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) T	P	Area 2 (IH 35) T	P	Area 3 (Interior) 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 a long 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 Palate 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.

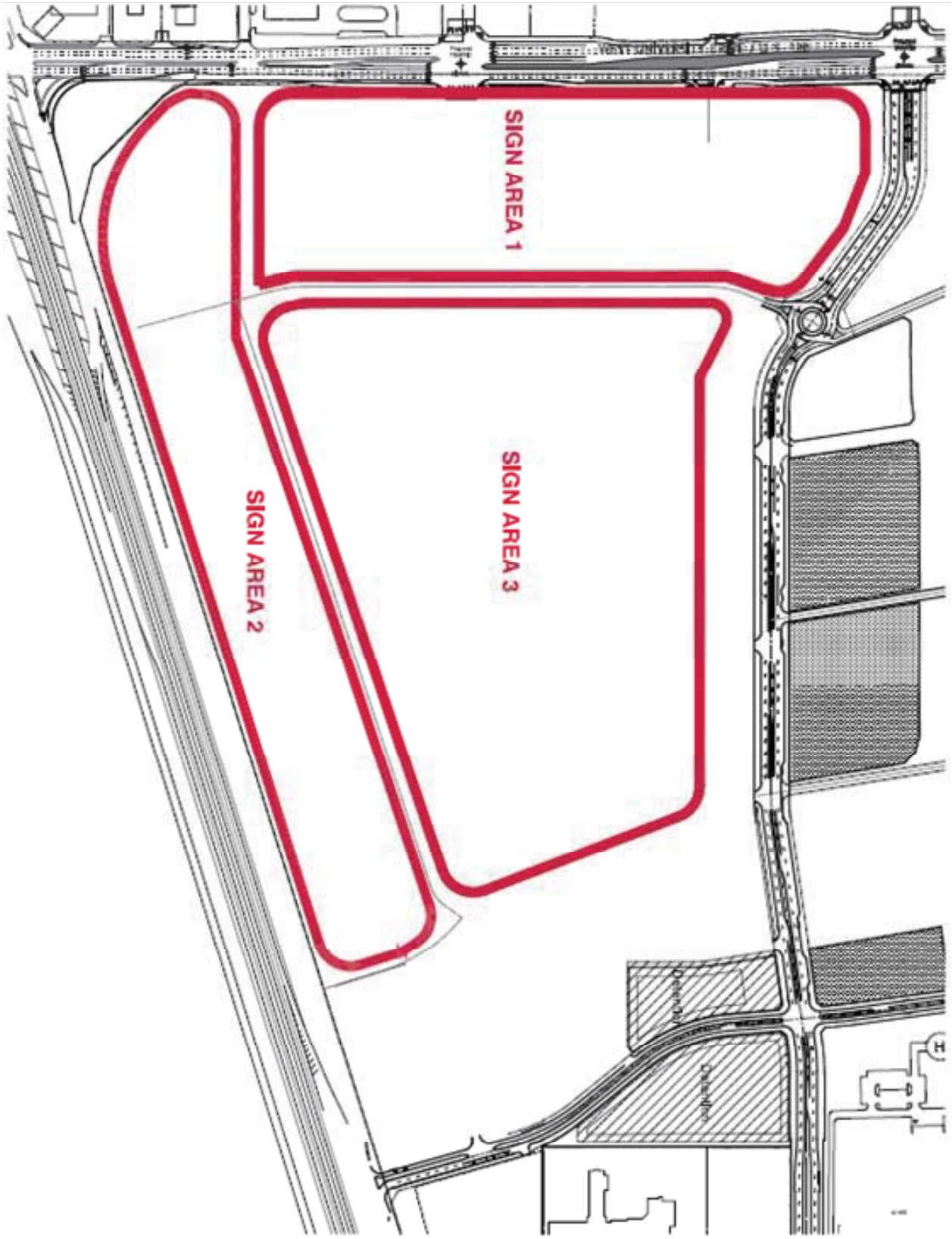
5. **Wind Device Signs.** On premise, banners, and windblown signs such as pennants, flags, and streamers for special events and grand openings shall be permitted provided they:

   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.

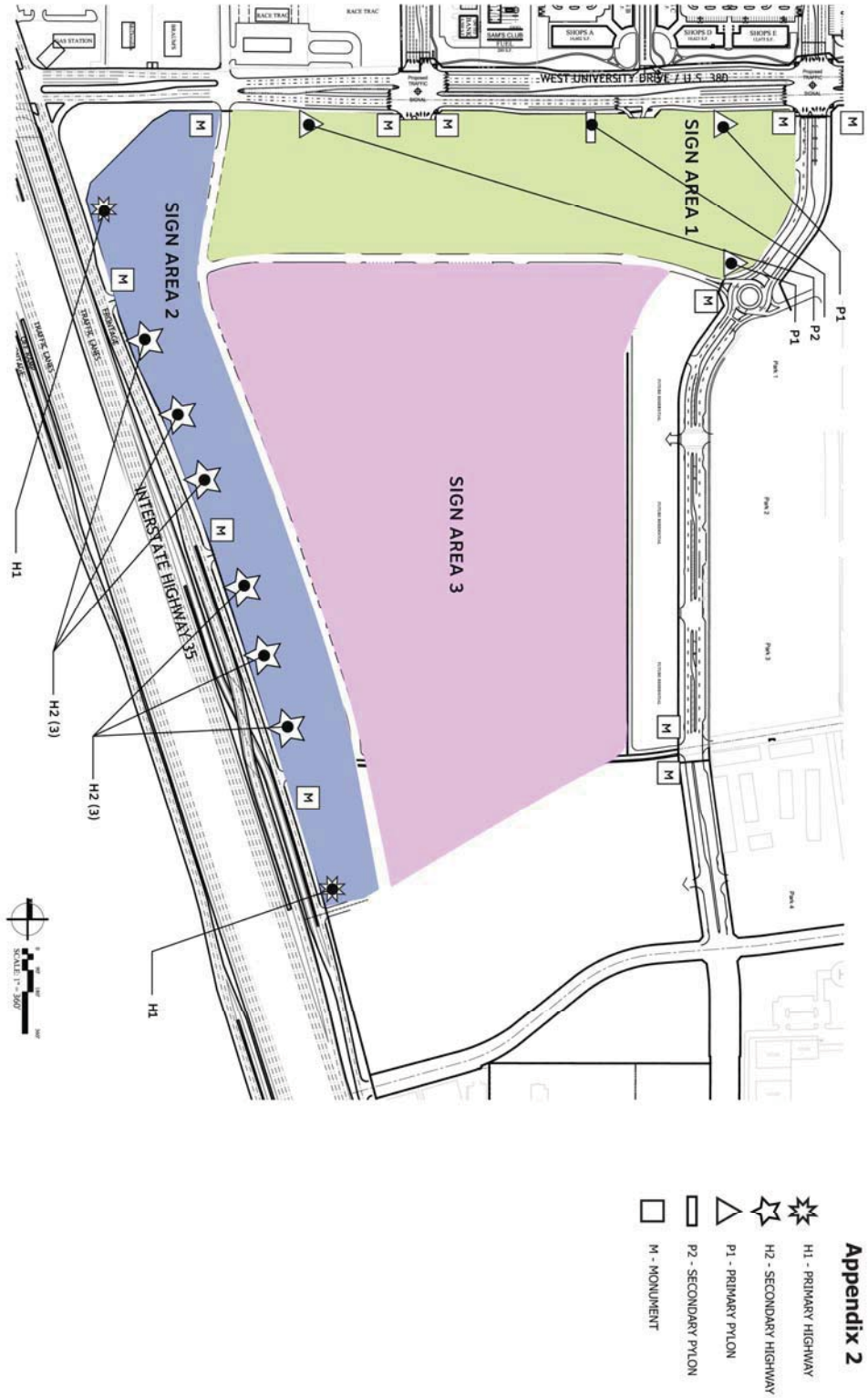
APPENDIX 1
South RR-2 and Town Center Sign Areas



APPENDIX 2

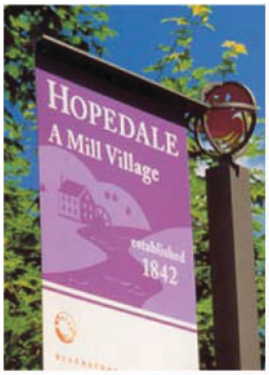
South RR-2 and Town Center Conceptual Sign Plan

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.

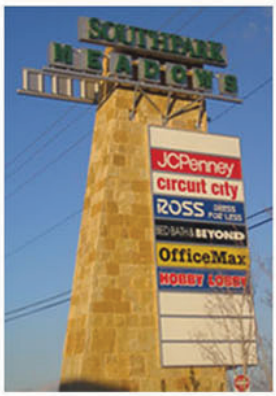
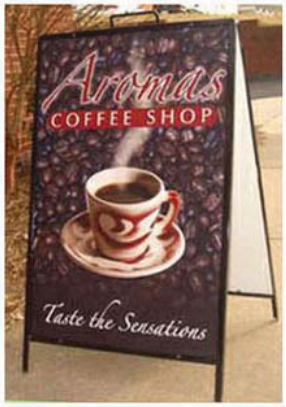
A	Awning Sign	
B	Banner	
C	Blade	
D	Canopy Sign	

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 Announce-ment Sign	
R	Project Banner Sign	
S	Projecting Sign	
T	Project Landmark	

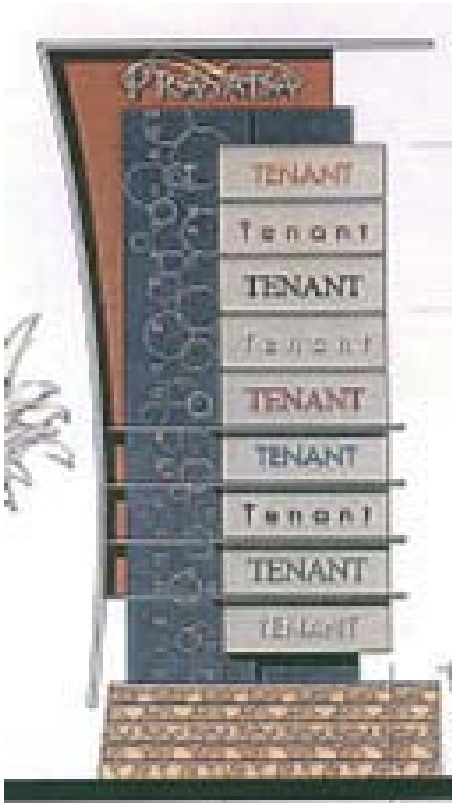
U	Pylon sign	
V	Roof Sign	
W	Sandwich Board	
X	Secondary Sign	

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

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

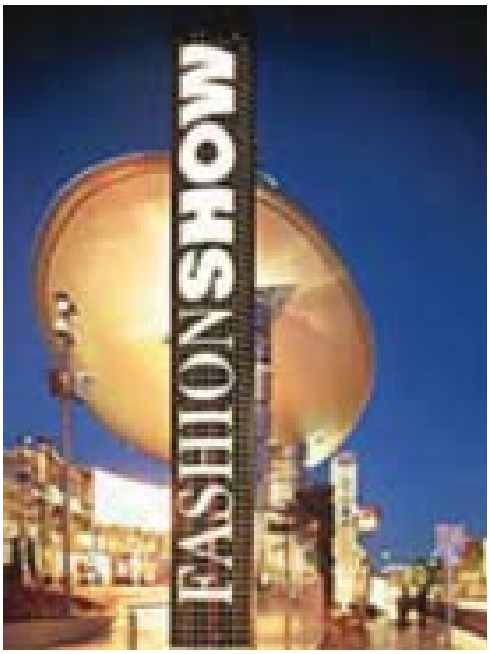
All conceptual sign types shown in Appendix 4 are for illustrative purposes only and to further define size requirements for various sign types. Final design and construction drawings will vary.

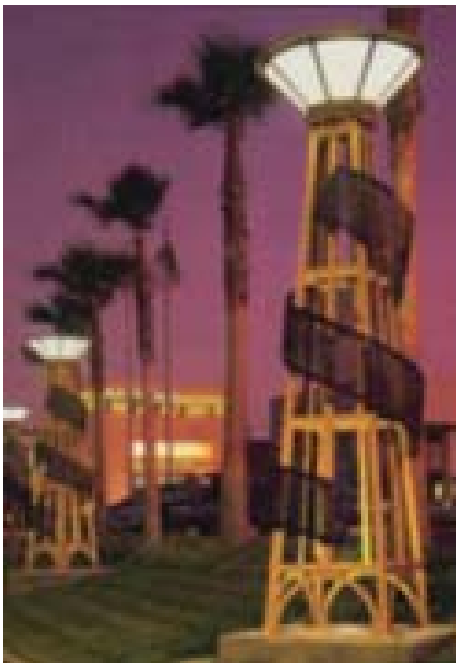
H1 – PRIMARY HIGHWAY



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

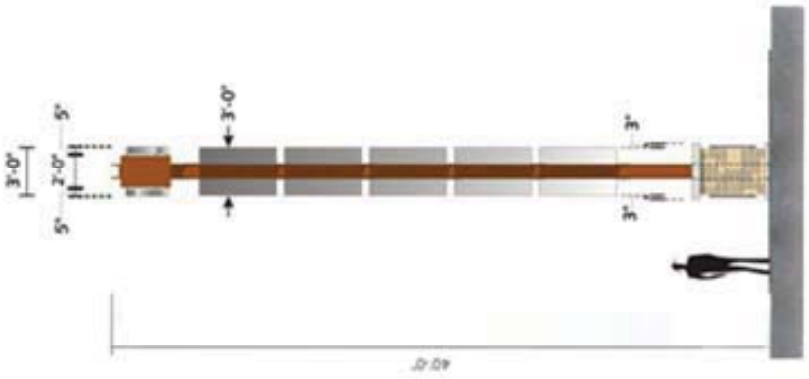
H2 – SECONDARY HIGHWAY

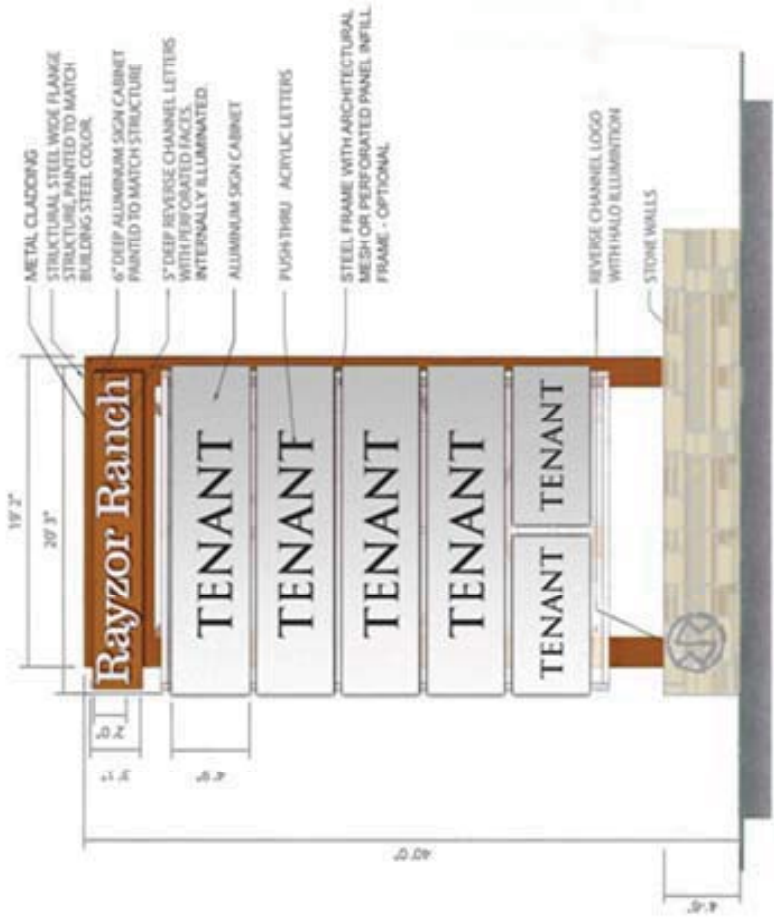




APPENDIX 4
South RR-2 and Town Center Conceptual Sign Types

P1 – PRIMARY PYLON

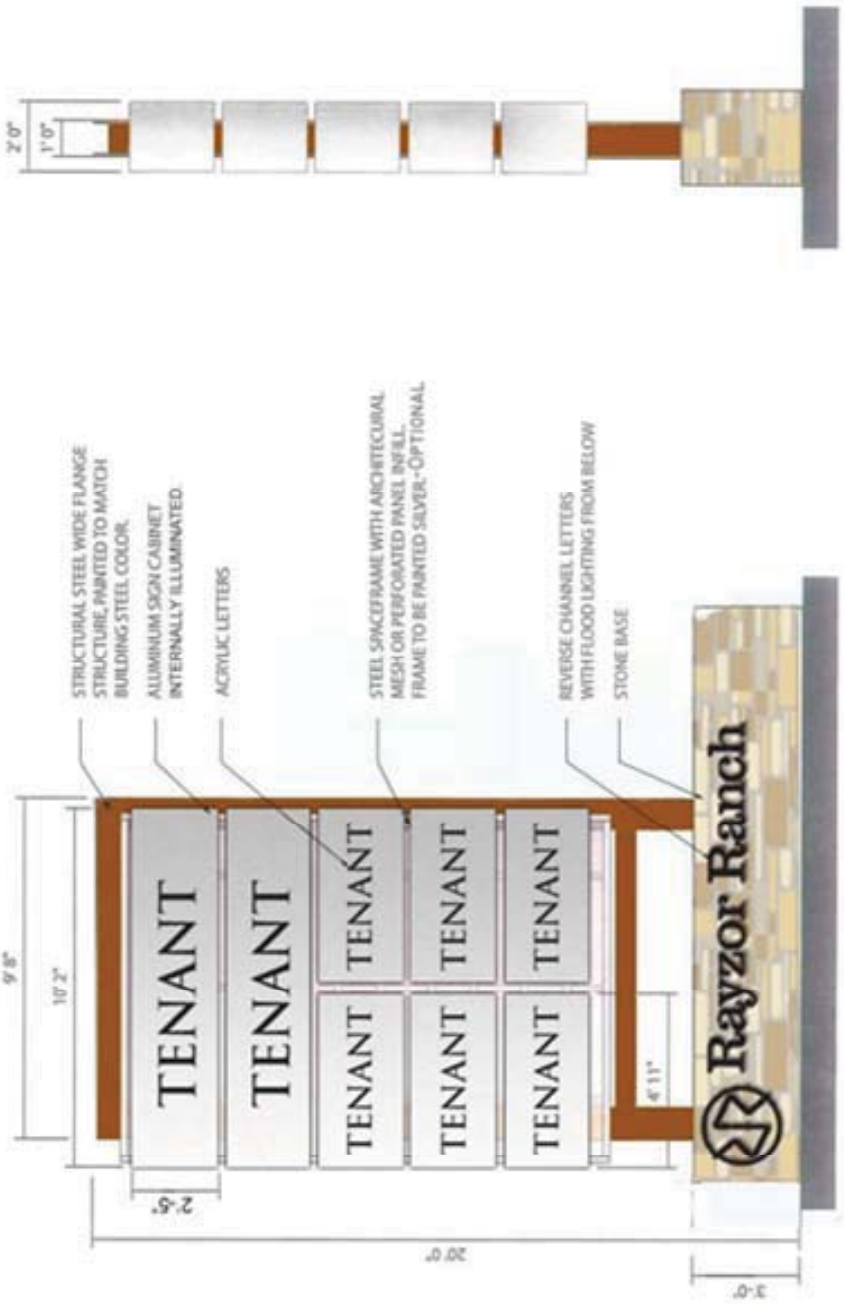




APPENDIX 4

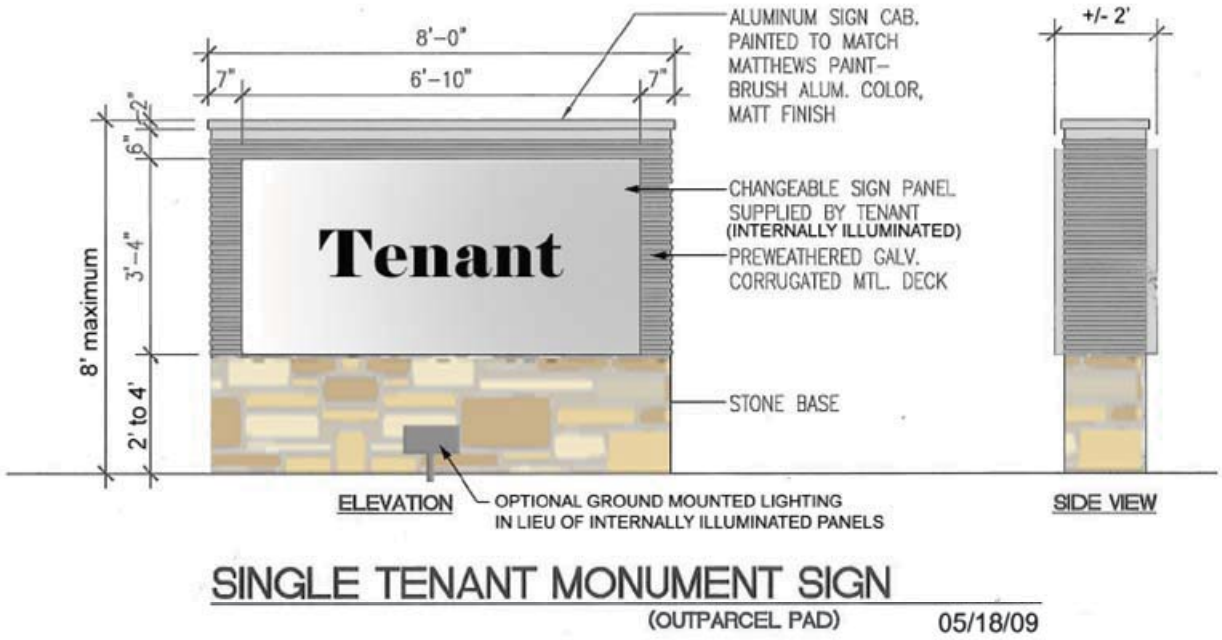
South RR-2 and Town Center Conceptual Sign Types

P2 – SECONDARY PYLON



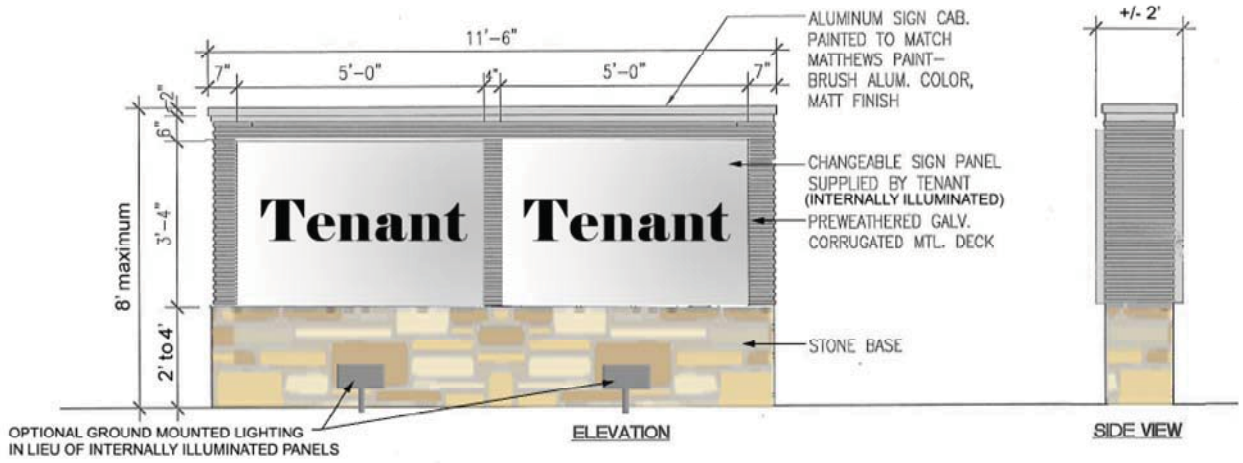
APPENDIX 4
South RR-2 and Town Center Conceptual Sign Types

M 1 – SINGLE TENANT MONUMENT



SINGLE TENANT MONUMENT SIGN
(OUTPARCEL PAD) 05/18/09

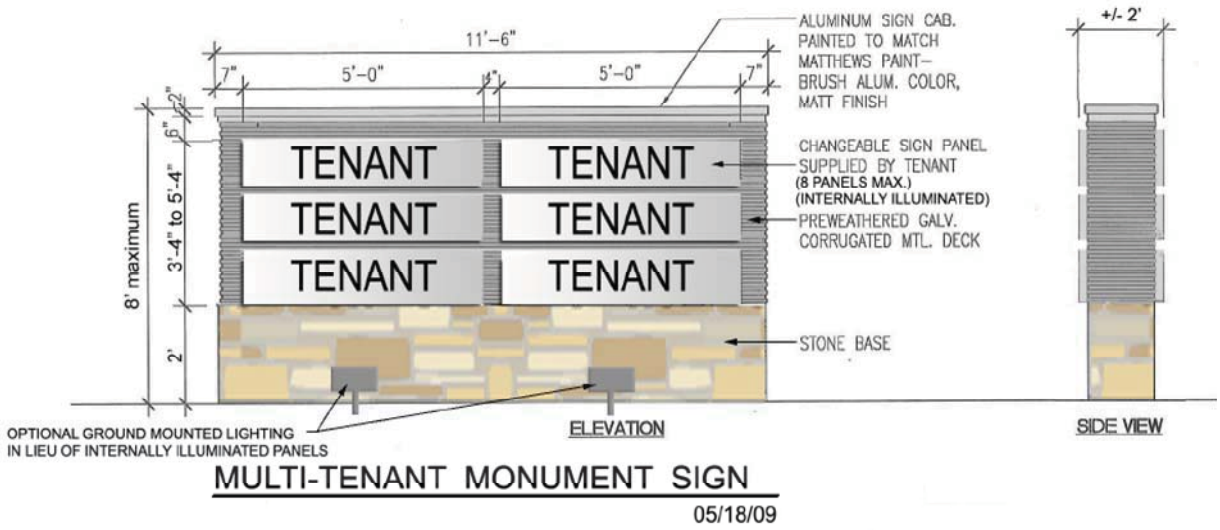
M 2 – DOUBLE TENANT MONUMENT



DOUBLE TENANT MONUMENT SIGN
(OUTPARCEL PAD) 05/18/09

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

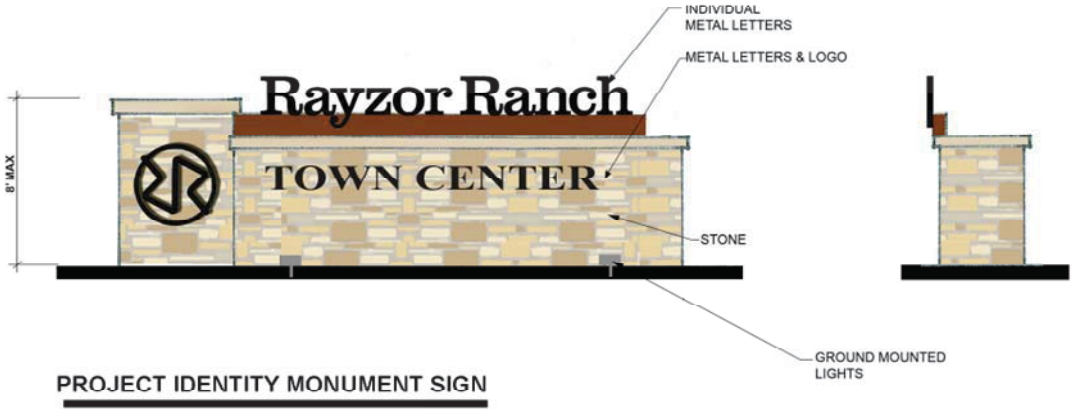
M 3 – MULTI TENANT MONUMENT



MULTI-TENANT MONUMENT SIGN

05/18/09

M 4 – ENTRY MONUMENT



PROJECT IDENTITY MONUMENT SIGN