



EASTLINE VILLAGE

COMPREHENSIVE SIGN PLAN

PREPARED BY: AIRPARK SIGNS & GRAPHICS | 02.25.2022; Rev. 03.23.2022; Rev. 08.16.2023



1205 N. Miller Road
Tempe, AZ 85281
480.966.6565
airparksigns.com

PROJECT ADDRESS

2001-2055 East Apache Blvd.
2016-2060 East Wildermuth Ave.
Tempe, AZ

OWNER / DEVELOPER

Culdesac Tempe, LLC
6720 N. Scottsdale Road #250
Scottsdale, AZ 85253

Contact:
Anders Engnell
(248) 568-2248
anders@culdesac.com

PREPARED BY

Airpark Signs & Graphics
1205 N. Miller Road
Tempe, AZ 85281

Contact:
Jim Bolek
(480) 966-6565

PROJECT OVERVIEW

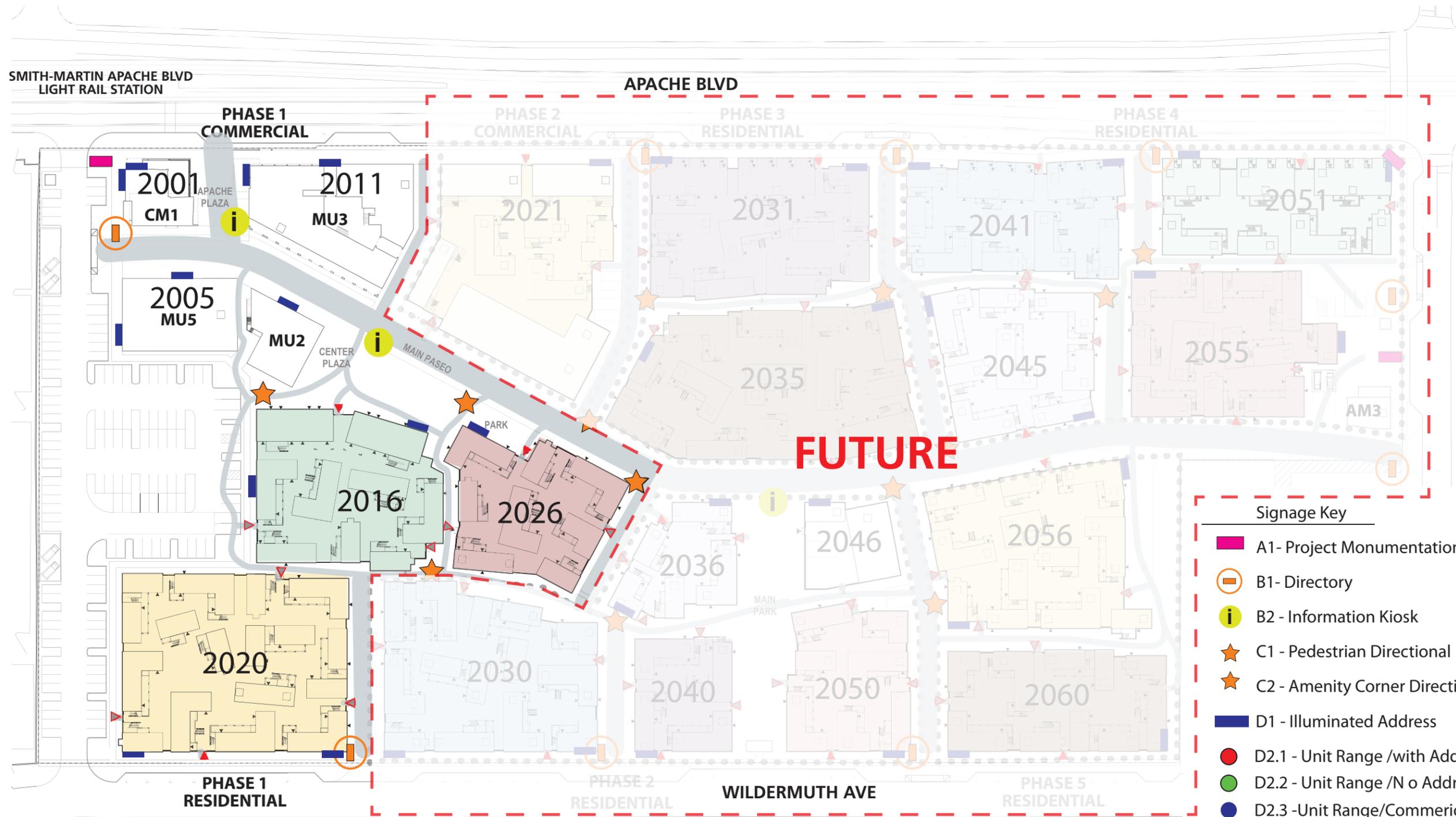
Eastline Village is a 17 acre mixed-use project located between Apache Boulevard and Wildermuth Avenue, just east of Smith Avenue. It is designed to be a non-car dependent neighborhood that includes opportunities for vibrant local businesses, a market, restaurants, coffee shop, and a coworking space.

While the commercial amenities are designed to serve the people of Eastline Village, they are also available to the general community as well. As such, signage is needed to provide visibility from Apache Blvd and the Smith-Martin Light Rail Station.

This Comprehensive Sign Plan shows locations for various types of signs that enhance the project's varied architecture. In Phase 1, there is one fully commercial building (2001 East Apache Blvd), which will be a restaurant, while 2005 & 2011 East Apache Blvd are mixed use, with retail, commercial, restaurants, and co-working spaces on the first floor, and residential on the upper floors.

Residential "Pods" will include illuminated addressing and address spread signs. Interior to the project, but not visible from public roads, will be guide signs, directories and other signs to enhance the Eastline Village experience.





FUTURE

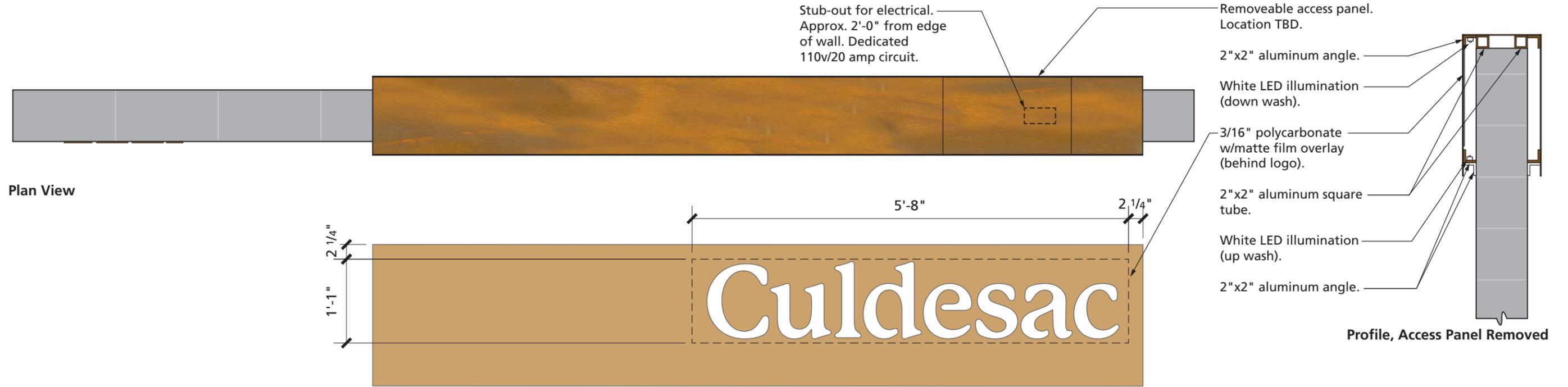
Signage Key

- A1- Project Monumentation
- B1- Directory
- i B2 - Information Kiosk
- ★ C1 - Pedestrian Directional
- ★ C2 - Amenity Corner Directional
- D1 - Illuminated Address
- D2.1 - Unit Range /with Address
- D2.2 - Unit Range /N o Address
- D2.3 -Unit Range/Commercal Building
- ▲ D3 - Primary Gate Entry
- ◄ Secondary Gate Entry
- E1- BuildingWayfinding
- E2- Unit Directional
- F - Unit Identification

1 SITE ADDRESSING PLAN
 1"=100'
 0 50 100 FT

Pedestrian Pathway
 NOTE
 Exact sign location subject to change
 See final phase plan drawings
 and elevations for details..

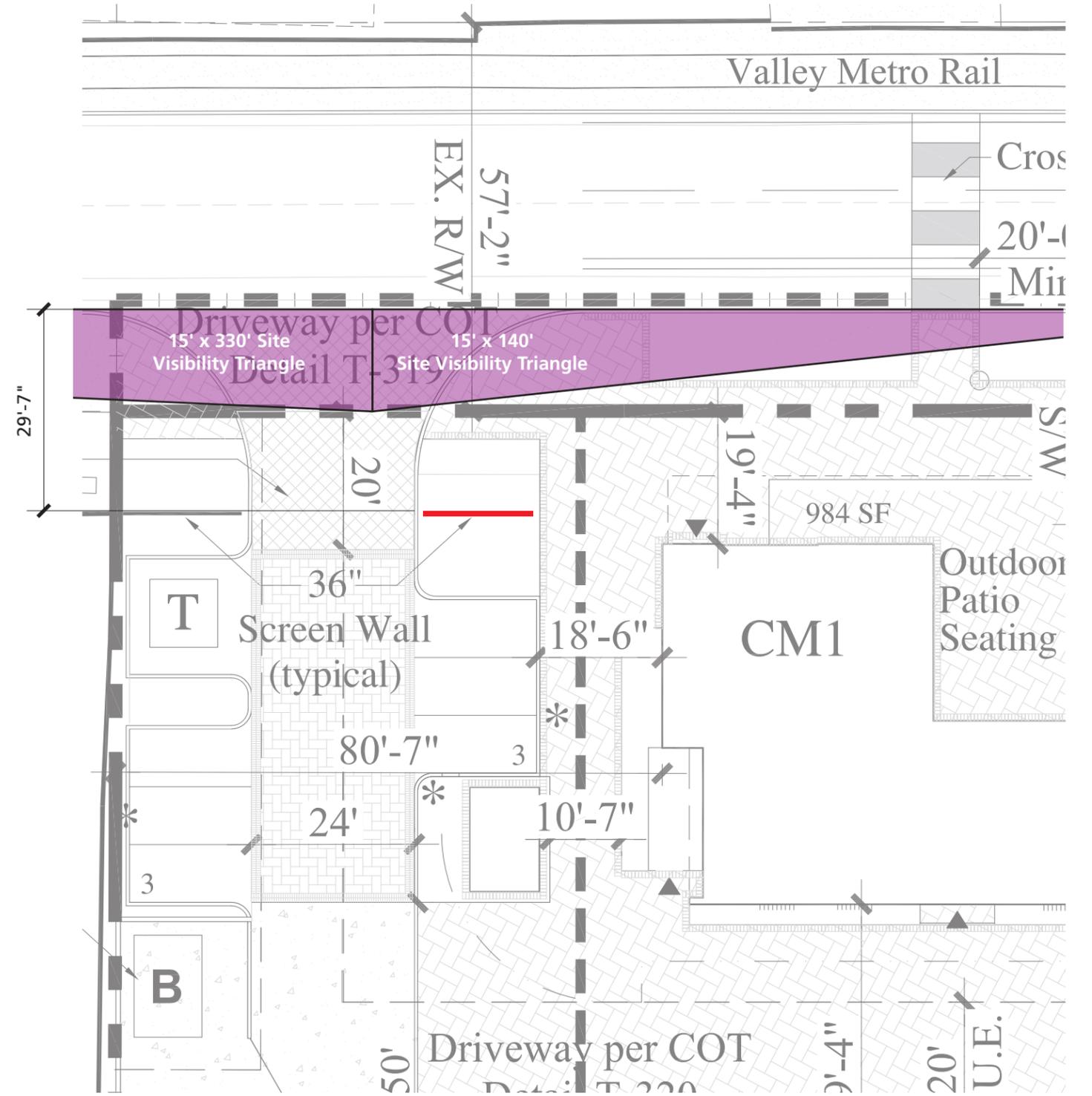
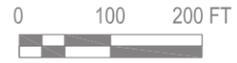
- ▶ PRIMARY ENTRY GATE - START
- a BUILDING ID
- BLDG ID & UNIT DIRECTIONAL
- FIRE BUILDING ID & UNIT SPREAD
- BUILDING DIRECTIONALS



1 | A1 PROJECT MONUMENT - ELEVATION

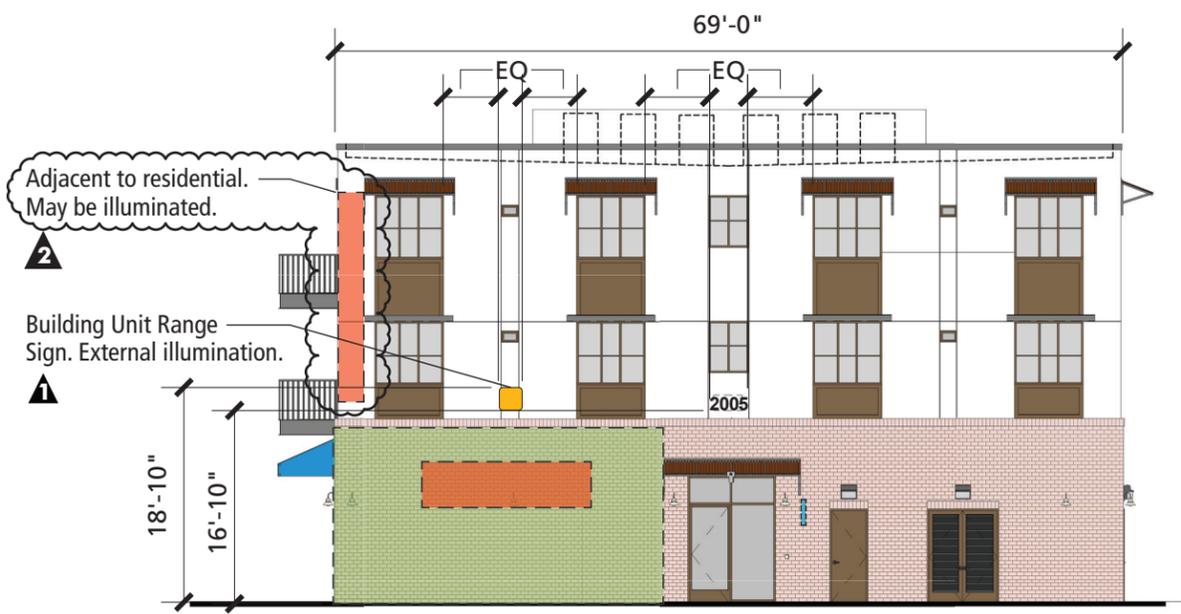
Scale: 3/4"=1'-0"

Key Plan



1 | SITE KEY PLAN
Scale: 1"=200'

2 | A1 PROJECT MONUMENT - LOCATION PLAN
Scale: 1"=20'

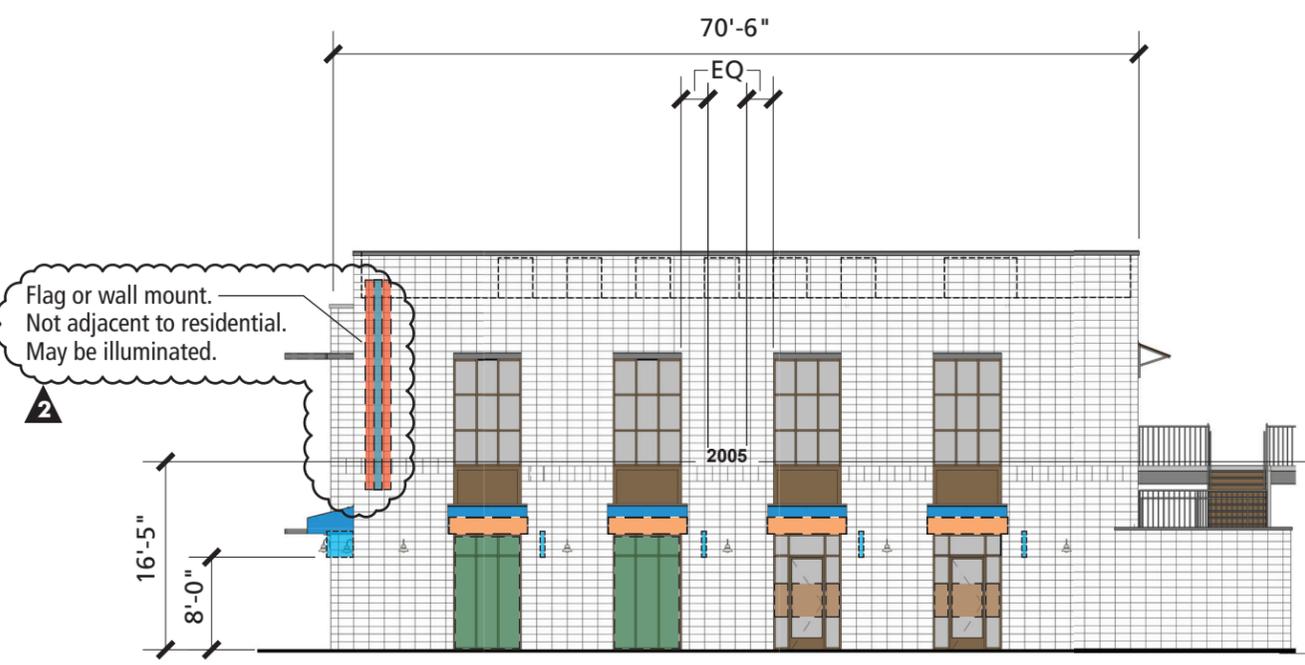


MU5 West Elevation

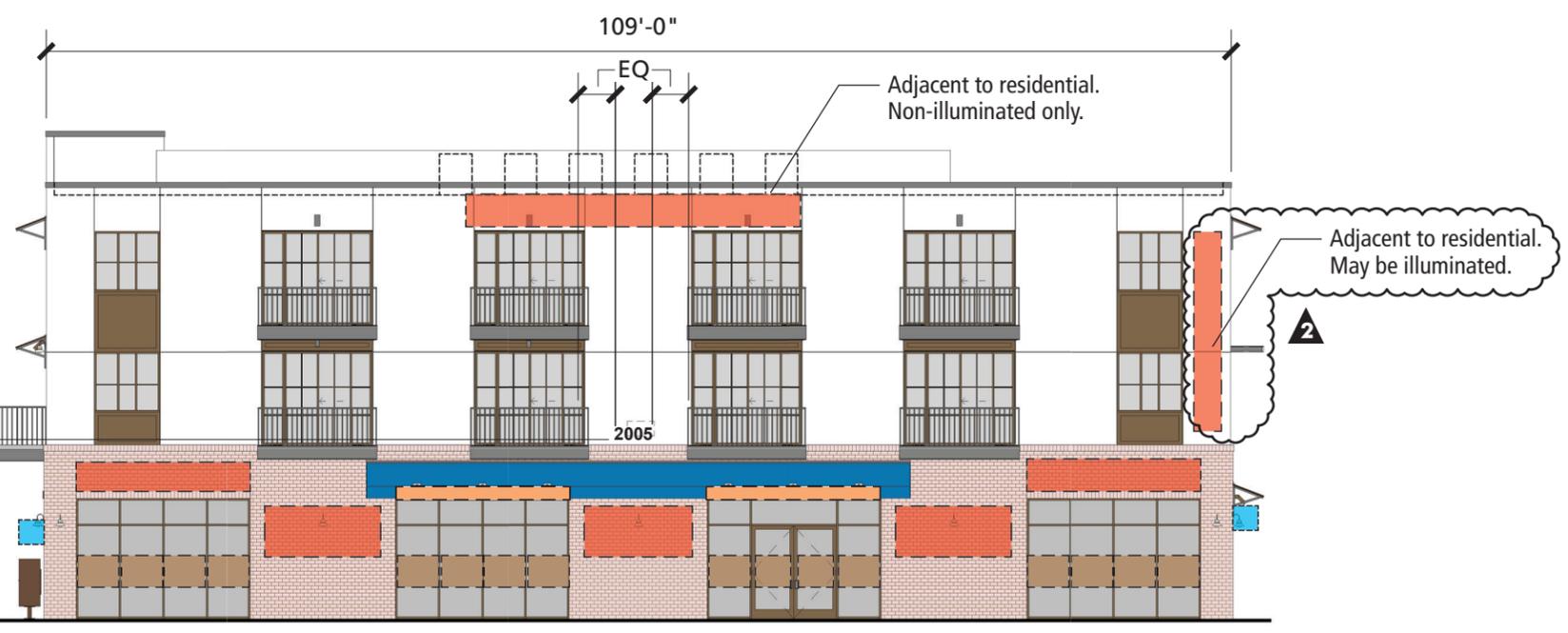


MU5 East Elevation

- A • Wall Signs
- B • Projecting Signs/Vertical Graphics
- C • Canopy/Ledge Sign
- D • Awnings
- E • Paint, Graphics/Murals & Architectural Art
- F • Commercial Window Graphics
- G • Privacy Screen Window Graphics

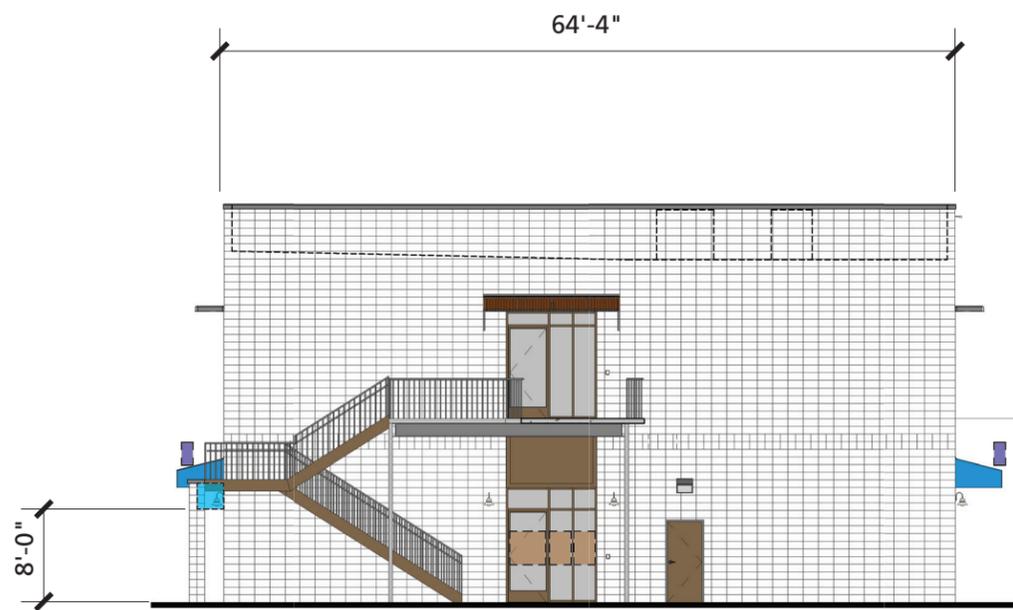


MU2 North Elevation

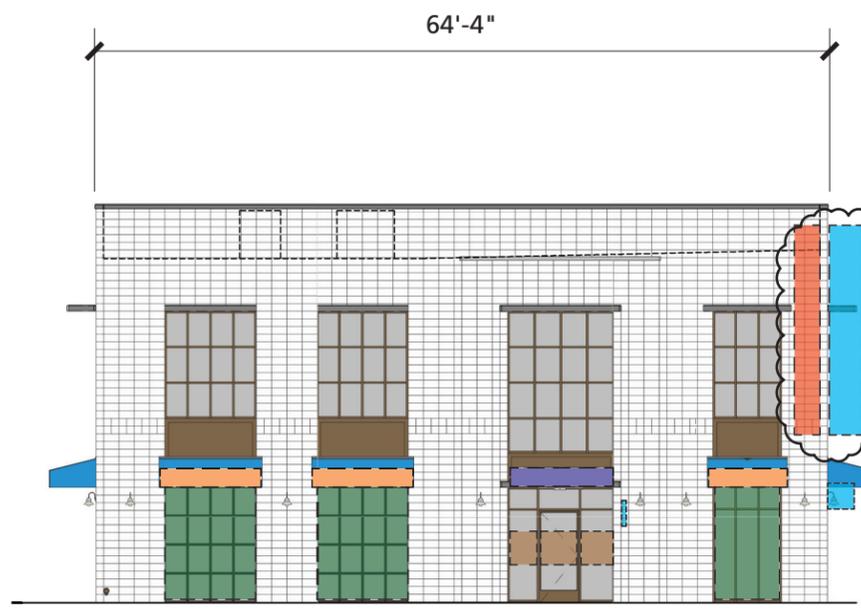


MU5 North Elevation

1 MU2/MU5 BUILDING ELEVATIONS • POTENTIAL SIGN LOCATIONS
Scale: 1/16"=1'-0"



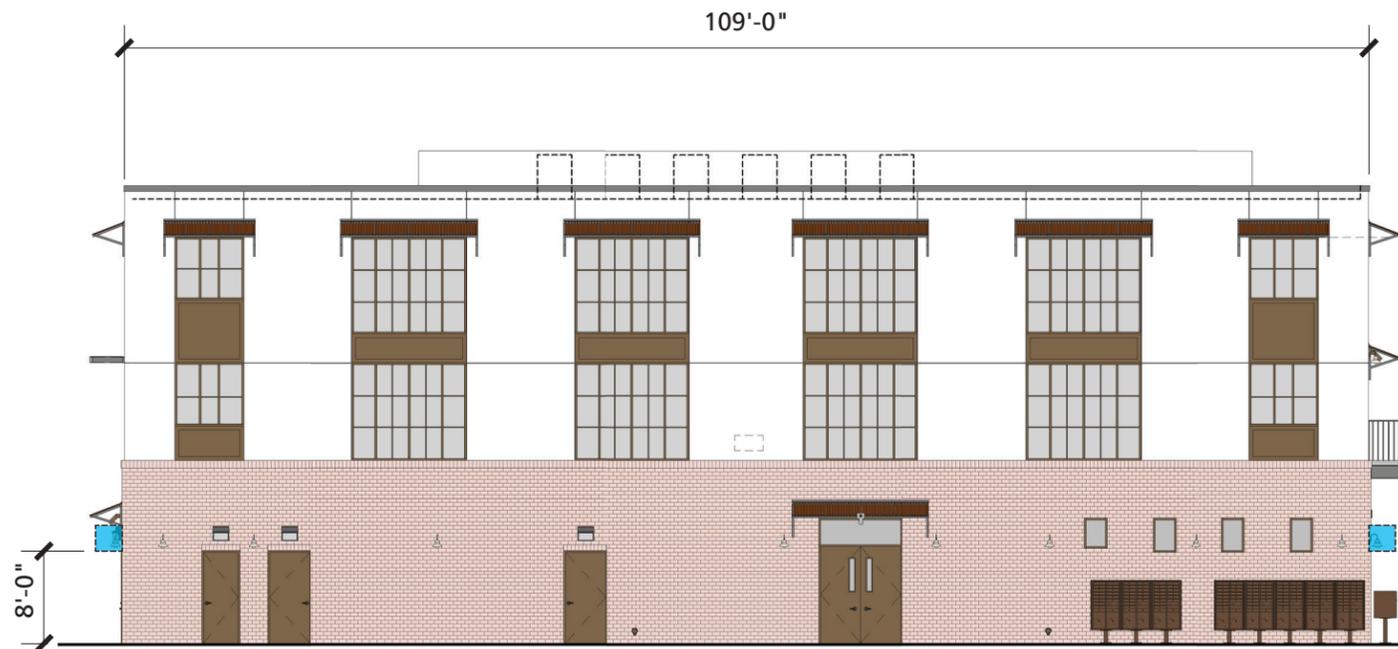
MU2 West Elevation



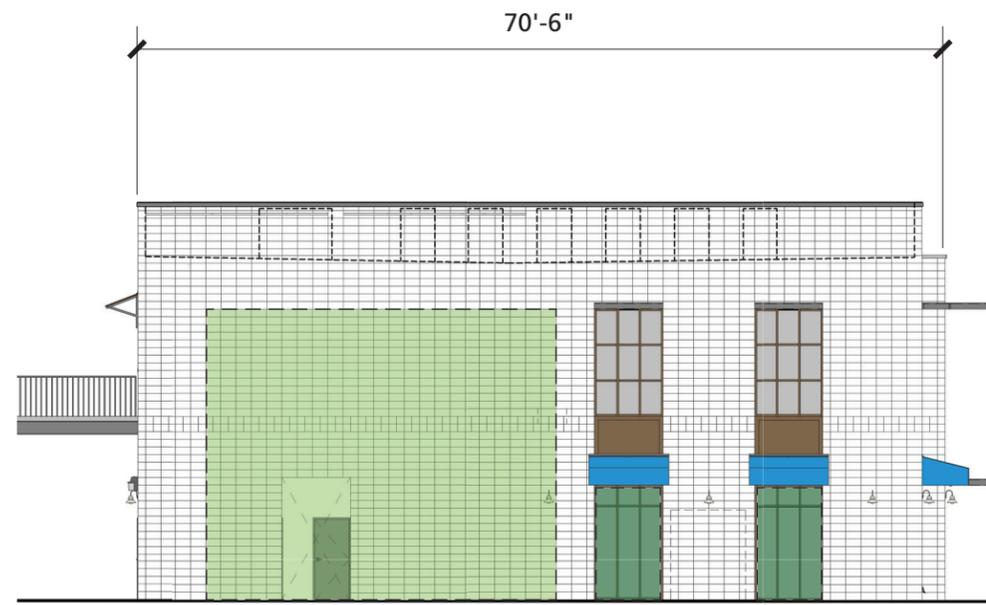
MU2 East Elevation

Flag or wall mount.
Not adjacent to residential.
May be illuminated.

- A • Wall Signs
- B • Projecting Signs/Vertical Graphics
- C • Canopy/Ledge Sign
- D • Awnings
- E • Paint, Graphics/Murals & Architectural Art
- F • Commercial Window Graphics
- G • Privacy Screen Window Graphics

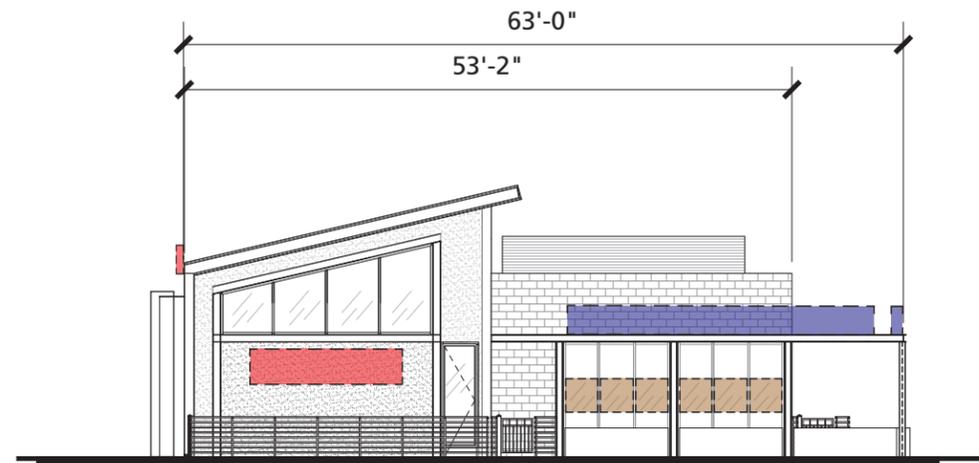


MU5 South Elevation

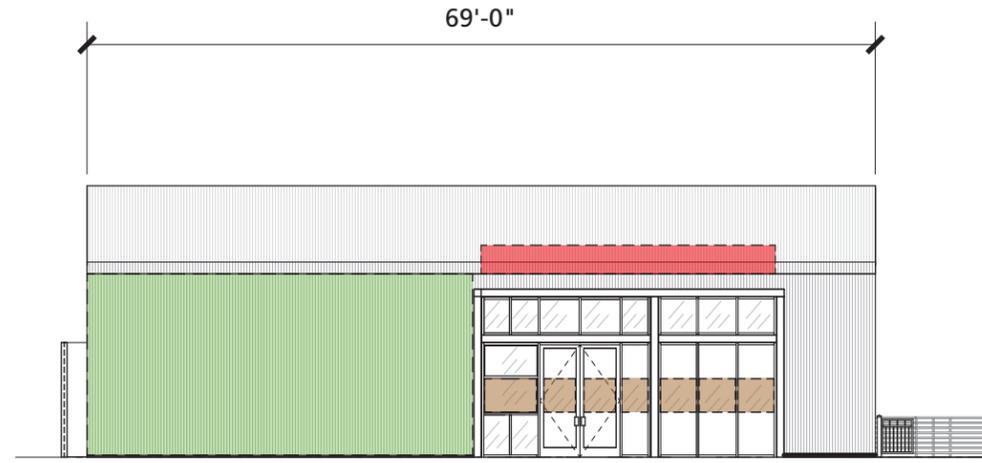


MU2 South Elevation

1 MU2/MU5 BUILDING ELEVATIONS • POTENTIAL SIGN LOCATIONS
Scale: 1/16"=1'-0"

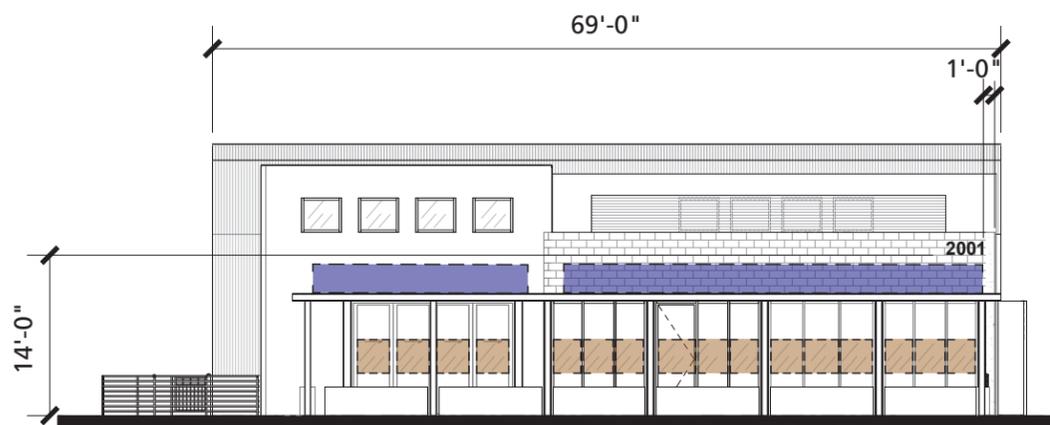


CM1 East Elevation

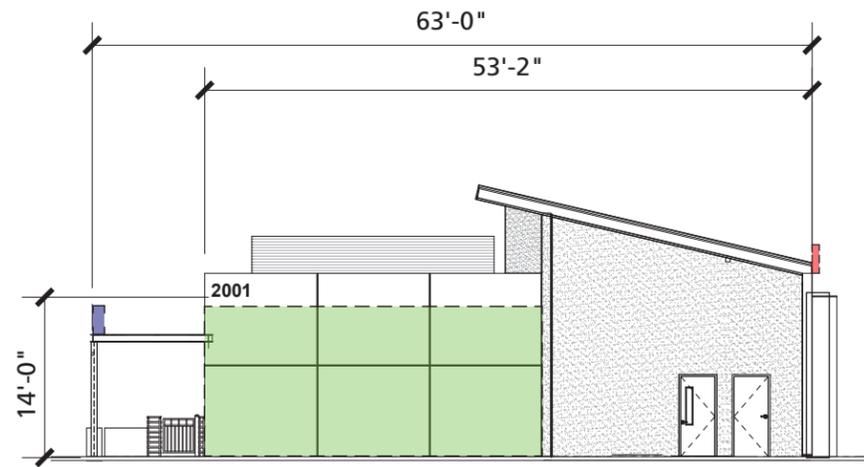


CM1 South Elevation

- A • Wall Signs
- B • Projecting Signs/Vertical Graphics
- C • Canopy/Ledge Sign
- D • Awnings
- E • Paint, Graphics/Murals & Architectural Art
- F • Commercial Window Graphics
- G • Privacy Screen Window Graphics



CM1 North Elevation



CM1 West Elevation

1 CM1 BUILDING ELEVATIONS • POTENTIAL SIGN LOCATIONS
Scale: 1/16"=1'-0"

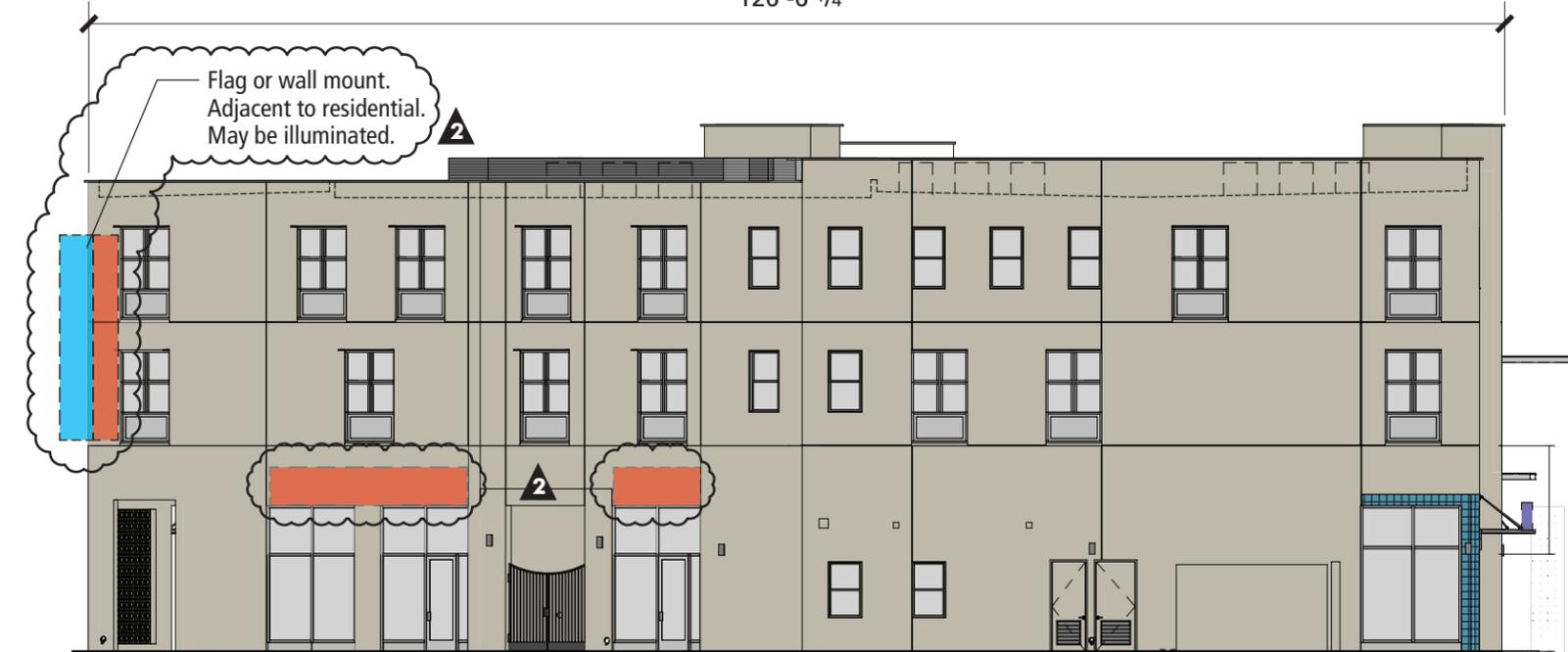
136'-8"



- A • Wall Signs
- B • Projecting Signs/Vertical Graphics
- C • Canopy/Ledge Sign
- D • Awnings
- E • Paint, Graphics/Murals & Architectural Art
- F • Commercial Window Graphics
- G • Privacy Screen Window Graphics

MU3 South Elevation

126'-6 1/4"



MU3 East Elevation

1 MU3 BUILDING ELEVATIONS • POTENTIAL SIGN LOCATIONS

Scale: 1/16"=1'-0"



MU3 North Elevation

- A • Wall Signs
- B • Projecting Signs/Vertical Graphics
- C • Canopy/Ledge Sign
- D • Awnings
- E • Paint, Graphics/Murals & Architectural Art
- F • Commercial Window Graphics
- G • Privacy Screen Window Graphics



MU3 West Elevation

1 MU3 BUILDING ELEVATIONS • POTENTIAL SIGN LOCATIONS
Scale: 1/16"=1'-0"

PERFORMANCE REQUIREMENTS

Eastline Village, herein referred to as “Landlord”, shall administer and interpret the criteria. Before designing signs, each tenant shall receive a copy of the signage standards. Sign plans submitted to the Landlord for approval must conform to these standards and procedures. All signs must be approved in writing by the Landlord prior to city permit application or any initiation of fabrication.

1. Signage Approvals

Each Tenant must submit to the Landlord tabloid formatted sets of detailed shop drawings showing locations, sizes, design, colors, materials, lettering, graphics, conduits, junction boxes, sleeves, methods of illumination and other mounting apparatus of all proposed wall, window, and rear door signs. Files are to be submitted as PDF files.

Signs that are installed without written approval from the Landlord, or that are inconsistent with approved drawings, may be subject to removal and re-installation by the Landlord at the Tenant’s expense.

This submittal must be made at least fifteen (15) days prior to submitting requests for permits or manufacturing.

2. Landlord Review

After review of the signage proposal, the Landlord will return one of the three sets of drawings to the Tenant, marked either “Approved,” “Approved as Noted,” or “Revise and Resubmit.”

- **Approved** - If drawings are marked “Approved,” the Tenant must receive a sign permit from the City of Tempe prior to proceeding with sign construction and installation in accordance with the drawings.
- **Approved as Noted** - If drawings are marked “Approved as Noted,” the Tenant is allowed to proceed with sign construction and installation, provided that any modifications noted are incorporated into the design. An applicant that takes exception to the noted modifications may revise and resubmit, as explained below.
- **Revise and Resubmit** - If drawings are marked “Revise and Resubmit,” the plans will be returned to the Tenant with comments. The drawings should be revised and

resubmitted for approval.

3. Sign Contractor's Responsibilities

Prior to preparation of signage drawings and specifications, the Tenant’s sign contractor must review all architectural, structural, and electrical documents as they relate to the building wall and/or storefront at the proposed signage location. In addition, the sign contractor should visit the project site to become familiar with as-built conditions and verify all dimensions.

- Openings in building walls - Locations of all openings for conduit and sleeves in building walls must be indicated by the sign contractor on the drawings submitted. The contractor shall install the sign in accordance with the approved drawings.
- Insurance - All sign contractors must carry workers’ compensation 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, with a combined single limit in an amount not less than two million and no/100 dollars (\$2,000,000.00) per occurrence. Every sign contractor must hold a current contractor’s license in the State of Arizona.
- Developer must be named as additionally insured in the workers’ compensation and commercial liability insurance. Damage caused by or during installation
- The sign contractor and/or Tenant will pay for any damage to a building’s fascia, canopy, structure, roof, or flashing caused by sign installation.
- All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight fashion.

4. Tenant Responsibilities

- The Landlord’s approval of an 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.
- Compliance with other regulations is the sole responsibility of the Tenant for all work performed on the premises by or for the Tenant.
- Tenant shall be fully responsible for the operations of Tenant’s sign contractor and shall indemnify, defend, and hold Landlord/Developer harmless for, from, and against damages or liabilities of account thereof.
- Tenant is responsible for obtaining all necessary sign and

electrical permits prior to sign installation.

Size

- Each Tenant shall limit the area of its sign in accordance with the area allocated for their leased space. Maximum letter height and length varies according to storefront.

Quantity

- Each Tenant will be granted a minimum of one sign. Tenant’s with more than one elevation wall may have a sign on each elevation.

Labels

- No labels are permitted on the exposed surface of signs, except those required by local ordinance. Sets of individual letters shall have one label on an end letter only. These are to be installed in an inconspicuous location.

Upkeep and Maintenance

- Each Tenant is fully responsible for the upkeep and maintenance of its sign(s), and Tenant’s are to repair any sign defects within five (5) days of notification. If an Tenant does not repair said sign(s), the Developer, at the Tenant’s sole cost and expense, may repair and/or replace sign(s).
- A penalty of 100% of the Developer’s cost to repair said signage, in addition to the cost of the repair, may be assessed to the Tenant if the Developer is required to provide the necessary maintenance due to the Tenant’s noncompliance following notification.

5. Prohibited signs

- Typical cabinets of Acrylic, Plexiglas®, or plastic-faced panels with surface or second-surface applied or painted graphics, internally back-lit in a standard geometric shape.
- No signs, advertisements, notices, or other lettering shall be displayed, exhibited, inscribed, painted, or affixed on any part of the buildings visible from outside the premises, except as specifically approved by the Landlord.
- Rude, obscene, offensive, animated, flashing, blinking, rotating, moving, electronic message boards, or audible signs.
- Placards; posters; playbills; postings; paintings; flags; signs in public right-of-way; and fixed balloons are not permitted

in any location, whether or not visible from outside the premises.

- Change-panel signs are prohibited.
- Flashing, moving or audible signs.
- Luminous vacuum formed type plastic letters
- Inflatable signs or graphic devices.
- Freestanding attraction boards, posters or other permanent advertising devices.
- Paper, cardboard or Styrofoam signs.
- Signs with gold or silver plastic trim caps that contrast with letter returns.

6. Illumination timer

Power to illuminate the Tenant’s sign is to be from Tenant’s electricity meter, switched through a time clock set in accordance with schedules determined by the Landlord.

7. Landlord’s right to modify requirements

The Landlord has the right to modify the sign standards and requirements for any Tenant.

GENERAL REQUIREMENTS

Approvals

All work undertaken by the Tenant (including but not limited to shop layout, signage, lighting and displays) is subject to the written approval by the Landlord. This must be obtained before reviewing design with city officials and before commencing any construction.

Before proceeding with signs or graphic fabrication, detailed shop drawings must be submitted to the Landlord for approval. Once approved, the Tenant's contractor must submit drawings for permit application to the proper authorities as required by the City of Tempe. All signs, including colors, materials, lighting and design are subject to Landlord's approval.

Quality

All sign fabrication work shall be performed by skilled craftsmen under the supervision of a trained foreman, experienced in the trade of craft required to accomplish the work and produce product of the highest quality.

Fabrication & Installation

It is intended that all finished work be of the highest quality to pass eye-level examination and scrutiny by the Landlord and Designer.

General Fabrication Specifications:

- Construct all work to eliminate burrs, dents, cutting edges, and sharp corners.
- Finish welds on exposed surfaces to be imperceptible in the finished work.
- Surfaces which are intended to be flat shall be without dents, bulges, oil canning, gaps, or other physical deformities.
- Except where approved otherwise by Landlord and Designer, conceal all fasteners.
- Make access panels tight-fitting, lightproof, and flush with adjacent surfaces.
- Carefully follow manufacturer's recommended fabricating procedures regarding expansion/contraction, fastening,

Any illumination devices used for signage need to be concealed, with all electrical components concealed, but accessible.

Raceways to be designed to fully integrate into storefront architecture.

All transformers, switches and other electrical equipment shall be remote and concealed within the Tenant space.

If Internally illuminated channel letters with opaque metal sides and translucent acrylic faces are not utilized, the acrylic face should be inset into the channel letter without a trim cap.

All illuminated signs will need to stay on during the hours designated by the landlord, even if the store's hours differ. These signs should be controlled by a timer that allows for this consideration.

All attachment devices, wiring, clips, and other mechanisms used for signage need to be concealed.

Refer to acceptable signage lighting section in these guidelines for acceptable signage lighting techniques and additional lighting requirements.

GENERAL REQUIREMENTS

In order to maintain overall quality and uniqueness in the signage and graphics within **Eastline Village**, the following set of standards has been developed to be applied to all exterior signage and graphic concerns, with the intent to establish a high level of quality through creativity.

These standards are not strict absolute regulations, but a guideline to promote creative, comprehensive design solutions – and exceptions for excellence will be granted by the Owner at their sole discretion.

Tenants should generate imaginative designs for their storefronts and signage with thoughtful, attractive and creative materials and graphics. Tenants are expected to express their own unique design statement within the parameters of the criteria outlined in this document. These standards shall apply to all tenants.

PROJECT METRICS

The graphics standards set forth are good design practices for lettering sizes, proportions and design techniques to provide quality signage for all Tenants within **Eastline Village**.

The general requirements includes procedures, restrictions and stipulations which will ensure a quality development for the owner as well as the city of Tempe.

SIGNAGE CODE

Sign types not specifically mentioned in this Tenant Criteria Section and/or this CSP (comprehensive sign package) document will default to the City of Tempe Signage Standards.

SIGN AREA

Tenant signage, per elevation, within the commercial zones of **Eastline Village** shall not exceed an area of forty (40) square feet, plus one (1) square foot of sign area for every lineal foot of leased business frontage beyond forty (40) lineal feet.

PAINT, GRAPHICS/MURALS & ARCHITECTURAL ART that DOES NOT contain tenant logos shall not be counted against the allocated sign area.

SIGN AREA CALCULATIONS

Individual Letters / Logos

Where there is an abundance of negative space (non-signage area), the area shall be calculated as the entire area within a single continuous perimeter enclosing the extreme limits of all graphic elements integral to the identity, or used to differentiate the sign from the background against which it is placed.

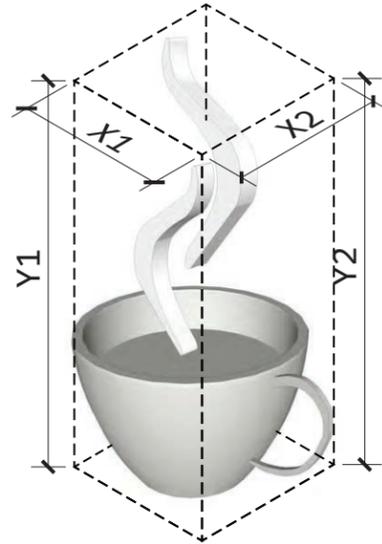
Defined Background Or Custom Cabinets

Approved custom shaped cabinets with multiple layers creating a single form shall be the sum of the area of the sides of the smallest four-sided polyhedron that will encompass the sign structure. Circular or oval graphics will be calculated as the height x width x 3.14159. (πr^2)



3-D / Freeform

Sign area of spherical, free-form, sculptural and other non-planar signs is calculated as fifty percent (50%) of the sum of the area of the four (4) vertical sides of the smallest cube that will encompass the sign.



TENANT CRITERIA

A • WALL SIGNS

Reverse Pan Channel, Pan Channels, Flat Cutout Dimensional.

Construction

- Channel letters and logos must be constructed with sheet aluminum returns and retainers.
- Material thickness to be a minimum .050".
- Acrylic cap or trimcap retainers used at the perimeter of sign letter faces shall match in color and finish of the face or the sides of the sign.
- Shiny metal trim caps or neon colored are prohibited.
- National trademarked brand standards that differ from these must be approved by the Committee.
- Colored Plexiglas®/acrylic face pan channel letters should be a minimum 3/16" thick to provide stability and consistent illumination of color.
- Second surface painted colors will NOT be allowed. First surface applied color vinyl may be used with approval of the Committee.
- Flat cut out metal letters shall be a minimum 1" thick.
- Letters/logos which are spaced out from the building face shall be installed using threaded rods or anchor bolts
 - Angle clips attached to letter sides will not be permitted.
 All mounting attachments shall be sleeved and painted.

Lighting for wall mounted individual letters can either be internally illuminated (face lit), halo illuminated, external/indirect or a combination thereof.

All internal illumination shall use LED.

Commercial Area(s)

To create that sense a of place for the commercial area(s), indirect illumination is allowed to be used and mixed with other lighting techniques.

The same fixture throughout is not desired to develop an eclectic and unique space – however scale should be relative and the lumen output and color consistent.

When used, such lighting must be down-lit only and remain shielded onto the sign face.



Halo illuminated reverse pan-channel letters with secondary copy of internally and halo illumination.



Dimensional letters with indirect downlighting



Self contained word grouping with contrasting returns and backlit faces.

Raceways

When individual letters do not have appropriate access for electrical or installation, or the background surface is not conducive for repairs, the use of raceways will be reviewed as an alternative. Various construction methods are acceptable based on the brand's design.

Allowable Designs

- Raceways that are hidden behind a continuous cut out that follows the shape of a logo and typestyle.
- Raceways may also be designed to encompass the least amount of lettering area combined into one unit as a large self contained element.
- Letters and cabinet raceways, or combinations shall follow the same guidelines as individual letters and custom cabinets in materials and illumination methods.

Illumination

- Shall only be internally illuminated for the individual letters. If the background raceway is an integral cabinet or graphically integral to brand design, it can be halo illuminated to define the overall signage area.
- If located at the base, up lighting within the raceway can be used to create a glow behind the letters. Light shall not shine above the height of the letters/logo elements.



Non-integrated raceways - DISCOURAGED



Individual letters and logos top mounted, flush to face of to tag line raceway of similar materials for integration.



Custom shaped backer panel that matches brand logo and typestyle, hiding a continuous raceway behind.



Raceway and letters integral at the base with internally illuminate logo and uplighting behind letters.



Individual letters and logos top mounted to raceway - letters and raceway are same depth.

Cabinet Designs

Custom shaped cabinets should be designed and fabricated with a minimum of two (2) distinct graphic planes, each at least one inch (1") deep, but should not exceed 12" in depth.

These can recess and/or extrude to create the three planes. Planes must be a minimum of 80% opaque and/or contrasting in color, texture, or material from one another to create depth and dimension. The depth shall be proportional to the signage and the architecture.

Unless as part of a nationally registered and/or trademarked logo, rectangular shaped "cabinets" are highly discouraged.

Custom cabinet can be either internally, halo and/or indirectly illuminated, or a combination thereof.

Note: All signs in this category will require review and approval by the property manager and a city permit prior to installation.



Custom shaped cabinets with dimensional elements, routed copy with internal and halo illumination.



Individual pan channel letters "extruding" from the face with routed and acrylic backup tag line in round pan-shaped cabinet.



B • PROJECTING SIGNS / VERTICAL CABINETS

Similar in construction and illumination to custom cabinets, these signs feature a vertical format, and are “flag-mounted” to the side of the building.

These signs are not typically allowed in a strip mall type development, but are appropriate for PAD, single user buildings or tenants within the Commercial Plaza and based on the building design.

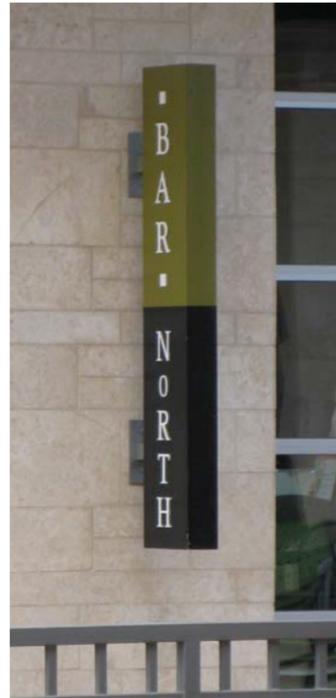
Designs can be vertically or horizontally oriented, should be three-dimensional in nature applying multiple planes of materials, lettering and illumination options.

Mounting brackets should be decorative elements of the overall design.

Orientation can also be single or double faced based on the installation location and architectural /structural opportunities.

Note: Signs adjacent to residential locations shall not be illuminated except by ambient lighting.

Note: Will require review and approval by the property manager and a city permit prior to installation.



Individual 3-dimensional letters mounted to building corner; various vertical blade cabinets.



3-Dimensional Projecting Signs

These sign types are multiple layered and sided in design with a mix of opaque and translucent backgrounds, various types of lettering and illumination methods –fabricated as single units.

3-Dimensional signs require the coordination of the architectural drawings to ensure structural integrity. Materials used should be light in weight yet withhold required wind loads for signage.

3-Dimensional signs may be internally, externally, indirectly, or a combination of for illumination. When 3-Dimensional signs are used, the background surface(s) adjacent to the sign should be illuminated as well to provide definition of the signs’ form.

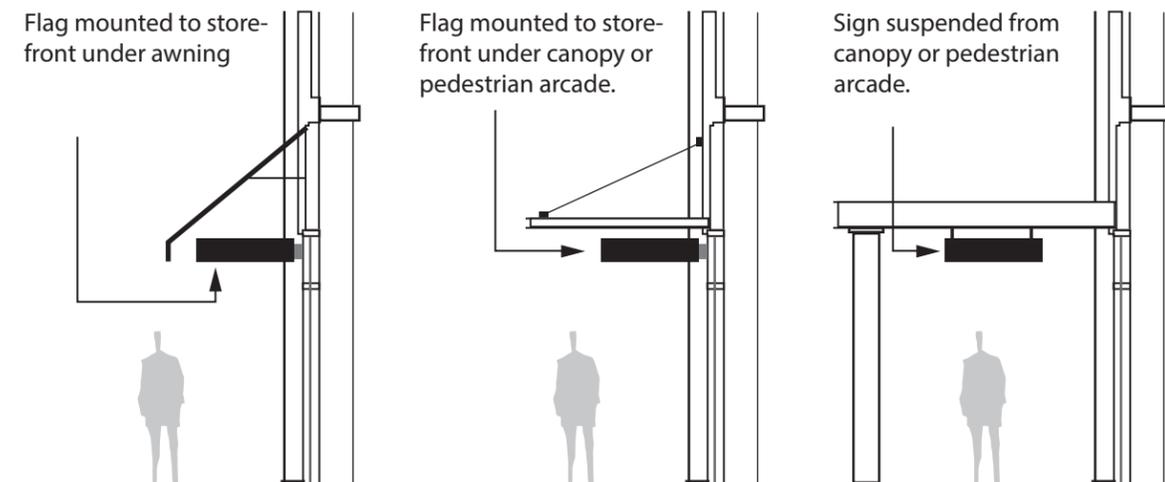
Note: Will require review and approval by the property manager and a city permit prior to installation.

Pedestrian Hanging Signs

Where there are covered walkway areas, these signs hang or flag mount off tenant storefronts oriented to the pedestrian, and are located at the primary public accessible entry.

Within the Commercial Plaza, tenants may create their own unique frame that shall be within the context of their storefront’s architecture and their recognized corporate identity and design theme, subject to approval of the Committee.

All arcade type signs are oriented perpendicular to the tenant store front with a minimum 8’-0” clearance above walkway.



C • CANOPY / LEDGE SIGNS

Canopies are rigid architectural structures, suspended from the building fascia, over windows and doorways.

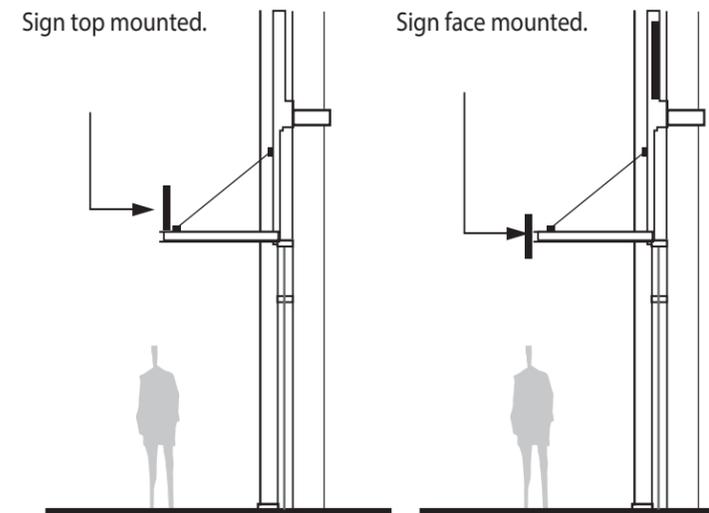
Signage is mounted parallel with the building and canopy frontage either on the top ledge, along the front edge or suspended below.

Signage may be individual letters or custom cabinets, or custom approved raceways - with non-exposed mounting, unless part of the overall integral theme / design.

Illumination may be internal or back lit, as is appropriate to the design.



Ledge mounted background cabinet with individual internally illuminated letters.



D • AWNINGS

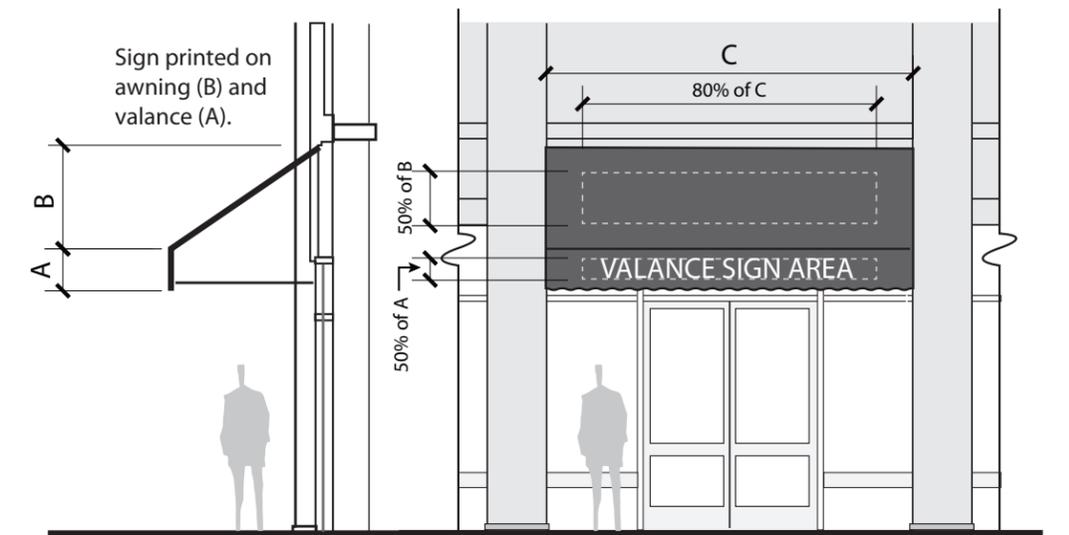
Awning signs are considered to be a non-rigid surface (fabrics) over steel or aluminum structure, suspended off the building fascia, typically over windows and doors.

Signage and graphics are typically mounted parallel with the building frontage either on the valance or the awning part itself. Based on the awning location, signage and graphics on end panels may be considered.

Awning signs can be custom printed, silk-screened, custom stitched, or incorporate three-dimensional elements.

Awnings may only be indirectly illuminated. No interior up lighting will be allowed.

Graphics shall not exceed fifty percent (50%) of the height and 80% of the width of the awning or valance.



E • PAINT, GRAPHICS/MURALS & ARCHITECTURAL ART

Art work and graphics, trompe l'oeil and icons can be used as integrated building “artwork” to reinforce the image of the tenant suite.

Locations: Specifically selected and designated architectural areas. Most areas are located at the corner tenant spaces that anchor the entrances to the pedestrian areas. Others are within the walkways where large areas of inset panels or glass clearstory areas can be used.

Control: Landlord shall approve all layouts prior to any installation.

Design and Content: Graphics may consist of lifestyle photographs, artistic renderings, still life compositions, scenic landscapes, illustrations, typographic treatments, "high design" photography or illustration of product, compositions integrated with tenant identity and or brand logos.

Restrictions/Constraints:

All wall graphics will require review and approval by the property manager and then approved through the City of Tempe Planning Department prior to installation.



F • COMMERCIAL WINDOW GRAPHICS

Shall be limited to twenty-five (25) percent of the window’s total area.

Glass doors are considered windows.

This includes temporary signage applications for sales, promotions and/or any permanent identification or ancillary signage.

Signage applied to storefront glass can be vinyl, gold or silver leaf, etching or hand painted letter and/or graphics.

Note: Window graphics do not require a city permit, but will require review and approval by the property manager.



Menus for take-out or eat-in restaurants, or in-store services should be placed within an architecturally integrated or enclosed design element.



TEMPORARY SIGNS

Temporary signs shall not create a traffic hazard; shall not be placed in a traffic median, public sidewalk, bicycle path, City property, or City right-of-way between the sidewalk and curb.

A-Frame / Sandwich board

A-frames shall not exceed four (4) feet in height and area shall not exceed eight (8) square feet.

Must be located within three (3) feet of leased building or approved outdoor patio.

A-frames are allowed only during business hours and shall not be left out overnight.

Portable Signs

Shall not exceed five (5) feet in height and area shall not exceed eight (8) square feet

Inflatables

Shall not exceed eight (8) feet in height and area shall not exceed six (6) square feet