

Planning Application

Part 1 of 2

City of Tempe
 Community Development Department
 31 East 5th Street, Garden Level, Tempe, Arizona 85281
 (480) 350-4311 Fax (480) 350-8677
 Planning Fax (480) 350-8872
<http://www.tempe.gov/planning>



All applications must be accompanied by the required plans, submittal materials, and correct fee(s)

PROJECT INFORMATION - REQUIRED			
PROJECT NAME	Modera - Rio Salado	EXISTING ZONING	GID, RSOD <input checked="" type="checkbox"/>
PROJECT ADDRESS	835 W Rio Salado Parkway, Tempe, AZ 85281	SUITE(S)	<input type="checkbox"/>
PROJECT DESCRIPTION	Sign Package Criteria	PARCEL No(s)	<input checked="" type="checkbox"/> 124-24-022, 124-24-023, 124-24-024, 124-24-025

PROPERTY OWNER INFORMATION - REQUIRED (EXCEPT PRELIMINARY SITE PLAN REVIEW)					
BUSINESS NAME	Mill Creek Residential	ADDRESS	15210 N Scottsdale Rd. Suite 210		
CONTACT NAME	Stephen Byrd	CITY	Scottsdale	STATE	AZ ZIP 85254
EMAIL	sbyrd@mcrtrust.com	PHONE 1	480-416-0778	PHONE 2	

I hereby authorize the applicant below to process this application with the City of Tempe.
 PROPERTY OWNER SIGNATURE *[Signature]* DATE 10/1/2024
 or attach written statement authorizing the applicant to file the application(s)

APPLICANT INFORMATION - REQUIRED					
COMPANY / FIRM NAME	Trademark Visual, Inc	ADDRESS	3825 S 36th St		
CONTACT NAME	Ana Jones	CITY	Phoenix	STATE	AZ ZIP 85040
EMAIL	ajones@trademarkvisual.com	PHONE 1	602-272-5055	PHONE 2	

I hereby attest that this application is accurate and the submitted documents are complete. I acknowledge that if the application is deemed to be incomplete it will be returned to me without review, to be resubmitted with any missing information.
 APPLICANT SIGNATURE *[Signature]* X DATE 10/1/2024

BUSINESS INFORMATION - REQUIRED FOR USE PERMITS & SIGN DPRs					
BUSINESS NAME	Mill Creek Residential	ADDRESS	15210 N Scottsdale Rd. Suite 210		
CONTACT NAME	Stephen Byrd	CITY	Scottsdale	STATE	AZ ZIP 85254
TYPE OF BUSINESS	Office	PHONE	480-416-0778	EMAIL	sbyrd@mcrtrust.com

<input checked="" type="checkbox"/>	APPLICATION (check all that apply)	QTY	SPECIFIC REQUEST (see planning & zoning fee schedule for types)	FOR CITY USE ONLY (planning record tracking numbers)
<input type="checkbox"/>	A. PRELIMINARY SITE PLAN REVIEW			SPR
<input type="checkbox"/>	B. ADMINISTRATIVE APPLICATIONS			ADM
<input type="checkbox"/>	C. VARIANCES			VAR
<input type="checkbox"/>	D. USE PERMITS / USE PERMIT STANDARDS			ZUP
<input type="checkbox"/>	E. ZONING CODE AMENDMENTS			ZOA ZON
<input type="checkbox"/>	F. PLANNED AREA DEVELOPMENT OVERLAYS			PAD REC
<input type="checkbox"/>	G. SUBDIVISIONS / CONDOMINIUMS			SBD REC
<input checked="" type="checkbox"/>	H. DEVELOPMENT PLAN REVIEW			DPR
<input type="checkbox"/>	I. APPEALS			
<input type="checkbox"/>	J. GENERAL PLAN AMENDMENTS			GPA
<input type="checkbox"/>	K. ZONING VERIFICATION LETTERS			ZVL
<input type="checkbox"/>	L. ABATEMENTS			CE CM
TOTAL NUMBER OF APPLICATIONS		0		

FOR CITY USE ONLY			
DS TRACKING #		FILE THIS APPLICATION WITH CE / CM TRACKING #	DATE RECEIVED (STAMP)
PL TRACKING #			VALIDATION OF PAYMENT (STAMP)
SPR TRACKING # (if 2 nd or 3 rd submittal, use planning resubmittal form)			TOTAL APPLICATION FEES
			RECEIVED BY INTAKE STAFF (INITIALS)

SEE REVERSE SIDE FOR REQUIRED PROJECT DATA

TRADEMARK

March 23rd, 2023

City of Tempe - Planning Division
31 East Fifth Street
Tempe, AZ 85281

NARRATIVE:

Our request is for the approval of the Modera – Rio Salado Mixed-Use development at 835 W Rio Salado Pkwy, Tempe, AZ 85281.

This document is to propose a Sign Package Criteria for Modera – Rio Salado a Mixed-Use multi-family development with four retail pads at the intersection of Rio Salado Parkway and South Hardy Drive. The scope pertains to a Property ID Wall Sign, Property ID Blade Sign, Tenant Blade Signs, and Entry Vinyl graphics, more specifically on the North and West elevations. The proposal is to create sign bands on these elevations within the guidelines of city code. This will allow for a total of four Tenant Blade Signs, four sets of Entry Vinyl graphics, one Property ID Wall Sign, and one Property ID Blade Sign.

Reference the submitted drawings, for further detail and visuals. Please contact Ana Jones at Trademark Visual, Inc. located at 3825 S 36th St, Phoenix, AZ 85040 (602) 272-5055 with any other questions or required information.



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GENERAL INFORMATION

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OWNER / LANDLORD

Mill Creek Residential

15210 N Scottsdale Rd. Suite 210
Scottsdale, AZ 85254

PROPERTY / SITE

Moderia Rio Salado by Mill Creek

835 West Rio Salado Parkway
Tempe, Arizona 85281

APN NUMBER:
124-24-022, 124-24-023,
124-24-024, 124-24-025

EXISTING ZONING:
GID, RSOD

PROPOZED ZONING:
MU-4, PAD, RSOD

NARRATIVE

This Owner's Sign Package Criteria document will outline the typical sign types allowed at this mixed use development. These are general guidelines for sign selection and landlord approval will be required for any exterior sign. Local zoning and sign code will apply to the size and type of signs in your particular development, and sign permits are required per local zoning ordinances. Any variance to these guidelines shall be approved by Mill Creek Residential.

SIGN PACKAGE CRITERIA

These criteria have been developed to ensure design compatibility among all signs at Modera Rio Salado in Tempe, Arizona. These criteria exist to maintain a continuity of quality and aesthetics throughout the site for the mutual benefit of all tenants, and to comply with the regulations of the local municipal sign and electrical codes. Conformance to these criteria will be strictly enforced. Any sign installed that is non-conforming to these criteria not approved by the Landlord must be removed or brought into conformance by the Tenant and/or its sign contractor.

Landlord shall approve all signs, in writing, prior to installation. Approval shall be for appearance only and not for code compliance. Sign permits must be obtained from the local jurisdiction prior to the installation of permit-required signs only.

GENERAL SIGNAGE REQUIREMENTS

1. The Landlord shall review the detailed shop drawings (provide 2 sets) indicating the location, size, layout, design color, illumination materials and method of attachment and return one (1) set to Tenant marked Approved, Approved as Noted, or Revise and Re-Submit.
2. "Revise and Re-Submit" drawings will be returned to the Tenant with comments. These drawings shall be revised by Tenant and re-submitted to the Landlord for their approval.
3. Upon receipt of Landlord approval, Tenant shall proceed with the local permit process. Permit required signs shall not be installed prior to approval.
4. No signs, advertisements, notices or other lettering shall be exhibited, inscribed painted or affixed on any part of a sign, except lettering and/or graphics which have received the prior written approval of the Landlord. SEE NOTE 1
5. Tenant and/or its representatives shall obtain all permits for any permit required for exterior signs and their installation.

6. Tenant shall be responsible for compliance with all applicable statutes/codes, ordinances or other regulations for all work performed on the premises by or on behalf of the Tenant.

7. The Landlord's approval of Tenant's plans, specifications, calculations, or work shall not constitute an implication, representation, or certification by the Landlord that said items are in compliance with applicable statutes, codes, ordinances or other regulations.

8. All permit required signage is subject to Landlord approval, and this Sign Package Criteria. Landlord will support all applications for signs in compliance with this plan but cannot guarantee City approval. ANY VARIANCE TO THIS SIGN PACKAGE CRITERIA REQUIRES THE APPROVAL OF MILL CREEK RESIDENTIAL.

9. All signage shall be constructed and installed at Tenant's expense.

10. Tenant and the Tenant's contractor shall be responsible for the repair of any damage caused by installation or removal of any sign.

11. All exterior signs shall be secured by concealed fasteners, stainless steel, or nickel or cadmium plated.

12. All signs shall be fabricated using full welded construction.

13. All penetrations of the building structure required for sign installation shall be neatly sealed in a water tight condition.

14. No labels shall be permitted on the exposed surface of signs, except those required by local ordinance. Those required shall be applied in an inconspicuous location.

15. All exposed metals shall be painted to render them inconspicuous.

16. No exposed raceways, crossovers, tubing or conduit will be

permitted. All conductors, transformers, and other equipment shall be concealed.

17. All electrical signs shall be constructed to UL Standards.

18. All signs shall conform to International Building Code Standards.

19. All electrical signs shall conform to National Electrical Code Standards.

20. Tenant shall be liable for the operation of their sign contractor. Tenant shall be responsible for selecting a sign company that carries workers' compensation and commercial general liability insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs with limits of liability satisfying the requirements of the Lease. No vendor/contractor should commence work without providing a COI at least 7 days prior to work commencing and should name the LL and its property manager as additional insured.

21. Flashing, moving, or audible signs will not be permitted.

22. Tenant logo styled letters may be used. Copy content of the signage shall not include products sold without prior approval of the Landlord.

NOTES

1. No signage or advertisement is permitted on windows with the exception of tenant name, suite number, hours of operation, and regulatory requirements.
2. Freestanding temporary signs shall be permitted only adjacent to the tenant entries.
3. Temporary signs are not to be attached to the building.
4. Temporary signs are permitted for no more than 30

calendar days. Tenant may request extensions permitted at the sole discretion of Mill Creek Residential.

5. All temporary signage must be removed upon final occupancy and building sign installation, if any.

PROPERTY ID WALL SIGN

1.00

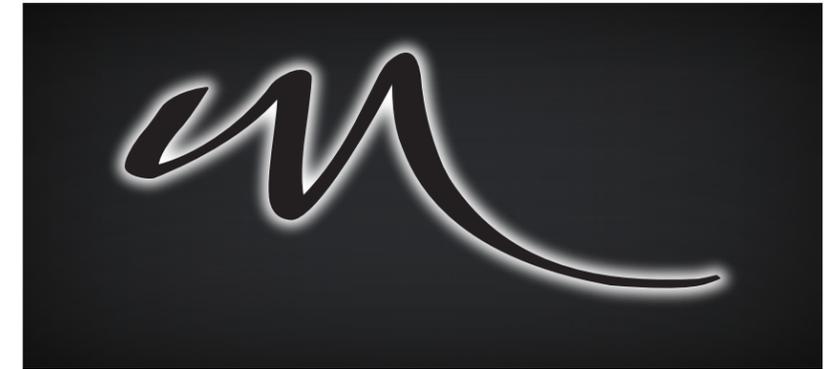
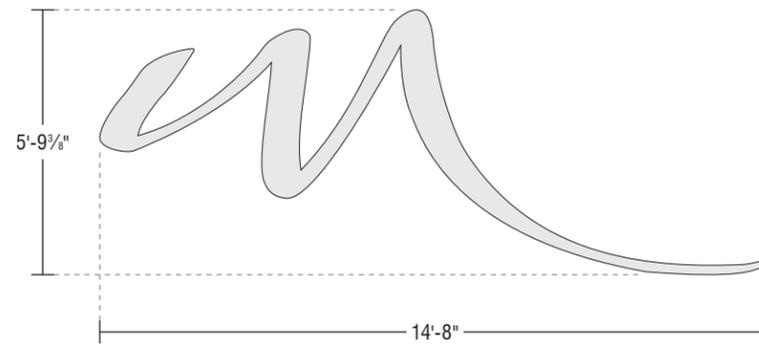
GENERAL SIGN DESCRIPTION

One stud mounted, halo illuminated Property ID Wall Sign to be located above main entry on building's west elevation.

Exact construction method to be in accordance with this plan and the Design Guidelines.

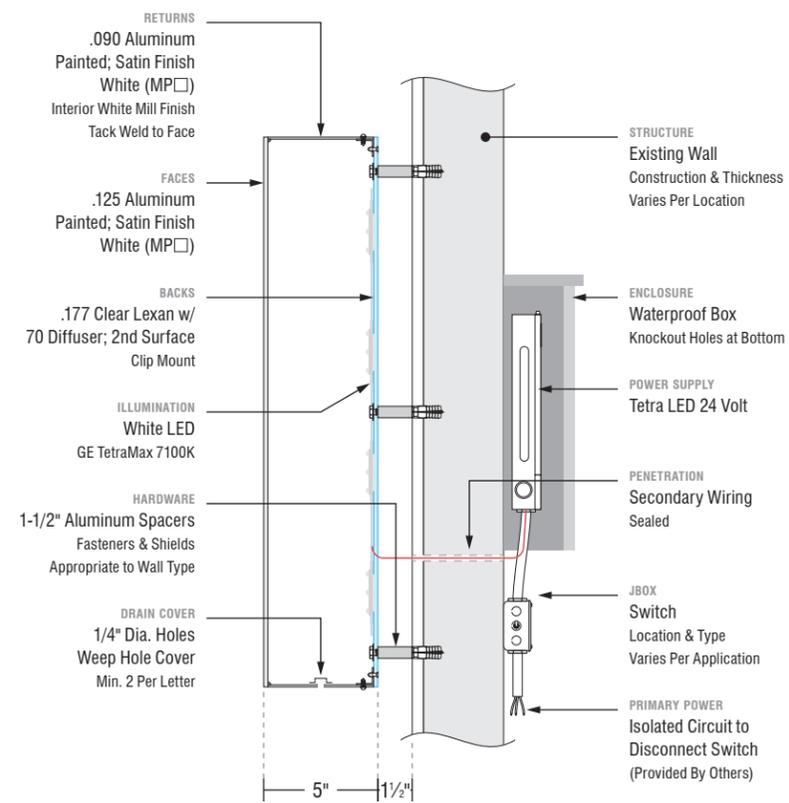
Maximum Height: 82'-2" Above Finished Grade

Signage Area: 84.79 sq/ft



Simulated Illumination

A Project Detail Qty: 1 / ☉ Install
84.79
SCALE 1/4" = 1'0"



B Section Detail - Typical Exterior
Reverse Pan Channel / Halo-Illuminated



C Partial West Elevation Frontage: 483'-3"
SCALE 1" = 25'0"

PROPERTY ID BLADE SIGN

2.00

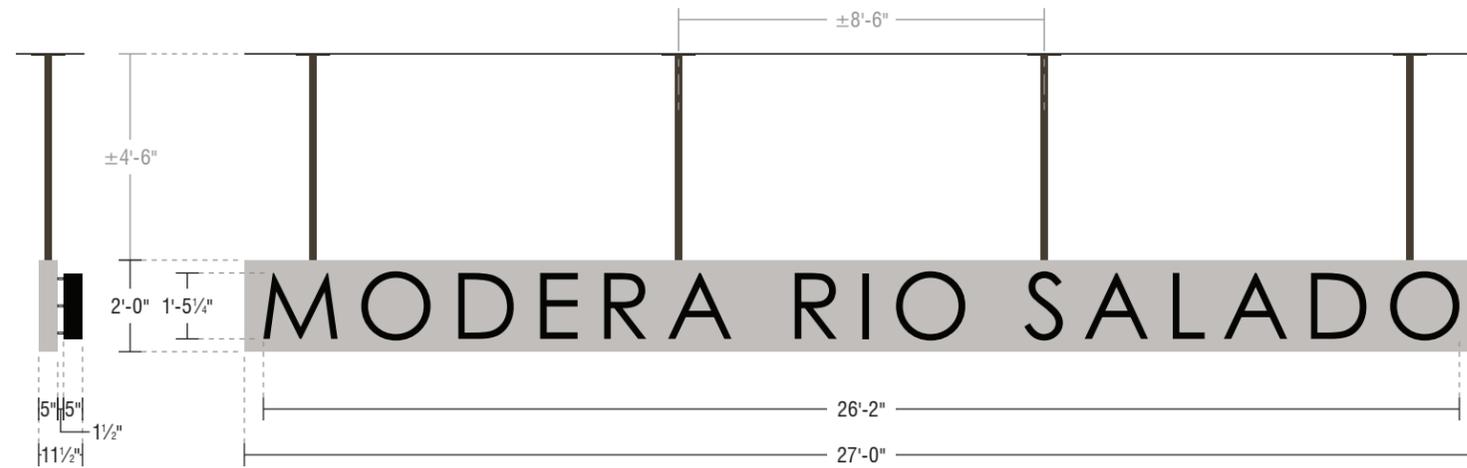
GENERAL SIGN DESCRIPTION

One dual illuminated pan channel letterset mounted to a suspended sign cabinet to be located above main entry on building's north elevation.

Exact construction method to be in accordance with this plan and the Design Guidelines.

Maximum Height: 16'-0" Above Finished Grade

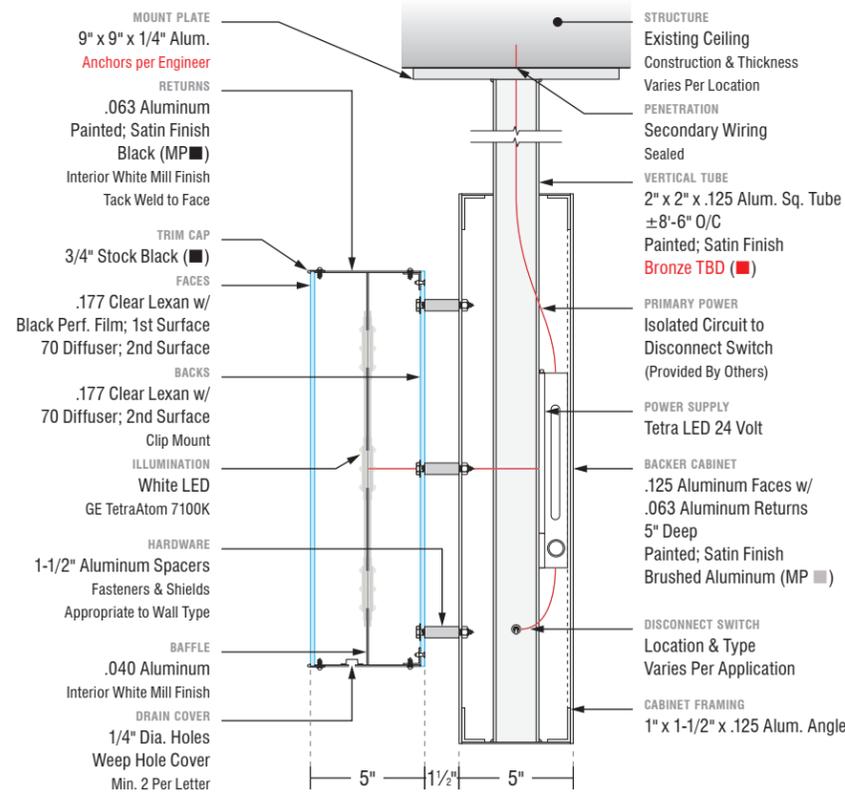
Signage Area: 84.79 sq/ft



Simulated Illumination

A Project Detail
SCALE 1/4" = 1'0"

Qty: 1 / ☉ Install
84.79



B Section Detail - Typical Exterior
Pan Channel / Dual-Illuminated / Blade Sign



C Partial North Elevation
SCALE 1" = 25'0"

Frontage: 371'-7"

TENANT BLADE SIGNS - OPTION 1

3.00

GENERAL SIGN DESCRIPTION

One face illuminated pan channel letterset mounted to a suspended sign cabinet in between existing concrete pillars.

Two (2) of these signs to be installed along the building's north elevation and two (2) are to be installed along the building's west elevation.

Corporate logos and colors to be allowed with Owner's approval. Logo restricted to 25% of sign area per DRC

If tenant does not provide branding, name is to be set in the font Gotham Bold, min. 24" cap height.

Exact construction method to be in accordance with this plan and the Design Guidelines.

Maximum Height: 17'-0" Above Finished Grade

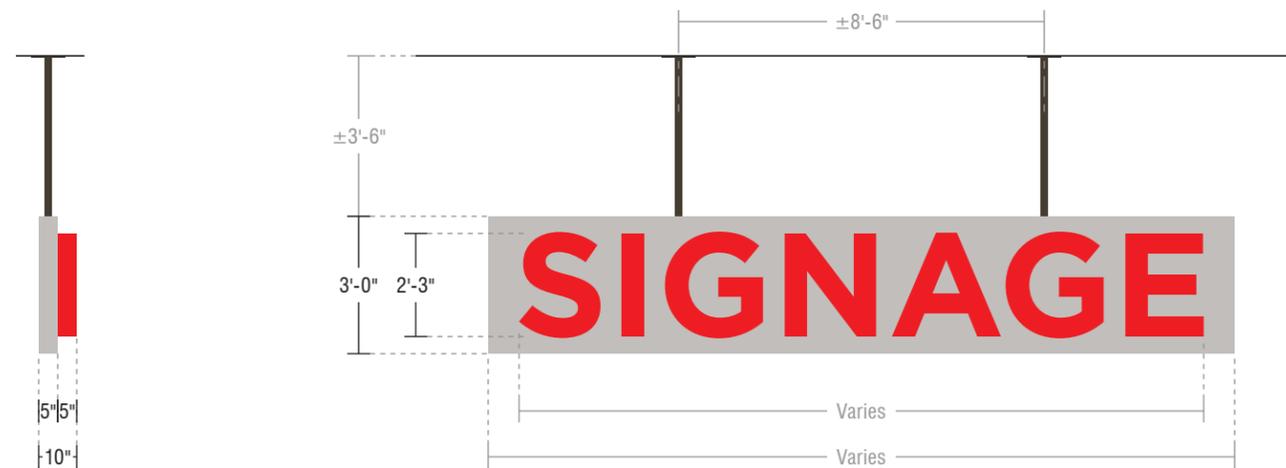
Signage Area: Varies per Cabinet Length

3.01 (3'-0" x 16'-6") = 49.50 sq/ft

3.02 (3'-0" x 13'-10") = 41.50 sq/ft

3.03 (3'-0" x 18'-1") = 54.25 sq/ft

3.04 (3'-0" x 16'-4") = 49.00 sq/ft

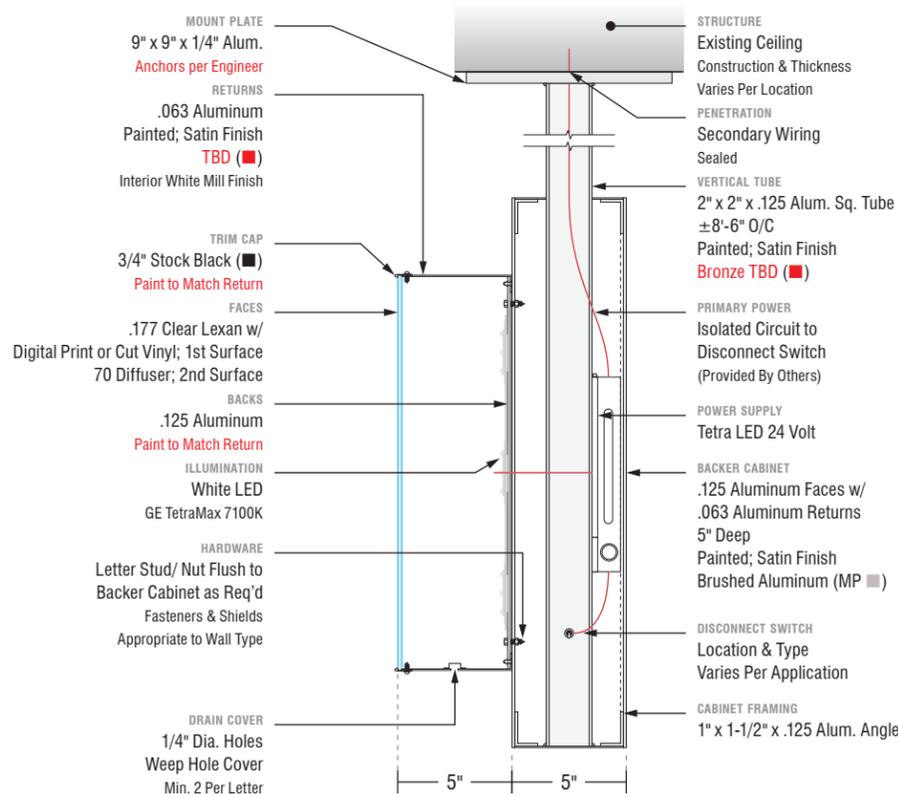


A Project Detail
SCALE 1/4" = 1'0"

Qty: 1 / ☉ Install



Simulated Illumination



B Section Detail - Typical Exterior
Pan Channel / Dual-Illuminated / Blade Sign



C Typical Elevation
SCALE 1/8" = 1'0"

TENANT BLADE SIGNS - OPTION 2

3.00

GENERAL SIGN DESCRIPTION

One halo illuminated pan channel letterset mounted to a suspended sign cabinet in between existing concrete pillars.

Two (2) of these signs to be installed along the building's north elevation and two (2) are to be installed along the building's west elevation.

Corporate logos and colors to be allowed with Owner's approval. Logo restricted to 25% of sign area per DRC

If tenant does not provide branding, name is to be set in the font Gotham Bold, min. 24" cap height.

Exact construction method to be in accordance with this plan and the Design Guidelines.

Maximum Height: 17'-0" Above Finished Grade

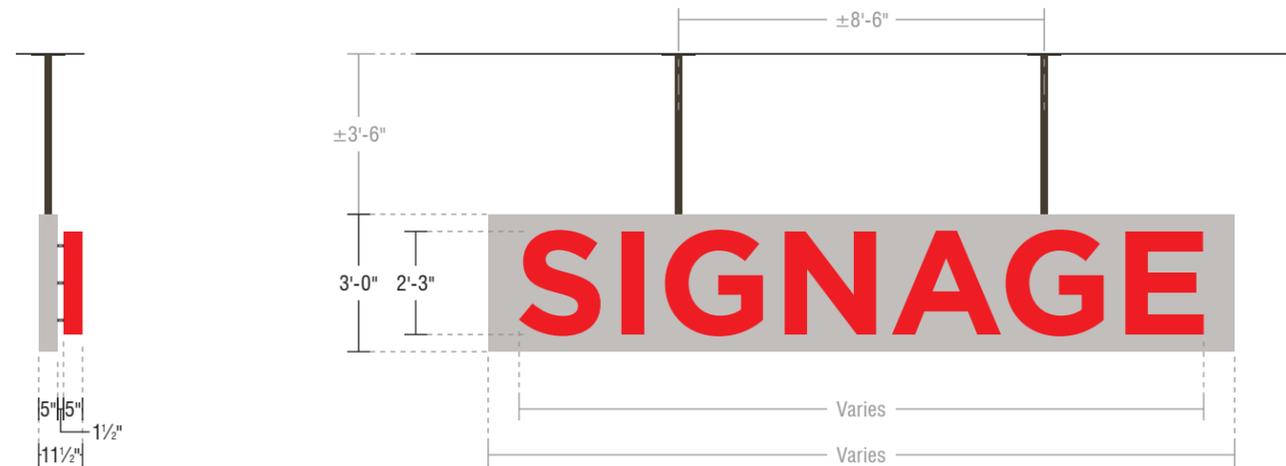
Signage Area: Varies per Cabinet Length

3.01 (3'-0" x 16'-6") = 49.50 sq/ft

3.02 (3'-0" x 13'-10") = 41.50 sq/ft

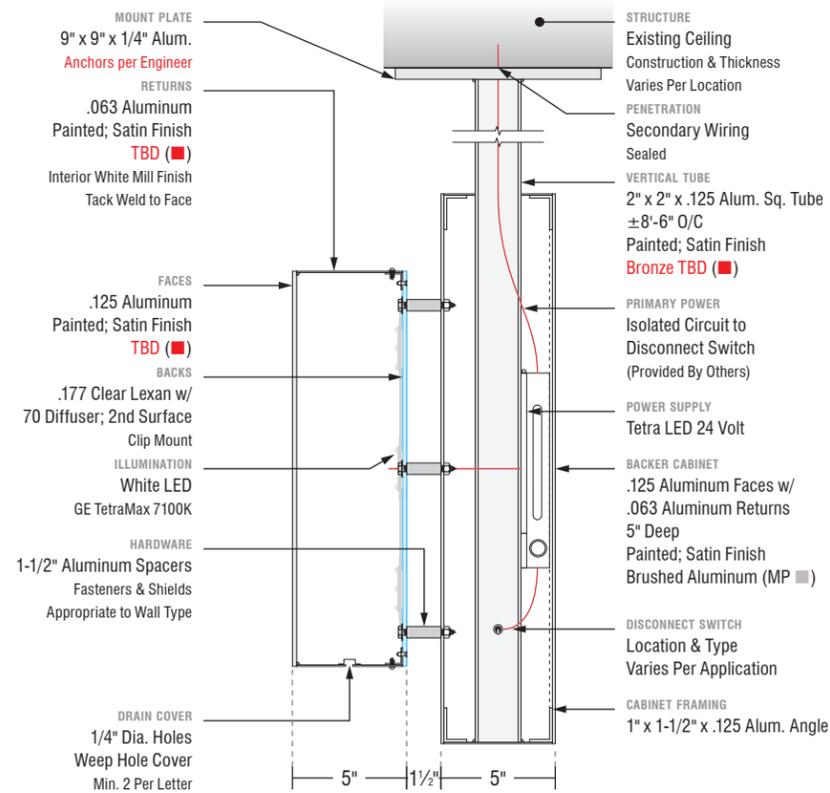
3.03 (3'-0" x 18'-1") = 54.25 sq/ft

3.04 (3'-0" x 16'-4") = 49.00 sq/ft



A Project Detail
SCALE 1/4" = 1'0"

Qty: 1 / ☉ Install



B Section Detail - Typical Exterior
Pan Channel / Dual-Illuminated / Blade Sign



Simulated Illumination



C Typical Elevation
SCALE 1/8" = 1'0"

TENANT BLADE SIGNS - OPTION 3

3.00

GENERAL SIGN DESCRIPTION

One dual illuminated pan channel letterset mounted to a suspended sign cabinet in between existing concrete pillars.

Two (2) of these signs to be installed along the building's north elevation and two (2) are to be installed along the building's west elevation.

Corporate logos and colors to be allowed with Owner's approval.

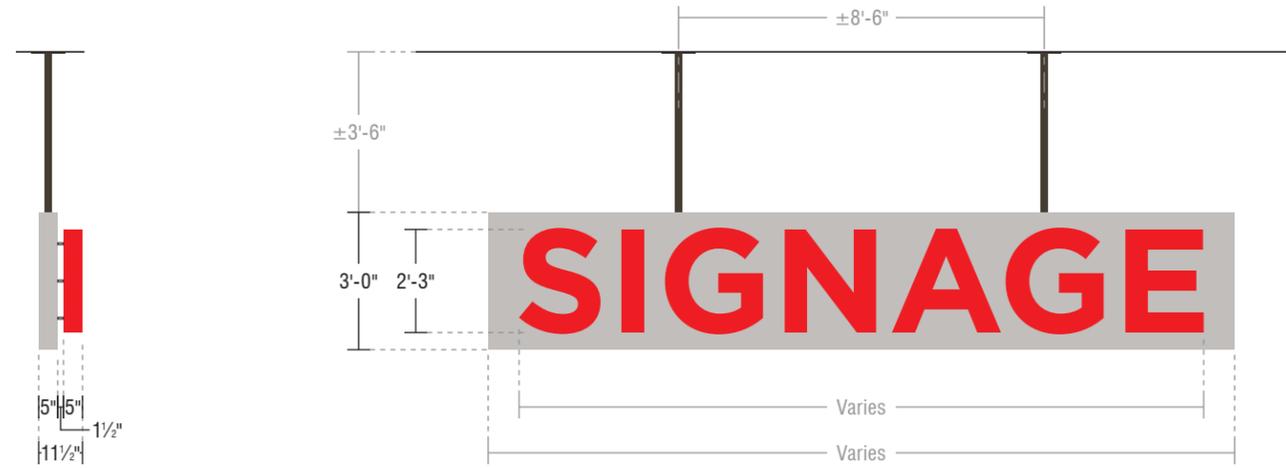
If tenant does not provide branding, name is to be set in the font Gotham Bold, min. 24" cap height.

Exact construction method to be in accordance with this plan and the Design Guidelines.

Maximum Height: 17'-0" Above Finished Grade

Signage Area: Varies per Cabinet Length

- 3.01 (3'-0" x 16'-6") = 49.50 sq/ft
- 3.02 (3'-0" x 13'-10") = 41.50 sq/ft
- 3.03 (3'-0" x 18'-1") = 54.25 sq/ft
- 3.04 (3'-0" x 16'-4") = 49.00 sq/ft

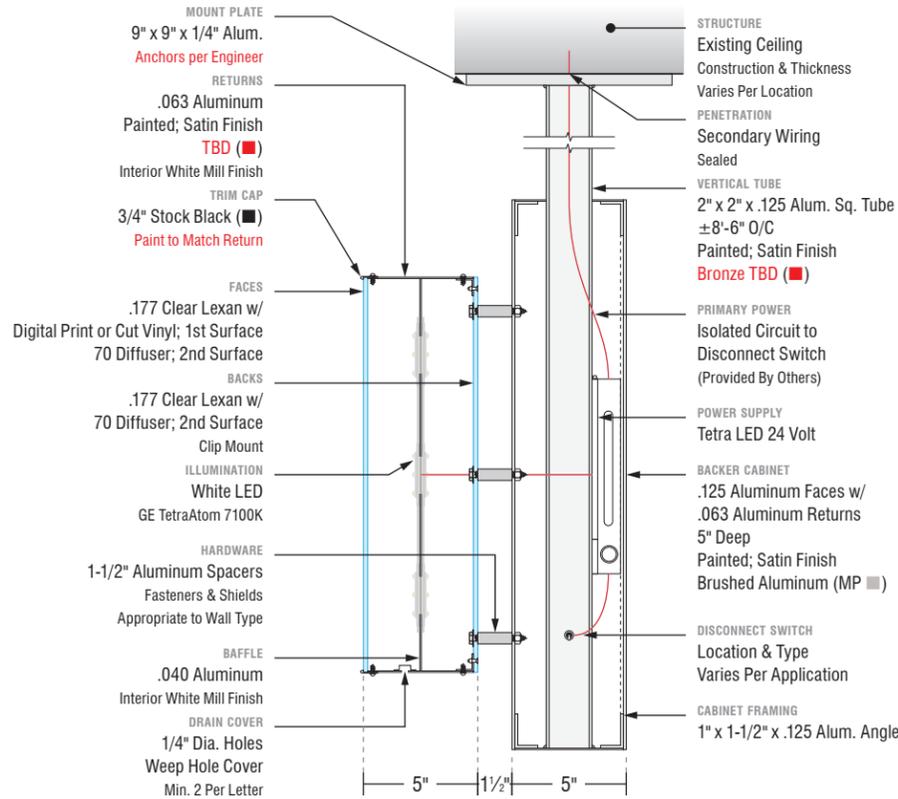


A Project Detail
SCALE 1/4" = 1'0"

Qty: 1 / ☉ Install



Simulated Illumination



B Section Detail - Typical Exterior
Pan Channel / Dual-Illuminated / Blade Sign



C Typical Elevation
SCALE 1/8" = 1'0"

ENTRY VINYL GRAPHICS

4.00

GENERAL SIGN DESCRIPTION

Cut matte white vinyl lettering to be applied on entry door glass as shown in typical elevation detail.

All messaging to be set in the fonts Gotham Bold and Gotham Book. Upper copy is 1-1/2" tall. Lower copy is 1" tall.

One (1) vinyl graphics set to read 'Leasing Office' along with corresponding hours of operation.

Three (3) vinyl graphics sets to display the current tenant's name along with corresponding hours of operation. May not exceed 2'-4" wide.



A Typical Elevation
SCALE 1/2" = 1'0"

BUILDING ELEVATIONS



A Building Color Elevations
SCALE 1" = 40'0"

BUILDING ELEVATIONS



B Building Color Elevations
SCALE 1" = 40'0"

BUILDING ELEVATIONS



COURTYARD NORTH



COURTYARD WEST



COURTYARD SOUTH

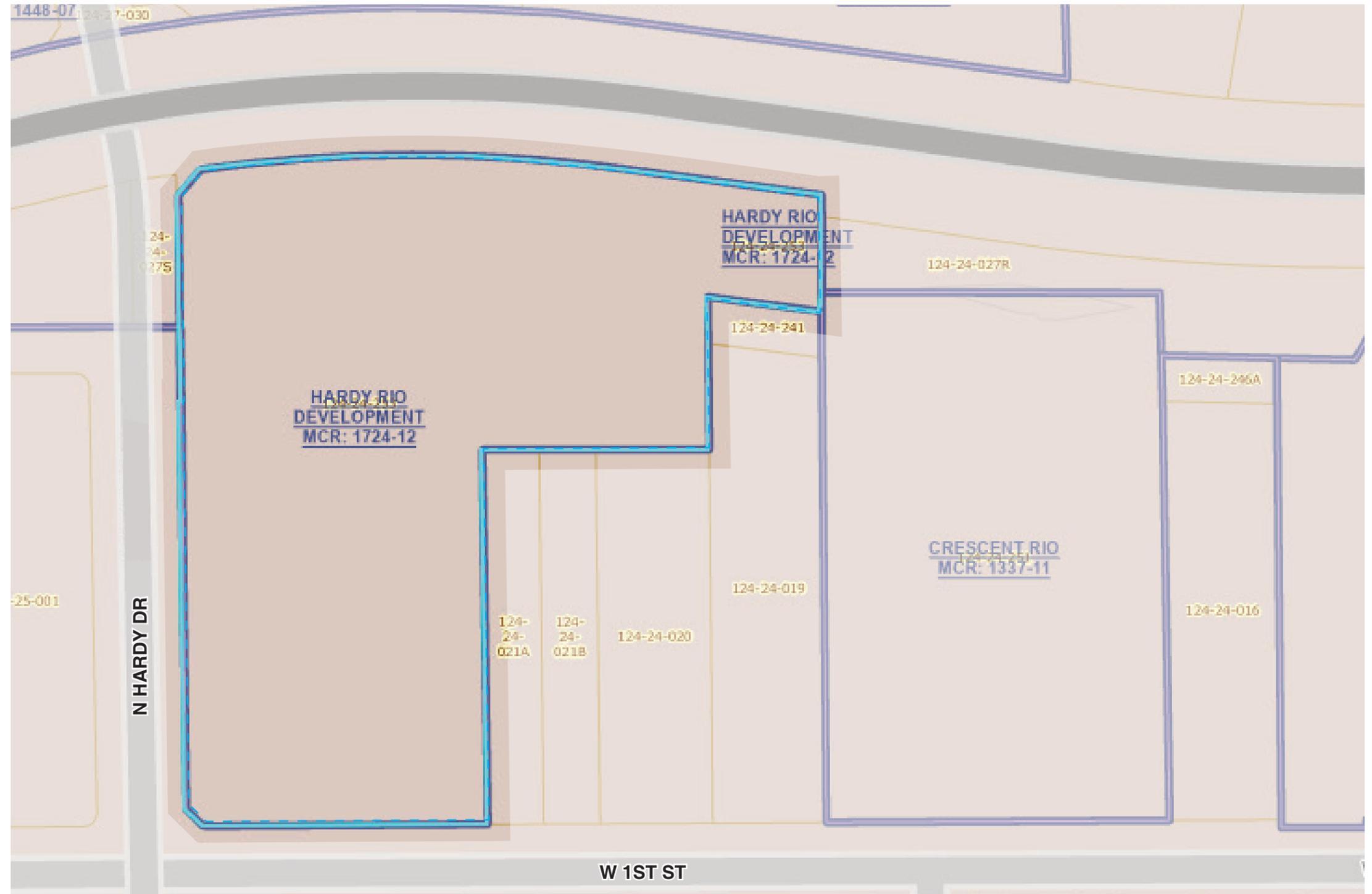
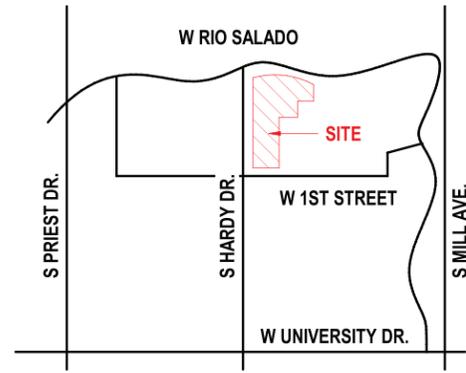


COURTYARD EAST

SEE NEXT SHEET

1.00	PROPERTY ID WALL SIGN
2.00	PROPERTY ID BLADE SIGN
3.00	TENANT BLADE SIGNS
4.00	ENTRY VINYL GRAPHICS
[---]	PROPERTY LINE

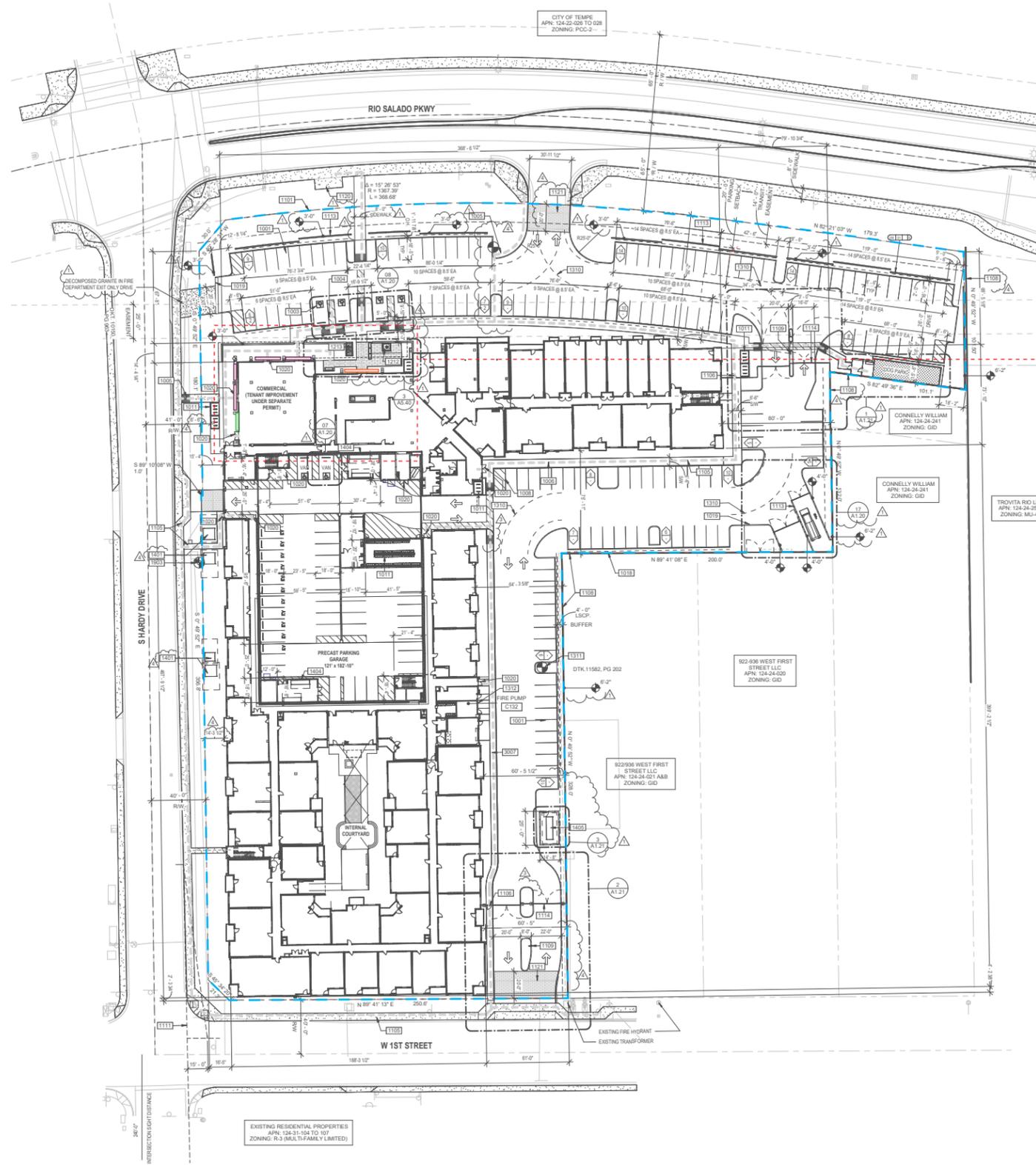
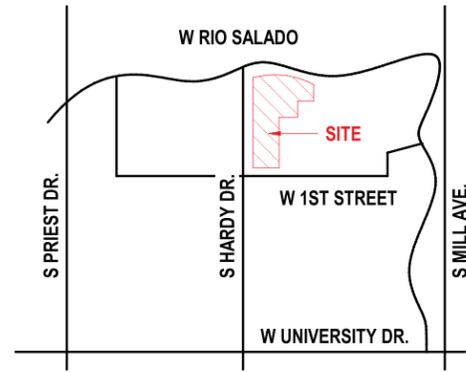
MAP KEY
1" = 100'0"



SITE LOCATION PLAN

MAP KEY
1" = 100'0"

	1.00	PROPERTY ID WALL SIGN
	2.00	PROPERTY ID BLADE SIGN
	3.00	TENANT BLADE SIGNS
	4.00	ENTRY VINYL GRAPHICS
		PROPERTY LINE



Enlarged @ 1" = 50'0"

