

**MASTER SIGN CRITERIA**

**FOR**

**THE SHOPPES AT GILBERT COMMONS**

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## **A. PURPOSE AND INTENT**

The following Master Sign Criteria (hereinafter "Criteria") has been established by Donahue Schriber Realty Group, L.P. (hereinafter "Owner") for the purpose of assuring a consistent sign design program for the mutual benefit of all occupants in The Shoppes at Gilbert Commons which exceeds 40 net acres. In addition, all signs must be in compliance with the Town of Gilbert Land Development Code Article 4.4: Sign Regulations, effective March 3, 2005. Flexibility of design is encouraged and at the same time over all visual harmony is maintained. Conformity with this Criteria will be enforced by the Owner and the Town of Gilbert. Any sign non-conforming or unapproved will be brought into conformity at the expense of the Tenant.

## **B. GENERAL CRITERIA**

1. Prior to manufacture of any sign in the center, the Tenant shall submit to Owner for approval, four (4) copies of detailed color drawings. These drawings shall include the building elevation to which the signs are to be attached, sign dimensions, graphics, location, colors and method of attachment. This approval must be obtained prior to submittal to the Town of Gilbert. All signs shall be submitted electronically in PDF format in addition to hard copies. E-mail PDF file to [LROBINSON@DSRG.COM](mailto:LROBINSON@DSRG.COM) and [CHICKCOX@DSRG.COM](mailto:CHICKCOX@DSRG.COM).
2. All signs shall be reviewed for conformance with this Criteria and overall design quality, approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of the Owner.
3. Prior to the installation and manufacture of any sign, the Tenant shall obtain a sign permit from the Town of Gilbert.
4. Owner's approval of Tenant's plans and specifications, calculations, or work shall not constitute an implication, representation, or certification by Owner that said items are in compliance with applicable statues, codes, ordinances, or other regulations of the Town of Gilbert.
5. All signage is subject to the Town of Gilbert approval and this Criteria. Owner will support all applications for signs in compliance with this Criteria, but cannot guarantee the Town of Gilbert's approval.
6. Each Tenant shall pay all costs for its signs including manufacture, installation, maintenance, and City permits.
7. Each Tenant shall be responsible for, and repair, any damage to any surface caused by the signage or its installation.
8. Owner reserves the right to periodically hire an independent electrical engineer, at Tenant's sole expense, to inspect the installation of all Tenants' signs. Tenants will be required to have any discrepancies and/or code violations corrected at Tenant's expense. Any code violations, requests for sign removals, or discrepancies not corrected within fifteen (15) days of notice, may be corrected by the Owner at Tenant's expense.
9. Tenant's sign contractor shall carry workman's compensation and public liability insurance against all damage suffered or done by any and all persons and/or property while engaged in the construction or erection of signs in the amount of \$1,000,000 per occurrence. Evidence of this insurance must be provided to Owner prior to installation naming Donahue Schriber Realty Group, L.P. and all affiliated entities as additional insured.
10. Upon vacancy, Tenant shall remove sign and restore fascia to original condition at Tenant's sole cost and expense within fifteen (15) days of expiration of term or earlier termination of Tenant's lease.
11. Any changes to this Criteria will require an amendment to the Criteria, with approval by the Owner and the Town of Gilbert. Any changes to the Criteria will require a formally signed document of approval by the Owner and submitted to the Town of Gilbert Planning Department.

### **C. PROHIBITED SIGNS**

1. Temporary signs, window signs, placards, flags, pennants, and banners of any type shall be prohibited, except as otherwise previously approved by the Owner and the Town of Gilbert prior to installation.
2. No animated, flashing, audible, off-premise, or vehicle signs are allowed.
3. No exposed raceways, crossovers, conduits, neon tube conductors, transformers are allowed.

### **D. Interior Signage**

Signs facing the interior of the Shopping Center and not visible to any street are not counted as part of the allowable sign square footage, but will require a sign permit from the Town of Gilbert.

### **E. SIGN CONSTRUCTION**

1. Wall signs shall consist of interior illuminated pan channel letters. These letters shall be mounted to the building fascia in the area allocated for signs by the Owner.
2. Tenants may attach these individual pan channel letters to a background, non-lit colored metal attached to the building fascia which shall not be more than one (1) inch in depth.
3. All signs and their installation shall comply with the Uniform Building Code Standards, all applicable governmental building and electrical codes, and bare U.L. label.
4. Tenant's sign contractor shall completely install and connect sign display and primary wiring at sign location per Owner's approval. Signs are to be connected electrically through the conduit from Tenant's electrical panel to a j-box located on or near the fascia of Tenant's premises. No electrical wiring has been provided by Owner and Tenant must "pull" the wire necessary for the electrical connection of its sign.
5. All penetrations of exterior fascia to be sealed watertight, and finish to match adjacent material, subject to Owner's approval.
6. All signs shall be kept in good condition, be legible, adequately repaired, maintained, and painted by the Tenant thereof at all times. All repairs shall be equal in quality and design to the original signs. The standards for maintenance and repair of signs shall be that which will assure the highest visual quality.
7. No labels shall be permitted on the exposed surface of signs, except those required by local ordinance. Those required shall be applied in an inconspicuous location.
8. Painted lettering will not be permitted.
9. Individual freestanding signs will not be permitted.
10. No logos shall be permitted without prior approval by the Owner. With the exception of the Major Tenant, copy content of the signage shall not include the product sold.
11. All exterior signs shall be secured by concealed sign bolts, fastenings, sleeves, and clips. All sign bolts, fastenings, sleeves, and clips shall be of hot dipped galvanized iron, stainless steel, aluminum, brass, or bronze, and no black iron material of any type will be permitted.
12. Wall signs shall use minimum one-eighth (1/8") Plexiglas faces with standard one inch (1") trim cap. Trim cap shall be the same color as the return. Returns to be five inches (5") deep and Dark Duranodic Bronze or black color.
13. Only labels or identification that will be permitted on the exposed surfaces of the sign are those required by local ordinances.

### **F. SIGN DESIGN**

1. Tenants are required to have a single color internally illuminated sign on their fascia unless otherwise specified in this criteria or approved by Owner and Town of Gilbert. Location of all signs shall be as directed by Owner and as approved by the Town of Gilbert.
2. Signs shall be designed in a manner that is not only imaginative but also of high graphic quality. In addition, signs should be compatible with and complimentary to adjacent facades.
3. Notwithstanding the maximum square footages specified for copy area allowances, signs and topography in all cases shall appear balanced and in scale within the context of the sign space and the building as a whole. Signs shall be centered horizontally and vertically over each Tenant space unless otherwise directed by Owner and approved by the Town of Gilbert.

#### **G. SIGN TYPES:**

##### **ANCHOR TENANT (Over 50,000 square feet)**

Kohl's is the Anchor Tenant and their signage will consist of signage; including color, lettering style, size, etc. Anchor tenants are allowed 1.5 square foot per one foot of frontage and can have multiple signs as long as the total square footage is not exceeded pursuant to the Town of Gilbert Land Development code, Section 4.403 Sign Criteria H c. plus Section 4.407 Commercial C. Permanent Signs 1, effective March 3, 2005.

##### **MAJOR TENANT (20,000-50,000 square feet)**

1. Major Tenant may be entitled to space on a street monument sign as designated by Owner.
2. Major Tenant shall be allowed wall signs on any exterior wall of the tenant or user's suite consisting of individual interior illuminated channel letters.
3. Wall signs shall use minimum one-eighth (1/8") Plexiglas faces with standard one inch (1") trim cap. Trim cap shall be the same color as the return. Returns to be five inches (5") deep and Dark Duranodic Bronze or black color and a maximum of twelve inches (12") deep.
4. The total/aggregate area of the copy of the wall signs shall be controlled by Section 4.403 Sign Criteria H c. plus Section 4.407 Commercial C. Permanent Signs (1). of the Town of Gilbert Land Development Code, effective March 3, 2005.
5. Major Tenants shall be allowed to use their choice of colors, fonts, and logos on their wall signage.
6. Refer to general sign requirements.

##### **MAJOR SHOP TENANT**

A Major Shop Tenant is defined as those Tenants with a single building area exceeding 6,000 gross rentable square feet, but less than 20,000 square feet.

1. Major Shop Tenant shall be allowed wall signs on any exterior wall of the tenant or user's suite consisting of individual interior illuminated channel letters.
2. Wall signs shall use minimum one-eighth (1/8") Plexiglas faces with standard one inch (1") trim cap. Trim cap shall be the same color as the return. Returns to be five inches (5") deep and Dark Duranodic Bronze or black color.
3. The total/aggregate area of the copy of the wall signs shall be controlled by Section 4.403 Sign Criteria H c. plus Section 4.407 Commercial C. Permanent Signs (1). of the Town of Gilbert Land Development Code, effective March 3, 2005.

4. Major Shop Tenants shall be allowed to use their choice of colors, fonts, and logos on their wall signage.
5. Refer to general sign requirements.

#### **FREESTANDING PAD TENANT**

1. Free Standing Pad Tenants ("Pad Tenants") are defined as Tenants occupying a single freestanding building located within The Shoppes at Gilbert Commons.
2. Pad Tenants shall not be allowed individual monument signage.
3. Each Pad Tenant shall be allowed wall-mounted identification signs as follows: The total sign area for wall signs shall be determined by the building setback from the property line. All sign applications shall conform to the City of Gilbert Sign Code.
4. The total/aggregate area of the copy of the wall signs shall be controlled by Section 4.403 Sign Criteria H c. plus Section 4.407 Commercial C. Permanent Signs (1). of the Town of Gilbert Land Development Code, effective March 3, 2005.
5. Pad Tenant shall be permitted to install directional signs designed and located solely for the purpose of relieving traffic congestion and promoting the safe flow of traffic. Such signs shall contain no more than 25% copy area for logo purposes only. Three (3) square feet per directional and no higher than 3'0". Locations must be clearly marked for Submittals. See Section 4.407 Commercial 2 Freestanding Signs e. Directional Signs of the Town of Gilbert Land Development Code, effective March 3, 2005.
6. All menu boards may be internally illuminated. Drive thru menu signs shall be no larger than 50 square feet and 7' tall. Drive thru menu signs are not included in the overall allowable square footage for ground signs or building signs.
7. Wall signs shall use integral color 1/8" Plexiglas faces with standard 1" trim cap.
8. Each pad sign package shall be subject to review and approval by the Owner and the Town of Gilbert.
9. Pad users are allowed to use their choice of colors, fonts, and logos on their wall signage.
10. Refer to general sign requirements.

#### **SHOP TENANT**

A Shop Tenant is defined as those Tenants with a single building area of 6,000 gross rentable square feet or less.

1. A Shop Tenant shall be allowed wall signs on any exterior wall of the tenant or user's suite consisting of individual interior illuminated channel letters.
2. Wall signs shall use integral color 1/8" plexiglas inserts with standard 1" trim cap. Returns shall be dark Duranodic bronze or black color. Trim cap shall be the same color as the returns. Returns to be five inches (5") deep.
3. The total/aggregate area of the copy of the wall signs shall be controlled by Section 4.403 Sign Criteria H c. plus Section 4.407 Commercial C. Permanent Signs (1) of the Town of Gilbert Land Development Code effective March 3, 2005.
4. Refer to general sign requirements.

#### **H. GROUND MONUMENT SIGN**

The following monument signs are the only signs permitted and shall conform to the following criteria:

1. Eight (8) major identification signs shall be allowed as shown on the attached drawings marked as "Sign, Type C and Type D".
  - a) Type C shown as "Sign, Type C" on attached drawing – Four (4) 8" tall 60 square foot signs. Two (2) on Baseline Road and one (2) on Cooper Road
  - b) Shown as "Sign, Type D" on attached drawing - Four (4) 15' tall 80 square foot signs. Two (2) on Cooper Road and two (2) on Baseline Road.
  - c) Each monument sign may not necessarily have the same tenant panels on each sign. Owner will decide location of tenants on all monument signs. Split sign panels shall be allowed.
  - d) Tenants are allowed their specific colors, fonts, and logos routed out as copy on existing tan panels with acrylic back up.
  - e) Pad monument signs are not permitted.

## **I. MISCELLANEOUS**

### **1. Directory Signs**

- a) Signs shall be no greater than 40 square feet in area and 8 feet in height. Eight (8) Directory signs shall be located within the Shopping Center. Shown as "Sign, Type A" on attached drawing.

### **2. Directional Signs**

- a) Directional Signs shall include an arrow, and may include copy to read "Enter", "Exit" or "Drive-Through" and a single business logo.
- b) Signs shall be no greater than 3 square feet in area and 3 feet in height.

### **3. Drive-Through Restaurant Menu Signs are as follows:**

- a) Drive-Through Restaurant Menu Signs shall be limited to 2 per drive-through lane.
- b) Signs shall be no greater than 50 square feet in area and 7 feet in height.
- c) Drive-Through Restaurant Menu Signs shall be constructed with a solid base.
- d) Location shall be approved by the Design Review Board through Tenant's sign submittal.

### **4. Temporary signs are as follows:**

- a) General contractor, lender signs and coming soon signs which may include store name, opening date, lender's name and contractor name as allowed by Owner and the Town of Gilbert. Multiple signs must be in an orderly fashion.
- b) Grand Opening signs are allowed.

## **J. APPROVALS**

To obtain Owner approval, submit four (4) copies as outlined in Section B of this criteria, to the Owner at the following address:

Donahue Schriber Realty Group, L.P.  
Louie Aguilar  
200 E. Baker Street, Suite #100

Costa Mesa, CA 92626  
laguilar@dsrg.com

With a copy to:  
Donahue Schriber Realty Group, L.P.  
Charlie Hickcox  
1730 E. Northern Avenue, #204  
Phoenix, AZ 85020  
chickcox@dsrg.com

Please allow approximately two (2) weeks for the approval process. Upon approval, a letter shall be provided to Tenant by Owner. This letter must be presented to the Town of Gilbert to obtain the Tenant's sign permit.  
Prior to manufacture of any sign, the Tenant shall obtain a sign permit from the Town of Gilbert.

This sign criteria has been developed by:

Royal Sign Company  
Glen Zwick  
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Phoenix, Arizona 85009  
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