

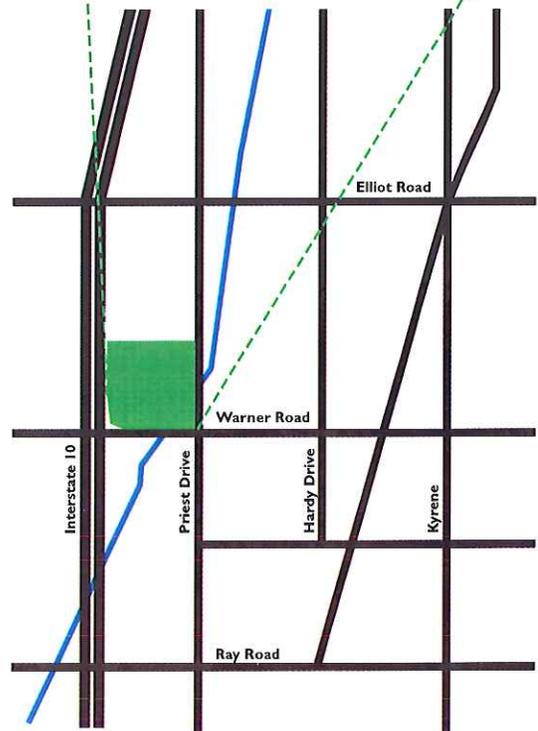
SIGN PACKAGE CRITERIA

DATE	08/02/2000
PROJECT NAME	Emerald Center
PROJECT ADDRESS	8585 S Harl Avenue
TYPE	Internally illuminated pan channel, or reverse pan channel letters
ILLUMINATION	Not specified
MATERIAL	Aluminum. Signage for multi-tenant buildings shall be of a uniform material and color, compatible and in harmony with the materials and colors utilized in the building. Channelume or Paintlok letters will not be allowed.
CONSTRUCTION	
LETTER STYLE	Open
LOGO	Shall not exceed the lesser or five (5) feet or the height of the designated sign envelope. Restricted to 25% of sign area – DRC policy.
COLOR	Color and material shall be compatible and in harmony with the materials and colors utilized in the building.
SIZE RESTRICTION	Letter heights shall not exceed the lesser of 24" or 70% of the designated sign envelope height.
INSTALLATION	
WINDOW SIGNAGE	Window signs are restricted to 25% of the individual window in which the sign is located.
CENTER ID	
MAJOR/PAD TENANT VARIATION	
MAIN ENTRY MONUMENT	Two (2) externally illuminated freestanding center identification signs to be located at the intersections of S. Hardy Drive and Warner Road, and W. Buena Vista and Priest Drives. Each sign will measure 2.9' x 8.1' (23.49 s.f.) and utilize individual reverse pan channel letters having a satin-brushed aluminum finish. Each sign will be installed at a height of eight (8) feet.
PARCEL ENTRY MONUMENT GROUND SIGNS	Two (2) styles of signs are proposed. These configurations measure 5' x 12' (60 s.f.) and 5' x 16' (80 s.f.) respectively. The applicant proposes to provide for one (1) freestanding sign per street frontage for each parcel. All such signs will utilize individual reverse pan channel letters with satin-brushed aluminum finish. Each sign will be externally illuminated by ground mounted light fixtures. Each sign shall be installed at a height of 5'4".

Introduction

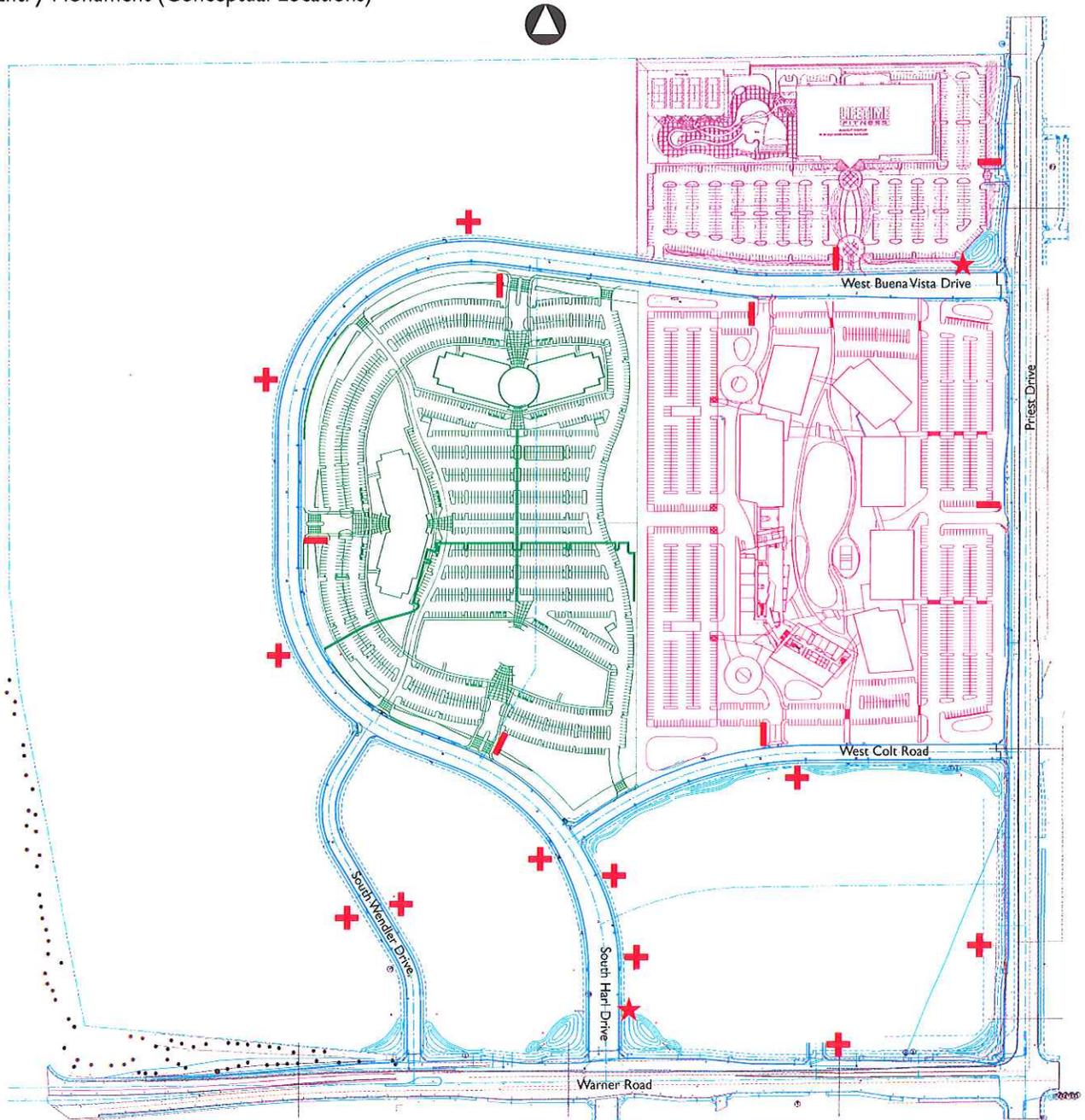
EMERALD CENTER signage has been developed to create an integrated graphic system that will provide standards for individual business identification and the Emerald Center identification.

Along with architecture and landscaping, signage and graphics for Emerald Center integrate the overall theme of the center through the promotion of the project through consistent use of the logo, materials, and quality of construction. The signage program provides information and directionals to users and visitors in the development.



Emerald Center Site Plan

- ★ Main Entry Monument
- | Parcel Entry Monument (Actual)
- + Parcel Entry Monument (Conceptual Locations)



Signage Standards

Signage standards are for all owners and tenants at Emerald Center, and are intended to allow for an identity for the project and users. The graphics create a related community of buildings and facilities which will contribute to the vitality and value of the entire Emerald Center.

These sign standards describe approaches to be used in developing a sign program for each site.

Prior to construction of any signage on a parcel, parcel owners and developers shall submit a comprehensive sign plan to the Architectural Control Authority (ACA) pursuant to the provisions of Section 8 of the Declarations of Easements, Covenants, Conditions and Restrictions ("Declaration") affecting the Project recorded 12-7-99 MCR 99-1131629 complying with The Emerald Center Signage Guidelines, and obtain approval of the ACA and the necessary City permits from the City of Tempe. Applicants are encouraged to engage a professional signage consultant and/or fabricator to assist in the preparation of the required comprehensive sign plan. The consultant/fabricator should be thoroughly familiar with the City of Tempe Sign Ordinance and the strict standards established by that Ordinance, and the Americans with Disabilities Act (ADA) guidelines. All signs must comply with the City of Tempe and ADA standards.

City of Tempe permit approval is required for all signs within the project and said signs shall conform to this comprehensive sign program.

- Temporary promotional signs, including trailer signs, may be allowed on the site only with pre-approvals by the ACA and the City of Tempe.
- All signage shall be maintained in a first class condition as more fully set forth in the Declaration. Upon removal of any sign, the area from where the sign was removed shall be repaired by good quality workmanship including removing conduit and other electrical apparatus, patching holes, and painting where appropriate so that an observer would not notice

that a sign had been removed. A sign that is to be replaced must be removed before the new sign can be installed.

- Temporary signs must be removed from the Site when construction is substantially complete, and leasing signs must be removed when all space in a building is leased.
- Temporary signs must be maintained in a "like new" condition. Information to temporary signs can be added; however, each revision must conform to the guidelines set forth.
- Temporary signs and construction fences shall conform to the City of Tempe's Sign Ordinance for size, placement, and structural requirements.
- Animated, moving or flashing, or sound-emitting signs are prohibited.
- Signs painted with iridescent paint or Dayglow colors are prohibited.
- Externally illuminated signs shall have light sources that are shielded from view. No sign illumination shall cast a glare visible from any street or access drive.
- No Channelume or paint-lock letters will be allowed.
- All electrical signs and their installation must comply with all local building and electrical codes.
- Performance shall be strictly enforced in accordance with the terms of the Declaration, and any nonconforming signs shall be removed by the owner or Tenant within three (3) days following receipt by owner or user of written notice by the ACA at owner or user's expense. This Comprehensive Sign Plan is intended to allow each user room for creativity within reasonable limits subject to the approval of the ACA.

ADDRESS NUMERALS

- Dusk till dawn viewing for the City of Tempe's CPTED require illumination. Emerald Center's design guidelines are for building mounted internally illuminated letters and numbers. (See construction details below.) The address may be pan channel or reverse pan channel and is to be consistent with all wall signage on each building. Each parcel's numeral colors shall be specific to each building/parcel color palette and shall be brushed aluminum or determined upon approval of building colors.
- During the daytime viewing, numerals/letters should create a high contrast to the background surface which they are applied to.
- All buildings shall provide a 12" high number.
- Locations recommended are on the most prominent elevation of a corner of the building which faces vehicular access. Rear elevations of buildings that are not directed toward public streets shall not be required to be addressed.
- Type style shall be Gill Sans Bold to match the main entrance signage and shall be the same for all buildings in Emerald Center.

TEMPORARY SIGNS

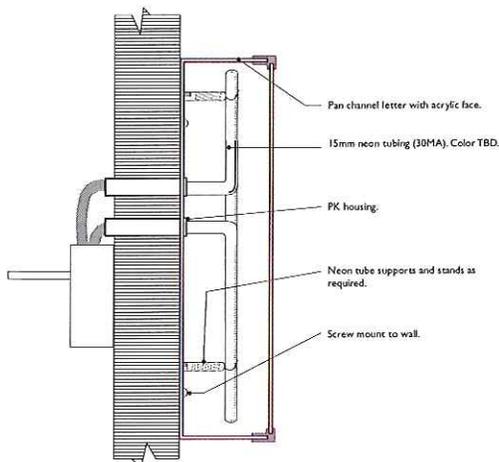
Temporary signs can be used for construction and design team information or future tenant identification. These signs shall match the design theme of the project in all respects except for materials.

Two types of temporary signs shall be allowed within Emerald Center; construction and real estate marketing. Only one temporary construction sign shall be permitted on a site at any given time and must be removed immediately upon completion of the construction activity. Only one temporary marketing sign per public road frontage shall be permitted on a site at any given time and must be removed immediately upon completion of leasing.

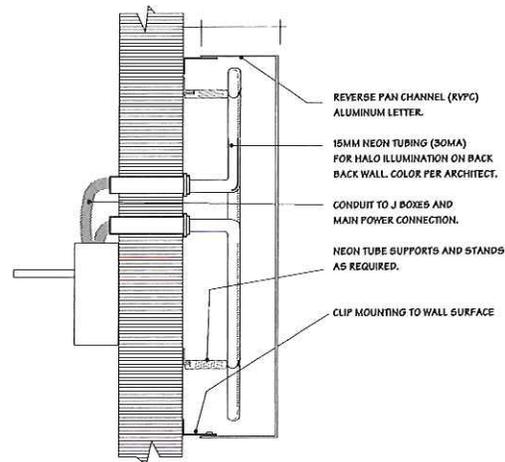
All temporary signs shall be approved by the ACA, and the City of Tempe sign permit department prior to fabrication and installation and must conform to the following criteria:

- **Installation** Ground mounted panels parallel to interior streets and may be perpendicular to street for businesses along Warner Road or Priest Drive.
- **Materials** to be wood or metal (new).
- **Size** shall be a maximum four feet by eight feet during construction and two feet by three feet during the lease-up and marketing periods.
- **Height** for signs may not exceed twelve (12) feet above top of curb.
- **Location** to be no closer than fifteen (15) feet behind sidewalk.
- **Illumination** Non-illuminated.
- **Quantity** One per street frontage.

Typical Illuminated Letter/Numeral Construction



Pan Channel Letter



Reverse Pan Channel Letter

MAIN ENTRY MONUMENT

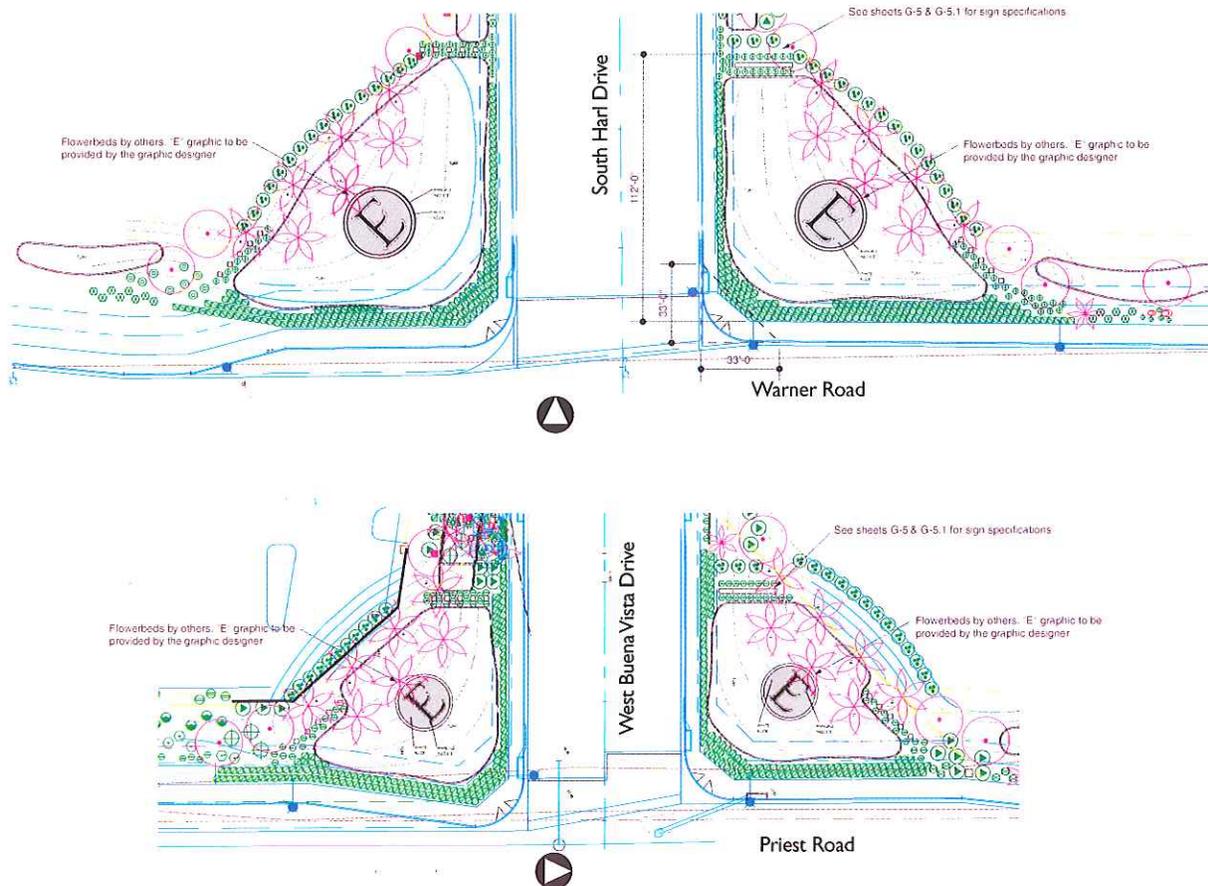
The entry monument signs have been designed to create a sense of entry through a contemporary statement. Illumination will be from landscape ground fixtures which will highlight the lettering as well as the landscaping.

- Maximum area of 24 square feet for signage area.
- Sign letters to be applied to and to be integrated with previously approved project monument walls as illustrated.

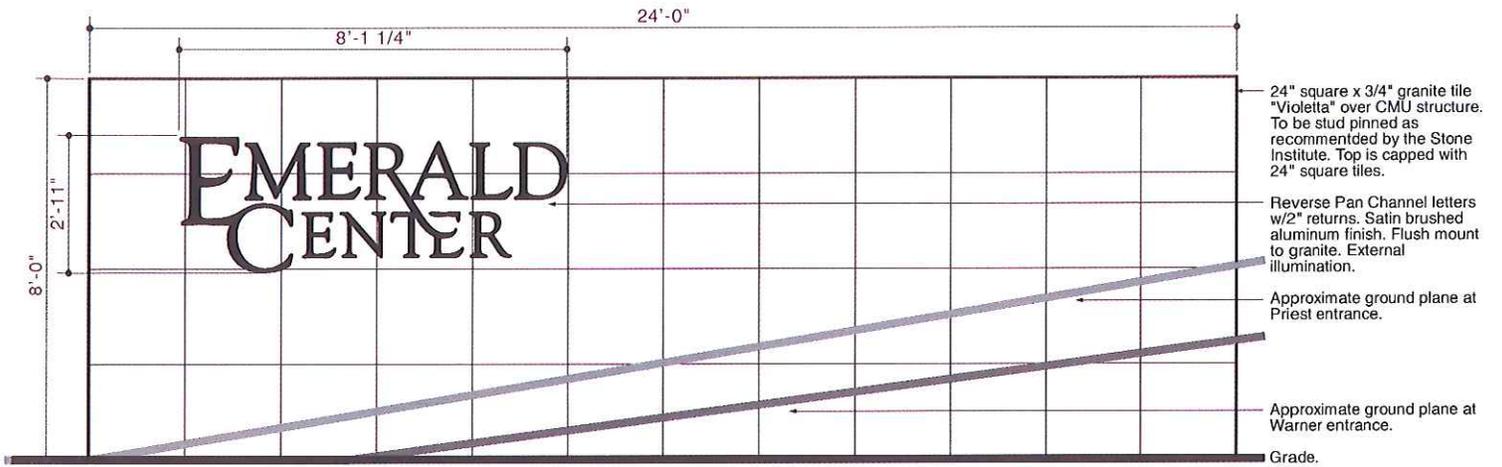
Wall face, top and sides	24' square by 3/4" "Violetta" granite tiles
Wall back	8'x16'x4' Plum Mesa Stone, smooth face

- Lettering to be reverse pan channel aluminum construction, satin brush finish with 2" deep returns.
- Typeface Logo as shown.
- Illumination External illumination. In-ground fixtures, KIM LTV32/WW/100MH120 or similar as approved by the ACA.
- Location Entry monuments will be located at Warner Road and South Harl Drive and Priest Drive and West Buena Vista Drive.

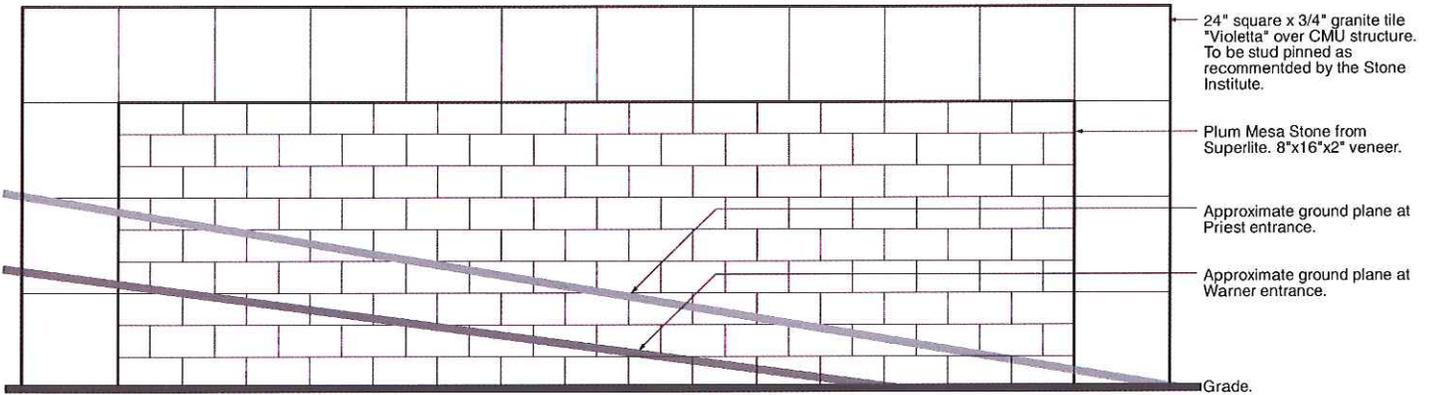
Main Entry Monument Sign Placement



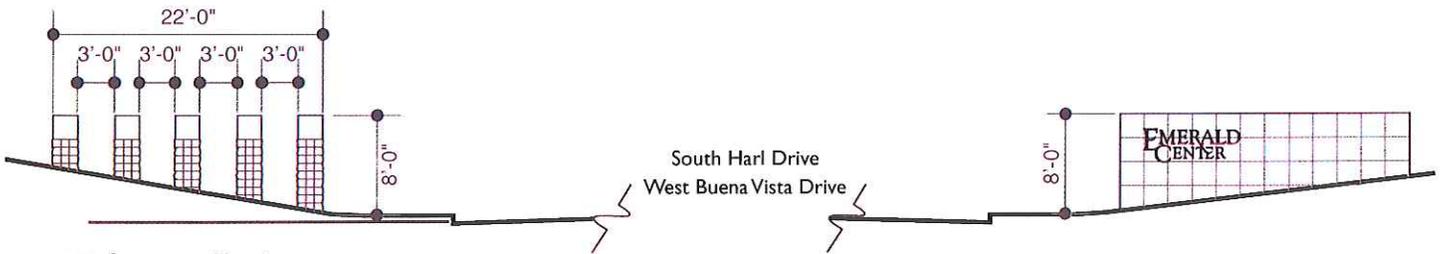
MAIN ENTRY MONUMENT (continued)



① Elevation
Scale: 1/4"=1'-0"



② Back Elevation
Scale: 1/4"=1'-0"



③ Streetscape Elevation
Scale: 1/16"=1'-0"

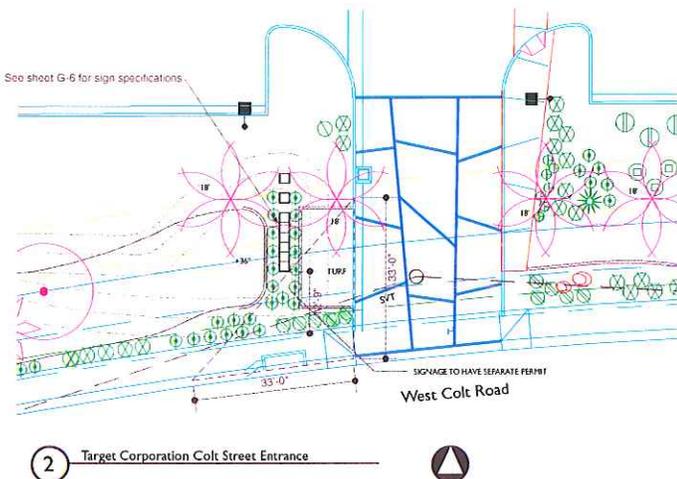
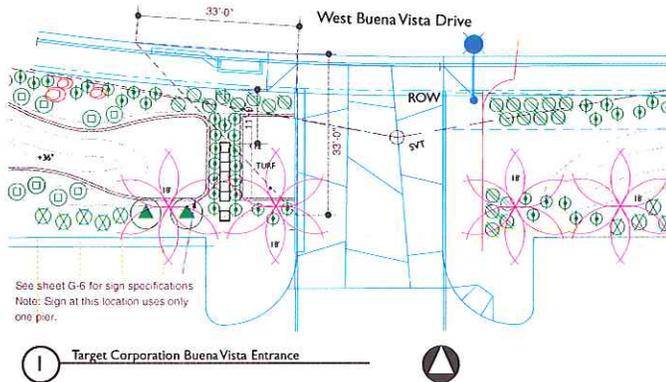
PARCEL ENTRY MONUMENT GROUND SIGNS

Two (2) styles of parcel entry monument ground signs have been designed. The 12'x5' monument has two pylons for an overall length of 20'-0". The 16'x5' monument has one pylon. It also has an overall length of 20'-0". Use of either sign is at the discretion of the parcel developer and the ACA.

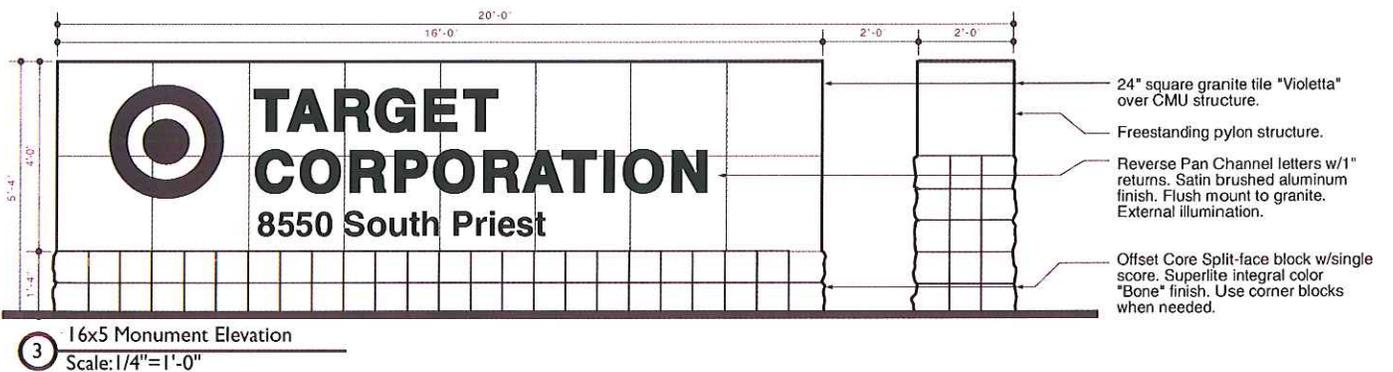
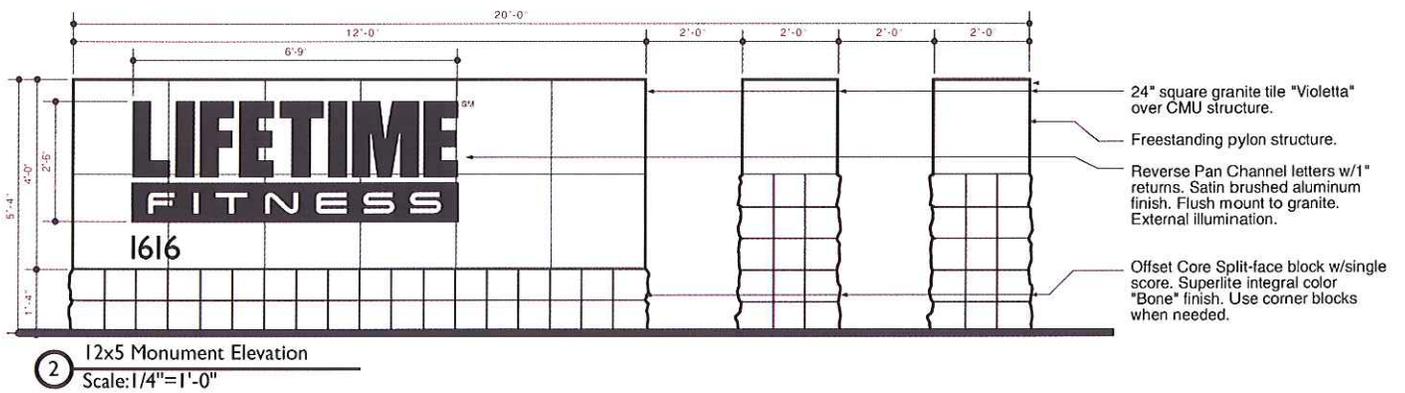
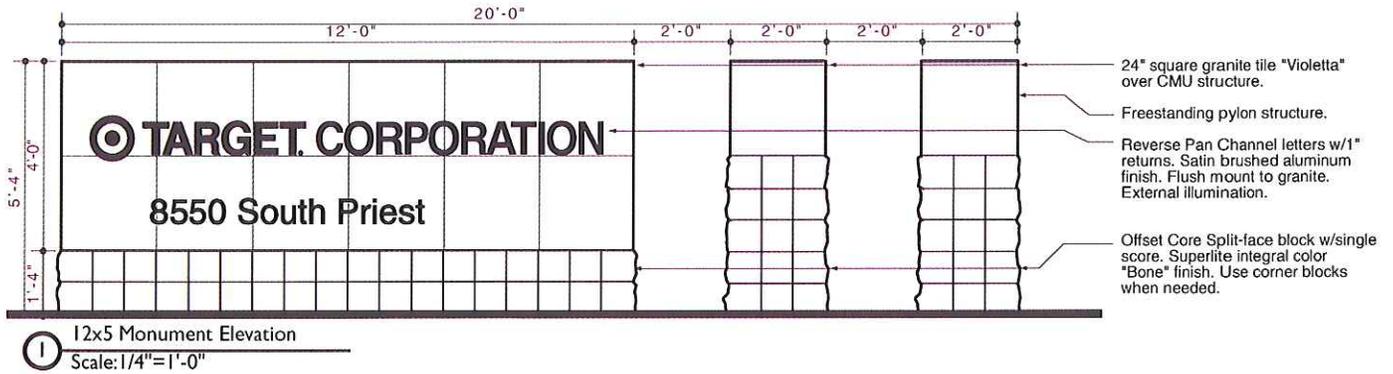
The number of parcels within Emerald Center is not yet fixed. Therefore, the number and location of parcel monument signs shown on the site plan on Page 2 is conceptual. Each parcel will be permitted one (1) double faced ground sign per each street frontage. The signs may identify the name of a multi-tenant building, the name of a sole tenant and/or multi-tenant identification. There shall be listed no more than four (4) tenant names per face on any multi-tenant sign. Signs must conform to the following criteria:

- Multi-tenant monument signs to have maximum area of 36 square feet for signage area, and shall be 5'-4" in height.
- Monument signs are to be integrated with the parcel landscaping as shown.
- All tenant monument signs must include address numerals 6" in height, flat cut out aluminum with satin brush finish, stud mounted to monument faces.
- Materials are to be as noted on pages 8 & 9.
- Locations for monument signs to be perpendicular to the street; conforming to setback requirements; a minimum of 15 feet from driveway curb.
- Illumination is to be external illumination. In-ground fixtures, KIM LTV32/WW/100MH120 or similar as approved by the ACA.
- Parcel entry monumentation signs shall have a maximum area of 24 square feet for signage area, and be 5'-4" in height.

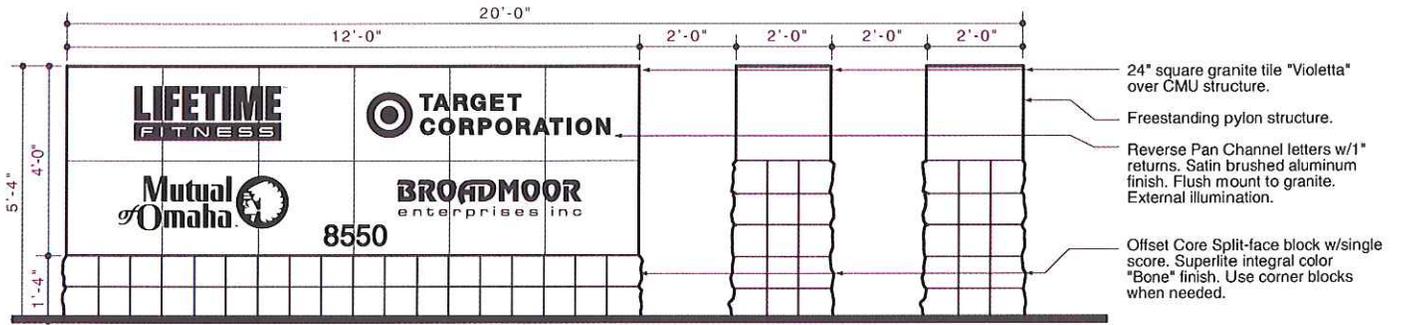
Typical Parcel Entry Monument Sign Placement



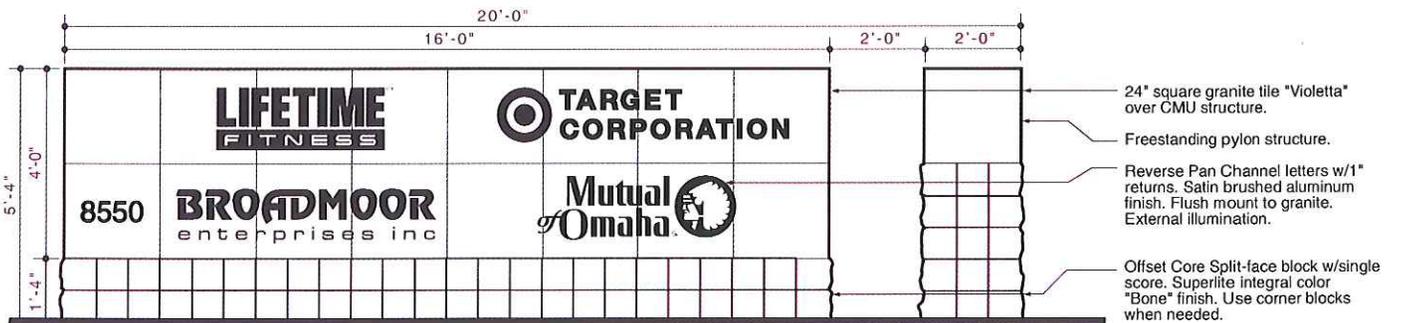
PARCEL ENTRY MONUMENT GROUND SIGNS (continued)
Single Tenant Monuments



PARCEL ENTRY MONUMENT GROUND SIGNS (continued)
Multi-Tenant Monuments



1 12x5 Monument Elevation
 Scale: 1/4" = 1'-0"



2 16x5 Monument Elevation
 Scale: 1/4" = 1'-0"

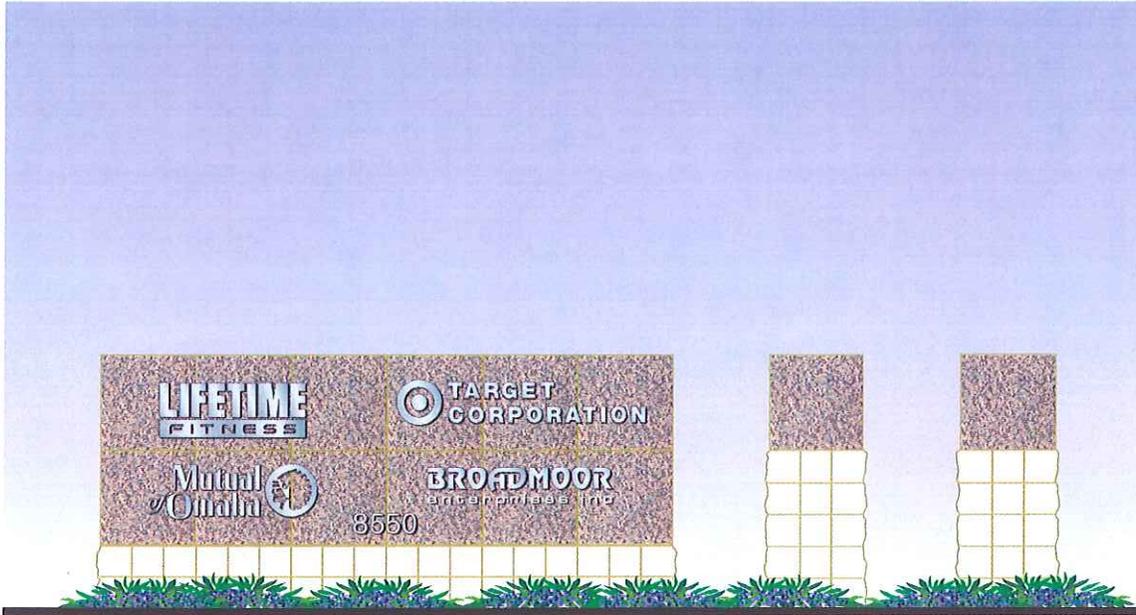
PARCEL ENTRY MONUMENT GROUND SIGNS (continued)
Color Renderings



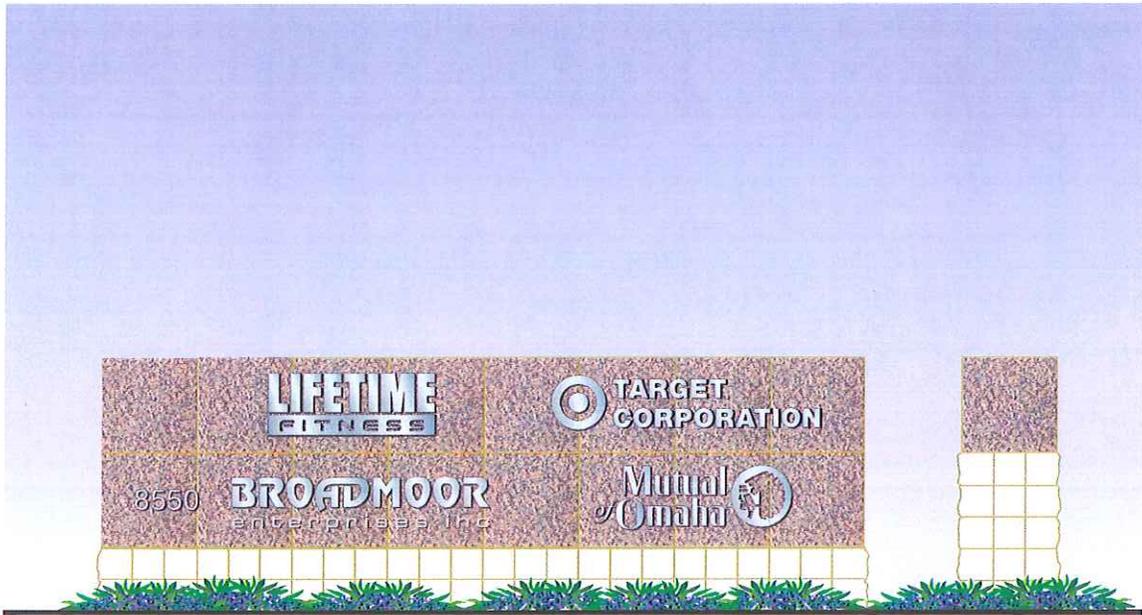
① 12x5 Single-Tenant Monument Rendering
Scale: 1/4"=1'-0"



③ 16x5 Single-Tenant Monument Rendering
Scale: 1/4"=1'-0"

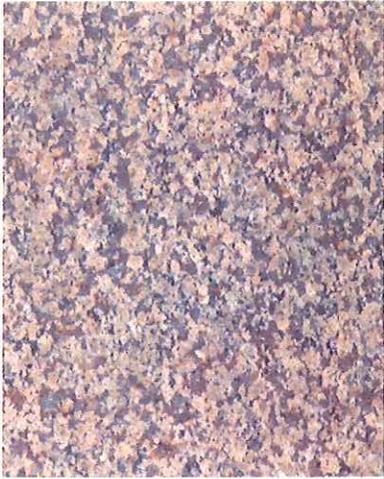


② 12x5 Multi-Tenant Monument Rendering
 Scale: 1/4"=1'-0"



④ 16x5 Multi-Tenant Monument Rendering
 Scale: 1/4"=1'-0"

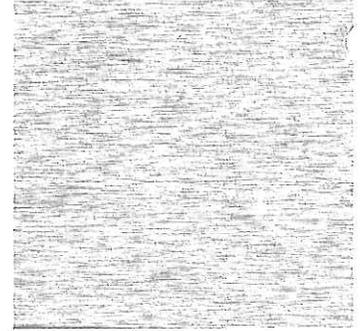
ENTRY & TENANT MONUMENT GROUND SIGN MATERIALS



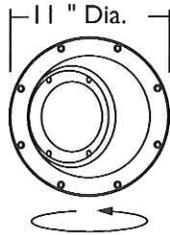
Monument faces, tops, sides
Granite Tile, "Violetta"



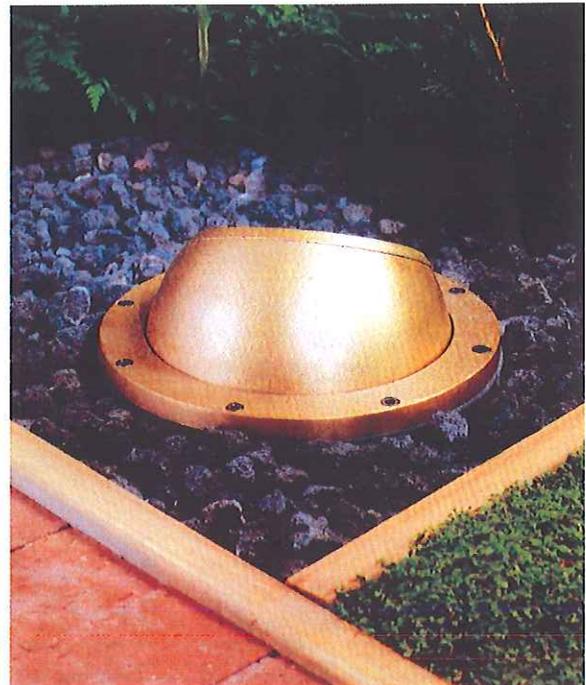
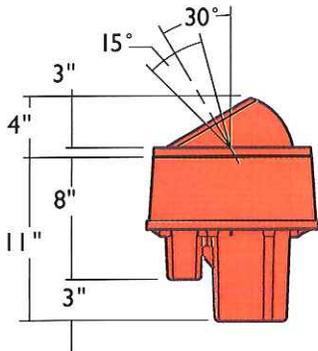
Monument base, backs
Smooth and split-faced CMU,
"Bone"



Logo, logotype and address face
Brushed aluminum



360° Optical Adjustment



**Kim Light LTV32 Series
LTV32/WWW/100MH120
or similar as approved**

WALL SIGNS

Wall-mounted signs will be permitted for buildings within Emerald Center, subject to the following: Single-use buildings and multi-tenant facilities must submit a unified parcel sign program for review and approval by the ACA and the City of Tempe, and must meet the following guidelines:

- **Letter heights** shall not exceed the lesser of 24 inches or 70 percent of the designated sign envelope height.
- **Sign Length** shall not exceed 70 percent of the length of the exterior wall length of the tenant suite.
- **Sign area** shall not exceed 40 square feet. However, if the exterior of the tenant's suite exceeds a length of 40 feet, then the area of the wall sign may be increased at the rate of one square foot of sign area for each lineal foot of exterior wall of the suite in excess of 40 lineal feet, not to exceed a maximum of 80 square feet without approval of the City of Tempe Design Review Board and appropriate variances.
- **Logo height** shall not exceed the lesser of five (5) feet or the height of the designated sign envelope.
- **Quantity** to be not more than one (1) per tenant per building elevation.
- **Locations** shall comply with the designated sign envelopes on the building elevations as approved by the ACA and the City of Tempe Design Review staff or the Design Review Board for any future buildings. The applicant shall designate sign envelopes for approval when the building elevations are submitted for design approval. The number of signs on any building elevation shall be limited to avoid a cluttered or overcrowded appearance, and locations shall be appropriate for sign placement and compatible and in harmony with the architectural elements of the building, as determined by the ACA and the City of Tempe Design Review staff or Design Review Board. Conceptual examples of appropriate sign locations and quantities are illustrated on Pages 12-13. A tenant with no exterior wall facing the street may be identified on a wall sign only if the number of approved sign envelopes for the building is not exceeded.

- **Letters and logos** are to be either internally illuminated pan channel or reverse pan channel letters.
- **Materials and colors** Materials are to be aluminum pan channel and reverse pan channel individual letters and/or logos. Signage for multi-tenant buildings shall be of a uniform material and color, compatible and in harmony with the materials and colors utilized in the building, as approved by the ACA and the City of Tempe Design Review staff or Design Review Board. Tenants of single use buildings may have multiple color logos and logotypes provided they have approval of the aforementioned.
- **Typography** is open
- **Content** shall be limited to the occupant's name and logo

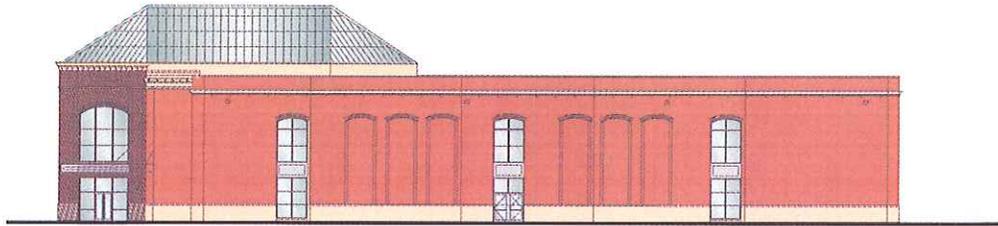
GENERAL REQUIREMENTS-

- No exposed conduit or raceways will be permitted.
- All conductors and transformers shall be concealed.
- Tenants and their sign contractors shall minimize covering, interrupting or otherwise interfering with any decorative detail element of a building.
- All exterior signs, bolts, fasteners and clips shall be of hot-dipped galvanized iron or stainless steel. No black iron materials of any type shall be permitted.
- All penetrations of the building structures required for sign installation shall be neatly sealed and in a watertight condition.
- Holes in the building fascia shall be drilled only. Roto hammers shall not be allowed.
- Building penetrations shall be minimized. Upon removal of any sign, the fascia shall be restored to the texture, color and finish existing prior to the sign installation so that an observer would not notice that a sign had been removed.

352'-0"

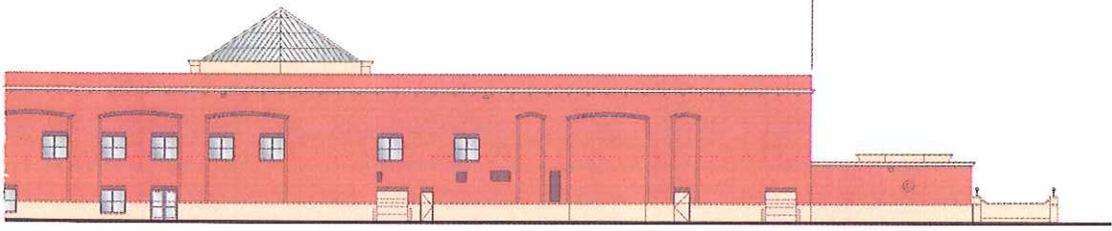
KAL-WALL
SKYLIGHT PANEL

38'-8"
40'-0"
42'-0"
56'-0"

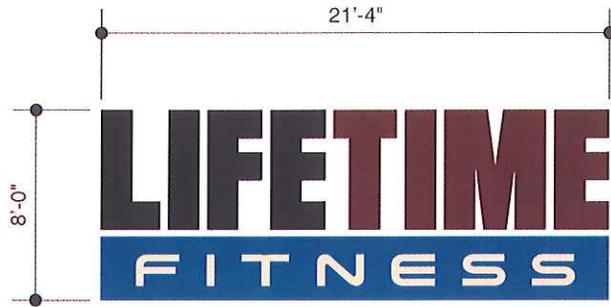


4 East Elevation
Scale: 1"=50'-0"

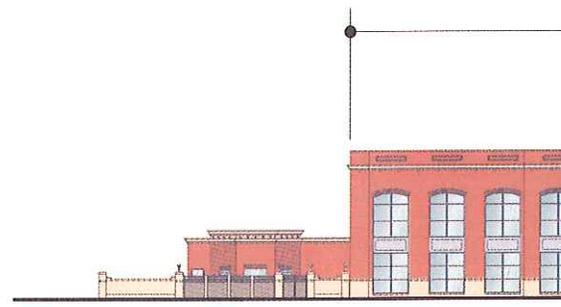
352'-0"



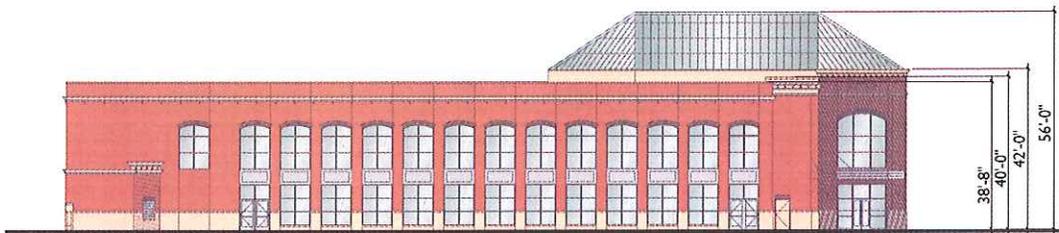
WALL SIGNS (continued)
Conceptual Single Tenant
Sign Placement



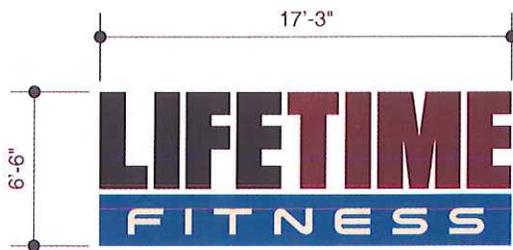
1 South Elevation Wall Sign
 Scale: 1/8"=1'-0"



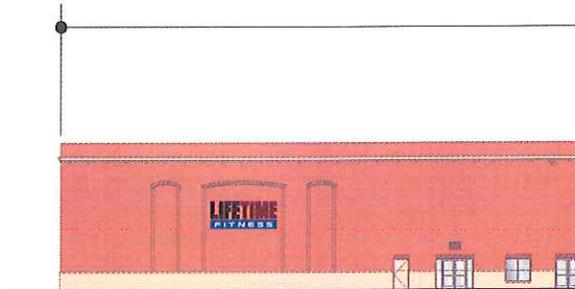
2 South Elevation
 Scale: 1"=50'-0"



3 West Elevation
 Scale: 1"=50'-0"

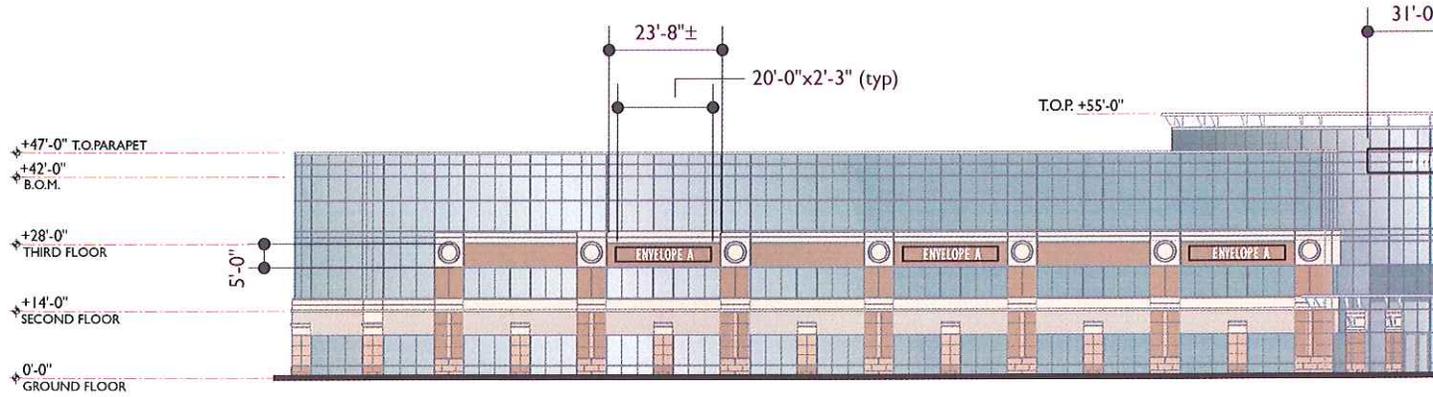


5 North Elevation Wall Sign
 Scale: 1/8"=1'-0"

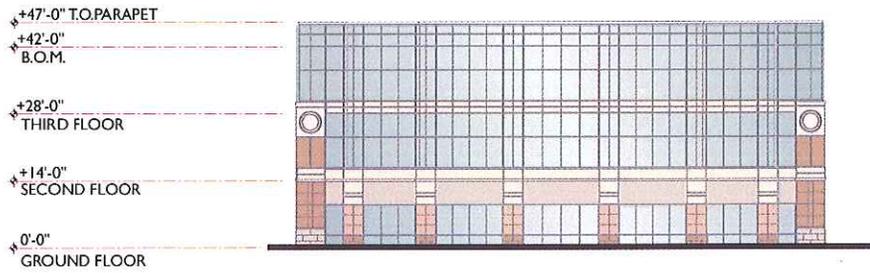


6 North Elevation
 Scale: 1"=50'-0"

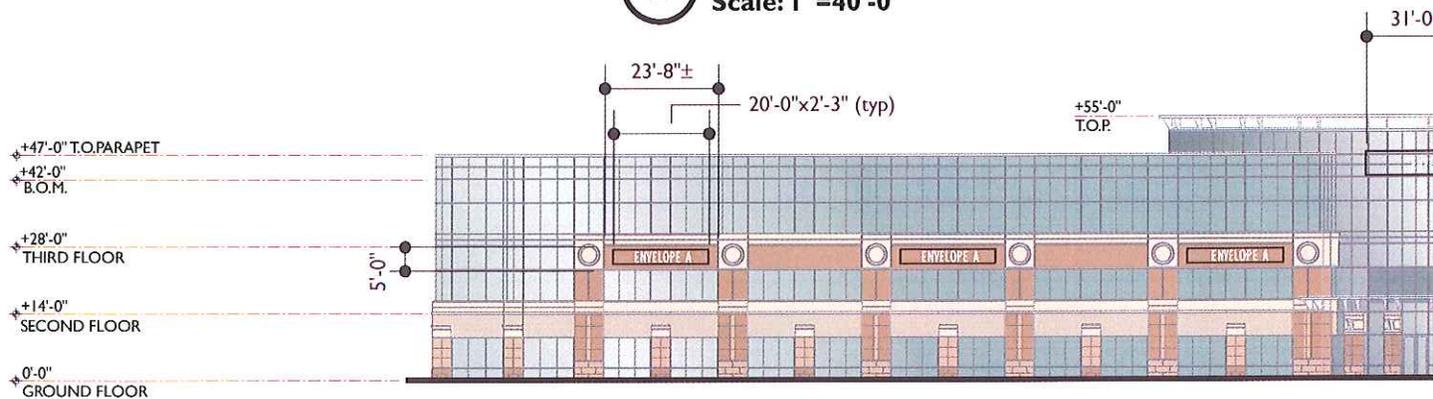
WALL SIGNS (continued)
Conceptual Multi-Tenant
Sign Envelopes



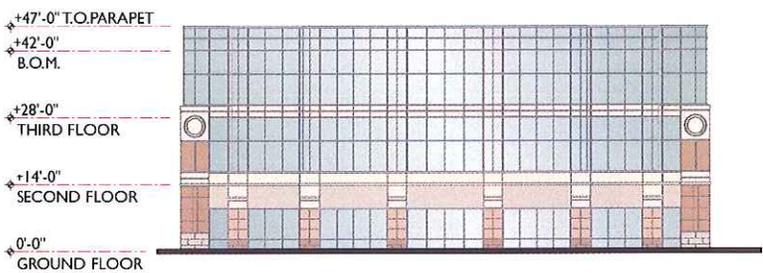
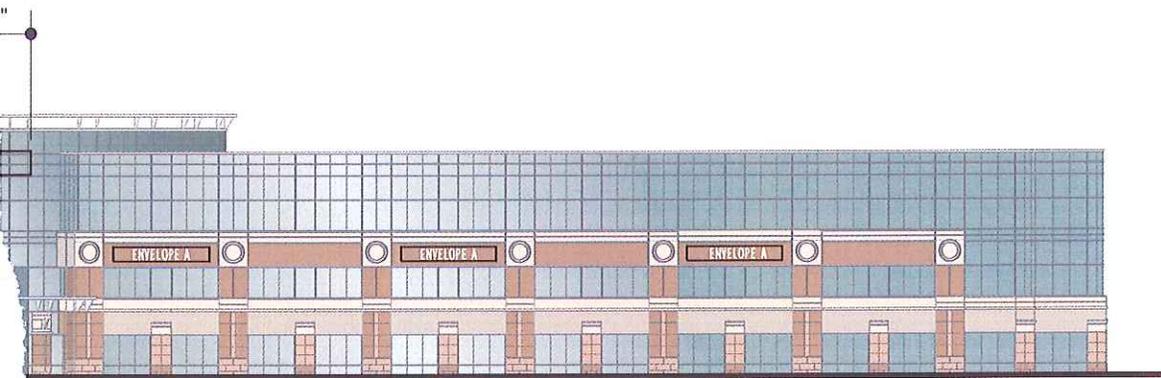
1 North Elevation
 Scale: 1"=40'-0"



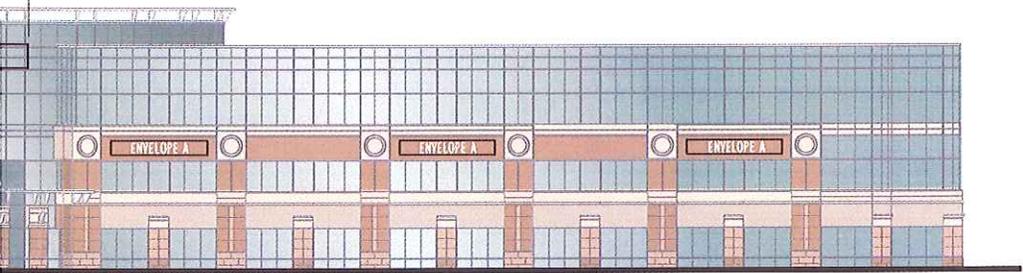
2 East Elevation
 Scale: 1"=40'-0"

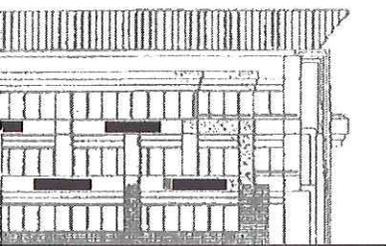
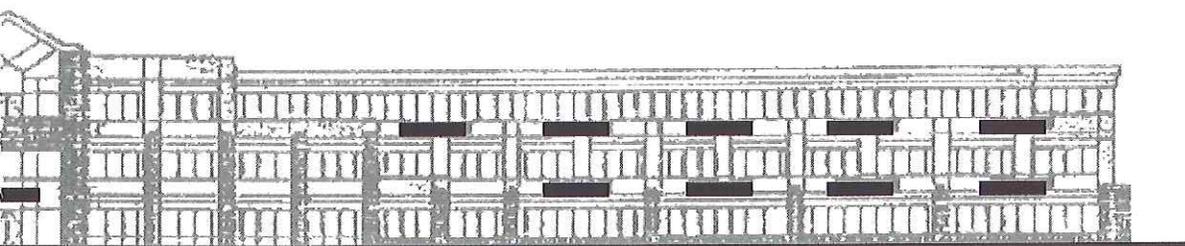
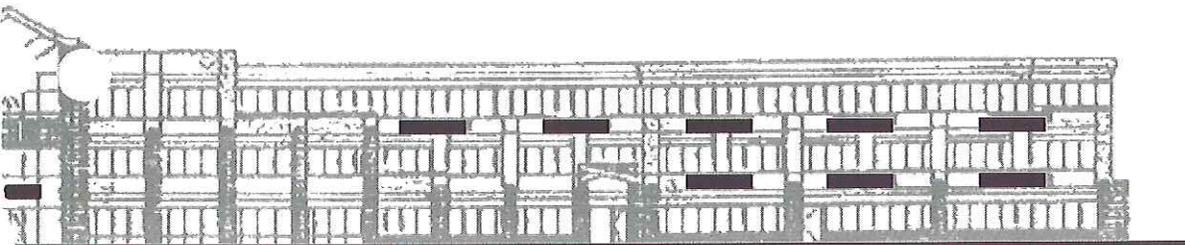


4 South Elevation
 Scale: 1"=40'-0"

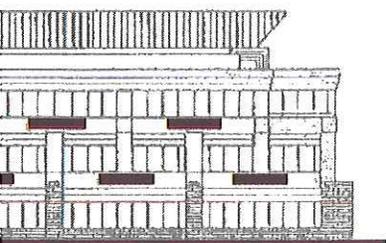


3 West Elevation
Scale: 1"=40'-0"



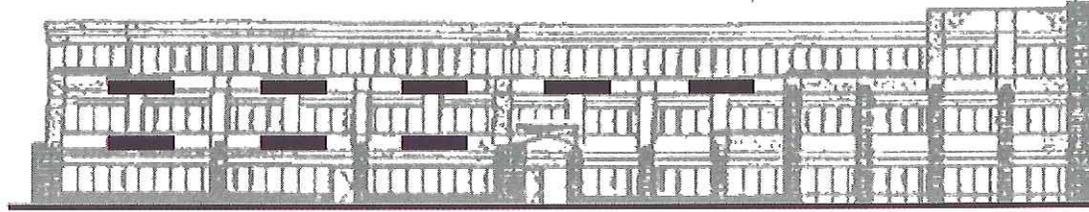


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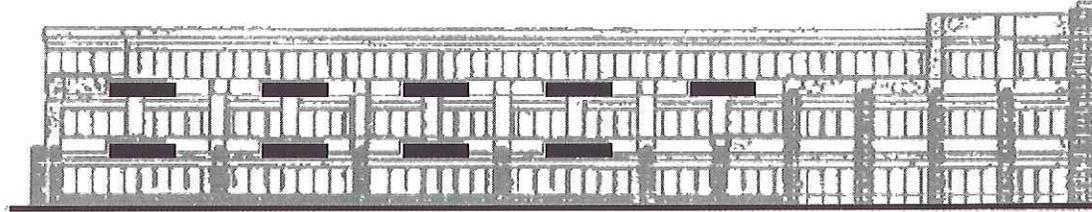


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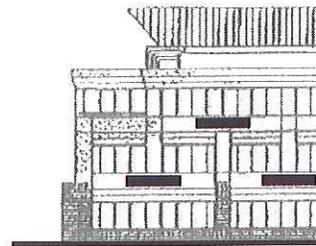
WALL SIGNS (continued)
Conceptual Multi-Tenant
Stacked Sign Envelopes



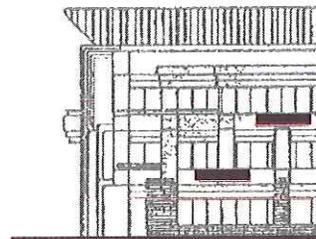
1 Building Front
Scale: NTS



2 Building Back
Scale: NTS



3 Building Side
Scale: NTS



4 Building Side
Scale: NTS

HOTEL SIGNAGE

Hotels may utilize both wall-mounted signs and freestanding identification signs as follows:

The freestanding identification sign must conform to the following criteria. If a hotel is not developed within the center, this sign will not be utilized.

- **Maximum area** 24 square feet for signage area, with a maximum of 5'-4" in height.
- **Sign letters** To be applied to and to be integrated with previously approved project monument walls as illustrated.

Wall face, top and sides	24' square by 3/4" "Violetta" granite tiles
Wall back	8'x16'x4' Plum Mesa Stone, smooth face

- **Sign Standards** Hotel monument signs are to conform to the standards set for Parcel Entry Monuments in size, materials, illumination and placement. See pages 7 and 8 for examples.
- **Placement** Location of the signs are to be perpendicular to the street conforming to setback requirements; a minimum of 15 feet from driveway curb.
- **Illumination** Sign base and cabinet to also be ground illuminated with landscape fixtures, hidden from view.
- **Quantity** One per main entrance.
- **Content** Hotel name, modifier and logo only per owners colors and letterstyle.
- **Address numerals** 6" in height, flat cut out aluminum with

Hotel Wall Signs

- **Illumination** Interior illuminated.
- **Installation** No exposed conduit, raceway or transformers
- **Form** Individual letters or logo of reverse pan channels or pan channel construction.
- **Materials** Fabricated metal and acrylic channel letters.
- **Size** Letter height shall not exceed 30 inches; sign area not to exceed 80 square feet per face.
- **Content** Hotel name and logo.
- **Typography and Color** Per Occupancy/Owner's trademarked or service marked corporate identity standards or as approved by the ACA.

Front Door/Entry Signage

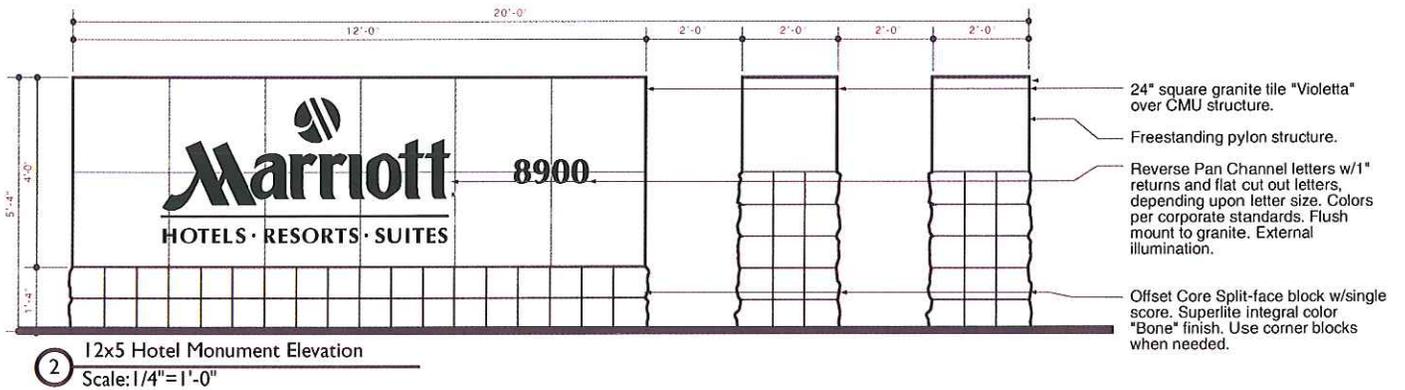
- **Size** Letter height shall not exceed 30 inches; sign area not to exceed 80 square feet per face.
- **Location** Compatible with building architecture, emphasizing main entrance.
- **Number per building** One at front entrance.

Freeway and Arterial Street Signs

- **Height** Not more than 24 feet from the grade of the nearest public sidewalk.
- **Location** Compatible with building architecture.
- **Number per building** One per street frontage.



① 12x5 Hotel Monument Rendering
Scale: 1/4" = 1'-0"



Retail, Future Parcels

Each retail parcel will be allowed one freestanding multi-tenant monument for each street frontage. This portion of the project shall be brought before Design Review Board for approval at the time any signs are actually required. Building signage will be allowed, as follows:

- **Multi-tenant monument signs** are to conform to the standards set for Parcel Entry Monuments in size, materials, illumination and placement. See pages 7 and 9 for examples.

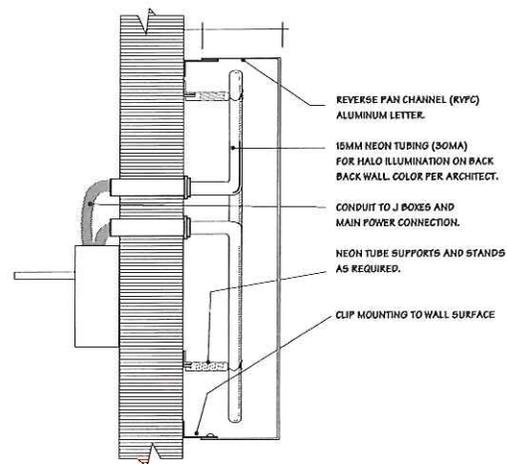
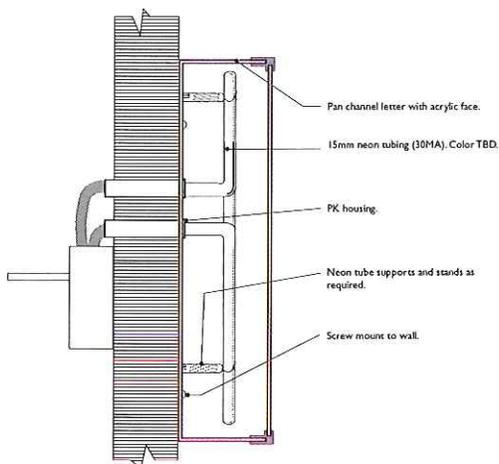
Retail signs may identify the Owner or tenants of the building and must conform to the following criteria:

- **Sign Area** shall not exceed 40 square feet. However, if the exterior of the tenant's suite exceeds a length of 40 feet, then the area of the wall sign may be increased at the rate of one square foot of sign area for each lineal foot of exterior wall of the suite in excess of 40 lineal feet, not to exceed a maximum of 80 square feet.
- **Letter height** is not to exceed 70 percent of the designated sign envelope allowed for the tenants leased frontage.
- **Sign Length** shall not exceed more than 70 percent of the length of the exterior wall length of the tenants' leased frontage. Sign length and height to be proportional with the locations proposed.
- **Logo Height** shall not exceed the lesser of five (5) feet or

the height of the designated sign envelope.

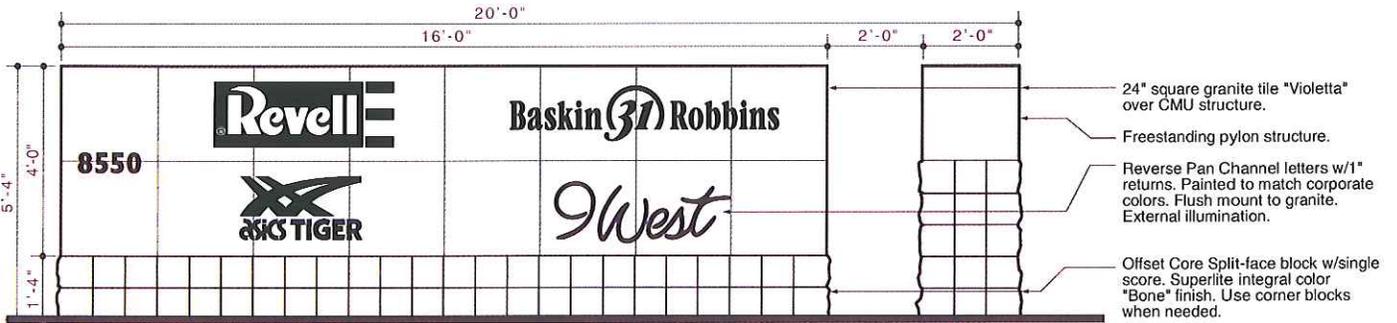
- **Quantity** Not more than one (1) sign per tenant per street front.
- **Location** Limited to suite frontage on building elevations facing the street, and the sign envelopes approved for such elevations by the ACA and the City of Tempe Design Review staff or the Design Review Board.
- **Illumination** Internal backlit
- **Materials and color** Reverse pan channel or pan channel individual letters and/or logos. Returns to be painted pursuant to color approval of the ACA. Colors are open to match corporate color standards. A palette of no more than three (3) colors will be created for tenants that do not have corporate color standards. This palette will be determined upon design of the buildings and must be approved by the ACA and the Design Review Board.
- **Content** Occupant name and logo or nature of business.
- **Typography** open
- **Illumination** internal

Typical Illuminated Letter/Numeral Construction





① 16x5 Monument Rendering
Scale: 1/4" = 1'-0"



② 16x5 Monument Elevation
Scale: 1/4" = 1'-0"

Introduction

EMERALD CENTER signage has been developed to create an integrated graphic system that will provide standards for individual business identification and the Emerald Center identification.

Along with architecture and landscaping, signage and graphics for Emerald Center integrate the overall theme of the center through the promotion of the project through consistent use of the logo, materials, and quality of construction. The signage program provides information and directionals to users and visitors in the development.

This package was approved by the City of Tempe Design Review Board on October 4, 2000. The following stipulations were added by the Board:

- 1 All proposals for building-mounted signs for individual projects, if any, will have to be approved by the Design Review Board prior to obtaining sign permits.
- 2 All temporary signs and address signs must be submitted to the Sign Section for staff approval in accordance with Zoning Ordinance requirements.
- 3 Obtain variances to allow individual freestanding parcel and multi-tenant signage.
- 4 All freestanding signs shall maintain a minimum separation of at least sixty (60) feet.
- 5 Obtain sign permits prior to installation of any signs.



PARCEL ENTRY MONUMENT GROUND SIGNS

Two (2) styles of parcel entry monument ground signs have been designed. The 12'x5' monument has two pylons for an overall length of 20'-0". The 16'x5' monument has one pylon. It also has an overall length of 20'-0". Use of either sign is at the discretion of the parcel developer and the ACA.

The number of parcels within Emerald Center is not yet fixed. Therefore, the number and location of parcel monument signs shown on the site plan on Page 2 is conceptual. Each parcel will be permitted one (1) double faced ground sign per each street frontage. The signs may identify the name of a multi-tenant building, the name of a sole tenant and/or multi-tenant identification. There shall be listed no more than four (4) tenant names per face on any multi-tenant sign *subject to the approval of variances to allow freestanding multi-tenant signs in this zoning district.* Signs must conform to the following criteria:

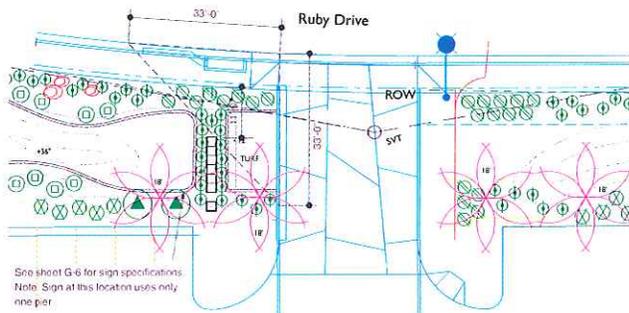
- Individual, freestanding parcel signage and multi-tenant signage to be limited to the 5'x12' design concept, with the 5'x16' design concept allowed in no more than 50% of the freestanding parcel signs, except with the prior approval of the Design Review Board.
- Parcel entry monumentation signs shall have a maximum area

of 24 square feet for signage area, and be 5'-4" in height.

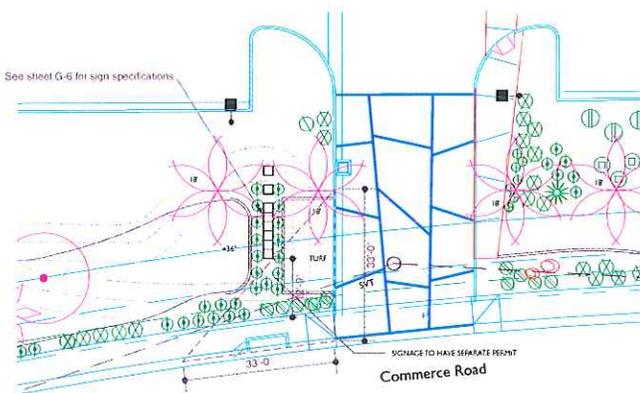
- Multi-tenant monument signs to have maximum area of 36 square feet for signage area, and shall be 5'-4" in height.
- Monument signs are to be integrated with the parcel landscaping as shown.
- All tenant monument signs must include address numerals 6" in height, flat cut out aluminum with satin brush finish, stud mounted to monument faces.
- Materials are to be as noted on pages 8 & 9.
- Locations for monument signs to be perpendicular to the street; conforming to setback requirements; a minimum of 15 feet from driveway curb, and a minimum of sixty (60) feet between other freestanding signs.
- Illumination is to be external illumination. In-ground fixtures, KIM LTV32/WW/100MH120 or similar as approved by the ACA.

Italics indicate changes or additions per the DRB, October 4, 2000.

Typical Parcel Entry Monument Sign Placement



1 Target Corporation Ruby Entrance



2 Target Corporation Commerce Drive Entrance

HOTEL SIGNAGE

Hotels may utilize both wall-mounted signs and freestanding identification signs as follows:

The freestanding identification sign must conform to the following criteria. If a hotel is not developed within the center, this sign will not be utilized.

- **Maximum area** 24 square feet for signage area, with a maximum of 8'-0" in height.
- **Sign letters** To be applied to and to be integrated with previously approved project monument walls as illustrated.

Wall face, top and sides	24' square by 3/4" "Violetta" granite tiles
Wall back	8'x16'x4' Plum Mesa Stone, smooth face

- **Sign Standards** Hotel monument signs are to conform to the standards set for Parcel Entry Monuments in size, materials, illumination and placement. See pages 7 and 8 for examples.
- **Placement** Location of the signs are to be perpendicular to the street conforming to setback requirements; a minimum of 15 feet from driveway curb.
- **Illumination** Sign base and cabinet to also be ground illuminated with landscape fixtures, hidden from view.
- **Quantity** *Maximum of two (2) total, to be located only at potential main entrances.*
- **Content** Hotel name, modifier and logo only per owners colors and letterstyle.

Hotel Wall Signs

- **Illumination** Interior illuminated.
- **Installation** No exposed conduit, raceway or transformers
- **Form** Individual letters or logo of reverse pan channels or pan channel construction.
- **Materials** Fabricated metal and acrylic channel letters.
- **Size** Letter height shall not exceed 30 inches; sign area not to exceed 80 square feet per face.
- **Content** Hotel name and logo.
- **Typography and Color** Per Occupancy/Owner's trademarked or service marked corporate identity standards or as approved by the ACA.

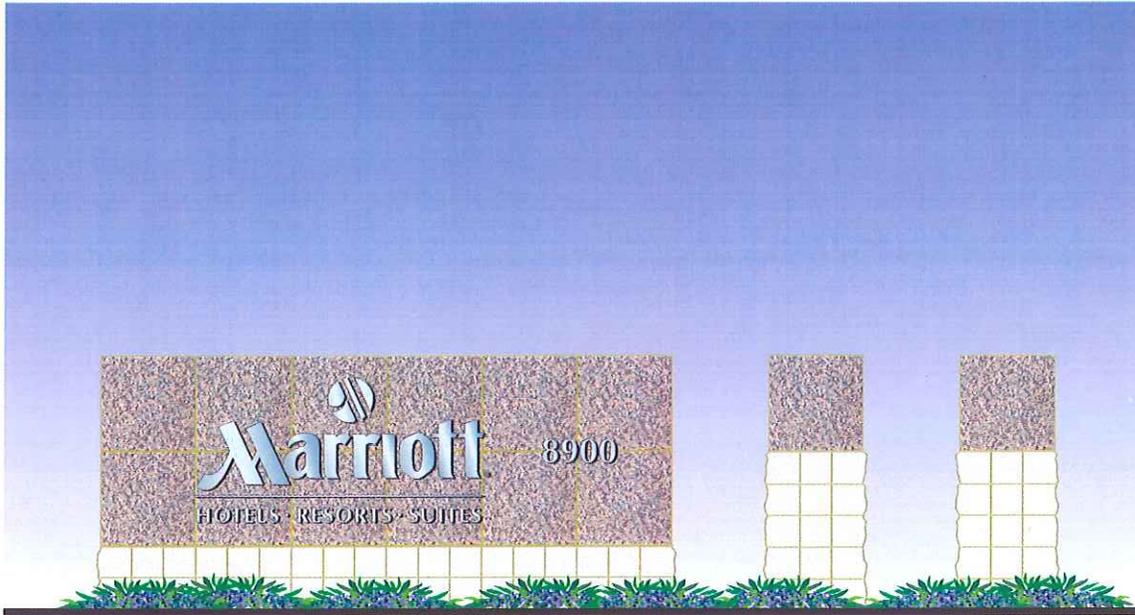
Front Door/Entry Signage

- **Size** Letter height shall not exceed 30 inches; sign area not to exceed 80 square feet per face.
- **Location** Compatible with building architecture, emphasizing main entrance.
- **Number per building** One at front entrance.

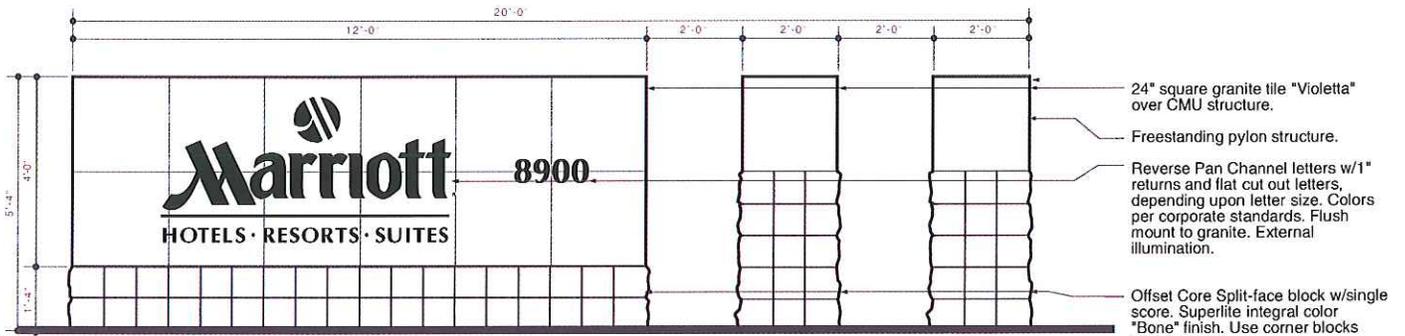
Freeway and Arterial Street Signs

- **Height** Not more than 8'-0" from the grade of the nearest public sidewalk.
- **Location** *Arterial street signs to be located only at potential main entrances. Freeway signs to be allowed only with hotel property located adjacent to freeway frontage.*

Italics indicate changes or additions per the DRB, October 4, 2000.



① 12x5 Hotel Monument Rendering
Scale: 1/4"=1'-0"



② 12x5 Hotel Monument Elevation
Scale: 1/4"=1'-0"

Retail, Future Parcels

Each retail parcel will be allowed one freestanding multi-tenant monument for each street frontage. This portion of the project shall be brought before Design Review Board for approval at the time any signs are actually required. Building signage will be allowed, as follows:

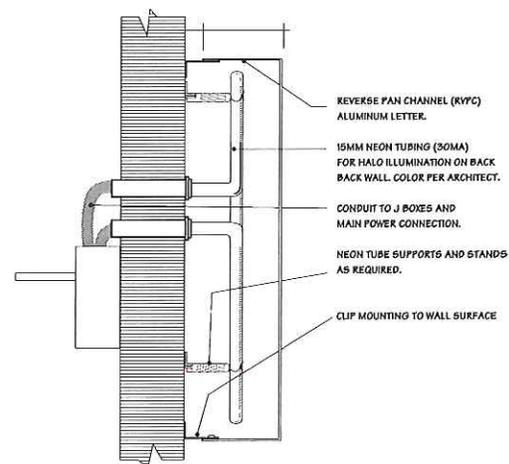
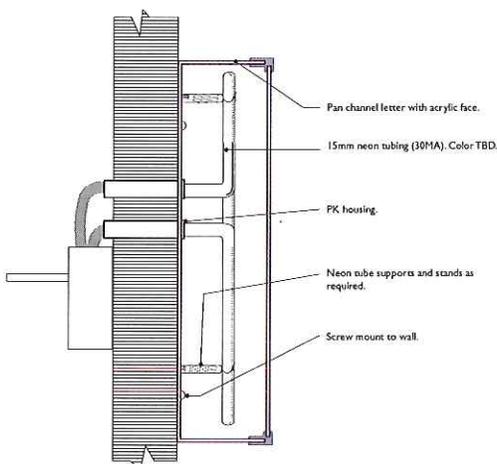
Retail signs may identify the Owner or tenants of the building and must conform to the following criteria:

- **Sign Area** shall not exceed 40 square feet. However, if the exterior of the tenant's suite exceeds a length of 40 feet, then the area of the wall sign may be increased at the rate of one square foot of sign area for each lineal foot of exterior wall of the suite in excess of 40 lineal feet, not to exceed a maximum of 80 square feet.
- **Letter height** is not to exceed 70 percent of the designated sign envelope allowed for the tenants leased frontage.
- **Sign Length** shall not exceed more than 70 percent of the length of the exterior wall length of the tenants' leased frontage. Sign length and height to be proportional with the locations proposed.
- **Logo Height** shall not exceed the lesser of five (5) feet or the height of the designated sign envelope.

- **Quantity** Not more than one (1) sign per tenant per street front.
- **Location** Limited to suite frontage on building elevations facing the street, and the sign envelopes approved for such elevations by the ACA and the City of Tempe Design Review staff or the Design Review Board.
- **Illumination** Internal backlit
- **Materials and color** Reverse pan channel or pan channel individual letters and/or logos. Returns to be painted pursuant to color approval of the ACA. *A palette of no more than two (2) colors will be permitted.* This palette will be determined upon design of the buildings and must be approved by the ACA and the Design Review Board.
- **Content** Occupant name and logo or nature of business.
- **Typography** open
- **Illumination** internal

Italics indicate changes or additions per the DRB, October 4, 2000.

Typical Illuminated Letter/Numeral Construction



Traffic Directional Signage

Traffic directional signs along the perimeter of the project shall have a consistent look and design to help tie the project together;

No advertising shall be used in the graphic schedules. Only general directional copy shall be used.

The Emerald project logo will be used on each element in a size proportional to the sign face as shown.

Use of regulatory signs on custom directional bases shall meet DOT and MUTCD standards for safety.

Directional

- **Maximum area** Two (2) square feet for directional signage area with a height of 3'-0" for traffic directionals.

Regulatory

- **Lettering** To be first surface applied reflective white vinyl.
Typeface ITC Gill Sans Bold and Gill Sans Bold Condensed.
- **Materials** Aluminum panels and tubing.
- **Illumination** None.
- **Locations** To be as required for safe traffic direction on site and around the project roads specifically at driveway entrances,

**Staff
Summary
Report**



To: Design Review Board
Through: Development Services Director

Agenda Item Number: . 0 .
Meeting Date: 00/00/00

SUBJECT: DRB00281

EMERALD CENTER

(Sign package)
8585 South Harl Avenue
I-1/I-2, Light Industrial/General Industrial Districts
and Southwest Overlay District)

APPLICANT: Jim Bolek/JRC Design

OWNER: Thomas & Patricia Tait / Starlight Investments, LLC

HISTORY: 1978. City Council approved the rezoning from AG, Agricultural District to I-1, Light Industrial District and I-2, General Industrial District for 154,3 acres, including the subject site.

November 4, 1999. Design Review Board approved the building elevations, site plan and landscape plan for DHC Western Guest Credit Operations.

January 19, 2000. Design Review Board approved the request by DHC – Western Guest Credit Center for building elevations for Parking Structure One.

February 10, 2000. City Council approved a Final Subdivision plat for Emerald Corporate Center.

August 2, 2000. Design Review Board approved the request by Emerald Corporate Center for building elevations, site plan and landscape plan.

COMMENTS: The applicant requests approval for a sign package that will provide for the following;

Project Name: Emerald Center

Project Address: 8585 S. Harl Avenue

Type: Internally illuminated pan channel, or reverse pan channel letters.

Illumination: Not specified.

Material: Aluminum. Signage for multi-tenant buildings shall be of a uniform material and color, compatible and in harmony with the materials and colors utilized in the building. Channelume or Paintlok letters will not be allowed.

Letter style: Open.

Logo: Shall not exceed the lesser of five (5) feet or the height of the designated sign envelope.

DATE

Color: Color and material shall be compatible and in harmony with the materials and colors utilized in the building.

Size restriction: Letter heights shall not exceed the lesser of 24" or 70% of the designated sign envelope height.

Main Entry Monument: Two (2) freestanding externally illuminated freestanding center identification signs to be located at the intersections of S. Hardy Drive and Warner Road, and W. Buena Vista and Priest Drives. Each sign will measure 2.9' x 8.1' (23.49 s.f.) and utilize individual reverse pan channel letters having a satin-brushed aluminum finish. Each sign will be installed at a height of eight (8) feet.

Parcel Entry Monument Ground Signs: Two (2) styles of signs are proposed. These configurations measure 5' x 12' (60 s.f.) and 5' x 16' (80 s.f.) respectively. The applicant proposes to provide for one (1) freestanding sign per street frontage for each parcel. All such signs will utilize individual reverse pan channel letters with satin-brushed aluminum finish. Each sign will be externally illuminated by ground mounted light fixtures. Each sign shall be installed at a height of 5'4".

It is proposed that such signs may identify the name of a multi-tenant building, the name of a sole tenant and/or multi-tenant identification. There shall be listed no more than four (4) tenant names per face on any multi-tenant sign. Multi-tenant signs to have a maximum area of 36 s.f.

Note: The applicant's request includes provisions for; temporary, address, retail, hotel, and conceptual building mounted signage. Temporary and address signage are not subject to Design Review Board approval, hence, it is not appropriate or constructive to address these sign types at this time. Temporary signage is controlled by the provisions of the Zoning Ordinance. Address signage is controlled by CEPTD. Likewise, it would be a pointless exercise to attempt to address conceptual retail, hotel, and building signage apart from the actual building designs, hence, we will not address these issues at this time.

Staff is supportive of the applicant's proposed main entry signage. We are also supportive of the concept of providing individual freestanding signs for each individual parcel. The applicant should note that such signs will require individual variances to allow them in this zoning district.

We do not support the idea of providing two (2) different design options for the proposed individual freestanding parcel signs. We believe that the 5' x 20' design concept is too large and overpowering for the streetscape environment. We recommend that all freestanding signs in the center, with the exception of the proposed main entry signs, utilize the 5' x 12' configuration. We believe that it is important that all freestanding signs share the same design and utilize the same materials in order to present a theme that will be unique to this center.

DATE

Staff does not support the concept of utilizing freestanding multi-tenant signage for this project. In the case of multi-tenant buildings, we believe that the freestanding signs should identify the name of the building for the benefit of all building tenants, rather than for the benefit of a few of the larger building tenants. We do not support the applicant's proposal to allow any freestanding sign to exceed 24 s.f. in area.

We recommend that all freestanding signs be uniform with respect to design. We recommend that freestanding multi-tenant signs be deleted. We recommend that all future building mounted signage return to the Board at such time that each individual building design is set, thus allowing the review of potential sign envelopes in relation to building/sign design.

RECOMMENDATION: Approval of main entry and individual freestanding individual parcel signage, subject to the following conditions. Continuance of all building mounted signage. Referral of all temporary signage to the Sign Section for staff approval in accordance with Zoning Ordinance requirements. Referral of all address signage to CEPTD for staff approval in accordance with CEPTD requirements.

1. Obtain variances to allow individual freestanding parcel signage.
2. All individual, freestanding parcel signage to be limited to the 5' x 12' design concept.
3. All freestanding signs shall maintain a minimum separation of at least sixty (60) feet.
4. Delete all proposed freestanding multi-tenant signage.
5. Obtain sign permits prior to installation of signs.

In the event that the Board chose to approve the applicant's request we recommend that the following conditions of approval apply;

1. Obtain variances to allow individual freestanding parcel signage.
2. Obtain variances to allow freestanding multi-tenant signs in these Zoning Districts.
3. All freestanding signs shall maintain a minimum separation of at least sixty (60) feet.
4. Obtain sign permits prior to installation of signs.

DATE

5. All temporary signage shall conform to the provisions of the Zoning Ordinance.
6. All address signage shall conform to all CEPTD requirements.

The following issues exist with that portion of the sign package pertaining to future building mounted signage;

- Staff will not support building mounted signage for individual tenants. We will support building mounted signage for single occupant buildings if the proposed signage is sensitive to building design, materials and color.
- Staff will not support building mounted tenant identification signage placed over glass.
- Staff will not support a sign package concept that is not specific with respect to sign type, color, and materials. We recommend that any future building signage utilize individual reverse pan channel, flush mounted, letters with halo illumination being an option.

Staff Summary Report



Council Meeting Date: 10/20/05

Agenda Item Number: 43

SUBJECT: Request approval of Resolution No. 2005.63 approving amendment number one to the Emerald Center Development Agreement with Tait Development, Inc., Emerald Center, L.L.C., IKEA, Property, Inc., and DSS2, L.L.C. for Emerald Center at Warner Road and Interstate 10.

DOCUMENT NAME: 20051020cdcm01 **DEVELOPMENT PROJECT (0406)**

SUPPORTING DOCS: Yes

COMMENTS: The original development agreement did not include Lots 3 (Target Corporation) and 6 (Lifetime Fitness) of Emerald Center. The amendment would allow the sign benefits and Uses allowed in the original agreement to extend to Lots 3 and 6. In addition, the agreement would allow Emerald Center to have three multi-tenant monument signs along the Warner Road street frontage. Each sign would be twenty five feet high by twelve feet wide with eight to ten tenant panels per side.

PREPARED BY: Chris Messer, Principal Planner (Ext, 8562)

REVIEWED BY: Chris Salomone, Community Development Director (Ext. 8294)

LEGAL REVIEW BY: Marlene Pontrelli, City Attorney (Ext, 8120)

FISCAL NOTE: None

RECOMMENDATION: Staff recommends approval of the first amendment to the Emerald Center Development Agreement.

ADDITIONAL INFO:

RESOLUTION NO. 2005.63

**A RESOLUTION OF THE MAYOR AND CITY COUNCIL
OF THE CITY OF TEMPE, ARIZONA, AUTHORIZING
THE MAYOR TO EXECUTE DEVELOPMENT
AGREEMENT WITH TAIT DEVELOPMENT, INC.,
EMERALD CENTER, L.L.C., IKEA PROPERTY INC.,
AND DSS2 L.L.C. FOR THE FIRST AMENDMENT TO
THE EMERALD CENTER DEVELOPMENT
AGREEMENT.**

WHEREAS, Developer and City entered into the Agreement (Document Number C2003-145) on July 17, 2003. This Agreement facilitated development on the Property located within the Master Plan known as Emerald Center, which was more particularly described and depicted on Exhibit A to the Agreement which covered Lot 1, 2, 4 and 5 of the Final Plat of the Emerald. The Agreement called for the construction and the operation of facilities for commercial and employment uses (the "**Project**") according to the Master Plan which was attached to the Agreement as Exhibit B. Since the execution of the Agreement, development of the Project on the Property has proceeded according to the terms of the Master Plan; and

WHEREAS, the 102 acres of real property covered in the Agreement as the Property included Lots 1, 2, 4 and 5 of the Final Plat of the Emerald. The Agreement did not extend to Lots 3 and 6 of the Final Plat of the Emerald, but these two lots are a part of the overall master planned development of 139 acres known as the Emerald Center at the northwest corner of Warner Road and Priest Drive. These two parcels were not included within the definition of the Property under the Agreement because they had already been sold and developed by others. Lot 3 is owned by the Target Corporation and has been developed for a regional office complex for Target Corporation. Lot 6 is owned by Life Time Fitness and has been developed with a fitness center; and

WHEREAS, the City and the Developer would like to amend the Agreement to allow certain signage benefits under the Master Plan to extend to Lots 3 and 6 of Emerald Center and to confirm that the expanded use list for R.C.C. zoning under the Master Plan shall apply to Lot 2 upon completion of the rezoning process for Lot 2 and allow for additional monument signage for the Center;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, as follows:

That the Mayor is authorized to execute Amendment Number One to the Emerald Center

Development Agreement.

**PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF
TEMPE, ARIZONA, this _____ day of _____, 2005.**

MAYOR

ATTEST:

CITY CLERK

APPROVED AS TO FORM:

CITY ATTORNEY

WHEN RECORDED RETURN TO:

City Clerk
City of Tempe
31 East 5th Street
Tempe, AZ 85281

CITY OF TEMPE
EMERALD CENTER DEVELOPMENT AGREEMENT
AMENDMENT NUMBER ONE
(Warner Road and I-10)

Document Number _____

THIS AMENDMENT NUMBER ONE to the AGREEMENT (Document Number C2003-145) is entered into as the _____ day of _____, 2005, by and between TAIT DEVELOPMENT, INC., an Arizona corporation ("**Developer**") and the CITY OF TEMPE, an Arizona municipal corporation (the "**City**").

RECITALS

- A. Developer and City entered into the Agreement (Document Number C2003-145) on July 17, 2003. This Agreement facilitated development on the Property located within the Master Plan known as Emerald Center, which was more particularly described and depicted on Exhibit A to the Agreement which covered Lot 1, 2, 4 and 5 of the Final Plat of the Emerald. The Agreement called for the construction and the operation of facilities for commercial and employment uses (the "**Project**") according to the Master Plan which was attached to the Agreement as Exhibit B. Since the execution of the Agreement, development of the Project on the Property has proceeded according to the terms of the Master Plan.
- B. Although the legal description of the Property included Lot 2 of the Emerald, said lot was not rezoned to Regional Commercial Center District ("**R.C.C.**") along with Lots 1, 4 and 5. Lot 2 retained its original zoning of I-2. Developer has now determined that Lot 2 of the Emerald should be rezoned to R.C.C. consistent with the zoning for Lots 1, 4 and 5. This action to rezone Lot 2 has been submitted to the City and is being brought forward to the City Council through the normal zoning review process.
- C. The 102 acres of real property covered in the Agreement as the Property included Lots 1, 2, 4 and 5 of the Final Plat of the Emerald. The Agreement did not extend to Lots 3 and 6 of the Final Plat of the Emerald, but these two lots are a part of the overall master planned development of 139 acres known as the Emerald Center at the northwest corner of Warner Road and Priest Drive. These two parcels were not included within the definition of the Property under the Agreement because they had already

been sold and developed by others. Lot 3 is owned by the Target Corporation and has been developed for a regional office complex for Target Corporation. Lot 6 is owned by Life Time Fitness and has been developed with a fitness center.

- D. The City and the Developer would like to amend the Agreement to allow certain additional signage benefits under the Master Plan, to extend such signage benefits to Lots 3 and 6 of Emerald Center as outlined below and to confirm that the expanded use list for R.C.C. zoning under the Master Plan shall apply to Lot 2 upon completion of the rezoning process for Lot 2.

AGREEMENTS

NOW, THEREFORE, the parties agree in this Amendment Number One (“Amendment”) as follows:

1. Recitals. The recitals set forth above are acknowledged by the parties to be true and correct and are incorporated herein by this reference.
2. Exhibits. The documents referenced in this Amendment are those attached to and made a part of the original Agreement. The original legal description and map attached to the Agreement as Exhibit A is modified under this Amendment to acknowledge that Lot 1 has since been subdivided into Lots 1A, 1B and 1C. Lot 1A is now owned by IKEA Property, Inc. and Lot 1C is now owned by DSS2, L.L.C.

<u>Exhibit Designation</u>	<u>Description</u>
A	Legal Description and Map of the Property for Lot 1A, Lot 1B, Lot 1C, Lot 2, Lot 4, and Lot 5. Lots 3 and 6 are not part of the legal description but receive additional signage opportunities through this Amendment.
B	Elevation and Plan View of the Multi-Tenant Identification Monument Signs.

3. Signage Amendments to Master Plan. Exhibit B to the Agreement known as the Master Plan is hereby amended as to the Signage provision as follows:

- (a) The two highway advertising signs allowed under the Master Plan beside Interstate Highway 10 (“I-10”) shall (in addition to the rights conferred under the Agreement) also permit signage identification for Lots 3 and 6 with approval from the Developer. Any signage to identify the users on Lots 3 and 6 on the highway

advertising signs shall be consistent with the Comprehensive Sign Plan for the Emerald Center as it may be amended.

- (b) Three (3) multi-tenant identification monument signs (“Monument Signs”) shall be permitted on Warner Road. Each Monument Sign shall be permitted to be 25 feet high by 12 feet wide, double sided, with eight tenant panels per side, two of which may be split in half to allow two additional tenants to be identified for a total of 10 tenants per side. The conceptual elevation and plan view for these Monument Signs is attached as Exhibit B.
- (c) The two signage modifications set forth above are approved as Amendments to the Signage Element of the Emerald Center Master Plan originally attached to the Agreement as Exhibit B.

4. Use List for R.C.C. Under the implementation paragraph of the Master Plan (Exhibit B to the Agreement), the parties confirm that the extended use list for R.C.C. zoning shall apply to Lot 2 when that lot has been rezoned to R.C.C. as approved by the City Council.

5. Enforceability of Agreement. Except as modified by this Amendment, all other provisions of the Agreement shall remain in full force and effect as originally executed and are applicable to the Property, including the limited and specifically identified signage benefits extended to Lots 3 and 6 of the Final Plat of the Emerald upon written approval from Developer. Except for the signage element, no other portions of the Agreement or this Amendment shall apply to Lots 3 and 6. No other provision of the Agreement is being amended by this Amendment except as specifically identified herein.

6. Change in ownership of Lot 1A and 1C. Since the execution of the Agreement on July 17, 2003, Lot 1A has now been purchased by IKEA Property, Inc. Lot 1C has been purchased by DSS2, L.L.C. Emerald Center, L.L.C. is still the record owner of the balance of the Lots in the Property (i.e. Lots 1B, 1C, 2, 4 and 5). Consequently, IKEA Property, Inc. and DSS2, L.L.C. have been added as part of the Owners signature blocks below.

IN WITNESS HEREOF, the parties have executed this Amendment Number One to the Agreement on the date first above written.

CITY:

CITY OF TEMPE, an Arizona municipal corporation

By: _____
Hugh Hallman, Mayor

ATTEST:

Kathy Matz, City Clerk

APPROVED AS TO FORM:

City Attorney

DEVELOPER:

TAIT DEVELOPMENT, INC., an Arizona corporation

By: _____
Its: _____

OWNERS:

EMERALD CENTER, L.L.C., an Arizona limited liability company

By: _____
Its: _____

IKEA PROPERTY, INC., a Delaware Corporation

By: _____
Its: _____

DSS2, L.L.C., an Arizona limited liability company

By: _____
Its: _____

State of Arizona)
) ss.
County of Maricopa)

SUBSCRIBED AND SWORN to before me this ____ day of _____, 2005,
by _____, the _____ of TAIT
DEVELOPMENT, INC., an Arizona corporation, for and on behalf thereof.

My Commission Expires:

Notary Public

State of Arizona)
) ss.
County of Maricopa)

SUBSCRIBED AND SWORN to before me this ____ day of _____, 2005,
by _____, the _____ of EMERALD
CENTER, L.L.C., a limited liability company, for and on behalf thereof.

My Commission Expires:

Notary Public

State of _____)
) ss.
County of _____)

SUBSCRIBED AND SWORN to before me this ____ day of _____, 2005,
by _____, the _____ of IKEA, a Delaware
corporation, by _____, the _____ of
IKEA, _____, for an on behalf thereof.

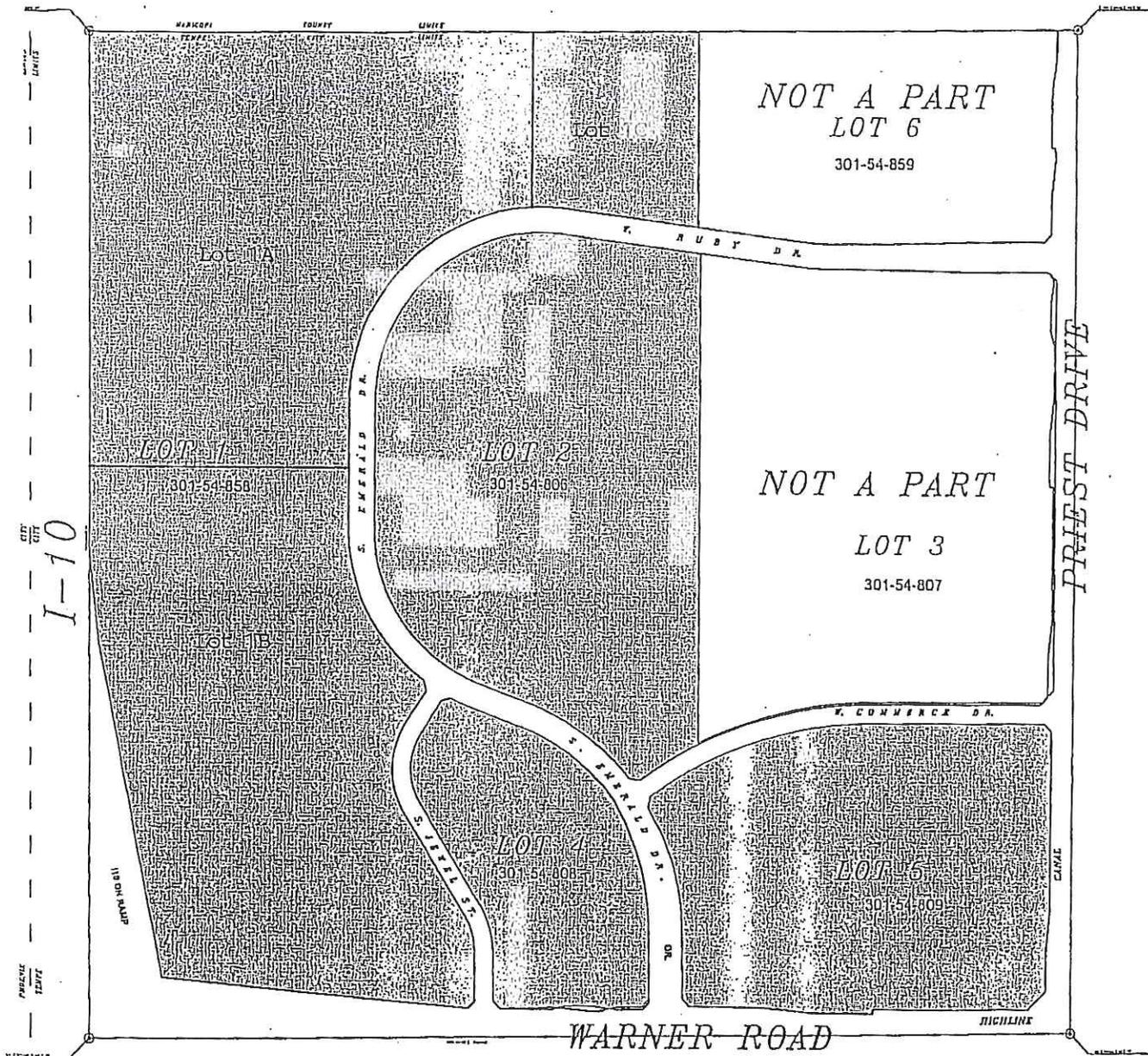
My Commission Expires:

Notary Public

State of Arizona)
) ss.
County of Maricopa)

SUBSCRIBED AND SWORN to before me this ____ day of _____, 2005,
By _____, the _____ of DSS2, L.L.C., an
Arizona limited liability company, by _____, the _____ of
DSS2, L.L.C. , _____ for and on behalf of.

My Commission Expires:

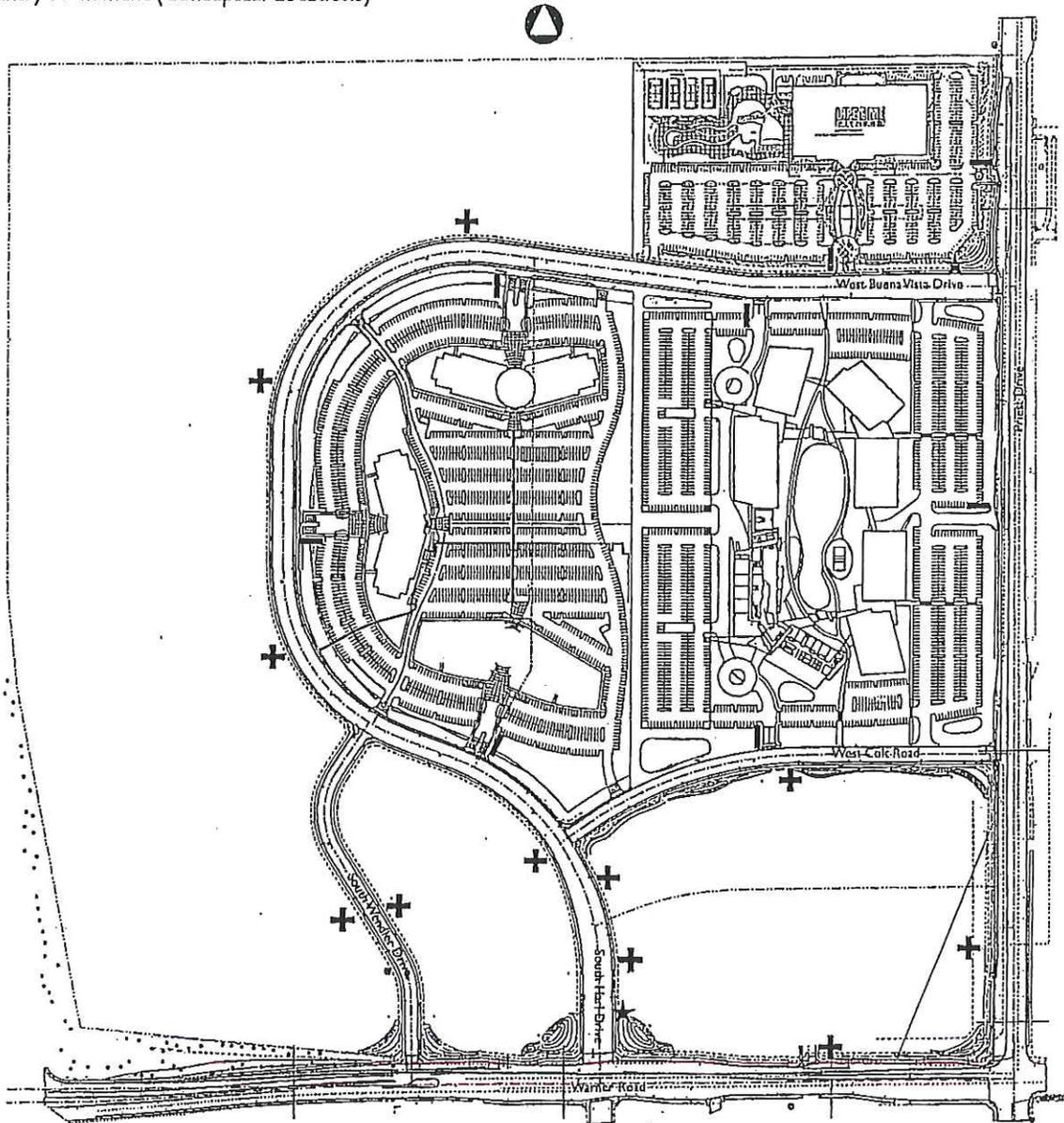


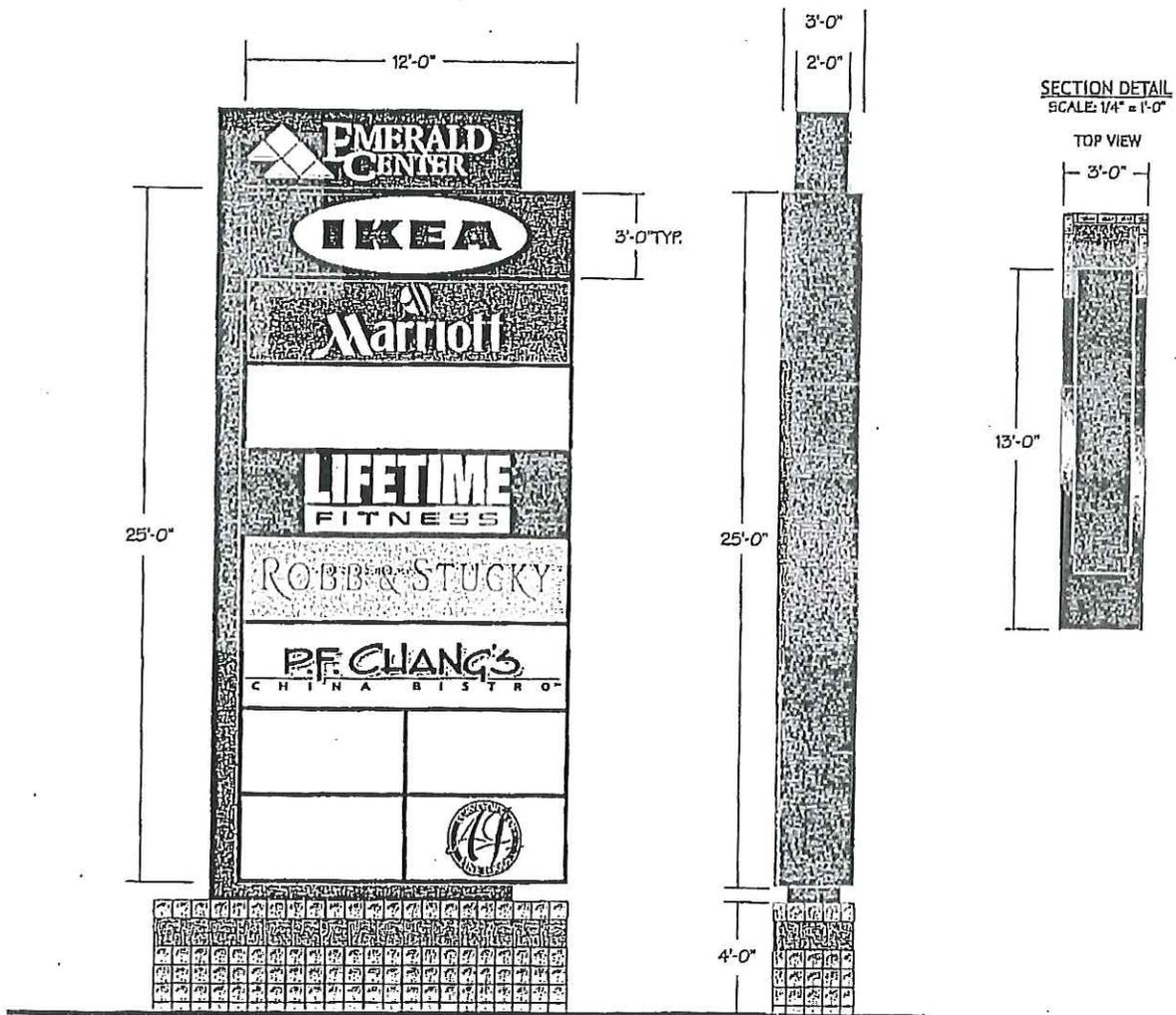
EMERALD CENTER
PROPERTY



Emerald Center Site Plan

- ★ Main Entry Monument
- | Parcel Entry Monument (Actual)
- + Parcel Entry Monument (Conceptual Locations)





PYLON SIGN
SCALE: 1/4" = 1'-0"

FABRICATE & INSTALL (3) ILLUMINATED PYLON SIGNS.
STANDARD ALUMINUM CONSTRUCTION.
LEXAN FACES WITH 1ST SURFACE TRANSLUCENT VINYL.
HO 800MA FLOURESCENT LAMPS FOR ILLUMINATION.
STRUCTURE COLOR : "FRAZEE" 7616N ULTRA GREEN

****ABOVE TENANT COPY IS CONCEPTUAL ONLY**

(480) 350-8331

February 9, 2004 **FEBRUARY 20, 2004**

MODIFIED

Dane Christensen
Christy Sign Company
1825 South Black Canyon Hwy
Phoenix, AZ 85009

RE: Emerald Center – Freeway Sign
*One (1) Freestanding Multi-Tenant
Business Sign*
2110 West Ikea Way
DRB04010 / DS040014

Dear Mr. Christensen:

The Development Services Department Design Review Board Staff has approved your request for the following signage:

- a. One (1) 24'-x-61.67' (1480.08 s.f.) **1300 s.f.** internally illuminated freestanding multi-tenant business sign. It will be 69'-8" tall and will be located within the parking lot of the IKEA Development. The sign structure will be constructed of steel and aluminum. A sign base will utilize split face masonry block and slate as an accent material. Five (5) business tenant panels will be stacked vertically with the center identification, "Emerald Center", located at the top of the structure. Each of the tenant panels will be constructed of a high durability Panaflex material that will be open to color. **The bottom panel will have the ability to divide into four (4) individual panels.** A green aluminum cabinet will support and frame each of the business panels. Vertical metal accent tubing, appearing similar to scaffolding, will climb the side of the sign. It will be enclosed with plex that is colored "Coke Bottle" green. This area will be illuminated from inside of the cabinet through a diffuser, producing a halo-like glow throughout the vertical chamber. **(Modified by Staff)**

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 Development Services Department Building Safety Division for structural and electrical review before a sign permit may be issued. This Design Review Board staff approval is valid for one (1) year or the Design Review approval will lapse.

Approved, subject to the following conditions:

1. A sign permit, and structural approval must be obtained from the Development Services Department **by February 9, 2005** or Design Review approval will expire.
2. **All Panaflex tenant panels shall have a background color other than white and shall have a light reflectance value of 75% or less.** All Panaflex tenant panels shall be of a color other than white and have a reflectance value of utilize the same background color. Logo's or Sign Copy applied on top of the panels shall be open to any color. The Background color shall be neutral and complimentary to sign structure, and shall be approved by staff prior to the issuance of sign permits. **(Modified by Staff)**

3. No neon illumination shall be exposed. Provide details of all neon locations.
4. Obtain sign permits prior to installation of any sign panels.
5. **Approval is granted for the sign and dimensions shown on the facsimile document submitted on February 20, 2004. (Added by Staff)**

In order to contest any conditions of this approval, you must request (in writing) to be placed on a Design Review Board agenda.

Should you need additional information, please contact me at (480) 350-8441.

Sincerely,

Jeff Tamulevich
Planner II
Development Services Department

Development Services
Department
(480) 350-8331

October 5, 2000

Jim Bolek
JRC Design
6320 East Thomas Road
Scottsdale, AZ 85251

RE: **DRB00281 - EMERALD CENTER**

Dear Mr. Bolek:

At its meeting of October 4, 2000 the Design Review Board approved the sign package, including main entry and individual freestanding/multi-tenant signage, for **EMERALD CENTER** located at 8550 South Priest Drive in the I-1, Light Industrial District, I-2, General Industrial District, and Southwest Overlay District subject to the following conditions:

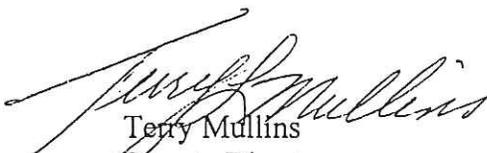
1. All proposals for building-mounted signs for individual projects, if any, will have to be approved by the Design Review Board prior to obtaining sign permits.
2. All temporary signs and address signs must be submitted to the Sign Section for staff approval in accordance with Zoning Ordinance requirements.
3. Obtain variances to allow individual freestanding parcel and multi-tenant signage.
4. Individual, freestanding parcel signage and multi-tenant signage to be limited to the 5' x 12' design concept, with the 5' x 16' design concept allowed in no more than 50% of the freestanding parcel signs, except with the prior approval of the Design Review Board.
5. All freestanding signs shall maintain a minimum separation of at least sixty (60) feet.

6. Freestanding multi-tenant signs shall be limited to the display of no more than four (4) tenant names, subject to approval of variances to allow freestanding multi-tenant signs in this zoning district.
7. Delete conceptual building-mounted sign envelopes depicted on page 15 of the proposed sign package.
8. Obtain sign permits prior to installation of any signs.
9. Retail future parcels' signs shall be modified as follows:
 - a) delete criteria reference to multi-tenant signs;
 - b) maximum of two colors available for future tenants.
10. Hotel signage to be amended as follows:
 - a) modify "quantity" to maximum of two total, to be located only at potential main entrances;
 - b) freeway and arterial signs' heights shall be a maximum of 8 feet; freeway sign only with hotel located adjacent to freeway frontage; maximum one sign located at the main hotel entrance

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 above. This Design Review approval is valid for one (1) year. In the event you desire to appeal the conditions of approval, you must submit an appeal letter to the Tempe City Clerk within fourteen (14) calendar days of the above hearing date. Identify the condition(s) upon which you are basing your appeal. A fee of \$300.00 payable to the Tempe Development Services Department is then required prior to scheduling for City Council action.

Your construction plans must still be submitted to and approved by the Development Services Department before a sign permit may be issued. For information regarding sign permit submittal requirements, please contact Randy White, at 350-8331.

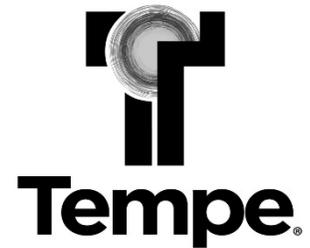
Sincerely,



Terry Mullins
Deputy Director

TM/dg

City of Tempe
Community Development Department
Planning Division
Mail Stop 01-7
PO Box 5002
Tempe, AZ 85280-5002
www.tempe.gov



August 5, 2019

Dane Christensen
Christy Signs
1825 South Black Canyon Highway
Phoenix, Arizona 85009
dane@christysigns.com

RE: Emerald Center
Sign Package Criteria Modification
8738 South Emerald Drive
DS190880 / PL190190 / DPR190104

Dear Mr. Christensen:

The Community Development Department staff has approved the request for a comprehensive sign package modification for Emerald Center located at 8738 South Emerald Drive in the Regional Commercial Center Zoning District (RCC).

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 package approval allows for a modification to the existing sign criteria to include specifications for the building on lot number four (4).
2. The signs will consist of internally illuminated pan channel letters, halo lit reverse pan channel letters or dual lit pan channel letters. The signs will be mounted on an aluminum mounting bar or flush mounted to the building with a 2" deep backer pan.
3. The backer pan shall follow the contour of the letters and be painted to match the building color.
4. Signs installed on the mounting bar shall contain one (1) line of copy only.
5. The face color shall be open, with duranodic bronze trim cap and returns.
6. Stamped engineering calculations and special inspection certificate shall be provided as part of the sign permit application.
7. Any sign proposal that does not conform to the sign package criteria shall require approval through the Development Plan Review process prior to permits being issued.
8. No exposed conduit, boxes, etc. allowed

9. This approval shall become effective upon the issuance of the next sign permit for the center. Otherwise, this approval shall expire on **August 5, 2020**.

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 can have the case heard before the Development Review Commission. A written request must be forwarded to staff, to have the application placed on the next available agenda.

Sincerely,

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

Dean Miller
Planner II

DM/bn

Copy: file

EMERALD CENTER

**PARCEL 4
8738 S. EMERALD DRIVE
TEMPE, ARIZONA**

**COMPREHENSIVE SIGN PROGRAM
REVISED JULY 16, 2019**

PREPARED BY



**1825 S. BLACK CANYON HIGHWAY
PHOENIX, ARIZONA 85009
602- 242 - 4488**

EMERALD CENTER

**PARCEL 4
8738 S. EMERALD DRIVE
TEMPE, ARIZONA**

**COMPREHENSIVE SIGN PROGRAM
SEPTEMBER 1, 2000**

PREPARED BY



JRC DESIGN

**COMPREHENSIVE SIGN PROGRAM
REVISED JULY 16. 2019**

DRAWN BY



**1825 S. BLACK CANYON HIGHWAY
PHOENIX, ARIZONA 85009
602- 242 - 4488**

**SIGN CRITERIA PARCEL 4
8738 S. EMERALD DRIVE TEMPE, ARIZONA 85284**

**SIGN TYPE
& LOCATION**

**BUILDING MOUNTED
ID SIGN LOCATION.....** SEE IDENTIFIED SIGN ENVELOPES.

**PARCEL MUTI -
TENANT MONUMENT
LOCATIONS.....** PER FUTURE AMENDMENT

**BUILDING MOUNTED
ADDRESS ID
LOCATIONS.....** ADDRESS SIGN LOCATION - SEE EXHIBIT D

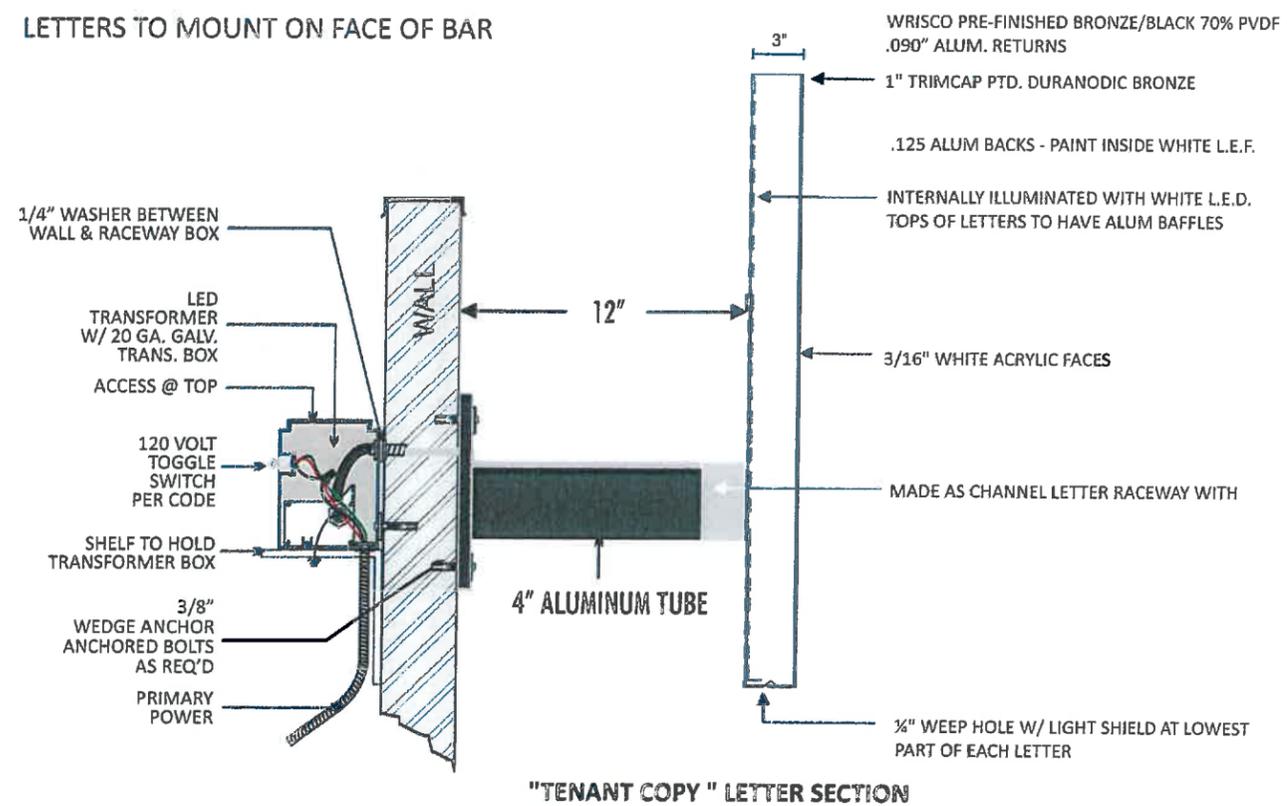
**SIGN CRITERIA PARCEL 4
8738 S. EMERALD DRIVE TEMPE, ARIZONA 85284**

**MOUNTING BAR (4" TUBE) SINGLE TENANT IDENTIFICATION
FABRICATE & INSTALL DETAIL**



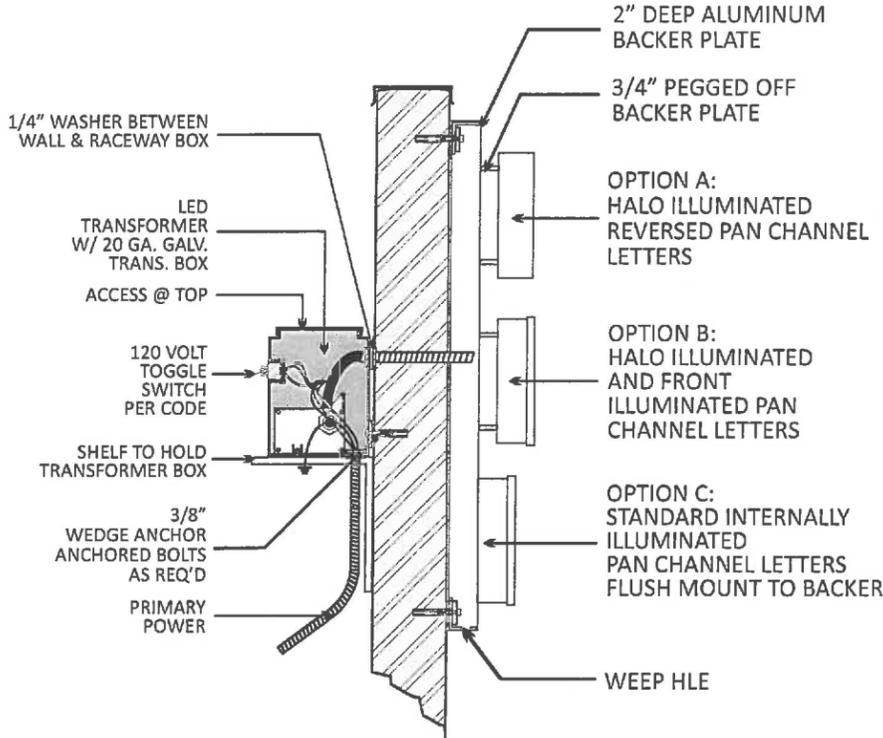
POSITION OF SUPPORT BAR BEHIND IS APPROXIMATE
SHOWN FOR VISUAL PURPOSES ONLY

LETTERS TO MOUNT ON FACE OF BAR



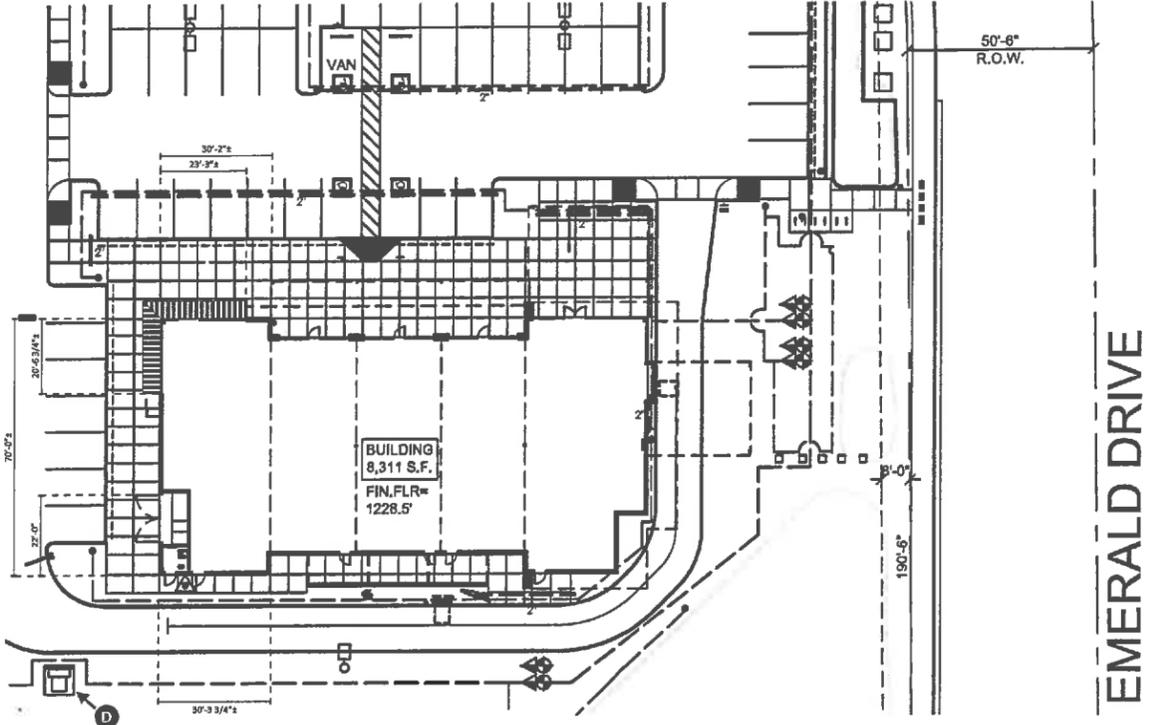
**SIGN CRITERIA PARCEL 4
8738 S. EMERALD DRIVE TEMPE, ARIZONA 85284**

**BACKER PANEL SINGLE TENANT IDENTIFICATION
FABRICATE & INSTALL DETAIL**



*** NOTE:**
POWER SUPPLY LEADS TO BE HIDDEN BEHIND BACKER PANEL.
POWER SUPPLY TO BE INSIDE BUILDING WALL.

SIGN CRITERIA PARCEL 4
8738 S. EMERALD DRIVE TEMPE, ARIZONA 85284

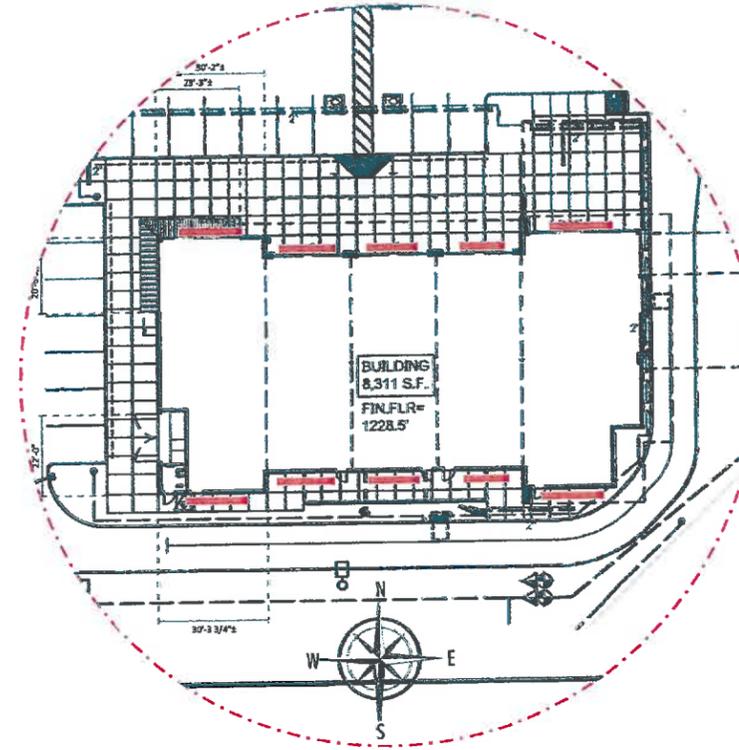


**SIGN CRITERIA PARCEL 4
8738 S. EMERALD DRIVE TEMPE, ARIZONA 85284**

BUILDING MOUNTED ID	
SIGN TYPE.....	OWNER / TENANT BUILDING MOUNTED ID
ILLUMINATION TYPE...	INTERNALLY ILLUMINATED - LED COLORS TO VARY
CONSTRUCTION.....	PAN CHANNEL LETTERS AND REVERSE PAN CHANNEL LETTERS AND LOGOS RETURNS NOT TO EXCEED 6". ALUMINUM TUBE MOUNTING BAR (SEE PAGE 3) WITH 2" DEEP ALUMINUM BACKER PANEL. CONTOUR TO FOLLOW SHAPE OF LETTERS & LOGO.
MATERIALS.....	ALUMINUM CHANNEL, ACRYLIC FACE, ALUMINUM BACKER PANEL AND ALUMINUM TUBE.
MOUNTING TYPE.....	VIA SIGN MOUNTING BAR AND/OR SIGN BACKER (AS PER PAGE 3/4).
LETTER TYPE.....	OPEN TO OWNERS ESTABLISHED LETTER STYLE.
LOGO.....	PERMITTED.
COLOR.....	ACRYLIC COLOR OPEN, RETURNS AND TRIM CAP TO BE DURANODIC BRONZE, BACKER PANEL MATCH BUILDING BACKGROUND, SIGN MOUNTING BAR TO BE DURANODIC BRONZE OR OTHER COLOR WITH LANDLORD APPROVAL.
SIZE.....	HEIGHT: NOT TO EXCEED 80% OF THE DESIGN ENVELOPE HEIGHT WIDTH: NOT TO EXCEED 80% OF THE LENGHT OF THE EXTERIOR WALL OF THE TENANT WALL FRONTAGE. SIGN AREA: NOT TO EXCEED 40 SQ. FT. + 1.0 S.F. FOR EACH LINEAL FOOT OF EXTERIOR WALL OF THE SUITE IN EXCESS OF 40 LINEAL FEET, NOT TO EXCEED A MAXIMUM OF 80 S.F. LOGO HEIGHT: NOT TO EXCEED 80% OF THE DESIGNATED SIGN ENVELOPE HEIGHT.
CONTENT.....	LIMITED TO OWNERS NAME, LOGO, AND MAY INCLUDE NATURE OF BUSINESS.
QUANTITY.....	EACH BUSINESS TO BE ALLOWED NOT MORE THAN 1 PER SUITE FRONTAGE ON THE BUILDING ELEVATION. END SUITES ALLOWED FRONT, BACK & END. MIDDLE SUITES ALLOWED FRONT & BACK.
PAGE 1	* ALL SIGNS TO BE ILLUMINATED. * ALL ABOVE SUBJECT TO OWNER APPROVAL.



NORTH ELEVATION



SOUTH ELEVATION



SPECIFICATIONS:
 ALL COPY & LOGO TO HAVE A 2" CONTOUR WITH. PAINT CONTOURS TO MATCH BUILDING BACKGROUND COLOR. LETTERS & LOGOS TO BE PAN CHANNELS WITH ACRYLIC OVERLAY FOR COLOR REQUIRED. ALL WITH 3/4" TRIM CAP (COLOR OF TRIM CAP PER TENANTS REQUIREMENTS) INSTALLATION & ELECTRICAL TO COMPLY WITH ASA & UL STANDARDS.

PHOTOS - ARE SHOWING A SAMPLE OF SIGNS PER TENANT AREA.



95
 Years of EXPERIENCE

1825 S. Black Canyon Highway
 Phoenix, Arizona 85009
 602-242-4488
 602-271-0433 fax

PROJECT
 EMERALD CENTER PLAN B
 S. EMERALD DRIVE
 TEMPE, ARIZONA

PREPARED FOR
 TAIT DEVELOPMENT

SALES ASSOCIATE
 DANE CHRISTENSEN

SIGN CRITERIA

PROJECT: EMERALD CENTER 21960
DATE: 07/15/19
SCALE: NOTED
DRAWN BY: JTK

QUOTE: 21960

Revisions

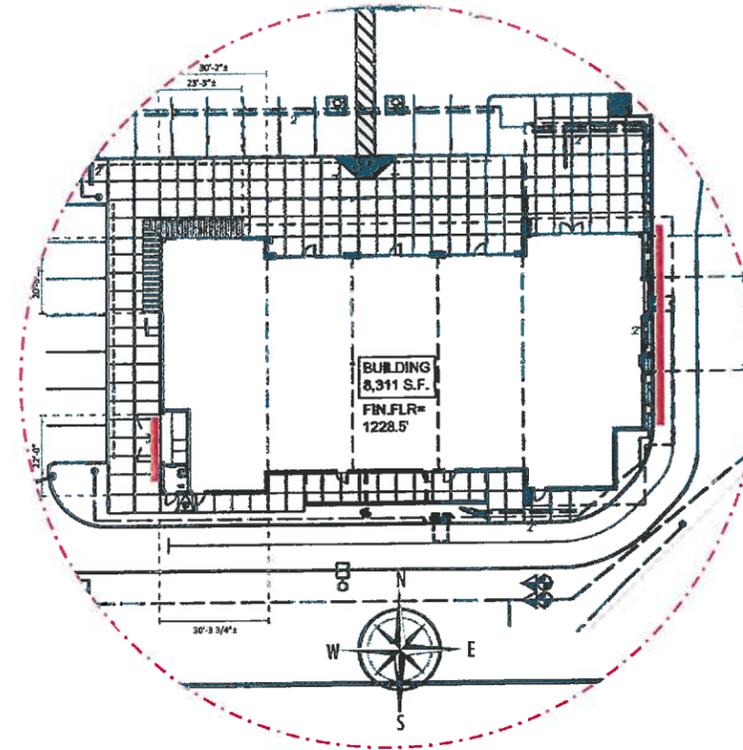
No.	Description	Date
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02	Details	07/17/19
03	Details	07/22/19
04		
05		
06		

COMPUTER PRINTED COLOR GRAPHICS VARY FROM ACTUAL COLOR SELECTIONS. COLOR GRAPHICS AND/OR PHOTO ILLUSTRATIONS ARE DESIGNER CONCEPTS ONLY AND MAY NOT REPRESENT ACTUAL INSTALLATION.

EXHIBIT B



EAST ELEVATION



WEST ELEVATION



SPECIFICATIONS:

ALL COPY & LOGO TO HAVE A 2" CONTOUR WITH. PAINT CONTOURS TO MATCH BUILDING BACKGROUND COLOR. LETTERS & LOGOS TO BE PAN CHANNELS WITH ACRYLIC OVERLAY FOR COLOR REQUIRED. ALL WITH 3/4" TRIM CAP (COLOR OF TRIM CAP PER TENANTS REQUIREMENTS) INSTALLATION & ELECTRICAL TO COMPLY WITH ASA & UL STANDARDS.

PHOTOS - ARE SHOWING A SAMPLE OF SIGNS PER TENANT AREA.



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SALES ASSOCIATE
DANE CHRISTENSEN

SIGN CRITERIA

PROJECT: EMERALD CENTER 21960
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QUOTE: 21960

Revisions

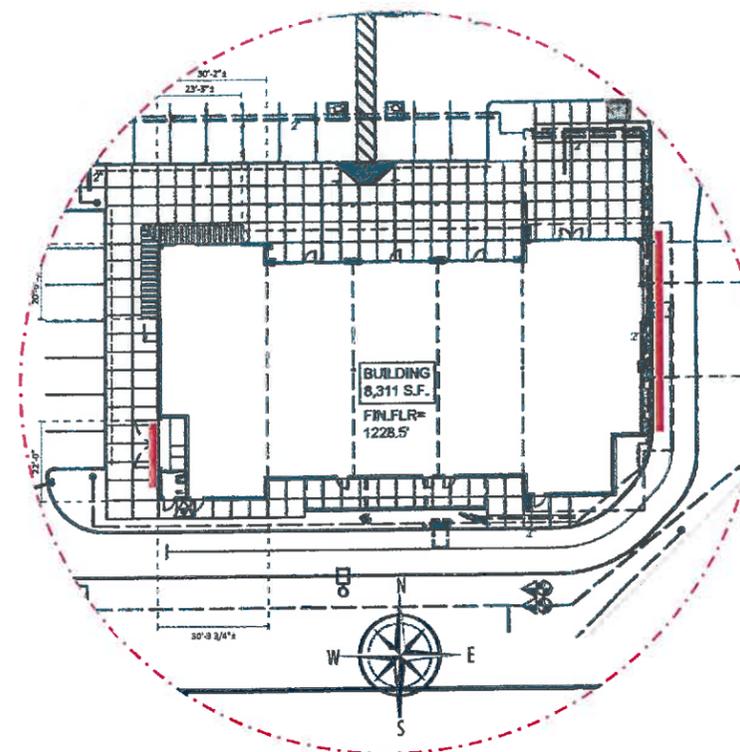
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06		

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EXHIBIT C



EAST ELEVATION



WEST ELEVATION



LOGO NOT TO EXCEED 5'-0"

SPECIFICATIONS:
 ALL COPY & LOGO TO HAVE A 2" CONTOUR WITH. PAINT CONTOURS TO MATCH BUILDING BACKGROUND COLOR. LETTERS & LOGOS TO BE PAN CHANNELS WITH ACRYLIC OVERLAY FOR COLOR REQUIRED. ALL WITH 3/4" TRIM CAP (COLOR OF TRIM CAP PER TENANTS REQUIREMENTS) INSTALLATION & ELECTRICAL TO COMPLY WITH ASA & UL STANDARDS.

PHOTOS - ARE SHOWING A SAMPLE OF SIGNS PER TENANT AREA.



95
 Years of EXPERIENCE

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 Phoenix, Arizona 85009
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PROJECT
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 S. EMERALD DRIVE
 TEMPE, ARIZONA

PREPARED FOR
 TAIT DEVELOPMENT

SALES ASSOCIATE
 DANE CHRISTENSEN

SIGN CRITERIA

PROJECT: EMERALD CENTER 21960
DATE: 07/15/19
SCALE: NOTED
DRAWN BY: JTK

QUOTE: 21960

Revisions

No.	Description	Date
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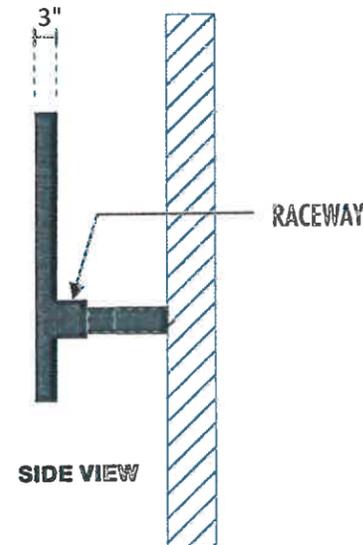
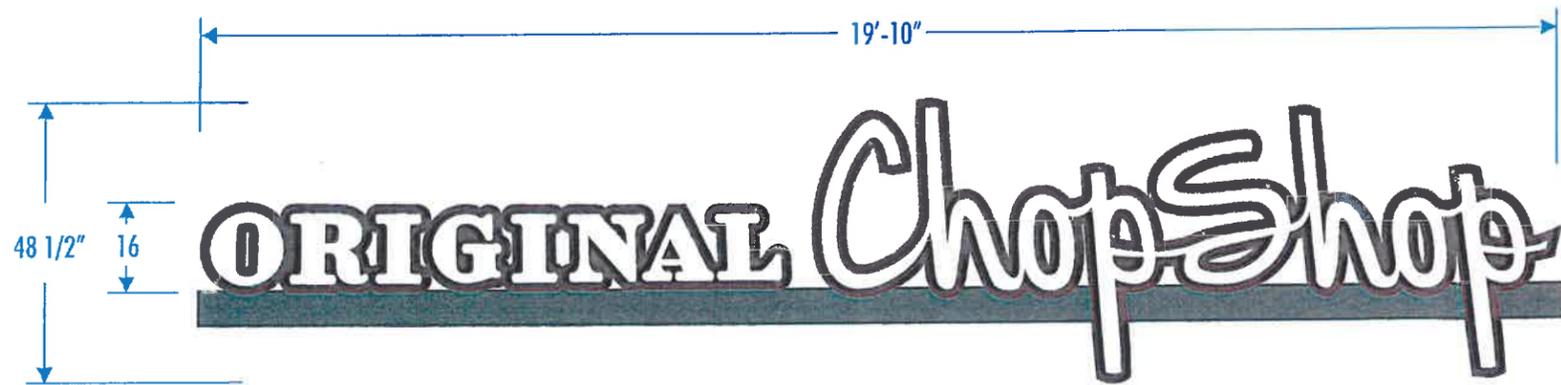
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EXHIBIT D



NORTH ELEVATION

SPECIFICATIONS:
 ALL COPY & LOGO TO HAVE A 2" CONTOUR WITH. PAINT CONTOURS TO MATCH BUILDING BACKGROUND COLOR. LETTERS & LOGOS TO BE PAN CHANNELS WITH ACRYLIC OVERLAY FOR COLOR REQUIRED. ALL WITH 3/4" TRIM CAP (COLOR OF TRIM CAP PER TENANTS REQUIREMENTS) INSTALLATION & ELECTRICAL TO COMPLY WITH ASA & UL STANDARDS.



FRONT LIT CHANNEL LETTERS ON RACEWAY - MOUNTED TO BAR

TWO (2) REQUIRED - MANUFACTURE & INSTALL

SCALE: 3/8" = 1' - 0"

42.72 SQ. FT.

3/16" ACRYLIC FACE CHANNEL LETTERS
 ALUM RETURNS & 1" JEWELITE TRIMCAP

MOUNT LETTERS 1.5" ABOVE RACEWAY ON 1" ROUND ALUM. TUBE SUPPORTS
 WELD ROUND TUBE SUPPORTS TO LETTERS AND RACEWAY
 MOUNT RACEWAY TO EXISTING BAR AND PAINT TO MATCH BAR (COLOR MATCH NEEDED)

INTERNALLY ILLUMINATED W/ LED'S



95
 Years of EXPERIENCE

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 Phoenix, Arizona 85009
 602-242-4488
 602-271-0433 fax

PROJECT
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 S. EMERALD DRIVE
 TEMPE, ARIZONA

PREPARED FOR
 TAIT DEVELOPMENT

SALES ASSOCIATE
 DANE CHRISTENSEN

SIGN CRITERIA

PROJECT: EMERALD CENTER 21960
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 SCALE: NOTED
 DRAWN BY: JTK

QUOTE: 21960

Revisions

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EXHIBIT E



95 Years of EXPERIENCE

1825 S. Block Canyon Highway
Phoenix, Arizona 85009
602-242-4488
602-271-0433 fax

PROJECT
EMERALD CENTER PLAN B
S. EMERALD DRIVE
TEMPE, ARIZONA

PREPARED FOR
TAIT DEVELOPMENT

SALES ASSOCIATE
DANE CHRISTENSEN

SIGN CRITERIA

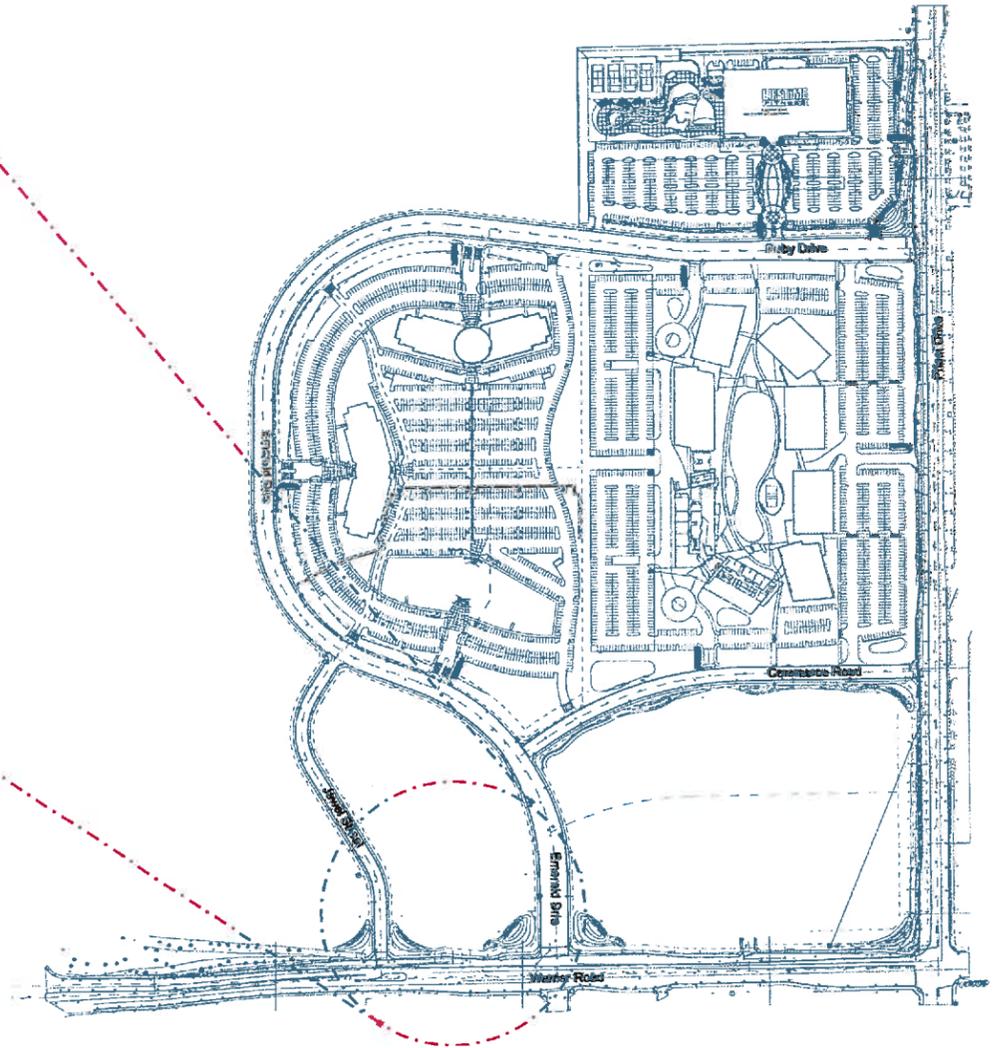
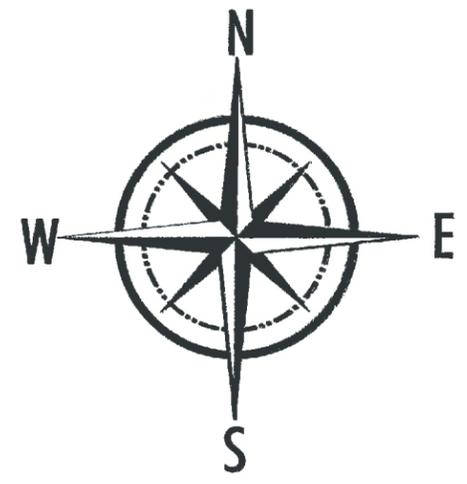
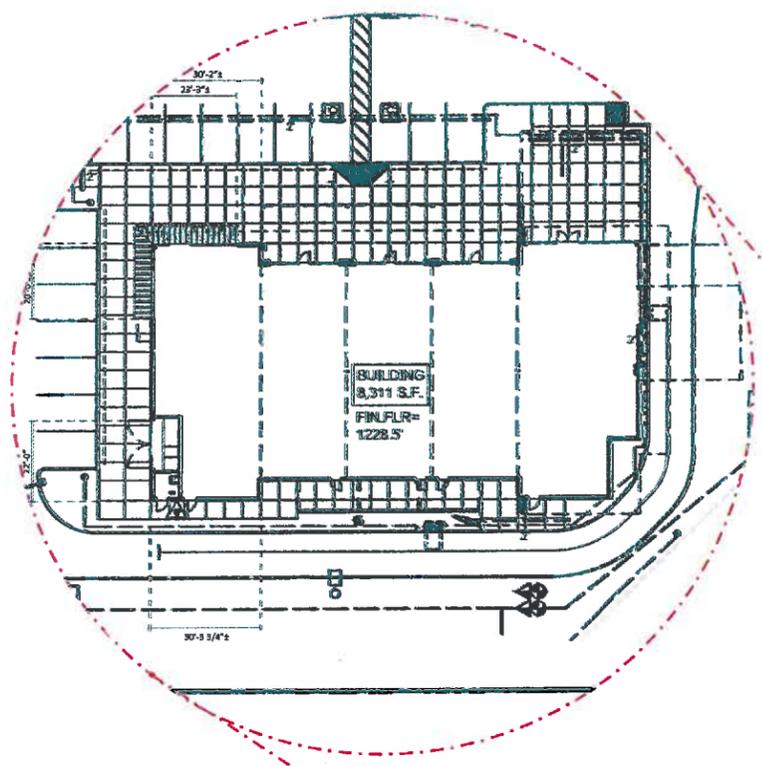
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QUOTE: 21960

Revisions		
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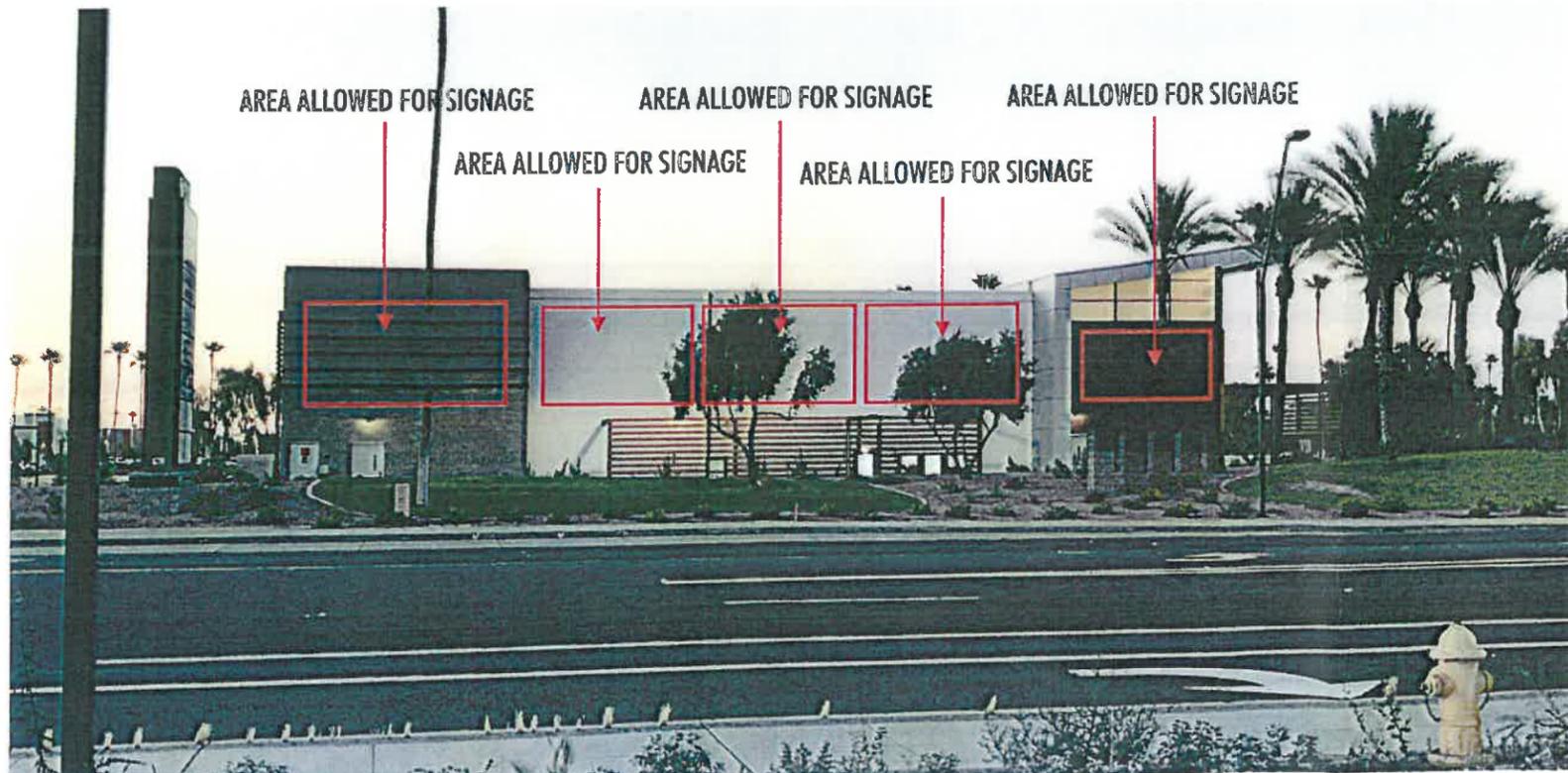
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EXHIBIT A

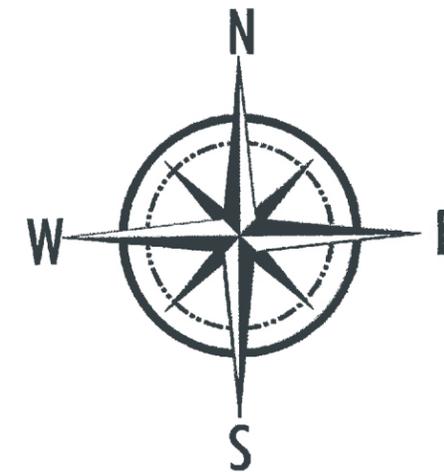
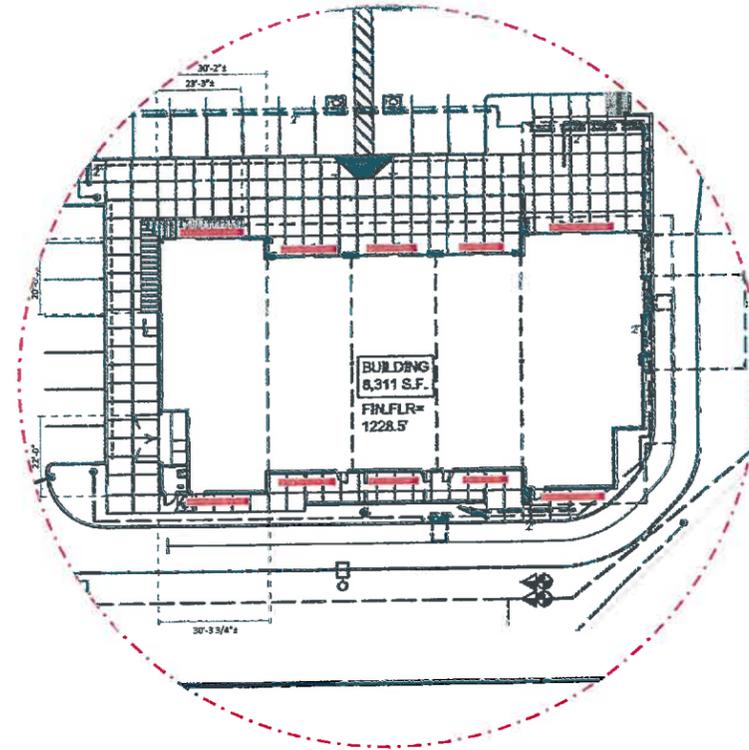




NORTH ELEVATION



SOUTH ELEVATION



PHOTOS - ARE SHOWING AREA OF ALLOWED SIGNAGE PER TENANT AREA.



95
Years of EXPERIENCE

1825 S. Block Canyon Highway
Phoenix, Arizona 85009
602-242-4488
602-271-0433 fax

PROJECT
EMERALD CENTER PLAN B
S. EMERALD DRIVE
TEMPE, ARIZONA

PREPARED FOR
TAIT DEVELOPMENT

SALES ASSOCIATE
DANE CHRISTENSEN

SIGN CRITERIA

PROJECT: EMERALD CENTER 21960
DATE: 07/15/19
SCALE: NOTED
DRAWN BY: JTK

QUOTE: 21960

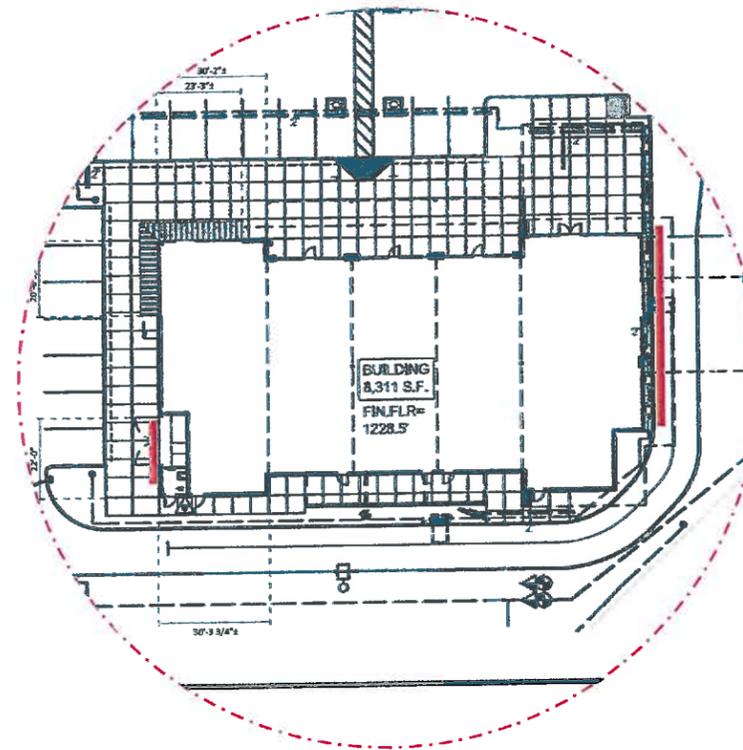
Revisions		
No.	Description	Date
01	Details	07/16/19
02	Details	07/17/19
03		
04		
05		
06		

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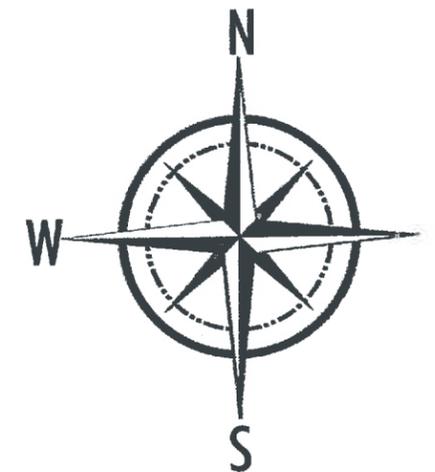
EXHIBIT B



EAST ELEVATION



WEST ELEVATION



PHOTOS - ARE SHOWING AREA OF ALLOWED SIGNAGE PER TENANT AREA.



95
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SALES ASSOCIATE
DANE CHRISTENSEN

SIGN CRITERIA

PROJECT: EMERALD CENTER 21960
DATE: 07/15/19
SCALE: NOTED
DRAWN BY: JTK

QUOTE: 21960

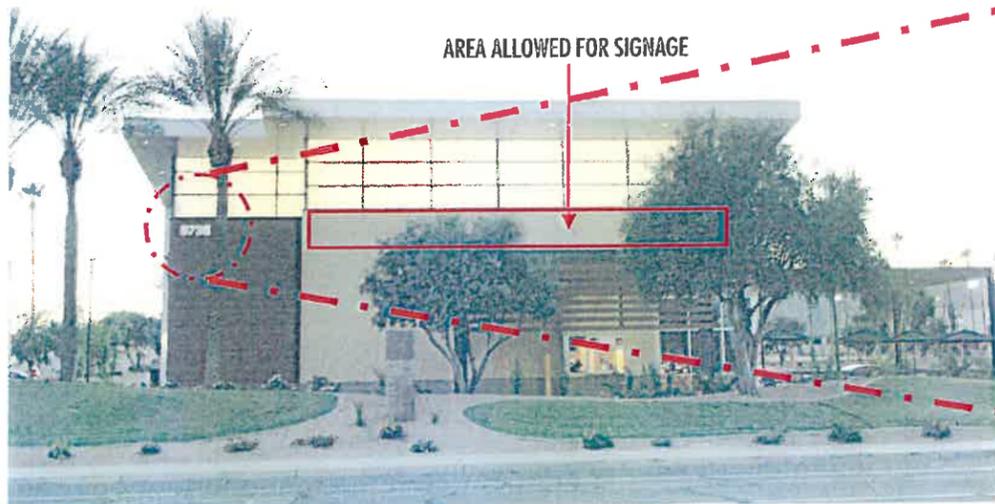
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No.	Description	Date
01	Details	07/16/19
02	Details	07/17/19
03		
04		
05		
06		

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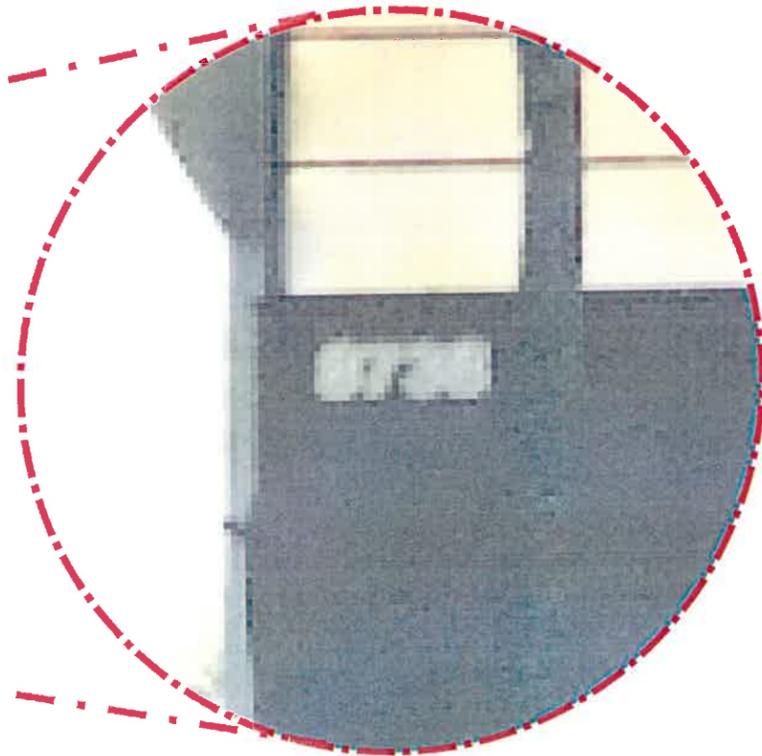
EXHIBIT C



NORTH ELEVATION



EAST ELEVATION



95
Years of EXPERIENCE

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PROJECT
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PREPARED FOR
TAIT DEVELOPMENT

SALES ASSOCIATE
DANE CHRISTENSEN

ADDRESS NUMERALS
LOCATION

PROJECT: EMERALD CENTER 21960
DATE: 07/15/19
SCALE: NOTED
DRAWN BY: JTK

QUOTE: 21960

Revisions

No.	Description	Date
01	Details	07/16/19
02	Details	07/17/19
03		
04		
05		
06		

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EXHIBIT D



95 Years of EXPERIENCE

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QUOTE: 21960

Revisions		
No.	Description	Date
01	Details	07/16/19
02	Details	07/17/19
03	Details	07/22/19
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EXHIBIT A

