



# ASSOCIATED SIGN COMPANY

City of Tempe  
Planning & Development  
31 E. 5th St, Garden Level,  
Tempe, AZ 85281

June 25, 2024

**RE: 1705 - 1797 GATEWAY UNIVERSITY PARK SIGN PACKAGE CRITERIA\_ PARCEL(S)  
124-60-004J, 124-60-004K, 124-60-004L, 124-60-006D, & 124-60-006E**

We are requesting the approval of a new sign package criteria (SPC) for 1705 - 1797 Gateway University Park. Parcel number for this property consists of all the following parcels: 124-60-004J, 124-60-004K, 124-60-004L, 124-60-006D, and 124-60-006E. The parcels are all a developed area with property square footage of approximately 550,000 square feet.

Standard signage design shall include non-illuminated wall signage. Proposed wall signs (excluding address numbers) shall consist of fabricated & painted aluminum backer panel & face. Panels shall be fastened to the building/backer panel as proposed. Each wall sign will have vinyl applied to the face as the tenant copy. Paint colors for fabricated wall signage shall follow the proposed SPC paint colors. In addition, building wall signage shall be located in the proposed sign envelopes and corresponding elevations in the SPC for each specified building. Wall signage is required to not exceed 80% of building background sign area per city and landlord approval.

All signs included within proposed SPC do not cause any public nuisance and are to be in line with Tempe City Code. We are requesting approval of the 1705 - 1797 Gateway University Park Sign Package Criteria as submitted.

Please feel free to contact me with any questions at 602-278-8464 or [mwaldren@ascosigns.com](mailto:mwaldren@ascosigns.com).

Respectfully,

*Matt Waldren*

Matt Waldren

Established 1988

MEMBER:



INTERNATIONAL SIGN  
ASSOCIATION

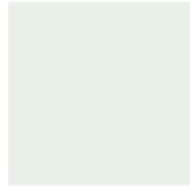


LISTED

**PAINT**



P8  
MATTHEWS TO MATCH  
DEA 111  
"BURNING TOMATO"



P7  
MATTHEWS TO MATCH  
SW 7006  
"EXTRA WHITE"



P6  
EXTERIOR GRADE PAINT  
TO MATCH  
SW 6258  
"TRICORN BLACK"



P5  
EXTERIOR GRADE PAINT  
TO MATCH  
DEA 111  
"BURNING TOMATO"



P4  
EXTERIOR GRADE PAINT  
TO MATCH  
VP 0970  
"ORANGE YOU HAPPY"



P3  
MATTHEWS TO MATCH  
SW 6258  
"TRICORN BLACK"



P2  
EXTERIOR GRADE PAINT  
TO MATCH  
SW 7006  
"EXTRA WHITE"



P1  
MATTHEWS TO MATCH  
VP 0970  
"ORANGE YOU HAPPY"



P10  
MATTHEWS TO MATCH  
SW 2849  
"WESTCHESTER GRAY"



P9  
MATTHEWS TO MATCH  
SW 6942  
"SPLASHY"

**VINYL**



V3  
TO MATCH  
BURNING TOMATO



V2  
TO MATCH  
ORANGE YOU HAPPY



V1  
GERBER 220-10  
WHITE

SAMPLES TO BE PROVIDED TO WARE MALCOMB FOR REVIEW AND APPROVAL PRIOR TO APPLICATION



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COLOR SCHEDULE

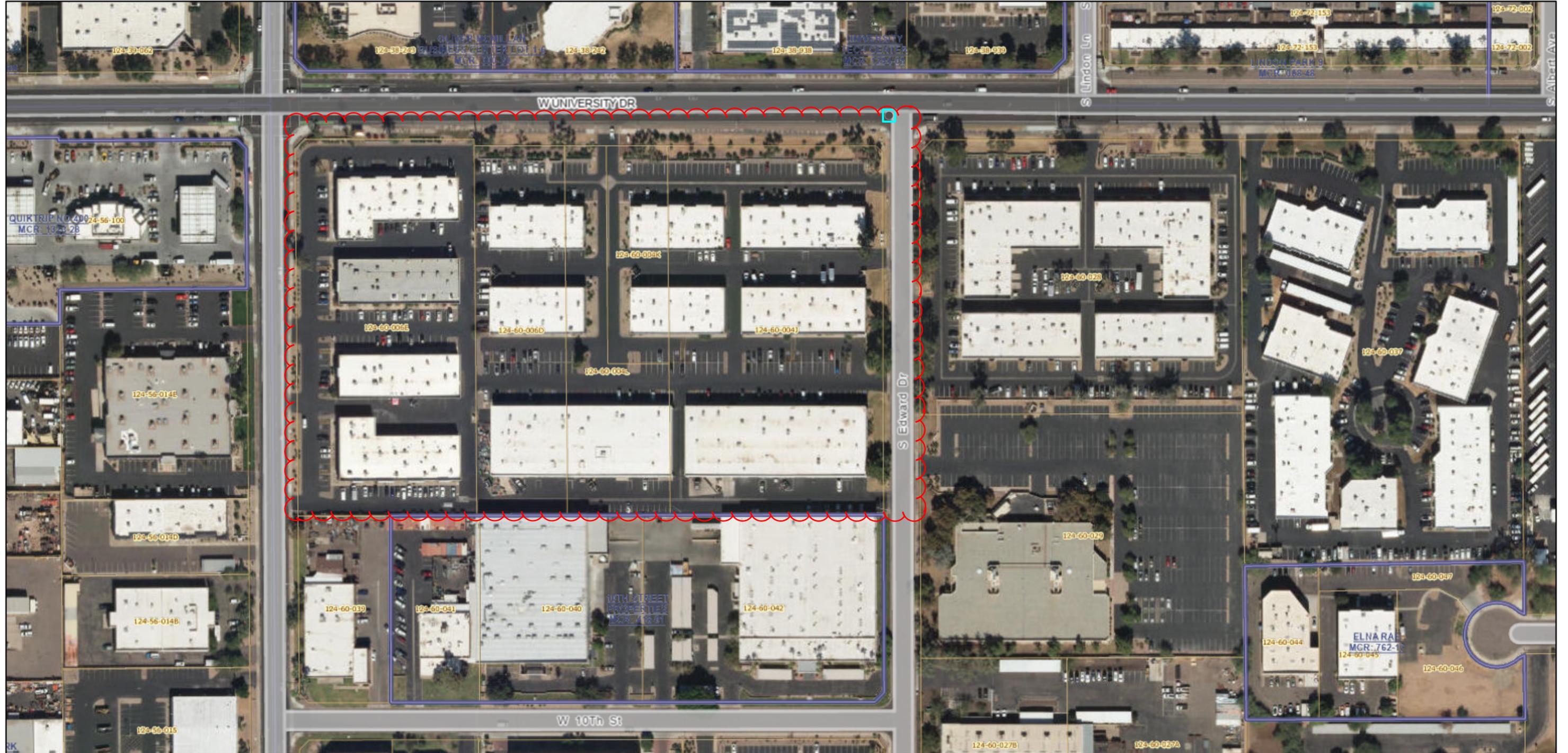
**GATEWAY UNIVERSITY**  
TEMPE, AZ PHX23-0166-00

**WARE MALCOMB**

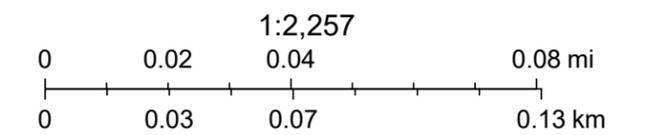
05.14.2024

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# Map



June 4, 2024



Maricopa County GIO, Maricopa County Assessor's Office





1797 W UNIVERSITY DR, TEMPE X

Show search results for 1797 W UNIVE...

Feature Information

(1 of 1)

Clear ?

124-60-004K

Owner Information

Owner Name: BKM GATEWAY UNIVERSITY PARK 306 LLC  
 In Care Of:  
 Property Address: 1741 W UNIVERSITY DR TEMPE 85281  
 Mailing Address: 1701 QUAIL ST STE 100 NEWPORT BEACH CA USA 92660  
 Deed Number: 20230650560  
 Sale Date: 12/01/2023  
 Sale Price: \$37609860

Property Information

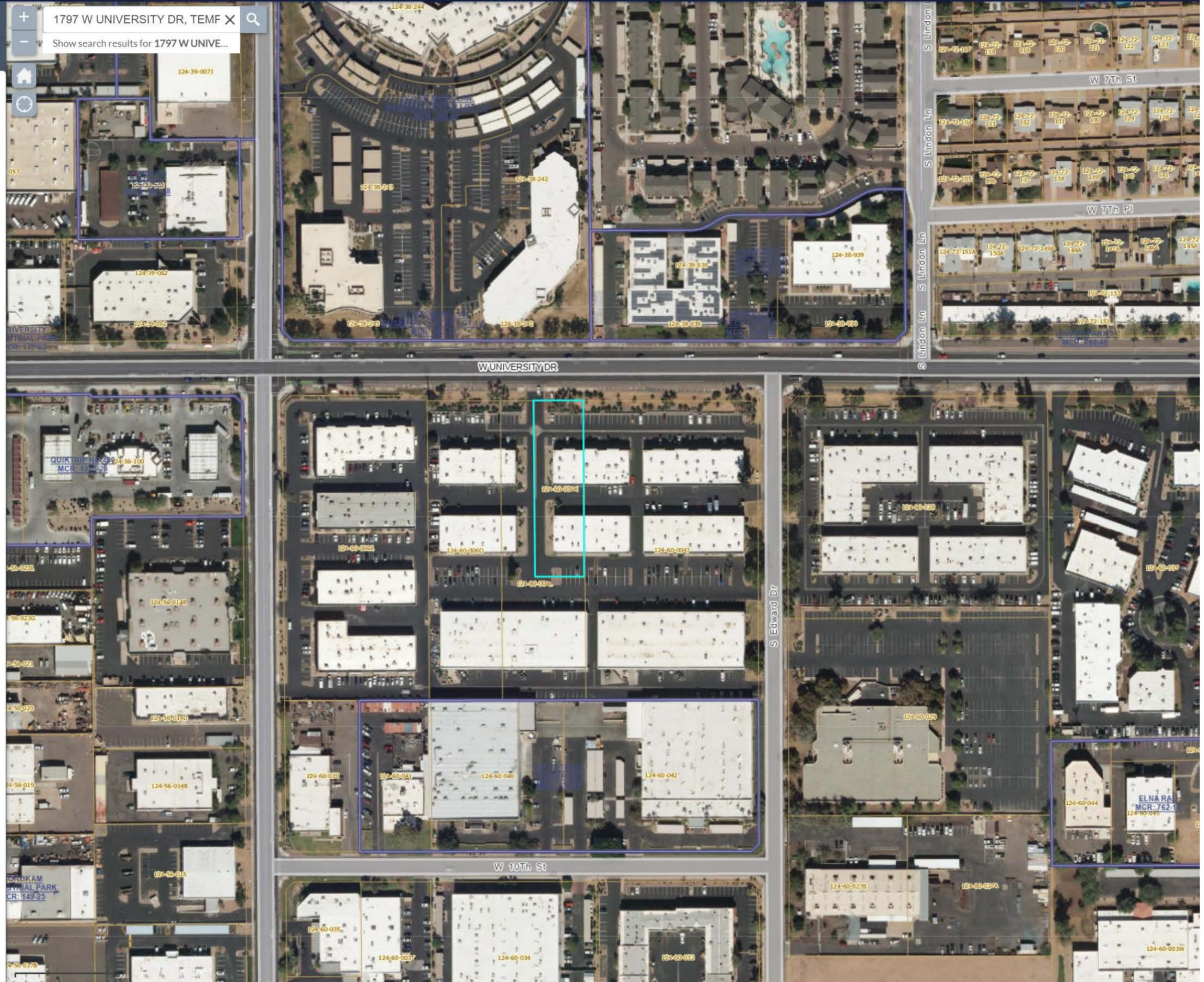
Lat/Long: 33.421277, -111.967608  
 S/T/R: 20 1N 4E  
 Jurisdiction: TEMPE  
 PUC: 1074  
 Lot Size (sq ft): 34,804  
 MCR #:   
 Subdivision:   
 Lot #:   
 Tract/Block: /  
 Floor: 1  
 Construction Year:   
 Living Space (sq ft):

Valuation Information

Tax Year:	2025	2024
FCV:	\$ 161,000	\$ 146,400
LPV:	\$ 119,180	\$ 113,505
Legal Class:	1.12	1.12



Zoom to





1797 W UNIVERSITY DR, TEMPE X  
Show search results for 1797 W UNIVE...

Feature Information

(1 of 1)

Clear ?

**124-60-004L**

Owner Information

**Owner Name:** BKM GATEWAY UNIVERSITY  
PARK 306 LLC  
**In Care Of:**  
**Property Address:** 1769 W UNIVERSITY DR  
TEMPE 85281  
**Mailing Address:** 1701 QUAIL ST STE 100  
NEWPORT BEACH CA USA  
92660  
**Deed Number:** 20230650560  
**Sale Date:** 12/01/2023  
**Sale Price:** \$37609860

Property Information

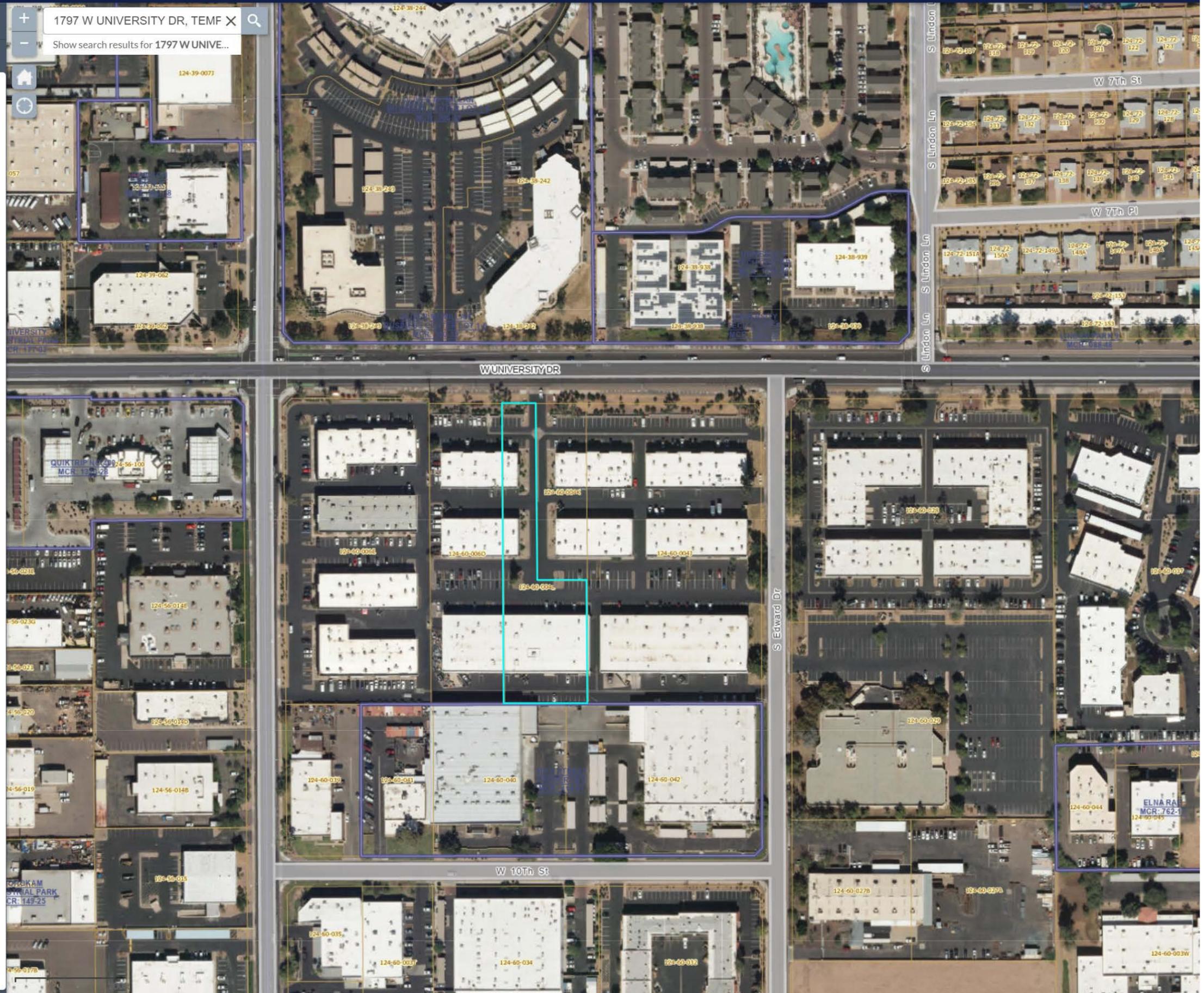
**Lat/Long:** 33.420760,  
-111.967774  
**S/T/R:** 20 1N 4E  
**Jurisdiction:** TEMPE  
**PUC:** 1074  
**Lot Size (sq ft):** 64,599  
**MCR #:**  
**Subdivision:**  
**Lot #:**  
**Tract/Block:** /  
**Floor:** 1  
**Construction Year:**  
**Living Space (sq ft):**

Valuation Information

<b>Tax Year:</b>	2025	2024
<b>FCV:</b>	\$ 299,000	\$ 271,800
<b>LPV:</b>	\$ 221,271	\$ 210,735
<b>Legal Class:</b>	1.12	1.12



Zoom to





1797 W UNIVERSITY DR, TEME X  
Show search results for 1797 W UNIVE...

Feature Information

(1 of 1)

Clear ?

124-60-006D

Owner Information

**Owner Name:** BKM GATEWAY UNIVERSITY PARK 306 LLC  
**In Care Of:**  
**Property Address:** 1761 W UNIVERSITY DR TEMPE 85281  
**Mailing Address:** 1701 QUAIL ST STE 100 NEWPORT BEACH CA USA 92660  
**Deed Number:** 20230650560  
**Sale Date:** 12/01/2023  
**Sale Price:** \$37609860

Property Information

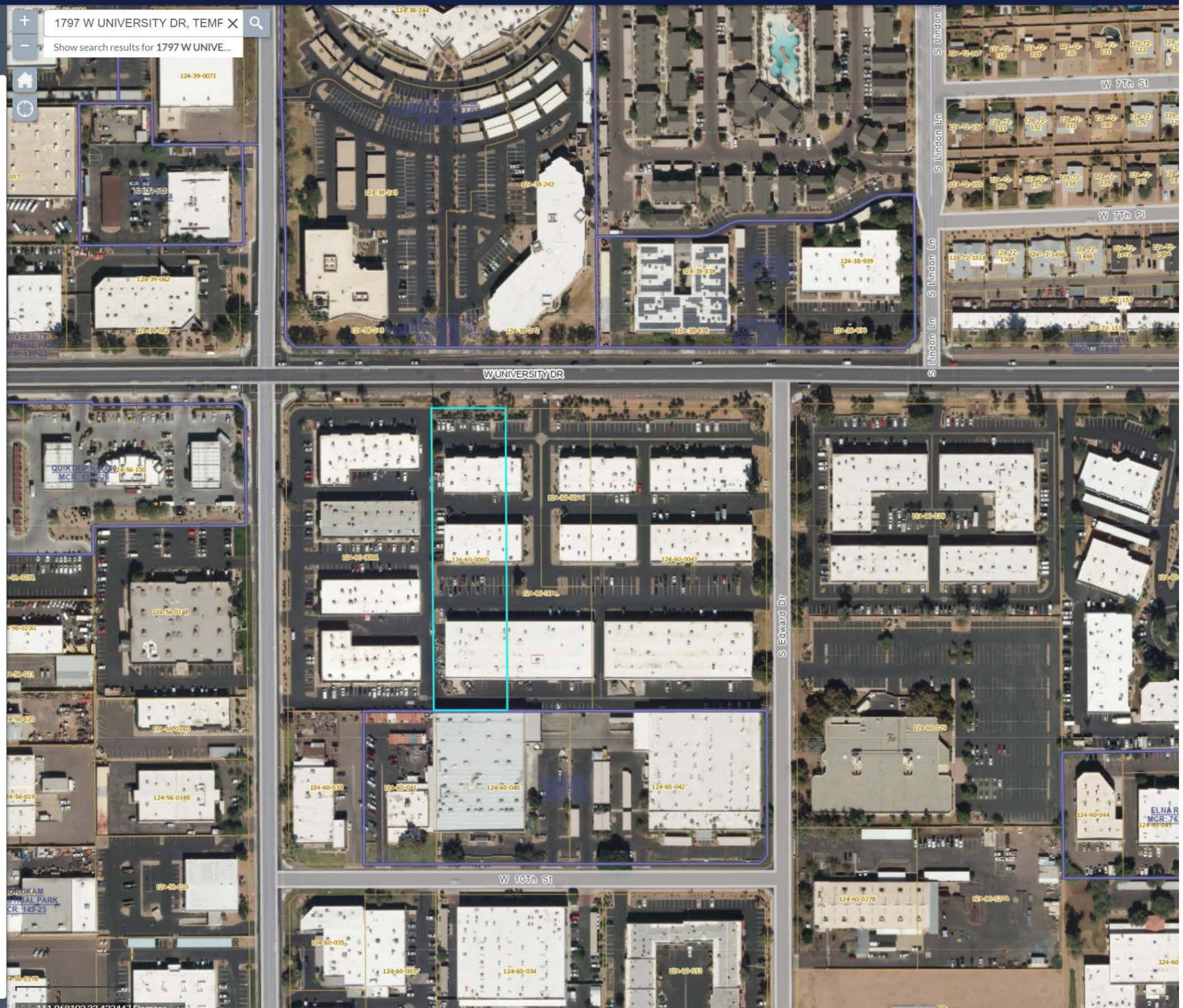
**Lat/Long:** 33.420941, -111.968230  
**S/T/R:** 20 1N 4E  
**Jurisdiction:** TEMPE  
**PUC:** 1074  
**Lot Size (sq ft):** 87,294  
**MCR #:**  
**Subdivision:**  
**Lot #:**  
**Tract/Block:** /  
**Floor:** 1  
**Construction Year:**  
**Living Space (sq ft):**

Valuation Information

**Tax Year:** 2025 2024  
**FCV:** \$ 404,000 \$ 367,300  
**LPV:** \$ 298,998 \$ 284,760  
**Legal Class:** 1.12 1.12



Zoom to



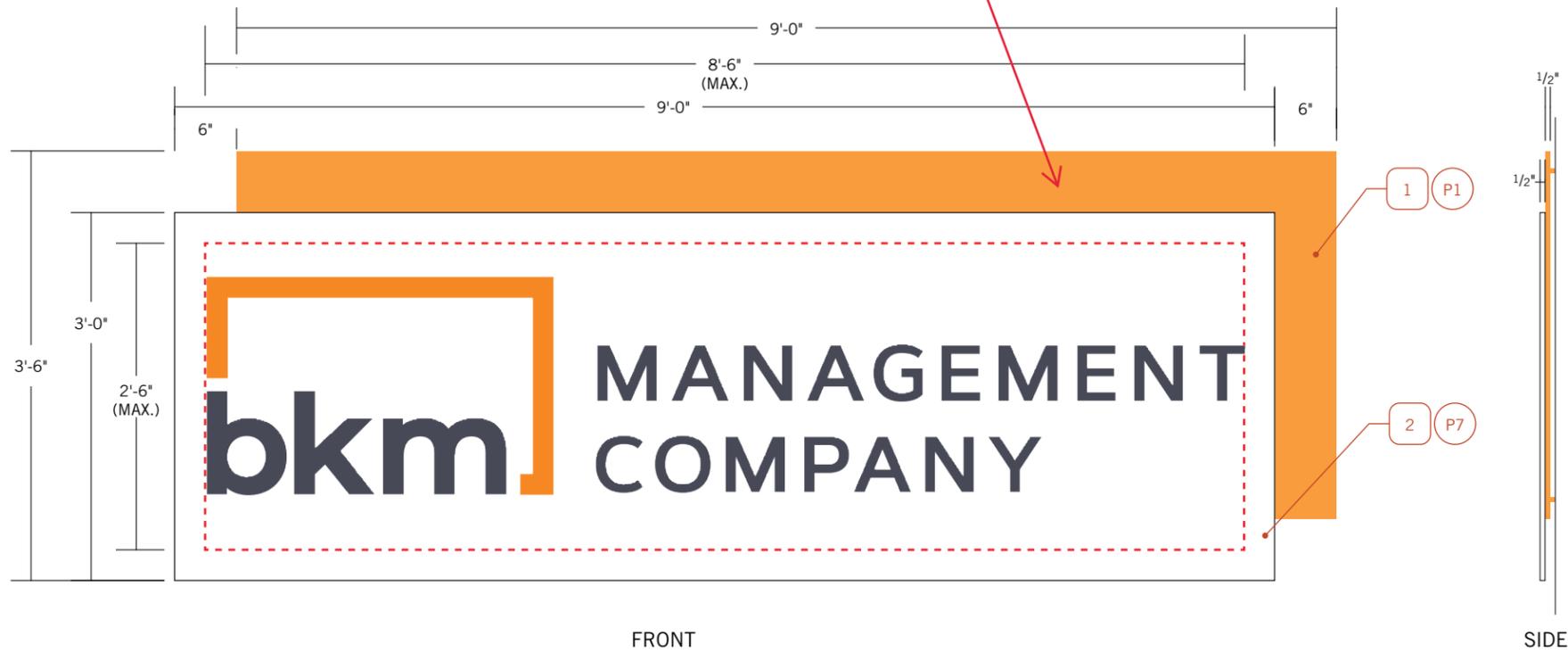


Backer panel color to compliment building color DEA 111 "Burning Tomato" or VP 0970 "Orange You Happy".



**DESIGN NOTES**

- 1 1/2" THICK SATIN PAINTED FABRICATED ALUMINUM BACKER PANEL MECHANICALLY FASTENED 1/2" OFF OF BUILDING FACE AS REQUIRED.
- 2 1/2" THICK SATIN PAINTED FABRICATED ALUMINUM PANEL MECHANICALLY FASTENED FLUSH TO BACKER PANEL AS REQUIRED.



DETAIL VIEWS - TYPICAL  
SCALE: 3/4"=1'-0"



ELEVATION VIEW - TYPICAL  
NOT TO SCALE



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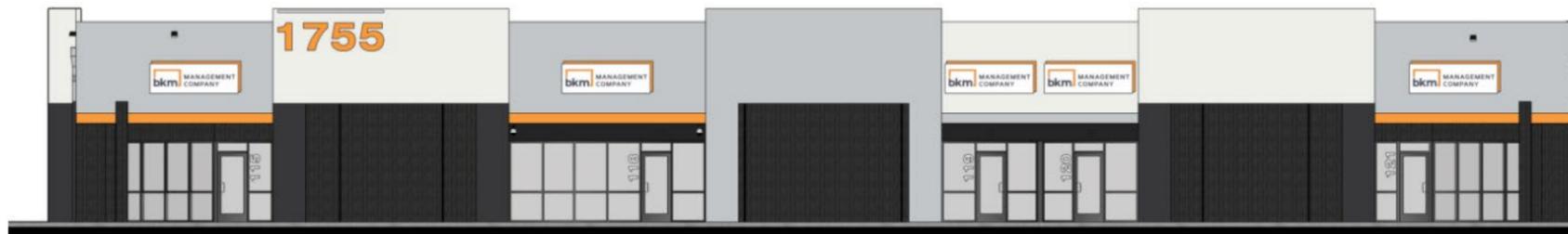
SIGN TYPE 6 - TENANT PANEL  
GATEWAY UNIVERSITY  
TEMPE, AZ PHX23-0166-00



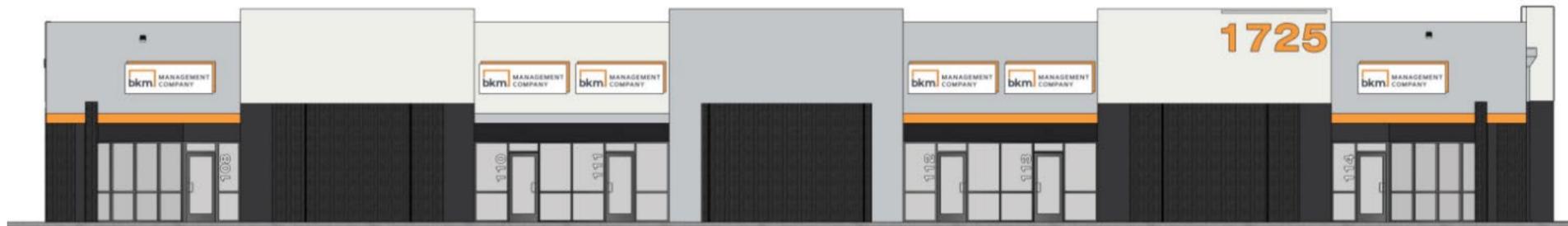
**NORTH ELEVATION**  
NOT TO SCALE



**WEST ELEVATION**  
NOT TO SCALE



**NORTH ELEVATION**  
NOT TO SCALE



**NORTH ELEVATION**  
NOT TO SCALE



**NORTH ELEVATION**  
NOT TO SCALE



**SOUTH ELEVATION**  
NOT TO SCALE



**WEST ELEVATION**  
NOT TO SCALE



**SOUTH ELEVATION**  
NOT TO SCALE



**SOUTH ELEVATION**  
NOT TO SCALE



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SIGN TYPE 6 - TENANT PANEL

**GATEWAY UNIVERSITY**  
TEMPE, AZ PHX23-0166-00

**ELEVATION VIEW - TYPICAL**  
NOT TO SCALE

**WARE MALCOMB**

05.14.2024

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**SOUTH ELEVATION**  
NOT TO SCALE



**NORTH ELEVATION**  
NOT TO SCALE



**WEST ELEVATION**  
NOT TO SCALE



**SOUTH ELEVATION**  
NOT TO SCALE



**WEST ELEVATION**  
NOT TO SCALE



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SIGN TYPE 6 - TENANT PANEL

**GATEWAY UNIVERSITY**  
TEMPE, AZ PHX23-0166-00

**WARE MALCOMB**

05.14.2024

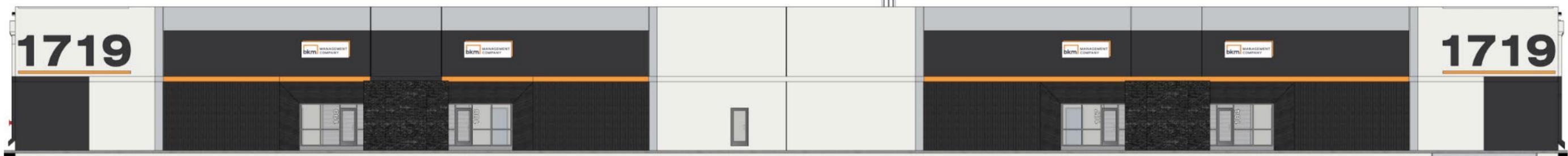
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NORTH ELEVATION  
NOT TO SCALE



NORTH ELEVATION  
NOT TO SCALE



NORTH ELEVATION  
NOT TO SCALE