

TRADEMARK

REGENTS CENTRE

Sign Package Criteria
Amendment 89937-02
06.22.17

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GENERAL INFORMATION

PROJECT

Regents Centre

1900, 1910, 1920, 1930
W. University Dr.
Tempe, AZ 85281

455 S. 52nd St.
Tempe, AZ 85281

PARCEL INFORMATION

PARCEL NUMBERS

124-38-242
124-38-243
124-38-244
124-38-246A
124-38-266A
124-38-267B
124-38-269A
124-38-269B
124-38-269C
124-38-275
124-38-276

AREA IN SQUARE FEET

951,395

AREA IN ACREAGE

21.84

ZONING

GID

SITE INFORMATION

Regents Centre is a collection of buildings ranging from multi-tenant office to commercial use.

NARRATION

Regents Centre Sign Criteria is set to establish a functional and consistent sign standard for all future signage in regards to fabrication, location, and installation.

PROPERTY OWNER

MSC Tempe LLC
2 Center Plaza Ste. 410
Boston, MA 02108

SIR Properties Trust
Two Newton Pl 255
Washington St. Ste 300
Newton, MA 02458

Ironwood Lithographers Inc.
5858 Wetheimer Ste. 200
Houston, TX 77057

SIGNAGE CONSULTANT

Trademark Visual, Inc.
3732 E. University Dr.
Phoenix, AZ 85034

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Ana Jones
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ajones@trademarkvisual.com

LEGAL DESCRIPTION

PARCEL NO. 1:

Parcel H, Ryan West Business Park, according to Book 866 of Maps, page 31, records of Maricopa County, Arizona.

PARCEL NO. 2:

An easement for vehicular and pedestrian ingress, egress, public utilities and surface storm drainage as created by instrument recorded in Document No. 19991145781, amendment recorded in Document No. 2001-0611789, amendment recorded in Document No. 2003-0739866, re-recorded in Document No. 2004-0106170, amendment recorded in Document No. 2004-0106171 and amendment recorded in Document No. 2005-1452828, records of Maricopa County, Arizona.

PARCEL NO. 3:

A nonexclusive easement for ingress and egress and utilities by or pursuant to that certain "Reciprocal Easement Agreement" recorded December 23, 1999, in Document No. 19991145786, records of Maricopa County, Arizona.

CREATIVE ELEMENTS



PROJECT FONTS

Vectora LT Std 75 Bold
abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Akzidenz Grotesk CE Roman
abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

TENANT PANELS

Helvetica Neue LT Std
47 Light Condensed
abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

PROJECT COLORS



Paint - Brown County
Matthews Paint (MP 04991)



Paint - Brushed Aluminum
Matthews Paint (MP 41342SP)



Paint - Split Leather
Matthews Paint (MP 7585)

LOGOS

Logo style allowed with landlord approval.

PROJECT COLORS & FONTS DESCRIPTIONS

Tenant Panels

All Tenant Names on Multi-Tenant Monument Sign will be the color MP Brown County. Font will be Helvetica Neue Lt Std 47 Light Condensed.

Masonry Base

All Ground Signs require a Masonry Base, per City of Tempe Code requirements. Masonry Bases to be color MP Split Leather

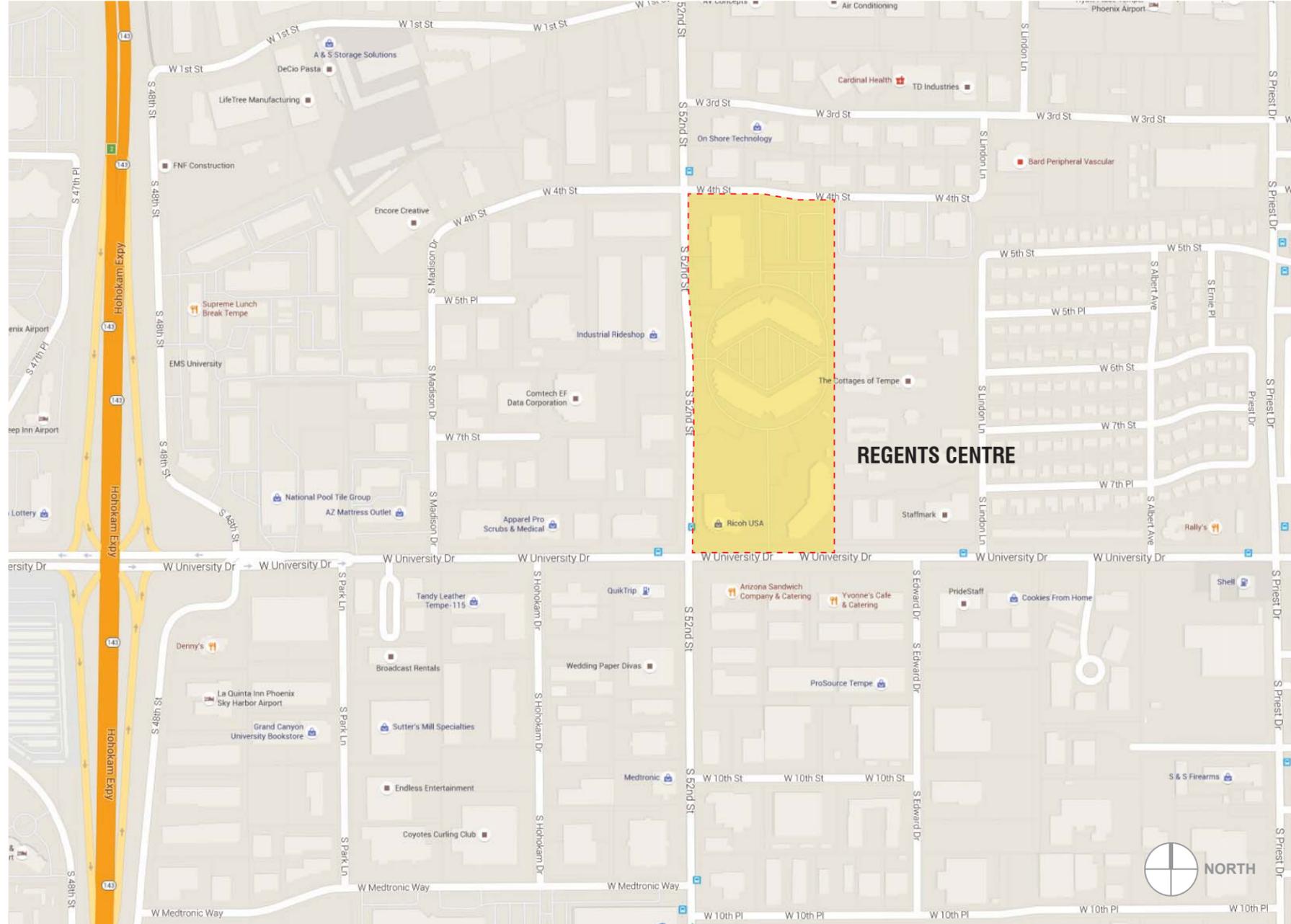
Tenant Signs

Tenant colors and logos open with landlord approval. If no brand standards are available, color will default to project colors on this page. Text is to be a color that will contrast the color of the wall face. The font will be Vectora Lt Std 75 Bold (on this page).

LOCATION

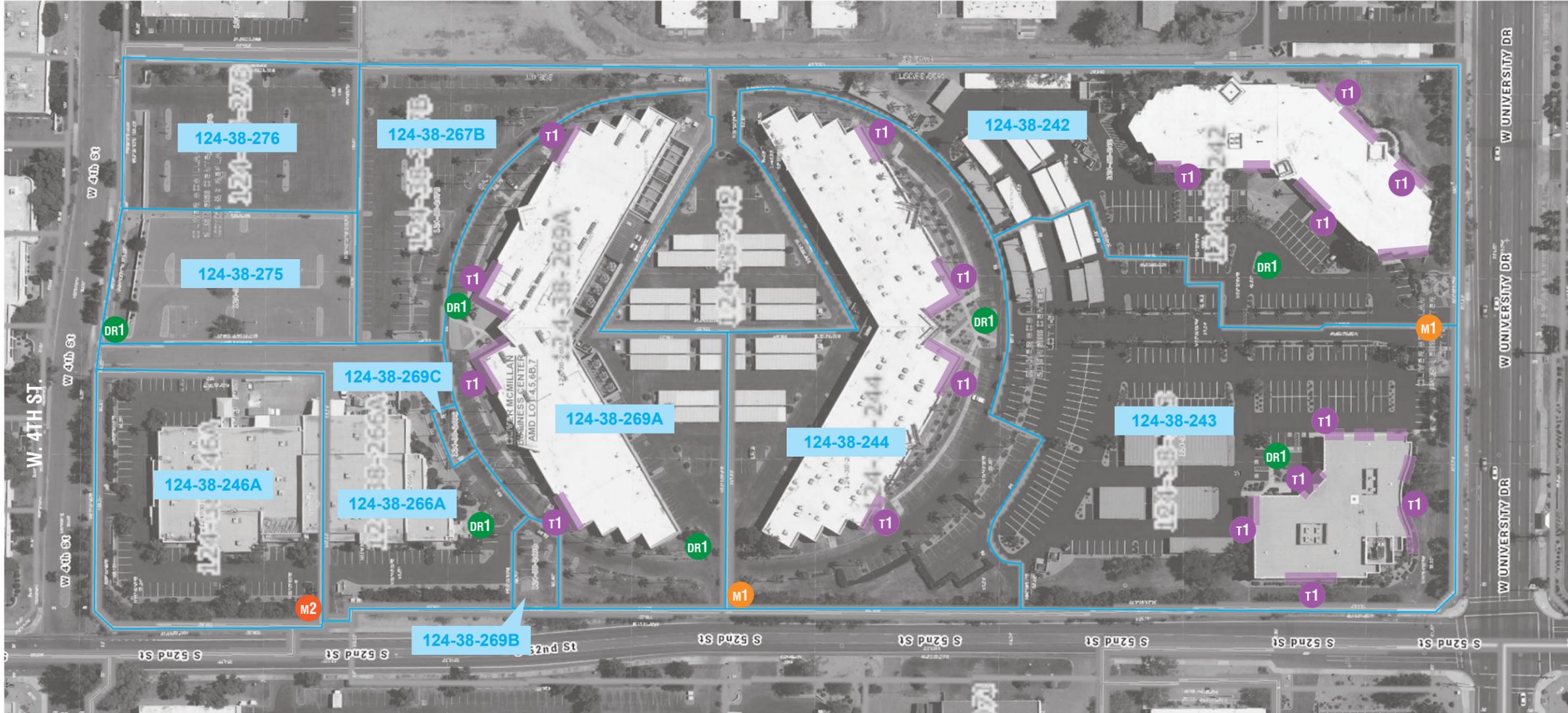
ALONG W. UNIVERSITY, EAST OF THE 143 EXPRESS WAY
TEMPE, AZ

VICINITY MAP



AERIAL VIEW





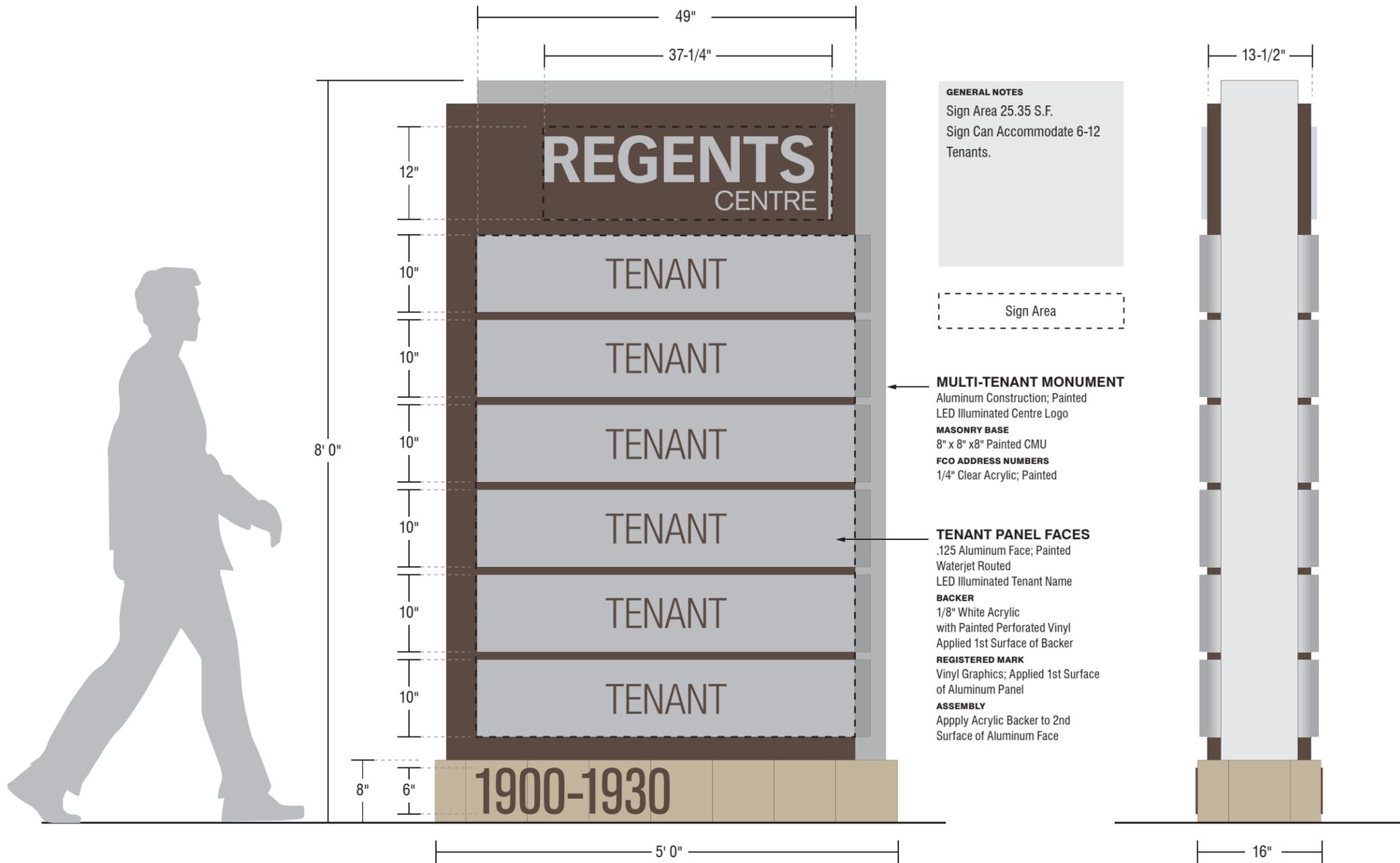
KEY

- REGENTS CENTRE SIGNS**
- M1 Illuminated Multi-Tenant Monument Sign
 - M2 Illuminated Single-Tenant Monument Sign
 - DR1 Illuminated Directory Sign (Locations TBD)
 - T1 Building Tenant Signs

— Parcel Numbers

GENERAL NOTES
 Final Location of Signs Required
 at Time of Sign Permit
 Submittal

A Sign Location Plan



GENERAL NOTES
 Sign Area 25.35 S.F.
 Sign Can Accommodate 6-12 Tenants.



MULTI-TENANT MONUMENT
 Aluminum Construction; Painted LED Illuminated Centre Logo
MASONRY BASE
 8" x 8" x 8" Painted CMU
FCO ADDRESS NUMBERS
 1/4" Clear Acrylic; Painted

TENANT PANEL FACES
 .125 Aluminum Face; Painted Waterjet Routed LED Illuminated Tenant Name
BACKER
 1/8" White Acrylic with Painted Perforated Vinyl Applied 1st Surface of Backer
REGISTERED MARK
 Vinyl Graphics; Applied 1st Surface of Aluminum Panel
ASSEMBLY
 Apply Acrylic Backer to 2nd Surface of Aluminum Face



C Existing Monument Signs - To be Removed

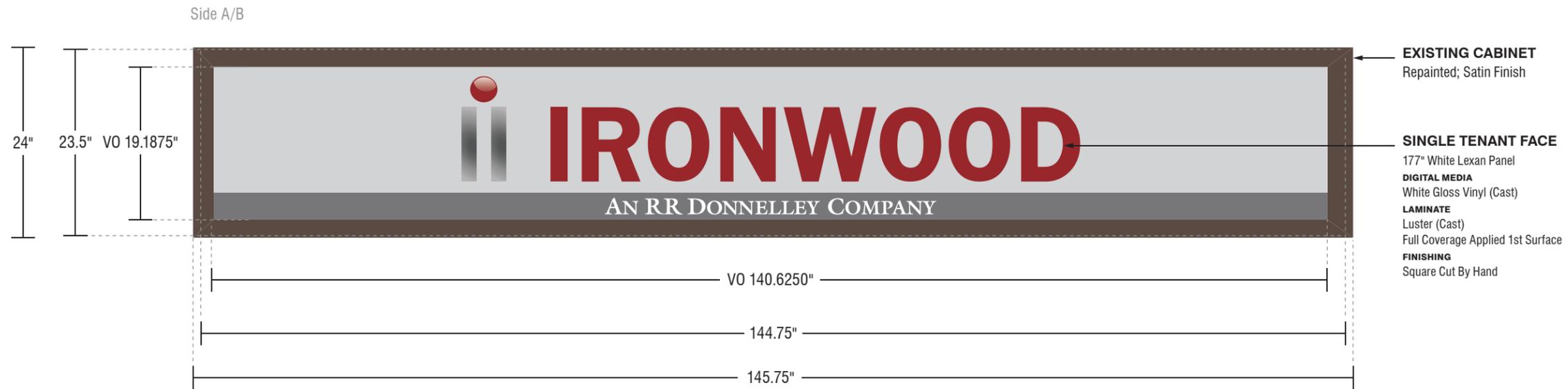
SIGNS ARE SUBJECT TO CITY OF TEMPE REVIEW AND APPROVAL. ALL SIGNS SHALL CONFORM TO THE CITY OF TEMPE SIGN CODE



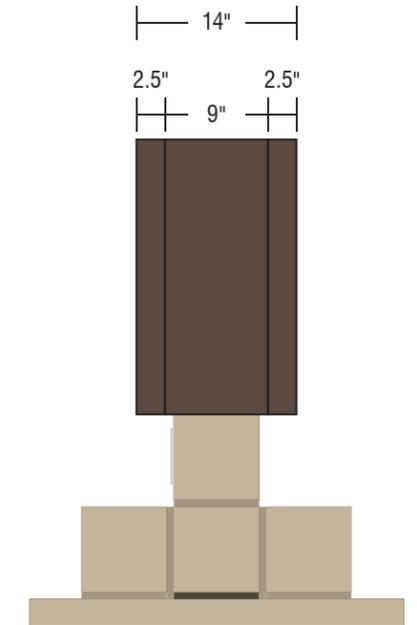
D Simulated Night View
 SCALE 3/8" = 1'0"

A Elevation View
 SCALE 3/4" = 1'0"

B Side View
 SCALE 3/4" = 1'0"



A Project Detail
SCALE 3/4" = 1'0"

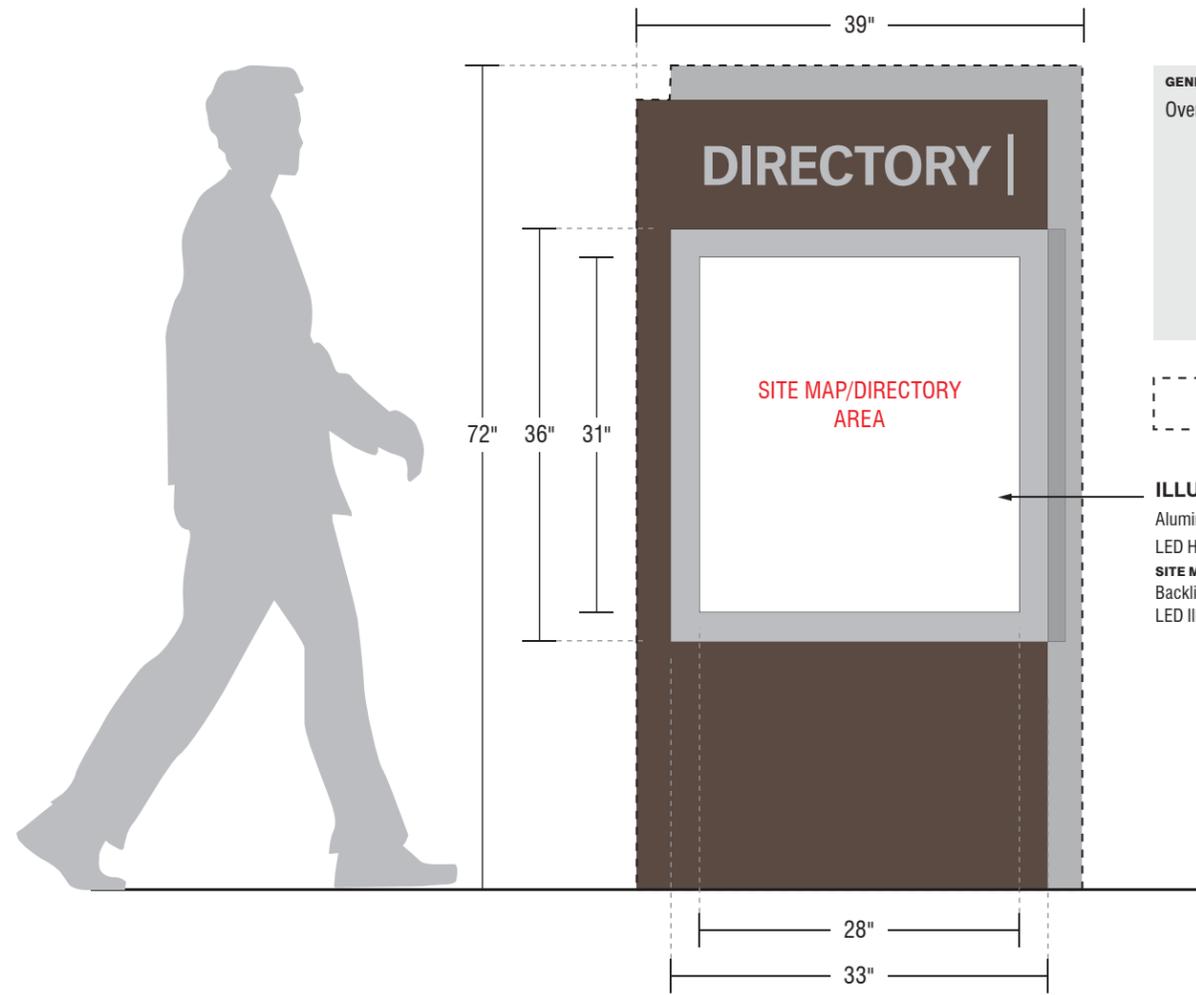


B Side Detail
SCALE 3/4" = 1'0"



C Mock Up
SCALE 3/8" = 1'0"



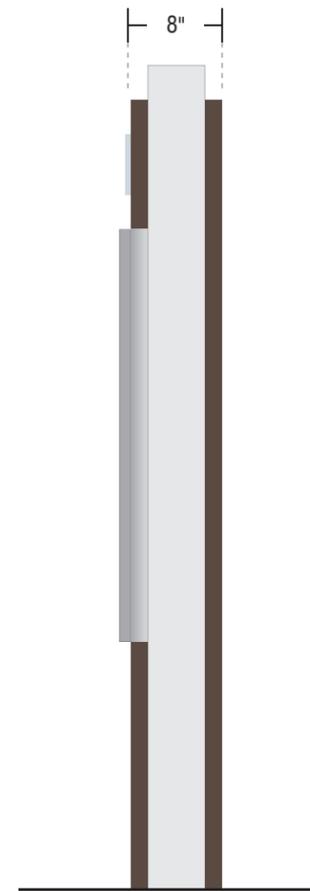


GENERAL NOTES
Overall Sign Area 19.5 S.F.

Sign Area

ILLUMINATED DIRECTORY SIGN

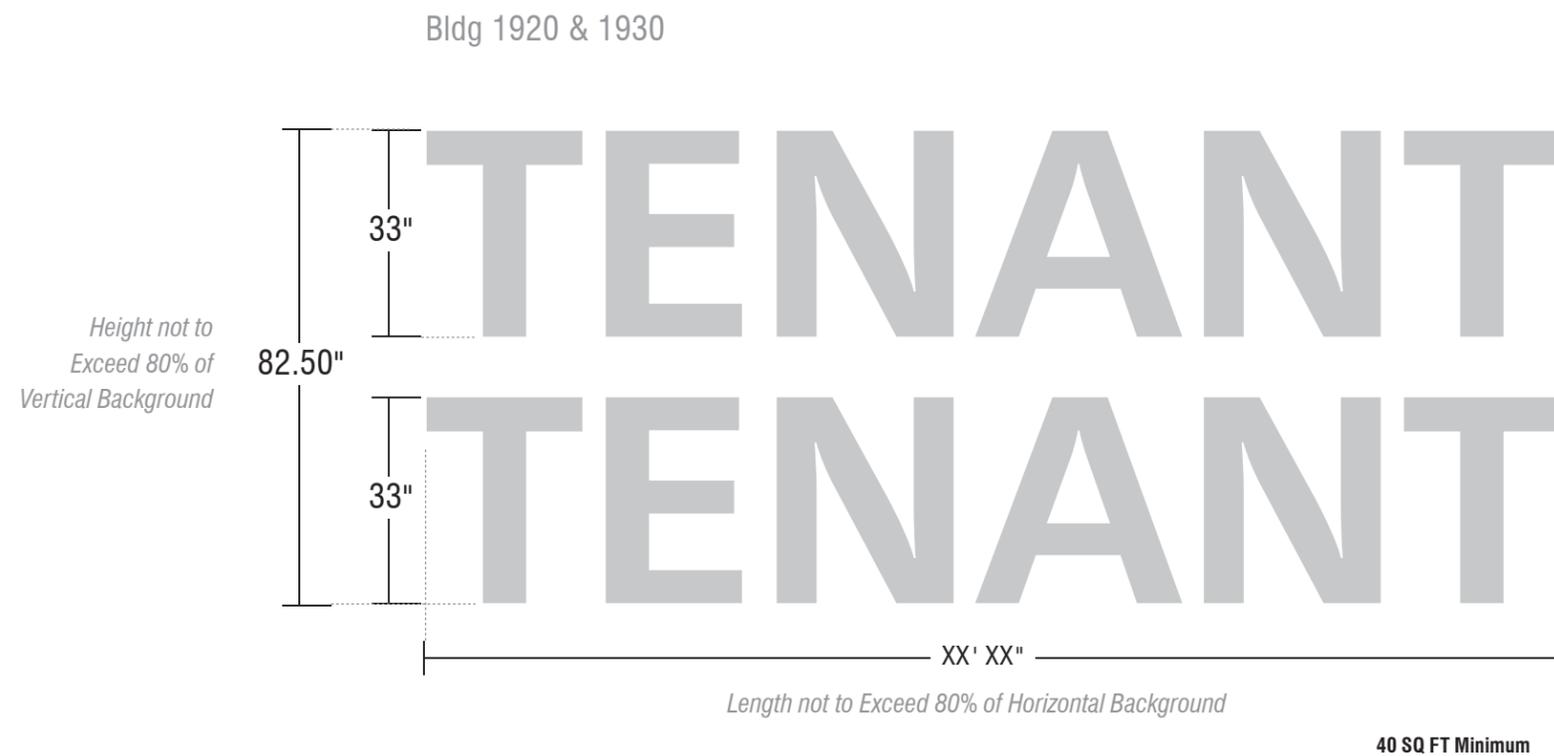
- Aluminum Construction
- LED Halo-Illuminated 'Directory' Copy
- SITE MAP INSERT**
- Backlit Material TBD
- LED Illuminated



A Elevation View
SCALE 3/4" = 1'0"

B Side View
SCALE 3/4" = 1'0"

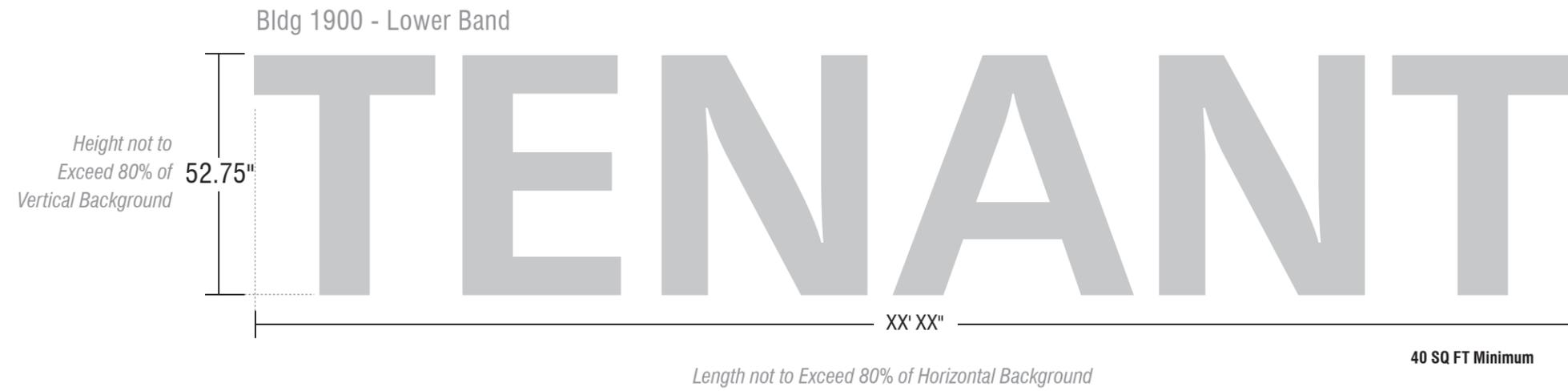
C Simulated Night View
SCALE 3/4" = 1'0"



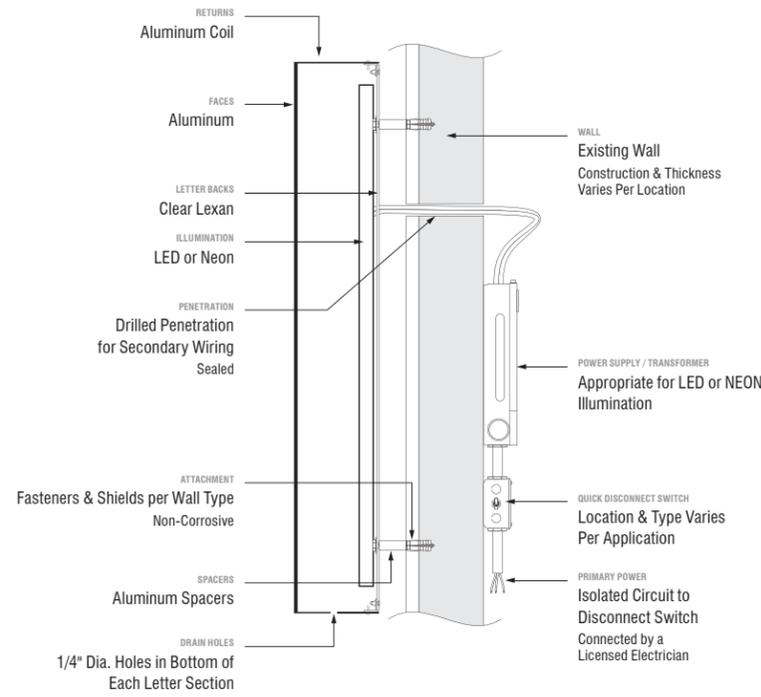
SIGN DESIGNATION	T1 - BUILDING MOUNTED TENANT SIGN
TYPE	Individual Letters with Optional Logo Cabinet (non-rectangular)
ILLUMINATION	Internal LED Illumination; Internal Neon Illumination; Non-Illuminated
MATERIAL	Aluminum; Steel; Stainless Steel; Acrylic; Polycarbonate
CONSTRUCTION	Halo Illuminated Reverse Pan Channel; Non-Illuminated Reverse Pan Channel; Non-Illuminated FCO (allowed as subtext/trademarks only)
LETTER STYLE	Corporate Letterstyles, Logotype and Logo Graphics may be used
LOGO	Logotype and Logo Graphics may be used SUBJECT to Landlord Approval. Not to exceed 25% of Sign Area.
COLOR	Open to corporate colors or project colors on pg 1.2. Return color to match. Subject to Landlord Approval
SIZE RESTRICTION	Only Major Tenants or Tenants with approval from landlord is allowed an exterior wall sign. 1 square foot of sign area per lineal foot of business frontage with a 40 square foot minimum allowance. Not to exceed 80% of horizontal and vertical backgrounds. RPC Returns to be a minimum of 2" deep. FCO to be a minimum of 3/16" thick.
	BUILDING MOUNTED SIGNS ARE SUBJECT TO CITY OF TEMPE REVIEW AND APPROVAL. SPECIFIC WALL SIGN PLACEMENT, HEIGHT, & LOCATION WILL BE REQUIRED/PROVIDED TO THE CITY OF TEMPE AT TIME OF SIGN PERMIT SUBMITTAL.
INSTALLATION	Mounted to building façade via appropriate studs and/or clips
PLACEMENT	Signs will be centered in line with center line of the adjacent stucco Fascia.
WINDOW SIGNAGE	Window signs are permitted on glass windows and are not to exceed 25% of exposed glass area.

A Sign Detail Typical
SCALE 3/16" = 1"

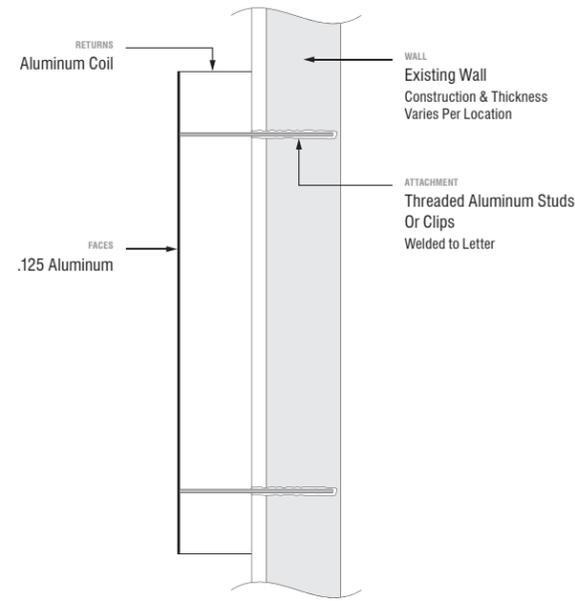
B Sign Criteria



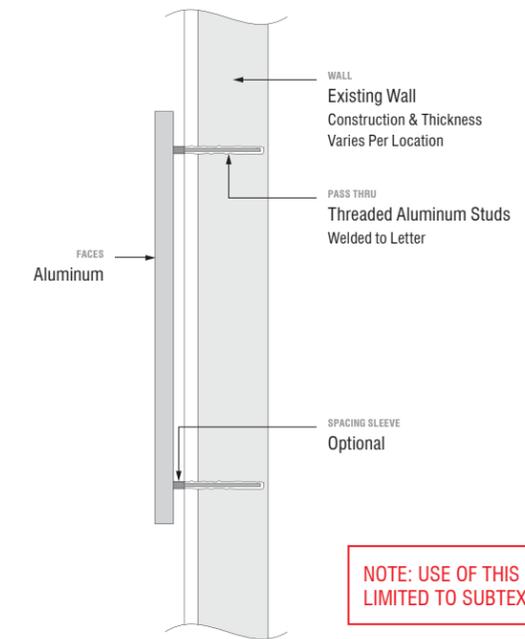
A Sign Detail Typical
SCALE 3/16" = 1"



Section Detail - Typical
Reverse Pan Channel Letter / Halo-Illuminated



Section Detail - Typical
Reverse Pan Channel Letter / Non-Illuminated / Mounted Flush



Section Detail - Typical
Flat Cut Out Letter / Non-Illuminated / Stud Mounted



Reverse Pan Channel Letter
Halo Illuminated



Reverse Pan Channel Letter
Non-Illuminated



Flat Cut Out Letter
Non-Illuminated



West Elevation (A)



South Elevation



South East Elevation



South East Elevation



South East Elevation



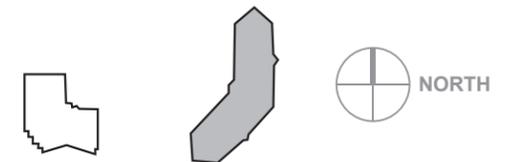
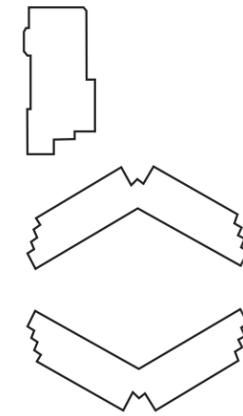
North West Elevation



North West Elevation



Building Detail



H Possible Install Locations - 1900 Building

I Building Key



North East Elevation



North East Elevation



North Elevation



West Elevation



South Elevation



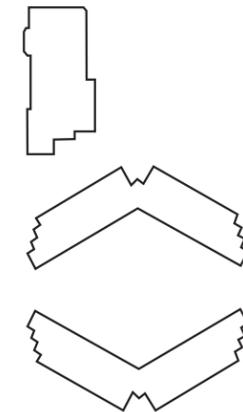
South Elevation



East Elevation



Building Detail



J Possible Install Locations - 1910 Building

K Building Key



South West Elevation



South West Elevation



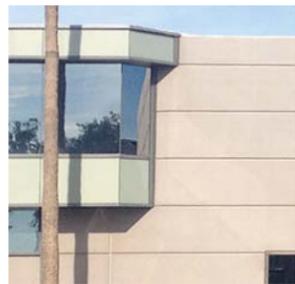
South Elevation



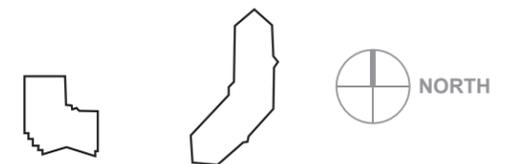
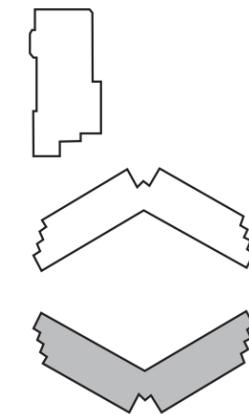
South East Elevation



South East Elevation



Building Detail



M Building Key

L Possible Install Locations - 1920 Building



North East Elevation



North East Elevation



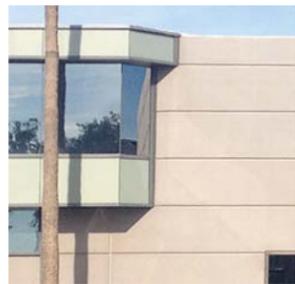
North Elevation



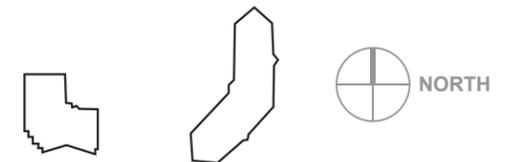
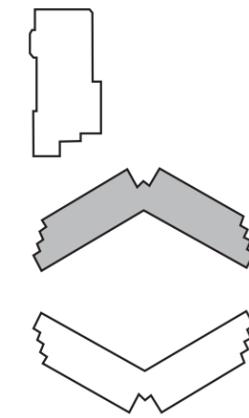
North West Elevation



North West Elevation



Building Detail



N Possible Install Locations - 1930 Building

0 Building Key