

## Sign Package Criteria

100MILL

Tempe, Arizona

Client

- Hines Interests Limited Partnership
- Cousins Properties

Issue

**Submittal**

Date

02/26/21

**TRADEMARK**

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# Project Data

## 1 Project Information

### Project Name/Location

100MILL  
Tempe, Arizona

### Parcel Information

PARCEL NUMBERS  
132-29-986  
132-29-987  
132-29-988

AREA IN SQUARE FEET  
109,294 SF

AREA IN ACREAGE  
2.51 Acres

### Jurisdiction/Zoning

JURISDICTION  
City of Tempe, Arizona

ZONING  
CC

### Property Owner/Developer

Hines  
2375 E. Camelback Rd.  
Suite 210  
Phoenix, AZ 85016

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P 602.385.4005

CONTACT  
Brandon Dillingham  
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Cousins Properties  
80 E. Rio Salado Pkwy.  
Suite 105  
Tempe, AZ 85281

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P 602.385.7317

CONTACT  
Will Creyer  
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### Building Owner/Operations

Cousins Properties  
80 E. Rio Salado Pkwy.  
Suite 105  
Tempe, AZ 85281

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Will Creyer  
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### Architect of Record

Davis  
74 E. Rio Salado Pkwy.  
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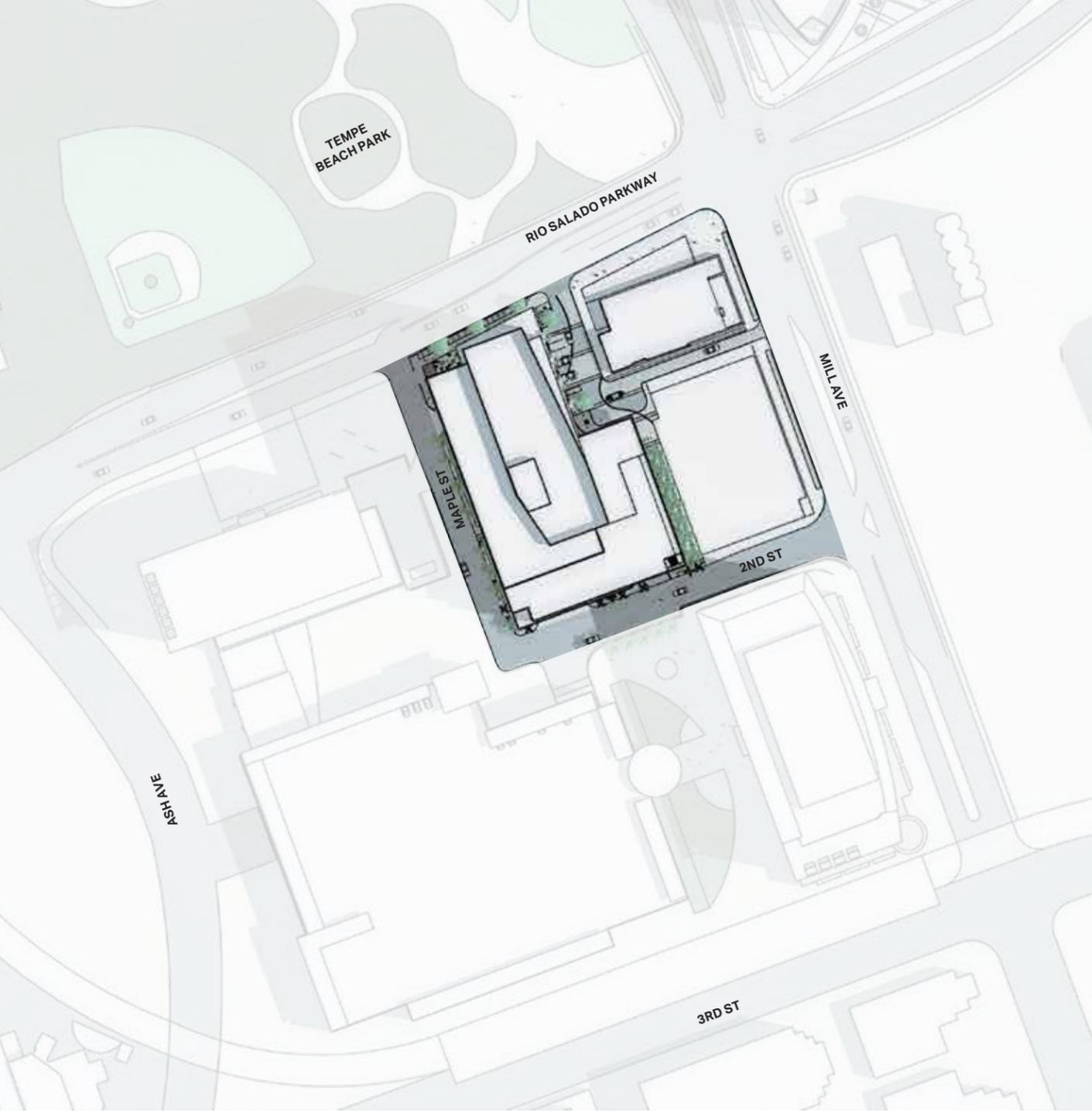
### Signage Consultant

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3825 S 36th Street  
Phoenix, AZ 85040

PHONE/FAX  
P 602.272.5055  
F 602.272.5011

CONTACT  
Dan Kronenberg

## 2 Vicinity Map



# Creative Elements

## 1 Type Families

**Roboto Light**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

**Roboto Medium**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## 4 Project Logo



## 2 Colors



**P1 PMS 5425**  
Matthews Paint Match  
Satin Finish



**P2 PMS 7540**  
Matthews Paint Match  
Satin Finish



**P3 Snowmist**  
Matthews Paint  
MP4561  
Satin Finish

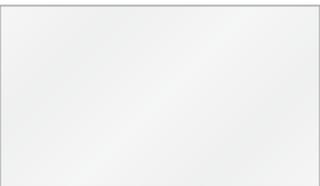
## 3 Materials



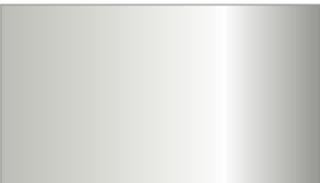
**M1 Aluminum**



**M4 Concrete**



**M2 White Acrylic**



**M3 Stainless Steel**  
Polished Finish



**V1 Perforated Vinyl**  
3M Dual Color Film  
Painted Various Project  
Colors as Required  
Satin Finish



**V3 Clear Receptive Vinyl**  
Painted To Match PMS 7540  
Satin Finish



**V2 Cast Vinyl**  
With Direct Digital Print  
Match PMS 7540

## Section 2 | Development Signs

# General Provisions

## 1 Introduction

All Development Signs at 100Mill must be compatible with the standards outlined in this Sign Package Criteria and in conformance with City of Tempe Sign Ordinance. The purpose of the sign standards prescribed in this Sign Package Criteria is to ensure an attractive office and retail environment and to protect the interests of the surrounding neighborhood, Owner, Developer, and Occupants/Tenants of 100Mill. Conformance will be strictly enforced, and any installed nonconforming or unapproved signs will be brought into conformance at the sole expense of the entity that is responsible for erecting the offending sign.

### DEFINITION

For the purpose of this Sign Package Criteria, Development Signs refer to signs that are erected by the Master Developer, Developer or Landlord.

### PURPOSE

Development Signs may be erected for any of the following purposes:

- To identify the 100Mill development.
- To identify Districts or Neighborhoods within the 100Mill development.
- To identify Tenants located within the 100Mill development. This applies to freestanding multi-tenant signs or multi-tenant signs attached buildings.
- To provide wayfinding assistance through the use of vehicular and pedestrian directional signage or Tenant directories.

### CATEGORIES

To fulfil any of the purposes listed above, Development Signs may be from any of the following categories as defined by the City of Tempe:

- Monument Sign
- Directional Sign
- Building Mounted ID Sign

## 2 General Guidelines

Unless noted, these general guidelines shall pertain to Development Signs at 100Mill regardless of their specified use.

### FREESTANDING SIGNS

All freestanding signs must meet applicable setbacks, and their installation must comply with all local building and electrical codes.

### MULTI-TENANT SIGNS

Multi-Tenant Signs serve the purpose of identifying multiple Tenants at 100Mill on one sign structure or Building Area.

The Landlord reserves the right to determine Tenant placement on Multi-Tenant Signs. The Landlord reserves the right to determine the number of Tenants allowed on a Multi-Tenant Sign up to the maximum number allowed per code.

The specific sign type, total sign area and dimensions of each Multi-Tenant Sign (i.e. Freestanding Sign) shall be prescribed at the time of permitting and erection and shall not exceed the maximum allowable area. The Sign Area can be divided any way at the Landlord's discretion to accommodate a multiple Tenant mix. The Tenant sign panels can be modified to fit identification of national identities and branding of new and/or existing Tenants. The cumulative size of all Tenant sign panels shall not exceed the total sign area allowed per sign type. Sign modification will require a new sign permit, however, a change in tenant panels, other than the reconfiguration of the physical panels themselves will not require a permit.

Tenants must receive written approval from the Landlord prior to using any panel on any Multi-Tenant Sign. Landlord alone shall specify the sign company that is allowed to replace and install the Tenant panels. Any Tenant panels removed or installed without Landlord written approval will be removed and/or replaced by the Landlord and the offending Tenant will be responsible for all charges in addition to an administration fee equal to 100% of the charges. All Tenants will purchase new Tenant panels and any existing blank panels will be stored by the Landlord to use when removing Tenant panels.

### SIGN FACE

All sign faces and Tenant panels shall have a background that is 100% opaque. Typical sign faces and Tenant panels would be routed aluminum faces with acrylic backed and/or acrylic push-thru letters.

### FACE VALUE

The Landlord reserves the right to establish a monetary value of each Tenant sign space and may charge the Tenants accordingly.

### PLACEMENT

The placement of each freestanding sign shall be determined and specified at sign permit submittal.

### SITE VISIBILITY TRIANGLE

The placement of each freestanding sign over three feet tall must be outside of the site visibility triangles that exist at each intersection and driveway entrance as defined by local ordinance.

### ELECTRICAL DETAILS

All submittals for electric signs must include full detail electrical information indicating voltage, amps and number of circuits. All electric signs must comply with UL standards and carry a UL sticker on the exterior of the sign in a visible location. All signs must carry a permanent tag on the exterior of the sign in a visible location indicating the sign manufacturer and the electrical information including voltage, amps and number of circuits.

### EXEMPTIONS

General Purpose Freestanding Signs that serve a purpose other than Center or Tenant Identification are exempt from the guidelines and criteria of this Sign Package Criteria as long as they do not exceed 1.5 square feet in area. General Purpose Freestanding Signs that fall under this exemption include but are not limited to:

- Parking Signs
- Towing Notice Signs
- Private Property Signs
- No Trespassing Signs
- Emergency Access Signs
- Trash Enclosure Signs
- Fire Lane Signs
- Pedestrian Crossing Signs
- Traffic Control Signs

General Purpose Freestanding Signs that are larger than four 1.5 square feet in area are not permitted except where required by local ordinance.

CONTINUED NEXT PAGE

# General Provisions

## 3 Specific Guidelines

As outlined previously in this chapter, there are generally three categories of Development Signs at 100Mill which are detailed in the following sections:

### MONUMENT SIGNS

- **Number.** One on-site Freestanding Monument Sign is permitted for any lot or parcel with a minimum of 100 feet of street frontage. Parcels with 600 feet of street frontage are permitted 2 Freestanding Monument Signs. One additional Freestanding Monument Sign is permitted for each additional 300 feet of street frontage.
- **Height Criteria.** Signs shall be no greater than 10 feet in height to the top of sign, even with 5+ acres of property site.
- **Area.** The Monument Sign area shall not exceed 60 square feet.
- **Spacing.** Signs shall maintain a minimum spacing of 100 feet from any other Freestanding Sign on the same street frontage.

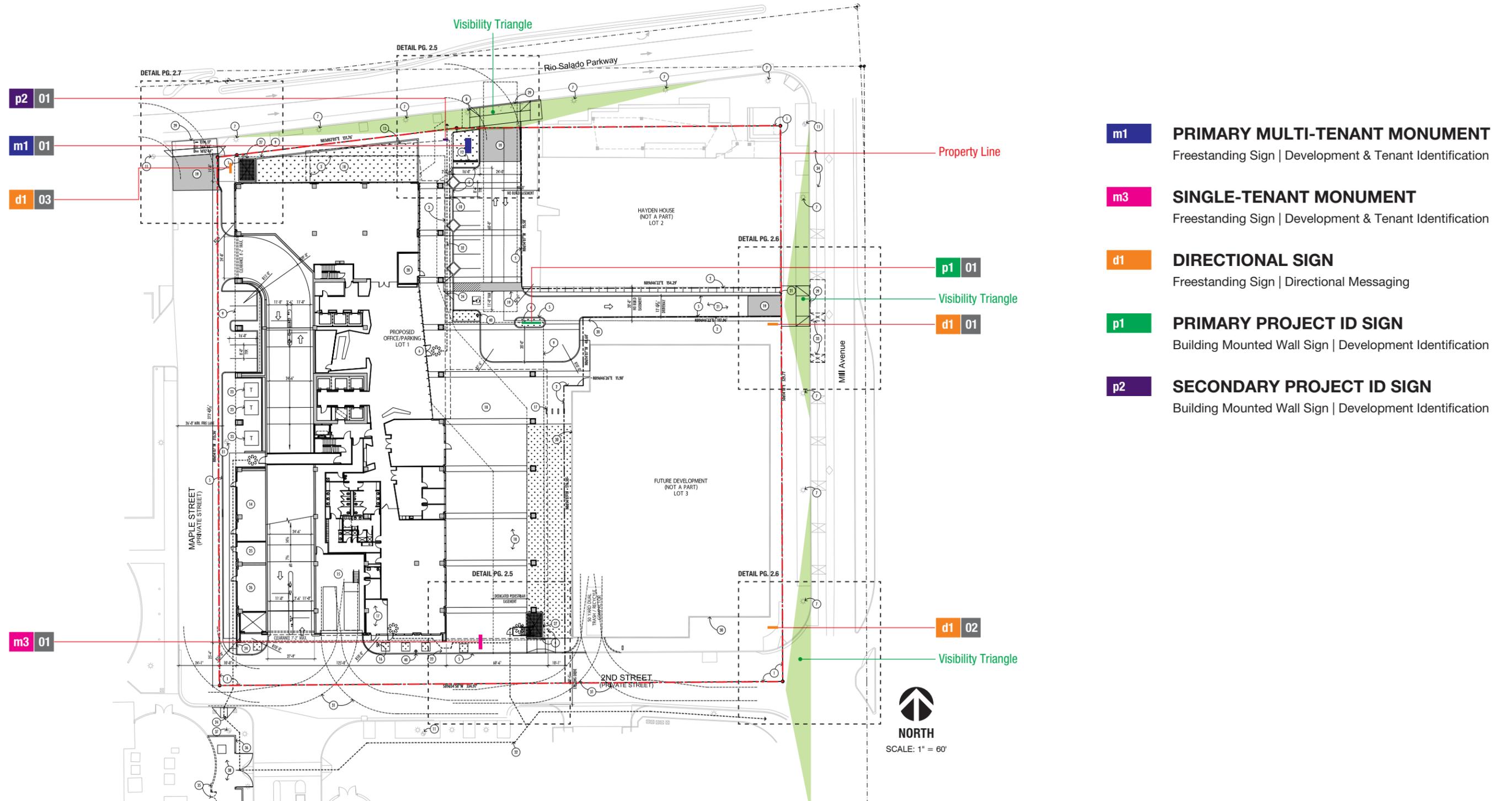
### DIRECTIONAL SIGNS

- **Directional Signs** are not counted as part of the total sign area for a use and shall comply with the following regulations:
- **Applicability.** Directional Signs are permitted to assist in traffic movement on a property. Directional Signs shall include an arrow, and may include copy to read “Enter”, “Exit” or “Drive-Through” and a single business logo.
- **Size.** Signs shall be no greater than 12 square feet in area and 4 feet in height.
- **Prohibited Locations.** Directional Signs shall not be located in a required perimeter landscape area.

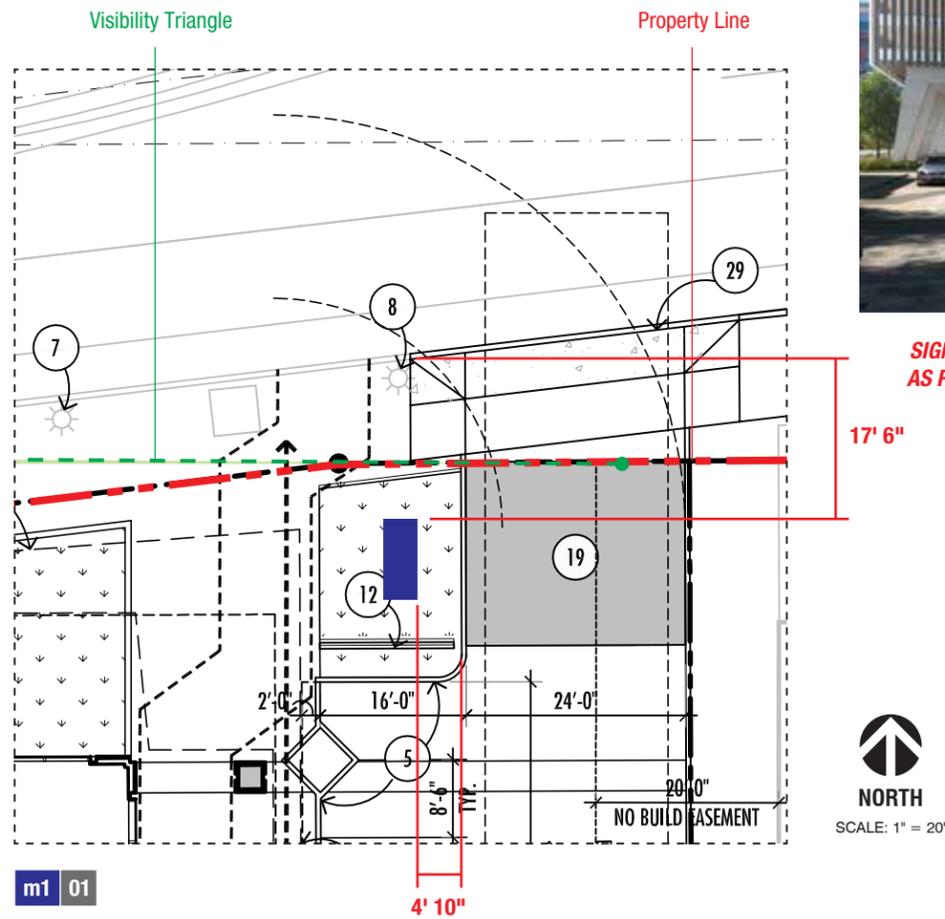
### BUILDING MOUNTED ID SIGNS

- Signs for center or project identification are permitted on building surfaces or structures that are specifically designed to accommodate signage.
- Building Mounted ID Signs shall not extend beyond the building surface where the sign is located.

# Sign Location Plan



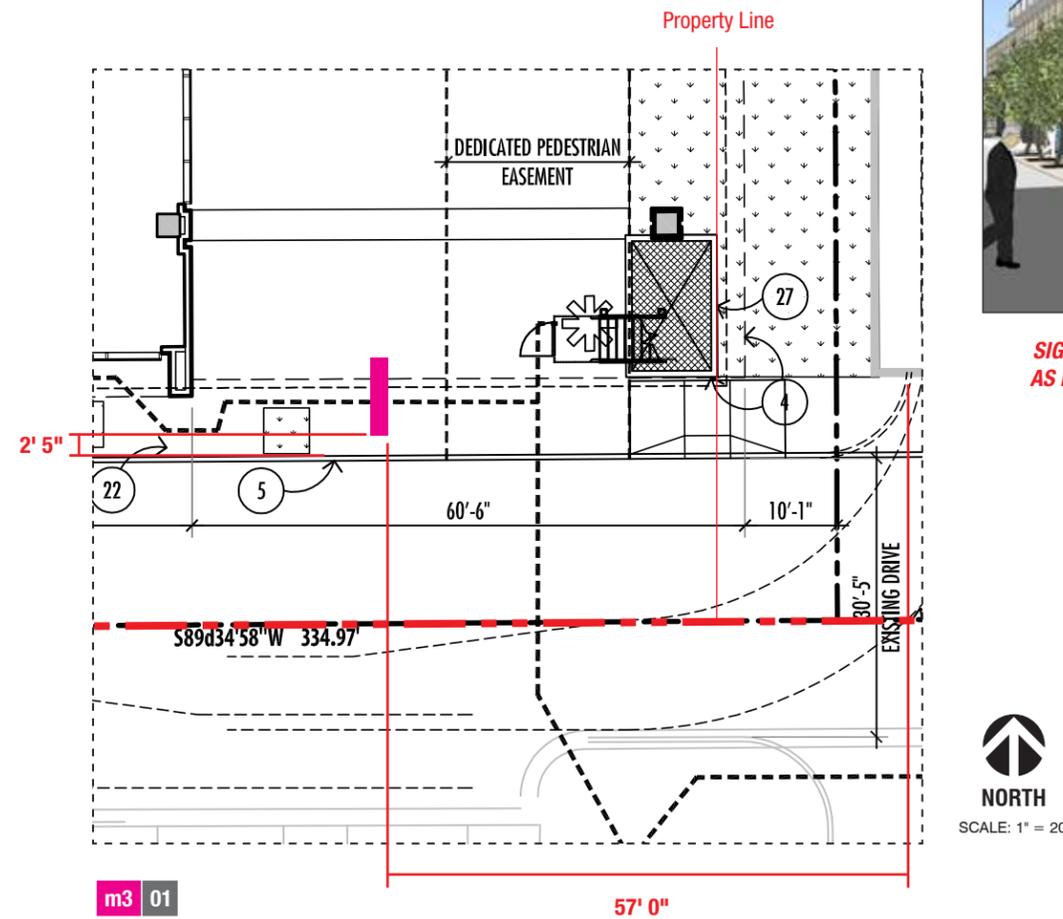
# Sign Location Plan



LOCATION RENDERING



SIGN LOCATIONS WILL BE DETERMINED AS PART OF THE SIGN PERMIT PROCESS

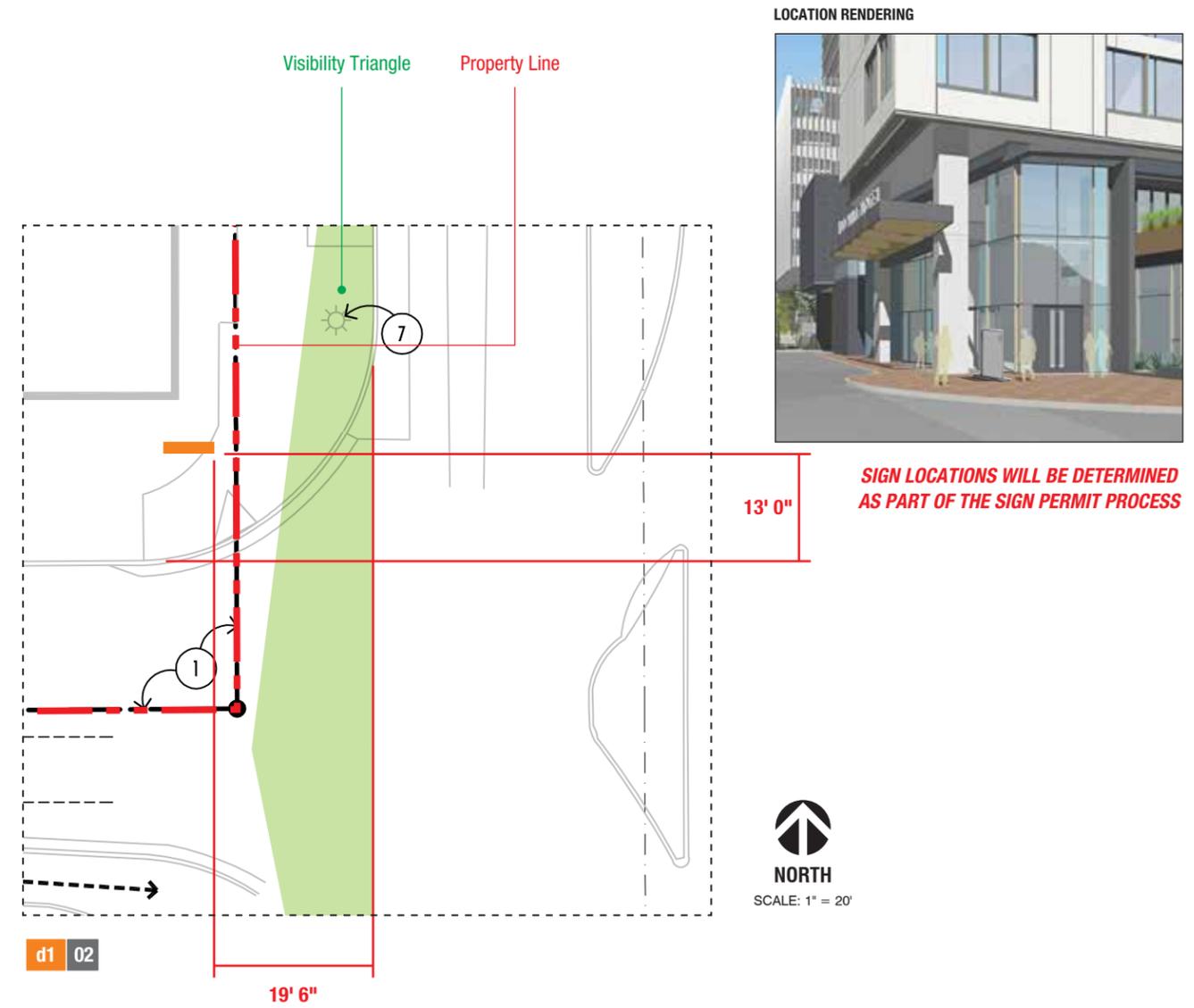
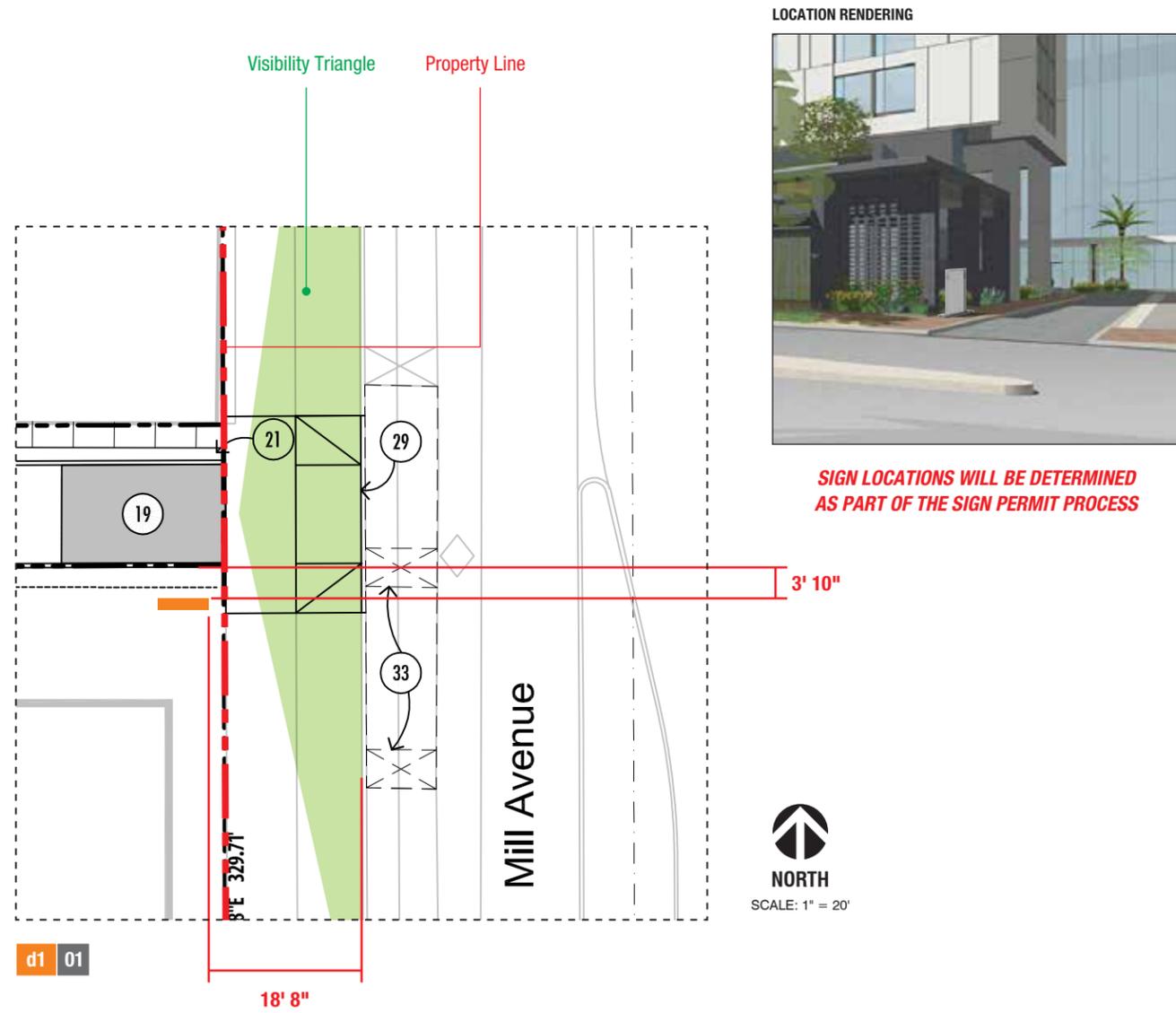


LOCATION RENDERING

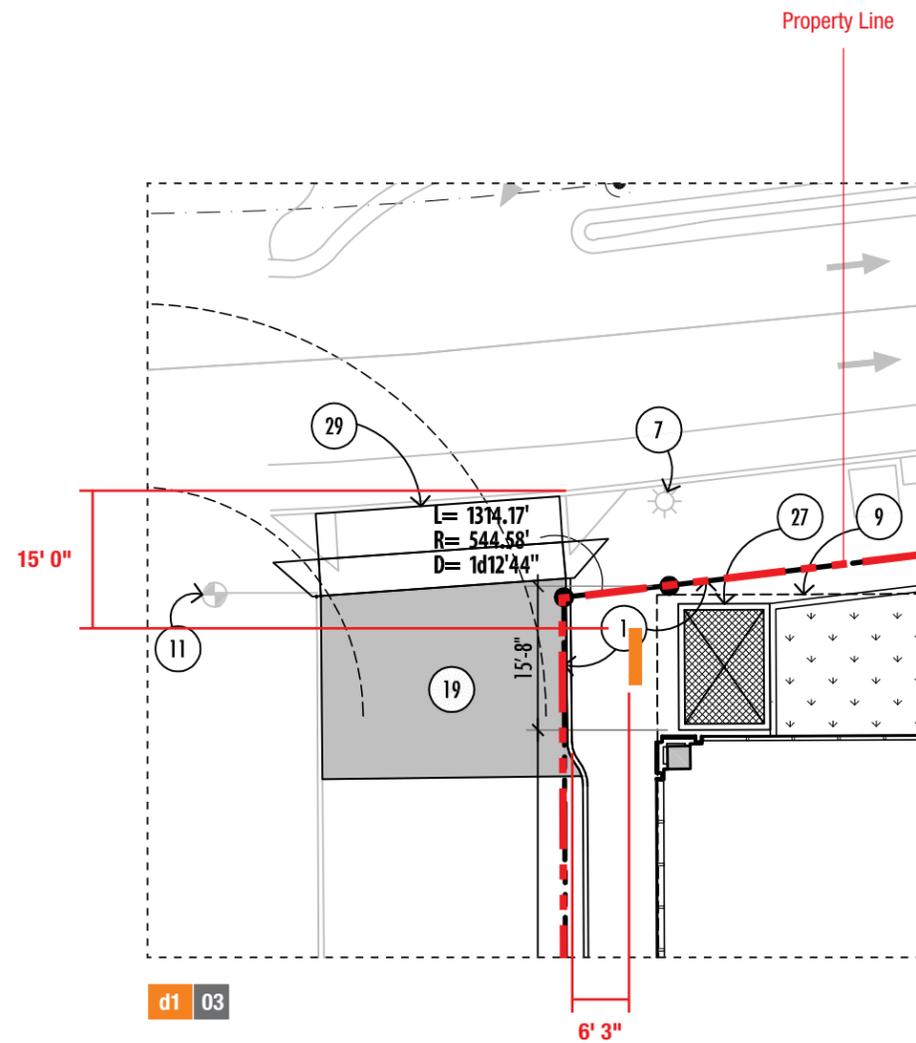


SIGN LOCATIONS WILL BE DETERMINED AS PART OF THE SIGN PERMIT PROCESS

# Sign Location Plan



# Sign Location Plan



LOCATION RENDERING



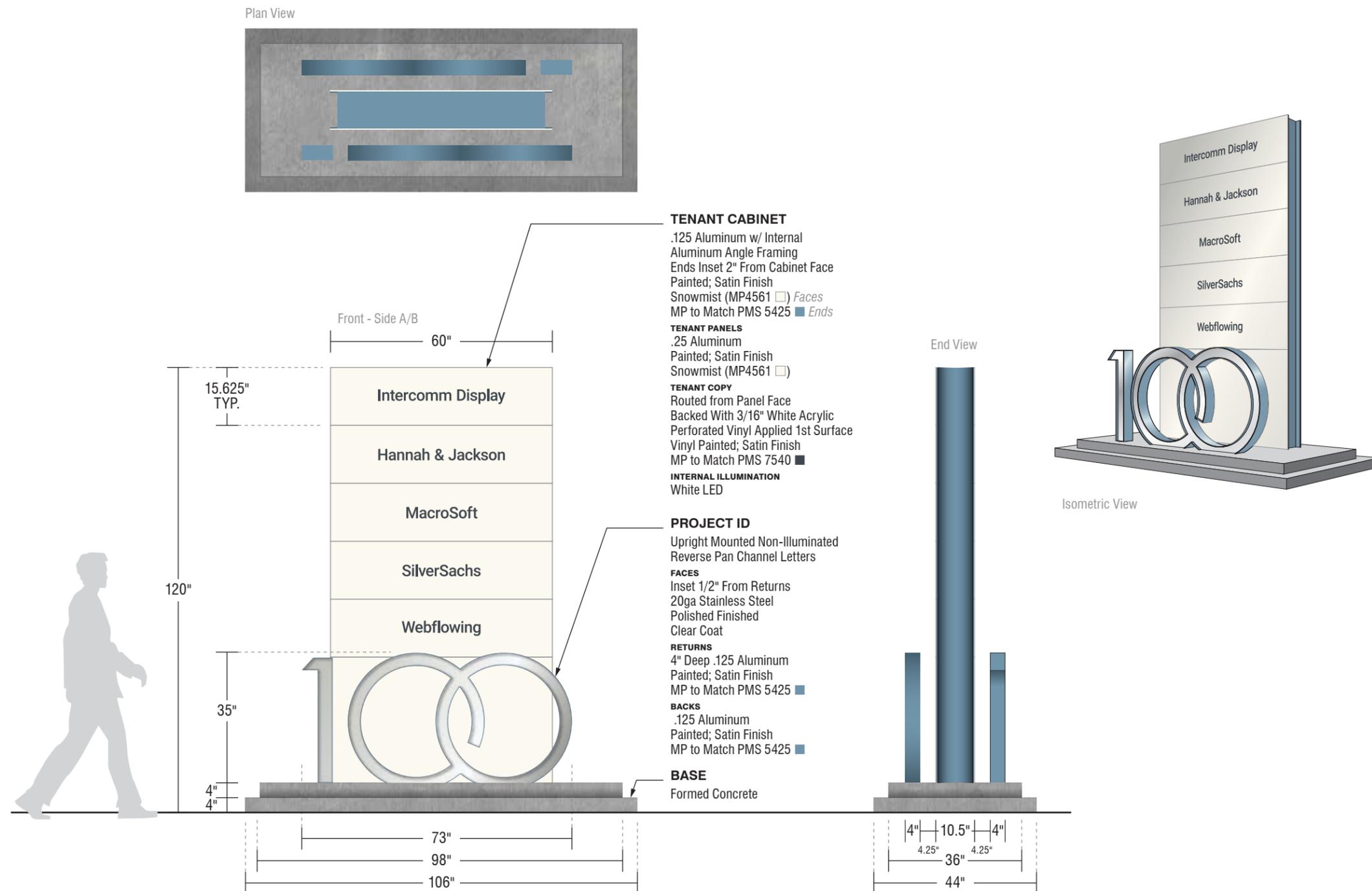
**SIGN LOCATIONS WILL BE DETERMINED AS PART OF THE SIGN PERMIT PROCESS**



SCALE: 1" = 20'

# Development Sign Type Details

## m1 Primary Multi-Tenant Monument Freestanding Sign



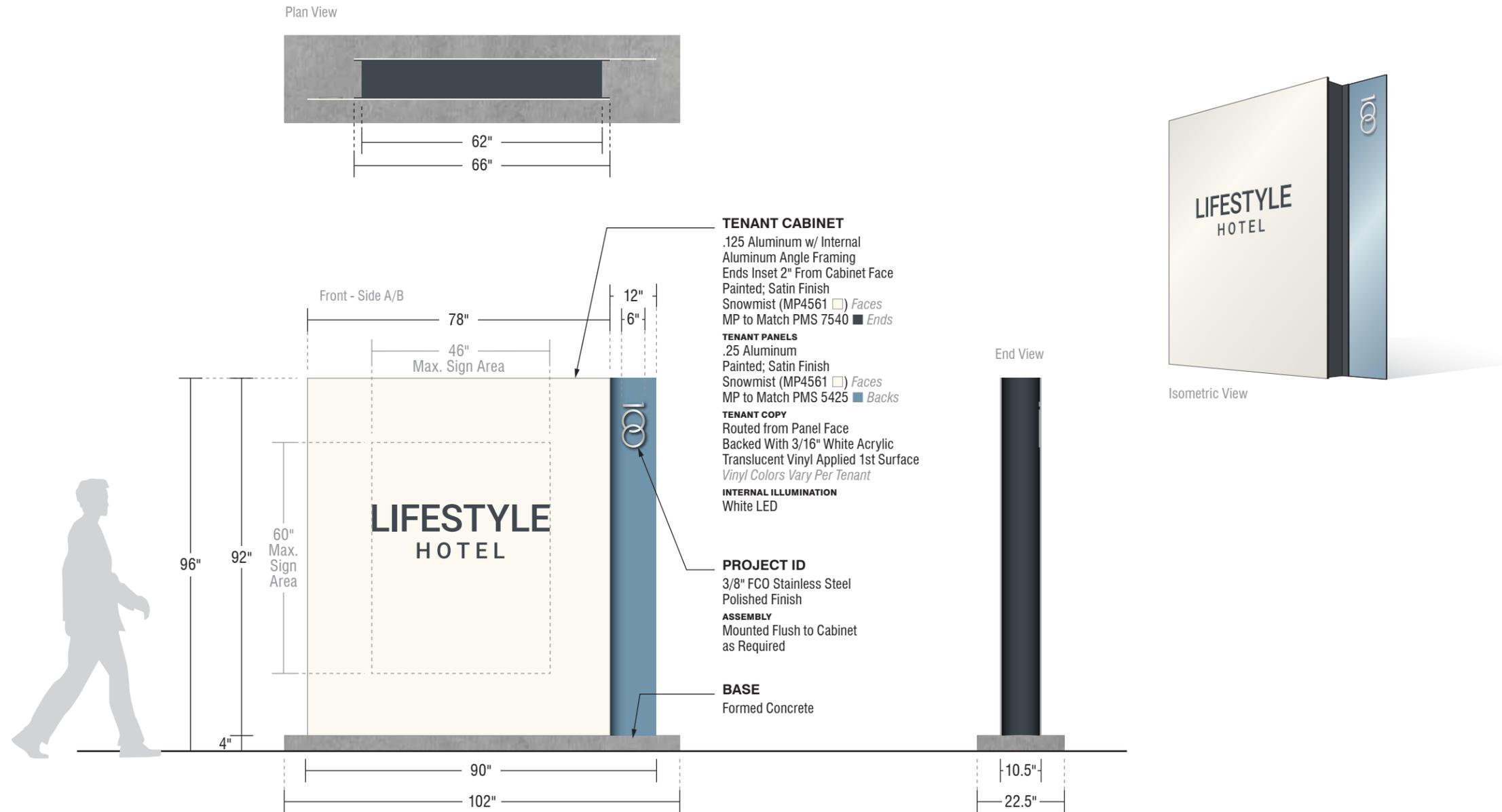
### Primary Multi-Tenant Monument

<b>Sign Number</b>	m1
<b>Sign Type</b>	Freestanding Sign
<b>Tempe Designator</b>	D
<b>Function</b>	Development & tenant identification
<b>Sign Location</b>	Placed along primary road frontages & entries.
<b>Illumination</b>	Internal Illumination
<b>Materials</b>	Painted Aluminum, Polished Stainless Steel, Polycarbonate, Acrylic, Vinyl, & Concrete.
<b>Construction</b>	Fabricated Aluminum Structure; Aluminum Skins; Mounted to Monument Base.
<b>Letter Style</b>	Fabricated non-illuminated aluminum letters. Routed aluminum faces backed with acrylic.
<b>Color</b>	Project Colors: P1, P2, P3, M3, M4, V1
<b>Number/ Allowance</b>	One Primary Multi-Tenant Monument Sign per street frontage.
<b>Maximum Height</b>	Not to exceed 10' in height.
<b>Maximum Sign Area</b>	Not to exceed 50 square feet.
<b>Spacing</b>	Minimum of 100 feet from any other Freestanding Sign on the same street frontage erected by the Development.
<b>Maximum Qty of Tenant Panels</b>	Not to exceed six tenants per sign.

A Project Detail  
SCALE 3/8" = 1'0"

# Development Sign Type Details

## m3 Single-Tenant Monument Freestanding Sign



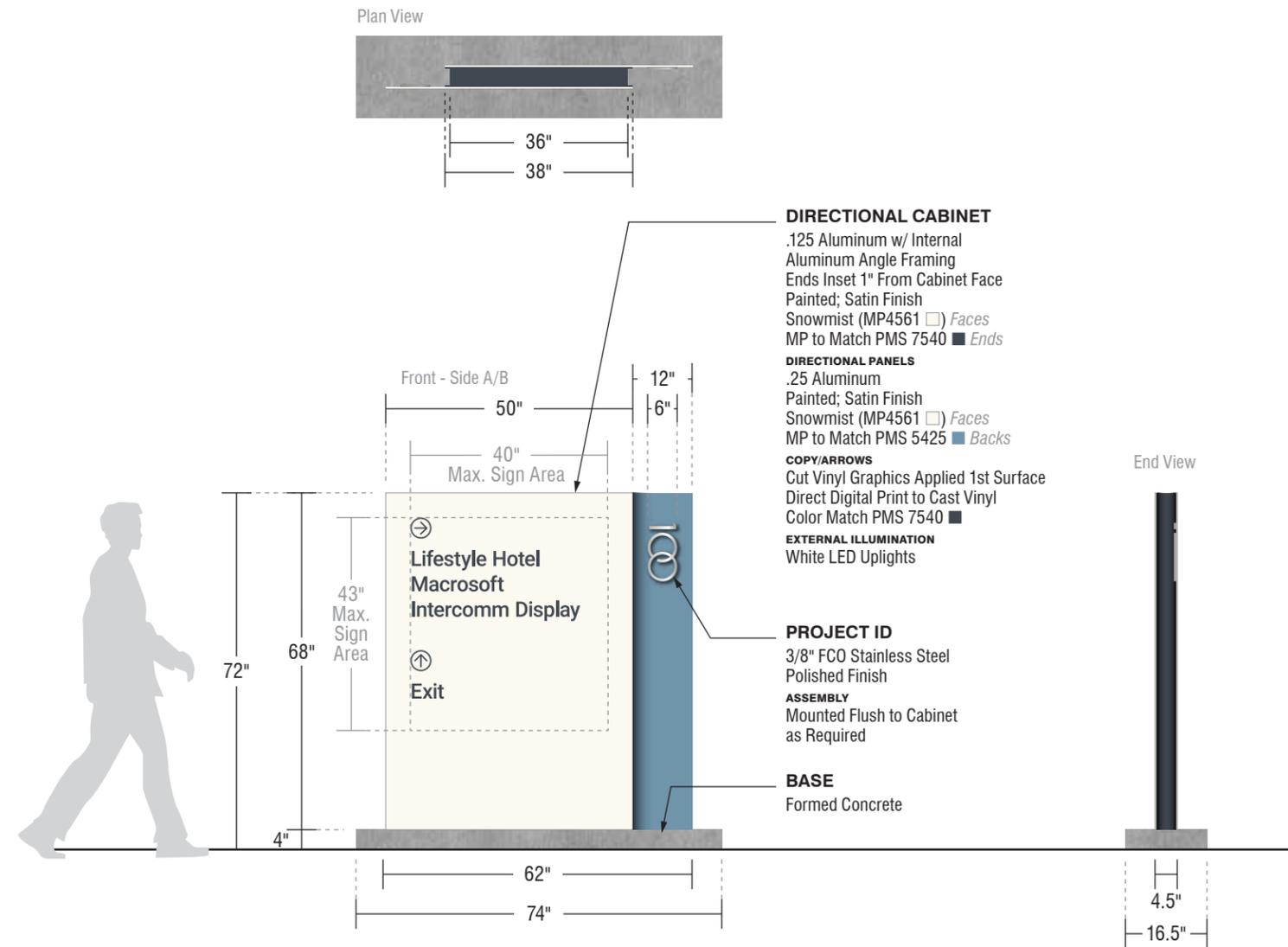
### Single-Tenant Monument

<b>Sign Number</b>	m3
<b>Sign Type</b>	Freestanding Sign
<b>Tempe Designator</b>	D
<b>Function</b>	Development & tenant identification
<b>Sign Location</b>	Placed along secondary and internal road frontages and entries.
<b>Illumination</b>	Internal Illumination
<b>Materials</b>	Painted Aluminum, Polished Stainless Steel, Polycarbonate, Acrylic, Vinyl, & Concrete.
<b>Construction</b>	Fabricated Aluminum Structure; Aluminum Skins; Mounted to Concrete Footing.
<b>Letter Style</b>	Routed aluminum faces backed with acrylic.
<b>Color</b>	Project Colors: P1, P2, P3, M3, M4
<b>Number/ Allowance</b>	When located on primary street frontage, one Single-Tenant Monument Sign per 300 feet of street frontage.
<b>Maximum Height</b>	Not to exceed 8' in height.
<b>Maximum Sign Area</b>	Not to exceed 24 square feet.
<b>Spacing</b>	Minimum of 100 feet from any other Freestanding Sign on the same street frontage erected by the Development.
<b>Maximum Qty of Tenant Panels</b>	Not to exceed one tenant per sign.

A Project Detail  
SCALE 3/8" = 1"

# Development Sign Type Details

## d1 Directional Sign Freestanding Sign

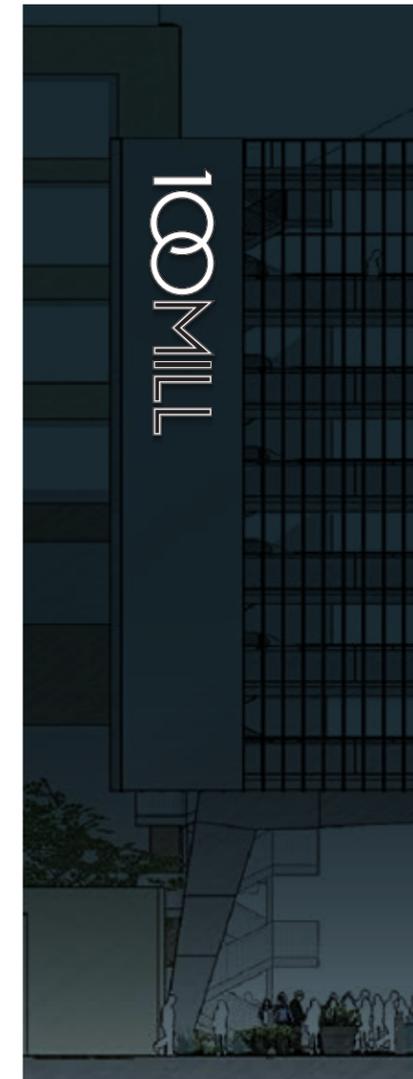
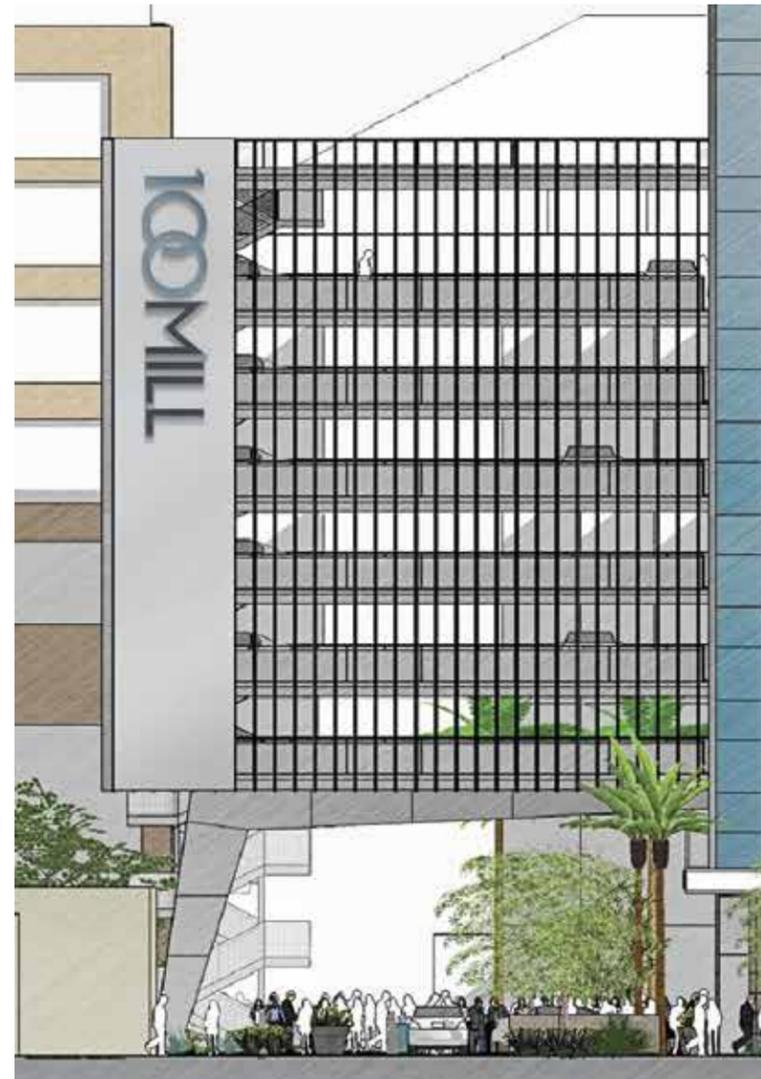
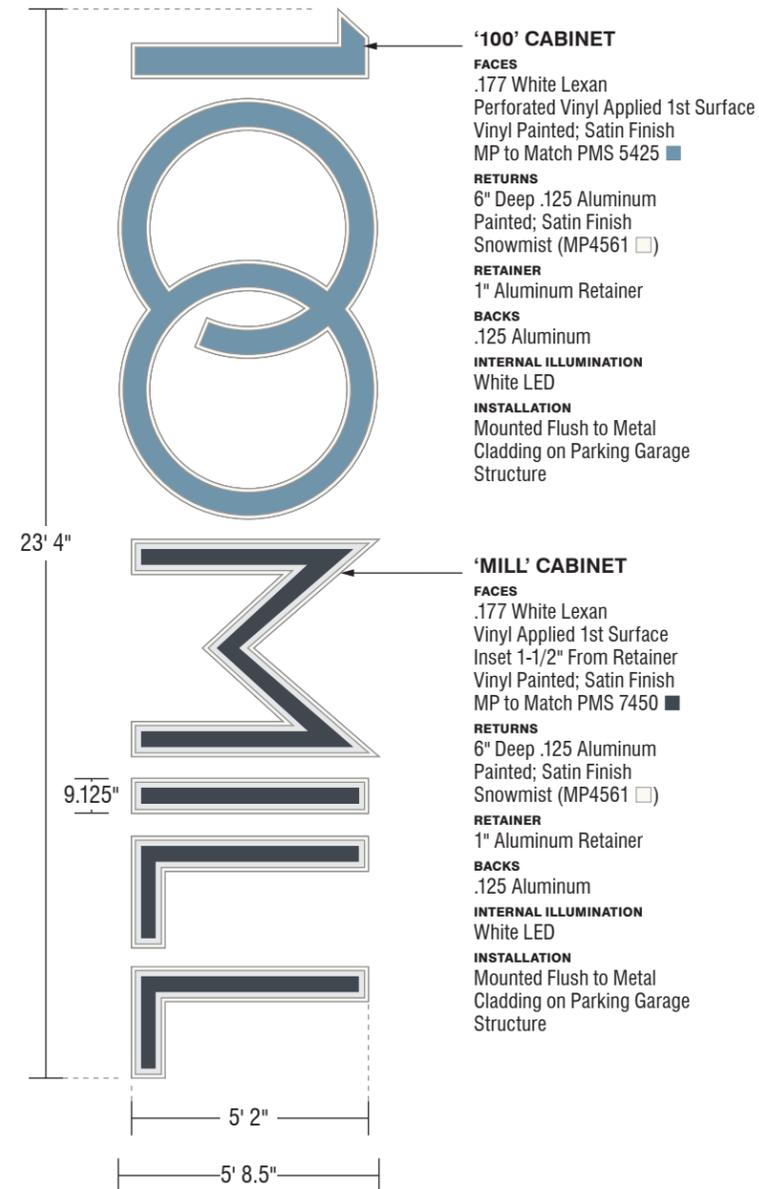


Directional Sign	
<b>Sign Number</b>	d1
<b>Sign Type</b>	Freestanding Sign
<b>Tempe Designator</b>	D
<b>Function</b>	Directional Messages for Vehicular Traffic
<b>Sign Location</b>	Placed along secondary and internal road frontages.
<b>Illumination</b>	External Ground Illumination
<b>Materials</b>	Painted Aluminum, Polished Stainless Steel, Polycarbonate, Acrylic, Vinyl, & Concrete.
<b>Construction</b>	Fabricated Aluminum Structure; Aluminum Skins; Mounted to Concrete Footing.
<b>Letter Style</b>	Cut Vinyl Applied 1st Surface.
<b>Color</b>	Project Colors: P1, P2, P3, M3, M4, V2
<b>Number/ Allowance</b>	Quantity not limited.
<b>Maximum Height</b>	Not to exceed 6' in height.
<b>Maximum Sign Area</b>	Not to exceed 12 square feet.
<b>Spacing</b>	Minimum of 60 feet from any other Freestanding Sign on the same street frontage erected by the Development.
<b>Maximum Qty of Tenant Panels</b>	N/A

A Project Detail  
SCALE 3/8" = 1'0"

# Development Sign Type Details

## p1 Primary Project ID Sign Wall Sign



**A** Project Detail  
 SCALE 1/4" = 1'0"

**B** Elevation View  
 SCALE 1/16" = 1'0"

**C** Simulated Night View  
 SCALE 1/16" = 1'0"

### Primary Project ID Sign

<b>Sign Number</b>	p1
<b>Sign Type</b>	Building Mounted Wall Sign
<b>Tempe Designator</b>	B
<b>Function</b>	Development Identification
<b>Sign Location</b>	Placed along secondary and internal road frontages.
<b>Illumination</b>	Internal illumination
<b>Materials</b>	Painted Aluminum, Polycarbonate, Acrylic, Vinyl.
<b>Letter Style/Construction</b>	Face Lit Pan Channel Letters
<b>Color</b>	Project Colors: P1, P2, P3, M2, V1, V3
<b>Number/Allowance</b>	One Primary Project ID Sign allowed per building.
<b>Maximum Height</b>	Not to exceed 80% of the Horizontal and Vertical background upon which the sign is attached. Not to extend above top of building.
<b>Maximum Sign Area</b>	Not to exceed 2 square feet of sign area per 1 lineal foot of building frontage.
<b>Spacing</b>	N/A
<b>Maximum Qty of Tenant Panels</b>	N/A

# Development Sign Type Details

## p2 Secondary Project ID Sign Wall Sign



Secondary Project ID Sign	
<b>Sign Number</b>	p2
<b>Sign Type</b>	Building Mounted Wall Sign
<b>Tempe Designator</b>	B
<b>Function</b>	Development Identification
<b>Sign Location</b>	Placed along secondary and internal road frontages.
<b>Illumination</b>	Non-Illuminated
<b>Materials</b>	Polished Stainless Steel
<b>Letter Style/Construction</b>	Reverse Pan Channel Letters
<b>Color</b>	N/A
<b>Number/Allowance</b>	One Secondary Project ID Sign allowed per building.
<b>Maximum Height</b>	Not to exceed 80% of the Horizontal and Vertical background upon which the sign is attached. Not to extend above top of building.
<b>Maximum Sign Area</b>	Not to exceed 1square feet of sign area per 1 lineal foot of building frontage.
<b>Spacing</b>	N/A
<b>Maximum Qty of Tenant Panels</b>	N/A

**A** Project Detail  
SCALE 1/2" = 1'0"

**B** Rendering  
NTS

## Section 3 | Tenant Signs

# General Provisions

## 1 Introduction / Tenant Criteria

This chapter addresses Tenant Signs at 100Mill. Unless otherwise noted, these General Provisions shall pertain to all Tenant Signs at 100Mill.

- All Tenant Signs at 100Mill must be compatible with the standards outlined in this Sign Package Criteria and in conformance with City of Tempe Sign Ordinance. The purpose of the sign standards prescribed in this Sign Package Criteria is to ensure an attractive office and retail environment and to protect the interests of the surrounding neighborhood, Owner, Developer, and Occupants/Tenants of 100Mill. Conformance will be strictly enforced, and any installed nonconforming or unapproved signs will be brought into conformance at the sole expense of the Tenant that is responsible for erecting the offending sign.
- Before designing signs, all 100Mill Tenants will receive a copy of the Tenant Sign Criteria specific to their occupancy location. Sign plans submitted to the Landlord for approval must conform to these standards. The Landlord will administer and interpret the criteria. All signs must be approved in writing by the Landlord prior to seeking City of Tempe approval, permit application and installation.
- Other sign types not specifically addressed and not expressly prohibited in this Sign Package Criteria shall be permitted subject to the City of Tempe Sign Ordinance with Landlord approval.
- The Landlord has the right to modify the sign standards and requirements for any Tenant subject to the limitations of this Sign Package Criteria.

### DEFINITION

Tenant Signs as defined in this Sign Package Criteria are signs that are allowed for the purpose of Tenant Identification and Information. Tenant signs are Tenant provided.

### PROVISION

At the Landlord’s discretion, Tenants at 100Mill shall be allowed to place Tenant Signs onto designated building elevations located on the buildings in which the Tenants occupy space.

### SCOPE

The Sign Criteria for Tenant Signs within this Sign Package Criteria pertains only to exterior signs. Interior or indoor signs are not covered by this Sign Criteria.

## 2 Placement & Size

Ground level tenant sign type, size, location, etc. to be established at a later date once the building elevation details become available. A separate Development Plan Review application will be required.

### ALLOWABLE SIGN AREA

OFFICE TENANTS shall be allowed up to one (1) square foot of signage per lineal foot of leased frontage. A minimum of 40 square feet is permitted subject to City of Tempe Review. Office Tenants are not required to occupy the space contiguous to the sign location. Office Tenants that occupy more than one floor in a building may add up the leased frontages on each floor that they occupy to achieve their total frontage.

RETAIL TENANT signs shall be reviewed through a separate plan development review.

### PLACEMENT

- Tenant Signs may be Attached Wall Signs or may be Window Signs.
- Attached wall signs may only be placed within designated signage locations on each building elevation called Sign Envelopes.
- Building elevations that have designated Sign Envelopes are depicted further in this document.
- Attached Wall Signs must be designed for placement that is complementary to, and not in conflict with the architectural elements of the building.
- Attached Wall Signs may not extend above Building Surface or parapet wall at the sign location.
- Window signs are allowed on the first floor only. These signs may be placed anywhere within the glass area of the Tenant’s first floor windows, subject to City of Tempe Sign Code and management approval.
- Office Tenants are not required to occupy the space contiguous to their sign location.
- Landlord shall assign rights to Sign Envelopes on Office Buildings at the Landlord’s sole discretion.

### SIGN ENVELOPE

- The Sign Envelope is a defined area upon which the sign is to be installed.
- Sign Envelope does not define the total allowable sign area.
- Sign Envelope defines the maximum dimension that a sign can be in each direction.
- No sign is allowed to exceed the boundaries of the Sign Envelope.
- Sign Area Calculations based on lineal feet of leased space still apply.

### SIGN AREA CALCULATION

- To calculate the size and area of a sign, the following shall apply:
- If the sign is enclosed by a shaped or outline area, the calculated size and area of the sign includes that portion of the sign comprised of the shape or outline.
- If the sign consists of individual letters attached directly to the building or wall, the size and area is determined by drawing a rectangle, referred to as a bounding box, around all lines of copy and logo (including all spaces between letters and logo). The sign size and is determined by the full vertical and horizontal extents of the bounding box. (See diagram below)
- If the sign is on a background such as a blade sign then the entire background is included in the calculation. If only one face of the sign is visible at a time, then only one face is counted toward the total allowable sign area, subject to City of Tempe Sign Code.



Sign Area Calculation

# General Provisions

## 3 Exemptions & Prohibitions

### EXEMPT SIGNS

The following sign types are exempt from sign permits:

- Signs inside of the building that are not illuminated and are 3' beyond the Storefront enclosure line.
- Address numbers, building numbers, and Tenant suite numbers unless otherwise dictated by local ordinance.

The following sign types are exempt from the Allowable Sign Area calculations:

- Signs inside of the building that are not illuminated and are 3' beyond the Storefront enclosure line.
- Address numbers, building numbers, and Tenant suite numbers unless otherwise dictated by local ordinance.

### PROHIBITED SIGNS

Any sign not conforming to this criteria is prohibited and may be removed without notice at Tenant's expense.

- Pennants or streamers.
- Temporary paper, cardboard or styrofoam signs.
- Decals or stickers.
- Pole signs and other signs with exposed structural supports not intended as a design element except for code-required signs.
- Inflatable signs or other graphic devices such as balloons, blimps, ground mounted or building mounted 3D characters or icons, wind dancers, etc.
- Freestanding signs advertising the availability of employment opportunities.
- Signs which emit sound, odor or visible matter.
- Animated, rotating, flashing, blinking, moving or audible signs that are visible from a public street or from an adjacent property.
- Signs which bear or contain statements, words or pictures of an obscene, pornographic or immoral character.
- Signs with exposed raceways, conduit, junction boxes or transformers.
- Fluorescent sign colors.
- Simulated materials, e.g. wood grained plastic laminate, wall covering, paper.
- Cabinet (can) signs having acrylic, polycarbonate or other plastic face with first surface or second surface applied or painted graphics, vacuum formed faces or any other configuration where the background is internally illuminated and having silhouette letters. These signs are not allowed unless used as a background illumination method for a more elaborate design in which the basic sign box or can sign construction method is concealed.
- Illuminated backlit canopies or awnings.
- Vacuum formed plastic or injection molded plastic signs.
- Plexi-face panel signs.

- Illuminated A-Frame signs.
- Sidewalk signs during non-working hours and displayed at improper locations.
- Feather signs.
- Sign spinners (people with spinning signs).
- Banners, flags, pennants and other such temporary signs affixed to trucks, trailers or other motor vehicles. Tenant owned vehicles with professionally produced wraps or vehicle graphics are permitted to be parked in regular parking spaces at or near the Tenant's space or pad but are not permitted to be parked in one place for more than 24 hours. Vehicles are not permitted to be parked in such a manner as to act an advertising sign.
- Signs that are installed without written approval from the Landlord or that are inconsistent with approved drawings. Such signs may be subject to removal and reinstallation by the Landlord at the Tenant's expense.

## 4 Permits & Submittals

Regardless of the design of the sign and its compliance with the general guidelines, all Tenant Signs must be approved by the Landlord. The Landlord reserves the right to disallow any proposed sign at its sole discretion.

- Each Tenant shall submit or cause to be submitted to Landlord, for approval, 3 copies of detailed shop drawings showing location, size, design, color, materials, lettering, graphics, conduits, junction boxes, sleeves, methods of illumination and other mounting apparatus of all proposed Tenant signs. The Tenant must not submit any sign drawings to the City of Tempe without first obtaining the Landlord's approval.
- Landlord shall review the drawings and mark them "Approved", "Approved as Noted" or "Revise and Re-submit."
- "Approved" drawings will allow Tenant to proceed with permitting, construction and installation of its sign in accordance with the drawings.
- "Approved as Noted" drawings will allow Tenant to proceed with permitting, sign construction and installation, provided that the modifications noted are incorporated into the design of the sign prior to permitting. If the Tenant takes exception to the modifications, Tenant shall revise and resubmit.
- "Revise and Re-Submit" drawings require that the Tenant resubmit drawings to the Landlord incorporating all changes as required by the Landlord. No permitting, sign construction or installation shall begin until the Tenant has received written approval from the Landlord.
- The City of Tempe requires sign permits for all Tenant signs visible from outside the premises. It shall be Tenant's sole responsibility to secure these and any other permits that may be required.
- Where City of Tempe sign permits are required, Tenant shall furnish a scaled and dimensioned floorplan along with their permit application showing their leased space with the exterior wall frontage designated. Landlord approval shall also be required on all drawings submitted prior to being submitted to the Town for permits.
- The Landlord assumes no responsibility through its sign review to check for compliance with local codes or ordinances. The Landlord's approval of a Tenant's signage plan does not constitute an implication, representation, or certification by the Landlord that those plans are in compliance with applicable statutes, codes, ordinances, or other regulations. The Landlord's sign review is intended to ensure that signs meet the intent of the Sign Package Criteria and Tenant Sign Criteria for 100Mill. Code compliance shall be the sole responsibility of Tenant for all work performed on the premises by or for Tenant.
- Sign Contractors performing any work at 100Mill must be licensed, bonded and insured. All Sign Contractors must carry workman's compensation insurance and commercial liability insurance against all damages suffered or done to any and all persons and or property while engaged in the construction or installation of signs. Landlord must be named as additionally insured in the workers compensation and commercial liability insurance. A statement of proof from the insurance carrier must be attached to all submittal documents.
- Sign Contractors must hold a current contractor's license in the State of Arizona. The license number must be included on all submittal documents.
- Sign Contractors must be approved by Landlord prior to construction of sign.

# General Provisions

## 5 Design Requirements

### SIGN CONTENT

Per Landlord approval, the advertising or informative content of Tenant’s signs shall be limited to lettering or recognized brand logo reflecting Tenant’s trade name as stated in lease. Crests, corporate shields or logos may be permitted. If a logo is used, the logo must be an established logo used on all stores operated under the same trade name. Landlord reserves all rights to limit, allow or deny any content in accordance with current provisions of the City of Tempe Sign Ordinance.

### LOGOS

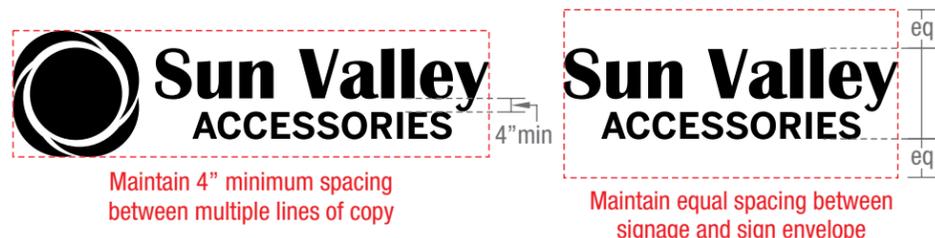
Company Logos are permitted as part of a Tenant Sign. Logos should be incorporated into the overall sign design. Logo size not to exceed 25% of the total sign area.

### LETTER STYLE, COLORS AND FINISHES

All designs, colors and fonts are acceptable along with the use of corporate colors, style and logos. Subject to City of Tempe Review.

### LAYOUT STANDARDS

A minimum of 4” spacing will be maintained between all multiple line signage layouts unless Tenant’s established trademark creates a unique circumstance. Signage should be centered within Sign Envelope in a way to maintain equal spacing all around signage. Ascenders and descenders or logo details are not be allowed to extend beyond the Sign Envelope. Two lines of copy maximum.



INCORRECT: Logos, ascenders and descenders are not permitted to extend beyond the Sign Envelope



CORRECT: All letters, logos, ascenders and descenders are completely within the Sign Envelope

### Layout Standards

### CONSTRUCTION METHODS

These illustrations demonstrate the different types of letters allowed:



### PENETRATIONS

Locations of all penetrations into building walls for conduit and sleeves must be indicated on the drawings submitted. The contractor shall install the sign in accordance with the approved drawings.

### MATERIALS

To establish an upscale aesthetic, this Sign Package Criteria promotes the use of metal and natural materials to be used in the sign design.

Acceptable sign materials:

- Stainless Steel
- Brushed Aluminum
- Polished Aluminum
- Painted Aluminum
- Brushed Copper
- Polished Copper
- Patina Copper
- CorTen Steel
- Blackened Steel
- Painted Steel
- Glass
- Architectural Acrylic, Polycarbonate and Resin Panels (3Form and similar)

Acceptable material treatments:

- Dimensional geometric shapes coated or burnished for variety in color and texture
- Screens, grids, or mesh
- Dimensional letter forms with seamless edge treatments
- Opaque materials with matte finishes

Materials not permitted:

- Vacuum Formed and Injection Molded Plastic letters or backgrounds
- Internally illuminated backgrounds for letters (ie. sign cabinets with acrylic or polycarbonate faces)
- Fluorescent or “Day-Glo” colors
- Sign manufacturer’s name

### LIGHTING

Sign types that are allowed to be illuminated are permitted to be illuminated according to the following guidelines:

Acceptable Lighting:

- Internal illumination inside individual letters and logos
- Halo illumination behind individual letters and logos
- Internal illumination inside individual letters and logos with Halo illumination behind

Lighting not permitted:

- Internal illumination inside of a sign cabinet, blade sign or marquee sign for the purpose of lighting a sign background
- Perimeter lighting around windows and doorways

# General Provisions

## 6 Construction Requirements

### ILLUMINATION

Subject to specific criteria for Tenant classifications, sign types and development districts, all methods of illumination are acceptable (Internal, Halo, or Face). LED is the encouraged and preferred source of illumination and all merchants are encouraged to use this environmentally friendly energy source. If it is not possible, neon and/or fluorescent is allowed with Landlord approval. Flashing, blinking or animated signs are not permitted as Attached Wall Signs.

### ELECTRICAL

Power to illuminate a Tenant sign shall be from the Tenant's own electricity meter, switched through a time control device. Power supplies shall be mounted remotely for most applications. Large letters, logos and cabinets may have power supplies mounted internally. Remote power supplies should be mounted above the roof whenever possible.

### TIME CONTROL

A 7-day, 24-hour time clock shall be provided by the Tenant for control of the illumination of the Tenant's sign on a dedicated circuit and set in accordance with schedules determined by the Landlord.

### RACEWAYS

Generally, all, raceways, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed. Visible, surface mounted raceways are acceptable only in conditions where direct attachment is not feasible. Raceways may be necessary to conceal electrical components. Backup raceways are permitted in non-visible locations such as the back of a parapet wall above the roofline of the building. Each case is evaluated on an individual basis and any cost associated with a raceway will be the responsibility of the Tenant. The Landlord reserves the right to deny the use of raceways at its sole discretion.

### CABINETS

Cabinets may be part of the sign design as long as creative and custom elements are brought into the design. Generally, cabinets must have a custom shape that is not square or rectangular unless the Tenant's existing logo is square or rectangular in shape. The Landlord reserves the right to deny the use of a cabinet sign that is considered not in keeping with the aesthetic of the building or center.

### HARDWARE

All exterior bolts, fasteners, clips or other hardware shall consist of non-corrosive materials and shall be painted or coated with a corrosion resistant coating. No black iron materials of any type shall be permitted. Where possible, visible hardware should match the color of adjacent components whether it be affixed to the sign or to the building.

### CODE COMPLIANCE

All signs and their installation shall comply with applicable building and electrical codes.

### LABELS

No labels shall be permitted on the exposed surface of the signs except those required by local ordinances. Those required shall be applied in an inconspicuous location.

### UL COMPLIANCE

All electric sign components shall be fabricated and installed utilizing UL approved materials and methods by a certified UL manufacturer and shall carry UL labels on the exterior of the sign components. Any sign not installed with the UL Certification sticker will be removed at the expense of the Tenant and will not be allowed to be re-installed unless proof can be obtained that the sign was manufactured by a certified UL approved manufacturer.

### SEALING PENETRATIONS

All penetrations made to the building fascia required for the sign installation must be neatly sealed in a water tight fashion. The seals must be performed at the industry standards in order to maintain any existing warranties. No penetrations may be made in any roof membrane without the approval of the Landlord.

### DAMAGE TO BUILDING

Any damage to a building's fascia, canopy, structure, roof, or flashing caused by sign installation shall be the responsibility of the Tenant and/or the Tenant's Sign Contractor. Tenant shall be fully responsible for the operations of Tenant's sign contractor and shall indemnify, defend, and hold Developer/Landlord harmless for, from, and against damages or liabilities of account thereof.

### SIGN CONTRACTORS

- Sign Contractors performing any work at 100Mill must be licensed, bonded and insured. All Sign Contractors must carry workman's compensation insurance and commercial liability insurance against all damages suffered or done to any and all persons and/or property while engaged in the construction or installation of signs. Landlord must be named as additionally insured in the workers compensation and commercial liability insurance. A statement of proof from the insurance carrier must be attached to all submittal documents. Landlord shall supply a current list of insurance requirements to the Tenant.
- Sign Contractors must hold a current contractor's license in the State of Arizona. The license number must be included on all submittal documents.
- Sign Contractors must be approved by Landlord prior to construction of sign.

## 7 Maintenance & Compliance

All Tenant Signs are expected to be installed in compliance to this Sign Package Criteria and all applicable codes. Each Tenant is responsible to maintain the compliance of all of their own Tenant Signs.

### NON-COMPLIANT SIGNS

The following conditions are considered to be Non-Compliant:

- Any sign, advertisement, notice or other lettering displayed, exhibited, inscribed, painted, or affixed on any part of the building visible from outside the premises not approved by the Landlord.
- Signs that are installed without written approval or are inconsistent with approval drawings.
- Previously approved Temporary Signs that remain in place after the allotted time for said sign.
- Any approved sign that becomes modified in any way without proper written approval.
- Any approved sign that becomes broken, faded, dim or improperly lit.
- Any sign that does not comply with an applicable code or local ordinance.
- Any electric sign that is not in UL compliance.
- Landlord reserves the right to identify a non-compliance at its sole discretion.

### TENANT RESPONSIBILITY

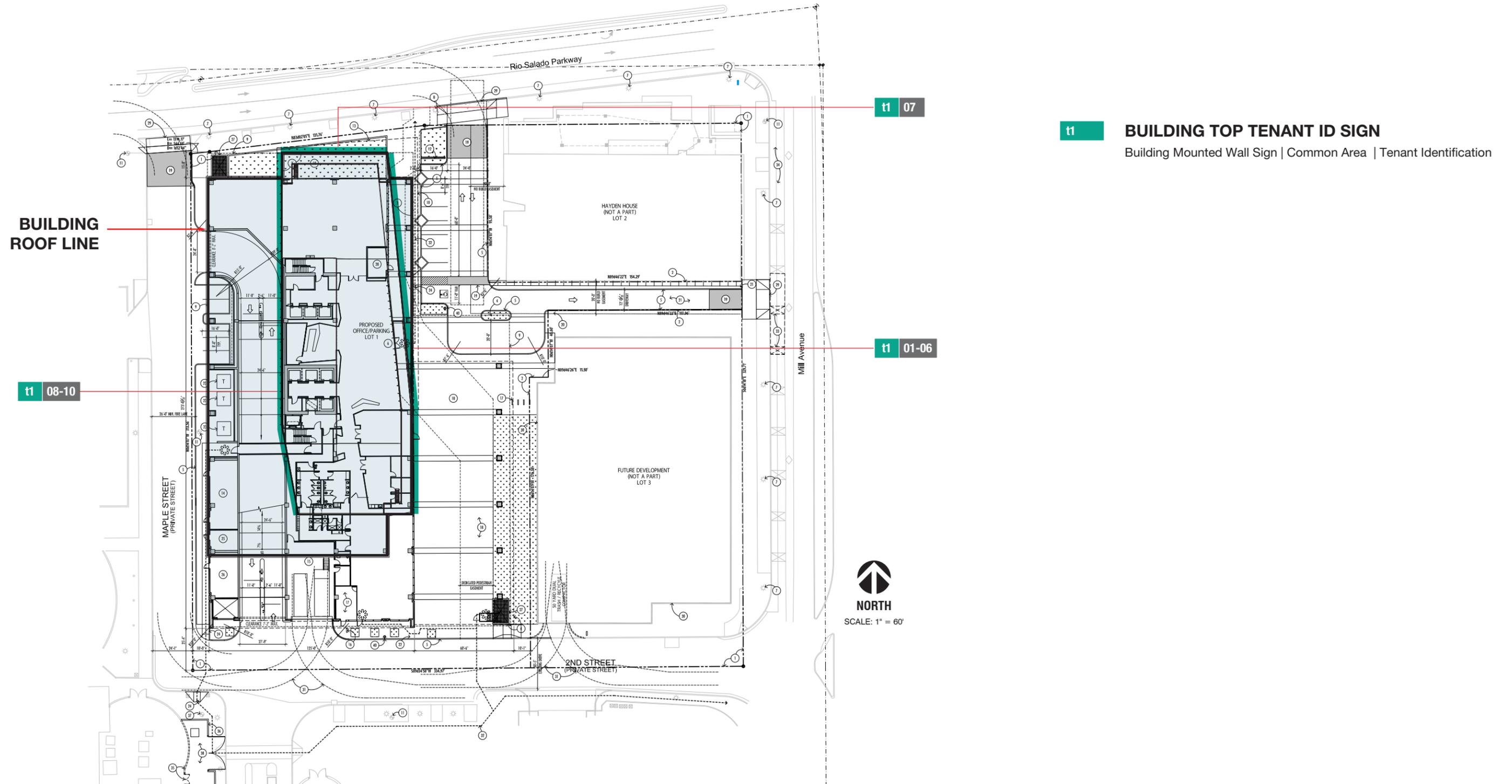
- Tenants are responsible to bring their own non-complying Tenant Sign into compliance and are expected to do so of their own volition.
- Tenants are responsible to have their Tenant Signs maintained properly. This includes repairing internal or external illumination and/or replacing components that have faded or don't match other components as originally fabricated.

### REMEDY

- If necessary, the Landlord will issue a written Letter of Non-Compliance to the Tenant for any sign that it deems to be non-compliant in any way.
- Any non-compliance must be remedied within 5 days of notification received from the Landlord.
- If the Tenant does not remedy the non-compliance within 5 days of notification, the Landlord has the right to have the remedy completed by a vendor of his choice at the sole expense of the Tenant. An administration fee equal to 100% of the Landlord's cost to remedy the said signage in addition to the cost of the remedy may be assessed to the Tenant if the Landlord is required to provide the necessary maintenance due to the Tenant's failure to remedy the non-compliance.

To insure strict compliance with this sign criteria, Landlord suggests that Trademark Visual, Inc. of Phoenix (602-272-5055) provide all Tenant signage at 100Mill.

# Tenant Sign Location Plan



# Tenant Sign Type Details

## t1 Tenant Building Top Sign Building Mounted Sign

<b>Sign Number</b>	t1
<b>Sign Type</b>	Building Mounted Sign
<b>Tempe Designator</b>	B
<b>Function</b>	Tenant Identification
<b>Sign Location</b>	Top of Office Building on East, North, and West elevations.
<b>Illumination</b>	Internally Illuminated
<b>Materials</b>	Painted Aluminum, Brushed Aluminum, Painted Steel, Stainless Steel, Polycarbonate, Acrylic, Vinyl.
<b>Color</b>	No Limits; Landlord Approval Required.
<b>Number/ Allowance</b>	Any one qualified tenant may have no more than one (1) Tenant Building Top Sign per building elevation at Landlord's sole discretion.
<b>Maximum Height</b>	Within designated sign envelope
<b>Maximum Width</b>	Within designated sign envelope
<b>Maximum Sign Area Allowance</b>	Up to 1 sq.ft. of sign area for each lineal foot of business frontage per tenant elevation.

### PROVISION

On office buildings three stories or more in height, and subject to Landlord direction and the General Provisions for Tenant Signs, certain Office Tenants at 100Mill may be allowed to place a Building Top Sign on or above the top floor of the building.

Top floor is defined as either one of the following:

1. The highest interior floor designed to be occupied by a tenant.

Building Top Signs shall be restricted to designated locations on each building elevation called Sign Envelopes. Building elevations that have designated Sign Envelopes are depicted within their respective sections further on in this document.

### ALLOWED BUILDING TOP SIGN TYPES

- Internal Face Illuminated Pan Channel Signs
- Dual Lit (Face and Halo) Pan Channel Signs

### PROHIBITED BUILDING TOP SIGN TYPES (NOT LIMITED TO)

- Halo Illuminated Reverse Pan Channel Signs
- Non Illuminated Reverse Pan Channel Signs
- Non Illuminated Flat Cut Out Signs
- Rectangular Cabinet Signs that are not an integral part of an established corporate logo.
- Non-dimensional graphics such as vinyl or digitally printed graphics.
- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face.

### PLACEMENT AND SIZE

- Placement of Building Top Sign shall be determined by the building architecture.
- A Building Top Sign may be attached flat against or pinned away from, the wall.
- Placement of a Building Top Sign shall be limited to designated Sign Envelopes
- Each designated Sign Envelope will be allowed one (1) Office Fascia Sign. No sign shall exceed the boundaries of the Sign Envelope.
- Office Tenants are allowed up to 2.5 square feet of signage per lineal foot of leased frontage as determined by exterior wall frontage.
- Under no circumstances can a Building Top Sign extend above the roof, parapet or screen wall on the elevation of the building on which it is placed.
- Office Tenants are not required to occupy the space contiguous to their sign location.
- Signs shall consist of individual letters and logos in the Tenant's typestyle and colors.
- Landlord shall assign rights on Sign Envelopes to Office Tenants at the Landlord's sole discretion.
- Sign area is determined as per City of Tempe Sign Code.

### COLOR

- Unless otherwise prohibited, all colors and combinations of colors are permissible.

### ILLUMINATION:

- Building Top Signs must be internally illuminated.

### PERMITTING

- Building Top Signs require a Sign Permit from the City of Tempe.
- Building Top Signs are counted in the Tenant's total Allowable Sign Area.
- Where permits are required, Tenant shall furnish a scaled and dimensioned elevation drawing along with their permit application showing the exterior wall frontage designated.

### LANDLORD APPROVAL

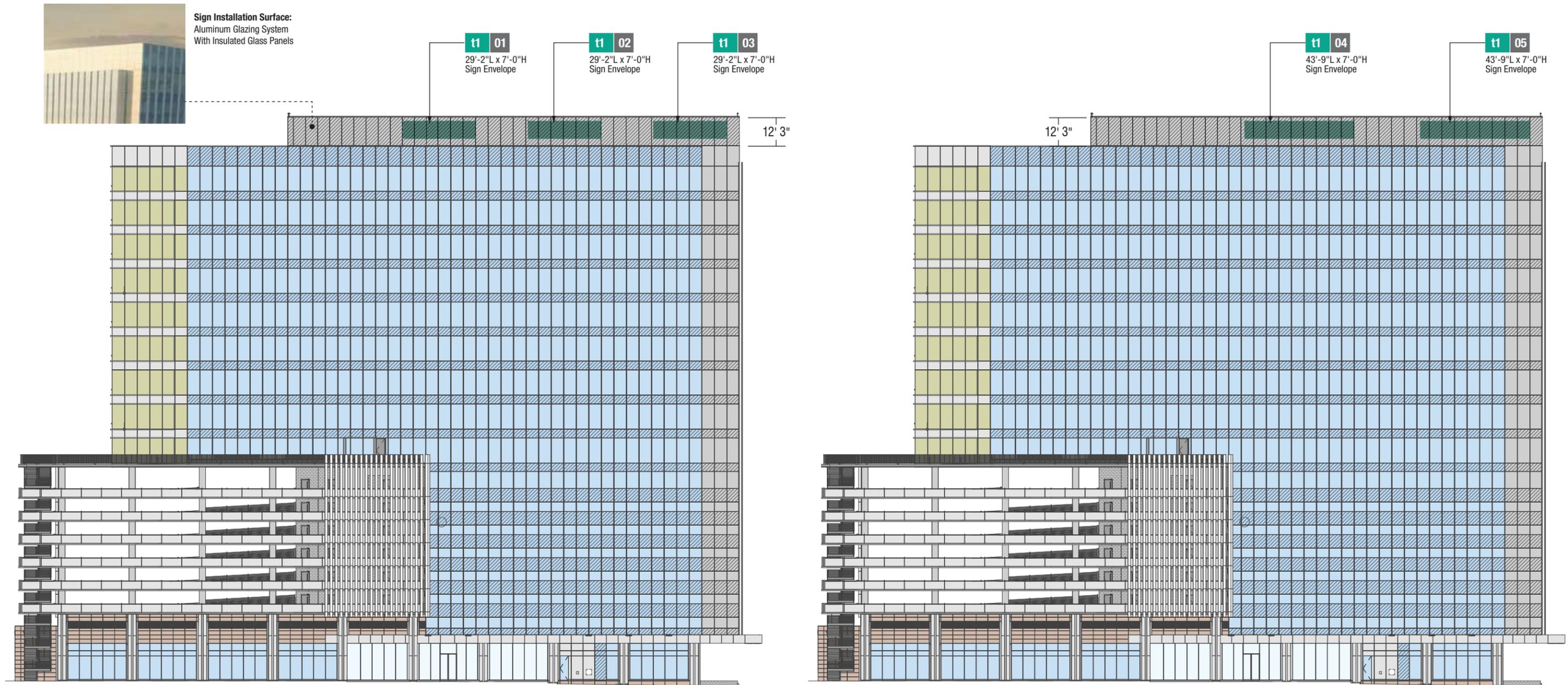
Regardless of the design of the sign and its compliance with the general guidelines, all Building Top Signs must be approved by the Landlord prior to being submitted to the City of Tempe for permits. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval.

NOTE: Photos are intended to be representative of the character and quality of the types of signs within 100Mill and are not intended to express specific design details, colors or materials.



# Tenant Sign Building Elevations

## East Elevation Sign Placement Options



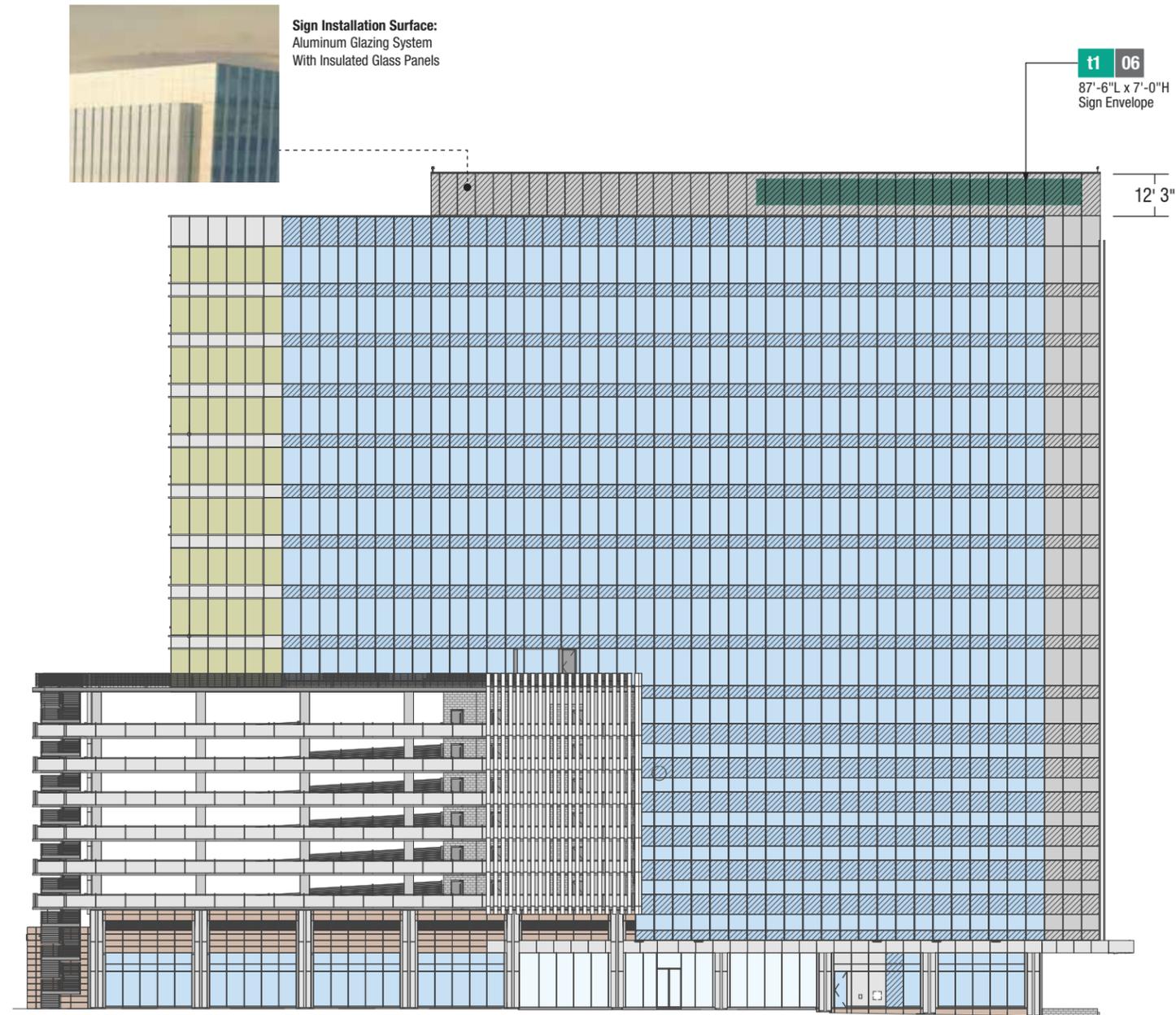
**A** East Elevation - 3 Tenant Signs (Maximum Number Allowed per This Elevation)  
SCALE 1" = 40'

**B** East Elevation - 2 Tenant Signs  
SCALE 1" = 40'

# Tenant Sign Building Elevations

## East Elevation

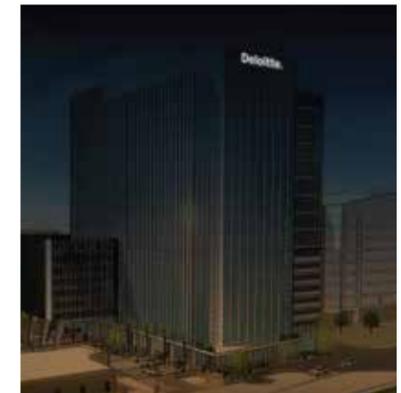
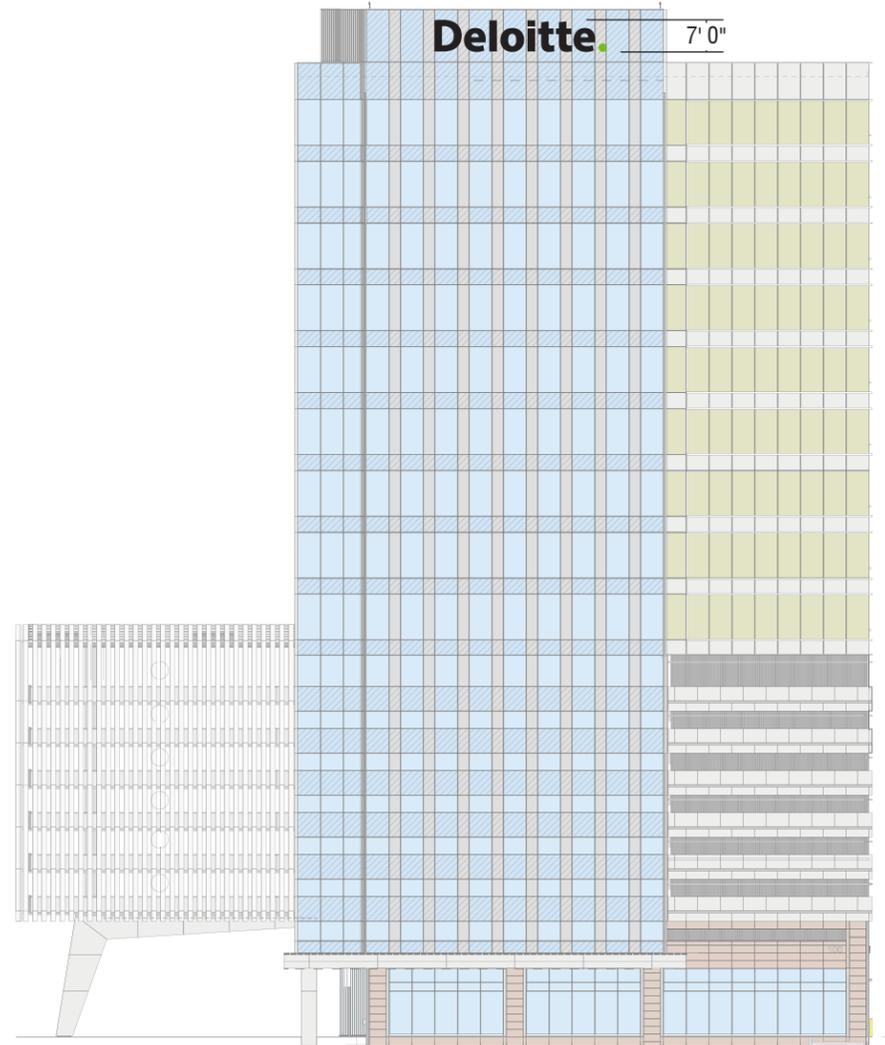
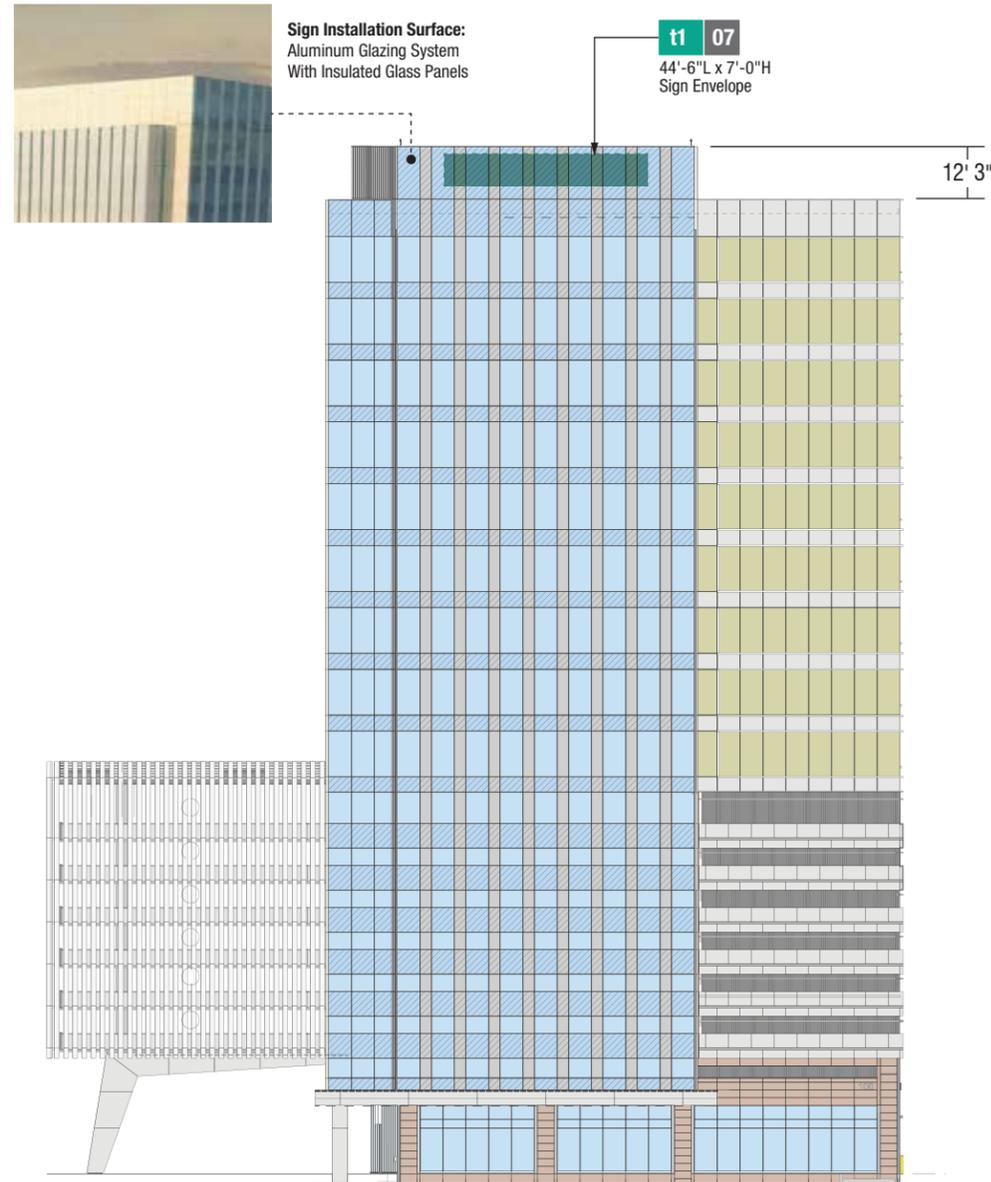
Sign Placement Options Cont'd.



**C** East Elevation - 1 Tenant Sign  
SCALE 1" = 40'

# Tenant Sign Building Elevations

## North Elevation Sign Placement Options



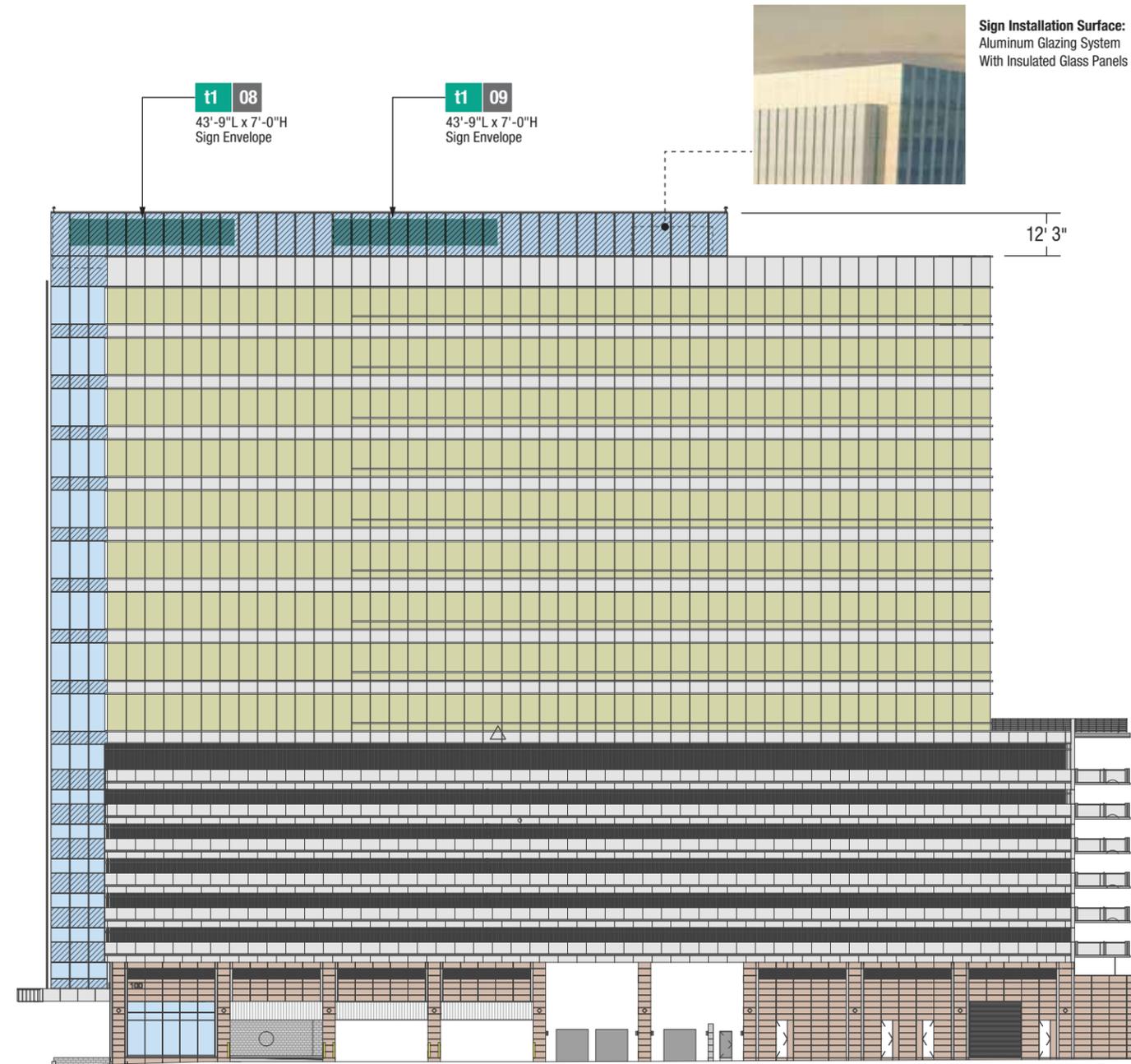
Simulated Night View

**A** North Elevation - 1 Tenant Sign (Maximum Number Allowed per This Elevation)  
SCALE 1" = 40'

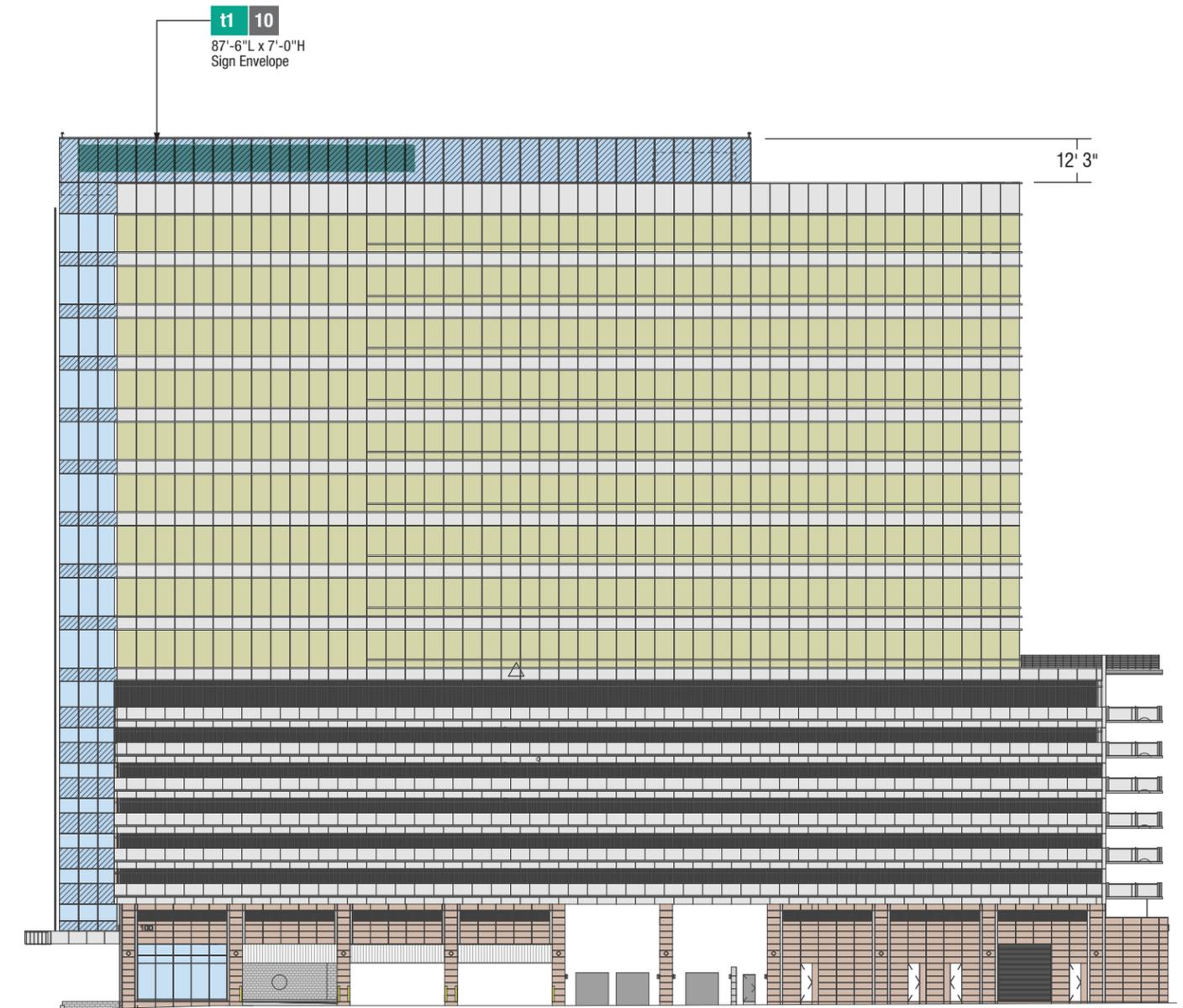
**B** North Elevation - 1 Tenant Sign - Scaled Example Sign  
SCALE 1" = 40'

# Tenant Sign Building Elevations

## West Elevation Sign Placement Options



**A** West Elevation - 2 Tenant Signs (Maximum Number Allowed per This Elevation)  
SCALE 1" = 40'



**B** West Elevation - 1 Tenant Sign  
SCALE 1" = 40'

100MILL

End