

TENANT
SIGN CRITERIA
FOR
DESIGN AND CONSTRUCTION



TENANT SIGNAGE CRITERIA:

The intention of the Tenant Sign Criteria is to outline requirements, hereby established, that control the design, fabrication, and installation of all externally visible tenant signage within commercial developments. It is the sole responsibility of the Tenant, in addition to complying with these guidelines, to comply with all current local governmental codes and ordinances and, when applicable, HOA sign requirements.

DEFINITIONS:

Electrical sign shall mean any sign containing electrical wiring or utilizing electric current to illuminate; this does not include signs illuminated by an exterior light source.

Wall mounted sign shall mean any sign affixed to the wall of any building.

Arcade sign shall mean any sign that is shopping center specific tenant sign under canopy or wall blade sign.

PROHIBITED SIGNAGE:

Signs constituting a traffic hazard: Tenant shall not install any sign which simulates or imitates in size, color, lettering, or design any traffic sign or signal, or any other symbols, or characters in such a manner that would interfere with, mislead or confuse traffic.

Immoral or unlawful advertising: Any signage to be exhibited, posted or displayed that is considered obscene, indecent, immoral or which suggests an unlawful activity.

Signs on doors or windows: No exterior sign shall be placed on the exterior premises except as permitted in writing by the Landlord. No sign of any kind shall be attached to a standpipe except those signs as required by code or ordinance.

Animated, audible, or moving signs: Signs consisting of any moving, swinging, rotating, flashing, or otherwise animated light, as well as signs that produce any type of audible sound.

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 making of deliveries of merchandise or rendering of services from such vehicles.

Freestanding signs: Landlord specifically prohibits Tenants from placing or installing any freestanding signs anywhere in the Shopping Center without the Landlord's prior written consent.

Off-premise signs: Portable, trailer, changeable copy signs are prohibited. Any unauthorized off-premises sign may be removed without notice by the Landlord at Tenant's expense.

Banners, flags, or pennants: Any signage temporary or permanent, paper, cardboard, or fabric that is used for any type of advertisement without the prior written consent of the Landlord.

Portable, trailer, changeable copy signs: Any signs that are portable, with or without wheels, wall, base, or pole mounted reader boards.

Temporary and provisional signs: Sign used for advertisement in any form, short term or long term, as wall signs, pennants, banners, and inflatable displays that are a non-permanent application.

Box signs: Any illuminated sign that deviates from an individually constructed and mounted channel letter, including but not limited to lighted sign boxes, lighted sign cans, illuminated sign cabinets, and the like.

Any additional signage types not listed here, or addressed within these criteria are subject to review and written approval by the Landlord.

GENERAL SIGN REQUIREMENTS:

Tenants must utilize the Landlord designated sign construction types for its wall or eyebrow signage. All signage must be illuminated by a light source fully integrated with the architecture of the building façade.

The maximum span of Tenant's signage shall not exceed 80% of its storefront. However, sign letters must be scaled to appropriately complement the concept, design and store location. Therefore, the Landlord may increase or decrease the size of Tenant's sign to appropriately fit the overall appearance of the Shopping Center.

All signs and their installation shall comply with all applicable building and electrical codes. All signage materials shall be UL labeled as required by the authority having jurisdiction. Visible UL labeling shall be kept to the absolute minimum required. Unnecessary labeling found on Tenant signs is prohibited (including sign manufacturers name and/or logos). Should the Landlord be caused to remove any aspect of unapproved signage or logos, such will be done at Tenant's sole expense and subject to the fines contained in the Lease.

All signs shall be designed, constructed, installed at the Tenant's sole expense. Permits for signs and their installation shall be submitted for, obtained and paid for by the Tenant or the Tenant's chosen representative.

Should the Landlord require under canopy signage, each tenant shall be required to purchase the designated under canopy signage from Landlord's sign vendor. The cost and maintenance of such signage will be at Tenant's sole expense.

All sign companies must be licensed by the required County or City, or any other authority having jurisdiction and licensing requirements.

Sign companies shall carry property and liability insurance pursuant to the Lease. A copy of the insurance certificate naming Landlord as a certificate holder must be included with the initial sign package submittal as part of the Landlord's approval process.

Tenant shall be held liable, and bear all costs for, the removal or correction of its sign installation or any damage caused to the building during the installation.

Should a Tenant's lease be terminated, Tenant shall be held liable, and bear all costs for, the removal of its signage, as well as any necessary repair to the building after the sign's removal.

Text on signs shall not include the product sold, description of services or merchandise trade names except as part of the Tenant trade name or DBA. Logos will be permitted at the sole discretion of the Landlord.

Non-anchor tenants are to use 2" x 8" wire-ways to match the color of the facade. Raceways are prohibited. Anchor tenants with letters 4' high or greater are not allowed to have wire-ways or raceways, they must have individually mounted channel letters. Variance requests for the acceptance of such sign installation methods will be rejected.

WALL SIGN CONFIGURATION:

1. The maximum span of Tenant's signage shall not exceed 80% of their storefront width. However, symmetry with respect to the architectural design elements must also be maintained. Special conditions will be reviewed and considered by the Landlord on an individual basis.
2. One horizontal line of copy is allowed unless Tenant name is too long to fit into 80% of the store width. In this case two lines are acceptable to form "stacked" copy. Symmetry with respect to the architectural elements must be maintained.
3. Signage shall be a minimum 3" in depth and a maximum of 5" in depth.
4. Letter size shall be proportionate to the building facade, not exceeding the maximum percentage of storefront.
5. Non-illuminated signage must be approved by the Landlord on an individual basis.
6. Letter/font style to be of tenants choice, with approval of the Landlord

WALL SIGN HEIGHT:

Signs with one (1) line of copy:

Maximum letter height shall not exceed 36"
Minimum letter height shall not be less than 14"

Signs with two (2) lines of copy:

Top line:

Maximum letter height shall not exceed 24", Minimum letter height 12"

Bottom Line:

Maximum letter height shall not exceed 12", Minimum letter height 10" with 6" space in between lines of copy.

ACCEPTABLE WALL SIGN TYPES:

Front-Lit Channel Letters (White letters with Black returns)

Individual letters to have 3/16" white acrylic faces with .040" prefinished matte black aluminum returns and backs with 1" black Jewelite trim caps. Interior of letter boxes to have high-reflective white finish. Corners and seams shall be caulked to prevent light and water leaks. Each letter shall have 1/4" weep holes at the base to provide drainage. Illumination shall be white LED. Each letter to be grounded individually using Greenfield connectors. Letters to be mounted flush to building façade.

Front-Lit Channel Letters (Black letters with Black returns)

Individually mounted letters to have 3/16" white acrylic faces with 3M Dual Color Film 3635-222 Black with .040" prefinished matte black aluminum returns and backs with 1" black Jewelite trim caps. Interior of letter boxes to have high-reflective white finish. Corners and seams shall be caulked to prevent light and water leaks. Each letter shall have 1/4" weep holes at the base to provide drainage. Illumination shall be white LED. Each letter to be grounded individually using Greenfield connectors. Letters to be mounted flush to building façade.

Reverse-Lit Channel Letters (Black face and black returns)

Individual letters to be .090" aluminum returns continuously welded to .125" aluminum faces with 3/16" clear acrylic backs. All edges and seams to be ground and sanded for smooth finish. Exterior of letters to have matte black finish. Interior of letter boxes to have high-reflective white finish. Each letter shall have 1/4" weep holes at the base to provide drainage. Illumination to be white LED. Each letter to be grounded individually using Greenfield connectors. All letters to be mounted using 2" non-ferrous standoffs painted to match façade.

SIGN MOUNTING / INSTALLATION:

1. All Tenant sign copy will be centered horizontally in the sign area corresponding to each Tenant.
2. All bolts, fastenings, and clips shall be stainless steel or hot-dipped galvanized.
3. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition by means of continuous backer rod and sealant to match finish material color. Any sign attachments on the masonry facade must be made through the mortar only. Under no circumstance will attachments be permitted through the physical masonry. All mounting hardware shall be non-corrosive and neatly concealed from public view.
4. Sign contractor shall repair any damage to the fascia or any other facility part of the Shopping Center caused by his work, at their sole expense. If sign contractor defaults in any way, the Tenant will be responsible for timely sign contractor replacement and will bear the costs of any liquidated damages imposed by the Landlord.
5. For ease of installation of signage, access panels and in certain buildings, catwalks will be provided.
6. Conduit for signs shall pass through the fascia into respective Tenant's ceiling plenum. Locate all transformers in Tenant's ceiling plenum. Penetrations are to be sealed to be water tight with silicone sealant to match adjacent wall color. The penetrations for conduit shall be made below the level of the roof, and under no circumstances shall roof flashing be penetrated.
7. No labels will be permitted on the exposed surface of signs except those required by local ordinance, which shall be installed in an inconspicuous location.
8. No exposed crossovers or conduit will be permitted.
9. All conductors, transformers, and other components shall be concealed from view. Location and/or concealment methods will be subject to approval in the submitted drawings by the Landlord.
10. Electrical service to all signage shall be connected to its Tenant's meter. Final electrical hook-up shall be performed by a licensed electrician.

11. All work to be done in a neat, workman-like manner.

SIGN OPERATION:

The Landlord shall have the right to establish, and change upon written notice, the required hours of illumination of any building sign. Such hours for the purpose of these criteria shall be from dusk to 12:00am.

Maintenance and proper operation of signs shall be the responsibility of the individual Tenant. Upon notification of improperly functioning signs, the tenant shall be responsible for completing all necessary repairs within three (3) business days. Thereafter, Landlord shall have the right to repair improperly functioning signs at the expense of the Tenant and subject to the fines outlined within Tenant's lease agreement.

STOREFRONT / DELIVERY DOOR:

Each Tenant will be permitted to place upon each entrance of its demised premises not more than 144 square inches of vinyl decal application lettering, not to exceed 4" in height, indicating hours of business, emergency telephone numbers, address, and entry/exit information.

Each Tenant who has a non-customer door for receiving merchandise may have uniformly applied on said door, in a location as directed by the Landlord, and in 3" high block letters, the tenant name and address in the style and size stipulated by the Landlord.

Tenant may install on the storefront, if required by the U. S. Post Office, the numbers only for the street address in exact location, letter style and size stipulated by the Landlord.

Except as provided herein, no advertising placards, banners, pennants, names, insignia, trademarks, or other descriptive material shall be affixed or maintained upon the glass panes and supports of the show windows and doors or upon the exterior walls of the building or storefront. No window mounted neon signs are permitted.

All tenant storefront entrance and store identification shall be subject to the written approval of the Landlord. Such signage will be reviewed by the Landlord only with secured variances to the applicable code. Painted lettering will not be permitted. Special conditions will be reviewed and considered by the Landlord on an individual basis.

VINYL WINDOW GRAPHICS:

1. Materials and Color

White vinyl die-cut letters and/or graphics supplied and installed by the Tenant.

2. Size & Location

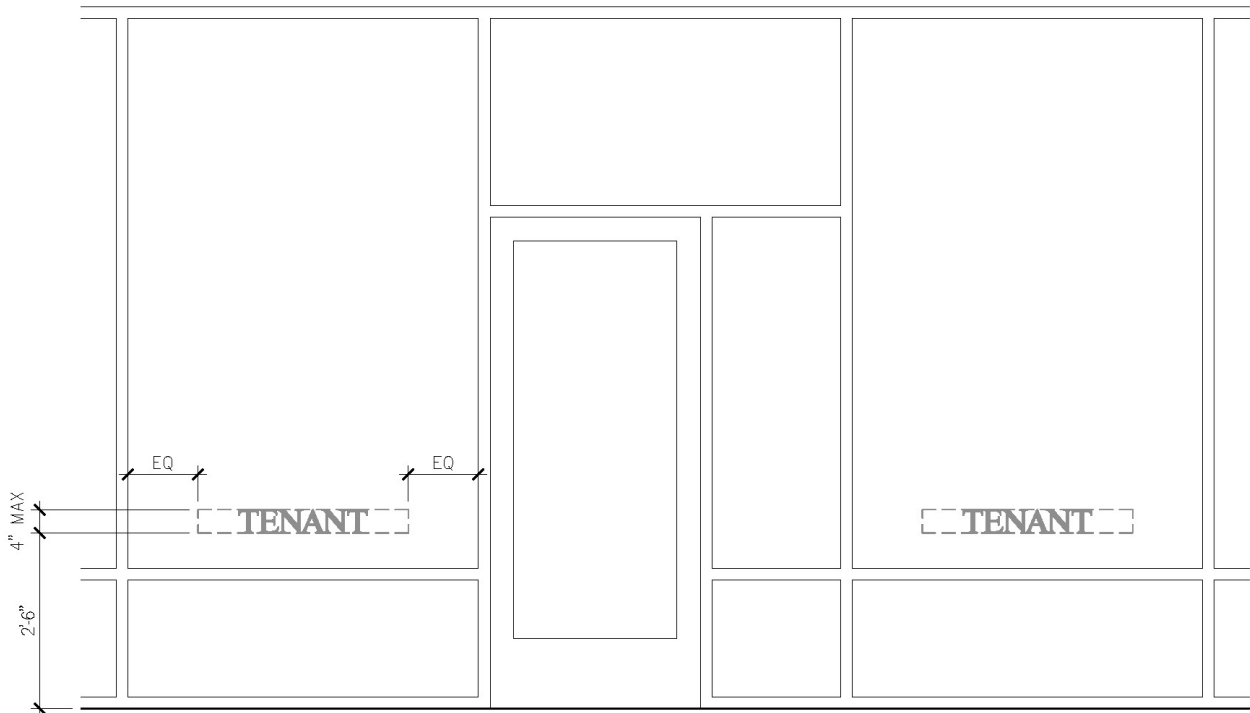
The graphics shall be determined by the Tenant and must occur on the interior surface of the glass adjacent to the main Tenant entry door as shown in the accompanying illustration. Size shall be a maximum of 24" sq. in per window.

3. Type of Lettering

Tenants Logo and/or Logotype.

4. Sign Message

This shall be limited to the registered name of the Tenant.



SERVICE ENTRY GRAPHICS

1. **Materials**

High quality exterior grade vinyl die-cut letters supplied and installed by the Tenant.

2. **Size & Location**

The size and location on the exterior surface of the service entry door as shown in the accompanying illustration.

3. **Type of Lettering**

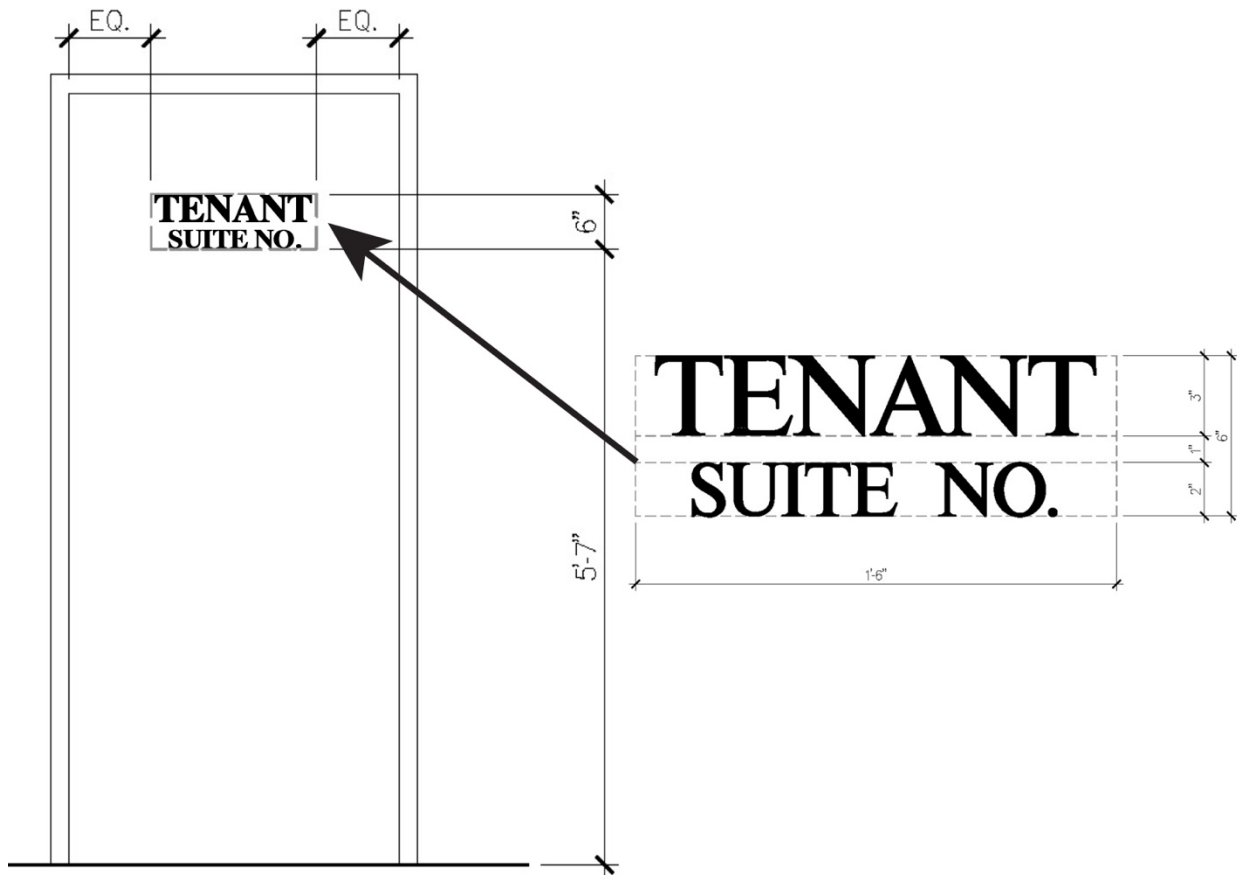
All copy must be in the Times Bold typestyle.

4. **Sign Message**

The copy is limited to the suite number only.

5. **Color**

Letters shall be white.



HOURS & EMERGENCY GRAPHICS/CREDIT IDENTIFICATION:

1. Materials

White vinyl die-cut letters and/or graphics supplied and installed by the Tenant.

2. Size & Location

The size shall be contained within a dimension of twelve inches (12") horizontally and twelve (12") inches vertically, and shall be located on the interior surface of the sidelight of the main customer entry door 2 inches above the bottom edge of the sidelight glass.

3. Type of Lettering

All copy must be in the Times Bold typestyle with a $\frac{3}{4}$ " cap height.

4. Sign Message

This sign is limited to the hours of operation and emergency phone numbers. Credit card identification stickers must also be within this area.

5. Color

Letters shall be white. Credit card identifications must be small and unobtrusive in color.

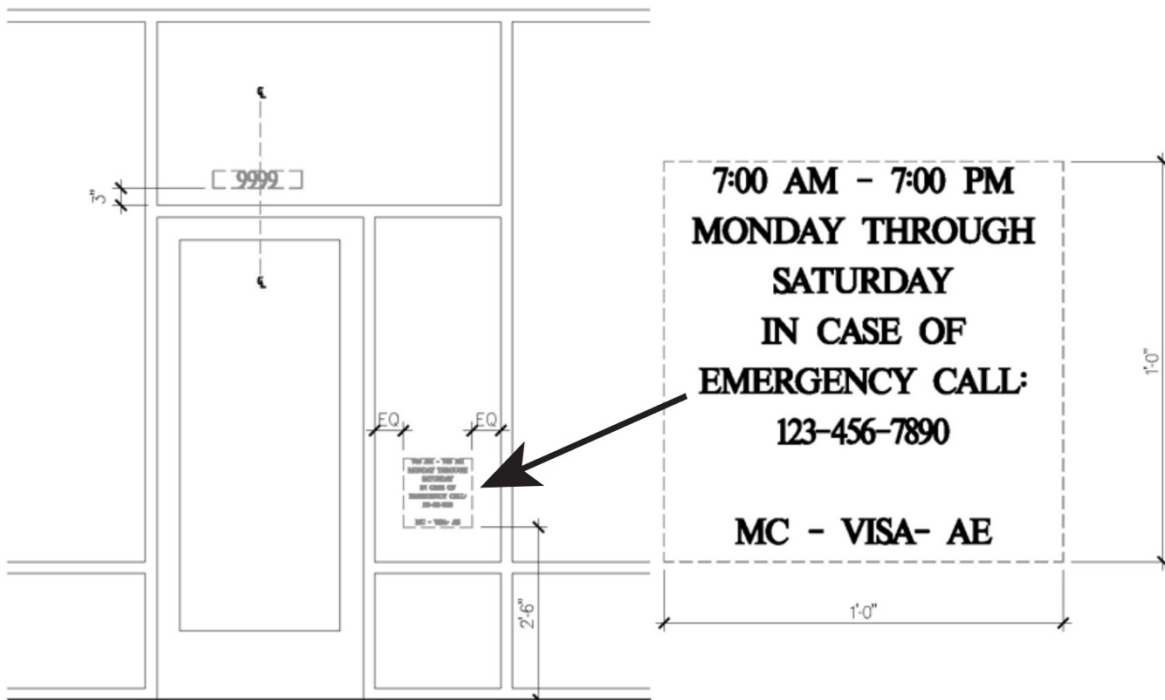


EXHIBIT E-1

RAYZOR RANCH SIGN STANDARDS SOUTH RR-2 AND TOWN CENTER

Unique and creative signage and graphic design adds visual interest to and helps define the urban character of the Rayzor Ranch Town Center (RRTC) area including the RR-1 and South RR-2 subareas. Innovative signage and graphics programs with special size, placement and materials help create a strong identity for the overall Rayzor Ranch Community.

These special standards and standards permit a wide range of signage and graphic types and materials, including both onsite project/tenant identification and advertising, and offsite advertising that are not otherwise permissible, to promote and energize the area through installation of creative signs and graphics.

The Rayzor Ranch Sign Standards use three (3) sub-districts or sign areas within the South RR-2 and Town Center area to ensure the ability to introduce innovative, stimulating and well-designed signage and graphics throughout the area. The first area is adjacent to Rayzor Ranch Marketplace along US 380/University Drive providing a recognizable streetscape into Rayzor Ranch. The second area is located along the Interstate Highway 35 (IH 35) corridor for greater identification of the overall Rayzor Ranch project and major tenants within Town Center. And the third district is located in the core of the Town Center area corresponding to the RR-1 zoning area focusing the greatest intensity for entertainment, people gathering and active use areas.

See Appendix 1 for the RRTC Sign District areas exhibit.

ARTICLE 1 DEFINITIONS

The definitions set forth in Subchapter 15 of the Denton Development Code govern in the Rayzor Ranch Town Center Sign District, except as modified below:

- A. **Awning Sign.** Any sign with its copy on a shelter made of any material, such as fabric, flexible plastic or metal, that is supported by or stretched over a frame and attached to an exterior wall of a building or other structure.
- B. **Banner.** Any temporary sign attached to or applied on a strip of cloth, vinyl, or similar material. Project Banners and Project Announcement Signs are common banner uses.

- C. **Blade.** Any sign placed within the pedestrian zone either flag mounted to a building wall or suspended from overhead walkway cover, awning or intended to identify the entrance to a business.
- D. **Canopy Sign.** Any sign mounted, painted or otherwise applied directly upon or attached to a canopy or structural protective cover over an outdoor area.
- E. **Changeable Message Sign.** Any sign displaying static images that may display different designs, messages, or advertisements and that may include LED/LCD elements; slide lettering, or other changeable message technology.
- F. **Construction Sign.** Any temporary sign erected on the premises of an existing construction project and designating the architect, contractor, designer or builder, or developer, or the name and nature of the project.
- G. **Directional (Way Finding) Sign.** Any sign placed adjacent to driveways and along internal roadways within the project site for the purpose of directing both vehicular and/or pedestrian traffic.
- H. **Directories.** Directories are signs, cabinets, maps or other informational presentations of project site layout indicating the location of buildings, amenities, tenants and other site features to be read by pedestrians within the center area of Town Center.
- I. **Effective Sign Area.** That area in square feet of the smallest geometric figure or combination of regular geometric figures which figure or figures entirely enclose both the copy and the sign face. Effective Sign Area does not include such features as decorative or ornamental elements or features, borders, trims or any supporting structure which is used solely for the support of the sign.
- J. **Highway Sign.** An on-premise or off-premise sign structure erected within 150 feet of the right-of-way, oriented to and intended to be read from a highway or freeway.
- K. **Illuminated Sign.** Any sign that is directly lighted by any electrical light source, internal or external. This definition does not include signs that are illuminated by street lights or other light sources owned by any public agency or light sources that are specifically operated for the purpose of lighting the area in which the sign is located rather than the sign itself.
- L. **Kiosk Sign.** Any sign attached, painted on or otherwise applied to the physical structure of a kiosk and does not project into the pedestrian way. Kiosks are permanent or temporary freestanding

structures within the RRTC core area which are used for additional retail sales. The core area is further defined as the "main street" and/or "spine road" component of the RRTC that has retail buildings oriented inward towards the main street.

- M. **Landscape Wall Sign.** A freestanding sign architecturally integrated with the building, mounted on a screen or perimeter wall and having tenant identification, directional or information signage as individual letters or applied cabinets.
- N. **Marquee.** Any integral sign projecting over the storefront, typically over the main entrance of a hotel, theater, or other retail use which displays identity and/or details of the goods and services. Marquees are typically large in format and illuminated. Marquee signs are encouraged to add increased creativity and energy to the project.
- O. **Monument Sign.** Any ground sign which has a base made of stone, concrete, metal, routed wood planks or beams, brick or similar materials with concealed sign cabinet support.
- P. **Mural.** Graphic or artistic expression which is painted or applied to exterior or interior wall surfaces that is not commercial advertising in context.
- Q. **Project Announcement Sign.** A temporary sign that is used to announce upcoming events such as "Grand Opening" or "Coming Soon" or upcoming tenant.
- R. **Project Banner Sign.** A temporary or seasonal sign with project identity only that is used to provide aesthetics to the project through the addition of graphics and color, announce upcoming events, . Project Banners are commonly mounted on street lights, placed in directories, or on sides of buildings.
- S. **Projecting sign.** Any sign other than a wind device sign, located above the pedestrian oriented space, which is wholly affixed to or supported by any building wall and which extends beyond the building wall more than twelve (12) inches.
- T. **Project Landmark.** A structure, sculpture, graphics, images or other form of art work consisting of one or more elements in composition creating an urban icon display for the project.
- U. **Pylon Sign.** Any ground sign greater than 20 feet or more in height identifying the project, a district or marking an entrance, which can incorporate multiple tenant listings. Highway Signs are considered a type of Pylon Sign.

- V. **Roof Sign.** Any sign erected upon the roof of any building or which is partially or totally supported by the roof or roof structure of the building.
- W. **Sandwich Board.** Two large boards bearing a sign display on each side, hinged at the top with one board in front and the other behind creating an "A" frame, used for advertising.
- X. **Secondary Sign.** Any sign or signage that does not identify the specific tenant name, but references general goods sold or services performed in the facility.
- Y. **Tenant Sign/Building Sign/Facade Sign.** Any sign that announces a tenant or name(s) of tenant(s) located on, attached to or otherwise applied to a building wall within the tenant's leased space.
- Z. **3D - Graphics.** Any sign, freestanding structure or figure made up of 3 dimensional objects, shapes or graphic elements at pedestrian scale for the enjoyment of patrons to the development intended to be a contextual link between the thematic design elements of the property or unique use.

See Appendix 3 for examples of the RRTC Sign District signage types.

ARTICLE 2 SIGNAGE REGULATIONS

A. Setbacks. Pylon, Project Landmark, Landscape Wall , and Monument Signs ("**Freestanding Signs**") shall have setbacks as follows:

1. Signs shall maintain a minimum setback of five (5) feet from the property line, public easements and/or rights-of-way line.
2. Interior lot lines do not trigger setbacks for sign purposes in the RR-1, RR-2 and RR-3 Districts.
3. All Freestanding Signs must comply with the visibility obstruction requirements detailed in City Code Section 35.15.4.H.

B. Allowable Number and Size of Sign

1. **Freestanding Signs** - This section sets forth the number and type of Freestanding Sign permitted on a parcel with public road and/or public access easement frontage.
 - a. If such a parcel has frontage on more than one (1) street, highway, arterial, collector street or internal counterflow road,

the signage for each shall be calculated separately depending on the length of each frontage.

- b. A parcel may display one Freestanding Sign for the first three hundred feet, or portion thereof, of frontage and one additional Freestanding Sign for each additional three hundred feet of frontage or portion thereof.
- c. Spacing for each additional sign permitted must be a minimum of sixty (60) feet from another permitted freestanding sign on the same parcel.

2. Tenant Signs. Attached signs include all building, canopy and awning mounted signs. This section sets forth the size and location of attached Tenant Sign.

The total square footage of all attached signs shall not exceed thirty (30) percent of the entire wall area on which such signs are located and/or the following signage area restrictions:

- a. **Sign Area 1** - Tenants in freestanding (pad) buildings in Sign Area 1 adjacent to US 380, are allowed one (1) square foot per each lineal foot of building frontage, and for other elevations facing parking lots, three-quarter (.75) square foot per each lineal foot of elevation.

Signs are not restricted to any specific type. Tenant's national signage and graphic standards may be used.

- b. **Sign Area 2** - Tenants in freestanding (pad) buildings in Sign Area 2 adjacent to IH 35, are allowed two (2) square foot per each lineal foot of building frontage, and for other elevations facing parking lots, one (1) square foot per each lineal foot of elevation.

Signs are not restricted to any specific type. Tenant's national signage and graphic standards may be used.

- c. **Sign Area 3** - Tenants in freestanding (pad) buildings or in-line shops in Sign Area 3 (the internal core of Town Center), are allowed four (4) square foot per each lineal foot of main entrance frontage, and for other elevations facing parking lots, two (2) square foot per each lineal foot of elevation.

Signs are not restricted to any specific type. Tenant's national signage and graphic standards may be used. 3-dimensional and creative sign designs will be encouraged.

2. Building signs shall not exceed an overall 75% in height and 80% of length of the architectural area to which it is attached and/or the following criteria, whichever is greater:
 - a. Tenants less than 10,000 square feet are allowed a maximum letter height of 36-inches.
 - b. Tenants 10,001 square feet to 15,000 square feet are allowed a maximum letter height of 48-inches.
 - c. Tenants 15,001 square feet to 25,000 square feet are allowed a maximum letter height of 60-inches.
 - d. Tenants 25,001 square feet to 80,000 square feet are allowed a maximum letter height of 72-inches.
 - e. Tenants in excess of 80,001 square feet are allowed a maximum letter height of 84-inches.
3. If tenant is a corner tenant, with an Exterior Building Wall, signage will be allowed on each side of the Exterior Building Wall. If tenant is on a freestanding pad, signage will be allowed on each elevation visible to the public.

ARTICLE 3 PERMANENT SIGNAGE STANDARDS

The following regulations shall apply to the RRTC which is south of US 380/University Drive, east of IH 35, west of Heritage Trail and north of Scripture Street as shown on the Concept Plan for Rayzor Ranch.

A. Sign Areas

There are three distinct signage areas defined geographically on the Sign Plan based on the land use, make up of users, the adjacent roadway speeds and accessibility for both identification and directional signs for the project and tenants.

- a. **Sign Area 1** Pylon, and Monument signage for project and tenant identification along US 380, which will complement the existing Marketplace signage.
- b. **Sign Area 2** – Highway, Monument and directional signage for project and tenant identification along IH 35.
- c. **Sign Area 3** - All signage for project, tenants and land uses within the core of the RRTC.

All signs shall be erected, displayed, altered and reconstructed in conformance with this RRTC Sign District and applicable City regulations not amended through this overlay district. All signs listed above in Article 1 as sign modifications to the Denton signage code shall be allowed in all nonresidential areas of the RRTC as follows:

B. Allowable Signage Types Matrix

NOTE: T = Tenant Signage; P = Project Signage

Sign Type	Area 1 (US 380)		Area 2 (IH 35)		Area 3 (Interior)	
	T	P	T	P	T	P
Awnings	X		X		X	
Blade	X		X		X	
Banner	X	X	X	X	X	X
Canopy	X		X		X	
Construction	X	X	X	X	X	X
Changeable Message Panels				X	X	X
Landscape Wall signs	X	X	X	X	X	X
Highway Pylons			X	X		
Kiosk					X	
Marquee	X		X	X	X	X
Monuments	X	X	X	X	X	X
Murals		X	X	X	X	X
Project Announcement	X		X		X	
Project Banner		x		x		x
Project Landmark				X		X
Projecting	X		X		X	X
Pylons (Primary and Secondary)	X	X	X	X	X	X
Roof	X	X	X	X	X	X

Sign Type	Area 1 (US 380)		Area 2 (IH 35)		Area 3 (Interior)	
	T	P	T	P	T	P
Sandwich Board (A-Frames)			X		X	
Secondary Signage	X		X		X	
3-Dimensional	X	X	X	X	X	X

C. Freestanding Signage Standards

1. **Landscape Wall Signs** . Used for project and tenant identification at entries to the project area.
 - a. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet. The maximum individual letter area for such signs shall not exceed one hundred (100) square feet if space allows.
 - b. The maximum height of such sign shall be eight (8) feet.
 - c. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.
2. **Monument Signs**. Used for project and tenant identification at entrances to the project area. and tenant identification for freestanding buildings and pad tenants
 - a. Monument signs shall be constructed in accordance with the Monument Sign Elevations shown in Appendix 4. Individual Monument Signs including Single Tenant, Double Tenant, Multi-Tenant and Project Identity Monument Signs may be located throughout the project at entrances, single tenant outlots and pads in accordance with the Signage Requirements in Article 2.
 - b. The maximum height of a monument sign is eight (8) feet.
 - c. Maximum sign area is 100 square feet sign.
 - d. Spacing for multi monument signs adjacent to each other shall be a minimum of sixty feet (60').

3. **Project Landmark.** The landmark may consist of one or more elements in composition, creating an urban icon for the project. It may contain multiple advertising and thematic elements including color and illumination techniques that will enliven and energize the site. The idea is to blend signage and public art or graphics.
 - a. The advertising elements will each have a maximum allowable six-hundred (600) square feet.
 - b. The landmark will not be allowed to suspend over, nor into the public right of way, and will be limited to a maximum height of sixty-five (60) feet.
 - c. The landmark area is allowed to display the names of any tenants in Rayzor Ranch.
 - d. The landmark will be located either internal to the RRTC within the core or along the I-35 frontage at potential locations as depicted on Appendix 2.

4. **Pylon Signs.** See Appendix 2 for potential sign location details and Appendix 4 for details of each sign type.
 - a. Highway signs (H1) are allowed on the road frontage of IH 35 located south of US 380 in the RRTC with a maximum allowable height of seventy-five (75') feet measured from base of sign and an allowable sign area of twelve hundred (1200) square feet per sign side.
 - i. Highway signs are allowed to display the names of any tenants in Rayzor Ranch overall.
 - ii. Highway signs are allowed or will be allowed to use changeable message signs as part of their design components if City Code allows or is amended to allow .
 - iii. Highway signs are not subject to the minimum setbacks of Section 35.15.14.2.C of the Denton Development Code as they are located in Sign Area 3 only.
 - iv. Sign face shall not exceed 1200 square feet with the electronic portion of the sign limited to a maximum 672 square feet. Sign face is not the same as sign area, which is detailed below.
 - b. Highway Signs (H2) are allowed on the road frontage of IH 35 south of US 380 in RRTC. H2 signs are intended to be

repetitive thematic or decorative signs approximately equally spaced along the IH 35 corridor.

- i. Maximum height of forty-five feet (45') measured from base of sign
 - ii. Allowable sign area of four hundred (400) square feet per sign side
- c. Primary pylon signs (P1) are allowed on the south side of US 380.
- i. Maximum allowable height of forty feet (40') measured from base of sign.
 - ii. Allowable sign area of eight hundred (800) square feet per sign side and a maximum effective sign area of seven hundred (700) square feet per sign side.
- d. Secondary pylon signs (P2) are allowed on the south side of US 380 and the west side of Heritage Trail.
- i. Maximum allowable height of forty feet (40') measured from base of sign.
 - ii. Allowable sign area of eight hundred (800) square feet per sign side and a maximum effective sign area of seven hundred (700) square feet per sign side.
- e. Pylon signs are subject to the minimum setbacks as established in Article 2 of this amendment unless its proximity to a single-family residence would dictate a larger setback according to Section 35.15.14.1.E of the Denton Development Code.
- f. All pylon signs are allowed to display the names of any tenants in RRTC.

D. Graphic Standards

1. Project Graphics.

Murals (including scanner murals) and other graphic elements with backing frame or support, and not containing a commercial message or part of National Trade Dress are allowed on all buildings and no permit is required to install these elements

provided that the original installation of the Project Graphic was included and approved as part of the building permit for the structure to which it is attached.

Project Banners - Used for identification, marketing or graphics for RRTC. Project Banners may have an area up to 15 square feet. Materials used can be fabric, vinyl or metal. A permit is not required to install a Project Banner.

E. Attached Sign Standards

Signs should be designed to appear as an integral part of the architecture rather than as an after-thought.

Tenant identification signs should be designed to complement the design of the building in scale, placement and style, building color and finishes; fit within the overall environment; but should integrate bold colors, lighting, materials, and style.

Building and tenant identification signs should be designed to be visible and legible from the intended viewer's viewpoint.

Sign illumination may be innovative and incorporate a variety of lighting types, such as neon tubes, fiber optics, incandescent lamps, LEDs, cathode ray tubes, shielded spotlights, and wall washes.

1. Blade.

- a. Sign area for Blade signs shall not be counted against tenants allowable sign area
- b. Orientation may be perpendicular or parallel to store frontage.
- c. Each tenant may have one (1) blade sign, Corner tenants are permitted two (2) blade signs (one on each storefront opening or entry).
- d. Mounting height shall be a minimum of 84" from finished floor to lowest portion of sign element.
- e. Maximum sign area of ten (10) square feet is permitted and must be located at the tenant's primary entrance.

2. Awning / Canopy/ Marquee Signs.

- a. Signs on marquees shall be considered wall signs and shall be subject to the requirements established for wall signs.

- b. Signs on canopies and awnings shall be considered wall signs and shall be subject to the requirements established for wall signs. However, lettering which does not exceed seven inches in height which is displayed on the edge of a canopy or awning hanging perpendicular to the ground shall not be counted against the allowable signage area of a wall frontage.
- c. No portion of any canopy or awning shall be less than eight feet above the level of the sidewalk or other surface over which it projects.
- d. Awning signs may be illuminated indirectly or internally.

3. Kiosk Sign.

- a. Kiosks will be allowed up to 20 square feet of signage.
- b. Attached to the physical body of the kiosk and does not extend beyond into a pedestrian walkway.

4. Roof Sign.

- a. Roof signs may extend laterally beyond the exterior walls of the building and shall be securely attached.
- b. Signage area shall be calculated at one (1) square foot of signage for each one (1) lineal foot of building frontage. Sign area is limited to a maximum of 672 square feet per individual sign. This area is not calculated against any tenant, but as part of a place making allowance.
- c. If used for tenant identification and/or marketing, square footage shall be counted as part of the aggregate allowance of the specific tenant and within tenant's leased frontage.

5. Informational / Incidental Signs.

Minor signs such as drive-thru directional signs, gas pricing signs, traffic control signs and all other signage not referred to herein shall be permitted as allowed under the applicable City of Denton codes.

F. TEMPORARY SIGNAGE STANDARDS.

The following types of temporary signs shall be permitted within the RRTC Sign District, subject to the limits of Section 35.15.16 of the Denton Development Code, Temporary signs shall be permitted for periods up to 365 days.

1. **Construction Sign.**
 - a. Maximum of one-hundred (120) square feet per maximum sign area.
 - b. Typical Construction Sign can be found in Appendix 3.

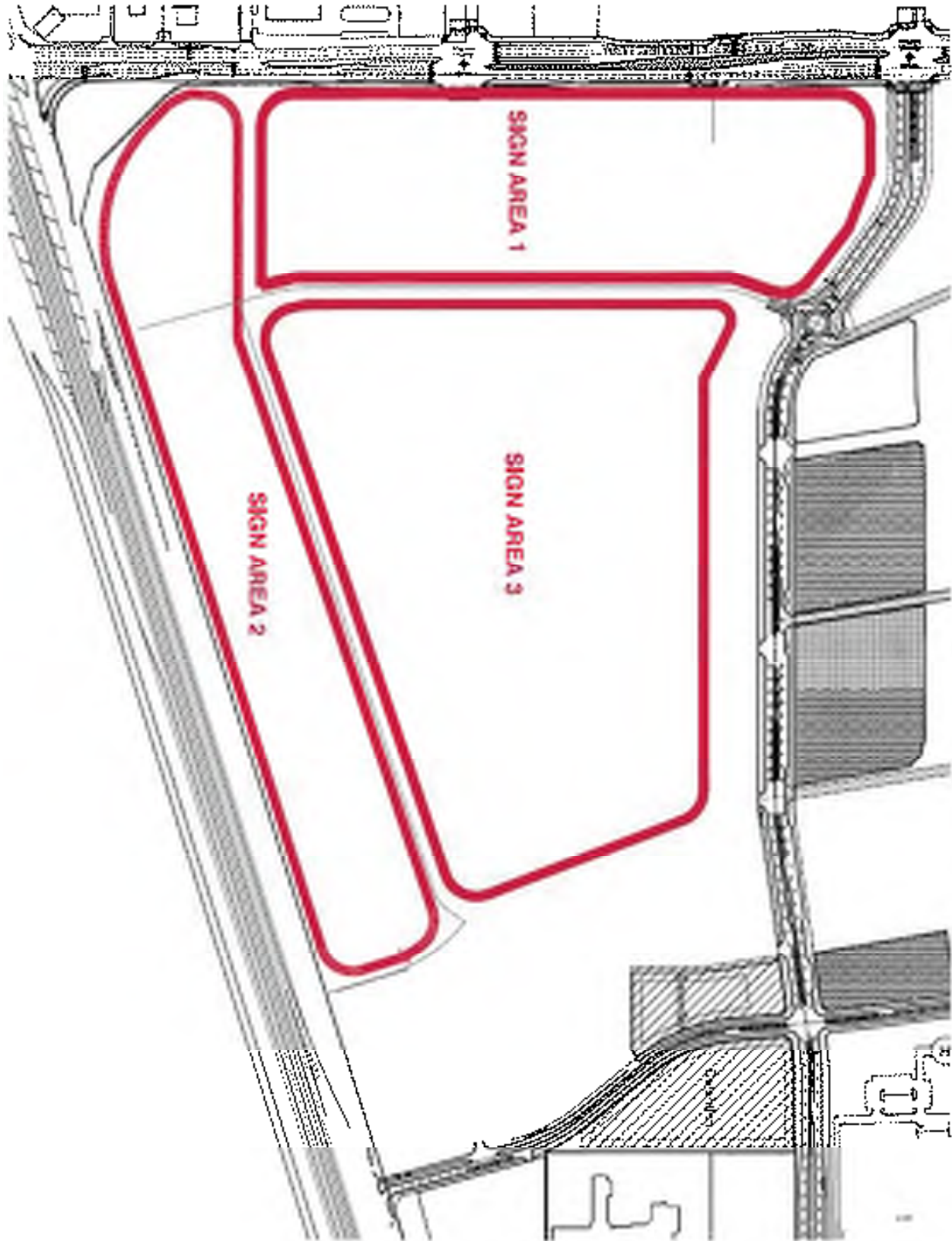
2. **Project Announcement Signs.**
 - a. Maximum of one-hundred (120) square feet per maximum effective sign area
 - b. All project announcements signs must be at least 200 feet apart. Project Announcement Signs shall be removed within 30 days after an occupancy permit is issued.
 - c. All Project Announcement Signs must be constructed with a metal frame and have acrylic or metal panels and comply with the RRTC Color Palette adopted as part of the RRTC Architectural Standards.
 - d. Typical Project Announcement Sign can be found in Appendix 3.

3. **Land available and Real Estate Signs.** Signs offering land available for sale or lease
 - a. Maximum of ninety-six (96) square feet per sale or lease parcel provided that no more than one sign be installed for each 300 feet of frontage.
 - b. Construction must be with a metal frame and have acrylic or metal panels.
 - c. Typical Real Estate Signs can be found in Appendix 3.

4. **Sandwich Board.**
 - a. Maximum sign height shall be three (3) feet.
 - b. Maximum sign width shall be two (2) feet and sign shall not be placed in front of adjoining tenant's storefront. Signs must be properly anchored (temporarily) or weighted against the wind.
 - c. Chalkboards or changeable letters may be used for daily changing messages.

- d. Signs shall be designed and constructed so as to promote and not visually obscure the significant architectural features of the Rayzor Ranch Development.
 - e. Signs must be removed after business hours.
 - f. Sidewalks must be at least ten (10) feet wide in order to erect or maintain a sandwich board or "A" frame sign.
5. **Wind Device Signs.** On premise, banners, and windblown signs such as pennants, flags, and streamers for special events and grand openings shall be permitted provided they:
- a. Do not exceed 20 square feet in area.
 - b. There shall be no limit to the number of wind device signs along main circulation routes within the RRTC overlay districts where said signs are not visible from US 380, IH 35 or Bonnie Brae and Scripture.
 - c. Comply with the requirements for duration stated in Section 35,15.9.4 of the Denton Development Code.

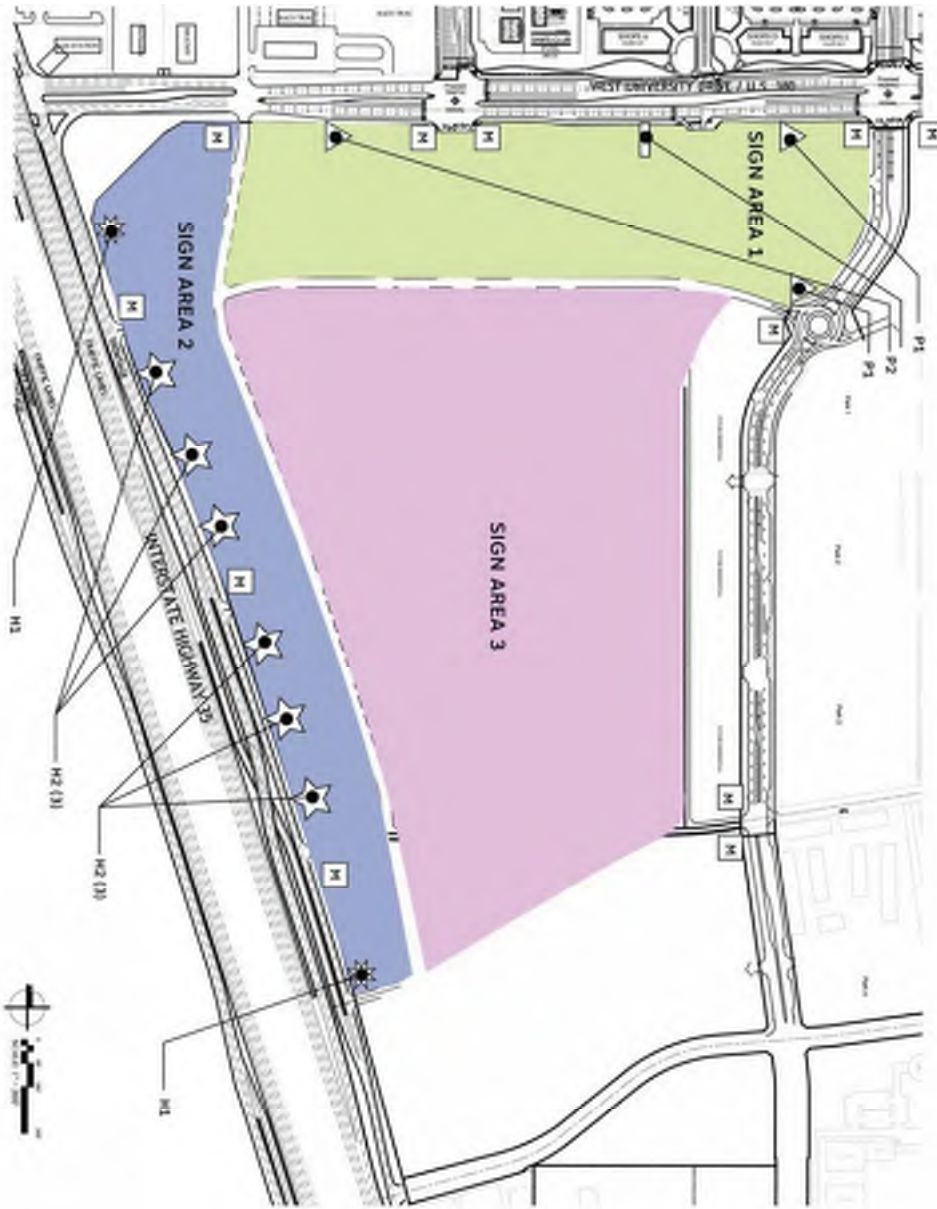
APPENDIX 1
South RR-2 and Town Center Sign Areas



APPENDIX 2





South RR-2 and Town Center Conceptual Sign Plan

Sign locations indicated are for illustrative purposes only and to further define use and proximity to project site features for various sign types. Final locations and use of signs will be identified in the approved site plan.








APPENDIX 3
South RR-2 and Town Center Sign Examples





All signage examples in Appendix 3 are for illustrative purposes only and to further define size calculations required for various sign types. Examples are not indicative of the final graphics for the RRTC Sign District.

A	Awning Sign	 An orange awning sign with the word "NoJa" written in a blue, stylized script font. The sign is mounted over a doorway.
B	Banner	 A purple and white banner sign for "HOPEDALE A Mill Village". The sign features a small illustration of a house and the text "established 1842". It is mounted on a post.
C	Blade	 A white, blade-shaped sign for "Buckle". The sign has the word "Buckle" in black and a red logo consisting of a white 'B' inside a red square. It is mounted on a building.
D	Canopy Sign	 A red and white canopy sign for "EXPRESS". The word "EXPRESS" is written in white, bold, capital letters on a red background. The sign is mounted over a glass entrance.



E	Changeable Message Sign	
F	Construction Sign	
G	Directional (Way Finding) Sign	
H	Directories	

I	Effective Sign Area	
J	Highway Sign	
K	Illuminated Sign	
L	Kiosk Sign	

M	Landscape Wall Sign	
N	Marquee	
O	Monument Sign	
P	Mural	

Q	Project Announcement Sign	 <p>A large outdoor sign for Kohl's. The top section reads "Store Opens Mar. 9th, Grand Opening Mar. 13th". The middle section features the "KOHLS" logo in large, bold, white letters. The bottom section says "Visit us at: www.kohls.com".</p>
R	Project Banner Sign	 <p>Two red vertical banners hanging from a pole. The top banner features a white wreath and the text "Holiday GREETING". Below it are smaller red banners with white circular designs.</p>
S	Projecting Sign	 <p>A projecting sign for Target, featuring the red bullseye logo and the word "TARGET" in red capital letters, mounted on a building facade.</p>
T	Project Landmark	 <p>A large, circular stone sign with the word "TERRA" in large, dark letters, surrounded by landscaping and a fountain, serving as a landmark for a building.</p>

U	Pylon sign	
V	Roof Sign	
W	Sandwich Board	
X	Secondary Sign	

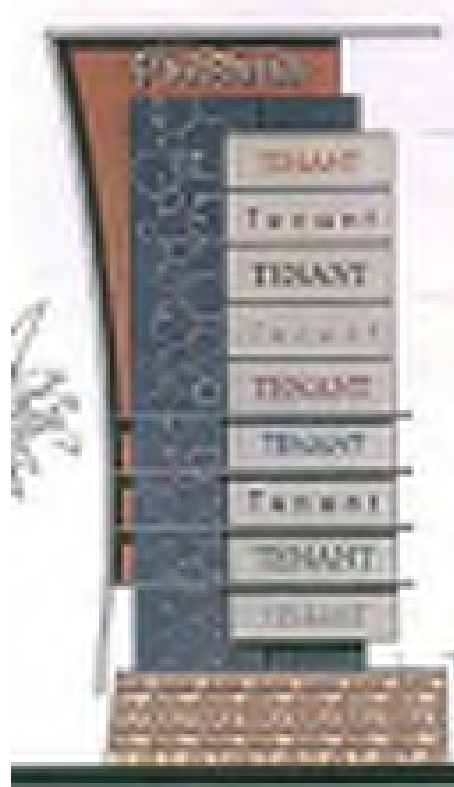
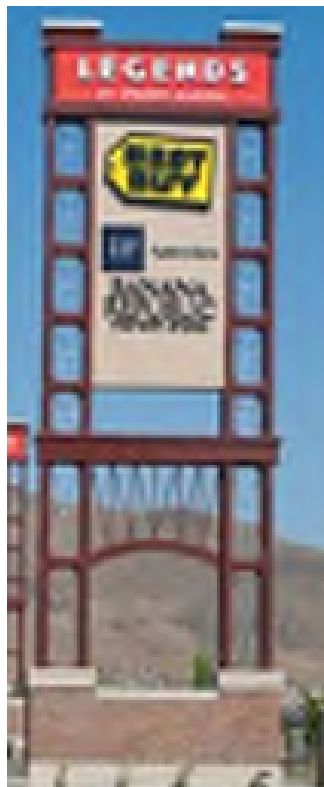
Y	Tenant Sign Building Sign Facade Sign	
Z	3D - Graphics	

APPENDIX 4

South RR-2 and Town Center Conceptual Sign Types

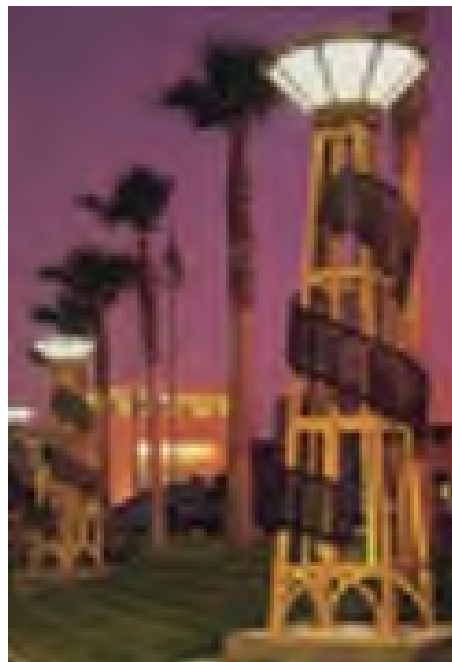
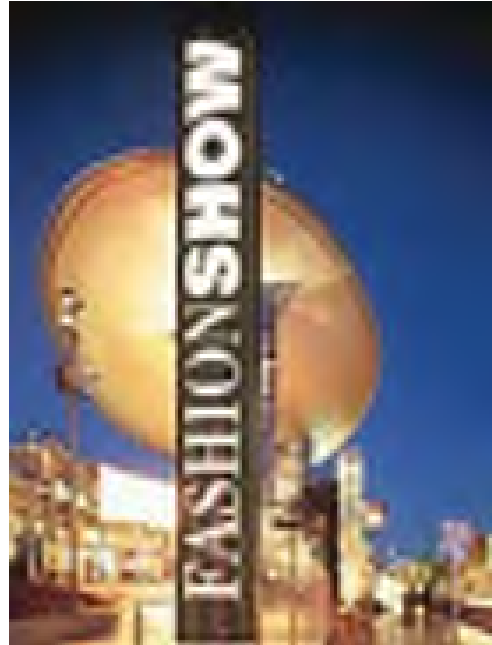
All conceptual sign types shown in Appendix 4 are for illustrative purposes only and to further define size requirements for various sign types. Final design and construction drawings will vary.

H1 – PRIMARY HIGHWAY



APPENDIX 4
South RR-2 and Town Center Conceptual Sign Types

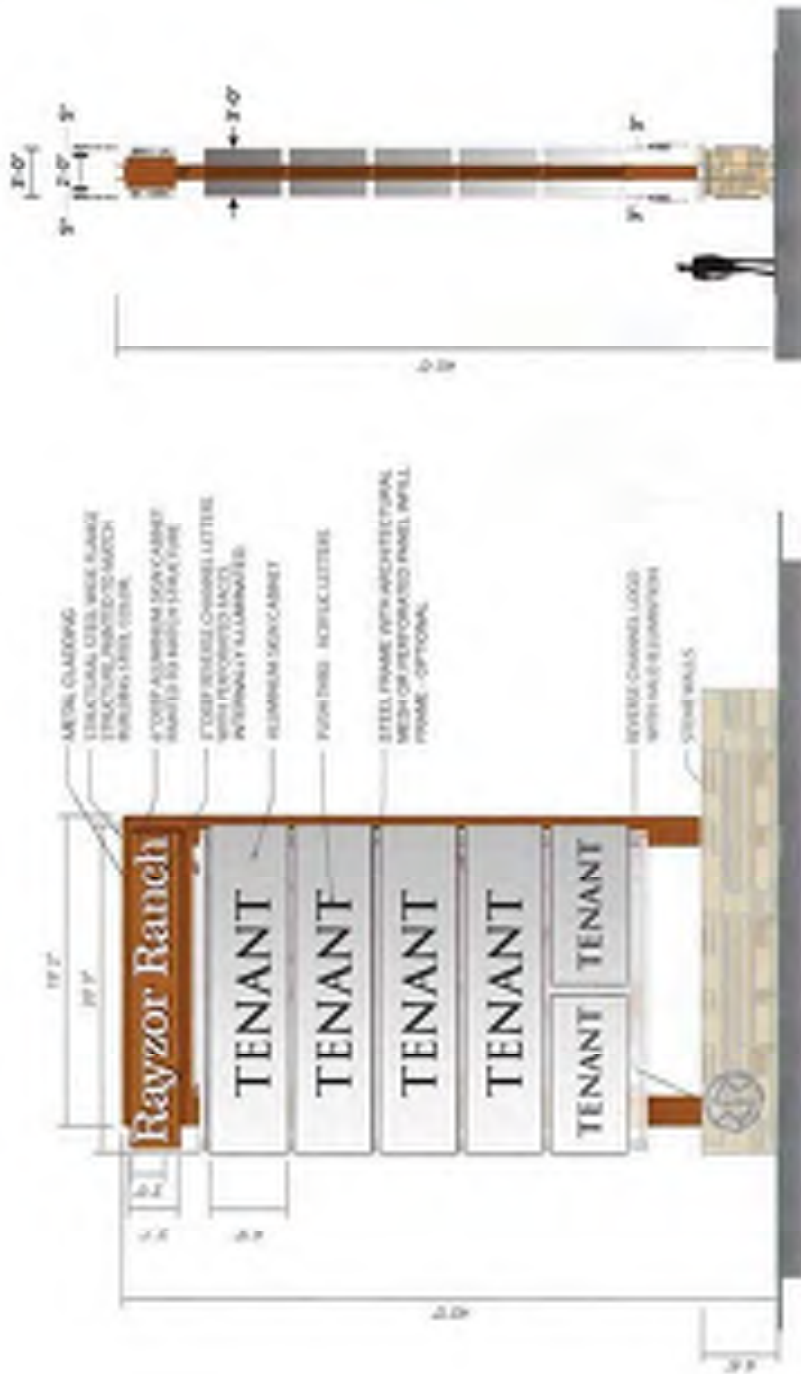
H2 – SECONDARY HIGHWAY



APPENDIX 4

South RR-2 and Town Center Conceptual Sign Types

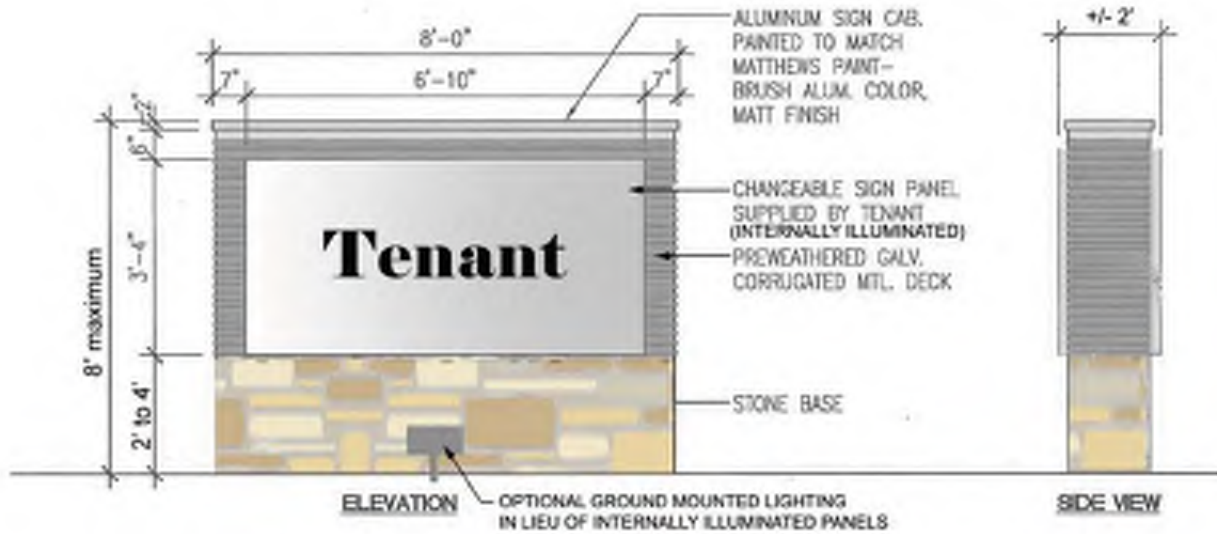
P1 – PRIMARY PYLON



APPENDIX 4

South RR-2 and Town Center Conceptual Sign Types

M 1 – SINGLE TENANT MONUMENT

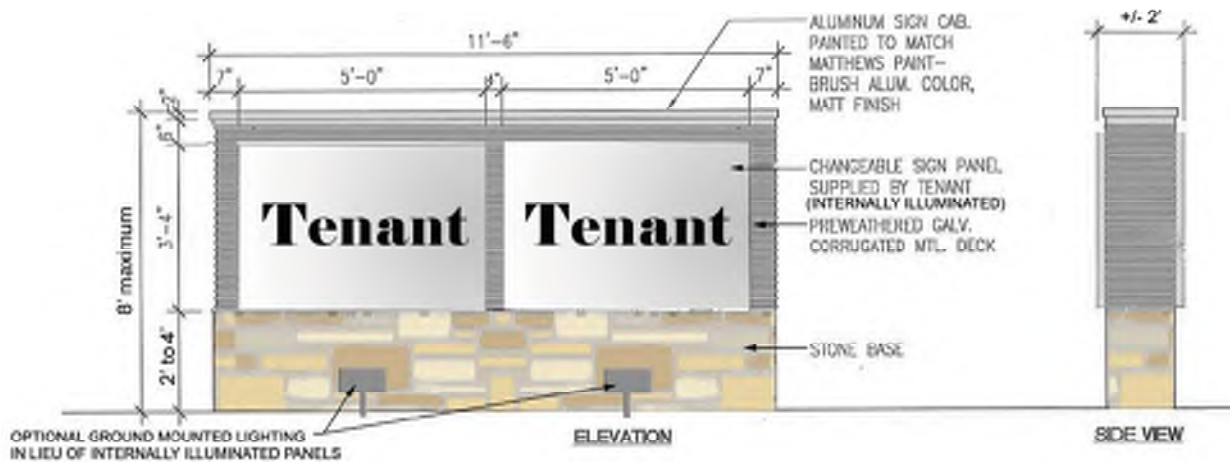


SINGLE TENANT MONUMENT SIGN

(OUTPARCEL PAD)

05/18/09

M 2 – DOUBLE TENANT MONUMENT



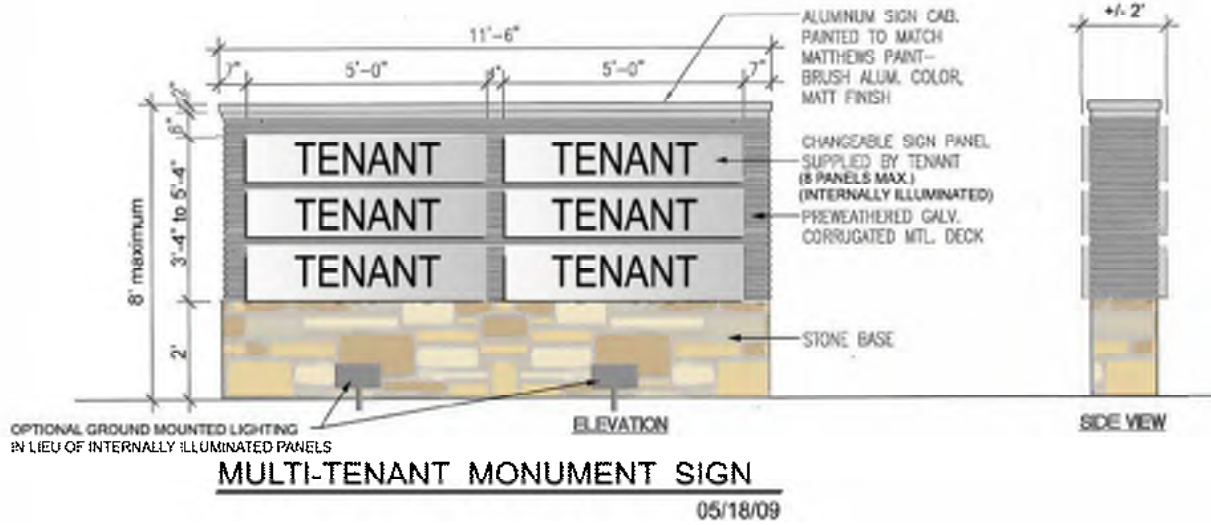
DOUBLE TENANT MONUMENT SIGN

(OUTPARCEL PAD)

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APPENDIX 4
South RR-2 and Town Center Conceptual Sign Types

M 3 – MULTI TENANT MONUMENT



M 4 – ENTRY MONUMENT

