

# SIGN PACKAGE CRITERIA

<b>DATE</b>	04/21/05
<b>PROJECT NAME</b>	Reef Properties
<b>PROJECT ADDRESS</b>	660-664 West Warner Road
<b>TYPE</b>	For 660 W. Warner, internally-illuminated cabinet displays with exposed neon border and clear plex faces.  For 664 W. Warner Road, internally-illuminated cabinet signs with rusted iron patina finish on frame and no exposed neon border.
<b>ILLUMINATION</b>	Exposed neon and internal fluorescent
<b>MATERIAL</b>	
<b>CONSTRUCTION</b>	
<b>LETTER STYLE</b>	Open
<b>LOGO</b>	Restricted to 25% of sign area – DRC policy.
<b>COLOR</b>	Yellow, green, and red Color Palette
<b>SIZE RESTRICTION</b>	Sign area allowance for each tenant shall be determined by the city of Tempe Zoning & Development code.
<b>INSTALLATION</b>	Building mounted signage shall be limited to 80% or less of the vertical or horizontal backgrounds.
<b>WINDOW SIGNAGE</b>	Window signs are restricted to 25% of the individual window in which the sign is located.
<b>CENTER ID</b>	One (1) double faced ground sign constructed of same block as building with two (2) panel display for back tenant (664 W Warner Rd.) with landlord approval.
<b>MAJOR/PAD TENANT VARIATION</b>	