

SIGN PACKAGE CRITERIA

DATE	01/21/14
PROJECT NAME	Discovery Business Campus
PROJECT ADDRESS	2100 East Elliot Road
TYPE	M1- Primary entry monument sign
ILLUMINATION	Internally illuminated
MATERIAL	Concrete and/or masonry base, planter and fountain element, painted aluminum sign cabinet with acrylic logo element, channel and push thru lettering for project identification
CONSTRUCTION	Concrete and/or masonry base, planter and fountain element, painted aluminum sign cabinet with acrylic logo element, channel and push thru lettering for project identification
LETTER STYLE	Futura family project identification
LOGO	Logotype and logo graphics to be used. Restricted to 25% of sign area – DRC policy.
COLOR	Painted cabinet, printed translucent acrylic graphics, white channel letters and push thru lettering with satin aluminum translucent vinyl on faces
SIZE RESTRICTION	8' high (on top of 5' planter/fountain element). Text area approximately 65 s.f. Total sign area (including embellishments) approximately 490 s.f.
INSTALLATION	Ground installation with appropriate concrete footer
TYPE	M2- Secondary entry monument sign
ILLUMINATION	Internally illuminated
MATERIAL	Painted aluminum sign cabinet with acrylic logo element, channel and push thru lettering for project identification
CONSTRUCTION	Painted aluminum sign cabinet with acrylic logo element, channel and push thru lettering for project identification
LETTER STYLE	Futura family project identification
LOGO	Logotype and logo graphics to be used. Restricted to 25% of sign area – DRC policy.
COLOR	Painted cabinet, printed translucent acrylic graphics, white channel letters and push thru lettering with satin aluminum translucent vinyl on faces
SIZE RESTRICTION	4' high. Text area approximately 12 s.f.
INSTALLATION	Ground installation with appropriate concrete footer

SIGN PACKAGE CRITERIA

TYPE	FM- Off-site freeway sign
ILLUMINATION	Internally illuminated
MATERIAL	Concrete and/or masonry base, planter and fountain element, painted aluminum sign cabinet with acrylic logo element, channel and push thru lettering for project identification
CONSTRUCTION	Concrete and/or masonry base, planter and fountain element, painted aluminum sign cabinet with acrylic logo element, channel and push thru lettering for project identification
LETTER STYLE	Futura family project identification
LOGO	Logotype and logo graphics to be used. Restricted to 25% of sign area – DRC policy.
COLOR	Painted cabinet, printed translucent acrylic graphics, white channel letters and push thru lettering with satin aluminum translucent vinyl on faces. Painted aluminum tenant panels reverse routed and backed with white translucent acrylic.
SIZE RESTRICTION	50' high. Text area approximately 265 s.f. Total sign area (including embellishments) approximately 825 s.f.
INSTALLATION	Ground installation with appropriate concrete footer
TYPE	MT- Multi-tenant identification sign
ILLUMINATION	Internally illuminated
MATERIAL	Concrete and/or masonry base, planter and fountain element, painted aluminum sign cabinet with acrylic logo element, channel and push thru lettering for project identification
CONSTRUCTION	Concrete and/or masonry base, planter and fountain element, painted aluminum sign cabinet with acrylic logo element, channel and push thru lettering for project identification
LETTER STYLE	Tenant Copy: Open to individual tenant logotype
LOGO	Tenant Names: Logotype and logo graphics may be used. Restricted to 25% of sign area – DRC policy.
COLOR	Painted cabinet, printed translucent acrylic graphics, white channel letters and push thru lettering with satin aluminum translucent vinyl on faces. Painted aluminum tenant panels reverse routed and backed with white translucent acrylic.
SIZE RESTRICTION	20' high and 110 s.f. Total sign area (including embellishments) approximately 205 s.f.

SIGN PACKAGE CRITERIA

INSTALLATION	Ground installation with appropriate concrete footer
TYPE	MO- Monument sign standards (Office)
ILLUMINATION	Internally illuminated
MATERIAL	Concrete and/or masonry base, painted aluminum sign cabinet with channel and/or push thru project identification
CONSTRUCTION	Concrete and/or masonry base, painted aluminum sign cabinet with channel and/or push thru project identification
LETTER STYLE	Corporate letterstyles, logotype and logo graphics may be used
	Logotype and logo graphics may be used.
LOGO	Restricted to 25% of sign area – DRC policy.
COLOR	Single users may use corporate colors. Multi-tenant signs to use a single color for tenant panel signage.
SIZE RESTRICTION	10’ high and 40 s.f. of sign area excluding embellishments.
INSTALLATION	Ground installation with appropriate concrete footer
TYPE	MH- Monument sign standards (Hotel)
ILLUMINATION	Internally illuminated
MATERIAL	Concrete and/or masonry base, painted aluminum sign cabinet with channel and/or push thru project identification
CONSTRUCTION	Concrete and/or masonry base, painted aluminum sign cabinet with channel and/or push thru project identification
LETTER STYLE	Corporate letterstyles, logotype and logo graphics may be used
	Logotype and logo graphics may be used.
LOGO	Restricted to 25% of sign area – DRC policy.
COLOR	Single users may use corporate colors. Multi-tenant signs to use a single color for tenant panel signage.
SIZE RESTRICTION	10’ high and 40 s.f. of sign area excluding embellishments.
INSTALLATION	Ground installation with appropriate concrete footer
TYPE	MR- Monument sign standards (Retail)
ILLUMINATION	Internally illuminated

SIGN PACKAGE CRITERIA

MATERIAL	Concrete and/or masonry base, painted aluminum sign cabinet with channel and/or push thru project identification
CONSTRUCTION	Concrete and/or masonry base, painted aluminum sign cabinet with channel and/or push thru project identification
LETTER STYLE	Corporate letterstyles, logotype and logo graphics may be used
LOGO	Logotype and logo graphics may be used. Restricted to 25% of sign area – DRC policy.
COLOR	Corporate colors may be allowed for single tenant and multi-tenant signs.
SIZE RESTRICTION	10’ high and 40 s.f. of sign area excluding embellishments.
INSTALLATION	Ground installation with appropriate concrete footer
TYPE	VL- Vehicular directional sign (Large)
ILLUMINATION	Non-illuminated
MATERIAL	Painted aluminum sign cabinet with reflective white vinyl graphics
CONSTRUCTION	Painted aluminum sign cabinet with reflective white vinyl graphics
LETTER STYLE	Corporate letterstyles, logotype and logo graphics may be used
LOGO	Logotype and logo graphics will be allowed. Restricted to 25% of sign area – DRC policy.
COLOR	Painted cabinet to match project logo. Reflective white 3M vinyl graphics.
SIZE RESTRICTION	8’ high and 24 s.f. of sign area excluding embellishments.
INSTALLATION	Ground installation with appropriate concrete footer
TYPE	VS- Vehicular directional sign (Small)
ILLUMINATION	Non-illuminated
MATERIAL	Painted aluminum sign cabinet with reflective white vinyl graphics
CONSTRUCTION	Painted aluminum sign cabinet with reflective white vinyl graphics
LETTER STYLE	Corporate letterstyles, logotype and logo graphics may be used
LOGO	Logotype and logo graphics will be allowed. Restricted to 25% of sign area – DRC policy.

SIGN PACKAGE CRITERIA

COLOR	Painted cabinet to match project logo. Reflective white 3M vinyl graphics.
SIZE RESTRICTION	6' high and 12 s.f. of sign area excluding embellishments
INSTALLATION	Ground installation with appropriate concrete footer
TYPE	OG- Building mounted office tenant identification sign guidelines
ILLUMINATION	White halo illumination. Colored light may be used with property owner/management approval.
MATERIAL	Painted aluminum reverse pan channel letters and/or logos
CONSTRUCTION	Aluminum reverse pan channel letters and/or logos
LETTER STYLE	Corporate letterstyles, logotype and logo graphics may be used
	Logotype and logo graphics may be used.
LOGO	Restricted to 25% of sign area – DRC policy.
COLOR	Standard for each building to be established to complement building architecture.
SIZE RESTRICTION	To be determined. Shall not exceed City of Tempe signage regulations. Buildings with freeway frontage may use “Building Mounted Freeway Sign” criteria for sign area allocations.
INSTALLATION	On building facades
TYPE	HG- Building mounted hotel tenant identification sign guidelines
ILLUMINATION	Internally illuminated, halo illuminated or other. Hotel operators may use established corporate signage.
MATERIAL	Painted aluminum channel letters and/or logos
CONSTRUCTION	Painted aluminum channel letters and/or logos
LETTER STYLE	Corporate letterstyles, logotype and logo graphics may be used
	Logotype and logo graphics may be used.
LOGO	Restricted to 25% of sign area – DRC policy.
COLOR	Standard finish/color palette to be established for each building to complement building architecture
SIZE RESTRICTION	To be determined. Shall not exceed City of Tempe signage regulations. Buildings with freeway frontage may use “Building Mounted Freeway Sign” criteria for sign area allocations.
INSTALLATION	On building facades

SIGN PACKAGE CRITERIA

TYPE	R1, T1 - Building mounted retail tenant identification sign guidelines
ILLUMINATION	Internally illuminated or halo illuminated channel letters and logos
MATERIAL	Painted aluminum channel letters and/or logos
CONSTRUCTION	Painted aluminum channel letters and/or logos
LETTER STYLE	Corporate letterstyles, logotype and logo graphics may be used
LOGO	Logotype and logo graphics may be used. Restricted to 25% of sign area – DRC policy.
COLOR	Standard finish/color palette to be established for each building to complement building architecture
SIZE RESTRICTION	R1 -To be determined. Shall not exceed City of Tempe signage regulations. Buildings with freeway frontage may use “Building Mounted Freeway Sign” criteria for sign area allocations. T1 signs limited to 36" in height
INSTALLATION	On building facades

DISCOVERY BUSINESS CAMPUS

Comprehensive Signage Package

5.18.12

REVISED - 12.31.13



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PREPARED FOR:



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P. O. Box 5002
Tempe, AZ 85280
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(480) 350-8331

August 1, 2012

Rick Markum
Design Firm Studio
10212 South 43rd Street
Phoenix, AZ 85044

RE: DISCOVERY BUSINESS CAMPUS
Sign Package Criteria
2100 East Elliot Road
PL120235 / DS120706 / DPR12107

Dear Mr. Markum:

The Community Development Department staff has approved the request for a comprehensive sign package for Discovery Business Campus. This site is located at 2100 East Elliot Road.

This approval is based on compliance with the plans submitted as part of the application with such modifications as may be required by any conditions listed below. Your sign construction plans must still be submitted to and approved by the Community Development Department before a sign permit may be issued.

Approved, subject to the following conditions:

1. This approval is for freestanding identification signs, multi-tenant signs, on-premise freeway signs, directional signs and also approves conceptual details for building mounted identification signs.
2. Sign Types FM and MT shall receive building permits prior to the issuance of sign permits.
3. Proposed site signage plan represents all possible freestanding sign locations.
4. Building mounted signage shall compliment the structure's architecture and finishes. Final building mounted sign details shall be reviewed and approved through a separate DPR process.
5. Any sign proposal that does not conform to the size, location, color, material, etc. of the sign package criteria shall require approval through the Development Plan Review process prior to permits being issued.
6. Obtain sign permits prior to installation of any sign.
7. This approval shall become effective upon the issuance of the first sign permit for the center. Otherwise, this approval shall expire on **August 1, 2013**.

If you have any questions, please contact me at (480) 350-8435. If there are any issues which remain after discussions with staff, the applicant has the opportunity to have the case heard before the Development Review Commission. A written request must be forwarded to staff, in order to have the application placed on the next available agenda.

Sincerely,

A handwritten signature in cursive script that reads "Dean Miller".

Dean Miller
Sr. Code Inspector
Community Development Department

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INTRODUCTION - DEVELOPMENT OVERVIEW

Discovery Business Campus will involve the redevelopment of the existing approximately 135.62 net acres located at the northwest corner of Elliot and Price Roads (the "Site") in Tempe, Arizona. The vision for the project is to create a vibrant corporate business park development intended to complement the existing light industrial use on the Site and the employment uses located immediately to the south within the ASU Research Park. In addition to the existing 11 buildings of varying sizes on the Site, the Applicant proposes to improve the Site with the addition of hotel, office, industrial/office and retail uses.

In an effort to revitalize the site, a new brand has been developed which will be incorporated into the signage and marketing collateral for the project. The new brand consists of the project name, "Discovery Business Campus", expressed in contemporary, sans serif fonts on a background of various sized rectangles of color. The varied blue, green and gray colors of the background are meant to visually represent a digital signal - harkening back to the original Motorola development while creating a vibrant new identity which reflects the colors and materials of the proposed architecture for the new buildings on the site and the diversity of uses and types of users who will ultimately call Discovery Business Campus their home.

The primary goals of this signage plan are as follows:

1. Provide adequate identification of the project and tenants within the project.
2. Provide general parameters for detached and attached signage to be used for the project.
3. Provide effective wayfinding, both to the property and within the site, through the use of reasonably scaled project and tenant identification and a targeted program of directional signage.

WAYFINDING - TO THE SITE

For travelers from the south and southeast, the highly visible locations of the Site and the ASU Research Park essentially serve as the City's front door. Given its proximity to the Loop 101 freeway and the ASU Research Park, the Site is a prime opportunity for revitalization. Currently, the Site fails to engage the Elliot and Price Road street frontages. The Site presents a unique opportunity to make a significant statement at the City's front door with the introduction of a high-quality, employment campus consisting of office, industrial, hospitality and supporting retail/restaurant uses that are representative of the ongoing private and public investments along the Loop 101 freeway corridor.

The Site will be primarily accessed from ingress/egress locations located along both Elliot and Price Road. The primary entrance to the Discovery Business Campus will be the intersection of Elliot Road and River Parkway, with secondary entrances located at multiple locations along Elliot and Price Roads and Country Club Way. The Elliot Road and River Parkway intersection is already developed as a full four-way signalized intersection.

The Comprehensive Sign Plan (CSP) provides for project identification opportunities at the primary entry points into the site as well as project and tenant identification along the Loop 101 and Elliot Road frontages. These signs will help to adequately identify entry points into the site and assist visitors in locating businesses within the campus.

WAYFINDING - WITHIN THE CAMPUS

On-site circulation is primarily accommodated by a private loop road accessed by entry drives from the Eastern, Western and Southern perimeters of the property. The loop road will establish a vehicular loop circulation pattern and provide access to each of the development sites. To assist visitors to the campus, the CSP incorporates a system of directional signage which will provide wayfinding assistance to the traffic circulating throughout the site.

BUILDING SIGNAGE

The CSP has been designed to develop wall-mounted signage standards for existing and future buildings. These guidelines are meant to provide consistent standards for the project which will conform to the City of Tempe sign ordinance. The size and area allocations for these signs will comply with the City standards and will allow for freeway scale signage for those building sites with freeway frontage.

SIGNAGE DESIGN CRITERIA

PROJECT NAME: Discovery Business Campus

PROJECT ADDRESS: Northwest Corner of Elliot Road and Loop 101

Site Signage Design Criteria

SIGN TYPE: M1 – PRIMARY ENTRY MONUMENT SIGN

ILLUMINATION: Internally illuminated.

MATERIALS: Concrete and/or masonry base, planter & fountain element, painted aluminum sign cabinet with acrylic logo element, channel and push thru lettering for project identification.

CONSTRUCTION: Concrete and/or masonry base, planter & fountain element, painted aluminum sign cabinet with acrylic logo element, channel and push thru lettering for project identification.

LETTER STYLE: Futura family project identification.

LOGO: Logotype and logo graphics to be used.

COLOR: Painted cabinet, printed translucent acrylic graphics, white channel letters and push thru lettering with satin aluminum translucent vinyl on faces.

SIZE: 8’ high (on top of 5’ planter/fountain element). Text area approximately 65 sf. Total sign area (including embellishments) approximately 490 sf.

INSTALLATION: Ground installation with appropriate concrete footer.

SIGN TYPE: M2 – SECONDARY ENTRY MONUMENT SIGN

ILLUMINATION: Internally illuminated.

MATERIALS: Painted aluminum sign cabinet with acrylic logo element, channel and push thru lettering for project identification.

CONSTRUCTION: Painted aluminum sign cabinet with acrylic logo element, channel and push thru lettering for project identification.

LETTER STYLE: Futura family project identification.

LOGO: Logotype and logo graphics to be used.

COLOR: Painted cabinet, printed translucent acrylic graphics, white channel letters and push thru lettering with satin aluminum translucent vinyl on faces.

SIZE: 4’ high. Text area approximately 12 sf. Total sign area (including embellishments) approximately 80 sf.

INSTALLATION: Ground installation with appropriate concrete footer.

SIGN TYPE: FM – OFF-SITE FREEWAY SIGN

ILLUMINATION: Internally illuminated.

MATERIALS: Concrete and/or masonry base, planter & fountain element, painted aluminum sign cabinet with acrylic logo element, channel and push thru lettering for project identification.

CONSTRUCTION: Concrete and/or masonry base, planter & fountain element, painted aluminum sign cabinet with acrylic logo element, channel and push thru lettering for project identification.

LETTER STYLE: Futura family project identification.

LOGO: Logotype and logo graphics to be used.

COLOR: Painted cabinet, printed translucent acrylic graphics, white channel letters and push thru lettering with satin aluminum translucent vinyl on faces. Painted aluminum tenant panels reverse routed and backed with white translucent acrylic.

SIZE: 50’ high. Text area approximately 265 sf. Total sign area (including embellishments) approximately 825 sf.

INSTALLATION: Ground installation with appropriate concrete footer.

SIGN TYPE: MT – MULTI-TENANT IDENTIFICATION SIGN

ILLUMINATION: Internally illuminated.

MATERIALS: Concrete and/or masonry base, planter & fountain element, painted aluminum sign cabinet with acrylic logo element, channel and push thru lettering for project identification.

CONSTRUCTION: Concrete and/or masonry base, planter & fountain element, painted aluminum sign cabinet with acrylic logo element, channel and push thru lettering for project identification.

LETTER STYLE: Tenant Copy: Open to individual tenant logotype.

LOGO: Tenant Names: Logotype and logo graphics may be used.

COLOR: Painted cabinet, printed translucent acrylic graphics, white channel letters and push thru lettering with satin aluminum translucent vinyl on faces. Painted aluminum tenant panels reverse routed and backed with white translucent acrylic.

SIZE: 20’ high and 110 square feet. Total sign area (including embellishments) approximately 205 sf.

INSTALLATION: Ground installation with appropriate concrete footer.

IMPORTANT NOTE:

ALL SIGN DESIGNS REQUIRE WRITTEN APPROVAL BY 1.) THE MASTER DEVELOPER (OR PROPERTY OWNER /PROPERTY MANAGER) AND 2.) THE CITY OF TEMPE PRIOR TO FABRICATION AND INSTALLATION. ALL SIGNAGE WILL REQUIRE A VALID PERMIT FROM THE CITY OF TEMPE.

SIGNAGE DESIGN CRITERIA, CONTINUED

PROJECT NAME: Discovery Business Campus

PROJECT ADDRESS: Northwest Corner of Elliot Road and Loop 101

Site Signage Design Criteria, Continued

SIGN TYPE: MO – MONUMENT SIGN STANDARDS (OFFICE)

ILLUMINATION:	Internally illuminated.
MATERIALS:	Concrete and/or masonry base, painted aluminum sign cabinet with channel and/or push thru project identification.
CONSTRUCTION:	Concrete and/or masonry base, painted aluminum sign cabinet with channel and/or push thru project identification.
LETTER STYLE:	Corporate letterstyles, logotype and logo graphics may be used.
LOGO:	Logotype and logo graphics may be used.
COLOR:	Single users may use corporate colors. Multi tenant signs to use a single color for tenant panel signage.
SIZE:	10' high and 40 sf of sign area excluding embellishments.
INSTALLATION:	Ground install with appropriate concrete footer.

SIGN TYPE: MH – MONUMENT SIGN STANDARDS (HOTEL)

ILLUMINATION:	Internally illuminated.
MATERIALS:	Concrete and/or masonry base, painted aluminum sign cabinet with channel and/or push thru project identification.
CONSTRUCTION:	Concrete and/or masonry base, painted aluminum sign cabinet with channel and/or push thru project identification.
LETTER STYLE:	Corporate letterstyles, logotype and logo graphics may be used.
LOGO:	Logotype and logo graphics may be used.
COLOR:	Single users may use corporate colors. Multi tenant signs to use a single color for tenant panel signage.
SIZE:	10' high and 40 sf of sign area excluding embellishments.
INSTALLATION:	Ground install with appropriate concrete footer.

SIGN TYPE: MR – MONUMENT SIGN STANDARDS (RETAIL)

ILLUMINATION:	Internally illuminated.
MATERIALS:	Concrete and/or masonry base, painted aluminum sign cabinet with channel and/or push thru project identification.
CONSTRUCTION:	Concrete and/or masonry base, painted aluminum sign cabinet with channel and/or push thru project identification.
LETTER STYLE:	Corporate letterstyles, logotype and logo graphics may be used.
LOGO:	Logotype and logo graphics may be used.
COLOR:	Corporate colors may be allowed for single tenant and multi tenant signs.
SIZE:	10' high and 40 sf of sign area excluding embellishments.
INSTALLATION:	Ground install with appropriate concrete footer.

SIGN TYPE: VL – VEHICULAR DIRECTIONAL SIGN - LARGE

ILLUMINATION:	Non-illuminated.
MATERIALS:	Painted aluminum sign cabinet with reflective white vinyl graphics.
CONSTRUCTION:	Painted aluminum sign cabinet with reflective white vinyl graphics.
LETTER STYLE:	Corporate letterstyles, logotype and logo graphics may be used.
LOGO:	Logotype and logo graphics will be allowed.
COLOR:	Painted cabinet to match project logo. Reflective white 3M vinyl graphics.
SIZE:	8' high and 24 sf of sign area excluding embellishments.
INSTALLATION:	Ground install with appropriate concrete footer.

SIGN TYPE: VS – VEHICULAR DIRECTIONAL SIGN - SMALL

ILLUMINATION:	Non-illuminated.
MATERIALS:	Painted aluminum sign cabinet with reflective white vinyl graphics.
CONSTRUCTION:	Painted aluminum sign cabinet with reflective white vinyl graphics.
LETTER STYLE:	Corporate letterstyles, logotype and logo graphics may be used.
LOGO:	Logotype and logo graphics will be allowed.
COLOR:	Painted cabinet to match project logo. Reflective white 3M vinyl graphics.
SIZE:	6' high and 12 sf of sign area excluding embellishments.
INSTALLATION:	Ground install with appropriate concrete footer.

IMPORTANT NOTE:

ALL SIGN DESIGNS REQUIRE WRITTEN APPROVAL BY 1.) THE MASTER DEVELOPER (OR PROPERTY OWNER /PROPERTY MANAGER) AND 2.) THE CITY OF TEMPE PRIOR TO FABRICATION AND INSTALLATION. ALL SIGNAGE WILL REQUIRE A VALID PERMIT FROM THE CITY OF TEMPE.

SIGNAGE DESIGN CRITERIA, CONTINUED

PROJECT NAME: Discovery Business Campus
PROJECT ADDRESS: Northwest Corner of Elliot Road and Loop 101

Building Signage Design Criteria

SIGN TYPE: OG – BUILDING MOUNTED OFFICE TENANT IDENTIFICATION SIGN GUIDELINES

ILLUMINATION:	White halo illumination. Colored light may be used with property owner/management approval.
MATERIALS:	Painted aluminum reverse pan channel letters and/or logos.
CONSTRUCTION:	Aluminum reverse pan channel letters and/or logos.
LETTER STYLE:	Corporate letterstyles, logotype and logo graphics may be used.
LOGO:	Logotype and logo graphics may be used.
COLOR:	Standard for each building to be established to compliment building architecture.
SIZE:	To be determined. Shall not exceed City of Tempe signage regulations. Buildings with freeway frontage may use "Building Mounted Freeway Sign" criteria for sign area allocations (See Drawing GD200).
INSTALLATION:	On building facades.

SIGN TYPE: HG – BUILDING MOUNTED HOTEL TENANT IDENTIFICATION SIGN GUIDELINES

ILLUMINATION:	Internally illuminated, halo illuminated or other. Hotel operators may use established corporate signage.
MATERIALS:	Painted aluminum channel letters and/or logos.
CONSTRUCTION:	Painted aluminum channel letters and/or logos.
LETTER STYLE:	Corporate letterstyles, logotype and logo graphics may be used.
LOGO:	Logotype and logo graphics may be used.
COLOR:	Standard finish/color palette to be established for each building to compliment building architecture.
SIZE:	To be determined. Shall not exceed City of Tempe signage regulations. Buildings with freeway frontage may use "Building Mounted Freeway Sign" criteria for sign area allocations (See Drawing GD200).
INSTALLATION:	On building facades.

SIGN TYPE: RT – BUILDING MOUNTED RETAIL TENANT IDENTIFICATION SIGN GUIDELINES

ILLUMINATION:	Internally illuminated or halo illuminated channel letters and logos.
MATERIALS:	Painted aluminum channel letters and/or logos.
CONSTRUCTION:	Painted aluminum channel letters and/or logos.
LETTER STYLE:	Corporate letterstyles, logotype and logo graphics may be used.
LOGO:	Logotype and logo graphics may be used.
COLOR:	Standard finish/color palette to be established for each building to compliment building architecture.
SIZE:	To be determined. Shall not exceed City of Tempe signage regulations. Buildings with freeway frontage may use "Building Mounted Freeway Sign" criteria for sign area allocations (See Drawing GD200).
INSTALLATION:	On building facades.

IMPORTANT NOTE:
ALL SIGN DESIGNS REQUIRE WRITTEN APPROVAL BY 1.) THE MASTER DEVELOPER (OR PROPERTY OWNER /PROPERTY MANAGER) AND 2.) THE CITY OF TEMPE PRIOR TO FABRICATION AND INSTALLATION. ALL SIGNAGE WILL REQUIRE A VALID PERMIT FROM THE CITY OF TEMPE.

FONTS, COLORS & MATERIALS

Logo Font - Futura Heavy
 Default Font - Futura Heavy & Futura Family
 Corporate fonts and logos will be allowed.



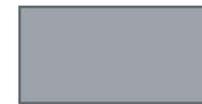
P-1
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 Match Pantone 5565c



P-2
 Matthews Paints
 Match Pantone 5487c



P-3
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 Match Pantone 5615c



P-4
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 Match Pantone Cool
 Gray 9c



P-5
 Matthews Paints
 Match Pantone 431c



P-6
 Matthews Paints
 Satin Aluminum
 MP18071



P-7
 Matthews Paints
 White



P-8
 Matthews Paints
 Warm Gray Metallic
 MP20185



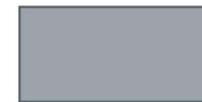
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 Match Pantone 5565c



C-2
 Printed vinyl & acrylic
 Match Pantone 5487c



C-3
 Printed vinyl & acrylic
 Match Pantone 5615c



C-4
 Printed vinyl & acrylic
 Match Pantone Cool
 Gray 9c



C-5
 Printed vinyl & acrylic
 Match Pantone 431c



C-6
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 3630-121



C-7
 3M White Reflective Vinyl
 680-10



M-1
 Board Form Concrete



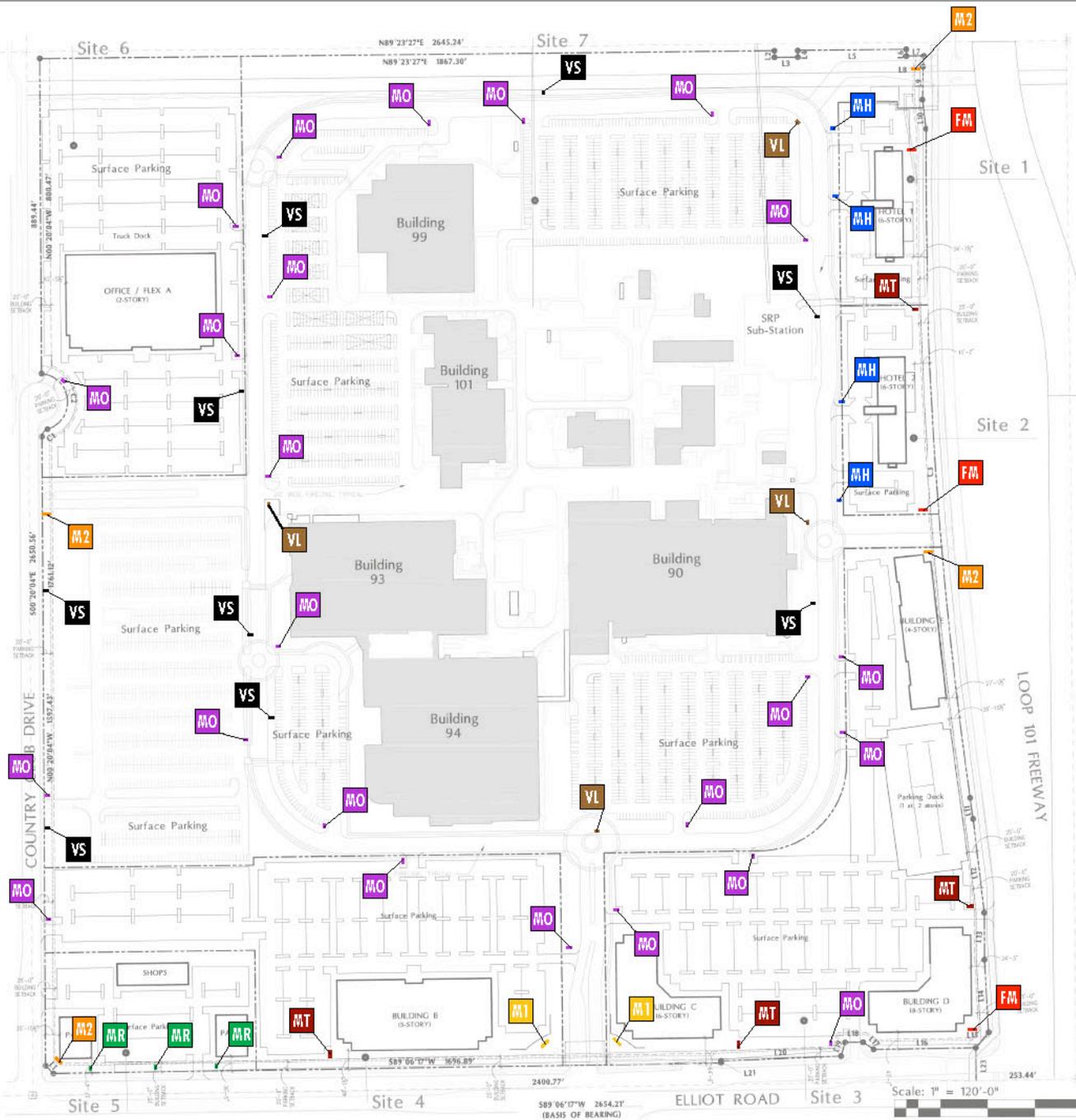
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 Masonry

SIGN TYPES

SITE SIGNS

- M1** Primary Entry Monument Signs
- M2** Secondary Entry Monument Signs
- FM** Off-Site Freeway Monument Signs
- MT** Multi-Tenant Monument Signs
- MO** Monument Sign Standards (Office)
- MH** Monument Sign Standards (Hotel)
- MR** Monument Sign Standards (Retail)
- VL** Vehicular Directional Signs - Large
- VS** Vehicular Directional Signs - Small

Sign locations shown are approximate. Exact locations may be modified to account for field conditions and unforeseen conflicts with underground utilities.



project number
11003

project name
**WENTWORTH
FREESCALE**

type
N/A

description
**SITE SIGN
LOCATIONS
PLAN
ALL SIGNS**

scale
1" = 400'

date
3.8.11

revised date
12.30.13

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NOTES

Single-sided, internally illuminated sign (LED). Illuminated color band wraps both sides and end of sign (also illuminated).

Base & planter to be smooth masonry or board form concrete with anti-graffiti coating. Sign cabinet to be painted aluminum.

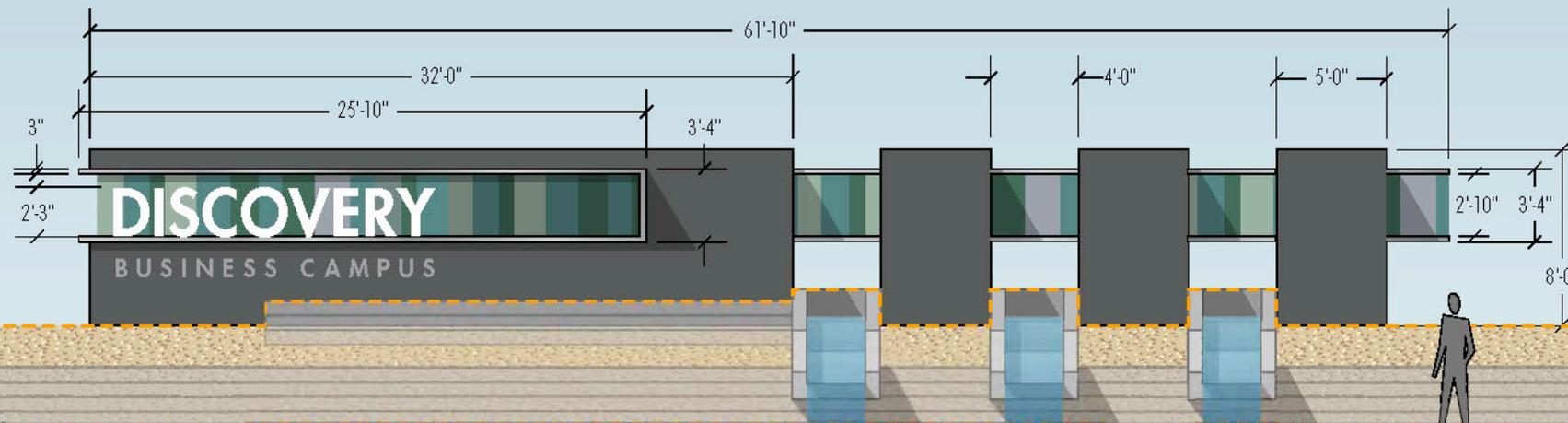
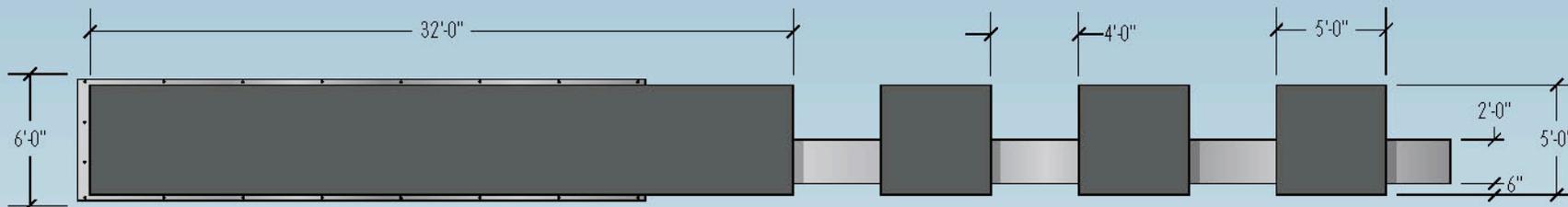
Graphic color band to be printed, translucent graphics with UV coating applied to clear acrylic (backed with diffuser vinyl if necessary). Band to be illuminated with white LEDs.

DISCOVERY letters to be channel letters with white acrylic faces. BUSINESS CAMPUS lettering to be illuminated 1" push through lettering with faces decorated with 3M Silver Translucent vinyl.

Fountain, pool and planter by General Contractor.



Smooth finish masonry or board form concrete or with anti-graffiti coating (by General Contractor). Sign company to coordinate footing with General Contractor. For bid purposes assume that general contractor will provide all masonry and/or concrete work including footing (design of footing by sign company). Sign to j-bolted to footer provided by GC.



Berms, retaining walls, canal/scuppers landscape and hardscape to be provided by others. Landscape Architect to provide details for these components. General Contractor to coordinate footing with selected sign fabricator installer and Design Farm Studio.



project number
11003

project name
WENTWORTH
FREESCALE



description
PRIMARY
ENTRY
MONUMENT
SIGN

scale
NTS

date
7.20.11

revised date
5.18.12

1021 2nd south 4th st
phoenix, arizona 85044
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GD
101



project number
11003

project name
**WENTWORTH
FREESCALE**



description
**PRIMARY
MONUMENT
SIGN -
CONTINUED**

scale
NTS

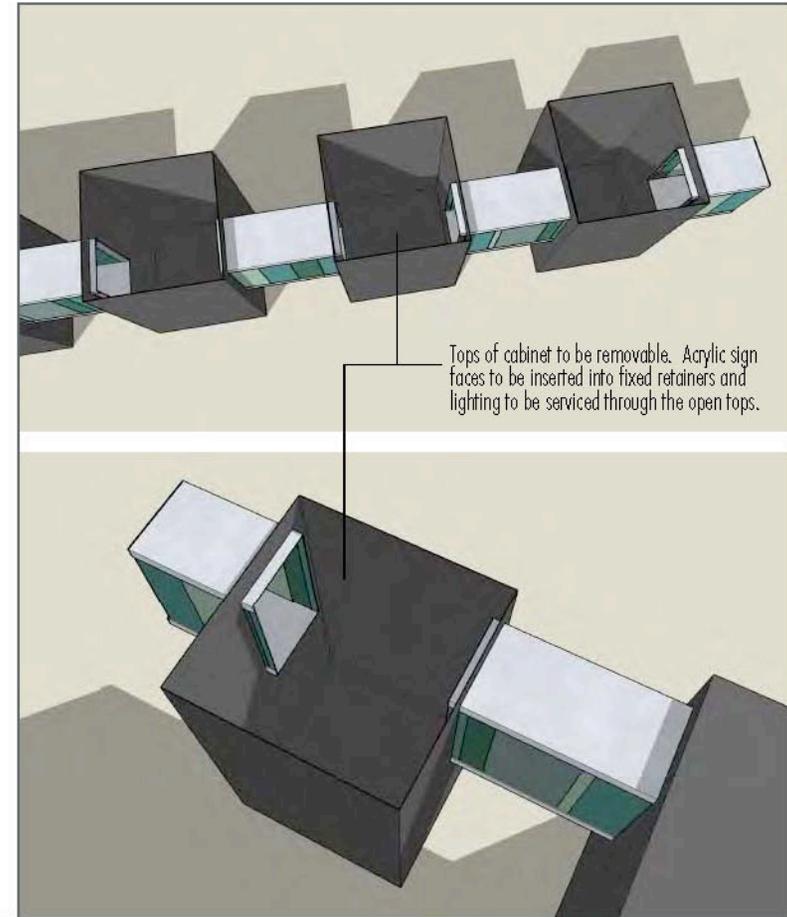
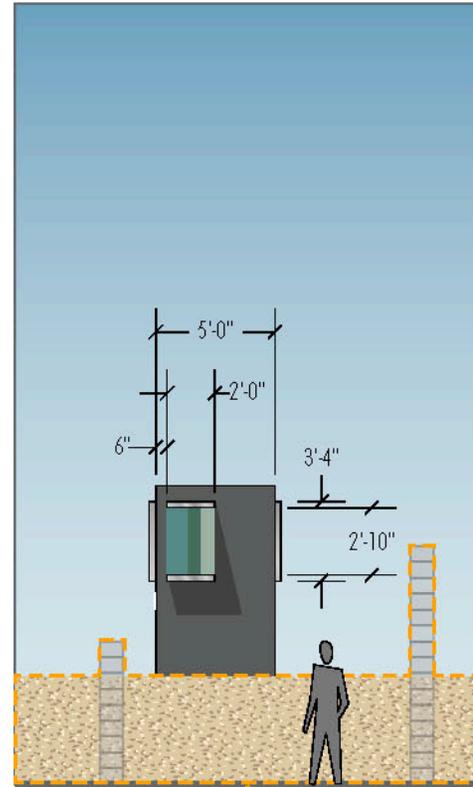
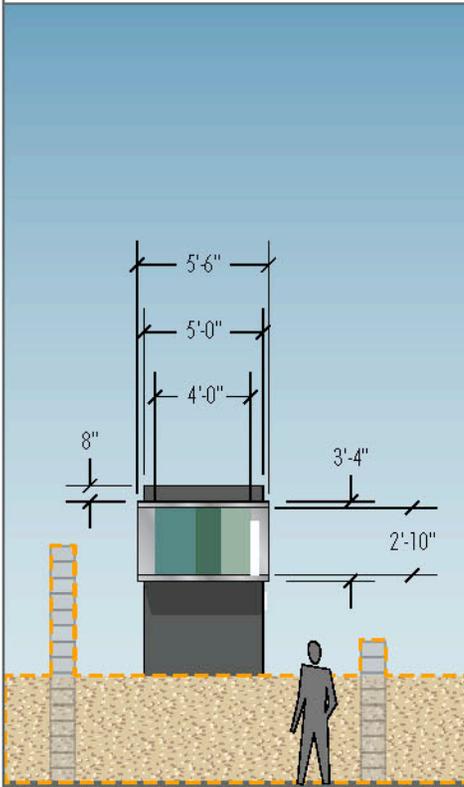
date
9.7.11

revised date
5.18.12

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**GD
101.1**



Berms, retaining walls, canal/scuppers landscape and hardscape to be provided by others. Landscape Architect to provide details for these components. General Contractor to coordinate footing with selected sign fabricator installer and Design Farm Studio.

NOTES

Single-sided, internally illuminated sign (LED).
Illuminated color band wraps both sides and end of sign.

Sign cabinet to be painted aluminum.

Graphic color band to be printed, translucent graphics with UV coating applied to clear acrylic (backed with diffuser vinyl if necessary). Band to be illuminated with white LEDs.

DISCOVERY letters to be channel letters with white acrylic faces. BUSINESS CAMPUS lettering to be illuminated 1" push through lettering with faces decorated with 3M Silver Translucent vinyl.



project number
11003

project name
**WENTWORTH
FREESCALE**

type
M2

description
**SECONDARY
MONUMENT
SIGN**

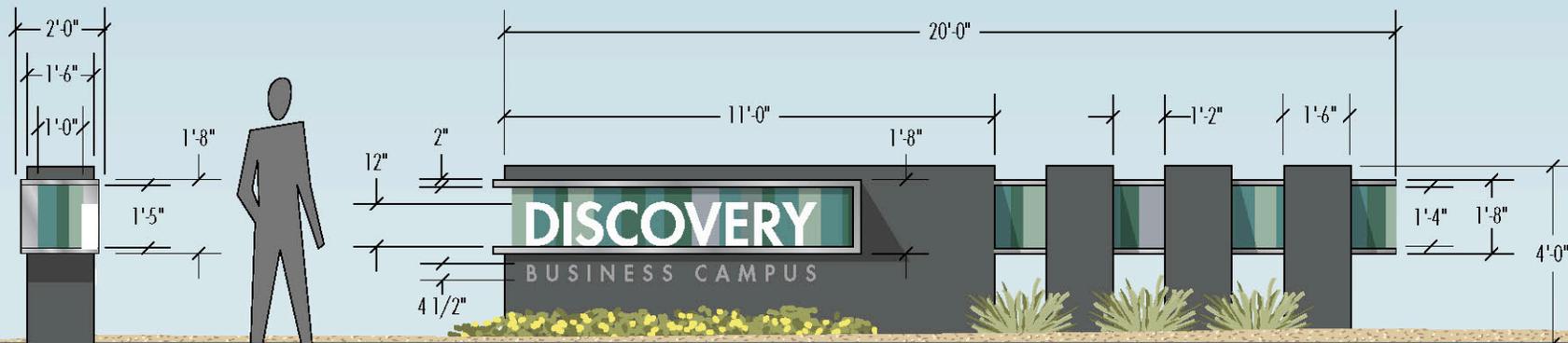
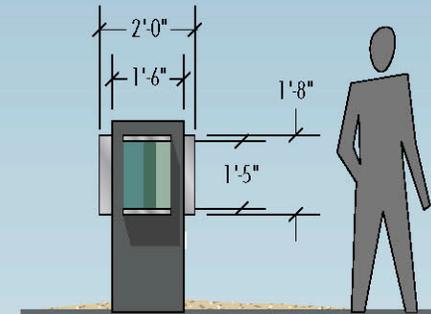
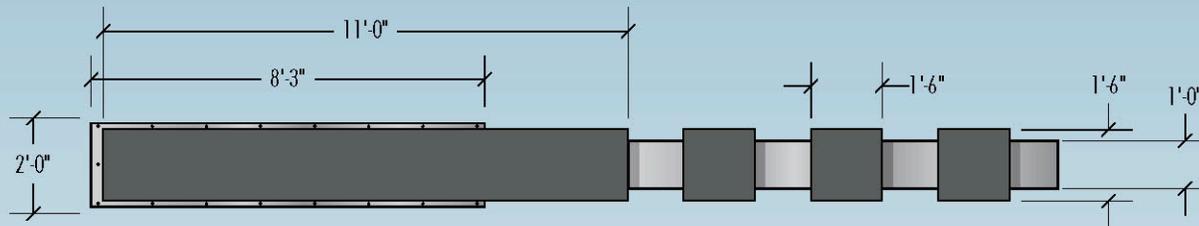
scale
1/4" = 1'

date
9.7.11

revised date
5.8.12

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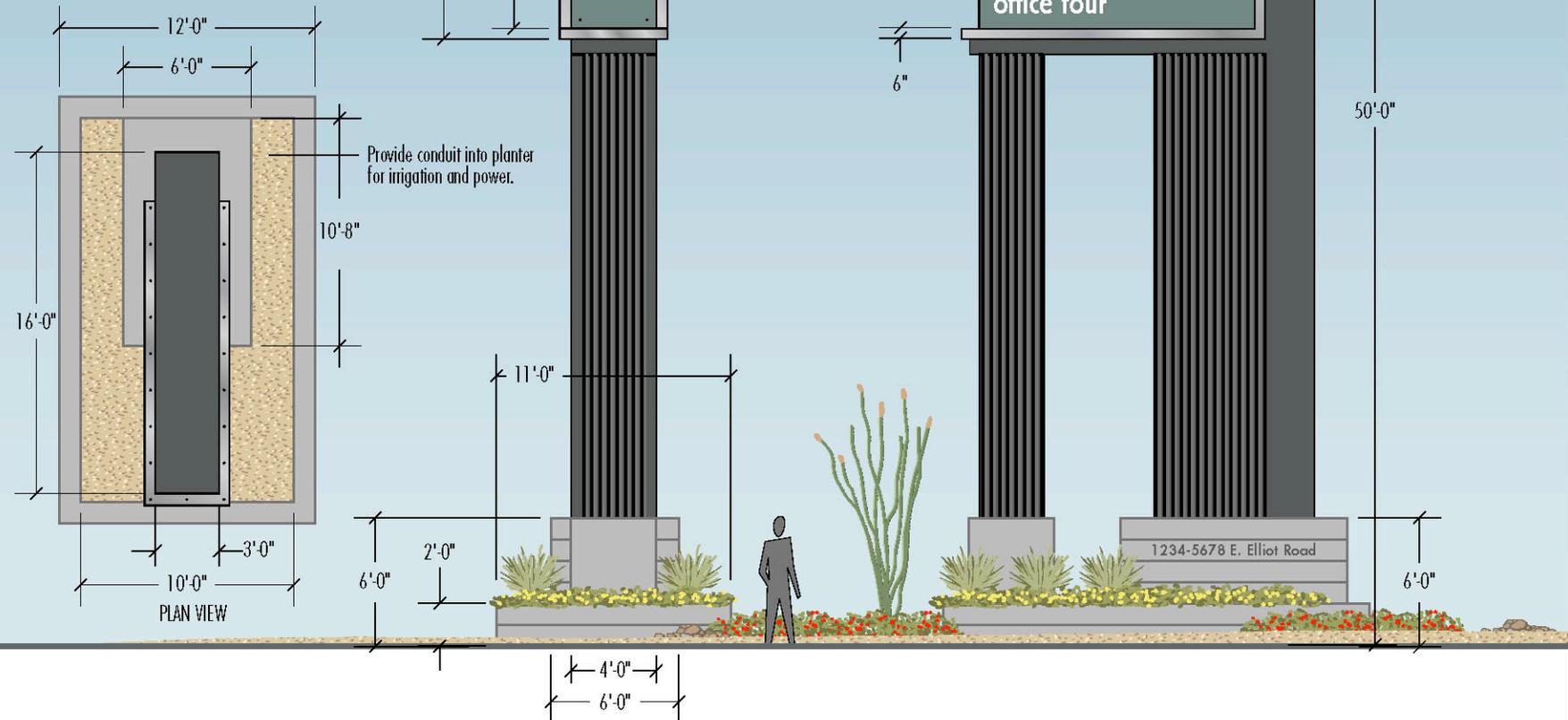
© 2012 design farm studio



**GD
102**

NOTES

- Double-sided, internally illuminated sign (LED).
- Contemporary, smooth masonry and/or board form concrete base with steel structure and painted aluminum cladding.
- Background of DISCOVERY portion of cabinet to be printed, translucent graphics with UV coating applied to clear acrylic (backed with diffuser vinyl if necessary). Band to be illuminated with white LEDs.
- DISCOVERY text to be internally illuminated pan channel letters with translucent white acrylic faces. Trim cap and returns to be painted white.
- BUSINESS CAMPUS text to be 1" push thru acrylic with translucent silver vinyl applied to letter faces.
- Tenant panels to be painted aluminum reverse routed and backed with translucent white acrylic.
- Tenants from lots/parcels within the campus may use tenant panels with owner/management approval.



Translucent acrylic with backprinted translucent color graphics. Acrylic to be backed with diffuser vinyl. Cabinet to be internally illuminated.



project number
11003

project name
WENTWORTH
FREESCALE

type
FM

description
OFF-SITE
FREEWAY
MONUMENT
SIGN

scale
1/8"=1'

date
7.20.11

revised date
5.8.12

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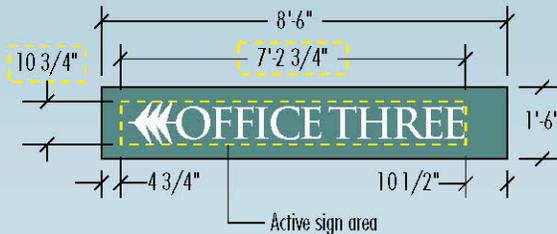
**GD
103**

NOTES

- Double-sided, internally illuminated sign (LED).
- Contemporary, smooth masonry and/or board form concrete base with steel structure and painted aluminum cladding.
- Background of DISCOVERY portion of cabinet to be internally illuminated, translucent, back printed acrylic.
- DISCOVERY text to be internally illuminated pan channel letters with translucent white acrylic faces. Trim cap and returns to be painted white.
- BUSINESS CAMPUS text to be 1" push thru acrylic with translucent silver vinyl applied to letter faces.
- Tenant panels to be painted aluminum reverse routered and backed with translucent white acrylic.

Translucent acrylic with backprinted translucent color graphics. Acrylic to be backed with diffuser vinyl. Cabinet to be internally illuminated.

Painted aluminum



1/4" thick painted flat cut out letters flush mounted to base. Address numbers shown are for reference only. Actual address numbers to be determined.

Address numbers shown are for reference only. Actual address numbers to be determined.

Left align active message area of signs



project number
11003

project name
WENTWORTH
FREESCALE

type
MT

description
MULTI-TENANT
MONUMENT
SIGN

scale
1/4"=1'

date
7.20.11

revised date
5.8.12

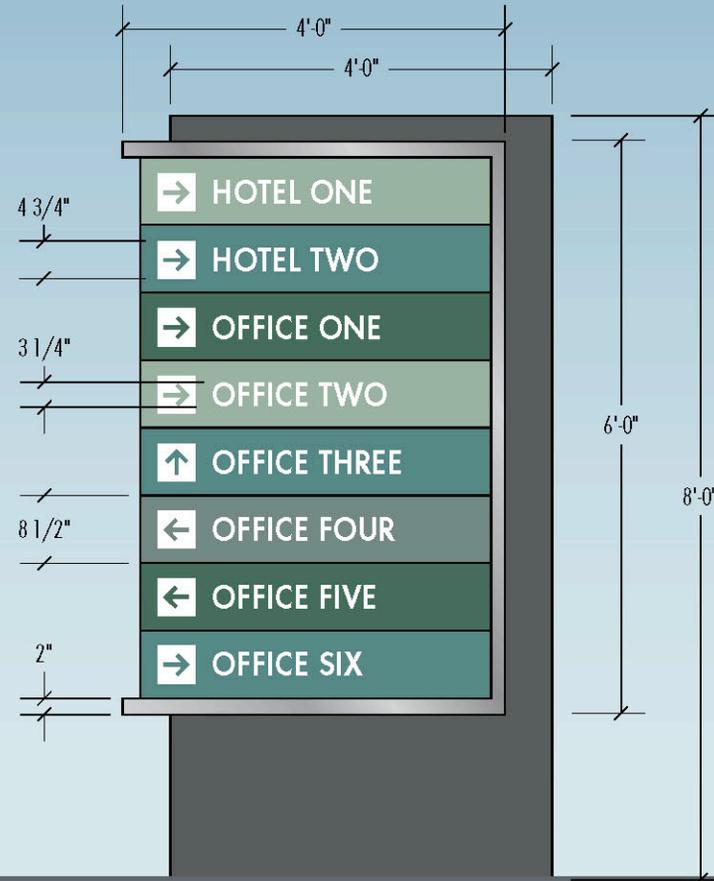
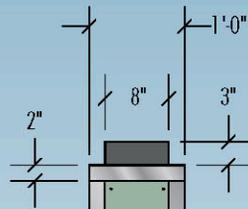
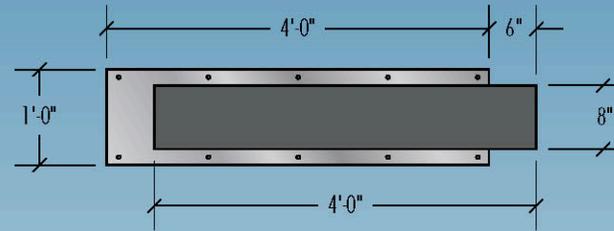
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**GD
104**

NOTES

Signs will be single-sided, non-illuminated and decorated with reflective vinyl.
 Cabinet to be painted aluminum.
 Colored faces will wrap both sides of sign, but vinyl graphics will only be on one side of sign.



project number
11003

project name
WENTWORTH
FREESCALE

type
VL

description
VEHICULAR
DIRECTIONAL
SIGN - LARGE

scale
1/2"=1'

date
7.25.11

revised date
5.8.12

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**GD
105**

NOTES

Signs may be double or single-sided, non-illuminated and decorated with reflective vinyl.

Cabinet to be painted aluminum.

Colored faces will be present on end and both sides of sign, even when messages are single-sided.



project number
11003

project name
**WENTWORTH
FREESCALE**

type

VS

description
**VEHICULAR
DIRECTIONAL
SIGN - SMALL**

scale

1/2"=1'

date

7.21.11

revised date

5.8.12

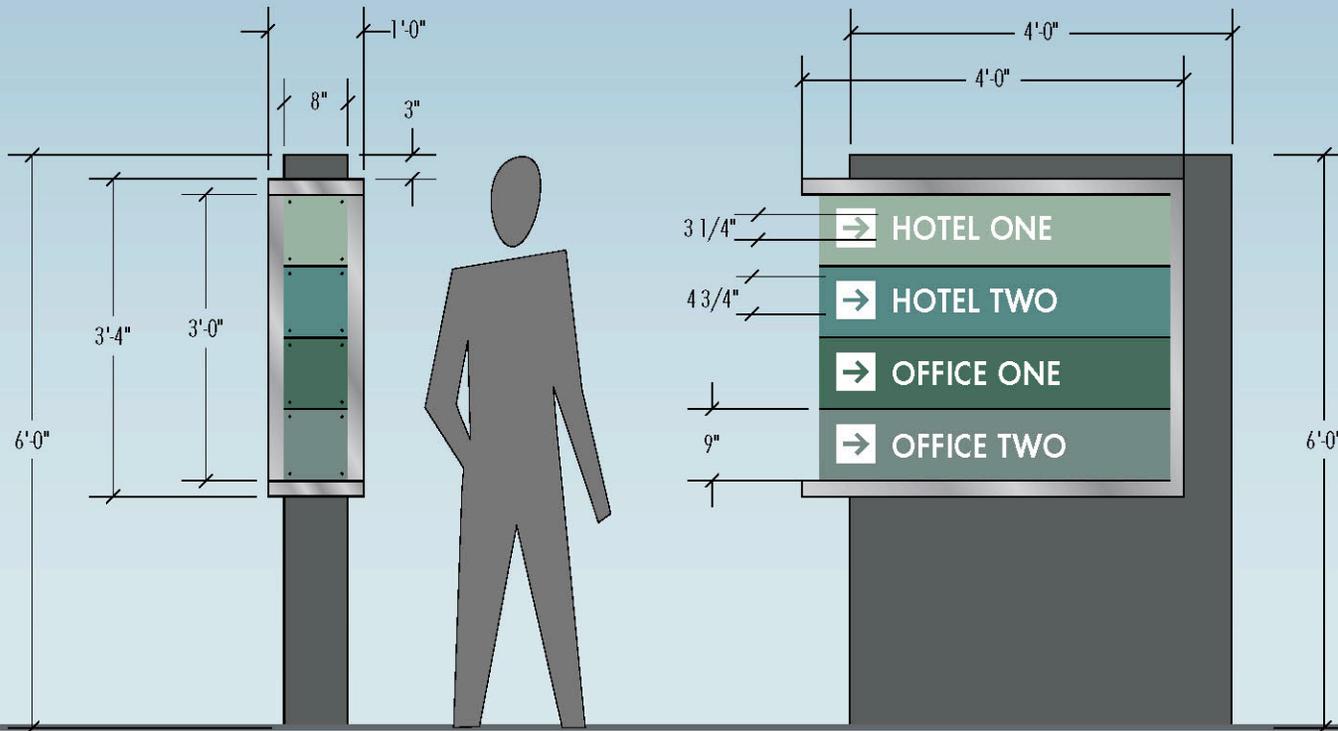
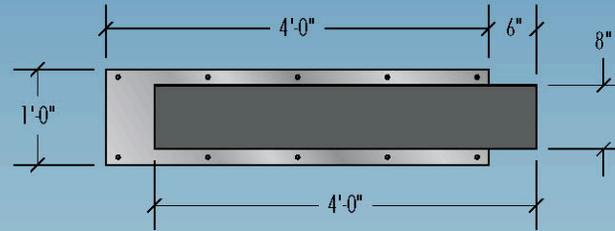
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**GD
106**



NOTES

SIZE (HEIGHT & AREA)

The maximum height of the sign shall not exceed 10'-0". The maximum "live area" of the sign (the area including tenant panels and lettering, but excluding embellishments) shall not exceed 40 square feet. Signs may have up to 6 tenant panels per side.

DESIGN CRITERIA

Signs will be double-sided, internally illuminated, painted aluminum cabinets with reverse routed faces and white acrylic graphics. Single tenants occupying an entire building or lot, may use color graphics for text and logos.

EXISTING SIGNS

Existing single tenant signs (i.e. Freesale monument signs) may be relocated and reinstalled.



project number
11003

project name
WENTWORTH
FREESCALE

type
MO

description
MONUMENT
SIGN
STANDARDS
(OFFICE)

scale
1/2"=1'

date
8.1.11

revised date
5.8.12

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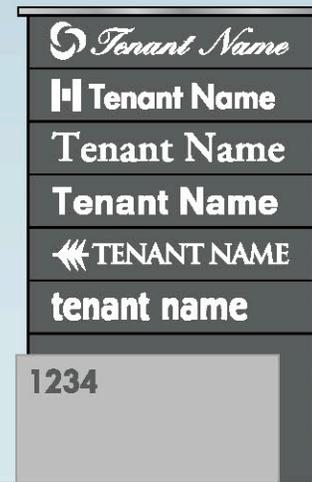
GD
107

The designs shown are meant to illustrate the general scale of this sign type. The Sign design, proportions, embellishment and cabinet materials and colors may vary to coordinate with building architecture.

Single tenants occupying an entire building or lot, may use color graphics for text and logos.



10'-0"
max. height



NOTES

SIZE (HEIGHT & AREA)

The maximum height of the sign shall not exceed 10'-0". The maximum "live area" of the sign (the area including tenant name, logo, and lettering, but excluding embellishments) shall not exceed 40 square feet.

DESIGN CRITERIA

Signs will be double-sided, internally illuminated, painted aluminum cabinets with reverse routed faces backed with acrylic and decorated with color vinyl graphics. Push thru graphics will also be allowed.



project number
11003

project name
**WENTWORTH
FREESCALE**

type
MH

description
**MONUMENT
SIGN
STANDARDS
(HOTEL)**

scale
1/2"=1'

date
8.1.11

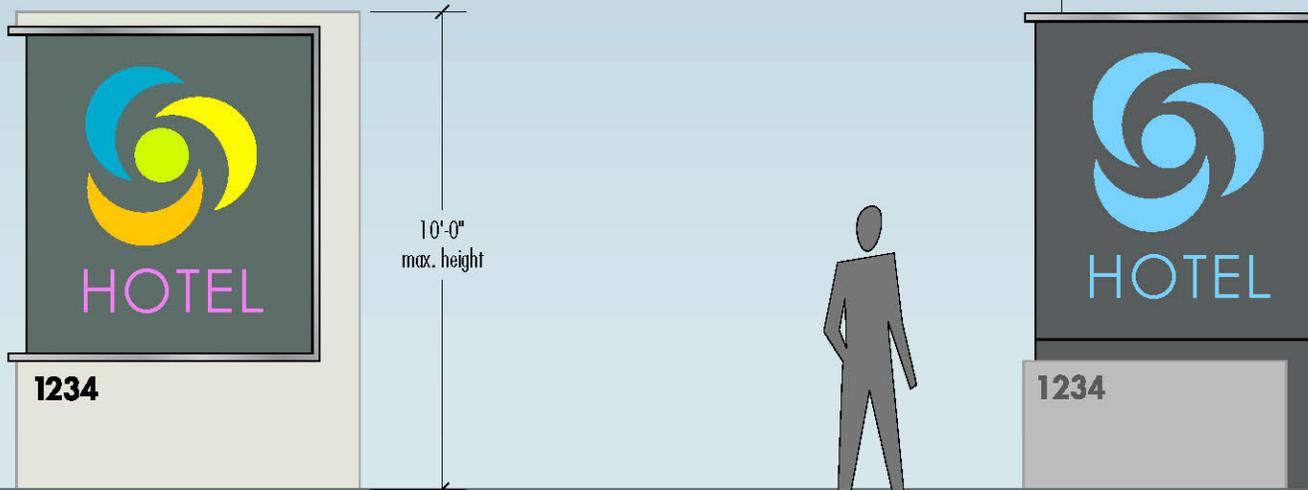
revised date
5.8.12

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**GD
108**

The designs shown are meant to illustrate the general scale of this sign type. The Sign design, proportions, embellishment and cabinet materials and colors may vary to coordinate with building architecture.



NOTES

SIZE (HEIGHT & AREA)

The maximum height of the sign shall not exceed 10'-0". The maximum "live area" of the sign (the area including tenant panels and lettering, but excluding embellishments) shall not exceed 40 square feet. Signs may have up to 6 tenant panels per side.

DESIGN CRITERIA

Signs will be double-sided, internally illuminated, painted aluminum cabinets with reverse routed faces and color vinyl decorated acrylic graphics.

The designs shown are meant to illustrate the general scale of this sign type. The Sign design, proportions, embellishment and cabinet materials and colors may vary to coordinate with building architecture.

Corporate colors will be allowed, however, the building owner may decide to to single color tenant panels if they wish to do so.



project number
11003

project name
WENTWORTH
FREESCALE

type
MR

description
MONUMENT
SIGN
STANDARDS
(RETAIL)

scale
1/2"=1'

date
8.1.11

revised date
5.8.12

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**GD
109**

BUILDING SIGNAGE

Building signage for buildings in these locations will follow the Tempe Signage Regulations for Standard Building Signage as follows...

The maximum total area for the above signs on the premises for any one (1) business may be equal to forty (40) square feet plus one (1) square foot of sign area for every lineal foot of business frontage beyond forty (40) lineal feet, as measured by the business frontage.

Building signage for buildings in these locations will follow the Tempe Signage Regulations for Freeway Building Signage as follows...

The maximum total area for building mounted freeway signs on the premises may be equal to two (2) square feet of sign area for every lineal foot of building frontage adjacent to the freeway. Allocation of the total sign area to individual tenants shall be determined through a comprehensive sign package, approved through development plan review.



project number
11003

project name
**WENTWORTH
FREESCALE**

type
N/A

description
**BUILDING
SIGNAGE
GUIDELINES**

scale
1"=400'

date
8.1.11

revised date
5.8.12

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**GD
200**



NOTES

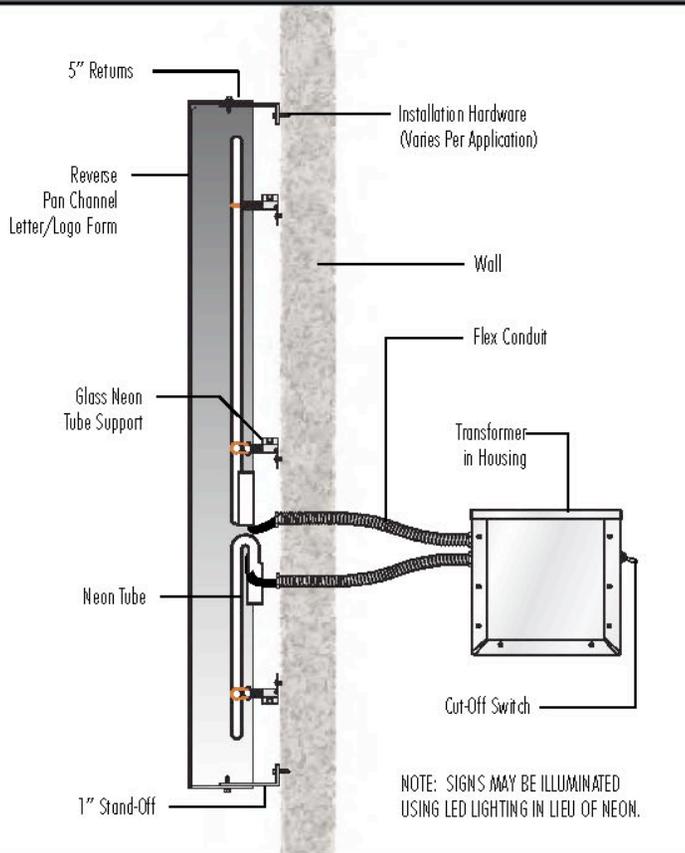
Finish colors for tenant identification reverse pan channel characters (returns and faces) shall be complimentary to building architecture and finishes.

A single paint color or metal finish (i.e. satin aluminum, bronze, etc.) shall be established for all channel letters on each building. The established paint color or metal finish shall be used on all channel letters mounted to that building (including tenant signage & address numbers).

Office buildings shall be allowed to have halo illuminated pan channel letters.

Colored neon and LED halo lighting may be allowed with owner approval.

HALO ILLUMINATED REVERSE PAN CHANNEL CHARACTERS



TENANT SIGNS

TENANT NAME

Focus and returns to match for all tenants of each building.

TENANT NAME
T E N A N T N A M E

Sub copy under 6" in height may be flat cut out, non-illuminated characters. Use of subcopy must be pre-approved by Landlord.

TENANT

Logos will be allowed.



project number
11003

project name
WENTWORTH
FREESCALE

type
OG

description
OFFICE
SIGNAGE
GUIDELINES

scale
NTS

date
8.8.11

revised date
5.9.12

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**GD
201**

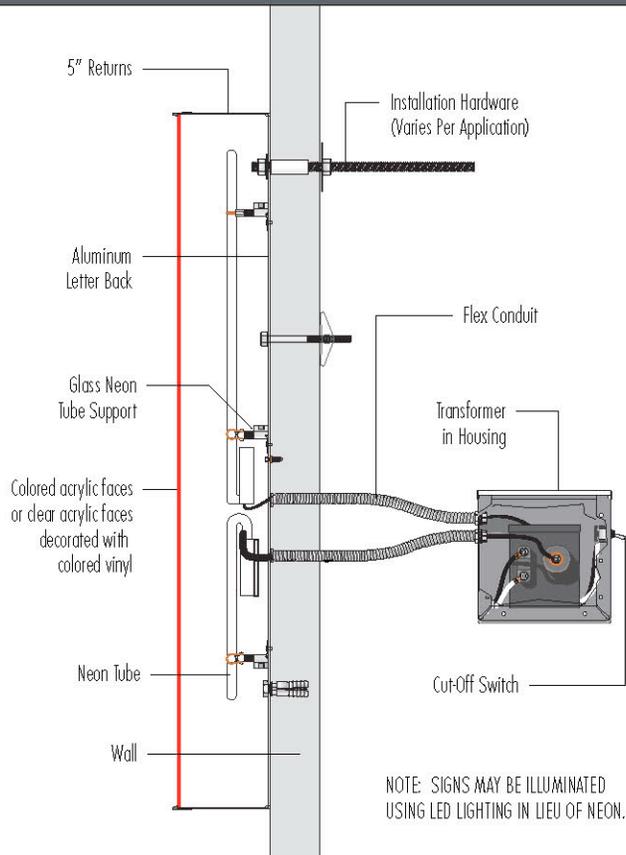
NOTES

Finish colors for tenant identification channel characters (cabinets, returns, and faces in the case of reverse pan channel characters) shall be complimentary to building architecture and finishes.

A single paint color or metal finish (i.e. satin aluminum, bronze, etc.) shall be established for all channel letters on each building. The established paint color or metal finish shall be used on all channel letters mounted to that building (including tenant signage & address numbers).

The tenant identification signage standard established for the retail building(s) may use either internally illuminated channel characters or halo illuminated characters (see Drawing GD201 for halo-illuminated character details).

INTERNALLY ILLUMINATED PAN CHANNEL CHARACTERS



TENANT SIGNS



Logos and subtext may be allowed with owner approval.



For reverse pan channel letters, all faces and returns must match for all tenants on the same building.



project number
11003

project name
WENTWORTH
FREESCALE

type
HG

description
HOTEL SIGNAGE
GUIDELINES

scale
NTS

date
8.8.11

revised date
5.9.12

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**GD
202**

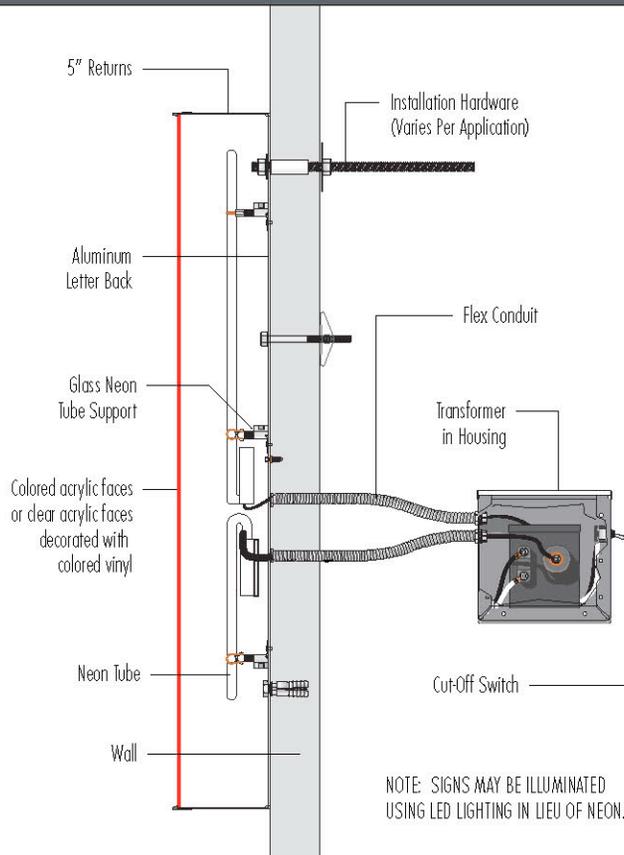
NOTES

Finish colors for tenant identification channel characters (cabinets, returns, and faces in the case of reverse pan channel characters) shall be complimentary to building architecture and finishes.

A single paint color or metal finish (i.e. satin aluminum, bronze, etc.) shall be established for all channel letters on each building. The established paint color or metal finish shall be used on all channel letters mounted to that building (including tenant signage & address numbers).

The tenant identification signage standard established for the retail building(s) may use either internally illuminated channel characters or halo illuminated characters (see Drawing GD201 for halo-illuminated character details).

INTERNALLY ILLUMINATED PAN CHANNEL CHARACTERS



TENANT SIGNS



Logos and subtext may be allowed with owner approval.



For reverse pan channel letters, all faces and returns must match for all tenants on the same building.



project number
11003

project name
WENTWORTH
FREESCALE

type
RG

description
RETAIL
SIGNAGE
GUIDELINES

scale
NTS

date
8.8.11

revised date
12.30.13

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**GD
203**

REVISED

10:24 am, Jan 21, 2014

DISCOVERY BUSINESS CAMPUS

Comprehensive Signage Package - Addendum for Retail Parcel 1

12.31.13



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PREPARED FOR:

WENTWORTH
PROPERTY COMPANY, LLC

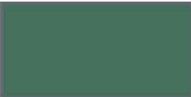
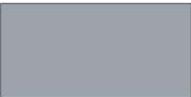
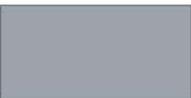
RETAIL PARCEL 1 - ADDENDUM

<i>page description</i>	<i>sign type</i>	<i>drawing number</i>
addendum table of contents		R1 - 001
fonts, colors & materials		R1 - 002 - 003
parcel location plan		R1 - 004
site signage locations plan		R1 - 100
retail monument sign (retail parcel 1)	MR(1)	R1 - 101
secondary monument sign - type 2	M2	R1 - 102
vehicular directional sign - small	VS	R1 - 103
building signage locations plan		R1 - 200
building elevations		R1 - 201
tenant identification signs & design standards	T1	R1 - 202
suite identification sign standards - front door (vinyl graphics)	S1	R1 - 203
suite identification sign standards - back door (vinyl graphicsd)	S2	R1 - 204
window & door graphics - standards	WG	R1 - 205
building mounted address numbers	AN	R1 - 206

FONTS, COLORS & MATERIALS - PART 1 (Campus Signage)

Logo Font - Futura Heavy
 Default Font - Futura Heavy & Futura Family
 Corporate fonts and logos will be allowed.



 P-1 Matthews Paints Match Pantone 5565c	 P-2 Matthews Paints Match Pantone 5487c	 P-3 Matthews Paints Match Pantone 5615c	 P-4 Matthews Paints Match Pantone Cool Gray 9c	 P-5 Matthews Paints Match Pantone 431c
		 P-6 Matthews Paints Satin Aluminum MP18071	 P-7 Matthews Paints White	 P-8 Matthews Paints Warm Gray Metallic MP20185
 C-1 Printed vinyl & acrylic Match Pantone 5565c	 C-2 Printed vinyl & acrylic Match Pantone 5487c	 C-3 Printed vinyl & acrylic Match Pantone 5615c	 C-4 Printed vinyl & acrylic Match Pantone Cool Gray 9c	 C-5 Printed vinyl & acrylic Match Pantone 431c
	 C-6 3M Gray Metallic Translucent Vinyl 3630-121	 C-7 3M White Reflective Vinyl 680-10	 M-1 Board Form Concrete	 M-2 Masonry

FONTS, COLORS & MATERIALS - PART 2 (Retail Parcel #1 Site Signage)

Important Note:

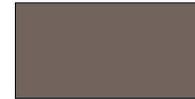
Corporate fonts and logos will be allowed



P1 (Retail)
Matthews Paints to Match
Dunn Edwards - DE6214
Pigeon Gray



P-2 (Retail)
Matthews Paints to Match
Dunn Edwards - DE6214
Pigeon Gray



P-3 (Retail)
Matthews Paints to Match
"Duranodic Bronze" Vinyl
3M 3630-69



P-4 (Retail)
Matthews Paints to Match
"Antique White" Vinyl
3M 7725-90



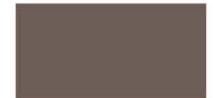
V1 (Retail)
"Dusted Crystal" Vinyl
3M 7725SE-314



V2 (Retail)
"Antique White" Vinyl
3M 7725-90



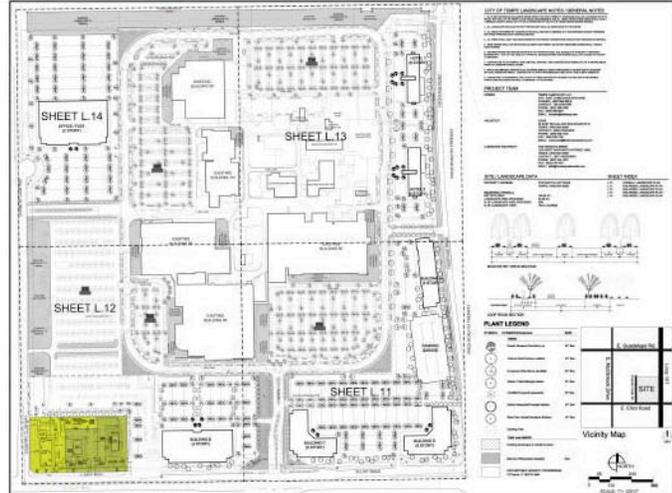
M-1 (Retail)
Split Face CMU
Integral Color
"Purple Haze"



M-2 (Retail)
Split Face CMU
Integral Color
"Cocoa Brown"

LEGEND

- Current Development
- Future Development



project number
11003

project name
**DISCOVERY
BUSINESS
CAMPUS
RETAIL PARCEL 1**

type
N/A

description
**PARCEL
LOCATION
PLAN**

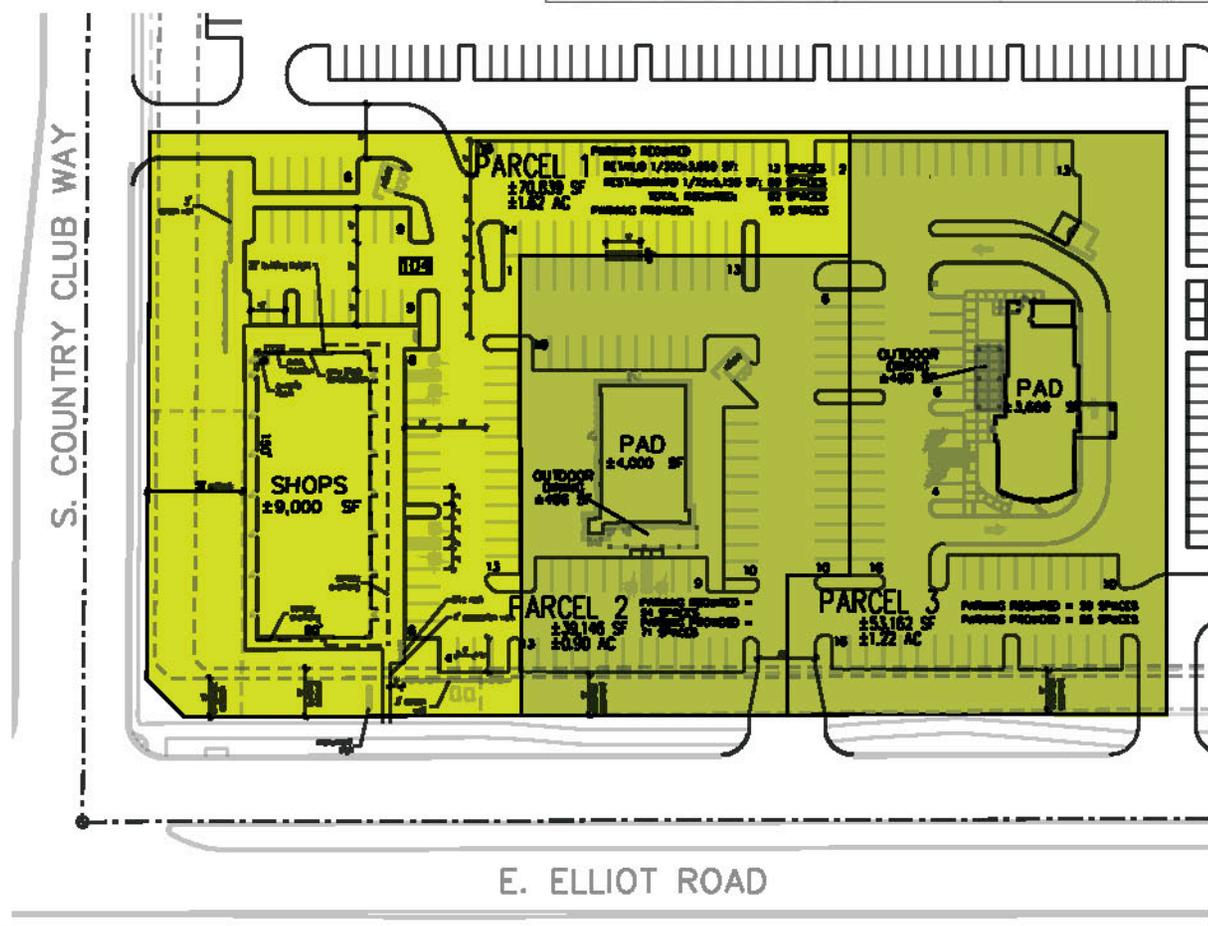
scale
NTS

date
9.26.13

revised date
12.31.13

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**R1
004**

NOTES

SIZE (HEIGHT & AREA)

The maximum height of the sign shall not exceed 10'-0". The maximum "live area" of the sign (the area including tenant panels and lettering, but excluding embellishments) shall not exceed 40 square feet. Signs may have up to 6 tenant panels per side.

DESIGN CRITERIA

Signs will be double-sided, internally illuminated, painted aluminum cabinets with reverse routed faces and push thru acrylic decorated with vinyl graphics.



project number
11003

project name
**DISCOVERY
BUSINESS
CAMPUS
RETAIL PARCEL 1**

type
MR 1

description
**RETAIL
MONUMENT
SIGN (RETAIL
PARCEL 1)**

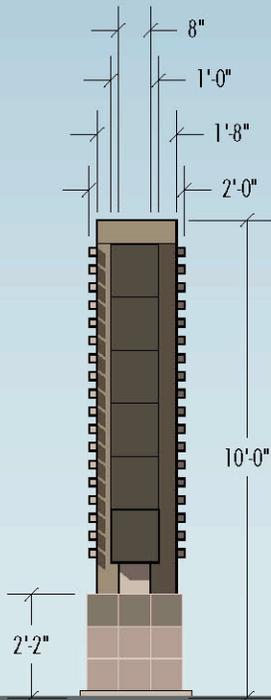
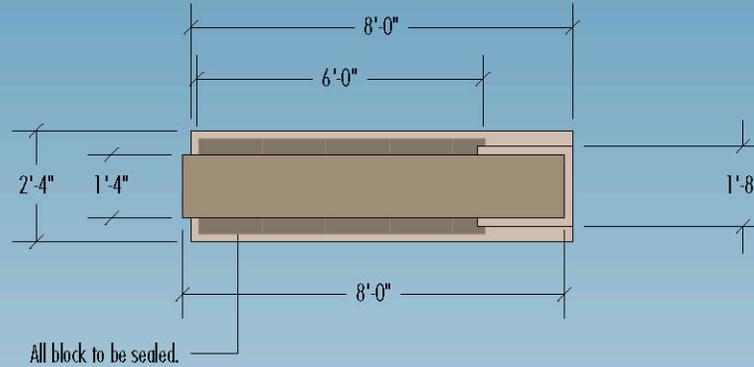
scale
1/4" = 1'

date
09.25.13

revised date
12.30.13

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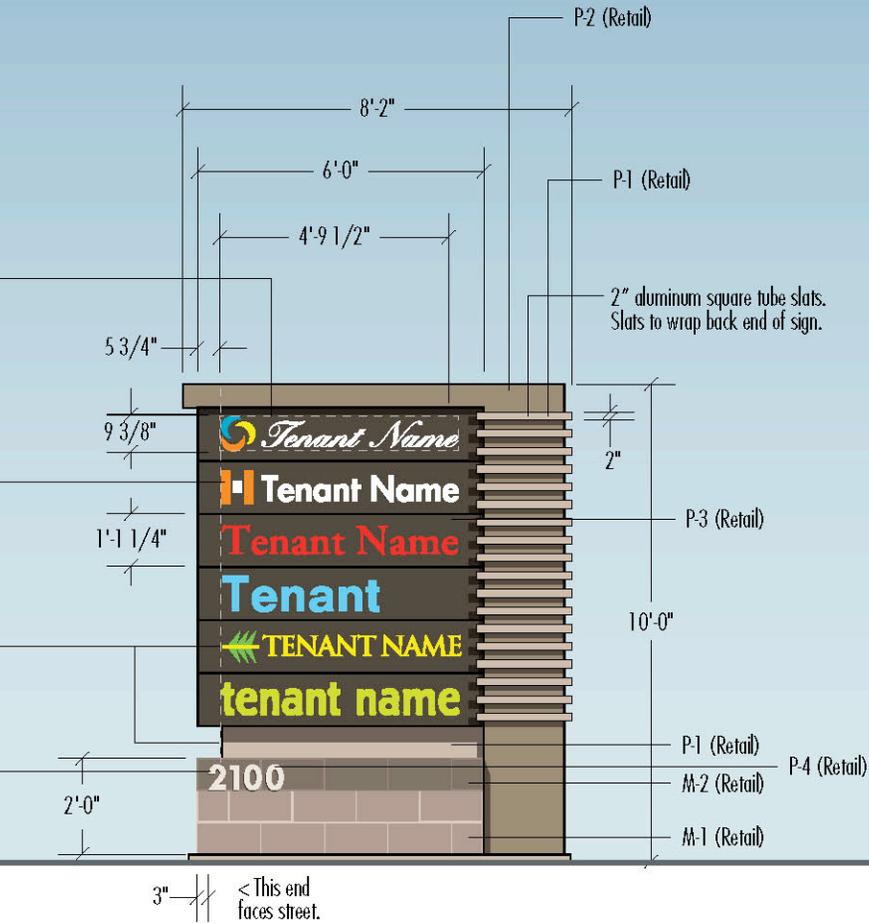


Dashed line indicates "live area" of sign panel. All tenant copy must be within the live area of the sign panel.

Reverse routed painted aluminum faces backed with 3/16" clear acrylic decorated with translucent vinyl.

Tenant copy to be left justified on this face (right justified on opposite face) and aligned with cabinet reveal below.

1/4" flat cut out, painted aluminum address numbers pin mounted to block wall.



3" < This end faces street.

**R1
101**

NOTES

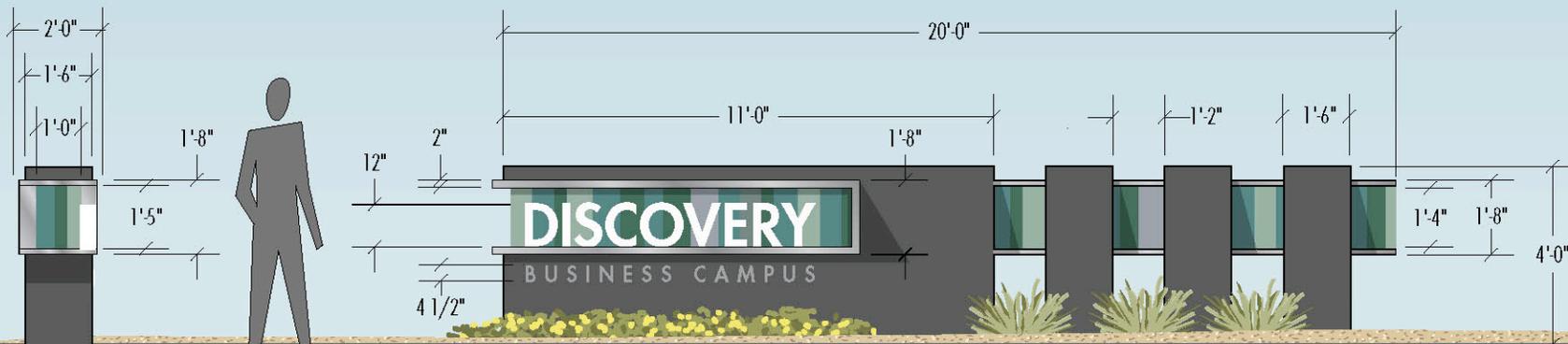
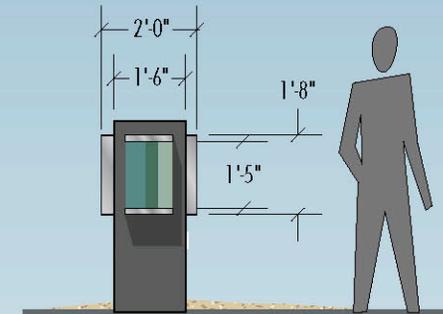
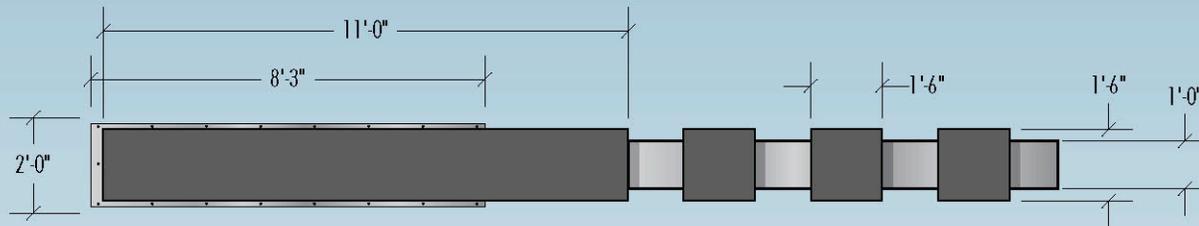
Single-sided, internally illuminated sign (LED).
Illuminated color band wraps both sides and end of sign.

Sign cabinet to be painted aluminum.

Graphic color band to be printed, translucent graphics with UV coating applied to clear acrylic (backed with diffuser vinyl if necessary). Band to be illuminated with white LEDs.

DISCOVERY letters to be channel letters with white acrylic faces. BUSINESS CAMPUS lettering to be illuminated 1" push through lettering with faces decorated with 3M Silver Translucent vinyl.

SIGN APPROVED AS PART OF THE ORIGINAL CSP



project number
11003

project name
**DISCOVERY
BUSINESS
CAMPUS
RETAIL PARCEL 1**

type
M2

description
**SECONDARY
MONUMENT
SIGN**

scale
1/4" = 1'

date
9.7.11

revised date
09.25.13

10212 south 43rd st
phoenix, arizona 85044
phone: 480.706.6189
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**R1
102**

NOTES

Signs may be double or single-sided, non-illuminated and decorated with reflective vinyl.

Cabinet to be painted aluminum.

Colored faces will be present on end and both sides of sign, even when messages are single-sided.



project number
11003

project name
DISCOVERY
BUSINESS
CAMPUS
RETAIL PARCEL 1

type

VS

description
VEHICULAR
DIRECTIONAL
SIGN - SMALL

scale

1/2"=1'

date

7.21.11

revised date

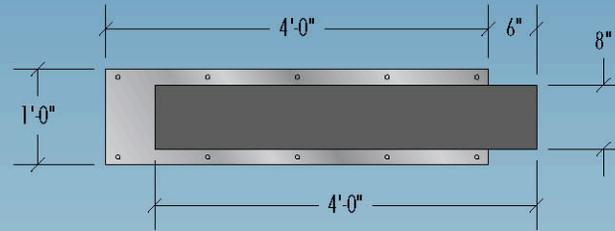
09.26.13

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phoenix, arizona 85044

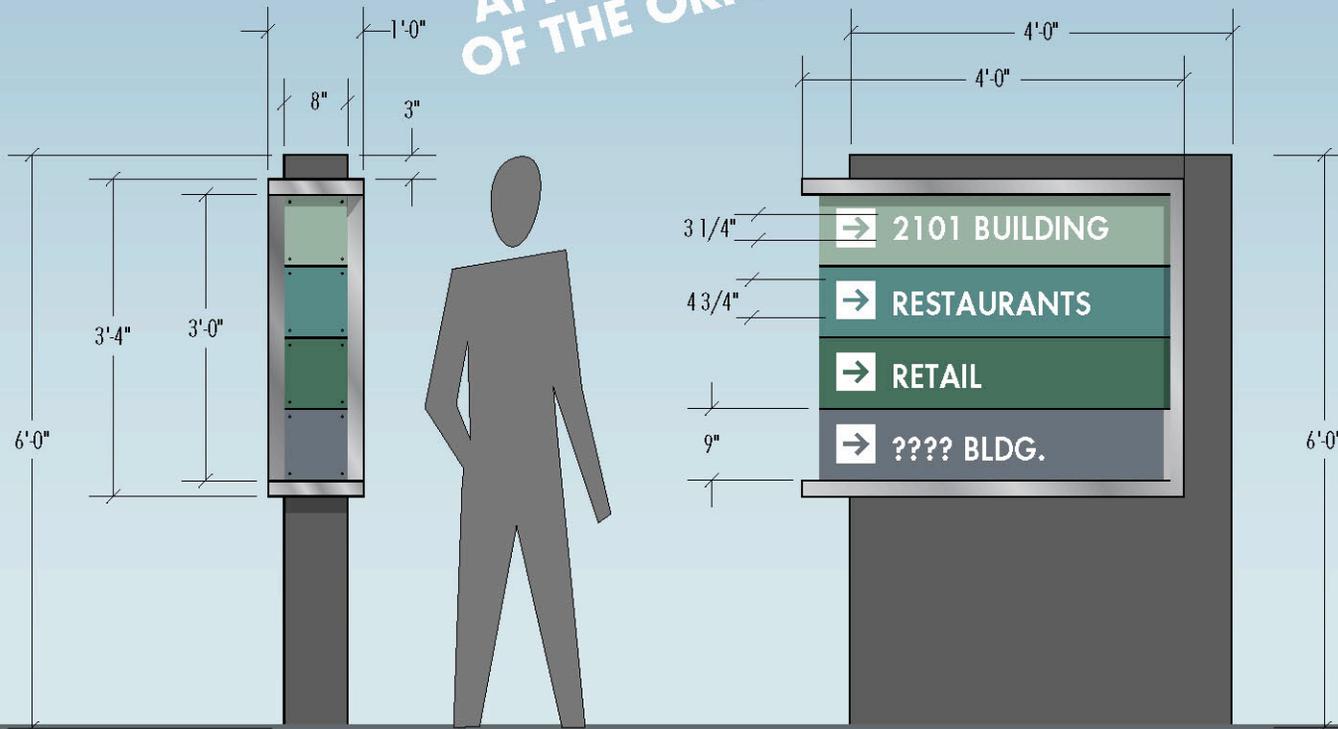
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**SIGN DESIGN
APPROVED AS PART
OF THE ORIGINAL CSP**



**R1
103**

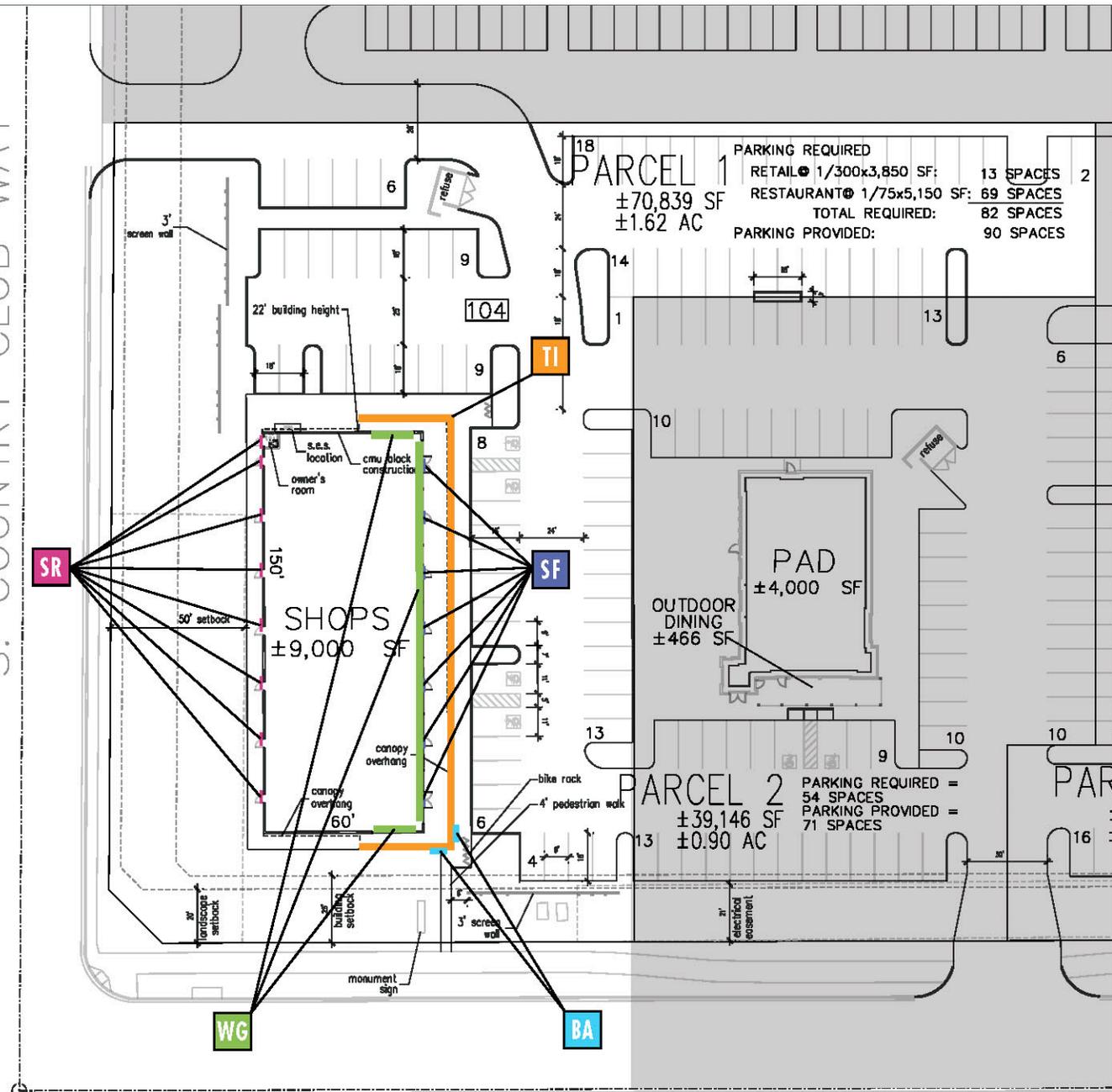
SIGN TYPES

BUILDING SIGNS

- TI** Tenant Identification Signs Design Standards
- WG** Window & Door Graphics
- SF** Suite Identification Sign Standards - Front Door
- SR** Suite Identification Sign Standards - Rear Door
- BA** Building Mounted Address Numbers

Sign locations shown are approximate. Exact locations may be modified to account for field conditions and tenant configurations.

S. COUNTRY CLUB WAY



project number
11003

project name
DISCOVERY BUSINESS CAMPUS
RETAIL PARCEL 1

type
N/A

description
BUILDING SIGN LOCATIONS PLAN

scale
1"=60'

date
9.25.13

revised date
12.31.13

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E. ELLIOT ROAD

**R1
200**

SIGN TYPES

BUILDING SIGNS

- TI** Tenant Identification Signs & Design Standards
- SF** Suite Identification Sign Standards - Front Door
- SR** Suite Identification Sign Standards - Rear Door
- WG** Window & Door Graphics
- BA** Building Mounted Address Numbers

Sign locations shown are approximate. Exact locations may be modified to account for field conditions and tenant space configurations.

Align address with edge of storefront window mullions.

3'-0" maximum envelope height (see details on page GD 202).

Tenant envelopes may be combined to account for tenants occupying more than one bay.

Tenant signs to be centered top to bottom on the slat fascia.

The width of a tenant's sign may not exceed 80% of the width of that tenant's space on the facade on which the sign is installed.

4'-0" minimum spacing between signs except for cases where a single bay is split into two tenant spaces or a space is shared by two tenants (see note below).

3'-0" minimum spacing between signs when a single bay is split into two tenant spaces or shared by two tenants.

Tenant envelopes may be split to allow for tenants occupying less than one bay, or in cases where a single bay is shared by more than one tenant.



project number
11003

project name
**DISCOVERY
BUSINESS
CAMPUS
RETAIL PARCEL 1**

type
N/A

description
**BUILDING
ELEVATIONS &
SIGN ENVELOPE
LOCATIONS**

scale
1/32" = 1'

date
09.26.13

revised date
10.28.13

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**R1
201**

NOTES

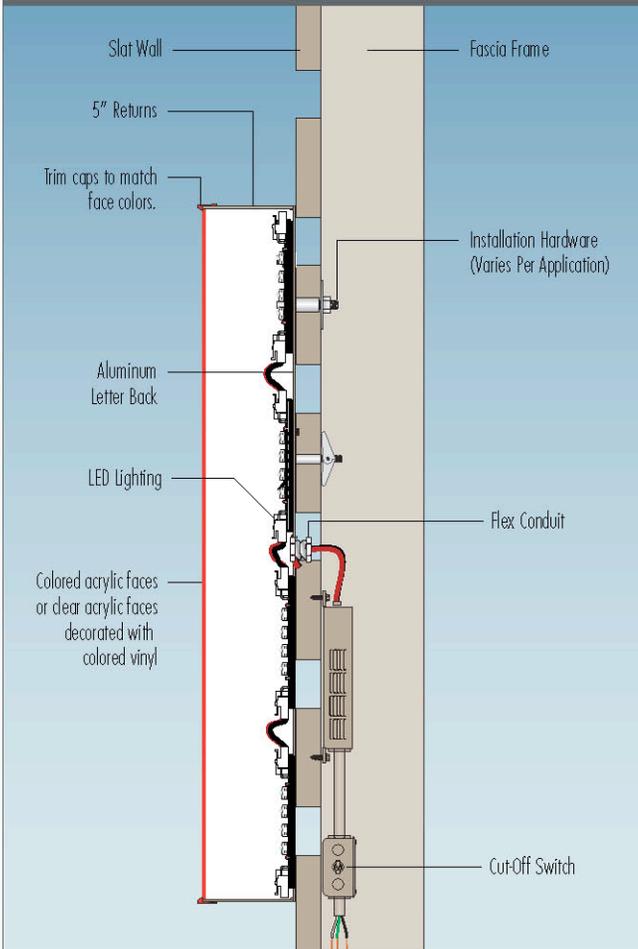
LED Illuminated Pan Channel Characters

- Colored acrylic faces, or clear acrylic decorated with applied color vinyl.
- All returns to match the metal slot fascia color.
- All trim caps to match face color of the character unless otherwise approved by the Owner/Property Manager.

The maximum aggregate area for all tenant "Building Mounted Signs" on the premises for any one (1) business may be equal to forty (40) square feet plus one (1) square foot of sign area for every lineal foot of business frontage beyond forty (40) lineal feet, as measured by the business frontage.

All signage must be approved by the Owner/Property Manager and must receive a permit from the City of Tempe prior to fabrication & installation.

INTERNALLY ILLUMINATED PAN CHANNEL CHARACTERS



TENANT SIGNS



project number
11003

project name
DISCOVERY
BUSINESS
CAMPUS
RETAIL PARCEL 1

type
TI

description
TENANT
IDENTIFICATION
SIGN DESIGN
STANDARDS

scale
NTS

date
09.26.13

revised date
10.31.13

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**R1
202**

NOTES

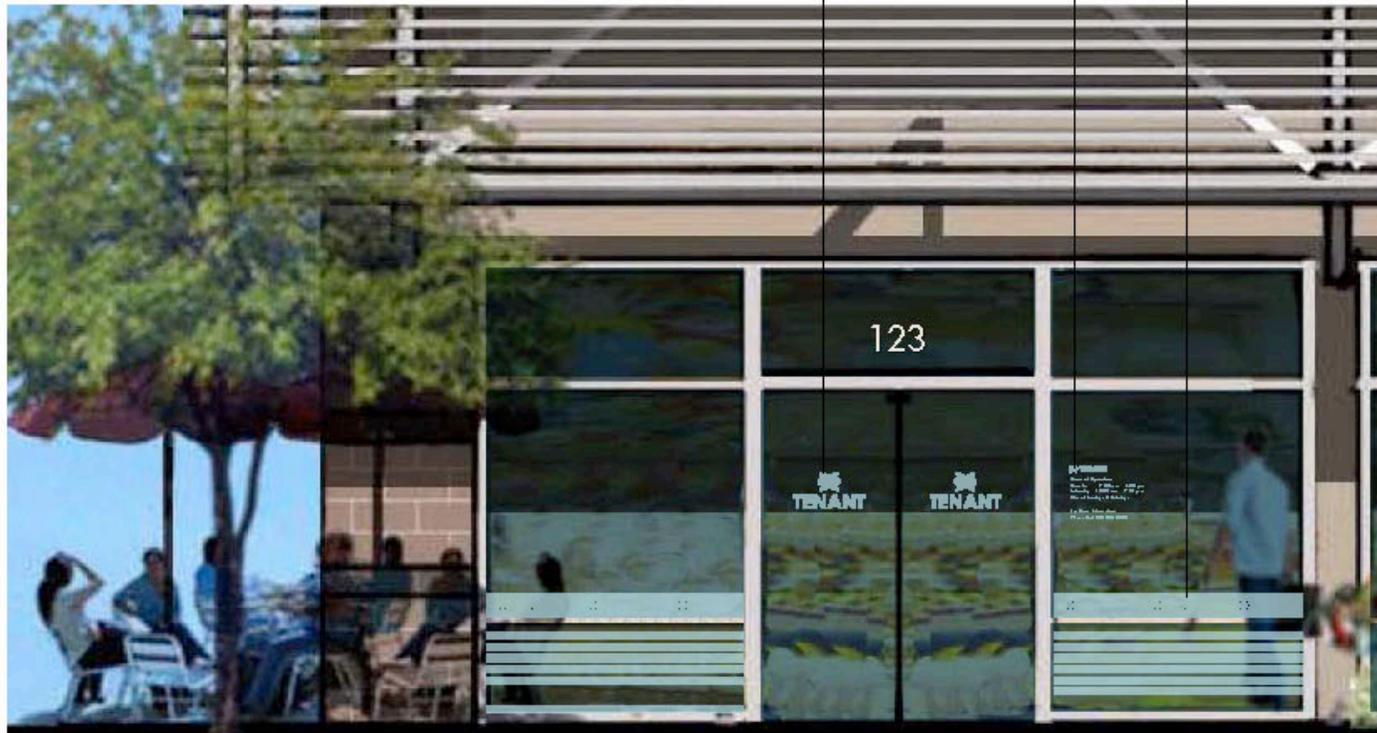
Tenant logos and typestyles may be used.

Vinyl applied to outside surface of glass. Individual tenants may elect to install vinyl to inside of glass to prevent vandalism.

Window signage shall be limited to 25% of the total window area in which the signage is placed, including all graphics and trademarks. This is measured as the smallest rectangle to include all graphics, logos and copy. These requirements are subject to change by the Development Services Manager, or designee, when necessary for security and crime prevention.

All signs/graphics must be approved by the Owner/Property Manager prior to fabrication & installation.

Vinyl graphics to be applied to 2nd surface of glass. 3M Dusted Crystal Vinyl is the preferred vinyl color for tenant window graphics. Other colors may be considered with Owner/Property Manager approval. No fluorescent colors or hand painted window graphics will be allowed.



project number
11003

project name
DISCOVERY
BUSINESS
CAMPUS
RETAIL PARCEL 1

type
WG

description
WINDOW &
DOOR
GRAPHICS

scale
1/4" = 1'

date
10.01.13

revised date
12.23.13

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**R1
203**

NOTES

Futura Medium will be used for suite identification numbers.

All numbers will be 3M Antique White Vinyl applied to first surface of glass.

All signs/graphics must be approved by the Owner/Property Manager prior to fabrication & installation.

3M Antique White Vinyl applied to first surface of glass. Suite numbering to be determined by Owner and U.S. Postal Service (123 - Three number system shown for reference only).



project number
11003

project name
DISCOVERY
BUSINESS
CAMPUS
RETAIL PARCEL 1

type
SF

description
SUITE
IDENTIFICATION
SIGN
STANDARDS -
FRONT DOOR

scale
1/4" = 1'

date
10.01.13

revised date
12.23.13

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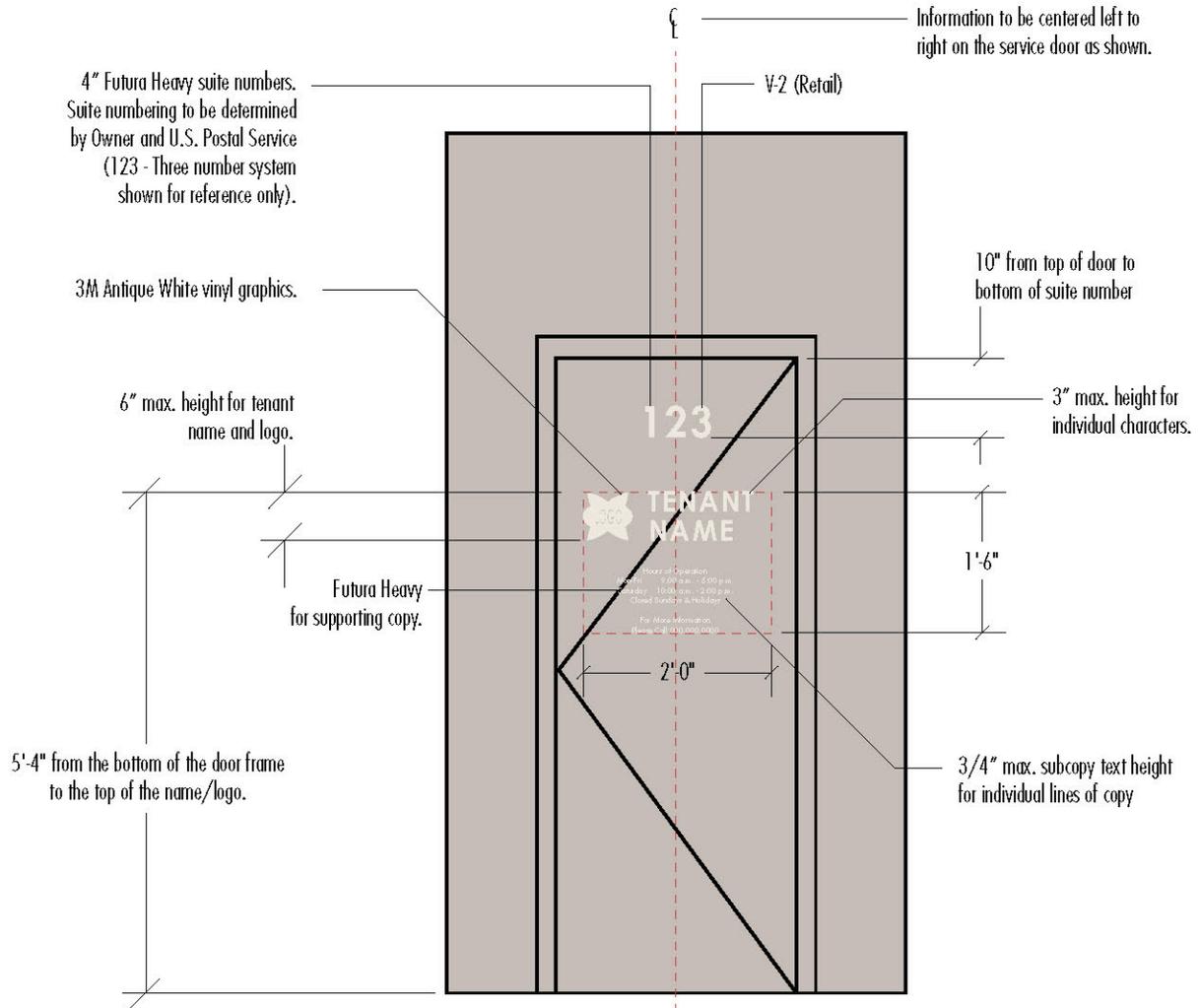
**R1
204**

NOTES

Vinyl 3M Antique White vinyl must be used for suite numbers.

Futura Heavy must be used for suite numbers. Futura Heavy must be used for the business information graphic. Tenant logos and tpestyles may be used for the business name.

All signs/graphics must be approved by the Owner/Property Manager prior to fabrication & installation.



project number
11003

project name
DISCOVERY
BUSINESS
CAMPUS
RETAIL PARCEL 1

type
SR

description
SUITE
IDENTIFICATION
SIGN
STANDARDS -
REAR DOOR

scale
1/2"=1'

date
10.01.13

revised date
12.23.13

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**R1
205**

NOTES

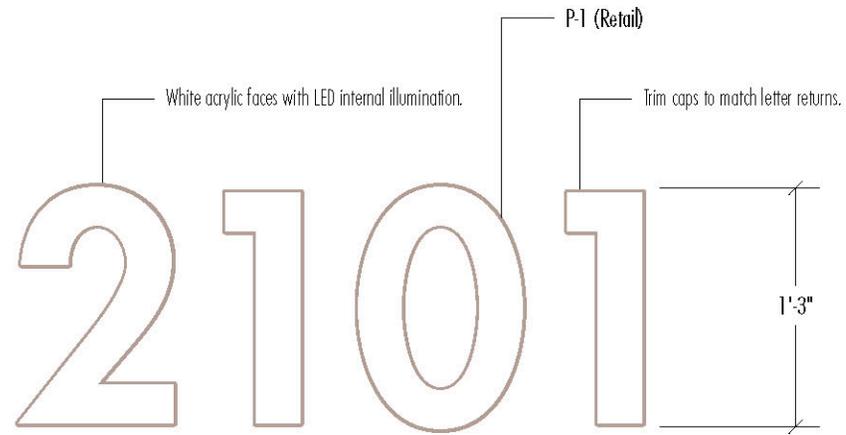
LED Illuminated Pan Channel Characters

- Translucent white acrylic faces.
- All returns and trim caps to match the metal slot fascia.

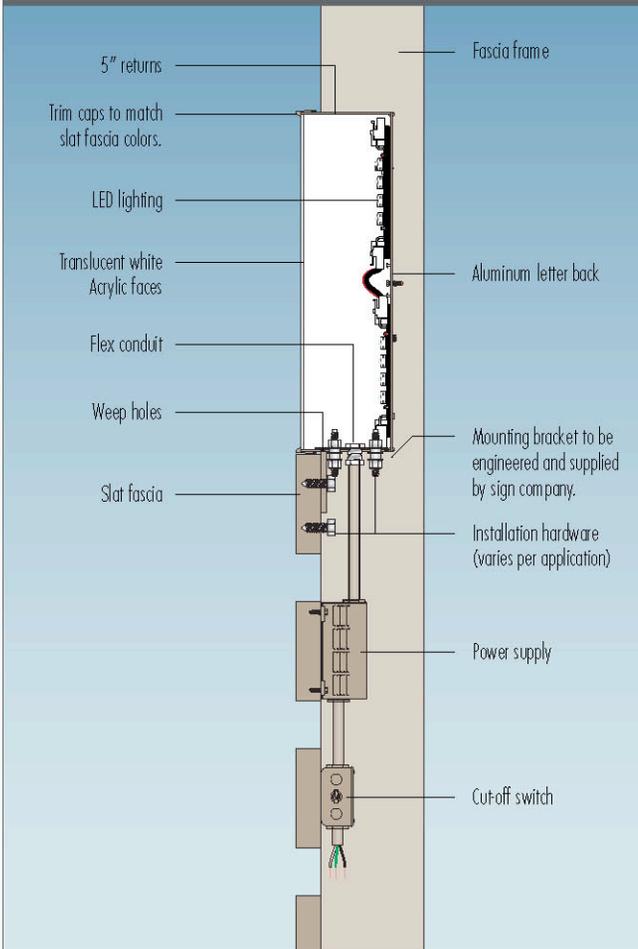
Sign company to confirm approval with City of Tempe prior to fabrication & installation.

Contact Ryan Levesque, Senior Planner with The City of Tempe to confirm (480-858-2393).

ADDRESS SIGNS - ELEVATION DETAIL



INTERNALLY ILLUMINATED PAN CHANNEL CHARACTERS



project number
11003

project name
DISCOVERY
BUSINESS
CAMPUS
RETAIL PARCEL 1

type
BA

description
BUILDING
MOUNTED
ADDRESS
NUMBERS

scale
NOTED

date
10.02.13

revised date
12.23.13

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**R1
206**