



November 18, 2019

City of Tempe
Development Services Department
Attn: Dean Miller
31 E 5th St, Garden Level
Tempe, AZ 85281

**Re: 850 W. Rio Salado Parkway – IDEA Tempe Comprehensive Sign Plan –
Development Plan Review**

We are submitting a Development Plan Review application to establish a Comprehensive Sign Plan for Phase I of IDEA Tempe, a new multi-phase development to be located at 850 W. Rio Salado Parkway. The project will focus on bringing new biotechnology and technology companies to Tempe with an 18 acre, 1 million square foot campus that is to include multiple commercial and office buildings with hotel and retail space in addition to two parking structures.

IDEA stands for Innovation, Discovery, Education and Arts. IDEA Tempe will bring new companies, jobs and discoveries to the city, and will provide new inventory & proximity to research and development at ASU and the existing tech community in Tempe.

The goal of this sign plan is to establish the design standards for all of Phase I of this project, to include two entry monuments to be located at the entrance to the property on W. Rio Salado, criteria for building mounted signage on Buildings B, as well as the criteria for the parking garage, Building A.

The proposed monument signage for Phase I of this project are two Multi-Tenant Monument signs that shall be placed at each side of the main entrance to the property on Rio Salado, for which we propose two options. The first option is for a monument sign 6.5' in height and 21.5 square feet of sign area with 4 tenant panels. There is also an option for an 8' tall monument sign and 33 square feet of sign area with 6 tenant panels. Both options shall have masonry bases and internally illuminated aluminum cabinets.

Also proposed in this sign plan are sign bands on the upper levels of Building B on the North, South and West elevations. The sign bands will not be greater than 80% of the overall sign background area. The bands on the North and South elevations will have a maximum sign area of 165 square feet, while the bands on the West elevation will have a maximum sign area of 120 square feet.



All building mounted signage shall consist of pan channel letters/logos and shall be constructed with a maximum of 5" metal returns with translucent acrylic faces; or non-illuminated reverse pan channel letters/logos which shall be constructed of aluminum with a maximum of 5" returns. Building mounted signs will mount flush to the building fascia. Tenant corporate colors and finishes are allowed with landlord approval. Building mounted signs may be internally illuminated with white LED.

Finally, proposed signage for the parking garage shall consist of one flag mounted Parking Identification logo sign on the West corner of the North elevation of the building, as well as one set of pan channel Parking Lettering above the main entrance to the garage on the North Elevation. The Parking Flag sign will measure at 28" in diameter and 5.8 square feet in sign area while the Parking Identification letters shall be a maximum of 18" tall and 12.75 square feet in area.

Please refer to the attached drawings for further location and construction details. Please do not hesitate to contact us if you have any questions. In our efforts to meet the expectations of our client, we respectfully ask for your approval on the Comprehensive Sign Plan for IDEA Tempe.

Sincerely,

Julie Kulka
Airpark Signs & Graphics

IDEA TEMPE

GENERAL COMPREHENSIVE SIGN PLAN

11.18.19



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SECTION 1

INTRODUCTION



INTRODUCTION

The Comprehensive Sign Plan demonstrates the design and development for the Project Theme, and the Sign Program for **IDEA Tempe**.

IDENTITY & GRAPHICS

This document will establish the design standards for all monuments, freestanding directionals and exterior building mounted signs throughout the campus. Identifying sign band locations as well as the standards for materials, lighting and sizes of Tenant ID Signs.

PROJECT OVERVIEW

IDEA Tempe is a phased development that focuses on bringing new biotechnology and technology companies to Tempe. The 18 acre, 1 million square ft project includes multiple commercial and office buildings with hotel and retail space as well as two parking structures. **IDEA** stands for **Innovation, Discovery, Education and Arts**.

Tempe is known as an innovative community. **IDEA Tempe** will bring new companies, new jobs, and new discoveries to our city. Tempe leads the nation in the absorption of office space by technology companies. This project will provide new inventory and proximity to research and development at Arizona State University and the existing tech community in Tempe. We also believe this project will help our workforce as new jobs come with the companies that locate in this new development.

The construction of these buildings will include sustainability standards. A thorough re-mediation of the site will remove debris and dirt will be reused.

Boyer and Oakland Construction have agreed to an apprenticeship/highly skilled labor workforce program for this project, bringing opportunity to students and members of our workforce.

PROJECT INFORMATION

IDEA TEMPE
850 W. Rio Salado Parkway
Tempe, AZ 85281

ZONING
PCC-2 PAD

PARCEL NUMBER

AREA IN ACRES
+/- 18

CONTACT INFORMATION
101 S. 200 E. Suite 200
Salt Lake City, UT 84111
800.366-8029

ARCHITECT
Smithgroup
455 N. Third Street Suite 250
Phoenix, AZ 85004
602.265.2200

SIGNAGE CONSULTANT
Airpark Signs & Graphics
1205 N. Miller Rd.
Tempe, AZ 85281
480.966.6565

GENERAL REQUIREMENTS

- Painted lettering directly to the wall shall not be permitted.
- Flashing or audible signs shall not be permitted
- All signage shall be constructed and installed at the tenant's expense.
- All signs are to have written landlord approval and City of Tempe permit prior to installation. Tenant or his representative must submit detailed sign drawings to the Landlord for approval within 15 days prior to submitting to the City of Tempe for permits.
- Signs installed without approval are subject to removal at tenant's expense. Damages may be assessed to cover cost of repairs to building.
- Tenant and his/her sign contractor shall repair any damage caused to any property as a result of their installation.
- Landlord to supply the address numbers to identify the buildings.

CONSTRUCTION REQUIREMENTS

- All electrical signs and their installations must comply with all Uniform Building and Electrical Codes.
- No exposed conduit, tubing or transformers shall be permitted.
- All exterior bolts, fasteners and clips shall be of hot dipped galvanized iron and no black iron materials of any type shall be permitted.
- Locations of all openings for conduit and sleeves in building shall be indicated by the Tenant's sign contractor on the sign drawings submitted to the Landlord for approval. The Tenant's sign contractor shall install the same in accordance with approved drawings.
- No labels shall be permitted on the exposed surface of signs, except those required by ordinance, which shall be applied in an inconspicuous place.
- All penetrations of the building structure required for sign installation shall be neatly sealed in a water-tight condition.
- Tenant and the sign contractor shall repair any damage caused during installation of signage.
- Tenant shall be fully responsible for the operations of Tenant's sign contractor.

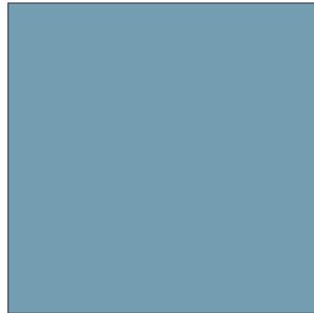
COLORS



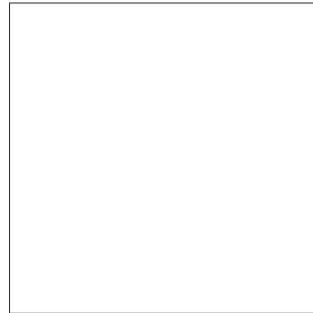
DARK GRAY TBD



DE6334 "LONG LAKE"



DE5809 "RAGING TIDE"



WHITE TBD



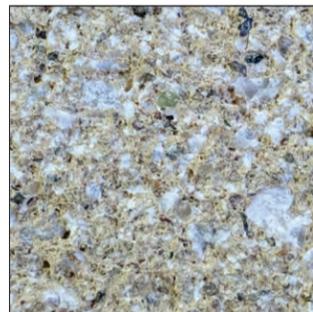
MTLC PEX PEWTER



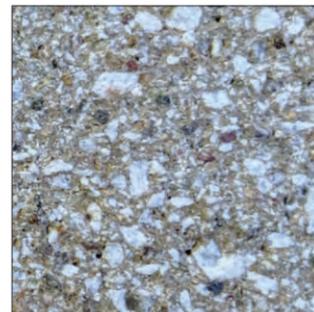
LONG LAKE
MICA LAMINATE



SEASHELL WHITE



SOUTHWEST GOLD



DURANGO

FONT

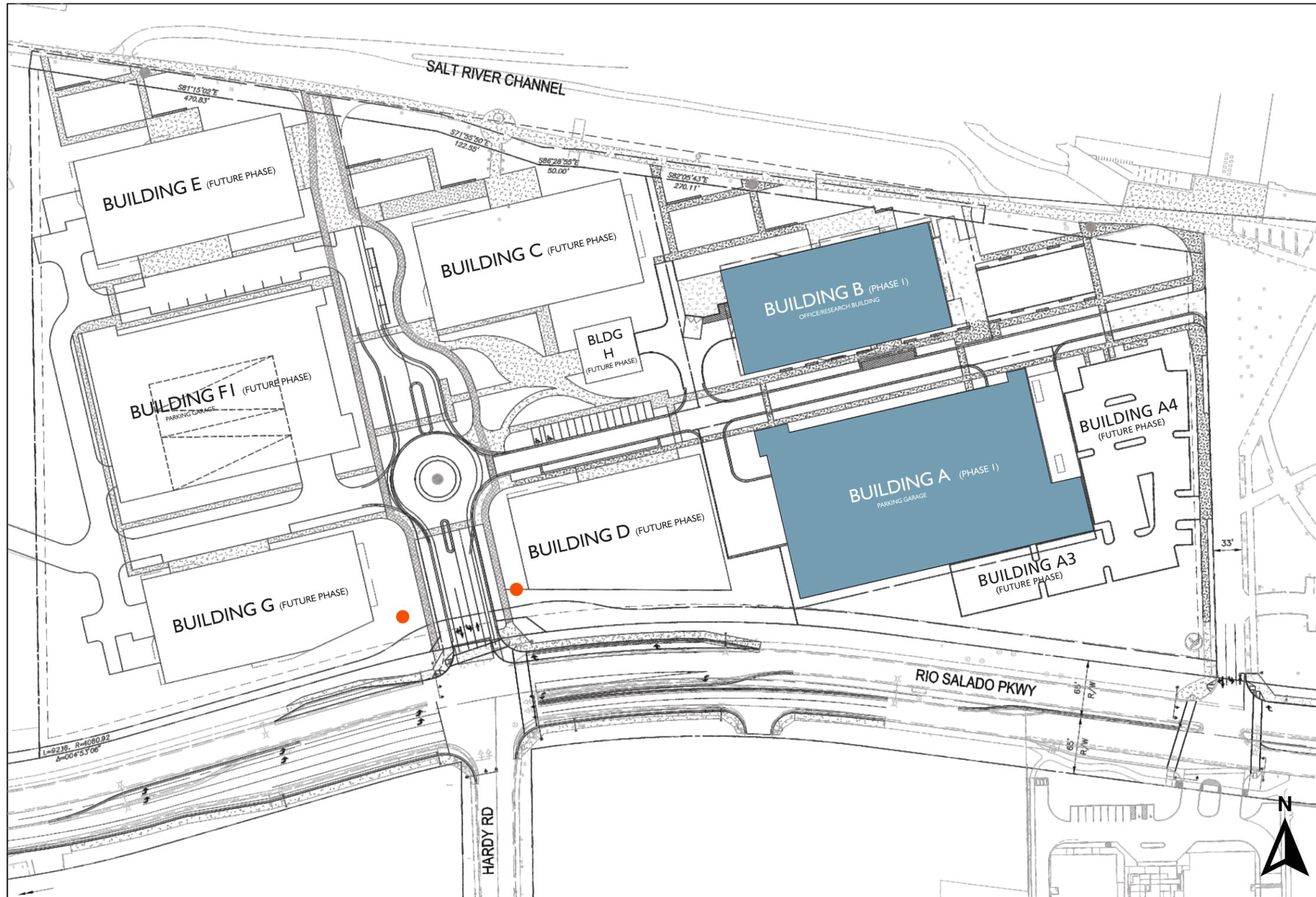
CENTURY GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

CENTURY GOTHIC BOLD

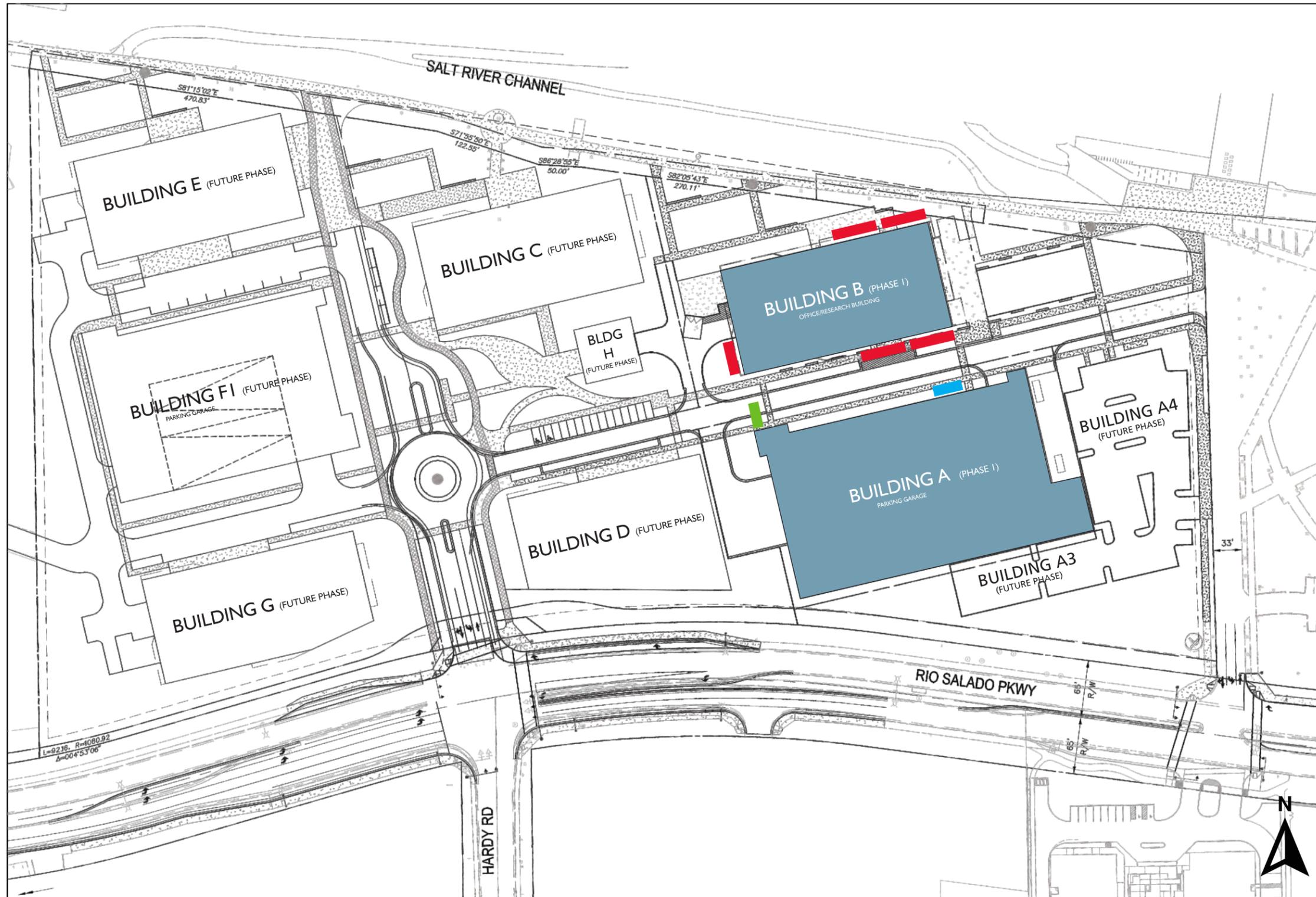
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SITE MAP



● MULTI TENANT MONUMENT

SITE MAP



- ELEVATED SIGN ENVELOPES
- PARKING CHANNEL LETTERS
- BUILDING MOUNTED PARKING DIRECTIONAL

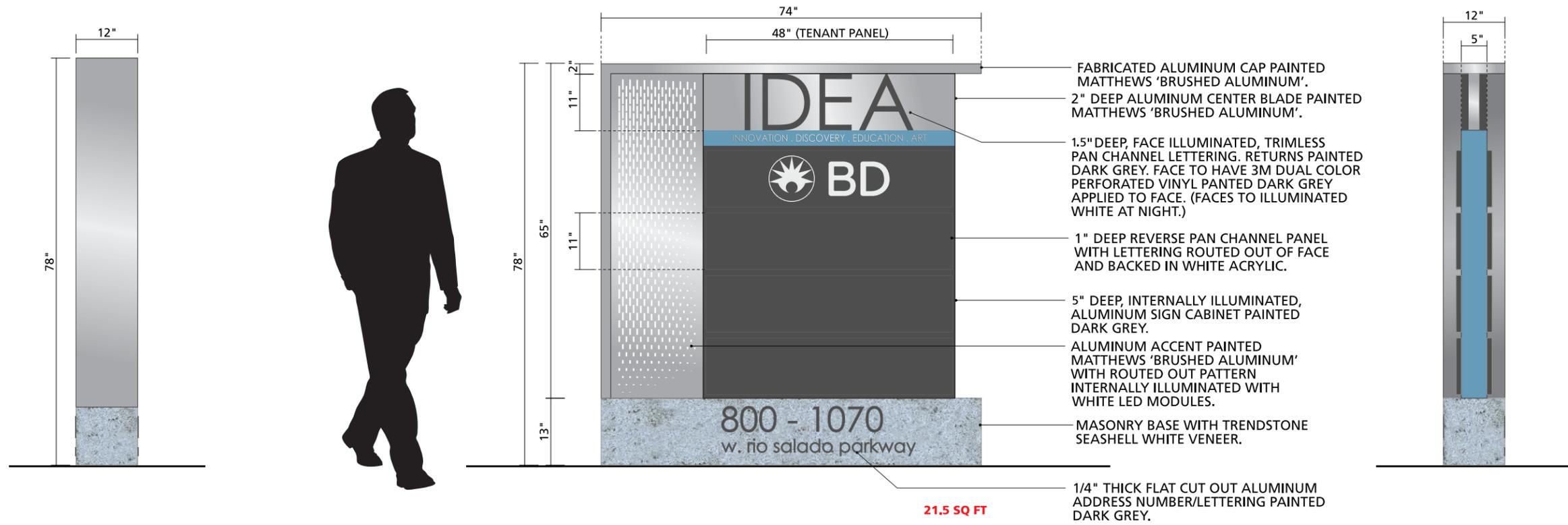
SIGN MATRIX

SIGN TYPE	SIGN FUNCTION	QTY	MAX HEIGHT	MATERIALS
MULTI TENANT MONUMENT	Identifies tenants within the building for pedestrians and moving traffic.	6	8' - 10' HEIGHT LIMITS PER CODE REQUIREMENTS	Aluminum & acrylic. Internally illuminated.

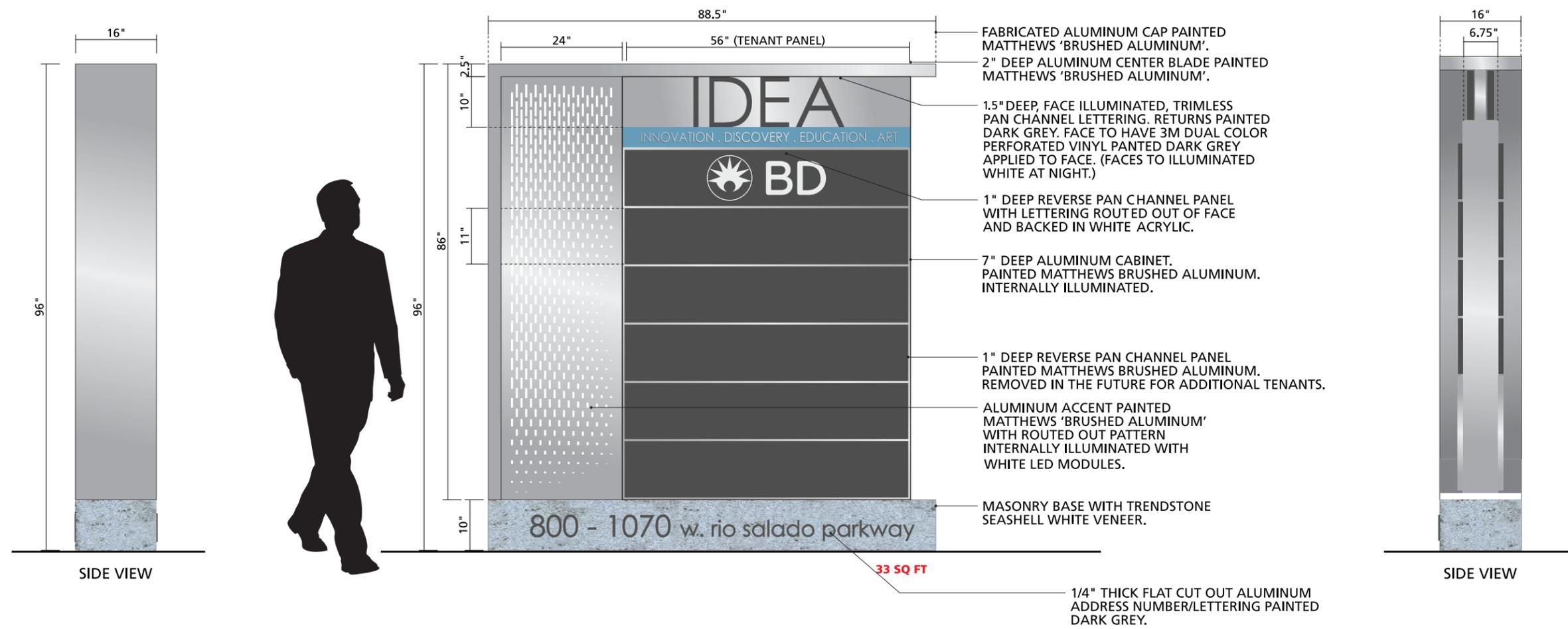
SECTION 2

GROUND SIGNS





MULTI TENANT MONUMENT - 6' 4" OPTION
scale: .5" = 1'-0"



MULTI TENANT MONUMENT - 8' OPTION
scale: .5" = 1'-0"

SECTION 3

TENANT ID SIGNS



TENANT ID SIGN OVERVIEW

This section details Tenant Signs at the **IDEA Tempe**. Unless stated otherwise, this criteria pertains to all the Tenant Signs at **IDEA Tempe**.

All Tenant Signs at **IDEA Tempe** must be compatible with the standards outlined in this Comprehensive Sign Plan and in conformance with the City of Tempe Sign Ordinance. The purpose of the sign standards prescribed in this Comprehensive Sign Plan is to ensure a consistent image and to protect the interests of the surrounding neighborhood, owner, developer and occupants/tenants of **IDEA Tempe**. All tenants must adhere to this criteria, if a tenant goes outside of the criteria set forth in the Comprehensive Sign Plan, any installed non-conforming or unapproved signs will be brought into conformance at the sole expense of the Tenant responsible for erecting the offending sign.

Before beginning the design process for signs, all **IDEA Tempe** tenants will receive a copy of the Tenant Sign Criteria. Designs must be submitted to the Landlord for approval and adhere to this criteria. All signs must be approved in writing by the Landlord prior to seeking the City of Tempe approval, permit application and installation.

The Landlord reserves the right to change the sign standards and requirements for any Tenant subject to the limitations of this Comprehensive Sign Plan.

TENANT ID SIGN STANDARDS

All Tenant ID Signs shall be fabricated individual Reverse Pan Channel or Pan Channel Letters and Logos. Internally Illuminated with LED. Mounted with the designated Sign Bands Located on page 24. Sign Band assignments are determined by the Landlord. All Designs, layouts and locations will need Landlord approval.

SIGN SQUARE FOOTAGE CALCULATION

When Tenant ID consists of only individual Letters or Symbols, the total square footage shall be calculated by a rectangle that encompasses each individual component as shown below.



When Tenant ID consists of separate Logos, Letters or Symbols, multiple boxes may be used to calculate square footage as shown below.



DESIGN/LAYOUT

Logos or Registered Trademarks are permitted for Tenant ID Signs. A minimum of 6" space between the Primary Name & Secondary Name is required. Design and Copy are the Tenant's choice but are subject to Landlord & City of Tempe approval. Corporate colors, finishes and letter style are permitted but subject to comply with sign band and CSP Limitations.



PAN CHANNEL LETTERS/LOGOS

CRITERIA

All Tenant ID Signs shall be approved by the Landlord and the City of Tempe.

CONSTRUCTION

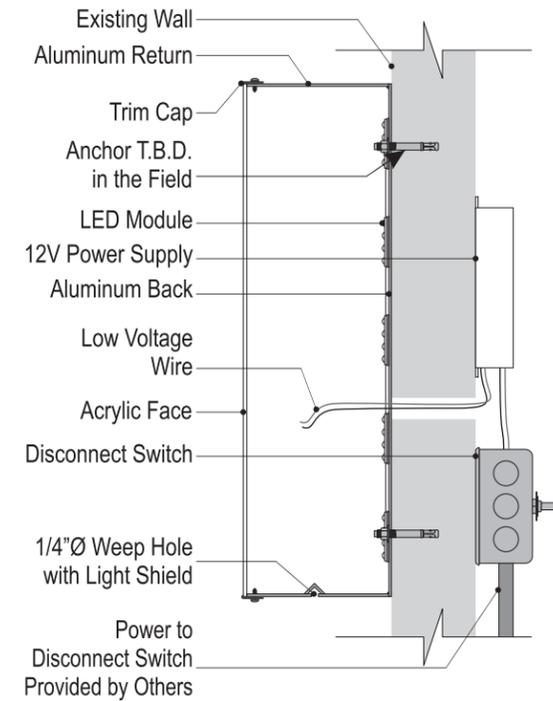
Pan Channel Letters/Logos shall be constructed of 5" metal returns with translucent acrylic faces. Signs must be mounted flush to fascia with appropriate anchors.

COLORS & FINISHES

Corporate colors & finishes are permitted with Landlord approval.

ILLUMINATION

Internal white LED illumination.



This sign is intended to be installed in accordance with the requirements of article 600 of the national electrical code and/or other applicable local codes. This includes proper grounding and bonding of the sign. All signs fabricated as per 2008 N.E.C. Standards

FACE ILLUMINATED CHANNEL LETTER - TYPICAL
scale: N.T.S.

SAMPLES OF FACE ILLUMINATED PAN CHANNEL LETTERS/LOGOS



REVERSE PAN CHANNEL LETTERS/LOGOS

CRITERIA

All Tenant ID Signs shall be approved by the Landlord and the City of Tempe.

CONSTRUCTION

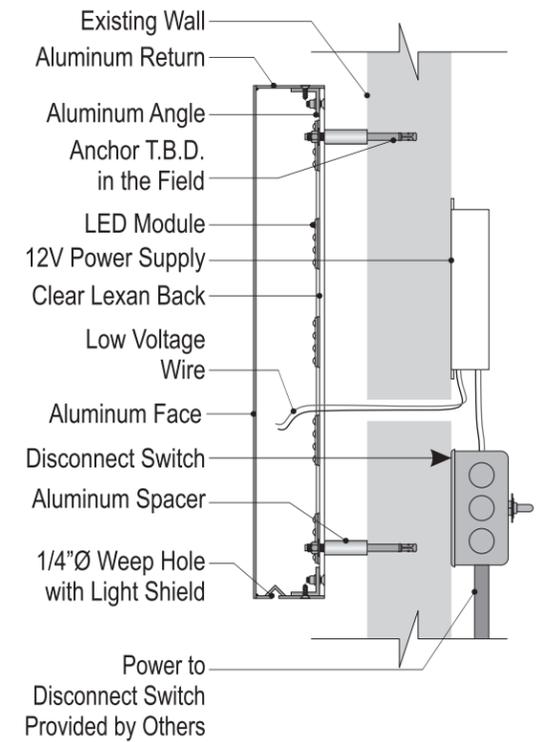
Reverse Pan Channel Letters/Logos shall be constructed of aluminum with a maximum of 5" returns with polycarbonate backs. Signs must be mounted 1.5" off of fascia with appropriate spacers and anchors.

COLORS & FINISHES

Corporate colors & finishes are permitted with Landlord approval.

ILLUMINATION

Internal white LED illumination.



This sign is intended to be installed in accordance with the requirements of article 600 of the national electrical code and/or other applicable local codes. This includes proper grounding and bonding of the sign. All signs fabricated as per 2008 N.E.C. Standards.

HALO ILLUMINATED SIDE SECTION - TYPICAL
scale: N.T.S.

SAMPLES OF FACE ILLUMINATED REVERSE PAN CHANNEL LETTERS/LOGOS



DUAL ILLUMINATED CHANNEL LETTERS/LOGOS

CRITERIA

All Tenant ID Signs shall be approved by the Landlord and the City of Tempe.

CONSTRUCTION

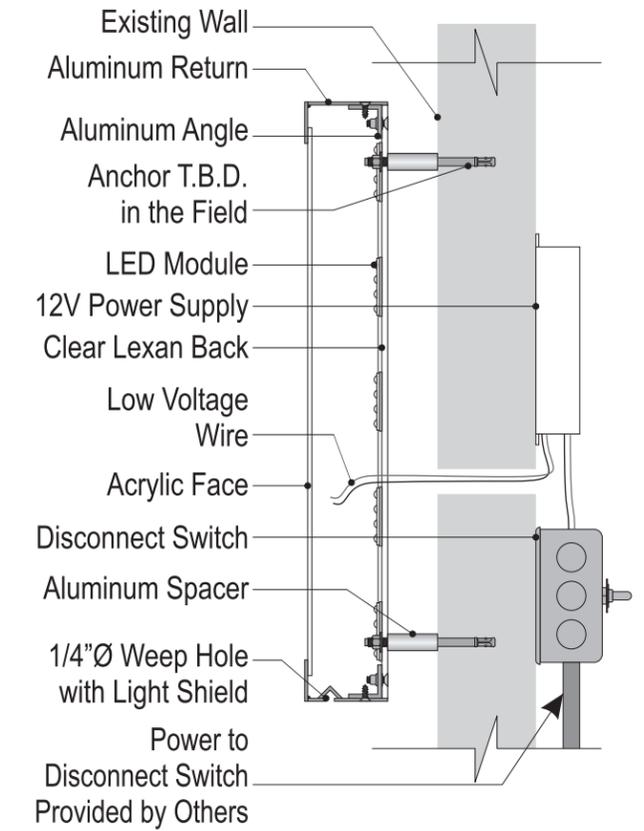
Pan Channel Letters/Logos shall be constructed of aluminum with a maximum of 5" returns and acrylic faces with polycarbonate backs. Signs must be mounted 1.5" off of fascia with appropriate spacers and anchors.

COLORS & FINISHES

Corporate Colors & Finishes are permitted with Landlord approval.

ILLUMINATION

Internal white LED illumination.



This sign is intended to be installed in accordance with the requirements of article 600 of the national electrical code and/or other applicable local codes. This includes proper grounding and bonding of the sign. All signs fabricated as per 2008 N.E.C. Standards.

SAMPLES OF DUAL ILLUMINATED REVERSE PAN CHANNEL LETTERS/LOGOS

HALO & FACE ILLUMINATED - TYPICAL
scale: N.T.S.



NON-ILLUMINATED REVERSE PAN CHANNEL LETTERS/LOGOS

CRITERIA

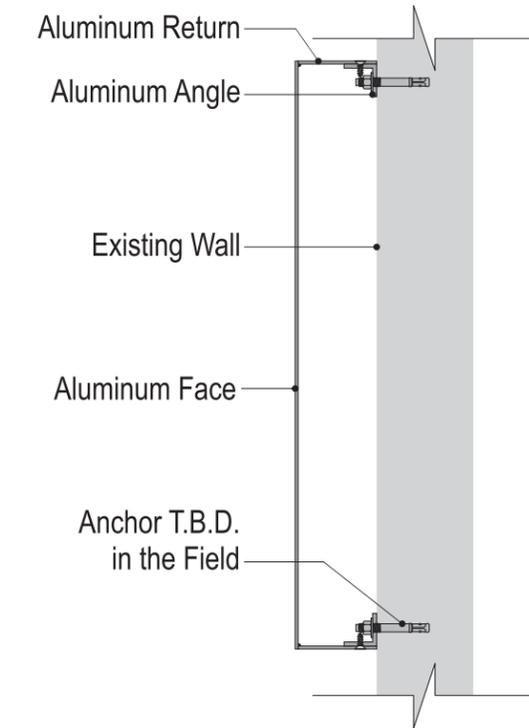
All Tenant ID Signs shall be approved by the Landlord and the City of Tempe.

CONSTRUCTION

Reverse Pan Channel Letters/Logos shall be constructed of aluminum with a maximum of 5" returns. Signs must be mounted flush to fascia with appropriate anchors.

COLORS & FINISHES

Corporate Colors & Finishes are permitted with Landlord approval.



This sign is intended to be installed in accordance with the requirements of article 600 of the national electrical code and/or other applicable local codes. This includes proper grounding and bonding of the sign. All signs fabricated as per 2008 N.E.C. Standards

NON-ILLUMINATED - TYPICAL

scale: N.T.S.

SAMPLES OF REVERSE PAN CHANNEL LETTERS/LOGOS

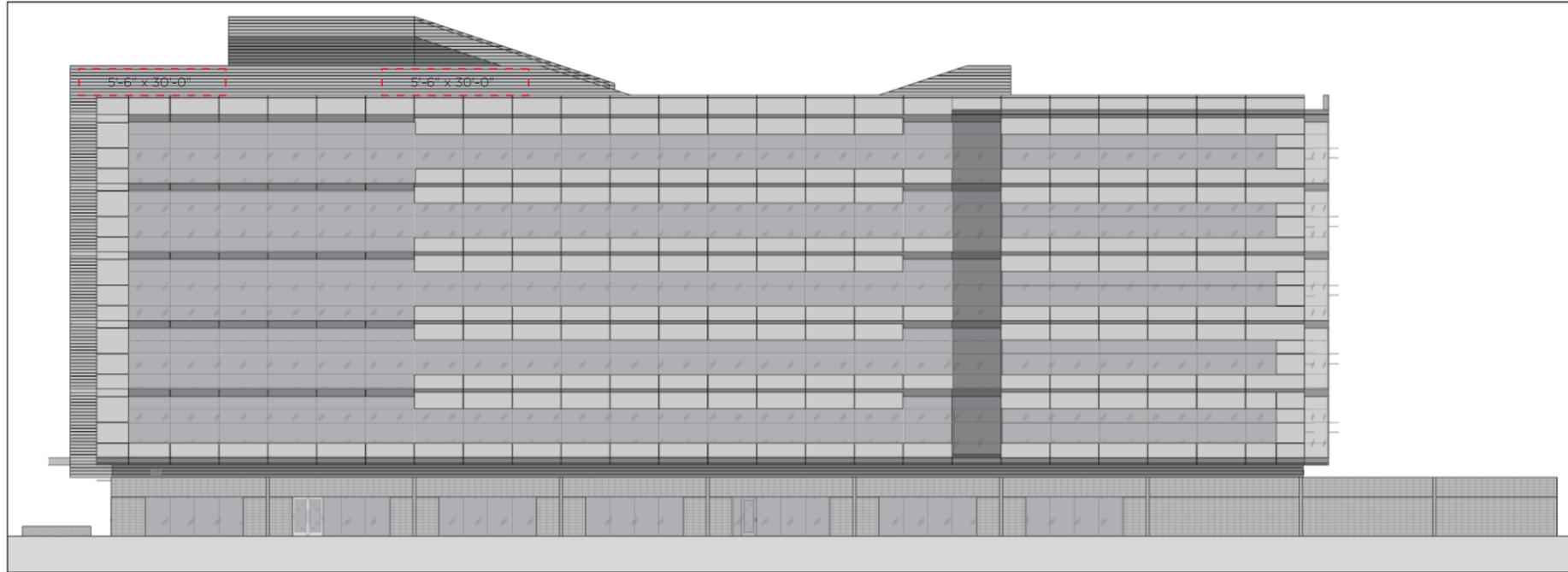


SECTION 4

BUILDING ELEVATIONS

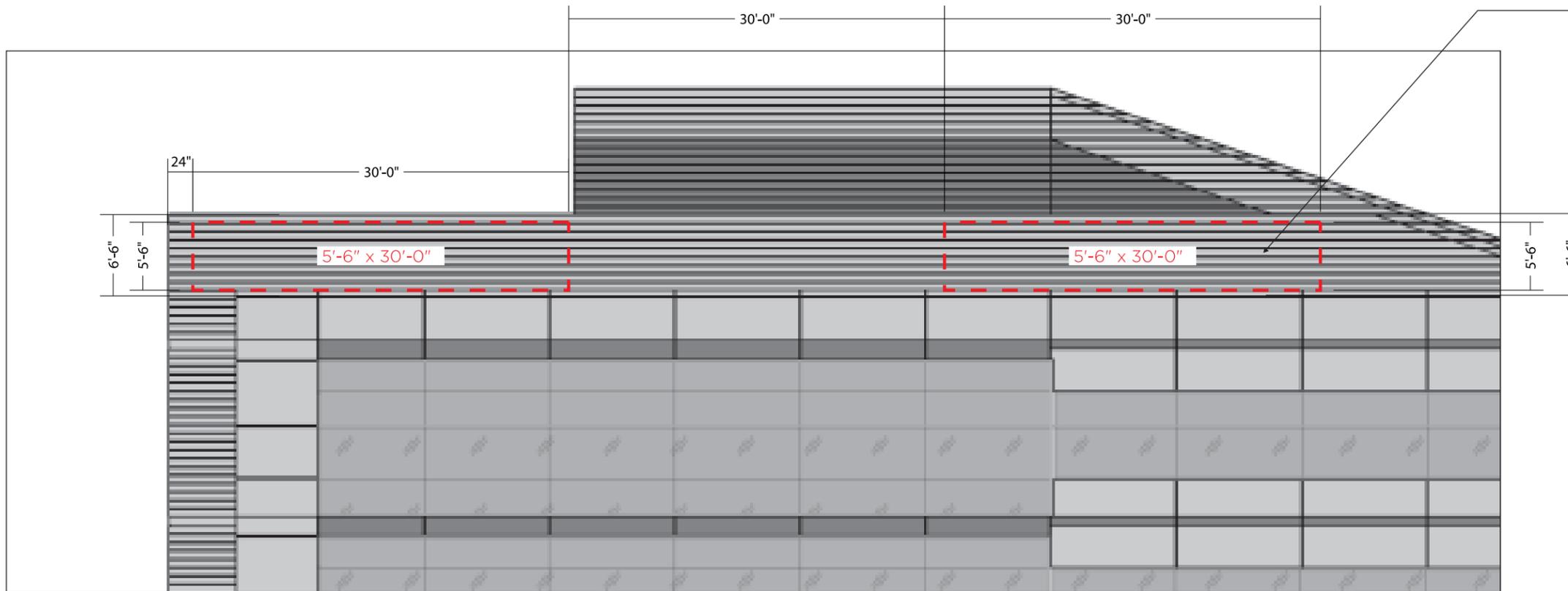


POTENTIAL SIGN LOCATIONS



NORTH ELEVATION

scale: 1/32" = 1'-0"

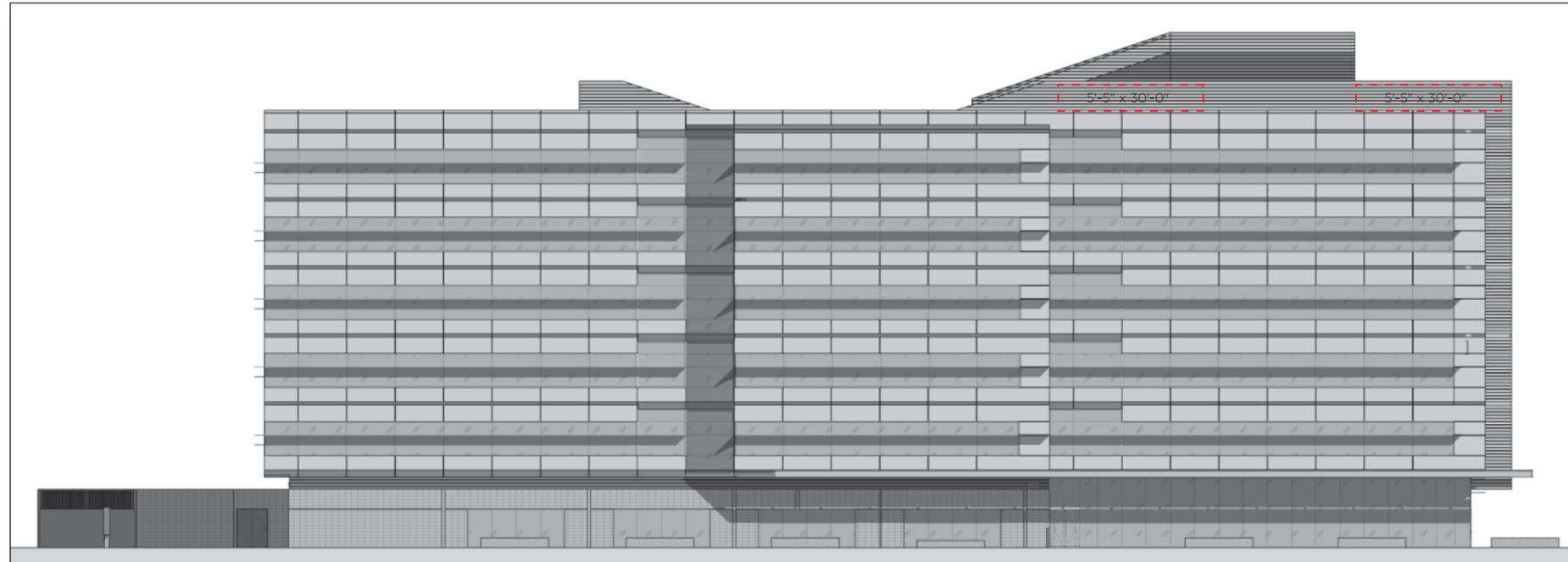


CONCEALED FASTENER METAL PANEL
 MANUFACTURER: CENTRIA CS 620, CS 220, CS 660 18 GUAGE ALUMINUM,
 FINISH: KYNAR PVDF COATING, COLOR: COLOR TO
 MATCH METALLIC CHAMPAGNE & PEWTER - DARK

NORTH ELEVATION - CLOSE UP

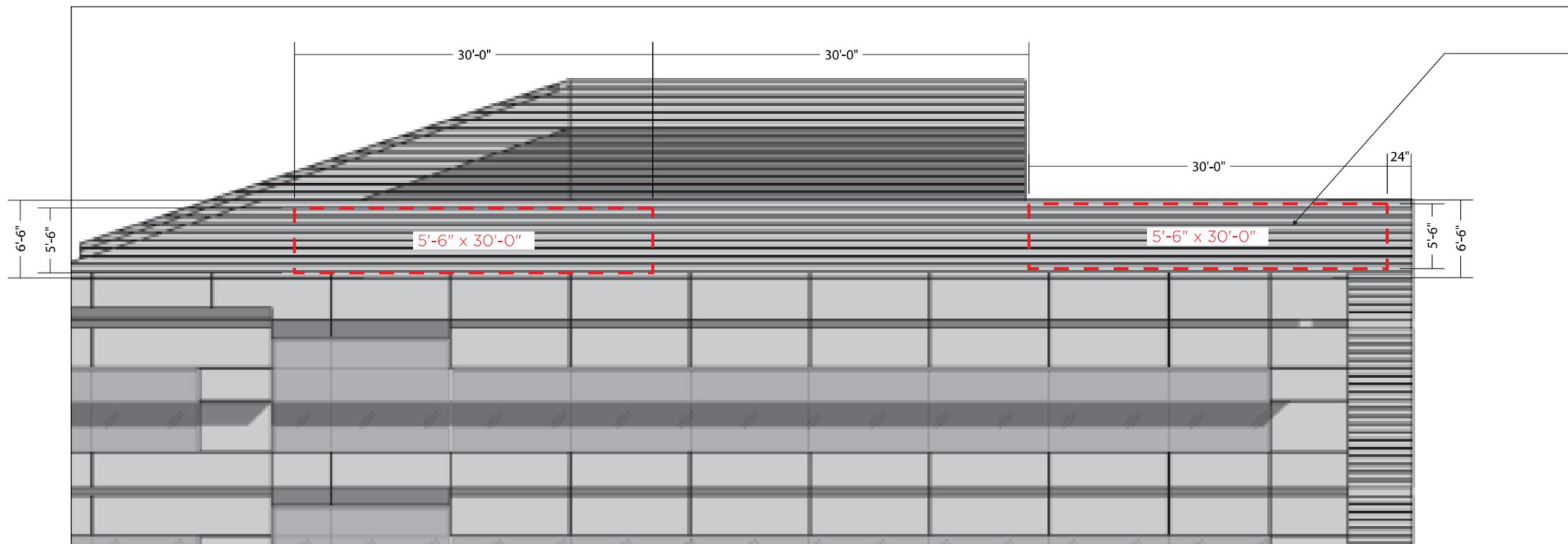
scale: 3/32" = 1'-0"

POTENTIAL SIGN LOCATIONS



SOUTH ELEVATION

scale: 1/32" = 1'-0"

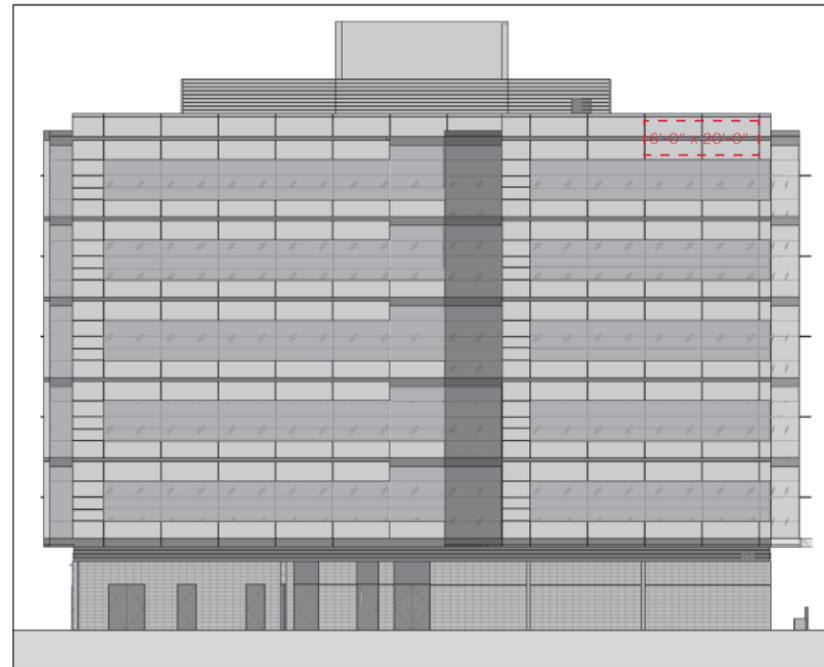


CONCEALED FASTENER METAL PANEL
MANUFACTURER: CENTRIA CS 620, CS 220, CS 660 18 GAUGE ALUMINUM,
FINISH: KYNAR PVDF COATING, COLOR: COLOR TO
MATCH METALLIC CHAMPAGNE & PEWTER - DARK

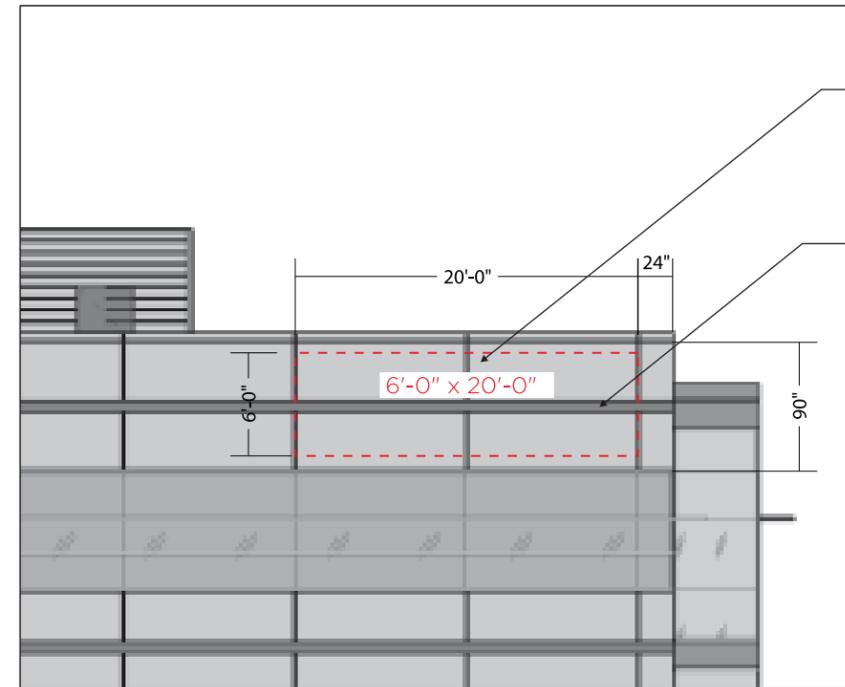
SOUTH ELEVATION - CLOSE UP

scale: 3/32" = 1'-0"

POTENTIAL SIGN LOCATIONS



WEST ELEVATION
scale: 1/32" = 1'-0"



WEST ELEVATION - CLOSE UP
scale: 3/32" = 1'-0"

ALUMINUM COMPOSITE WALL PANEL
MANUFACTURER: KOVACH KOVABOND 4MM MCM SYSTEM
FINISH: KYNAR PVDF
FINISH, COLOR: METALLIC CHAMPAGNE - LIGHT

ALUMINUM COMPOSITE WALL PANEL
MANUFACTURER: KOVACH KOVABOND 4MM MCM SYSTEM
FINISH: KYNAR PVDF
FINISH, COLOR: METALLIC CHAMPAGNE - DARK

SECTION 5

BUILDING ADDRESSES



PAN CHANNEL PARKING

CONSTRUCTION

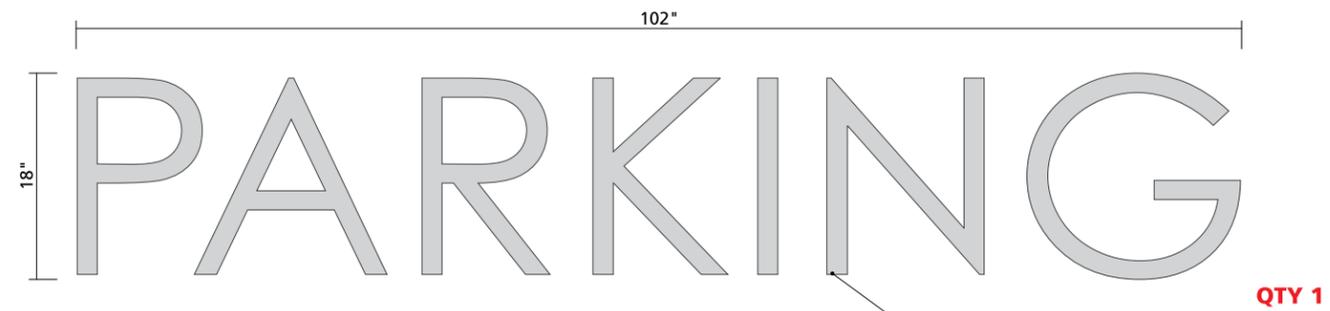
Pan Channel Letters shall be constructed of aluminum with 4" returns with acrylic face, mounted to canopy with a rear raceway.

COLORS & FINISHES

Returns to be painted dark gray. White acrylic face with 3M perforated vinyl.

ILLUMINATION

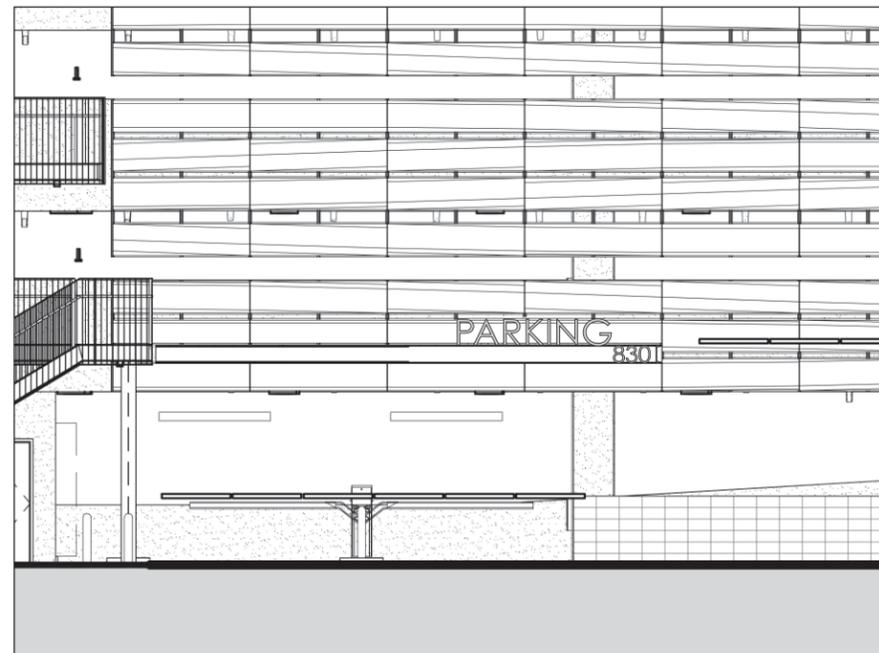
Internal white LED illumination.



ADDRESS NUMBERS

scale: .75" = 1'-0"

4" DEEP INTERNALLY ILLUMINATED PAN CHANNEL LETTERING. PAINT FINISH TBD. WHITE ACRYLIC FACES WITH 3M PERFORATED VINYL PAINTED TO MATCH RETURNS AND TRIM CAP. OVERLAY APPLIED TO FACE. WHITE LED ILLUMINATION.

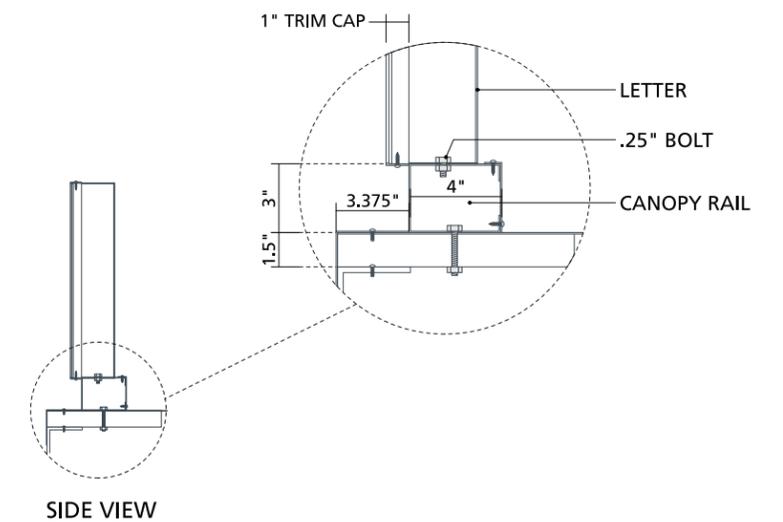


PARTIAL ELEVATION - NORTH

scale: 3/32" = 1'-0"



NIGHT VIEW



SIDE VIEW

PARKING FLAG SIGN

CONSTRUCTION

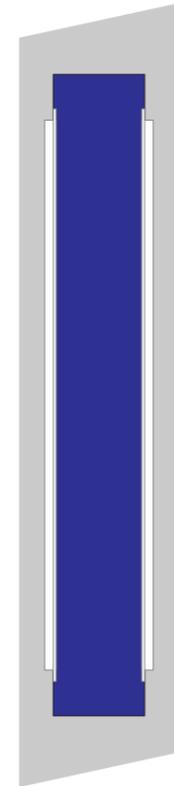
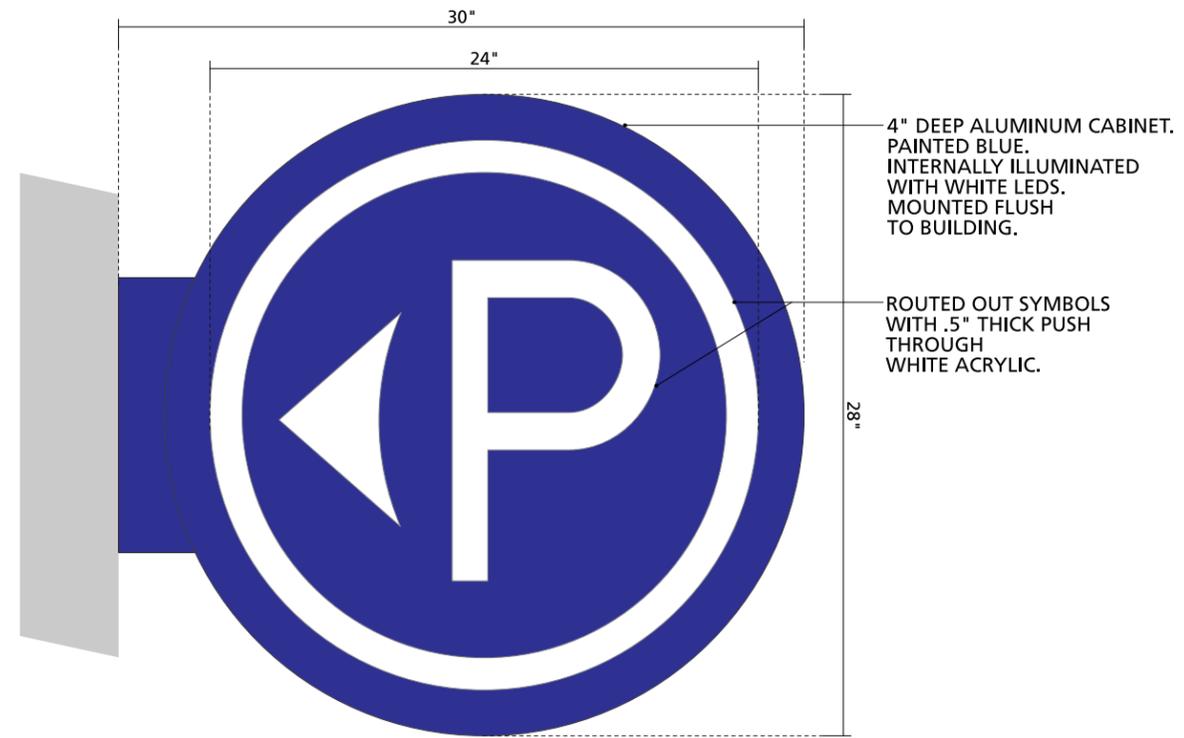
Double sided aluminum cabinet mounted to wall

COLORS & FINISHES

Returns/Faces to be painted blue. Border & Copy routed from face & white push thru acrylic.

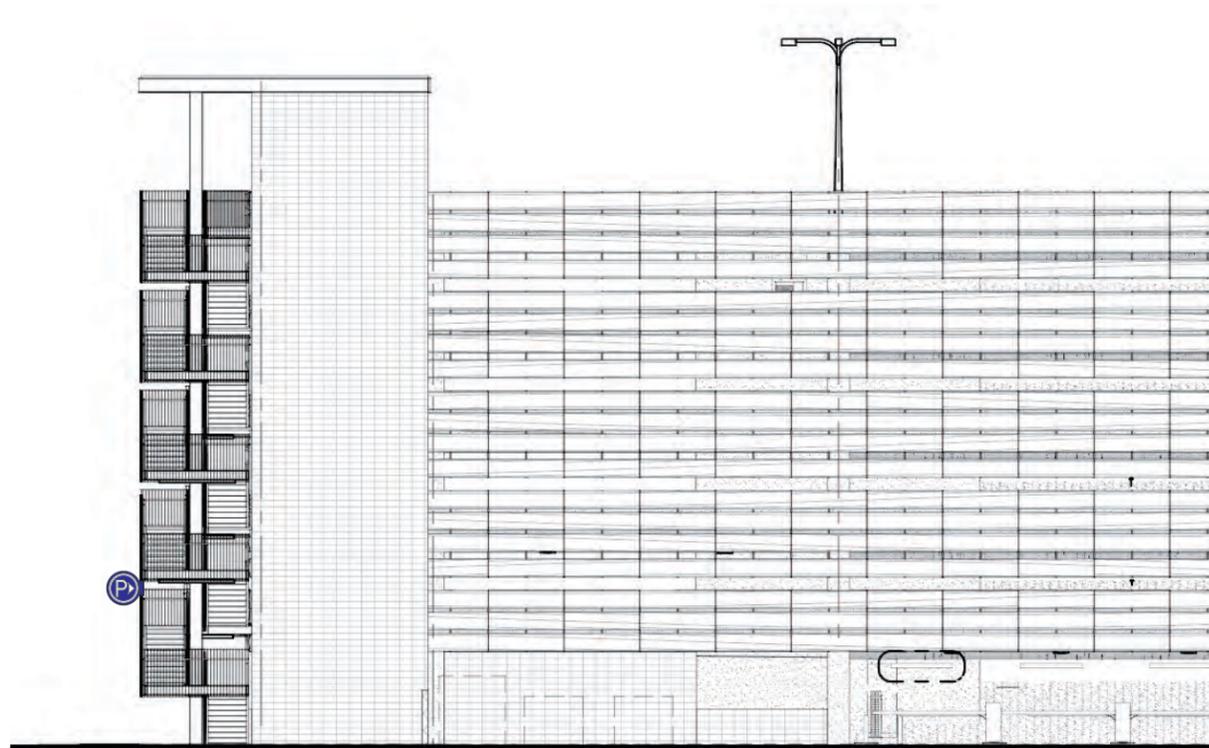
ILLUMINATION

Internal white LED illumination.



SIDE VIEW

PARKING FLAG SIGN
scale: 1.5" = 1'-0"



WEST ELEVATION



NIGHT VIEW