.



E-2a: PANEL DIMENSION
Scale: 1 1/2"=1'-0"



E-2a: TIME CAPSULE STATEMENT (LOCATED IN PARK)
Scale: 1"=1'-0"



SIDE VIEW

E3: Artist Statement

MATERIALS

Painte Metal Plaque silkscreened content
affixed to GSQ custom uprigh
t

CONSTRUCTION

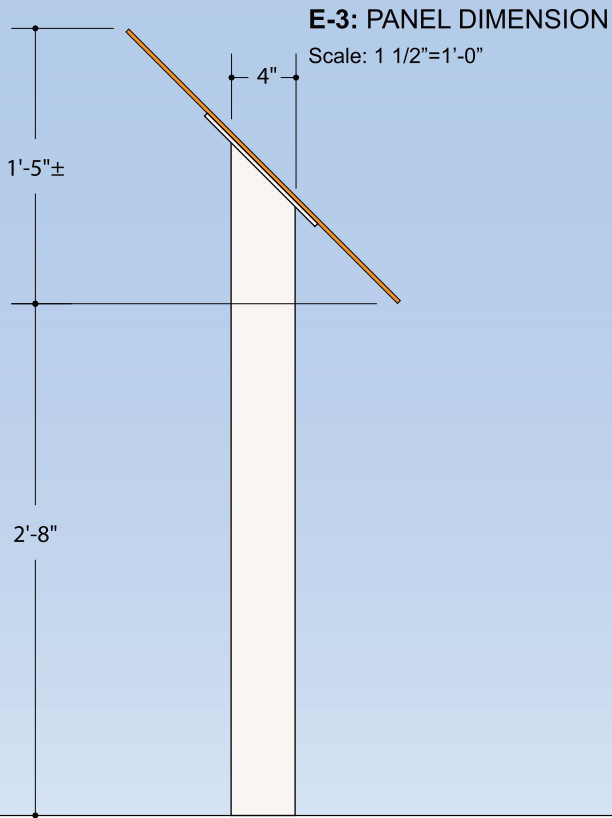
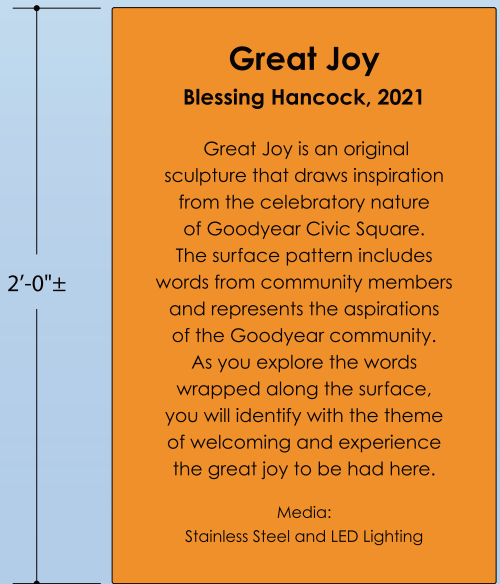
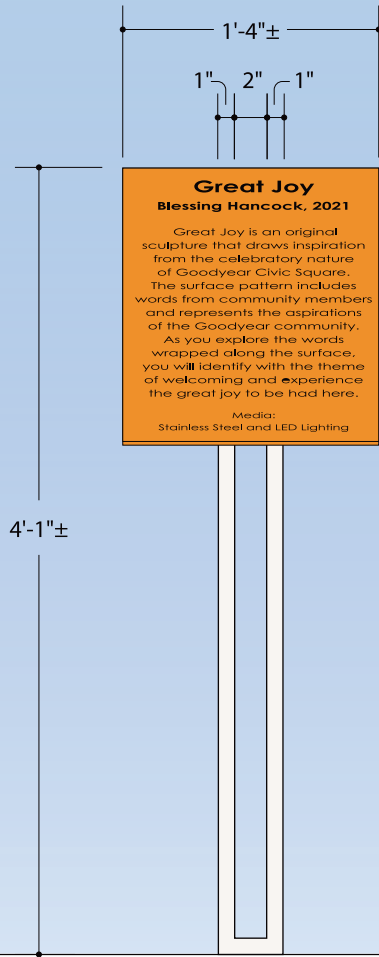
Metal Plaque mechanically affixed to structure
with blind attachments

ILLUMINATION

No Illumination, relaying on ambient ligting
in area.

NOTES

Design and Content to be finakized by
City and Designer.



E2: Artist Statement (Located in Park)

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

FUTURE SIGN ELEMENTS: NARRATIVE

Narrative

SECTION 005.5
005.5.1 thru 005.5.7

GSQ Comprehensive Sign Plan Text
6-14-2021

- A. COMMERCIAL, RETAIL and MIXED USE** Uses within GSQ Development. For all signs with Commercial or Retail use and Mixed Use within GSQ:
- 1. Awning Signs**
- i. A maximum of twenty five (25%) percent of the front face area of the awning shall be used for signage. However, no Awning sign shall exceed an area of ten percent (10%) of the total wall signage square footage allocation.
- 2. Canopy Signs**
- i. Two (2) Canopy signs may be permitted per street frontage. Allowable canopy sign square footage is 50% of allowable wall signage.
 - ii. Canopy sign letters are restricted to two feet (2') in height, except for logos and the first letter of each word, which can be up to four feet (4') in height. All sign designs and size are subject to Landlords approval and must not conflict with the architectural character of the building.
 - iii. Signs may not be placed on parking canopies.
- 3. Directional Signs** – Vehicle Directional, Pedestrian Directional and Pedestrian Pole Directional signs
- i. Vehicle Directional Signs and Pedestrian Directional Signs are permitted as follows: Signs shall be permitted at each driveway onto a public street, at each major internal Public or Private street intersections and additional locations as identified within the CSP. The table below identifies maximum allowed number of Vehicle Directional Signs and Pedestrian Directional Signs within 20 feet of ROW :

Table 1: Directional Sign

Lot	# of Vehicle Directional Signs	Max Sign Copy Square Footage and Max Sign Height per sign	# of Pedestrian Directional Signage	Max Sign Copy Square Footage
Lot 1	2 Vehicle Direction signs	20 sf – 6’6” height	2 Pedestrian Directional Signs	12 SF – 4’4” height
Lot 2	6 Vehicle Direction signs	20 sf – 6’6” height	4 Pedestrian Directional Signs	12 SF – 4’4” height
Lot 3	2 Vehicle Direction signs	20 sf – 6’6” height	2 Pedestrian Directional Signs	12 SF – 4’4” height
Lot 4	4 Vehicle Direction signs	20 sf – 6’6” height	4 Pedestrian Directional Signs	12 SF – 4’4” height
Lot 5	2 Vehicle Direction signs	20 sf – 6’6” height	2 Pedestrian Directional Signs	12 SF – 4’4” height
Lot 6	4 Vehicle Direction signs	20 sf – 6’6” height	2 Pedestrian Directional Signs	12 SF – 4’4” height
Lot 7	2 Vehicle Direction signs	20 sf – 6’6” height	2 Pedestrian Directional Signs	12 SF – 4’4” height
Lot 8	6 Vehicle Direction signs	20 sf – 6’6” height	4 Pedestrian Directional Signs	12 SF – 4’4” height

* Drive-Thru directional signage shall adhere to Article 7 of the Goodyear Sign Regulations.

- ii. If Lot is subdivided, one additional Directional sign of each sign type is permitted for each new Lot created.
- iii. The maximum sign copy area shall be as identified in table above.
- iv. The maximum height shall be as identified in Table 1 above. Architectural embellishments may increase the height of the sign an additional two (2) feet.
- v. Directional signs internal to a lot shall only be included at major pedestrian or vehicle internal intersection points and not included in the counts identified in Table 1 above. Directional Signs internal to a lot shall not exceed 4’4” in height and exceed 12 sf of sign copy and not be visible from Public Streets. Max number of internal Direction signs shall not to exceed one (1) per building elevation.
- vi. Directional Signs may be placed within one foot (1’) of ROW or back of curb for Private streets.
- vii. Directional signs shall not be located within the sight visibility triangle of any driveway.
- viii. Directional signs shall not impede the visibility any governmental regulatory traffic sign as determined by the City of Goodyear.
- ix. Pedestrian Pole Directional signs (Type B3) shall not exceed 10’ 4” in height, their shall be no more than five (5) panels on each pole. Max Sign copy of each panel shall not exceed 3 sf. Sign copy shall only indicate a building names or address, points of interest, no business names may be included on copy of sign panels. Height of individual sign panels may not exceed 8” in height. All sign panels shall be color coded correlating to types of use per Comprehensive Sign Graphic exhibits. Pedestrian Pole Directional signs are allowed at all major sidewalk intersections, but are not required.
 - (1) Pedestrian Pole Directional signs may be placed in ROW with permission of City of Goodyear.
 - x. No Directional sign shall identify an individual business name, only places of interest, building names and or address.
 - xi. Directional signs may be placed in the MUE, SWE or PUE as long as they do not interfere with existing utilities and site visibility triangles. Signs in these locations shall be designed in such a manner so that underground utilities may be modified, installed or repaired.
 - xii. Sidewalk plaques are required at all Public Road sidewalk intersections. Plaques are not to exceed 2.5 sf and shall only include Public Street names in text of plaque. Plaque shall be flush with surface of pavement.
 - xiii. Direction signs may be raised letter signs and or vinyl / paint application on solid material. Signs may be internally illuminated, if internally illuminated must be raised letters if sign if located within 20’ of ROW or Private street and visible from the street, unless approved by Declarant and City of Goodyear zoning administrator.

4. Directory Signs (Type B5, B6 and B7)

- i. Sign Copy shall not exceed an area of 40 square feet per sign face or height of ten (10) feet. Architectural embellishments may increase the height of the sign an additional two (2) feet.
- ii. Directory Signs within twenty feet (20') of ROW: one (1) sign for buildings less than 50,000 gross square footage and two (2) signs shall be permitted for buildings in excess of 50,000 gross square feet. See **Table 2** on the following page for maximum number of Directory Signs, if Lot contains more than one building.
- iii. Directory signs only to be located on internal Public or Private streets within Civic Square. No Directory signs allowed along W. McDowell Road, 150th Drive or W. Monte Vistage. Directory signs shall be a minimum of 25’ from Directional Signs and Monument Signs.
- iv. Directory signs may be placed in the MUE, SWE or PUE as long as they do not interfere with existing utilities and site visibility triangles. Signs in these locations shall be designed in such a manner so that underground utilities may be modified, installed or repaired.
- v. Directory Signs may be placed within 1’ of ROW or back of curb for Private streets.
- vi. **Table 2** on the following page represents maximum number of Directory Signs allowed per Lot.
- vii. If Lot is subdivided one additional Directory sign is permitted for each new Lot created.

Table 2: Directional Sign Table within 20' of ROW

Lot	# of Directory Sign	Max Sign Copy Square Footage and Max Sign Height per sign
Lot 1	2 Directory Signs	40 sf – 10' height
Lot 2	6 Directory Signs	40 sf – 10' height
Lot 3	3 Directory Signs	40 sf – 10' height
Lot 4	4 Directory Signs	40 sf – 10' height
Lot 5	3 Directory Signs	40 sf – 10' height
Lot 6	3 Directory Signs	40 sf – 10' height
Lot 7	3 Directory Signs	40 sf – 10' height
Lot 8	6 Directory Signs	40 sf – 10' height

5. Drive-Through Restaurant Menu Boards.

- i. A drive-through restaurant may have two (2) menu boards per drive-through lane. However, only one of the two signs may contain speaker equipment.
- ii. A menu board shall have a maximum height of eight feet and maximum copy area of 25 square feet. Menu board signs may be freestanding or wall – mounted.
- iii. A menu board shall be located at least 15 feet from any public right-of-way
- iv. The front of the menu board(s) shall not be visible from a public street. Speakers shall be directed away from residential property lines.
- v. Freestanding menu boards shall have a monument base with a width at least 50% the width of the sign, be of material consistent with the architecture of the building facade and have a landscape area at the base of the sign(s) equal to at least two square feet for each square foot of sign area.

6.Electronic Message Display or Reader Panel Sign within Directional, Directory or Monument signs

- i. Electronic Message Display or Reader Panel.
 - (1) A directional sign, directory sign or monument sign, may use up to one-half (1/2) of the allowed sign copy area for an electronic message display or reader panel . However, the electronic message display shall not exceed 24 square feet.
 - (a) Only twenty five percent (25%) of the allowable sign types within a lot may utilize electronic message display or reader panels unless approved by Zoning Administrator.
 - (2) The electronic message display shall have static displays. The display of video, animation, or special effects, such as traveling, scrolling, fading, dissolving, and bursting, shall be prohibited. No sound may be emitted by the display.
 - (3) Static displays shall not be changed more than once every eight (8) seconds. Change of display shall occur through an immediate transition.
 - (4) The electronic message display shall include a sensor or other device that automatically reduces the brightness of the display during low-light conditions. Display brightness shall not exceed three hundred (300) nits from dusk till dawn.
 - (5) The electronic message display shall be shut o ffbetween 10:00 P.M. and sunrise when such display is located within one hundred fifty (150) feet of a single-family residential zoning district.

- (6) Should the electronic message display malfunction, the display shall be shut o fffuntil such time that repairs have been completed to restore the electronic messaging system.
- (7) The use of the electronic message display for off-site advertising is prohibited.

7. Monument Signs

- i. Allowable number of Monument signs based on **Table 3** below:

Table 3: Monument Sign table

Lot	# of Monument Signs allowed along N. 150th Drive, W. McDowell Road and W. Monte Vista Rd (Sign Type A3)	Max Sign Copy Square Footage and Max Sign Height (Type B1)	# of Monument Signs allowed on internal public and private streets (Sign Type A4)	Max Sign Copy Square Footage and Max Sign Heightand Max Sign Height per sign (Type B2)
Lot 1	1 Monument sign	100 sf – 18 ft	3 Monument sign	48 sf – 12ft
Lot 2	8 Monument signs	100 sf – 18 ft	5 Monument signs	48 sf – 12ft
L o t 3				
Lot 4	1 Monument sign	100 sf – 18 ft	1 Monument sign	48 sf – 12ft
Lot 5	2 Monument signs	100 sf – 18 ft		
L o t 6				
L o t 7				
Lot 8	7 Monument signs	100 sf – 18 ft	5 Monument signs	48 sf – 12ft

- ii. If Lot is subdivided one additional Monument sign is permitted for each new Lot created.
- iii. If Table 3 allocates more than one (1) monument sign per Lot, Lot must have more than one (1) building permitted prior to additional monuments signs being installed after installation of first monument sign.
- iv. Declarant is allowed to install four (4) monument signs along N. 150th Drive, W. McDowell Road and W. Monte Vista Road (known as perimeter streets) from the Table 3 above prior to development and or construction of lots parallel to these streets. Declarant has sole approval rights of sign copy installed on Monuments signs. Sign copy only for onsite business, no off-site advertising permitted.
- v. Land Owners may only install sign copy of businesses or tenants located within their lot, except as described under section A.7.iv.
- vi. The minimum distance between monument signs on the same street side shall be 100 feet except at driveway entrances (External or Internal Streets) which allow two (2) monument signs
- vii. The maximum height shall be eighteen (18) feet for Type A3 and twelve (12) feet for Type A4 and the maximum sign copy area shall be shall not exceed square footage identified on Table 3 above. Monument sign size shall not exceed 150% of the max sign copy area. Architectural embellishments may increase the height of the sign an additional three (3) feet. Site walls and or screen wall integrated into Monument sign are not included in maximum monument sign square footage.
- viii. Monument signs may be placed in the MUE, SWE or PUE as long as they do not interfere with existing utilities and site visibility triangles. Signs in these locations shall be designed in such a manner so that underground utilities may be modified, installed or repaired.

GSQ

BUILDING MOUNTED WALL SIGNAGE MATRIX
For Commercial, Retail, and Mixed use within GSQ

TENANT	SIGN TYPE	FUNCTION	LOCATION	WALL MOUNTED - SIZE	ILLUMINATION	MATERIALS
Junior Anchor In-line Tenants >9,000 s.f.	Wall mounted/ *Canopy mounted signs	Tenant identification	All elevations that offer readability	1.5 sq.ft. per 1 linear foot of frontage on all elevations; 400 sq.ft. maximum aggregate. 450 sq.ft maximum aggregate for Junior Anchors	Interior, backlit or a combination thereof	Aluminum, acrylic, painted metal, flexface material
Pad Tenants <9,000 s.f.	Wall mounted/ *Canopy mounted signs	Tenant identification	All elevations that offer readability	1.5 sq.ft. per 1 linear foot of frontage on all elevations; 200 sq.ft. maximum aggregate.	Interior, backlit or a combination thereof	Aluminum, acrylic, painted metal, flexface material
Shop Tenants In Line	Wall mounted/ *Canopy mounted signs	Tenant identification	All elevations that offer readability	1.5 sq.ft. per 1 linear foot of frontage on all elevations; 200 sq.ft. maximum aggregate.	Interior, backlit or a combination thereof	Aluminum, acrylic, painted metal, flexface material

*Canopy mounted: See CSP for allowable square footage

“the City of Goodyear Zoning Administrator can approve changes to the CSP administratively if the changes to the CSP do not exceed the City signage ordinance standards.”



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- ix. Signs may be placed within 1’ of ROW or back of curb if Private Street.
- x. Monument signs shall not be located within the sight visibility triangle of any driveway nor in any other location that restricts or blocks visibility of vehicles traveling within the development.
- xi. Monument signs must be 25 feet from Directional or Directory signs.
- xii. The base of the monument sign shall have an aggregate width at least 50% the width of the sign.
- xiii. Installation, repair or replacement of Individual sign panels within Monument sign are not required to be permitted by the City of Goodyear, but must meet requirements of CSP and City of Goodyear Zoning ordinance. All sign panels must be approved by Declarant prior to installation or replacement.
- xiv. Street address numerals shall be provided on all monument signs located along the street to which the address numbering applies, in a contrasting color and/or material from the color and material used for the background for the numerals on the sign. Numerals shall be sized in accordance with the International Fire Code, as amended.

8. Lot 4 – Civic Park

- i. Lot 4 is permitted to install “Goodyear” monument letters. Max sign copy area: 350 sf. Sign maybe internally or externally lit. Maximum height of Civic Park monument letters 10’ measured from the adjacent grade
- ii. Civic Park Rules or other Governmental Signs shall be consistent in design with Directional signs. Signs may utilize flat plats with vinyl lettering. Park Rules or other Governmental signs located within Lot 4 are not included within sign copy square footages identified in Table 1, 2 or 3.
- iii. Temporary signs for special events are allowed and do not require permits. Signs may be erected two (2) days prior to event and must be removed within two (2) days after completion of special event. Special events are determine by the City of Goodyear.

9. Projecting Signs

- i. One projecting sign may be permitted per ground floor business or tenant. A business may use a portion of its allocation of wall signage for a projecting sign. However, no projecting sign shall exceed an area of 15 square feet. Signs may be attached to building attached canopies or face of building
- ii. A projecting sign shall have an eight-foot minimum clearance between the bottom of the sign and the sidewalk. If projecting sign encroaches into a PUE or other utility easement sign, bottom of sign must be minimum of 14’ above grade.

10. Shingle Signs

- i. One shingle sign may be permitted per ground floor business. A shingle sign shall have a maximum area of three square feet. Signs may be attached to building attached canopies.
- ii. Shingle signs shall have an eight-foot minimum clearance between the bottom of the sign and the sidewalk. If a Shingle sign encroaches into a PUE or other utility easement sign, bottom of sign must be minimum of 14’ above grade.

11. Wall Signs

- i. One or more wall signs shall be permitted on the exterior walls of the space occupied by the business in accordance with the following guidelines:
 - (1) Maximum Wall Sign Copy area calculation for Occupied Buildings:
 - (a) Building elevations parallel to Public or Private Street is allocated a maximum of one and one half (1.5) square foot of sign area for each linear foot of frontage or 35 square feet, whichever is greater. Internal circulation drives of a Lot are not considered streets for purpose of calculation.
 - (b) All other elevations is allocated a maximum of one and one half(1.5) square foot of sign area for each linear foot of respective building facade or 35 square feet, whichever is greater

- (c) For single tenant Office Building occupants greater than 50,000 sf, sign square footage may be increased 200 % with approval of Declarant and Zoning Administrator. Signage may be installed at or above the roof line on Parapet walls or Mechanical Screen walls.
- ii. Wall signs may include multiple lines of text, symbols and logos as long as the sign complies with the wall sign copy square footage.
- iii. Wall-mounted cabinet panel signs are prohibited. All signs must be raised letter signs and internally illuminated. Raceways are permitted, but must be integrated with the architectural design of the building façade and sign. Flush mounted cabinets utilized to mount Raised Letter signs are permitted for standalone Retail Building Use only, but must be integrated with the architectural design of the building façade and sign and approved by Declarant.
- iv. For multi-story buildings, wall signs may only be placed between the window header of 1st floor (or 12’ above grade if window header does not exist) and below window sill of 3rd floor (or 32’ above grade if window sill does not exist) and or above the top floor window mullion header, including Parapet wall or Mechanical screen. Alternate sign locations may be approved, but must be approved by City of Goodyear Zoning Administrator and Declarant.
- v. Retail and pad tenant signs shall have 5” return

12. Center ID Sign (Type A-2)

- i. Declarant permitted to install four (4) freestanding Center ID Signs (at NW corner of site at intersection of 150th Drive and W. McDowell Road, SW corner of site at intersection of 150th Drive and W. Monte Vista Rd. W. McDowell Road entrance and future W. Monte Vista Rd entrance)
 - (1) Center ID Signs sign copy shall not exceed 150 sf, the maximum height of sign copy areas is ten (10) feet. Sign may be internally or externally illuminated. The sign shall be designed to complement the streetscape and landscaping and have a base with a width at least 50% the width of the sign.
 - (2) No business or tenant sign copy is permitted at Center ID sign locations

13. Window Signs.

- i. Permanent Window Signs shall not exceed 50% of the total area of the window through which such signs are located. Permanent Window signs shall be integrated into the architectural design of the building façade. Signs must utilize materials and colors consistent with the building in which the signs are displayed. Sign Copy is limited to building names, address numbers, artistic messages. Sign copy including tenant names or advertising is not permitted.
- ii. Temporary Window Signs shall not exceed 25% of total area of the window through which such signs are located. Temporary window signs are only allowed to be installed for a duration of 30 days and must be removed. Temporary signs can only be installed twice a year. Signs must utilize materials and colors consistent with the building in which the signs are displayed.
- iii. Temporary Window Signs shall only be displayed in first floor windows.
- iv. Permanent window signs may be illuminated but may not be animated or utilize an electronic message display.

B. RESIDENTIAL Use within Civic Square:

- For all signs with Residential Uses the following shall apply. Residence Uses (includes apartments, condominiums, townhouses, similar such uses).
- 1. Directional Signs: Vehicle Directional, Pedestrian Directional and Pedestrian Pole Directional signs (Sign Type B-1, B-2, B-3, B-4)
 - i. Vehicle Directional signs shall be permitted at each driveway onto a public street, at each major internal Public or Private street intersections and additional signs at street frontage as identified in Table 1.
 - ii. Pedestrian Directional signs shall only be placed a midpoint between drive entrances if sign is within 20’ of ROW.
 - iii. The maximum sign copy area shall be as identified in **Table 1** above.
 - iv. The maximum height shall be as identified in **Table 1** above. Architectural embellishments may increase the height of the sign an additional two (2) feet.

- v. Directional signs internal to a lot shall only be included at major pedestrian or vehicle internal intersection points and not included in the counts identified in **Table 1** above. Directional Signs internal to a lot shall not exceed 4’4” in height and exceed 12 sf of sign copy and not be visible from Public Streets. Max number of internal Direction signs shall not to exceed one (1) per building elevation.
- vi. Directional Signs may be placed within 1’ of ROW or back of curb for Private streets.
- vii. Directional signs shall not be located within the sight visibility triangle of any driveway.
- viii. Directional signs shall not impede the visibility any governmental regulatory traffic sign as determined by the City of Goodyear.
- ix. Pedestrian Pole Directional signs shall not exceed 10’ 4” in height, their shall be no more than five (5) panels on each. Max Sign copy of each panel shall not exceed 2 sf. Sign copy shall only indicate a buildings, point of interest, no business names may be included on copy of sign panels. Height of individual sign panels may not exceed 8” in height. All sign panels shall be color coded correlating to types of use per Comprehensive Sign Graphic exhibits. Pedestrian Pole Directional signs are allowed at all major sidewalk intersections, but are not required.
- x. No Directional sign shall identify an individual business, only places of interest, building names and address.
- xi. Directional signs may be placed in the MUE, SWE or PUE as long as they do not interfere with existing utilities and site visibility triangles. Signs in these locations shall be designed in such a manner so that underground utilities may be modified, installed or repaired.
- xii. Sidewalk plaques are required at all Public Road sidewalk intersections. Plaques are not to exceed 2.5 sf and shall only include Public Street names in text of plaque. Plaque shall be flush with surface of pavement. See Comprehensive sign graphics for additional requirements.
- xiii. Directional signs may be raised letter signs and or vinyl / paint application on solid material. Signs may be internally illuminated, if internally illuminated must be raised letter construction if sign is within 20’ of ROW and visible from the ROW.
- xiv. Directional signs may be mounted on building façade, but height of sign not to exceed 20’.

2. Directory Signs (Type B5, B6 and B7)

- i. One Directory sign is permitted at each Driveway entrance onto the Lot from a Public or Private street. An addition Directory sign is permitted within 20’ of ROW if the frontage exceed 200 ft. The maximum sign copy area is 40 square feet and the maximum height is ten (10) feet within 20’ of ROW. Architectural embellishments may increase the height of the sign an additional two (2) feet.
 - (1) Directory signs within 20’ of the ROW and visible from the ROW shall be Raised letter signs. Signs may be internally illuminated.
 - (2) Fire Department required maps may be flat letter or printed signs and do not counted against sign copy maximum square footage.
- ii. Internal to the Development and not visible from the ROW, one free-standing directory sign shall be permitted for each multi-tenant residential building onsite with a maximum sign copy area of 18 sf per sign face. Directory internal to the development may be flat vinyl apply signs or box channel signs. Signs may be internally illuminated.
- iii. Signs shall only be located in pedestrian areas adjacent to the main building entrance or at the main entrance to the property.
- iv. The maximum number of Directory signs shall not exceed **Table 2** for signs within 20’ of ROW or Private street per Lot.

3. Monument Signs

- i. One monument sign for each driveway onto a public street and at each public street intersection, but no more than identified within **Table 3**.
- ii. The maximum sign copy area and height are per **Table 3**.
 - (1) Type A4 monument sign allowed per **Table 3**. Type A3 may be requested by Lot owner if mixed use residential project or can justified need for increase signage with approval of Declarant and Zoning Administrator.
 - (2) Architectural embellishments may increase the height of the sign an additional two (2) feet.
- iii. If **Table 3** allocates more than one (1) monument sign per Lot, Lot must have more than one (1) building permitted prior to additional monuments signs being installed after installation of first monument sign.
- iv. The minimum distance between monument signs on the same street side shall be 100 feet except at driveway entrances (External or Internal Streets) which allow two (2) monument signs
- v. Monument signs may be placed in the MUE, SWE or PUE as long as they do not interfere with existing utilities and site visibility triangles. Signs in these locations shall be designed in such a manner so that underground utilities may be modified, installed or repaired.
- vi. Signs may be placed within 1’ of ROW or back of curb if Private Street.
- vii. Monument signs shall not be located within the sight visibility triangle of any driveway nor in any other location that restricts or blocks visibility of vehicles traveling within the development.
- viii. Monument signs must be 25 feet from Directional or Directory signs.
- ix. The base of any monument sign shall have a width at least 50% the width of the sign.
- x. Street address numerals shall be provided on any monument sign located along the street to which the address numbering applies, in a contrasting color and/or material from the color and material used for the background for the numerals on the sign. Numerals shall be sized in accordance with the International Fire Code, as amended.
- xi. The maximum number of Monument signs shall not exceed Table 3 for Monument signs within 20’ of ROW or Private street per Lot.

4. Sales Office

- i. Up to eight flags may be placed at the sales office.
- ii. Flags shall have a maximum area of 12 square feet and a maximum height of 25 feet.
- iii. Flags shall be removed no later than one year of the issuance of the first Certificate of Occupancy for the development.

5. Wall Sign

- i. Residential Developments may have one wall sign per Public or Private street frontage and one additional freestanding wall sign at each drive entrance from a Public or Private street. Each Wall sign copy area shall not exceed 50 sf.
 - (1) For multi-story buildings, building mounted wall signs may be installed on the bottom and top floors. Alternate sign locations may be approved, but must be approved by City of Goodyear Zoning Administrator and Declarant. (example vertical stack letters in lieu of horizontal letters)
 - (2) All Wall signs must be individual raised letters, internally illuminated, unless approved by Declarant.
 - (3) Directional signs mounted on façade of building do not count against wall sign square footage. Cabinet sign construction is not allowed.
 - (4) Wall signs may include multiple lines of text, symbols and logos as long as the sign complies with the Wall sign copy square footage.

6. Residential Center ID Sign within Master Development

- i. Residential communities within Master Development may have one (1) Residential Center ID signs, sign copy shall not exceed 125 square feet, the maximum height of sign copy areas is ten (10) feet. Sign may be internally or externally illuminated. The sign shall be designed to complement the streetscape and landscaping and have a base with a width at least 50% the width of the sign. The sign is encouraged to include the name of the development for efficient wayfinding
- ii. All Wall signs must be individual raised letters, unless approved by Declarant. The sign copy may only indicate the name of the development.

7. Model Units

- i. Up to four flags per model unit may be placed at any one Lot, but the total number shall not exceed eight.
- ii. Flags shall have a maximum area of 12 square feet and may not be maintained higher than 25 feet above the adjoining ground.
- iii. Flags shall be removed when 95% of the lots in the units are leased and/or the on-site sales office closes, whichever occurs first.

C. Traffic Regulatory Signs within ROW

- 1. City of Goodyear regulatory traffic sign posts
 - i. In lieu of sign post identified in City of Goodyear standard details G-3209-3 an alternate posts may be utilized as identified within CSP. All other requirements identified within standard detail G-3209-3 shall remain.
(1) Alternate sign post may be used for ADA parking signs.
- ii. In lieu of Street Name sign shown in City of Goodyear standard detail G-3209-1, alternate Street Name sign may be utilized. All other requirements identified within standard detail G-3209-1 shall remain.

D. Temporary Signs.

- 1. Construction Project Sign
 - i. During the construction phase, each Lot may have three (3) sign with a maximum area of 96 square feet and a maximum height shall of 12 feet.
 - ii. The sign shall not be located within 100 feet of any property line of an existing residence.
 - iii. Such sign shall not be illuminated.
 - iv. The sign must be removed when 95% of the units are lease and/or the on-site sales or leasing office closes, or project certificate of occupancy, whichever occurs first.
- v. Signs shall be replaced if faded or damaged within 45 days of notice from City of Goodyear or Declarant.

2. CONSTRUCTION FENCE FABRIC PROJECT SIGNS

- i. During construction phase of project, each Lot may erection fabric project signs. Verbiage print on fabric panels to only include project specific information and no offsite marketing information.
- ii. Sign Copy square footage: one and one half (1.5) square foot of sign copy area for each linear foot of Public or Private street frontage or 100 square feet, whichever is greater.
- iii. Temporary fabric fence panels that do not include signage copy do not count against sign copy square footage such as building renderings, life style images or maps.
- iv. Construction Fabric Project signs that are torn or faded shall be replaced within 45 days of notice by City of Goodyear or Declarant.
- v. Construction Fabric Project signs shall be removed prior to Certificate of Occupancy.
- vi. Signs shall not be located in ROW, but may be located in MUE, SWE or PUE with written approval of Master Developer. No signs shall be located in site visibility triangle or impede visibility of traffic or existing permanent signage.
- vii. Construction Fence Fabric Project Signs do not require City of Goodyear Sign permit, but if found in violation of Comprehensive Sign Plan or City of Goodyear Zoning ordinance sign shall be removed within five (5) days' notice.
(1) Fence Sign may not be installed until project receives City of Goodyear Site Plan approval. If construction does not proceed within six (6) months of installation sign shall be removed.

3. All other Temporary sign shall comply with City of Goodyear Sign Zoning Ordinance.

4. No temporary sign may be attached to light poles.

E. Street Light Pole Banner signs

- 1. Street Light Pole Banner signs are permitted within GSQ development.
- 2. Signs must be approved by Declarant and City of Goodyear.
- 3. Sign Copy area shall not exceed eight (8) square feet.
- 4. Sign must utilize existing Light Pole Banner buckets.
- 5. Only City of Goodyear shall have rights to utilize Street Light Pole Banner signs at Street Light poles located within MUE.
- 6. Land Owner or Tenant may request use of Street Light Pole Banners within MUE, but must receive written permission from both Declarant and City of Goodyear. At any time Declarant or City of Goodyear may require banner removed for use by others. Banner to be removed within five (5) days of written notice.
- 7. Signs / Banner may be constructed of tear resistant fabric or solid plate material.

F. Portable signs

- 1. Portable signs as permitted per City of Goodyear Sign Zoning Ordinance. Signs shall be subject to renewal of an annual permit issued by the City of Goodyear.
- 2. Portable signs may not be placed in MUE, SWE and PUE without permission of Declarant. Signs shall not be located within sidewalks.
- 3. All portable signs must receive approval of Declarant. Sign Copy may only be specific to the building or tenant within the Lot it is located. No portable signs may be placed outside of Lot owner's land or tenant leased space.

G. Flags

- 1. All State and United State of America Flags must be illuminated at night or removed at dusk.
- 2. See addition section of Comprehensive Sign Plan and City of Goodyear Sign Zoning Ordinance for flag requirements.

H. Sale or Lease signs

- 1. Sale or Lease signs as permitted per City of Goodyear Sign Zoning Ordinance.
- 2. All Sale or Lease signs must be approved by Declarant and City of Goodyear prior to installation.

I. Sign Placement

1. If specific free standing sign location it not identified above, the sign shall be placed no closer than three (3)' for right of way or back of curb if Private street. Signs may be placed within MUE, SWE and PUE, but in no way may conflict with site visibility triangle (as defined by the City of Goodyear current Engineering Design Standards) and obstruction of Governmental regulated signed.
 - i. Signs in these locations shall be designed in such a manner so that underground utilities may be modified, installed or repaired.
 - ii. If sign is determined to be a hazard to vehicular or pedestrian traffic as determined by City of Goodyear City Engineer or Declarant, the sign shall be removed and relocated at tenant or land owners expense.
2. All signs shall not impede visibility of governmental regulated signage such as regulatory traffic signs. Location and distance from governmental regulated signs shall be determine by City of Goodyear.
3. No tree on Public or Private street frontage may be removed for placement of sign unless approved by Zoning Administrator.
4. No sign shall be placed within seven (7) of a fire hydrant or within a Liberty Utility easement (unless written permission is received from Liberty Utilities and Declarant.)
5. Parking Garages are treated the same as any building within a Lot in regards to allowance signage. No private advertising is permit on Parking Garage signs.
6. If no specific sign separation distance is specifically identified within this document. Individual free standing sign types shall be separated an appropriate distance as not to create a negative effect to the site architecture of the campus. Final location of signs shall be approved by Declarant and Zoning Administrator. All signs location shall be shown on a dimensions, scaled site plan.

J. Sign Height

1. Height of a freestanding sign shall be measured as the vertical distance from the top of the highest element of the sign structure to the adjacent grade. The adjacent grade is surface grade of the sidewalk or hardscape materials adjacent to sign within 10' of sign.
2. A maximum of three (3) feet of additional height may be added to all freestanding signs to provide for the provisions of architectural embellishment if not specifically identified within the CSP.
3. The height of a Wall sign shall be measured as the vertical distance from the base of the wall on which the sign is located to the top of the sign structure or 1st floor - finish floor elevation (typically 0'0" elevation on building plans.)

K. Sign Area

1. The sign area is per the City of Goodyear Sign Zoning ordinance .
2. For clarification purposes:
 - i. A monument sign (Type A4) is considered a two face sign with a sign copy area of ## sf. The monument sign may have sign copy or text on both faces of the sign, but the maximum sign copy square footage is calculated based on the surface area of one face of the sign not both. This applies to all free standing sign types.

L. Sign Construction

1. All signs shall comply with additional requirements identified within Comprehensive Sign Graphics package. This document and Comprehensive Sign Graphics package may be updated from time to time. If sign is replaced it shall comply with most current version of Comprehensive Sign Package. Contact Declarant for current copy of Comprehensive Sign Package.
2. All signs must be raised letter construction unless specifically stated within the Comprehensive Sign Plan and approved by Declarant.

3. All Directory and Directional signage within 20' of ROW or Private street shall comply additional requirements identified in Comprehensive Sign Graphics package. All fonts shall be the consistent with font indicated in Comprehensive Sign Graphic package.
4. Monument Signs shall be consistent with Comprehensive Sign Graphics but font may be project and or Lot specific.
5. GSQ logo / name must be integrated into design of any Directory sign or Monument sign if sign is located within 20' of ROW or Private Street.
 - i. Exception: Any sign located within the City of Goodyear ROW or City of Goodyear property does not need to comply with section L.5.

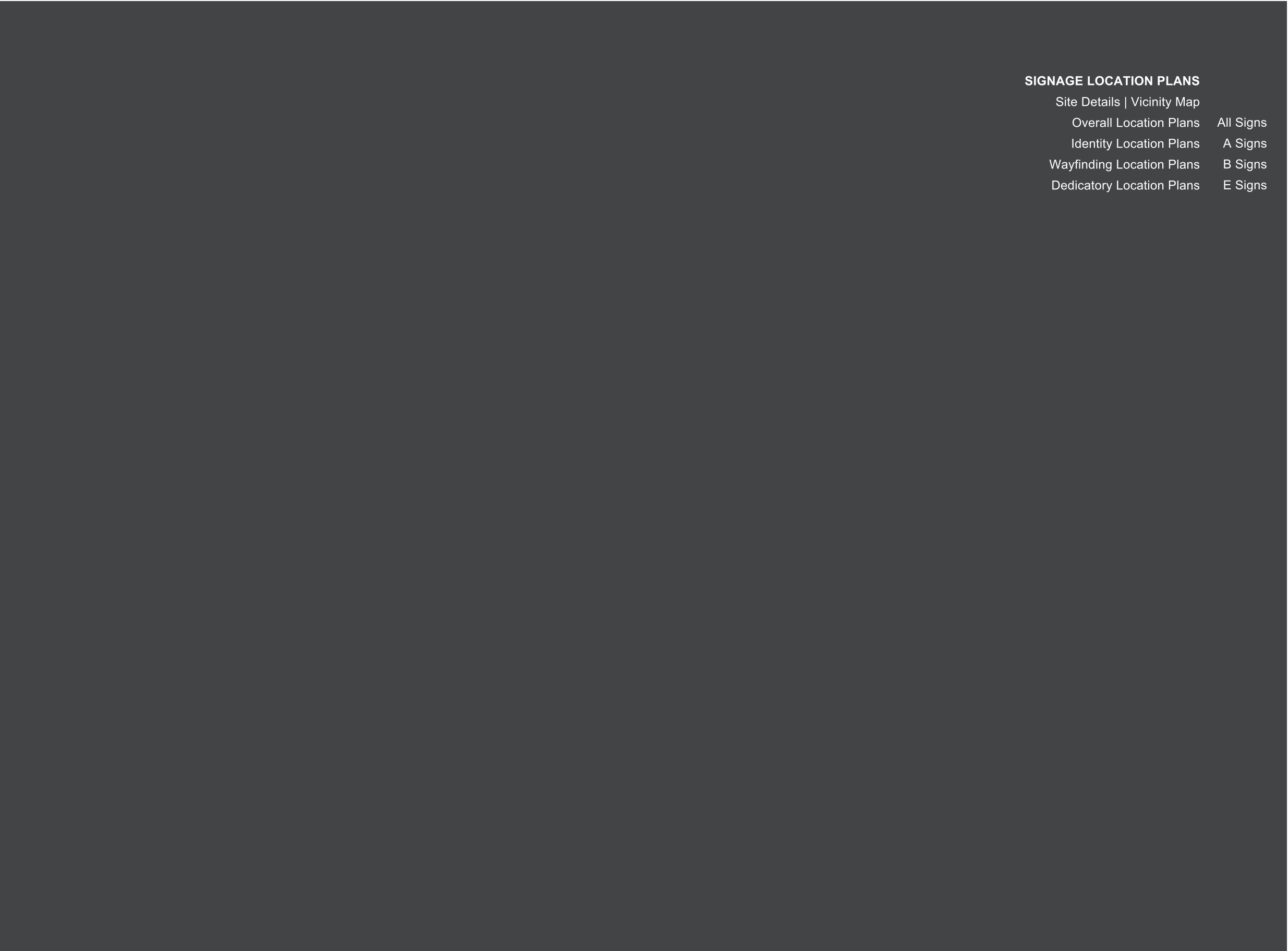
M. Administration

1. All signs must be reviewed and approved by Declarant prior to submittal to City of Goodyear for approval. Land Owner or Tenant will include Declarants approval letter with permit application to city. Declarant approval does not necessarily indicate city approval of signage permit submittal.
2. Declarant Signage Review: Building Owner and or tenant shall submit three (3) colored sign packages and one pdf electronic copy for review by Declarant:
 - i. Submittal must include the following:
 - (1) Name of Applicant and contact information of applicant and sign company fabricating and installing the sign.
 - (2) Detailed scaled shop drawings of signs proposed, clearly describing the sign materials, fabrication methods and colors. All documents to be in color. All colors must match actual colors of material installation at time of installation.
 - (3) Scaled and dimensioned site plan showing exact location of sign and surrounding buildings, landscape, hardscape and utilities. If mounting signs on building, include sign on actual elevation of building. Generic building elevations are not acceptable.
 - (4) Include itemized table of proposed signs, showing number of signs by type, square footage of each sign type, sign copy square footage of each sign type and how it complies with GSQ Comprehensive Sign plan.
 - (5) Copy of City of Goodyear Sign Permit application and Submittal checklist. Contact City of Goodyear for Sign Permit checklist.
 - ii. Declarant may request physical color samples and materials of sign types proposing to install prior to approval.
 - iii. Building Owner and or Tenant shall not submit Signage plans to City of Goodyear until Declarant issues approval letter.
 - iv. Declarant has 30 days to review and approve Signage plans. If Declarant does not respond within 30 days, contact Declarant. Signage Package is not deemed approved if Declarant does not respond.
 - v. Building Owner shall reimburse Declarant for review of Signage package. Contact Declarant for cost of Sign package review. Declarant may contract out Signage package review.
 - vi. Declarant Review of Signage does not indicate or imply approval of signage by City of Goodyear. City of Goodyear is a separate review process.

- 3. Signs shall be replaced or repaired if sign is disrepair, faded or damaged within 45 days of written notice from City of Goodyear or Declarant. If Sign or signs are not repaired within 45 days Declarant, at Land Owner or Tenants expense, Declarant may remove and or repair sign and charge Land Owner or Tenant 150 % of cost to remove or repair sign including any costs to repair building façade, landscape, hardscape adjacent to sign. Land Owner or Tenant may request a 30 day extension if they can provide evidence to Declarant new sign is being fabricated or sign is being repair.
 - i. Internally illuminated signs or electronic display panels that are malfunctioning or only partially illuminated shall be turned off until repairs are complete.
 - ii. If modification or sign replacement results in visible surface imperfections, such as faded paint, cracks, holes, etc. tenant or land owner shall repair building façade to like new conditions.
- 4. Signage design significantly deviating from CSP may be required to be reviewed by City of Goodyear planning commission and City Council at the determination of the Zoning Administrator.
- 5. Definition of Comprehensive Sign Plan:
 - i. Definition of Sign Types are per City of Goodyear Sign Zoning Ordinance.
 - ii. MUE: Municipal Utility Easement
 - iii. SWE: Sidewalk Easement
 - iv. PUE: Public Utility Easement
 - v. No signs may be placed in private easement unless permission is granted from both the grantee and grantor unless specifically described in the Comprehensive Sign Plan.
 - vi. Public Streets: Dedicated public passageway which affords the principal means of access to abutting property.
 - vii. Private Streets Dedicated private passageway which affords the principal means of access to abutting property
 - viii. Frontage: All property on one side of a street between two intersecting streets (crossing or terminating) measured along the line of a street (if street is dead end, then all property abutting one side between an intersecting street and the street's termination), including property fronting on a cul-de-sac.

N. Prohibited Sign Types

- 1. All sign types prohibited within Article 7 – 11 of the City of Goodyear sign code.
- 2. Any sign not specifically listed as being permitted by this Ordinance and GSQ Comprehensive Sign plan is prohibited, including, but not limited to, the following:
 - i. Any sign bearing content or conveying a message that is not protected by the First Amendment to the United States Constitution or any corollary provisions in the Arizona Constitution.
 - ii. Billboard (outdoorboards).
 - iii. Signs attached to any utility pole or structure, street light, traffic signal, tree, fence, fire hydrant, bridge, park bench or other location on City-owned property, rights-of-way or other public property.
 - iv. Signs affixed to any vehicle, except as provided in Article 7-9 (Temporary Signs).
 - v. Off-site signs.
 - vi. 6. Electronic message displays, reader panel signs, and signs that are animated or audible, rotate or have intermittent or flashing illumination or emit audible sound or visible matter except as otherwise allowed in this Article and GSQ Comprehensive sign plan.
 - vii. Banners, flying banners, pennants, wind-driven spinners, streamers, balloons, flags, search lights, strobe lights, holographic projections, laser light displays, beacons, and inflatable signs, except as otherwise provided in Article 7-9 (Temporary Signs).
 - viii. Roof signs.
 - ix. Signs displayed in a manner or location that prevent free ingress and egress from a door, window or other exit.
 - x. Portable signs and/or temporary signs except as otherwise provided in Article 7-9 (Temporary Signs).
 - xi. Signs displayed in a location prohibited by this Ordinance.
 - xii. Directional signs, except as otherwise provided for in this Article and GSQ Comprehensive Sign plan.
 - xiii. Pole signs over six feet in height except as approved within GSQ Comprehensive Sign plan
 - xiv. Nonconforming signs other than legal nonconforming signs.

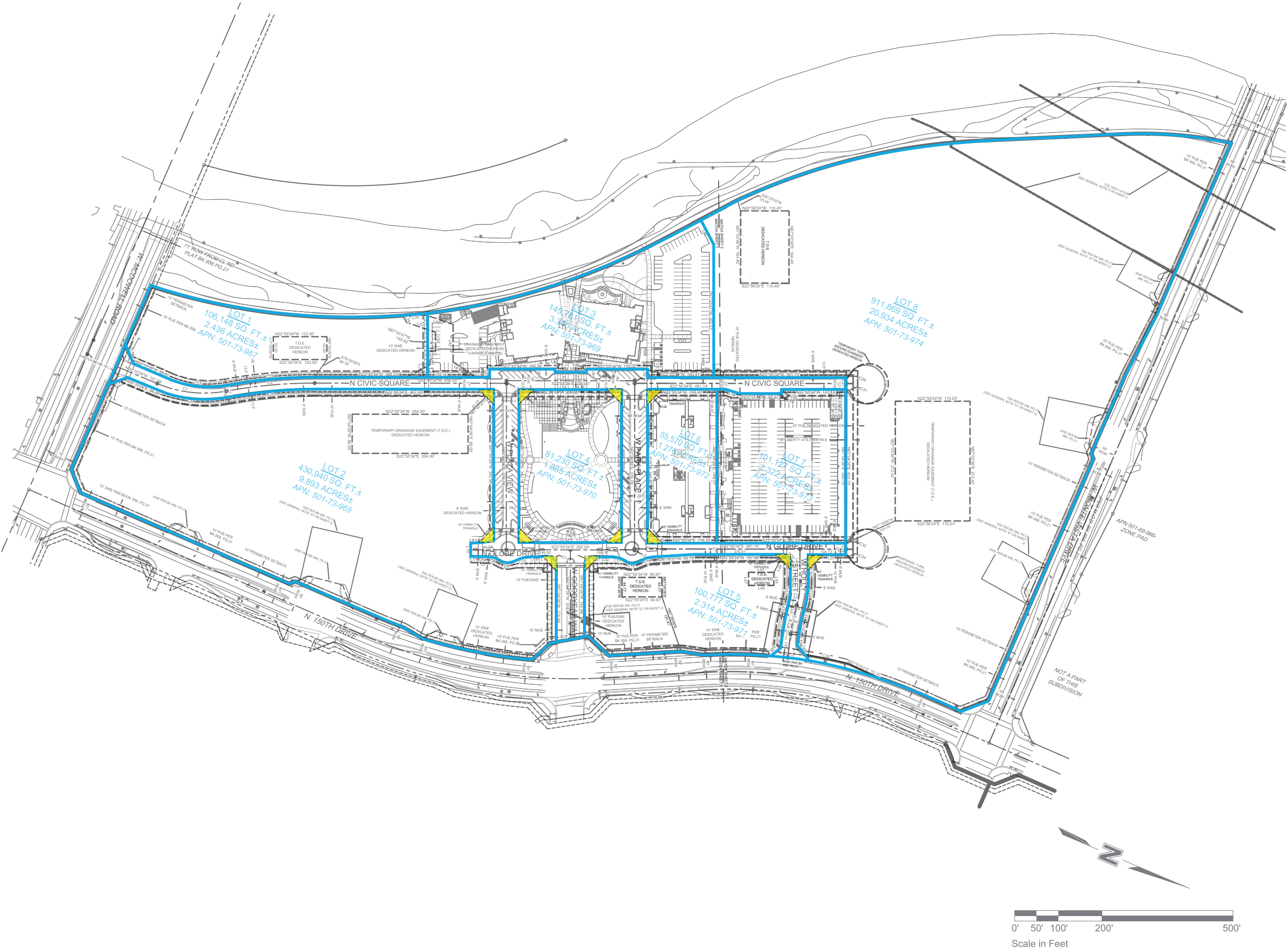


SIGNAGE LOCATION PLANS

Site Details Vicinity Map	
Overall Location Plans	All Signs
Identity Location Plans	A Signs
Wayfinding Location Plans	B Signs
Dedicatory Location Plans	E Signs

SECTION 005.6

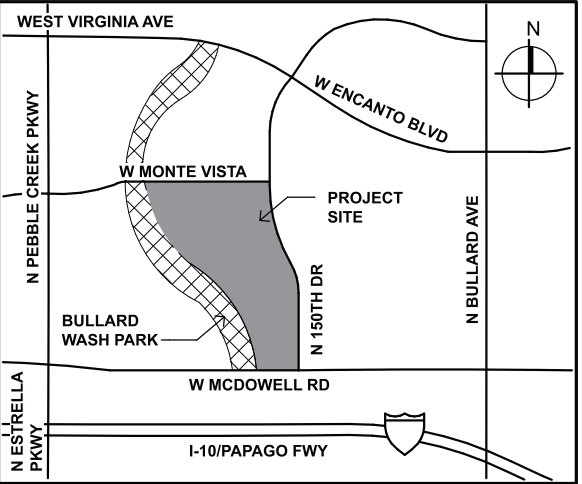
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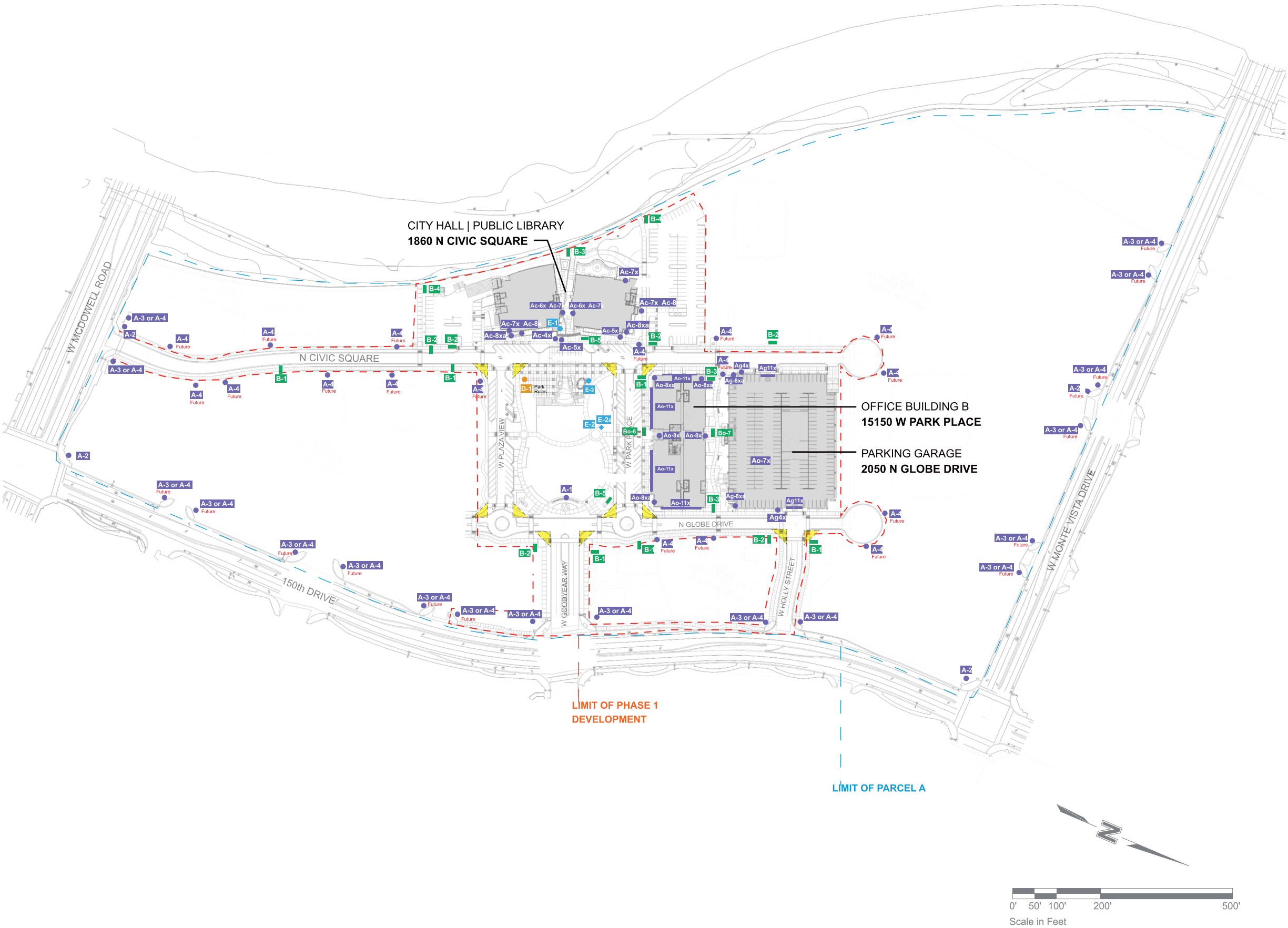


LOT AREAS

LOT NO.	SQ. FT. (NET±)	ACRES (NET±)
1	106,148	2.436
2	430,940	9.893
3	145,781	3.346
4	81,230	1.865
5	100,777	2.314
6	55,570	1.276
7	101,127	2.322
8	911,869	20.934
ROW	146,534	3.364
TOTAL	2,079,976	47.750

VICINITY MAP





CSP SIGNAGE HIERARCHY

A SITE IDENTITY

FREESTANDING SIGNS

- A-1 GOODYEAR Letters
- A-2 Project Identity @ corner of 150th & McDowell (Monument)
- A-3 Primary Project Identity | Tenant Freestanding
- A-4 Secondary Project Identity | Tenant Freestanding Current & Future

CITY HALL | LIBRARY

- Ac-4x GOODYEAR "SCRABBLE" Building Identity
- Ac-5x Primary Building Identity (City Hall & Public Library)
- Ac-6x Secondary Building Identity (at door)
- Ac-7x Building Information (City Hall & Public Library)
- Ac-8x Building Address (at door)
- Ac-8xa Building Address (building/fire safety)

OFFICE BUILDING

- Ao-7x Building Information (Office etc)
- Ao-8x Building Address (at door)
- Ao-8xa Building Address (building/fire safety)
- Ao-11x Tenant Identity (building mounted)

PARKING GARAGE

- Ag-4x Parking Garage Identity
- Ag-8xa Building Numbers (fire safety)
- Ag-11x Entry/Exit (with headache bar)

B WAYFINDING

- B-1 Primary Vehicular Directional
- B-2 Secondary Vehicular Directional
- B-3 Primary Pedestrian Directional
- B-4 Secondary Pedestrian Directional
- B-5 Primary Directory | Kiosk (Map, Marketing, Events)
- Bo-6 Primary Tenant Directory Freestanding
- Bo-7 Secondary Tenant Directory Freestanding

C INFORMATIONAL (not shown on plan)

- Cx-1 Temporary/Portable Freestanding Sign

D REGULATORY

- D-1 Park Rules
- D-2 Custom Upright Structure (not shown on plan) (Stop Sign, Accessible Parking...etc.)
- D-3, D-3a Custom Upright Structure (Street Sign)
- D-4 Embedded Street Identification (Street Sign)

E DEDICATORY | EGD

- E-1 Dedication Plaque
- E-2, E-2a Time Capsule / 75th Anniversary
- E-3 Public Art Plaque

 33' Site Visibility Triangles

CSP SIGNAGE HIERARCHY

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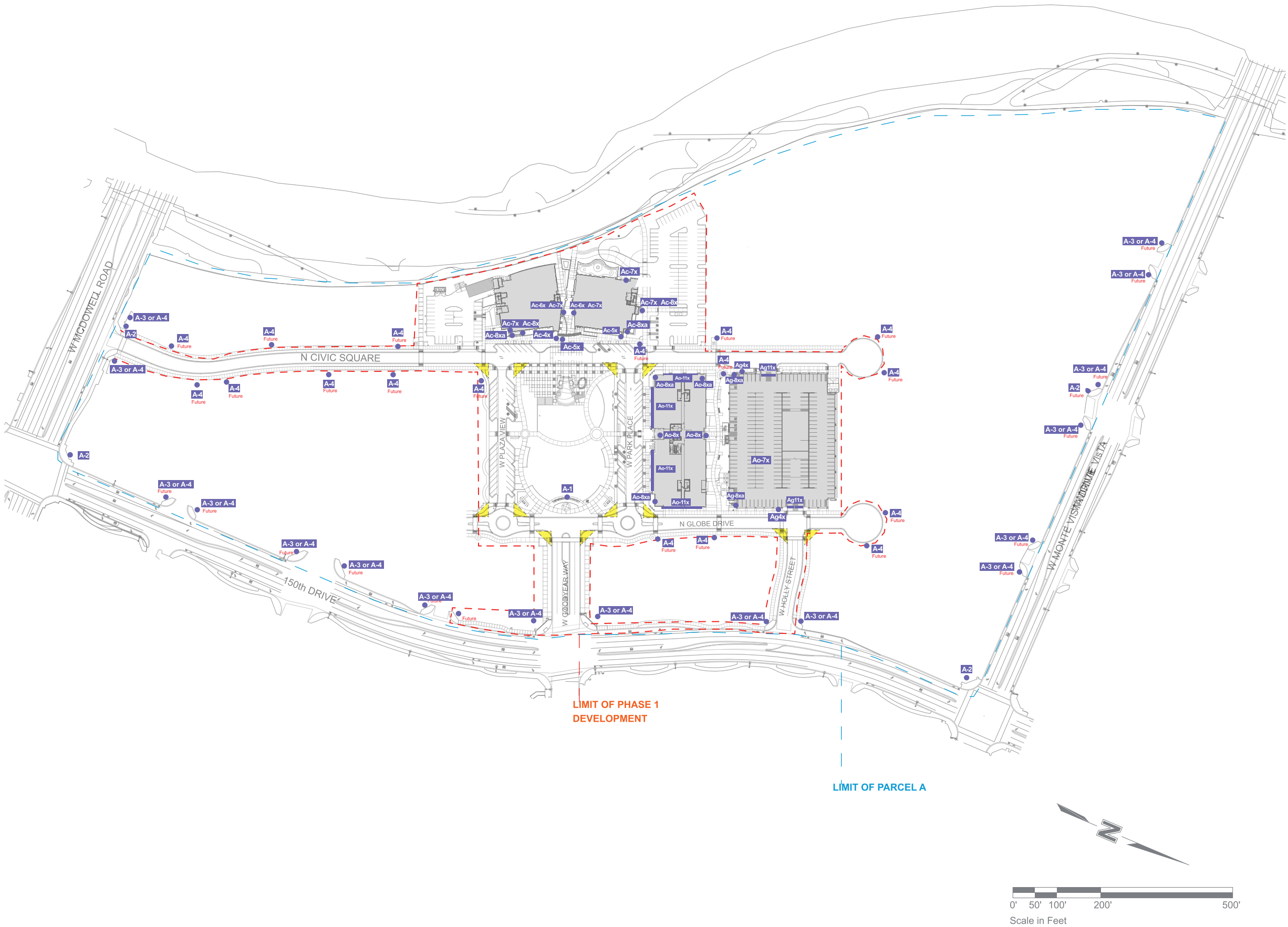
D REGULATORY

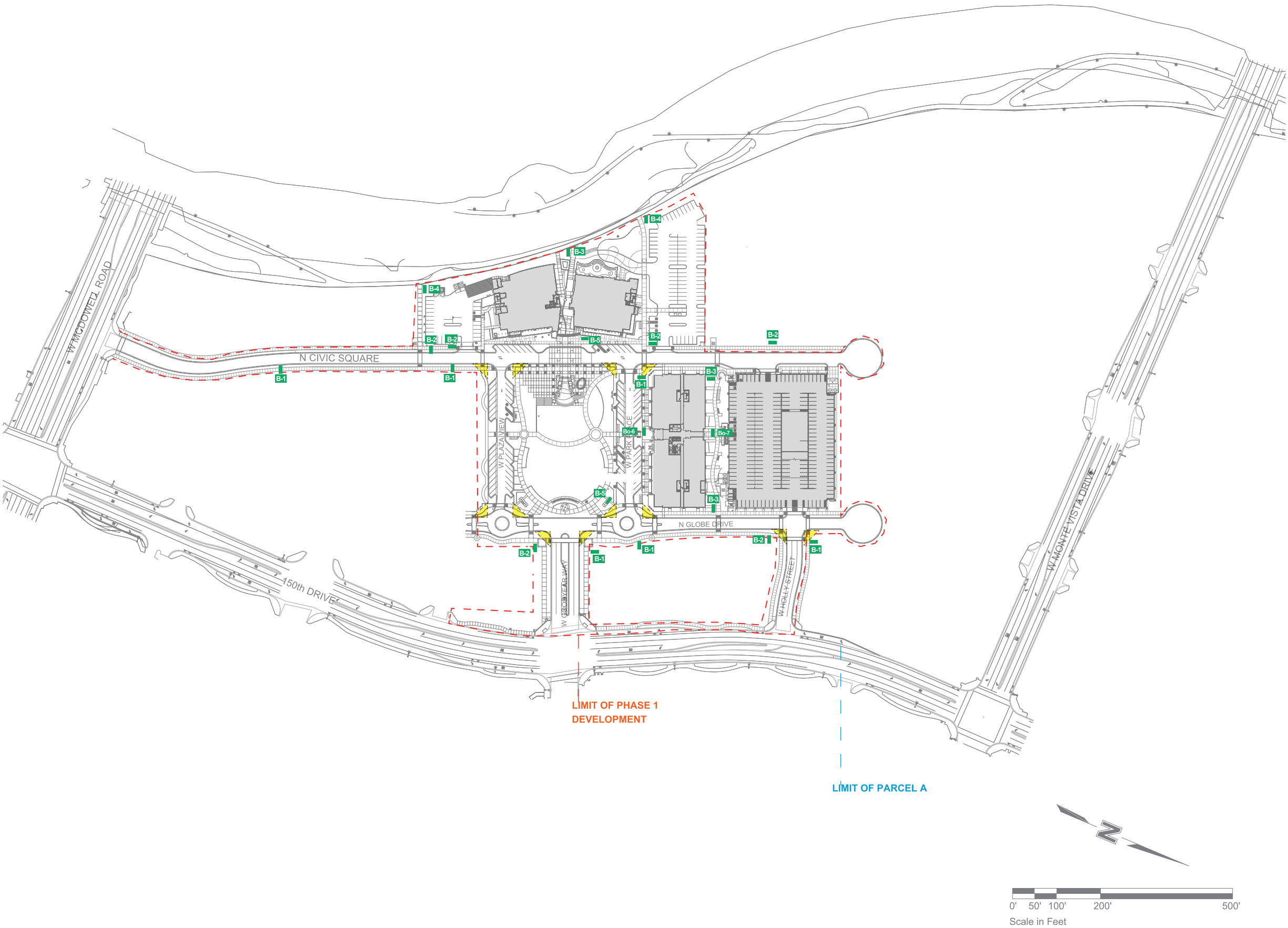
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- E-1 Dedication Plaque
- E-2, E-2a Time Capsule / 75th Anniversary
- E-3 Public Art Plaque

 33' Site Visibility Triangles





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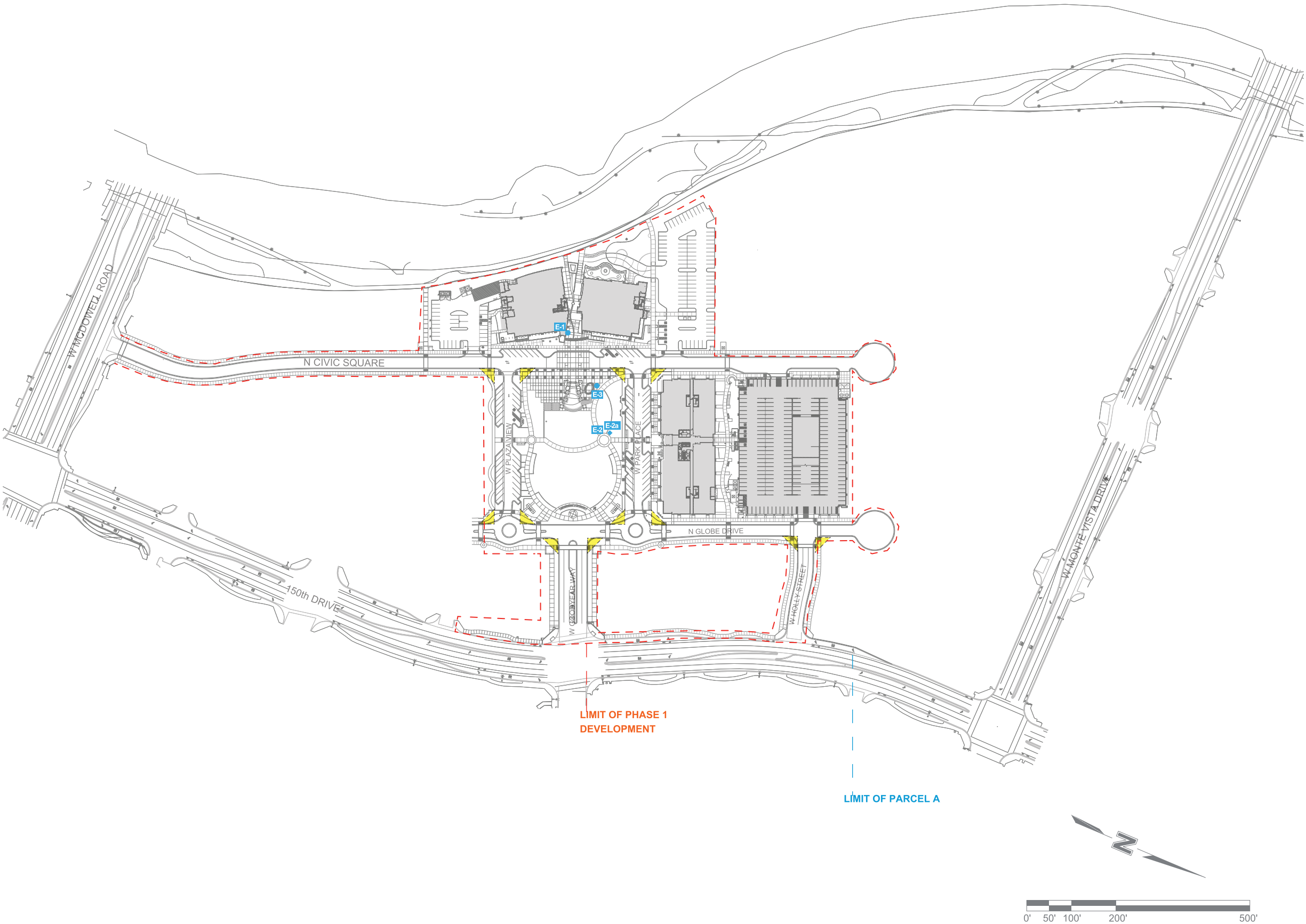
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- D REGULATORY
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- D-2 Custom Upright Structure (not shown on plan) (Stop Sign, Accessible Parking...etc.)
- D-3, D-3a Custom Upright Structure (Street Sign)
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- E-1 Dedication Plaque
- E-2, E-2a Time Capsule / 75th Anniversary
- E-3 Public Art Plaque

 33' Site Visibility Triangles



CSP SIGNAGE HIERARCHY

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- FREESTANDING SIGNS
- A-1

GOODYEAR Letters
- A-2

Project Identity @ corner of 150th & McDowell (Monument)
- A-3

Primary Project Identity | Tenant Freestanding
- A-4

Secondary Project Identity | Tenant Freestanding Current & Future

- CITY HALL | LIBRARY
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GOODYEAR "SCRABBLE" Building Identity
- Ac-5x

Primary Building Identity (City Hall & Public Library)
- Ac-6x

Secondary Building Identity (at door)
- Ac-7x

Building Information (City Hall & Public Library)
- Ac-8x

Building Address (at door)
- Ac-8xa

Building Address (building/fire safety)

- OFFICE BUILDING
- Ao-7x

Building Information (Office etc)
- Ao-8x

Building Address (at door)
- Ao-8xa

Building Address (building/fire safety)
- Ao-11x

Tenant Identity (building mounted)

- PARKING GARAGE
- Ag-4x

Parking Garage Identity
- Ag-8xa

Building Numbers (fire safety)
- Ag-11x

Entry/Exit (with headache bar)

- B** WAYFINDING
- B-1

Primary Vehicular Directional
- B-2

Secondary Vehicular Directional
- B-3

Primary Pedestrian Directional
- B-4

Secondary Pedestrian Directional
- B-5

Primary Directory | Kiosk (Map, Marketing, Events)
- Bo-6

Primary Tenant Directory Freestanding
- Bo-7

Secondary Tenant Directory Freestanding

- C** INFORMATIONAL (not shown on plan)
- Cx-1

Temporary/Portable Freestanding Sign

- D** REGULATORY
- D-1

Park Rules
- D-2

Custom Upright Structure (not shown on plan) (Stop Sign, Accessible Parking...etc.)
- D-3, D-3a

Custom Upright Structure (Street Sign)
- D-4

Embedded Street Identification (Street Sign)

- E** DEDICATORY | EGD
- E-1

Dedication Plaque
- E-2, E-2a

Time Capsule / 75th Anniversary
- E-3

Public Art Plaque

 33' Site Visibility Triangles

THE END



GSQ COMPREHENSIVE SIGN PLAN

PRE-APPLICATION

Project Number | P24-00291

Meeting Date | April 1ST 2021

CASE NUMBER | 21-630-00002

SUBMITTAL DATE

JUNE 16TH 2021

REVISION DATE

AUGUST 20TH 2024

A PARTNERSHIP:



GLOBE CORPORATION

PREPARED BY:

THINKING CAPS DESIGN

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Phoenix, Arizona 85004

602.495.1260 | www.thinkingcaps.net

REVISED BY:

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2831 W. Weldon Ave.

Phoenix, Arizona 85017

602.272-9356 | www.bootzandduke.com

VISUAL COMMUNICATIONS INC.

Saint Paul, Minnesota

612-840-5867 | www.visualcomm.com

Section 3 -

Zone 3: GSQ Regional Center

Sign Standards



REGIONAL CENTER

COMPREHENSIVE SIGN PLAN
Zone 3 - SUB-AREA 1A and 1B



DEVELOPERS:



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Phoenix, Arizona 85016
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AP-2	II COMPLIANCE PROCEDURES
AP-2	III GENERAL CONSTRUCTION REQUIREMENTS
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AP-7	VI DESIGN RESTRICTIONS/CONDITIONS
AP-7	VII TEMPORARY SIGNAGE
AP-7	VIII PROHIBITED SIGNS

PROJECT NARRATIVE AND DATA

GSQ Regional Center is a shopping, mixed use, entertainment destination being developed by the owners and its partners. At approximately 330 acres, this multi-faceted project will provide a high quality, destination, retail power center, regional mall, hotels, mixed use retail/office and multi-family residential.

This comprehensive sign plan takes a staged approach to regulating signs within the development. It establishes a design theme for signs within the project, particularly with respect to the signs that will be located at the perimeter of the project, the project's sub-areas and the signs and sign types that will be universal.

There may be special character considerations that will apply to sub-areas within the development, but which cannot be determined until it is known what that sub-area will contain and how it will be developed. The specific location of the various sign types will also need to be tied down to a greater degree than is possible herein for development sub-areas which have not yet been reduced to an approved site plan.

Accordingly, the comprehensive sign plan will be supplemented with attachments specific to each sub-area addressing the specifications, variations or considerations as the development of the sub-areas become defined. These attachments shall be submitted individually to the City for approval. The initially approved comprehensive sign plan included a specific comprehensive plan for sub-area 2.

Appendix A, the General Project Graphic Requirements shall apply to all Sub Areas unless otherwise modified by the sign plan for a specific Sub Area.

The commercial retail and mixed use development incorporates three (3) sub-areas that include:

Sub Area “1A” GSQ Regional Center; and “1B”- Mixed-Use

This sub-area encompasses approximately 148 acres located just west of Bullard Avenue. This property is bordered by McDowell Road along the south, Bullard Avenue on the east, Encanto Boulevard on the north and Bullard Wash on the west. Approximately 107 acres is Sub-Area 1A is reserved specifically for a Regional Mall with the balance of the acreage, 1B being devoted to uses such as additional retail, office and residential. All of Sub-Area 1 will require several attachments as specific uses and plans as they are developed. The comprehensive sign plan governing signage criteria for Sub-Area 1 is included in Attachment 1 as Sub Areas A and B.

Sub-Area “3” Future Mixed-Use Commercial of GSQ Regional Center

This sub-area included approximately 30 acres located on the South side of McDowell Road and is designated to be used for mixed-use commercial and retail. This property is also bordered by Interstate 10 and will house the three freeway pylon signs for the whole Estrella Falls or Goodyear Regional Center PAD project. **Signage within the bounds of Sub Area 3 shall follow the same standards as Sub Area 1A and 1B.**

Zone 1 - Existing Mixed-Use Commercial/Retail “The Market at Estrella Falls”

The Market at Estrella Falls Development is an approximately 66-acre Power Center incorporating major retail, shops, dining, entertainment and hospitality. The site plan shown in the exhibits contemplates junior anchor tenants and shops to be clustered along the northeast boundary of the Sub-Area with hotel uses at the southeast corner of the site. It is also contemplated that mixed-use retail shops, dining and various Pad users will front along the southern and western portions of the Sub-Area. The comprehensive sign plan governing signage criteria for Sub-Area 2 was previously included in Attachment 2. EXISTING.

Zone 2 - GSQ Civic Square

Zone 3 - GSQ Regional Center

Zone 4 - Goodyear Zoning Ordinance

HIERARCHY OF SIGNS:

This comprehensive sign plan has been structured to provide a hierarchy of wayfinding and iden fica on signs and standards to be used throughout, All signs will be specified within each Sub-Area Attachment and will be submitted when each site plan has been determined and developed.

The signs can be classified by the following categories:

A. Freeway Pylon Signs - See sign Type A - These signs will provide regional/community-level iden fica on of the project and for businesses located therein to travelers along Interstate 10 in Sub-Area 3.

These three (3) signs are 85-foot tall exclusive of architectural embellishments, doubled-sided displays with project iden fica on and tenant iden fica on panels granted by right in the original submittal. One (1) is dedicated to the Marketplace retail tenants; one (1) dedicated to the Sub area 1 tenants and surrounding lots; and the third and final one (1) to the overall development and sub-area 3. Two of the three may include electronic reader boards.

B. Corner Identification Features: These signs will provide the main project identification on major roadway intersections such as the northeast corner of Pebble Creek Parkway and McDowell Road and the northwest corner of Bullard Avenue and McDowell Road which incorporates the overall design theme of the project and serves to let the customers know they have arrived at the regional mixed-use destination, GSQ.

C.1 Primary Multi-Tenant Monument Signs: Designed to be a maximum height of eighteen feet (18’) exclusive of architectural embellishments, these signs will provide local-level identification of tenants and users within the commercial and retail areas to travellers along arterial and collector arterial roadways such as McDowell Road, Pebble Creek Parkway, Bullard Avenue, 150th Avenue, Virginia/Encanto Avenue and Monte Vista Drive. Height and square footage of the signs will remain the same for each Sub-Area with specific designs and architectural embellishments to be addressed in the Attachment submitted for the particular Sub-Area. These signs are 18’ in height with a maximum 120 square feet. The signs are double sided multi-tenant monument signs with internally illuminated tenant panels. Tenant panels are routed aluminum with back up acrylic and translucent vinyl or other varieties of high quality medias.

C.2. Secondary Mul -tenant Monument Signs: Designed to be a maximum height of twelve feet (12’) these signs provide local level identification for multiple tenant or single-use buildings within the development.

D.Vehicular Directional Signs: These signs will be located within the development to provide directional information to major tenants traveling within the developed Sub-Area in their vehicles. They will be placed at logical decision points throughout to assist in decision making and to help people find parking in the area of their destination.

E. Pedestrian Directory Signs: These signs provide additional directional information to people once they are approaching buildings from the adjacent parking areas. They will be placed at logical decision points to assist in pedestrian wayfinding. These can be static in nature, or if oriented to the interior of the project, can integrate electronic message center type of technology to accommodate the centers needs. Based on location, if not visible to arterial or collector designated roadway/street - these shall not be subject to permitting or code restrictions.

F. 1. Project Site and Tenant Marketing / Temporary Signage: Temporary Signage that has been sited at prime locations to provide information and announcements for "coming soon" opportunities for tenants as well as the overall project.

F. 2. Individual Site Marketing/Lease/Sale Signage: Temporary Signage for individual site marketing / Sales / Leasing needs.

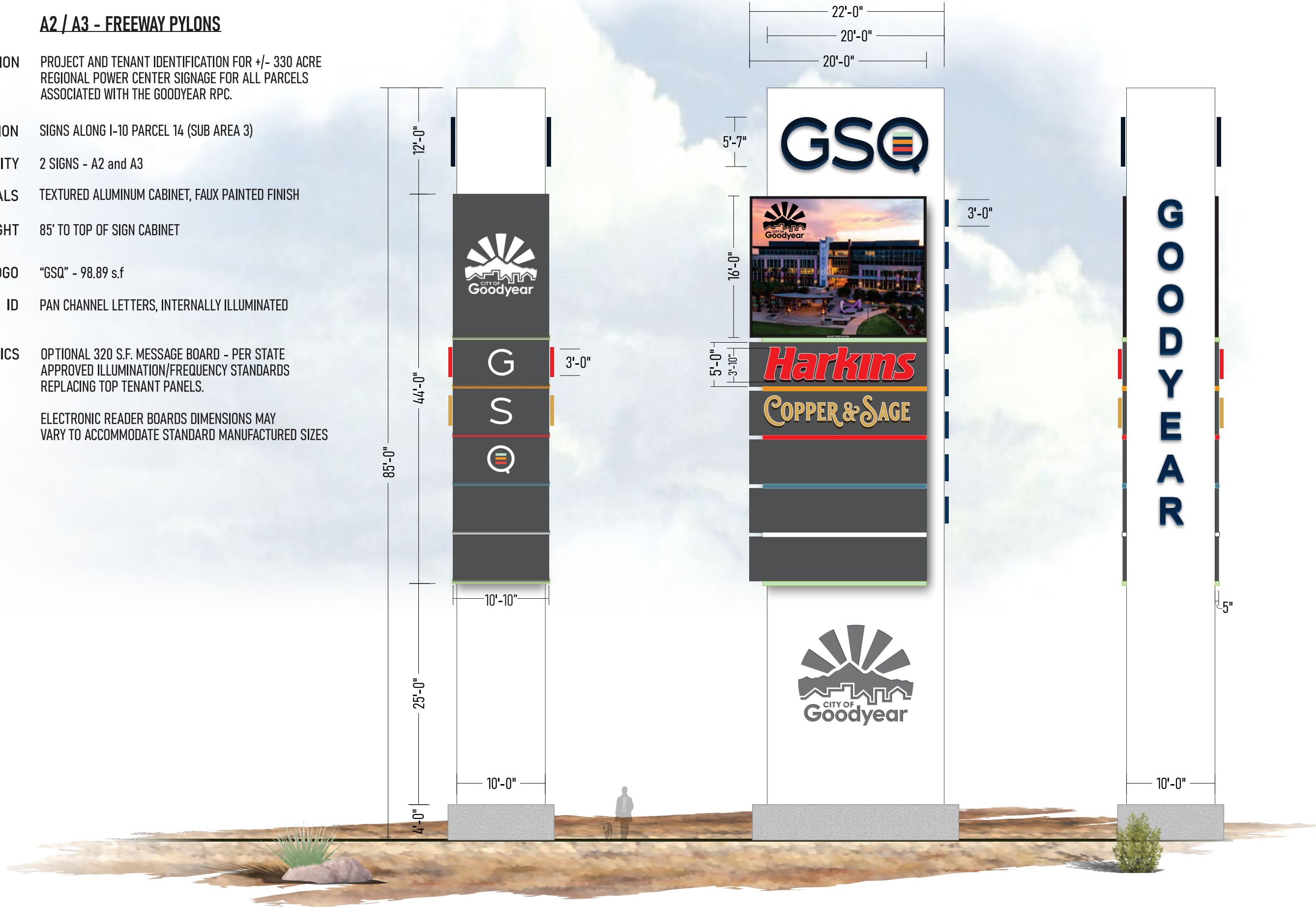
G. Tenant Wall Signage: Wall, canopy, and building mounted tenant signage will be addressed specifically in the Attachments for each Sub-Area.

Zone 3 Map



A2 / A3 - FREEWAY PYLONS

FUNCTION	PROJECT AND TENANT IDENTIFICATION FOR +/- 330 ACRE REGIONAL POWER CENTER SIGNAGE FOR ALL PARCELS ASSOCIATED WITH THE GOODYEAR RPC.
LOCATION	SIGNS ALONG I-10 PARCEL 14 (SUB AREA 3)
QUANTITY	2 SIGNS - A2 and A3
MATERIALS	TEXTURED ALUMINUM CABINET, FAUX PAINTED FINISH
HEIGHT	85' TO TOP OF SIGN CABINET
LOGO	"GSQ" - 98.89 s.f
ID	PAN CHANNEL LETTERS, INTERNALLY ILLUMINATED
ELECTRONICS	OPTIONAL 320 S.F. MESSAGE BOARD - PER STATE APPROVED ILLUMINATION/FREQUENCY STANDARDS REPLACING TOP TENANT PANELS. ELECTRONIC READER BOARDS DIMENSIONS MAY VARY TO ACCOMMODATE STANDARD MANUFACTURED SIZES





DESIGN # 241488-06

GSQ FREEWAY PYLON

Page: 6

CUSTOMER	GSQ	REVISION #:	REVISION DATE & #	Approved by:	Date:
ADDRESS	GOODYEAR GOODYEAR, AZ	This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code. The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the National Electrical Code. Engineering Specifications: All Signs Fabricated as per 2017 N.E.C. Specifications Electrical Specifications: All Signs Fabricated as per 2017 N.E.C. Specifications UL LISTED			This custom design is the exclusive property of Bootz & Duke Sign Co. of Pix, AZ. It may not be reproduced, copied, or exhibited in any fashion.
PROJECT MGR	Andy Gibson				
DESIGNER	Ernie Mada				
DATE	10/10/2024				

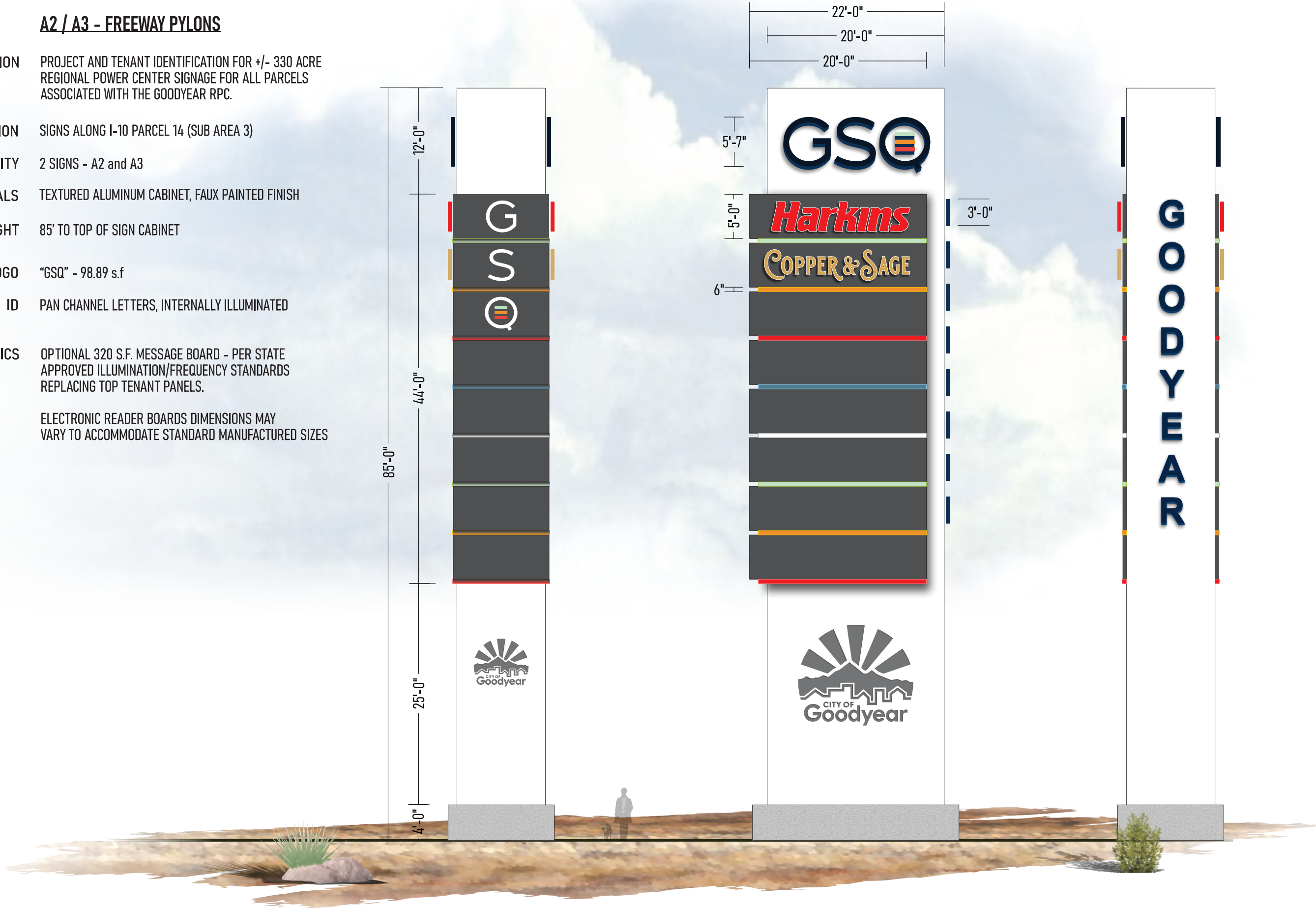
BOOTZ & DUKE

Signs

2831 W. Weldon Ave. | Phoenix, AZ 85017
(602) 272-9356 www.bootzandduke.com

A2 / A3 - FREEWAY PYLONS

FUNCTION	PROJECT AND TENANT IDENTIFICATION FOR +/- 330 ACRE REGIONAL POWER CENTER SIGNAGE FOR ALL PARCELS ASSOCIATED WITH THE GOODYEAR RPC.
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QUANTITY	2 SIGNS - A2 and A3
MATERIALS	TEXTURED ALUMINUM CABINET, FAUX PAINTED FINISH
HEIGHT	85' TO TOP OF SIGN CABINET
LOGO	"GSQ" - 98.89 s.f
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ELECTRONICS	OPTIONAL 320 S.F. MESSAGE BOARD - PER STATE APPROVED ILLUMINATION/FREQUENCY STANDARDS REPLACING TOP TENANT PANELS. ELECTRONIC READER BOARDS DIMENSIONS MAY VARY TO ACCOMMODATE STANDARD MANUFACTURED SIZES



CUSTOMER	GSQ	REVISION #:	REVISION DATE & #	Approved by:	Date:
ADDRESS	GOODYEAR GOODYEAR, AZ	This custom design is the exclusive property of Bootz & Duke Sign Co. of Pix, AZ. It may not be reproduced, copied, or exhibited in any fashion. Electrical Specifications: All Signs Fabricated as per 2017 N.E.C. Specifications This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code. The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the National Electrical Code. Engineering Specifications: All Signs Fabricated per A.S.A. Specifications & 2018 I.B.C.			
PROJECT MGR	Andy Gibson				
DESIGNER	Ernie Mada				
DATE	10/10/2024				

BOOTZ & DUKE

SINCE 1974

Signs

2831 W. Weldon Ave. | Phoenix, AZ 85017
(602) 272-9356 | www.bootzandduke.com



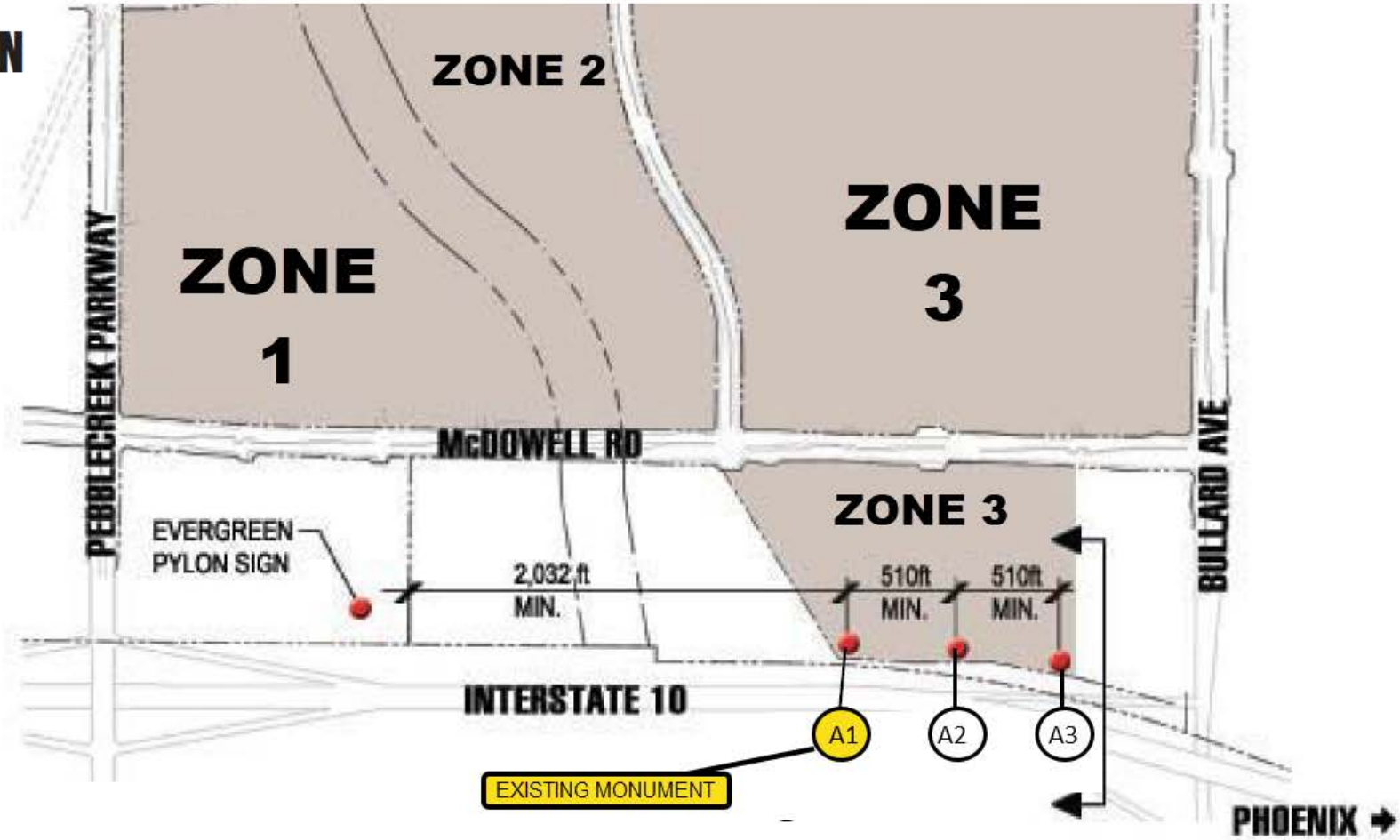
DESIGN # 241488-05

GSQ FREEWAY PYLON

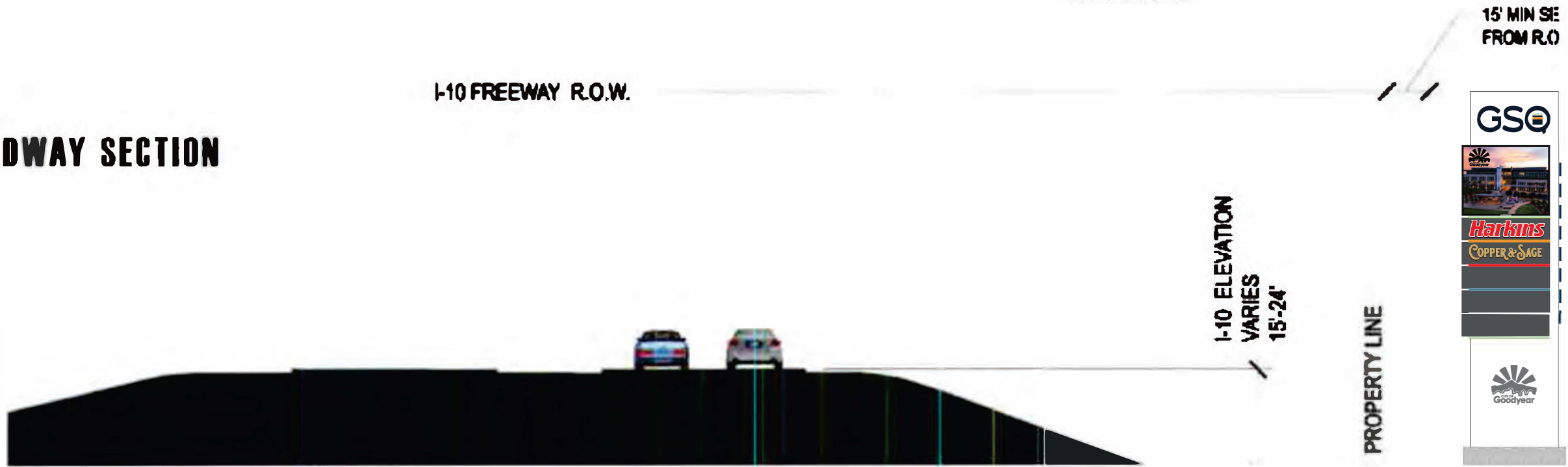
Page: 8

CUSTOMER	GSQ	REVISION #:	REVISION DATE & #	Approved by:	Date:
ADDRESS	GOODYEAR GOODYEAR, AZ	BOOTZ & DUKE SINCE 1974 Signs 2831 W. Weldon Ave. Phoenix, AZ 85017 (602) 272-9356 www.bootzandduke.com			
PROJECT MGR	Andy Gibson				
DESIGNER	Ernie Mada				
DATE	10/10/2024	UL LISTED This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code. The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the National Electrical Code. Engineering Specifications: All Signs Fabricated per A.S.A. Specifications & 2018 I.B.C.			

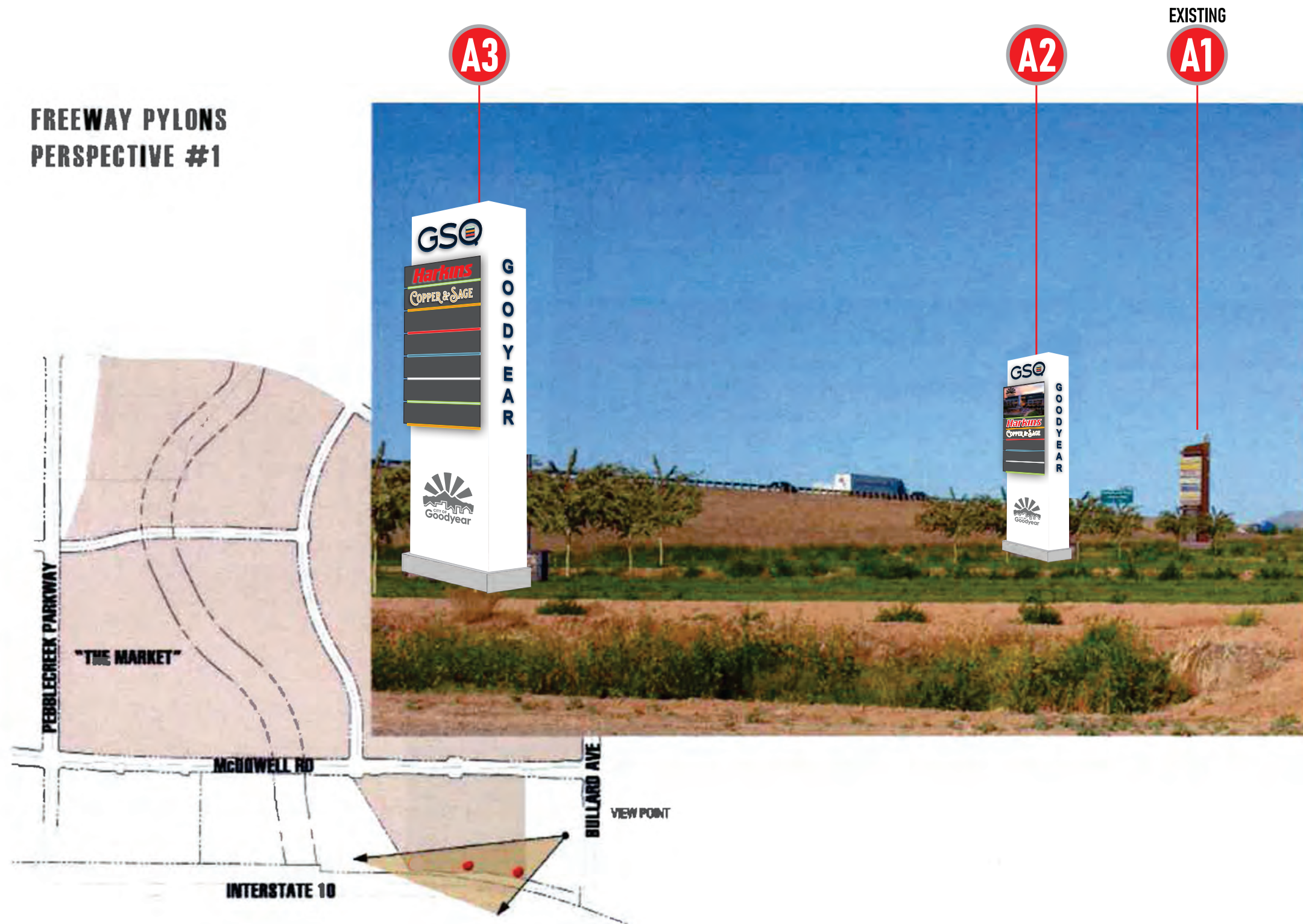
PYLON SIGN LOCATION



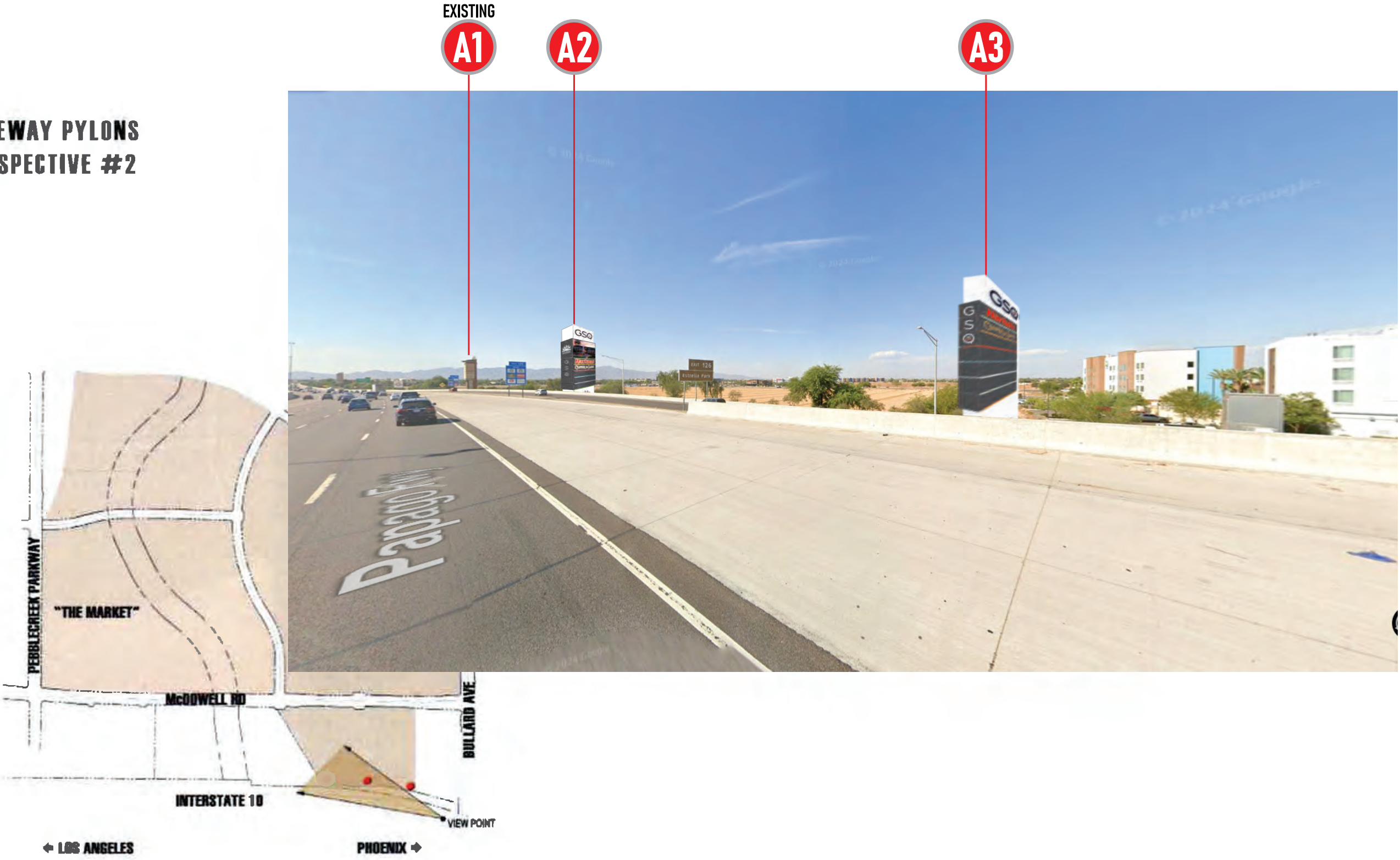
PYLON ROADWAY SECTION



**FREEWAY PYLONS
PERSPECTIVE #1**



**FREEWAY PYLONS
PERSPECTIVE #2**



Attachment 1A & 1B



Sub-Area 1A & 1B: GSQ Regional Center Comprehensive Sign Plan

SUB AREA 1A & 1B - PROJECT DATA

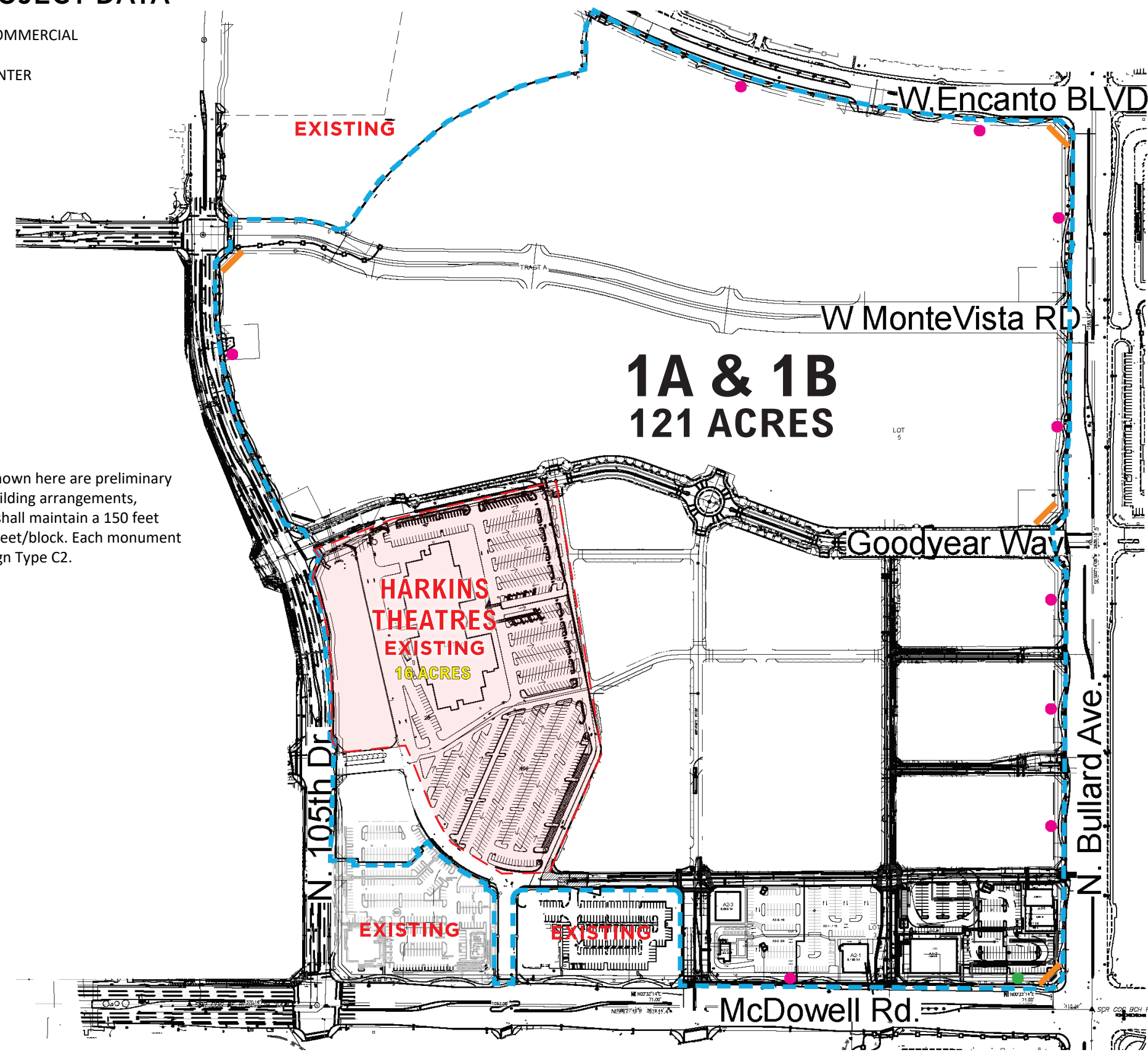
ZONING PAD-MIXED USE COMMERCIAL
PROJECT NAME GSQ REGIONAL CENTER

SITE AREA
APPROX. 121 ACRES

LEGEND

- MONUMENT SIGN* (9)
- TEMPORARY SIGN (3)
- CENTER - ID (4)

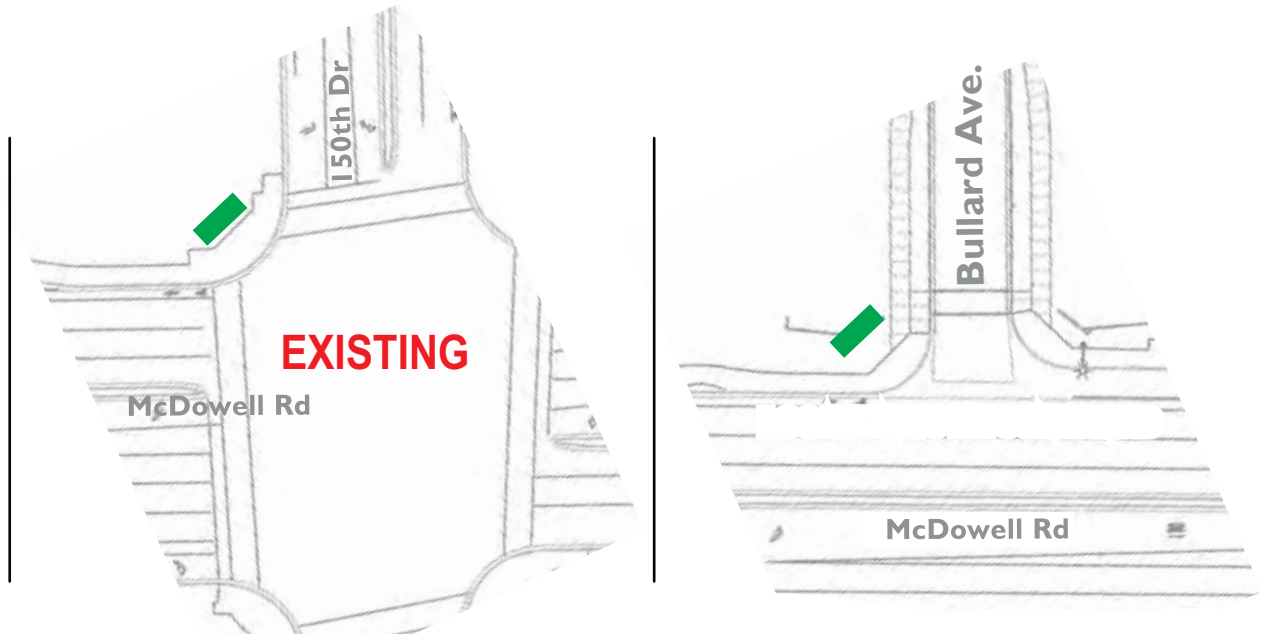
* The placement of monument signage locations shown here are preliminary and may shift between driveways depending on building arrangements, landscaping, pathways, utility easements, etc, but shall maintain a 150 feet distance between monument signs on the same street/block. Each monument sign may be developed as either Sign Type C1 or Sign Type C2.



FREESTANDING SIGN MATRIX - SUB AREA 1A & 1B

SIGN	SIGN TYPE	FUNCTION	LOCATION	QUANTITY	HEIGHT	SIZE	ILLUMINATION	MATERIALS
Sign A2 Freeway Pylon	Pylon - #2	Mall Identification/ Tenant Identification/ Digital Display	Placed along I-10 in sub Area 3	1 of 3	Eighty five feet (85") to the top of pylon	800 sq ft. Maximum exclusive of center identification and architectural embellishments	Project and static tenants - Internally Illuminated. Electronics to follow state standards - see design pages for specifics	Textured Aluminum, Faux Finish, Pan Channel Letters, Acrylics, Full Digital Display
Sign A3 Freeway Pylon	Pylon - #3	Mall Identification/ Tenant Identification	Placed along I-10 in sub Area 3	1 of 3	Eighty five feet (85") to the top of pylon	800 sq ft. Maximum exclusive of center identification and architectural embellishments	Project and static tenants - Internally Illuminated. Electronics to follow state standards - see design pages for specifics	Textured Aluminum, Faux Finish, Pan Channel Letters, Acrylics
Sign B Primary Corner Project Identification	Channel Letters	Project Identification	Corners of McDowell Road, Bullard Avenue, Monte Vista Drive and 150th Avenue	4	Maximum ten feet (10') to the top of wall, Exclusive of Logo and Embellishments	Approximately 120 sq.ft. maximum exclusive of architectural embellishments	Exterior and Internally Illuminated	Aluminum and Acrylic letters, Concrete base w/faux finish Decorative bases
Sign C1 Multi Tenant Monument	Monument	Multi Tenant Identification	Placed along McDowell Road, Bullard Avenue, Encanto Blvd.	11	Twenty feet (20') to the top of monument	120 sq ft. maximum, exclusive of center identification and architectural embellishments	Internally Illuminated	Aluminum and other architectural materials to match architectural features
Sign C2 Multi Tenant Monument	Monument	Multi Tenant Identification	Placed along McDowell Road, Bullard Avenue, Encanto Blvd.	TBD	Twelve feet (12') to the top of monument	60' sq. ft. maximum exclusive of center identification and architectural embellishments	Internally Illuminated	Aluminum and other architectural materials to match architectural features
Sign D1 Internal Traffic Directory	Directional/ Directory to include tenant names	Assist in directing flow of traffic inside the development	Strategically placed throughout interior parking areas	TBD	Eight feet (8'-0") to the top	24 sq.ft. maximum	Non-Illuminated	Aluminum and other architectural materials to match architectural features
Sign D2 Internal Traffic Directional	Directional for standard traffic control	Assist in directing flow of traffic inside the development	Strategically placed throughout interior parking areas	TBD	Five feet four inches (5'-4") to the top	12 sq.ft. maximum	Non-Illuminated	Aluminum and other architectural materials to match architectural features
Sign D3 Pedestrian Directional	Directional for pedestrian	Primary directional for pedestrian traffic control	Placed at pedestrian decision points	TBD	Ten feet four inches (10'-4") to the top	16 sq.ft. maximum	Non-Illuminated	Aluminum and other architectural materials to match architectural features
Sign D4 Pedestrian Directional	Directional for pedestrian	Secondary directional for pedestrian traffic control	Placed at pedestrian decision points	TBD	Ten feet four inches (10'-4") to the top	8 sq.ft. maximum	Non-Illuminated	Aluminum and other architectural materials to match architectural features
Sign D5 Site Directory	Directional map and calendar	Secondary directional for pedestrian traffic control	Placed at key pedestrian areas	TBD	Six feet four inches (6'-4") to the top	13 sq.ft. maximum	Internally Illuminated	Aluminum and other architectural materials to match architectural features
Sign D6 Office building Directory	Directional to include tenant names	Primary office directional inside the development	Placed at office drives and parking areas interior of project	TBD	Ten feet (10') to the top	27 sq.ft. maximum	Internally Illuminated	Aluminum and other architectural materials to match architectural features
Sign D7 Office building Directory	Directional to include tenant names	Secondary office directional inside the development	Placed at office drives and parking areas interior of project	TBD	Six feet seven inches (6'-7") to the top	14 sq.ft. maximum	Internally Illuminated	Aluminum and other architectural materials to match architectural features
Sign F1 For Sale / Leasing	Temporary	Master Developer project marketing and leasing	Strategically placed as development phases occur	TBD	Eighteen (18) feet to top of panel	400 sq. ft. Maximum exclusive of background graphic star panel backdrop.	Exterior	Post and panel wood with printed graphics

- Sign area may be increased by up to twenty-five (25%) percent to accommodate national corporate identification programs
- Signage place on wall surfaces not visible beyond perimeter property boundaries around Encanto, Bullard and McDowell may be exempt from sign area and placement restrictions regulated by sign ordinance and this Comprehensive Sign Plan.
- General Project Graphic Requirements are **attached** as Appendix A. In the event of a conflict between the body of this sign plan and Appendix A, the provision contained in the body of the sign plan shall prevail.
- Signage within GSQ Sign Core (inward facing) can include vibrant, audible signs, 3D, animation, LED video boards, etc. The core area is defined as Land Area C per the GSQ Regional Center Zoning.



A-2: GSQ IDENTIFICATION LETTERS - PROPOSED LOCATIONS
Scale: Not to Scale

SIGN TYPE: B
GSQ IDENTIFICATION LETTERS

GSQ IDENTIFICATION LETTERS
LOCATION: 150TH AVE & MCDOWELL RD;
MCDOWELL RD & BULLARD AVE. NWC;
MAIN DRIVES INTO PROJECT FROM
MCDOWELL RD, BULLARD AVE., ENCANTO
AND MONTE VISTA,
LOCATIONS TO BE CONFIRMED

MATERIALS
Large metal identification logo baseline mounted
to masonry wall as required

Material and finish to be derived from final
architectural palette

CONSTRUCTION
Refer to architectural drawings and specifications
for masonry base

ILLUMINATION
In-ground illumination source to wash both letters
and base/wall with light at night

NOTES
All sign elements to be located out of any site
visibility triangle



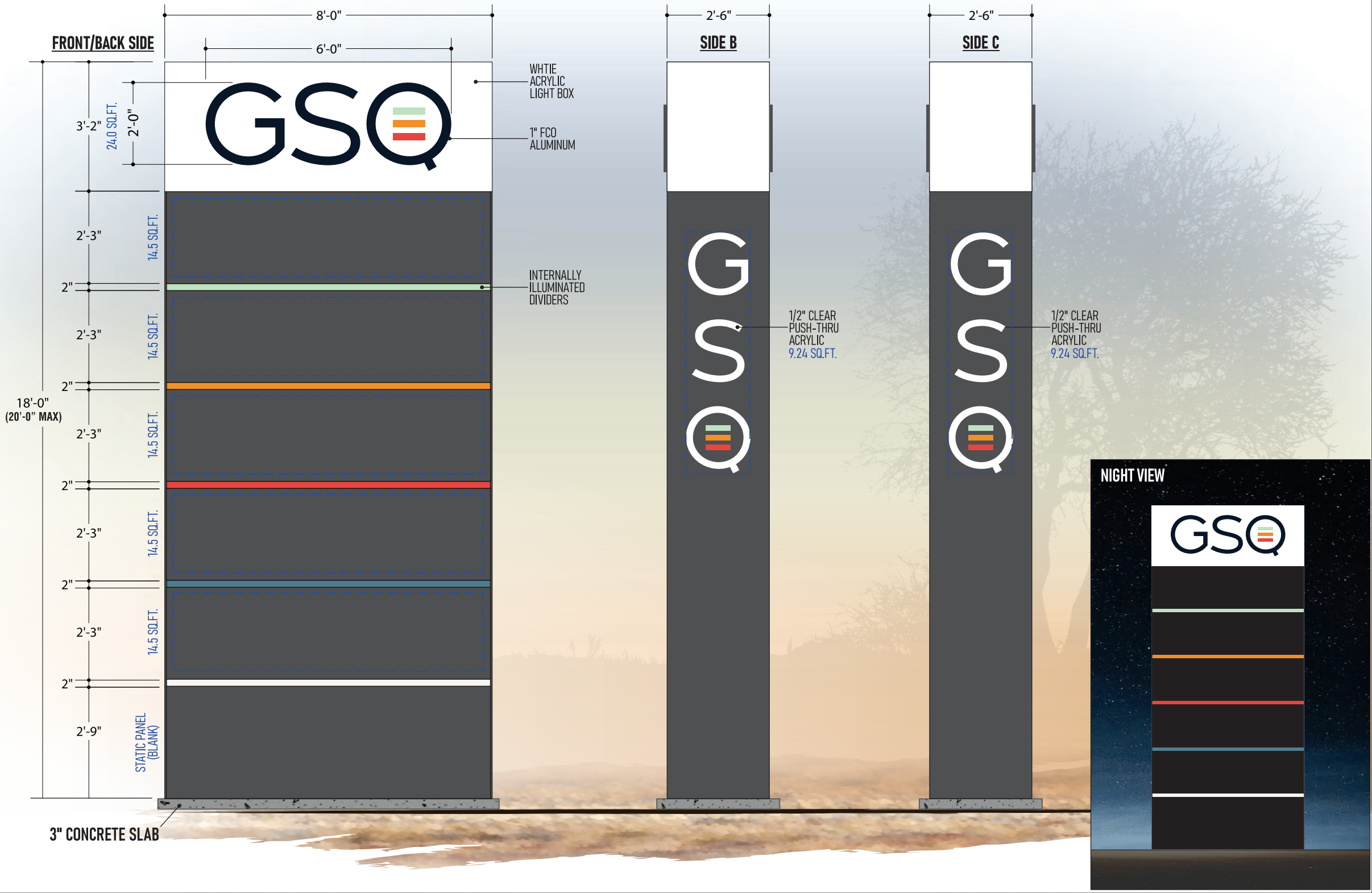
B: GSQ IDENTIFICATION LETTERS
Scale: 3/6"=1'-0"

SIDE/SECTION VIEW

SIGN TYPE: C-1
PRIMARY IDENTITY | MULTI-TENANT MONUMENT - DOUBLE SIDED

114.98 SQ.FT TOTAL

24 SQ.FT. - HEADER
72.5 SQ.FT. - TENANTS
18.48 SQ.FT. - SIDE LOGOS



SIGN TYPE: C-1
PRIMARY IDENTITY | TENANT MONUMENT
LOCATION: ALONG PERIMETER ROADWAYS

Aluminum Construction Monument Sign

- SIGN TOP:
White Acrylic Seamless Light Box
- 1" fco aluminum "gsq" logo mounted flush to acrylic
 - Painted to match customer colors (TBD)

- TENANT PANELS:
Routed .125" Aluminum Tenant Faces with 1/2" white push-thru plex
- Individual tenant branding allowed, white only

- REVEALS:
White Acrylic Push-thru (push-thru sits flush to panel faces)
- Translucent vinyl overlay (printed or 3M series 3630 - to be determined)

- ILLUMINATION:
Internal white LED with in sign ballast
- INSTALL:
Onto ASA approved pipe and footer onto specified location as shown on map

NOTES
All sign elements to be located out of any site visibility triangle

Any customer occupying 30,000 square feet or more may combine two tenant panels equaling no greater than 29 square feet and may modify/remove the two (2) inch internally illuminated divider.

C-1 : PRIMARY IDENTITY | TENANT MONUMENT
Scale: 3/8"=1'-0"

SIDE/SECTION VIEW

SIGN TYPE: **C-2**
SECONDARY IDENTITY | TENANT MONUMENT - SINGLED SIDED

SIGN TYPE: **C-2**
SECONDARY IDENTITY | TENANT
MONUMENT
LOCATION: AT MAIN DRIVE ENTRIES
INTERNAL TO PROJECT SITE
Aluminum Construction Monument Sign

SIGN TOP:
White Acrylic Seamless Light Box
- 1/4" fco aluminum "gsq" logo mounted
flush to acrylic
- Painted to match customer colors (TBD)

TENANT PANELS:
Routed .125" Aluminum Tenant Faces with
1/2" white push-thru plex
- Individual tenant branding allowed, white only

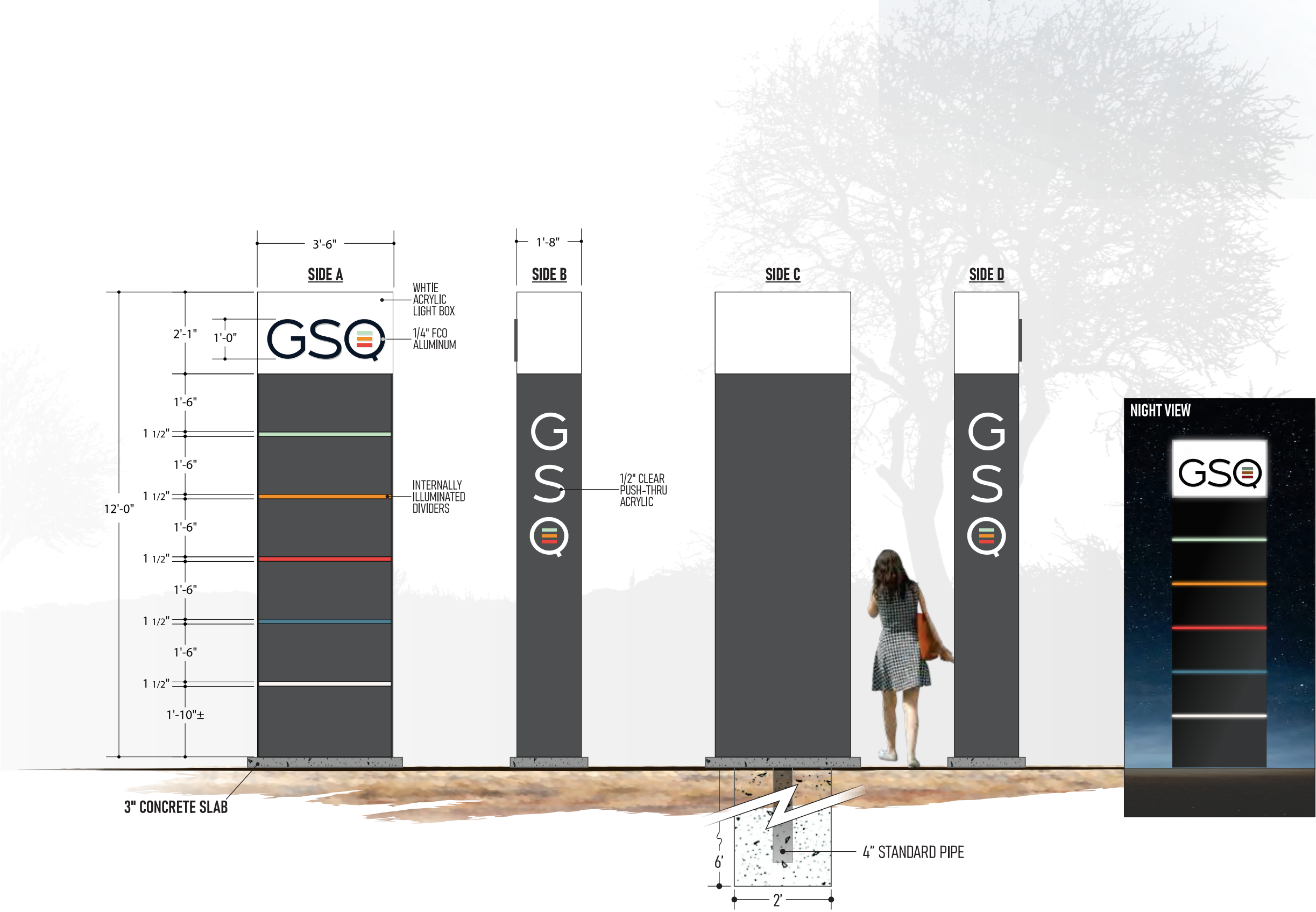
REVEALS:
White Acrylic Push-thru (push-thru sits flush to
panel faces)
- Translucent vinyl overlay (printed or 3M series
3630 - to be determined)

ILLUMINATION:
Internal white LED with in sign ballast

INSTALL:
Onto ASA approved pipe and footer onto specified
location as shown on map

NOTES
All sign elements to be located out of any
site visibility triangle.

Any customer occupying 30,000 square feet
or more may combine two tenant panels
equaling no greater than 29 square feet and
may modify/remove the two (2) inch
internally illuminated divider.



C-2: SECONDARY IDENTITY | TENANT MONUMENT
Scale: 3/8"=1'-0"

SIDE/SECTION VIEW

SIGN TYPE: **D-1**
SIGN TYPE: **D-2**
SITE DIRECTIONALS - VEHICULAR

SIGN TYPE: **D-1 & D-2**
VEHICULAR DIRECTIONALS
LOCATION: VEHICULAR DECISION POINTS
FONT: CENTURY GOTHIC BOLD

MATERIALS
Paint prefinished metal sign structure - finish to match light natural finish from project color palette

CONSTRUCTION
Breakformed metal panels color coded for various destinations - colors used to be from project color standards - color designation for areas TBD

Panels to break around structure on left side and anchor to edge - right side to anchor through panel face - sign to be single or double sided

Copy and arrows to be applied vinyl that contrasts with background color (use of reflective vinyl TBD)

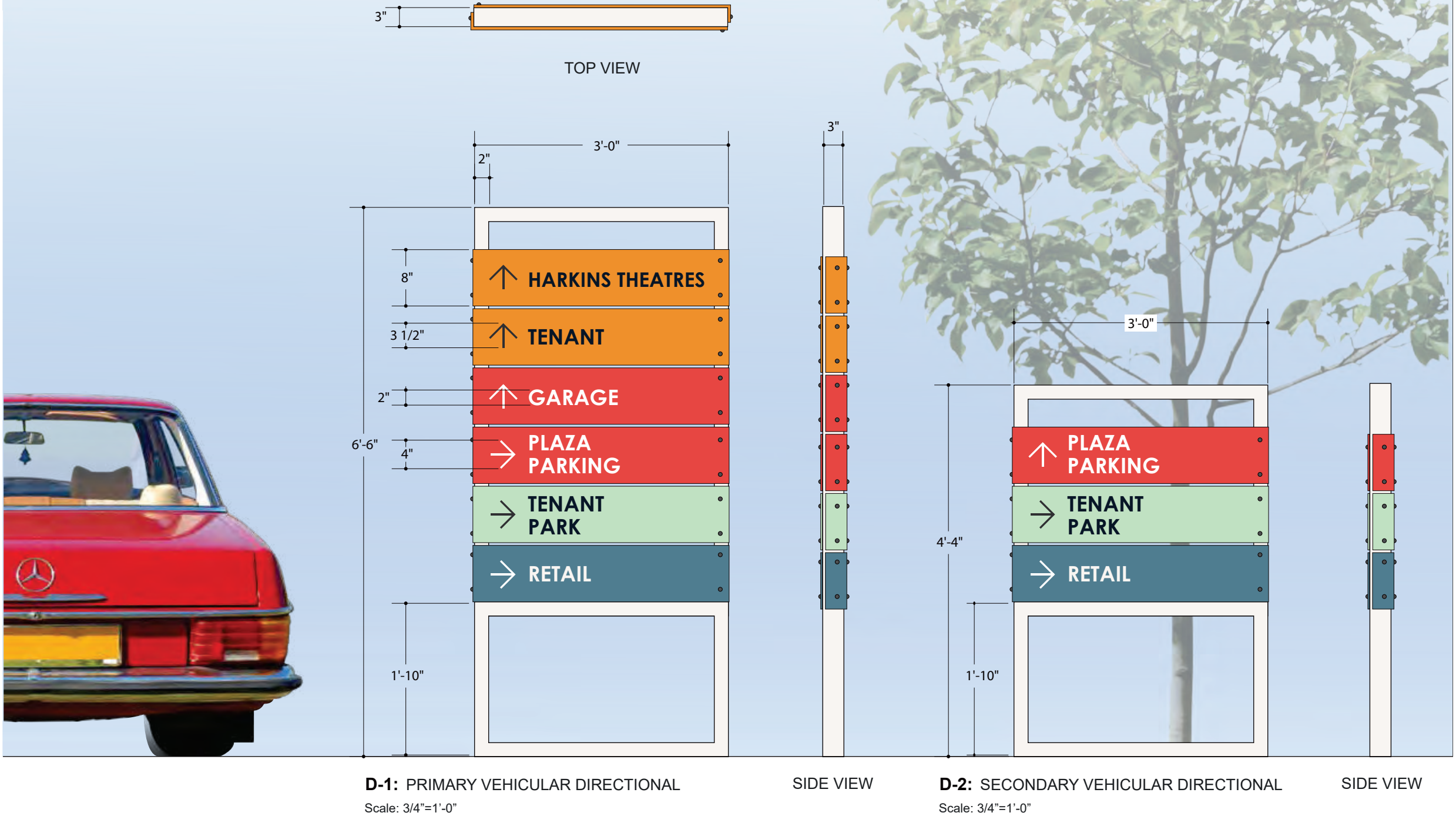
Elevations shown are typical - final messaging dependent on determined destination nomenclature (copy height and layout may change based on messaging)

Sign footings/anchoring as required by specific location and hardscape conditions

ILLUMINATION
Signs are non-illuminated

NOTES
Two (2) size options are available based on messaging needs

If determined that any sign is located in an area with inadequate ambient or indirect illumination at night, all signs shall utilize reflective vinyl to display information (method TBD)



SIGN TYPE: **D-3**
SIGN TYPE: **D-4**
SITE DIRECTIONALS - PEDESTRIAN

SIGN TYPE: **D-3 & D-4**
PEDESTRIAN DIRECTIONALS
LOCATION: PEDESTRIAN DECISION POINTS
FONT: CENTURY GOTHIC BOLD

MATERIALS
Custom paint prefinished metal sign structure -
finish to match light natural finish from project
color palette

CONSTRUCTION
Breakformed metal panels color coded for
various destinations - colors used to be from
project color standards - color designation for
areas TBD

Panels to wrap/break on left side and anchor into
the sign post structure - panel messaging to be
single or double sided

Copy and arrows to be applied vinyl that
contrasts with background color

Elevations shown are typical - final messaging
dependent on determined destination
nomenclature (copy height and layout may
change based on messaging)

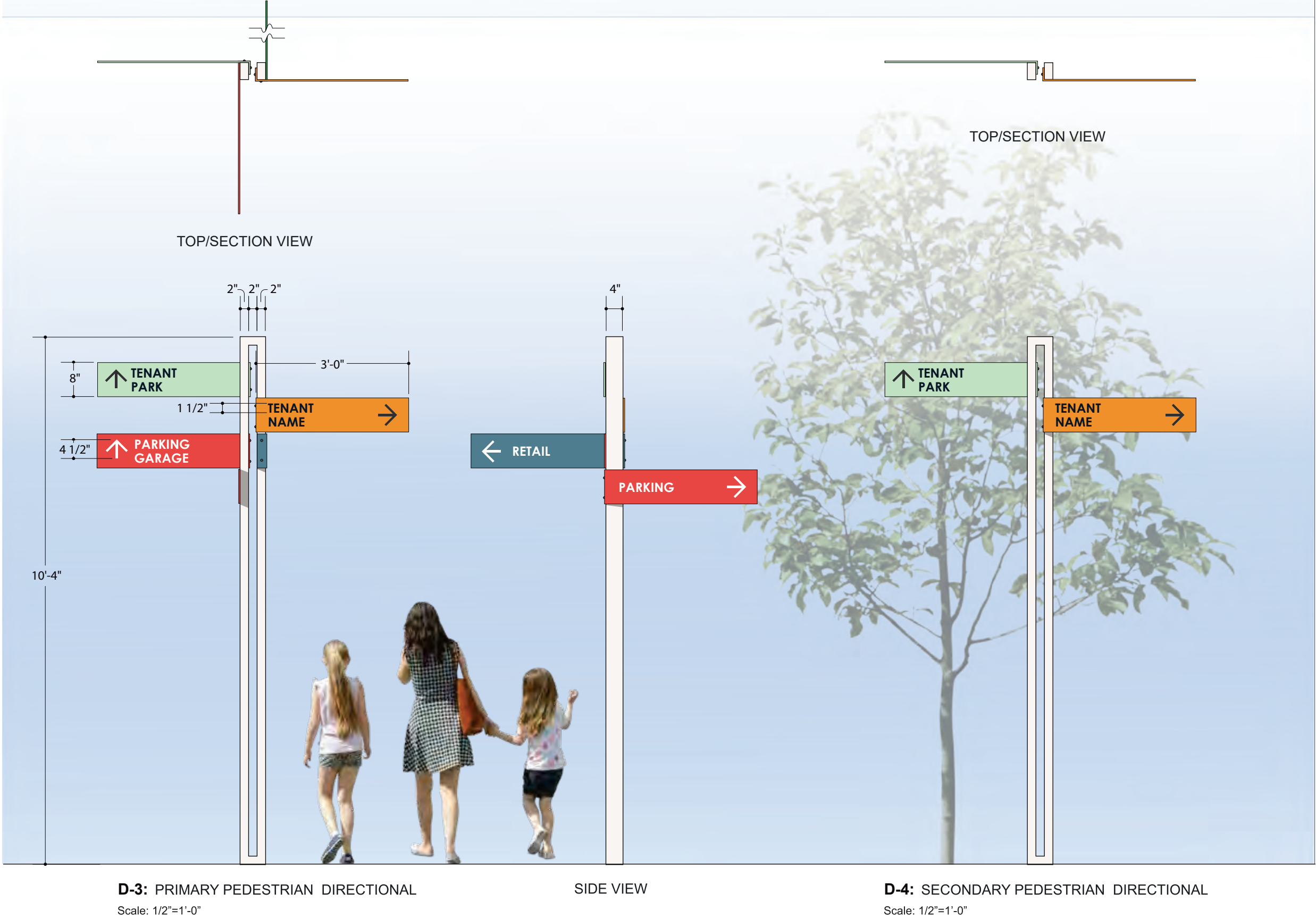
Sign footings/anchoring as required by specific
location and hardscape conditions

ILLUMINATION
Signs are non-illuminated

NOTES
Two (2) options are available based on
messaging needs

If determined that any sign is located in an area
with inadequate ambient or indirect illumination at
night, all signs shall utilize reflective vinyl to
display information (method TBD)

City of Goodyear to provide locations for park
area only



D-3: PRIMARY PEDESTRIAN DIRECTIONAL
Scale: 1/2"=1'-0"

SIDE VIEW

D-4: SECONDARY PEDESTRIAN DIRECTIONAL
Scale: 1/2"=1'-0"

SIGN TYPE: D-5
SITE DIRECTORY



LIGHT BOX EXAMPLE - NIGHT VIEW

SIGN TYPE: D-5
SITE DIRECTORY
LOCATION: KEY PEDESTRIAN AREAS

MATERIALS
Paint prefinished metal constructed monument sign with up to five (5) tenant panels - painted project black

CONSTRUCTION
Seamless light box identification cabinet at top with 1/2 inch deep flat cut-out (FCO) metal/plex identification, and City of Goodyear logo, flush mounted to face - font is Century Gothic Bold

Routed paint prefinished metal side panels with 1/4 inch push-thru white plex GOODYEAR copy - font is Arial Bold

Directory to be a digital display - style, function, and size to be determined upon unit selection (display type and manufacturer to be selected by City of Goodyear and/or client)

Back of sign, currently noted as EVENTS to either be digital display or standard hinge cabinet to allow for event postings (TBD)

Sign footings/anchoring as required by specific location and hardscape conditions

ILLUMINATION
Internally illuminated (LED)

NOTES
Sign structure to have sufficient ventilation to house digital display(s) - per selected display manufacturer specifications



D-5: SITE DIRECTORY
Scale: 3/4"=1'-0"

FRONT VIEW

SIDE VIEW (BOTH)

REAR VIEW



LIGHT BOX EXAMPLE - NIGHT VIEW

SIGN TYPE: **D-6**
SIGN TYPE: **D-7**
OFFICE BUILDING DIRECTORY

SIGN TYPE: **D-6 & D-7**
OFFICE BUILDING DIRECTORY
LOCATION: OFFICE DRIVES & PARKING
AREAS INTERIOR OF PROJECT

MATERIALS
Paint prefinished metal constructed monument
sign with up to four (4) tenant panels - painted
project black

CONSTRUCTION
Seamless light box identification cabinet at top
with 1/4 inch deep flat cut-out (FCO) metal/plex
identification flush mounted to face

Routed paint prefinished metal tenant panels with
1/4 inch push-thru white plex logo/copy -
design/layout per tenants brand/corporate
standards

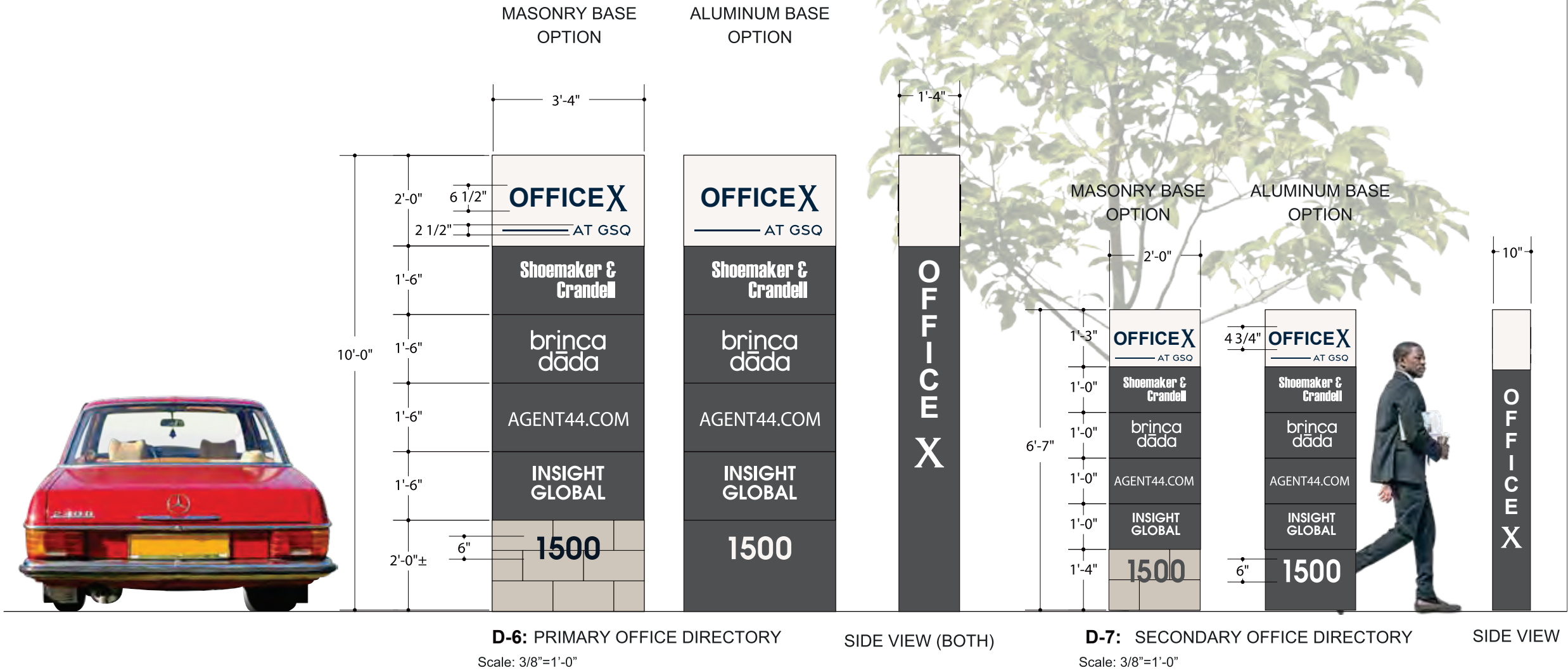
Routed aluminum side panels with 1/4 inch
push-thru white plex vertically oriented

Sign footing as required through engineering

ILLUMINATION
Internally illuminated (LED)

NOTES
Two (2) base options available - one to match
architectural materials; one to be aluminum to
match sign structure

All sign elements to be located out of any site
visibility triangle



BUILDING SIGNAGE MATRIX - SUB AREA 1A

Theater (Existing)	Wall mounted	Tenant Identification	All elevations that offer readability	96" Letter/logo front primary elevation	1.50 s.f./Linear Foot of building street frontage or elevation upon which signage is placed. 600 s.f. maximum per primary elevation. 400 s.f. maximum per secondary elevations.	Interior, Backlit or a combination thereof.	Aluminum, Acrylic, Painted Metal, Flexface material
Anchor Tenants Occupancy of greater than 50,000 s.f.	Wall Mounted Signs	Tenant Identification	All elevations that offer readability	96" letter/logo front elevation maximum letter height	1.50 s.f./Linear Foot of building street frontage or elevation upon which signage is placed (Typical). 600 s.f. maximum per elevation.	Interior, Backlit or a combination thereof.	Aluminum, Acrylic, Painted Metal, Flexface material
Anchor Major Tenants Occupancy with exterior public access visibility	Wall Mounted Signs	Tenant Identification	All elevations that offer readability	60" letter/logo front elevation maximum letter height.	1.50 s.f./Linear Foot of building street frontage or elevation upon which signage is placed (Typical). 400 s.f. maximum aggregate.	Interior, Backlit or a combination thereof.	Aluminum, Acrylic, Painted Metal, Flexface material
Major Tenant Occupancy of greater than 50,000 s.f. (freestanding)	Wall Mounted Signs	Tenant Identification	All elevations that offer readability	72" letter/logo front elevation maximum letter height. Rear and side elevation 48" maximum letter height	1.50 s.f./Linear Foot of building street frontage or elevation upon which signage is placed (Typical). 400 s.f. maximum aggregate.	Interior, Backlit or a combination thereof.	Aluminum, Acrylic, Painted Metal, Flexface material
Mini-Major Tenant with occupancy greater than 10,000 s.f, but less than 50,000 s.f,	Wall Mounted Signs	Tenant Identification	All elevations that offer readability	60" front elevation maximum letter height. Rear elevation 48" maximum letter height	1.50 s.f./Linear Foot of building street frontage or elevation upon which signage is placed (Typical). 300 s.f. maximum aggregate.	Interior, Backlit or a combination thereof.	Aluminum, Acrylic, Painted Metal, Flexface material.

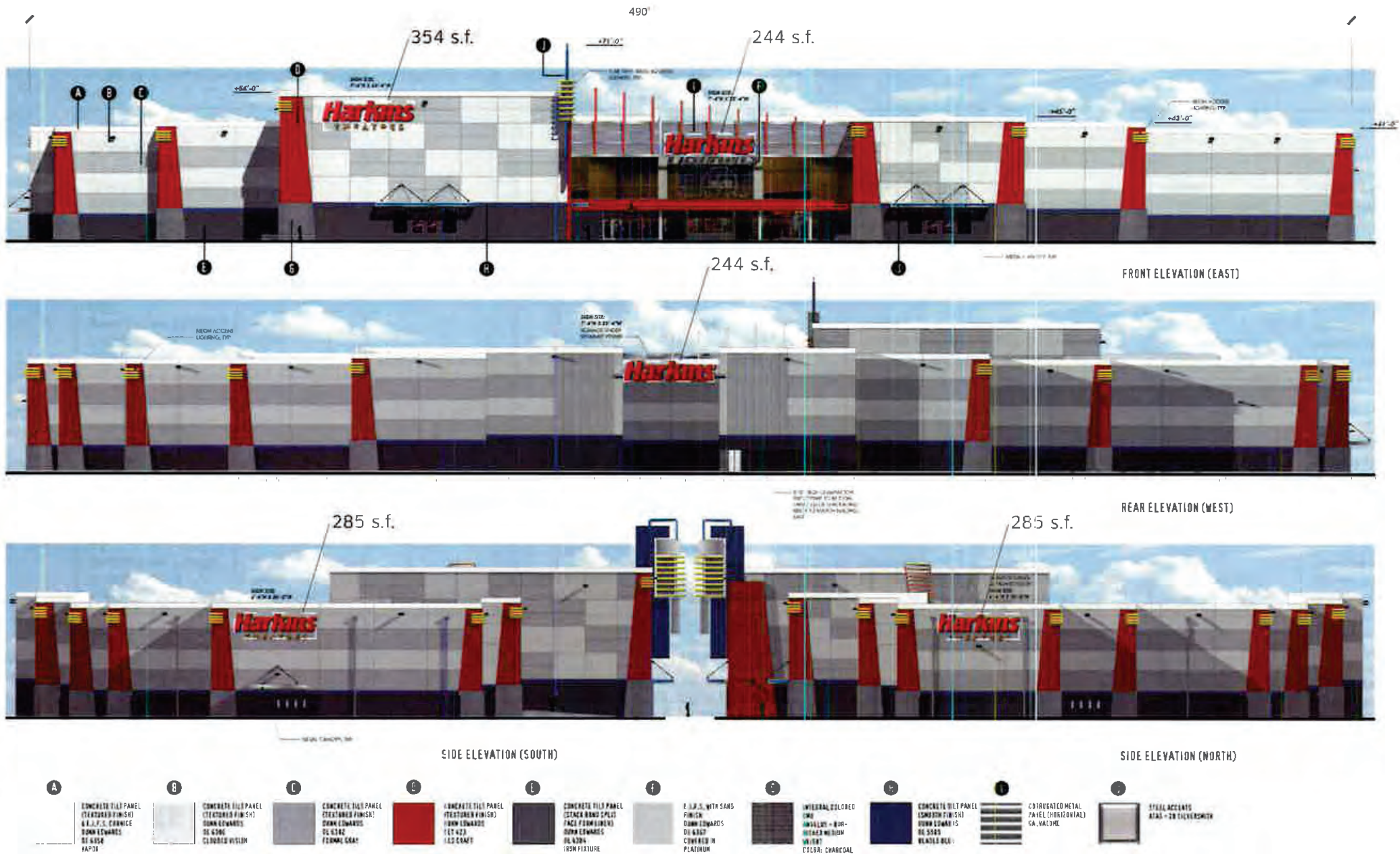
- Sign area may be increased by up to twenty-five (25%) percent to accommodate national corporate identification programs
- Signage placed on wall surfaces not visible beyond perimeter property boundaries around Encanto, Bullard and McDowell may be exempt from sign area and placement restrictions regulated by sign ordinance and this Comprehensive Sign Plan.
- General Project Graphic Requirements are **attached** as Appendix A. In the event of a conflict between the body of this sign plan and Appendix A, the provision contained in the body of the sign plan shall prevail.
- Signage within GSQ Sign Core (inward facing) can include vibrant, audible signs, 3D, animation, LED video boards, etc. The core area is defined as Land Area C per the GSQ Regional Center Zoning.

WALL & SITE SIGN MATRIX - SUB AREA 1A & 1B

Wall Signs	Tenant Identification	Wall surfaces and architectural features designed to accommodate signage	Wall surfaces and architectural features designed to accommodate signage	36" tall maximum letter height within building silhouette	2.0 s.f. / L.F. of building street frontage, 1.0 s.f. / L.F. of other walls upon which signage is placed	Interior, Backlit, or a combination thereof	Aluminum, Acrylic, Painted Metal, Flexface materials
Menu Signs	Menu display and pricing	Drive Thru	Drive Thru	Per City of Goodyear sign ordinance	Per City of Goodyear sign ordinance	Interior and Ground Illumination	Aluminum, Acrylic, Painted Metal, Flexface materials
Traffic Directionals	Vehicular	Driveways and drive thru as required	Driveways and drive thru as required	Per City of Goodyear sign ordinance	Per City of Goodyear sign ordinance	Interior and Ground Illumination	Aluminum, Acrylic, Painted Metal, Flexface materials
ATM	ATM	Wall or Freestanding	Wall or Freestanding	Per City of Goodyear sign ordinance	Per City of Goodyear sign ordinance	Interior and Ground Illumination	Aluminum, Acrylic, Painted Metal, Flexface materials
Sign F2 For Sale / Leasing	Temporary	Out lots for sale/leasing/coming soon signs	1 per street frontageplus one additional per every 200 LF of street frontage within the same parcels	Twelve feet (12') tall	64 s.f. maximum	None	Wood, metal, vinyl, paint

- Sign area may be increased by up to twenty-five (25%) percent to accommodate national corporate identification programs
- Signage place on wall surfaces not visible beyond perimeter property boundaries around Encanto, Bullard and McDowell may be exempt from sign area and placement restrictions regulated by sign ordinance and this Comprehensive Sign Plan.
- General Project Graphic Requirements are **attached** as Appendix A. In the event of a conflict between the body of this sign plan and Appendix A, the provision contained in the body of the sign plan shall prevail.
- Signage within GSQ Sign Core (inward facing) can include vibrant, audible signs, 3D, animation, LED video boards, etc. The core area is defined as Land Area C per the GSQ Regional Center Zoning.

EXISTING



SIGNAGE DEFINITIONS

The following definitions are used throughout the comprehensive signage plan and are exclusive to this document.

Aggregate Sign Area

The total area of all permitted signs pertaining to any one Tenant, which includes Street-front signage, arcade and window signage/graphics

Arcade/Shingle Signs

Under pedestrian arcade or canopy area, oriented perpendicular to the walkway to identify Tenants storefront entry. Can be suspended or flag mounted.

Architectural Frontage

The portion of the building frontage of the leased space which has been delineated through use of reveals, patterning, materials, finishes, column breaks, etc., that creates a special area for signage.

Architectural Awnings

Elements which are constructed of permanent type of materials and are an integral part of the building elevation design.

Building Leased Frontage

The overall lineal foot frontage of a leased space.

Cabinet (Typical)

Acrylic, Plexiglas, or plastic-faced panels with surface or second-surface applied or painted graphics, internally backlit in a square or rectangular box construction.

Custom Cabinet

Cabinet designed and fabricated in multiple planes, colors, finishes and unique shapes and forms. Typically with dimensional illuminated letters and opaque backgrounds. Cabinets must be designed and fabricated with a minimum of three (3) signage/graphic levels with opaque face planes of contrasting colors, textures or material from one another to create depth and dimension. Unless as part of a nationally registered and/or trademarked logo, rectangular shaped "cabinets" are strictly prohibited

Graphics

Lettering, symbols, and logos used for name identification (primary identification), and for identification of product and services (secondary identification or modifiers).

In-line - stores that share common walls within shopping center with a common and connected pedestrian arcade along entrances

Permitted Signage:

Signage within GSQ Sign Core (inward facing) can include vibrant, audible signs, 3D, animation, LED video boards, etc.

Sign Area

The aggregate area of all the smallest rectangle(s) that encloses all the elements of a sign's lettering and logo. Vertical space between lines of graphics and text are exempt

Sign Envelope

The overall height and length allowances of sign area designated for Tenant sign placement on a building elevation. Proportioned as 75% of the vertical height and 80% of the horizontal width of the architectural surface it is placed on.

Street Front Signage

Signage installed parallel to the building fascia, typically located along the front of the building on a parapet, fascia or building wall intended for the viewing of vehicular traffic

Storefront Signage & Graphics - Permanent

Signage located along the storefront portion, oriented to the pedestrian. This includes the transparent portion of storefront (windows) and/or solid wall areas used for merchandise display and permanent graphics, awnings, tenant suite number, logo and name identification, secondary name modifiers, hours of operation, services or name brand marketing, menu cabinets, etc.

Storefront Signage & Graphics - Temporary

Any sign, banner, pennant, baffle or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard or other like material with or without frames.

GENERAL REQUIREMENTS

These criteria have been established for the purpose of maintaining a continuity of quality and aesthetics throughout all retail areas within Estrella Falls for the mutual benefit of all tenants and to comply with the approved Master Sign Package for the development, regulations

of the City of Goodyear Sign Ordinance, building and electrical codes of any governmental authority having jurisdiction.

Conformance will be strictly enforced, and any non-compliant signs installed by a tenant shall be brought into conformance at the sole cost and expense of the tenant. These criteria are subject to final approval by the City of Goodyear as part of a Master Sign Package submittal. If a conflict is found to exist between these criteria and final criteria approved by the City of Goodyear, the latter date shall prevail

I. Submittal Requirements

All signage proposed by future tenants and parcel facilities shall be required to be included with architectural submittals made to the Developer/Landlord and the Developer/Landlord's representative.

Submittal shall include four (4) hard copies and one PDF to Developer/Landlord upon request of scaled color elevations for all building signage and freestanding signs showing the size of lettering size of sign, construction and installation details, color schemes, materials and finishes, and placement locations of signage in relation to each elevation. Approval or disapproval of sign submitted based on aesthetics or design shall remain the sole right of Landlord or his representative

The representatives appointed by and/or the Developer/Landlord himself, shall review the drawings of the proposed signage and return marked "Approved", "Approved as Noted", or "Revise and Resubmit"

- "Approved" drawings will permit the tenant to proceed with permitting and sign fabrication and installation in accordance with the drawings.
- "Approved as Noted" drawings will permit the tenant to proceed with permitting and sign fabrication and installation, provided the modifications noted are incorporated into the design.
- "Revise and Resubmit" drawings will be returned to the tenant with comments. These drawings shall be revised and resubmitted for Developer/Landlord approval within forty-five (45) days of their return to tenant

II. Compliance Procedures

- A copy of the Developer/Landlord’s approval of a sign shall be submitted to the City with all requests for sign permits.
- Tenant and his/her contractor shall secure all necessary City of Goodyear sign permits or variances prior to fabrication and installation of signage.
- The Developer/Landlord reserves the right to disapprove any sign which deteriorates or is damaged after installation for any reason. If the Developer/Landlord so informs the Tenant of such disapproval, the Tenant will promptly repair or remove such sign. The Tenant must show proof that the damaged sign is in the process of repair/replacement within 30 days of notice received by Landlord or the representative.
- The Tenant is responsible for providing concealed electrical power to the location of the sign, as well as time clocks at their breaker boxes. Signs will go on and off at the time schedule designated by the Developer/Landlord and Project Manager. Tenant is responsible for verifying all conduit and transformer locations and service prior to fabrication.
- In no case is the Tenant or his/her contractor to penetrate the roof of the building for any reason, Access shall be approved by the Developer/Landlord.
- All required penetrations for the designated area for signage shall be neatly sealed in a watertight condition.
- Building signs shall be attached in designated area “signage envelopes” only and the area may not exceed 80% of the leased storefront.
- The entire installation, maintenance and operating costs shall be at the expense of the Tenant.
- No typical “Cabinet” signs will be permitted unless used to illustrate a registered trademark or logo or is part of a national or regional branding campaign. All logo cabinets must be approved by Landlord. No exposed raceways allowed.
- Freestanding signs will not be permitted except as already approved by this plan.

- Projecting, flag mounted or sign perpendicular to the exterior elevation of the storefront shall be permitted, with the exception of under-canopy applications provided for by this plan.
- All electrical signs and their installation must comply with local building and electrical codes.
- No exposed conduit, tubing or transformers will be permitted.
- All conductors transformers and other equipment shall be concealed.
- The copy content of the Tenant’s signage shall not include the product sold, except as a part of the Tenant’s trade name.
- Tenant shall be liable for the operation of their sign contractor.
- Tenant's sign contractors shall repair any damage caused by the said contractor's work.
- Upon termination of the lease, Tenant shall remove his/her sign and return the sign wall surface to its original condition, repairing all penetrations in a water-tight fashion and repaint to match adjacent surfaces.
- No labels shall be permitted on the exposed surface of the signs, except those required by local ordinance. Required labels to be placed in an inconspicuous location.
- All window graphics and displays must be presented in a clearly illustrated manner and shall be subject to approval prior to fabrication.
- **Installation:** Electrical connections shall be concealed to remote and/or self contained transformers. All signage shall be installed in compliance to the City of Goodyear electrical code and UL2161/UL48 specifications.

III. General Construction Requirements

- All exterior signs shall be secured by concealed fasteners, stainless steel, or nickel or cadmium plated.
- All signs shall be fabricated using full welded construction or similar method to conceal light leaks.
- All penetrations of the building structure for sign installation shall be neatly sealed in a water tight condition.
- No labels or identifications shall be permitted on the exposed surface of signs except those required by local ordinance, which shall be applied in an inconspicuous location.
- Tenant shall be fully responsible for the operations of Tenant's sign contractor. Shall indemnify, defend and hold Developer harmless for, from and against damages or liabilities on account thereof.

IV. Sign Design Criteria

Tenant building mounted identification signs shall be individual illuminated letters and logos that may include pan channel metal letters with acrylic faces, reverse pan channel "halo" illuminated letters, 3Dimensional cabinets, or any combination thereof.

The letters are to be mounted onto the building fascia or sign area as designated by landlord. Any sign installation found to be non-compliant shall be repaired immediately at the Tenant’s sole expense.

Letter Style or Logo Restrictions:

Copy and/or logos utilized shall be per the Tenants choice or corporate logo/trademark or service mark, subject to the approval of Developer and/or Developer’s agents and the City of Goodyear.

All national retailers shall be permitted to utilize their standard corporate identification programs subject to sign area limitations contained in the approved Comprehensive Sign Plan wall signage matrix.

No tenant signage will be allowed to be dominated by the service/or product it provides, nor be the "tenant identification".

NAIL SALON

Bold and blocky sans serif as service ID only - not allowed

The Art of Nails
NAIL SALON

Sans serif font used with a name and style - allowed

The Art of Nails
NAIL SALON

SALLEY HANSON • LOREAL • LANCOME

Sign Area Calculation

See matrix for individual sizes and restrictions.

A sign mounted on a delineated background panel or area distinctively painted, textured or constructed that integrates with the signage and/or is colored from the tenants corporate standards colors shall be counted as part of the signage area.



Ornamental features such as metal trim, neon tubing, and sculptural shapes shall be excluded from the maximum letter height limitation.

Individual letters and/or graphics installed against a wall or fascia of a building, screen wall or other structure that has not been painted, textured or otherwise altered to provide a distinctive, customized area to an individual tenant background, shall be measured as 90% of the sum of the smallest rectangle that will enclose all letters and logos.

Calculation of sign area shall be the area within the smallest rectangle(s) to enclose all elements of the graphics.

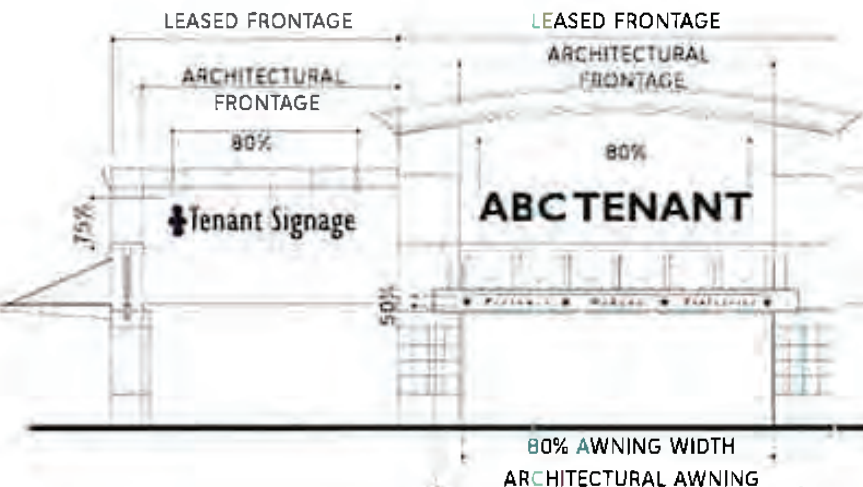


A minimum of 1/2 the letter height line spacing shall be used between all multiple lines of signage layouts.



Height and Length Calculation

In no event shall any sign exceed seventy-five (75%) percent of the building elevation and/or wall surface upon which it is placed. The available surface area of the architectural sign area shall regulate sign length not to exceed eighty (80%) horizontal width.



SIGNAGE GUIDELINES

Reverse Pan / Pan Channel Letter/Logo Construction:

- Individual pan channel letters and logos must be constructed of minimum of 0.050 aluminum returns,
- Pan channel letter faces must be a minimum 3/16” Plexiglas, acrylic or lexan.
- Reverse pan channel letter faces must be a minimum of 1/8" thick.
- No “channelume” “Letteredge” or similar material will be allowed. Exposed conduits, fasteners, tubing or transformers will not be permitted. All cabinets, inductors, transformers or other equipment will be concealed in a water tight condition.
- Self-contained letter construction is allowed for major tenants with a maximum 12" deep.

Custom Cabinet Design:

These custom cabinets utilize a multiple layered design with a mix of opaque, translucent backgrounds and various types of lettering and internal illumination built around a single unit.

- Cabinets must be designed and fabricated with a minimum of three (3) signage/graphic levels, each a minimum of 1" deep.
- Cabinet face planes must be opaque with contrasting color, texture or material from one another to create depth and dimension.
- Unless as part of a nationally registered and/or trademarked logo, rectangular shaped “cabinets” are strictly prohibited.
- Main identification letters (primary name) shall be dimensional reverse pan or pan channel with a minimum 1" thick dimension.
- Secondary copy, which is less than 5" in height and/or background graphics, may be routed from the face with either backup or push-through acrylic. This does not count as a layer since the depth does not meet the 1" minimum depth.

- Exposed neon shall be raised off the face of the sign can be used and will be considered a different level, but will be limited to a maximum of ten percent (10%) of the overall sign square footage.
- All custom cabinets may be installed up to 1-1/2" off face of building to provide for halo illumination.
- Custom cabinets shall be internally illuminated and should be halo illuminated to provide definition of the outer edge of the cabinet.
- Creative designs and forms are encouraged.

Colors:

- Retainers for Pan channel letters must match letter face color.
- Colors are per Tenant’s corporate standards with the exception that no fluorescent colors will be allowed. Retainers for pan channels must match letter face color. For National Tenants, returns and retainers may be per corporate standards.
- All bolts, fasteners, clips, etc., shall be painted out to match the sign mounting surface.

Illumination:

Tenant building signage may be internally illuminated, halo to create a silhouette, exposed neon and/or a combination of lighting methods mentioned herein.

For specially approved non-internally illuminated applications, supplemental lighting must be provided for appropriate signage recognition. The supplemental lighting must be incorporated into the facade or wall design either as a concealed feature, design element, or architecturally approved light bar (i.e. decorative accent fixtures, pin down lights, goose-necks, architectural finished cabinets, etc., (see below).

Lighting source may include fluorescents or LED's and various forms and shapes. Specific lighting components are not strictly specified. Designs shall be approved by the owner.

The use of LED's is highly encouraged for energy economics and good "green" building practices. If LED's are used, the color of diodes should be closely considered in their design application to ensure color and light metrics provide the best use of materials and resources.

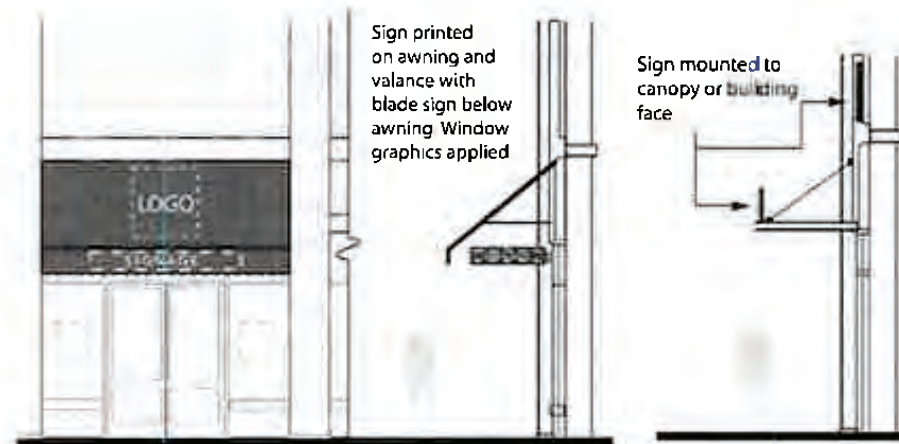
Awnings and Canopies:

Both types may have signage mounted parallel and perpendicular with the building frontage.

Awning signs are typically considered to be a non-rigid surface over steel or aluminum structure, suspended of the building fascia, over windows and doors.

Signs can be painted, silk-screened, custom stitching, incorporate three-dimensional elements and lettering on a perpendicular end or on a valance.

Fabric surface mounted awnings may only be indirectly illuminated. No interior up-lighting will be allowed.



Canopies are typically rigid structures, project horizontally over longer distances of pedestrian walkways or promenades, or can be smaller and located at a primary entrance.

With Developer/Landlord approval, signs may be hanging, surface mounted, top mounted or projecting letters off all rigid components of the structure.

Multi-dimensional designs through layering or a graphic designed illusion is encouraged.

Dimensional or individual illuminated letters applied to structural elements may be internal or back lit illuminated and appropriate to the design.

Visible raceways are not permitted unless architecturally integral to the canopy.

Projecting Signs

Blade/Flag Mounted

Signs that come off the building surface more than 18" typically oriented perpendicular to the building face, but can be parallel to the building surface based on design. Projecting signs will be allowed where such application adds to the design environment of the public walkway, is appropriate to the tenants product and accentuates the building's frontage overall appearance.

Marquees

Typically oriented horizontally for the viewer between the first and second floor tenant spaces and acts as a canopy at the front door and usually provides changing product, show or event information on multiple sides. Marquees shall be integrated architecturally and structurally with the building features. Projecting signs are often incorporated into the marquee design for added identification purposes.

Designs shall be integrated into the style of architecture and materials used in the project. Special engineering and structural requirements shall be provided as required for installation. Projecting and marquee designs should be three-dimensional in nature, multiple planes of materials, lettering and illumination options.

Installation

The mounting height of the blade sign can extend higher than the Tenant's leased Storefront provided that the building elevation can accommodate the location and there is no interference with other architectural features.

Projecting signs shall comply with the following:

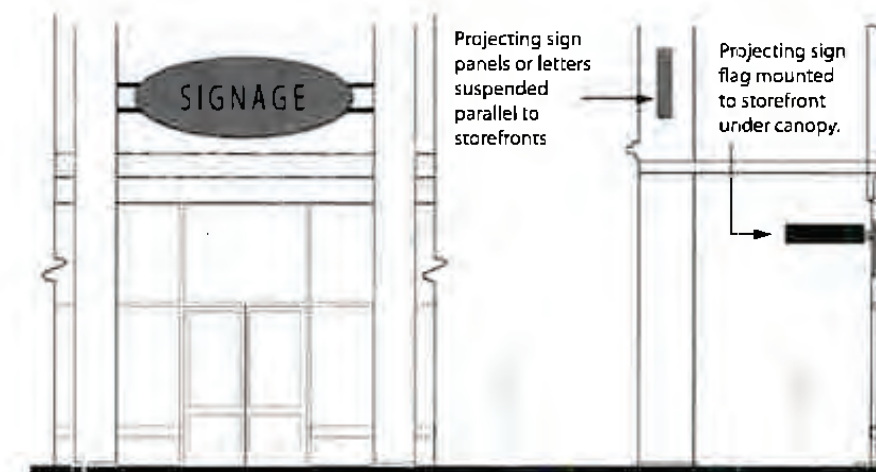
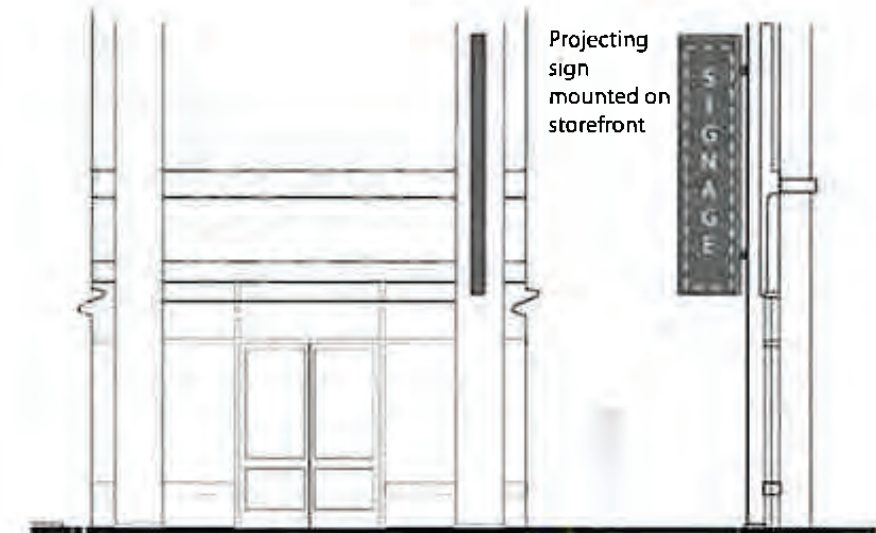
Minimum clearance: 9'-0"

Horizontal projection requirements

Maximum Projection: 8'-0"

Horizontal projection requirements are measured from the tenants lease line or base building frontage. No projection will be permitted to impede the flow of emergency vehicles.

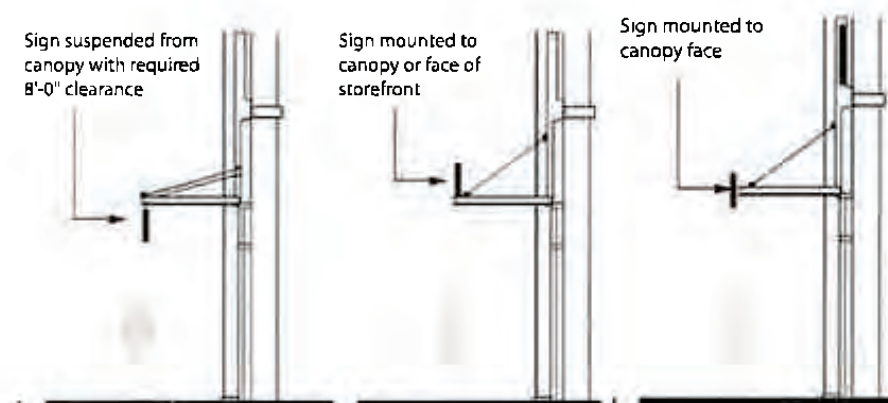
Mounting brackets should be decorative elements and integral to the overall design.



V. Pedestrian Oriented Signage

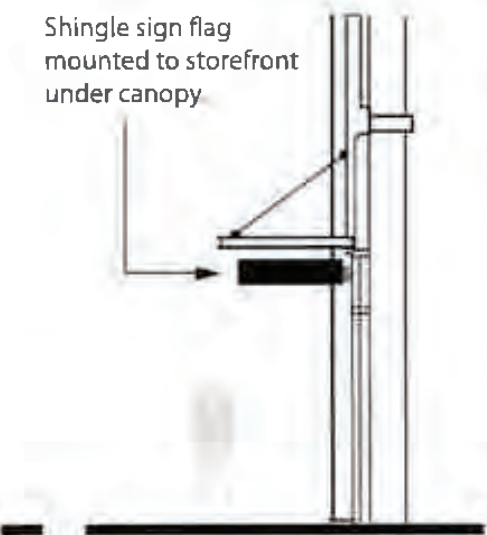
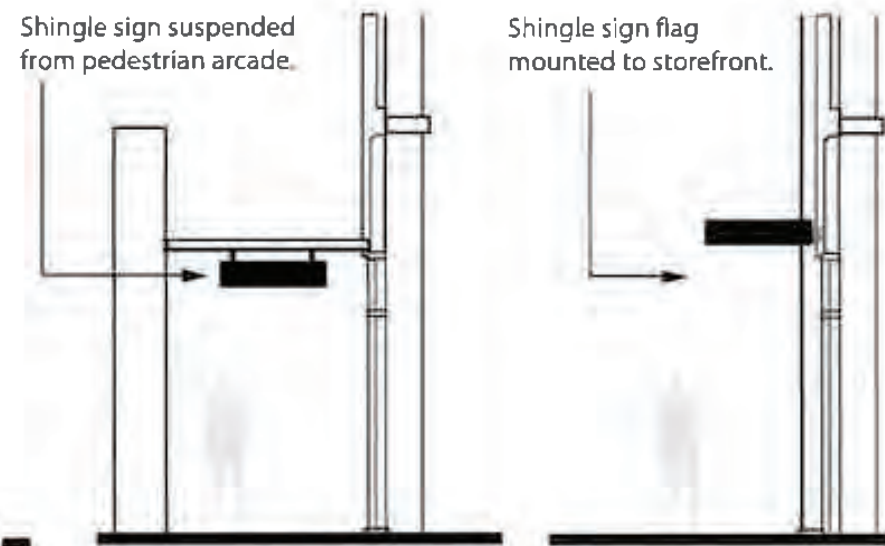
Arcade Sign (In-line Shops)

- In-line tenants may have one arcade sign. Tenants with more than one public entry will be allowed a maximum of two (2) arcade signs only if the entries are on two different elevations.
- Tenants will be allowed to create their own unique three-dimensional panel with their recognized corporate identity and design theme subject to approval of the Owner/Developer. Creative blade signs are required. All signs must conform to eight (8) square feet maximum and need to be submitted and approved by owner prior to installation.



- Blade signs are required to be metal with thickness appropriate to the design. Tenants will be required to use a standard arm or hanging device as designed by the Landlord. Arm and hanging device will be consistent throughout the development and provided by the Developer.
- This signage shall not count against the Tenant's square footage allotment.
- Bottom of Sign - Minimum 10'-0" above finished floor
- Orientation - Perpendicular to storefront

See allowable installation methods and locations below.



Window Graphics

- No more than 25% of each individual window, panel or awning area may have signage/graphics applied to or within 3' behind the window area.
- Storefront graphics aggregate allowances include all temporary signage applications and/or any permanent identification signage.
- All storefront signage and graphic layouts shall be approved in writing by the Owner's representatives for quantity and consistency prior to submittal to the City of Goodyear for permitting approvals.
- Menus for take-out or eat-in restaurants, or in-store services must be within an architecturally integrated enclosed design element and shall not exceed 25% of the window/panel area. These may be internally illuminated.
- Banners, soap and water color hand painted graphics are prohibited.

Suite Identification

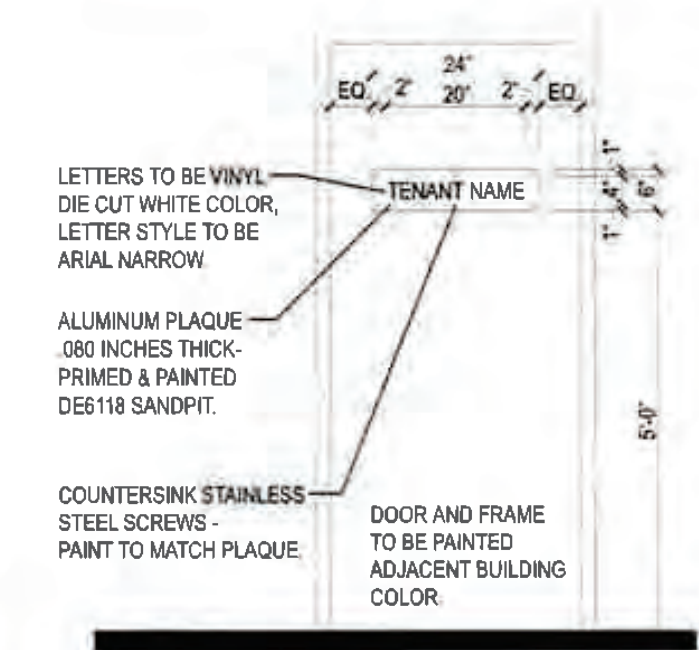
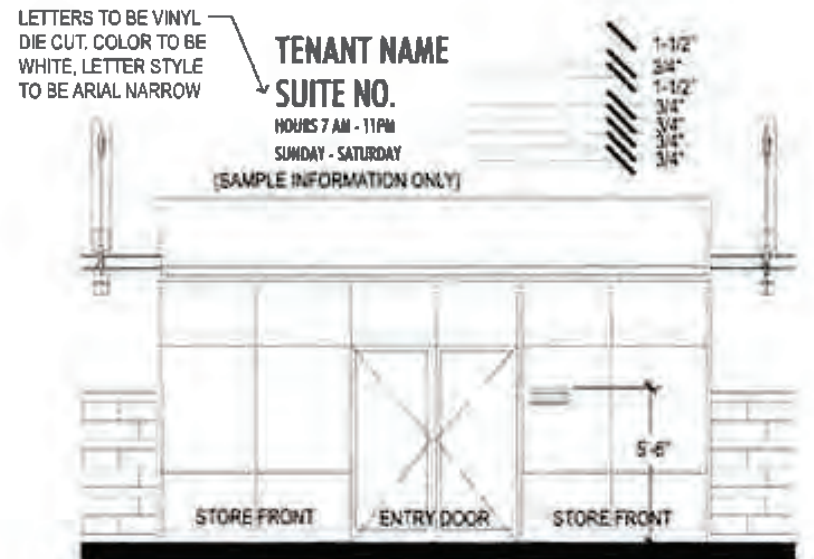
- Suite numbers shall appear directly over each entry, to be applied white vinyl on the exterior of the glass. Six-inch (6") high suite numbers to be displayed in Arial Narrow font.

Hours of Operation

- Hours of operation shall appear adjacent to each entry to be applied vinyl on the exterior of the glass. Layout to be approved by Owner/Developer.

Back Door Signage

- All shops and freestanding buildings with exterior, non-public entrances may have identification signage located at the rear of the building.
- This signage shall be non-illuminated and shall not exceed four (4) square feet in area.



VI. Design Restrictions and Conditions

- Storefront graphics may not be "off the shelf" - prefabricated emulating neon tubing elements or use fluorescent colors.
- No printed, hand lettered, window painted sales promotions will be allowed.
- Printed menus are not allowed to be taped to windows. Menus for take out or eat in restaurants, or in-store services must be within an architecturally integrated, enclosed design element and shall not exceed the 25% of the window/panel area. These may be internally illuminated.
- No continuous "black-out" sheeting will be allowed. Merchandise display areas must be provided of the tenants products/graphics.
- Drive-thru directional signs and menu board frames shall be painted to match the building exterior.
- Ornamental features such as metal trim, neon tubing, and sculptural shapes shall be excluded from the maximum letter height limitation.

VII Temporary Signs

1. Sales or Leasing Signs

F1 - Master Developer Real Estate Development signs for marketing, coming soon, lease information for sub-areas of the project are allowed signage on pre-defined marketing monuments.

Each location is limited to five-hundred (500) s.f., eighteen (18') feet tall.

F2 - Temporary signs advertising the sale or leasing within the center will be allowed. For individual lots/parcels/pads, these signs shall not exceed twelve (12) feet in height and a total of 64 square feet per side in sign area. Minimum of one (1) sign per street front will be allowed. An additional sign will be allowed for each three- hundred (300) feet of frontage.

Content for all temporary signs may include project information, developer and contractor names, phone numbers, electronic and social media tags and addresses, images of proposed development, lifestyle and marketing campaign slogans, etc., but must be presented in a readable and well designed application.

2. Construction Signs

A sign denoting the Architects, Engineers, Contractor and other related subjects will be allowed for initial construction phases only. Said sign will be removed within 10 days after building occupancy. One sign for each separate construction project will be allowed. Each sign shall not exceed eight (8) feet in height and a total of thirty-two (32) square feet per side in sign area.

3. Future Tenant Signs

Signs listing the name of a future major tenant will be allowed until the initial occupancy of the tenant with Developer/Landlord's prior approval in its sole discretion. Said signs shall not exceed ten (10) feet in height and a total of thirty-two (32) square feet in sign area, per side.

Temporary and/or short term tenants (one year or less) or canceled tenancy shall be limited to the signage types of non-wall penetrable installation and illumination methods.

VIII PROHIBITED SIGNS

- No clearance drive-thru bars allowed.
- Awnings may not be back-lit to accentuate the awning.
- Vehicle signs, signs on or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify or provide direction to a use or activity not related to its lawful making of deliveries of sales or merchandise or rendering of services from such vehicles is prohibited. Vehicles making deliveries shall not be parked within the center beyond the time necessary to make such deliveries or for a period longer than one (1) hour without Developer/Landlord approval.
- No signs, advertisements, notices, or other lettering shall be displayed, exhibited, inscribed, painted, or affixed on any part of the buildings visible from outside the premises, except as specifically approved by the owner's representative.
- Tenant shall not hang or display any promotional banners in the common area or on the exterior walls of Tenant's lease space, unless specifically designated as lifestyle graphics in pre-approved areas.
- Signs that are installed without written approval from the owner's representative, or that are inconsistent with approved drawings, are subject to removal and re-installation by the Developer at the Tenant's expense.
- Rude, obscene, offensive, or derogatory signs.
- Placards; posters; playbills; postings; paintings; signs in public rights-of-way; and fixed balloons are not permitted in any location, whether or not visible from outside the premises.
- No sign twirlers, live or automated mannequins.
- No tent signs.
- Change-panel signs are prohibited if visible from perimeter public right of way Encanto, Bullard, and McDowell except at gas stations
- Prohibited signs will be removed at the Committee's discretion. Removed signs may be discarded.

Section 4 -

Zone 4: Goodyear Zoning Ordinance

Sign Standards

Zone 4

- Goodyear Civic Square at Estrella Falls Parcel C/ Parcels 7A and 7B of Goodyear Planned Regional Center (Lot 7)
- District at Civic Square (Parcel 501-69-966E)
- GOODYEAR CIVIC SQUARE PARCEL B PHASE 1

The subject properties shall follow Article 7 (Sign Regulations) of the Zoning Ordinance.

