



— R I O —
YARDS

1337 EAST RIO SALADO PARKWAY | TEMPE, AZ 85281

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PROJECT OVERVIEW

PROJECT NAME & ADDRESS

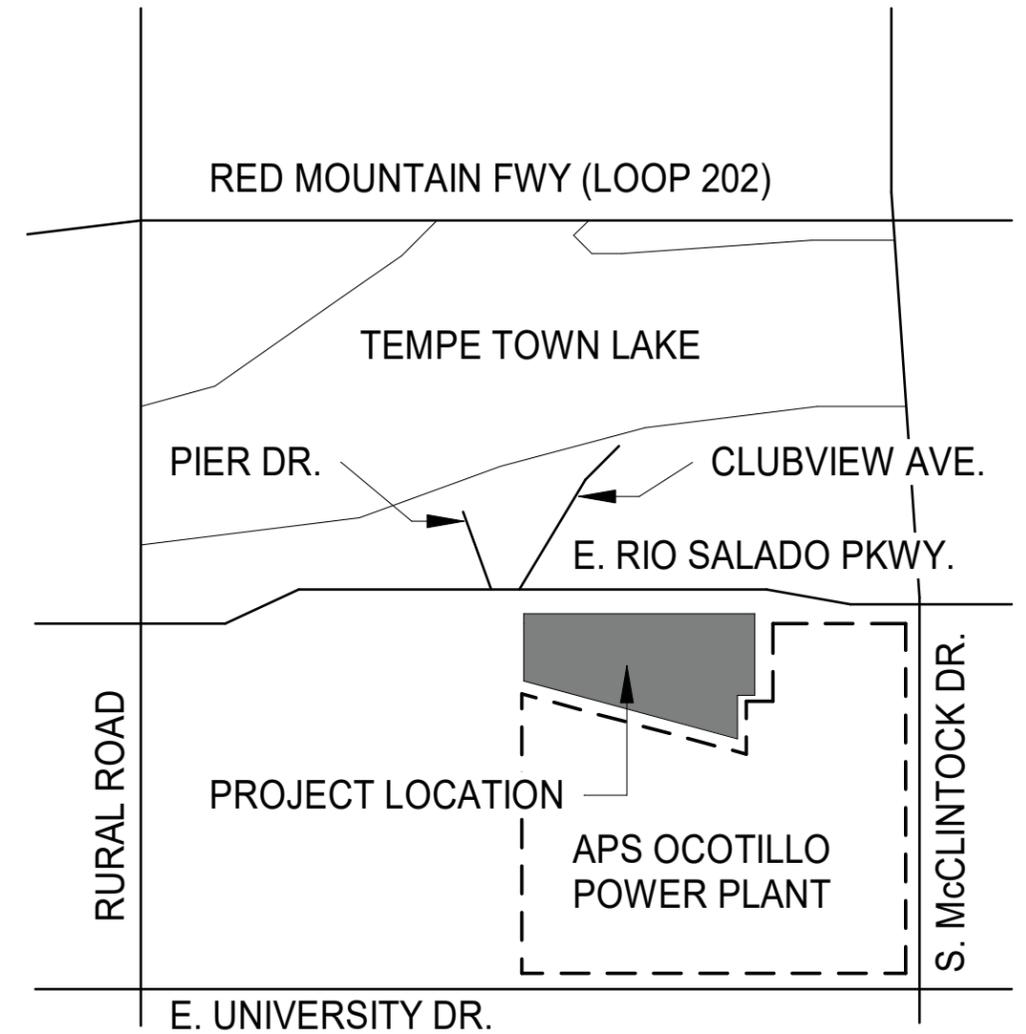
RIO YARDS
1337 E. Rio Salado Parkway
Tempe, AZ 85281

SIGNAGE CONSULTANT

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VICINITY MAP



PROPERTY OWNER / LANDLORD

Wentworth Property Co.
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PARCEL INFORMATION

PARCEL NUMBERS

132-33-001B

AREA IN ACRES

± 26.143

ZONING

MU-ED / AFDPA Rio Salado Creative Office

The purpose of this comprehensive sign plan is to establish the design requirements and constraints for all primary signage within the development and to ensure that its design is appropriate for the surrounding context, is visually attractive and contributes character and standards of excellence.

The purpose of this Signage is to provide efficient and clear communication to its daily users and visitors. All signage shall

be planned to add vibrancy and energy to the Community and its streetscapes through the use of materials, graphics and forms that promote a strong identity, character and image for both buildings and individual tenants.

This comprehensive sign plan also exists to maintain a continuity of quality and aesthetics throughout the development 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 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 City of Tempe prior to the installation of any sign.



GENERAL SIGN DESIGN STANDARDS

Individual Projects and Tenants within the development are encouraged to express their identity and brand through highly creative and well-designed signage which both reflects and enhances the standards of innovation and design excellence found throughout the entire community.

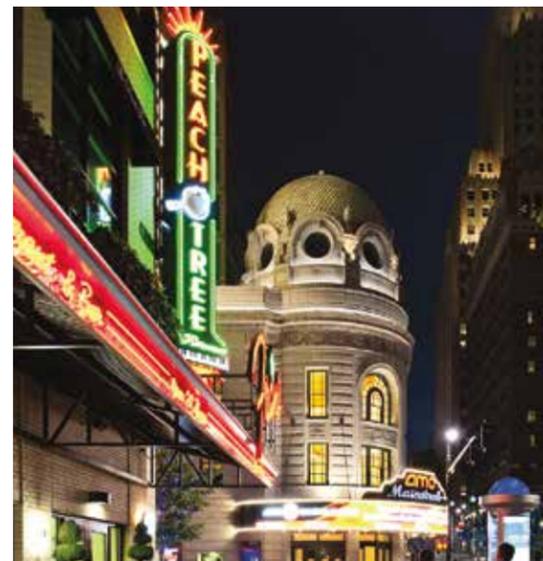
The following standards apply to all signage within the development:

- Signs shall enhance the public realm and aid in the creation of a street's character.
- The color, material, lettering and lighting shall thoughtfully complement the surrounding street environment and building(s) that the sign addresses.
- Due to extreme climate, materials should be constructed of the highest colorfast materials to minimize fading, cracking, deterioration and fabricated to account for expansion and contraction.
- All signs shall be proportionate to the overall scale of the building and/or space and well integrated into the building elevation on which it is placed. Signs shall be mounted in a manner that does not detract from the building.
- Signs shall comply with all local Fire and Building Safety codes and regulations.
- City regulatory signs shall be complimentary and consistent with other aesthetic standards.
- Address signs shall incorporate the appropriate typography (san serif).
- Signs shall not impede pedestrian traffic, block sight lines along roadways and sidewalks, or disturb adjacent residential uses.
- Signs shall not cover doors, vents, rescue windows or other openings that serve building occupants.
- Signs shall not encroach into a private development easement, public easement as applicable except for a Projecting or Canopy/Awning Sign. Signs also shall not project into the right of way.

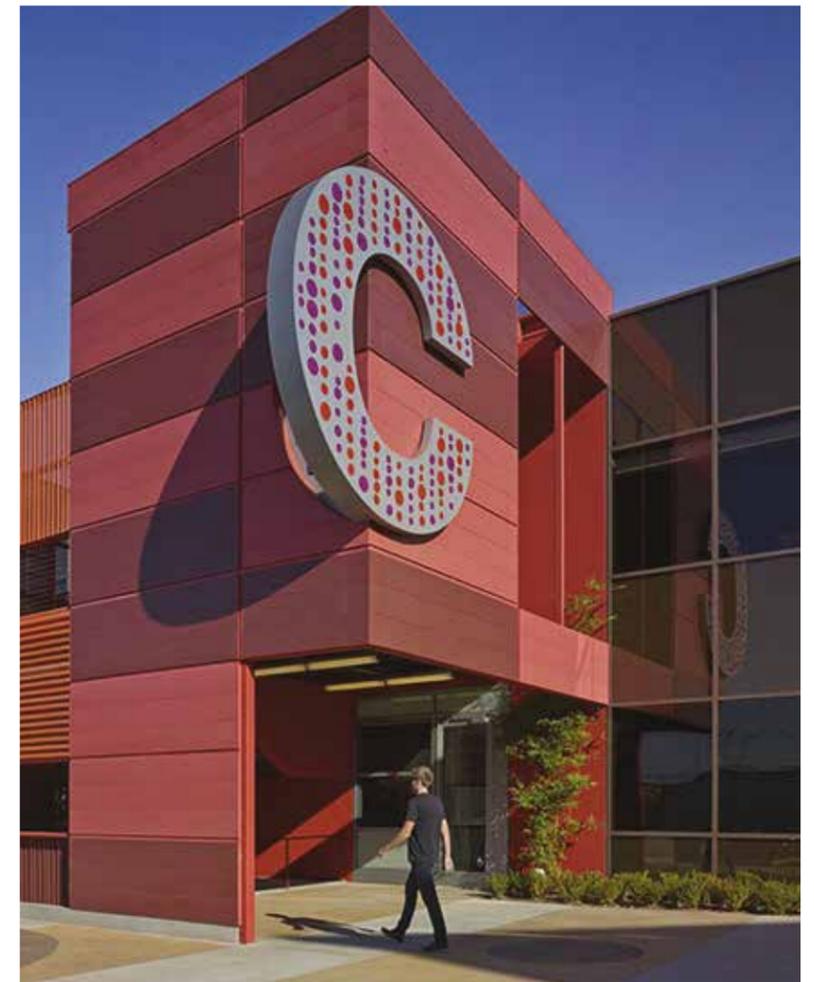
- Information on signs shall be brief, clear, and simple with appropriately sized lettering, and a clear information hierarchy.
- Signs shall be designed with durable materials and be well maintained.

The following approaches to sign design and materials are encouraged for all signs:

- Mixed media signs incorporating multi-dimensional forms and combinations of colors, shapes, materials and lighting.
- Face lit letters are allowed with the use of perforated metals or vinyl. Acrylic faces without a perforated covering are not allowed.
- Reverse channel letterforms with halo illumination.
- Open channel letterforms.
- Fabricated metal letterforms with illuminated returns.
- Etched or sandblasted metals and glass.
- Permanent materials such as metal, stone, ceramic tile or glass.
- Dimensional geometric shapes and three-dimensional forms.
- Light transmitting acrylic letterforms.
- Sustainable design elements such as recycled and other materials with a low environmental impact.
- Painted or digitally produced supergraphics which are artfully designed and composed on large blank surfaces.
- Durable, high-quality materials shall be used at touch levels.
- Concrete materials must be architectural quality with integral colors. No natural or gray concrete permitted.
- No corten, rusted metals or materials that patina.



SECTION 1 | GENERAL INFORMATION



The following standards shall apply to all illuminated signage:

- External light sources shall be directed and shielded to limit direct illumination of any other object and the surrounding area.
- Illumination shall be of an intensity or brightness that will not negatively impact immediate surroundings.
- Signs shall not incorporate blinking, flashing or fluttering lights or other devices that change a light's color, intensity or brightness.
- Colored lights which may be confused with traffic-control devices are prohibited.
- Illuminated signs shall incorporate energy-efficient fixtures to the greatest extent possible.
- Hot spots and light leaks are prohibited in all signs.
- Illuminated signs shall comply with the national and/or local building and electrical codes having jurisdiction over the Project and shall bear the Underwriter's Laboratories ("U.L.") label to conform to U.L. Codes.
- Illuminated signs shall have all labels, conduit, J-boxes, transformers and wires concealed from view.
- Illuminated exterior signage shall adhere to all applicable Dark-sky ordinances.
- Sign face shall function as a diffused filter for the internal light source.

The following signs are inconsistent with the design goals of the development and are prohibited:

- Single box, internally illuminated, metal sign cabinets with acrylic faces excluding individual acrylic faced letterforms.
- Portable/non-permanent signs.
- Signs emitting sounds, odors or visible matter.

- Notices, placards, bills, posters, cards, stickers, free-standing banners, temporary signs, advertising or other communication devices attached to any items within private development easements, or public accessway easements as applicable.
- Streamers, free-standing banners, balloons, flares, flags (except national, state or local government flags and as otherwise approved), pennants, propellers, twirlers and similar attention-getting devices.
- Inflated signs, balloons and figures.
- Signs constructed in a manner that interferes with the use of fire escapes, exits, standpipes, ventilation equipment, doors, stairways or windows.
- Signs attached to or painted on trailers and/or motor vehicles that are parked on or adjacent to the property for the purpose of attracting attention to a business or product sold on the property excluding in-service company vehicles and as related to on-going construction projects.

Maximum Allowed Sign Area

The maximum allowed combined sign area on a building elevation is four (4) square feet of signage per linear foot of lot frontage with the lot frontage being measured along the lot line on which the building elevation is located. Plaza facing elevations that are visible from sidewalks and streets shall be treated as its own separate frontage and will not be combined with other street frontage calculations. Unused allowable square footage is not allowed to be transferred to a different building elevation within the development parcel. Refer to Figure 1.1 for frontage delineation information.

Allowed Sign Types

- Pylon Sign
- Monument Sign
- Wall Sign
- Projecting Sign
- Parapet
- Roof Sign



ALLOWED SIGN TYPES BY VERTICAL ZONE

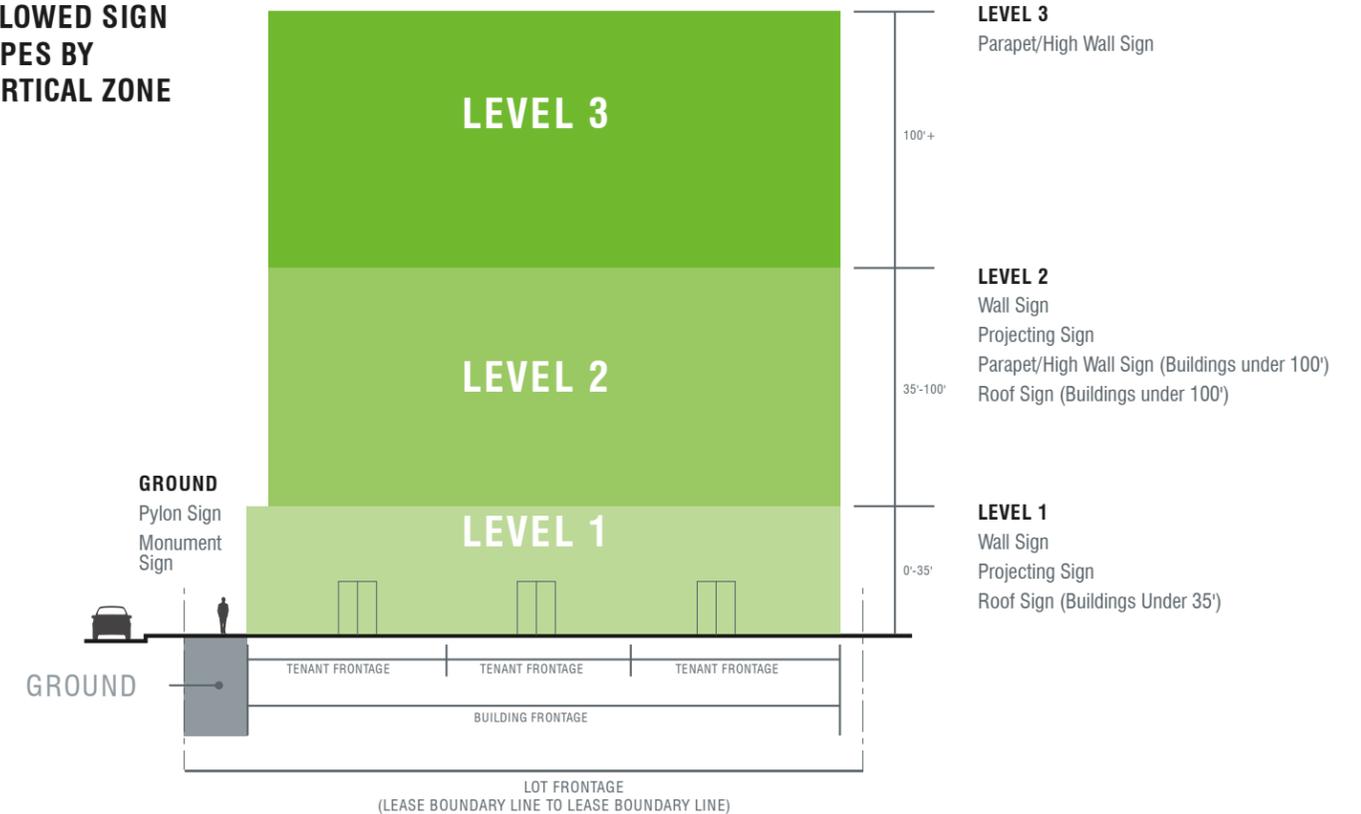


Figure 1.1: Vertical Sign Zones & Frontage Delineations

General Requirements

All parking garages that offer public parking within the development, whether freestanding or integrated into buildings, are required to provide the following exterior building signage:

1. Identity and Information Signs (Wall Signs and Projecting Signs and Digital Parking Counters) which:
 - a. Identifies the name/number and entry of the garage.
 - b. Provides information as to space availability, garage hours, rates and other policies.
 - c. Includes the "P" icon.

All signs placed on parking garages shall be thoughtfully located, scaled to the size and proportion of the overall building elevation and align with major building elements such as floor plates and columns.



Garage Entry Sign with Digital Counter



Projecting Signs



Wall Signs

SECTION 2 | DEVELOPMENT SIGNS

TYPE FAMILIES

Gotham Regular Book
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Geom Graphic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PROJECT LOGO

— R I O —
YARDS

BRANDED PARKING SYMBOL

P

COLORS



P1 Match Kynar Metal Panel
 'Terra-cotta'



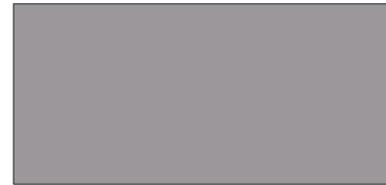
P4 MP Black; Satin Finish



P2 Match Reynobond Metal Panel
 'Pewter'

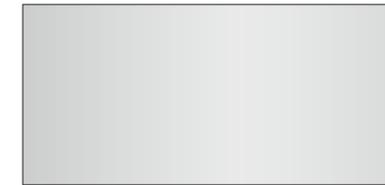


P5 MP White; Satin Finish



P3 Medium Grey - TBD

MATERIALS



M1 Aluminum; Painted
 Various Project Colors



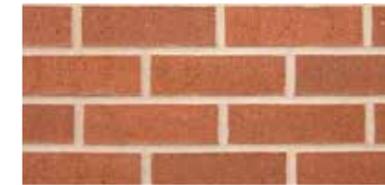
M5 Steel Wide Flange Beam
 Painted P4



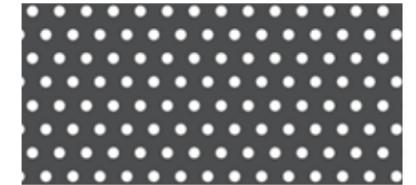
M2 White Acrylic



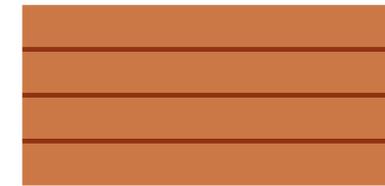
V1 Matte White Vinyl
 Gerber 220-20



M3 Brick Masonry
 Summit 'Sunset Red' Brick



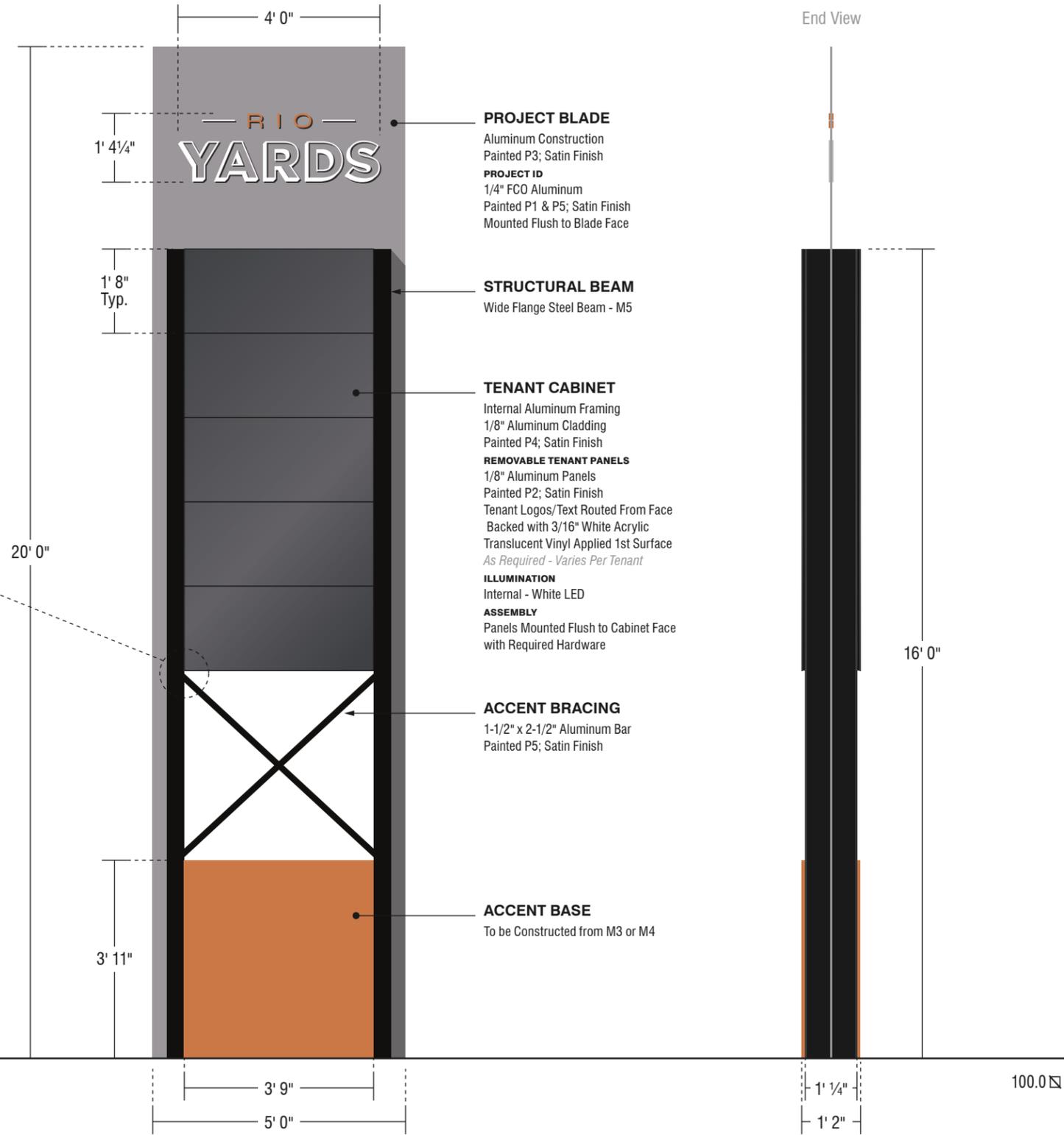
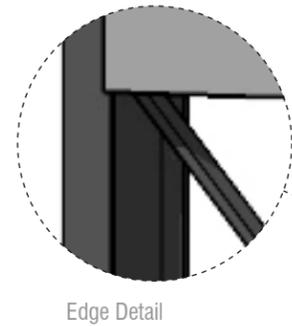
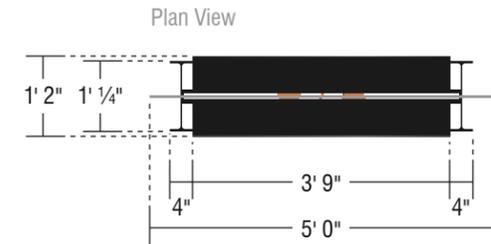
V2 Perforated Vinyl
 3M Dual Color Film
 Painted Various Project Colors
 as Required



M4 Scored Aluminum
 Painted P1

SIGN TYPES

M Pylon Sign
Freestanding Sign



A Project Detail
SCALE 3/8" = 1' 0"

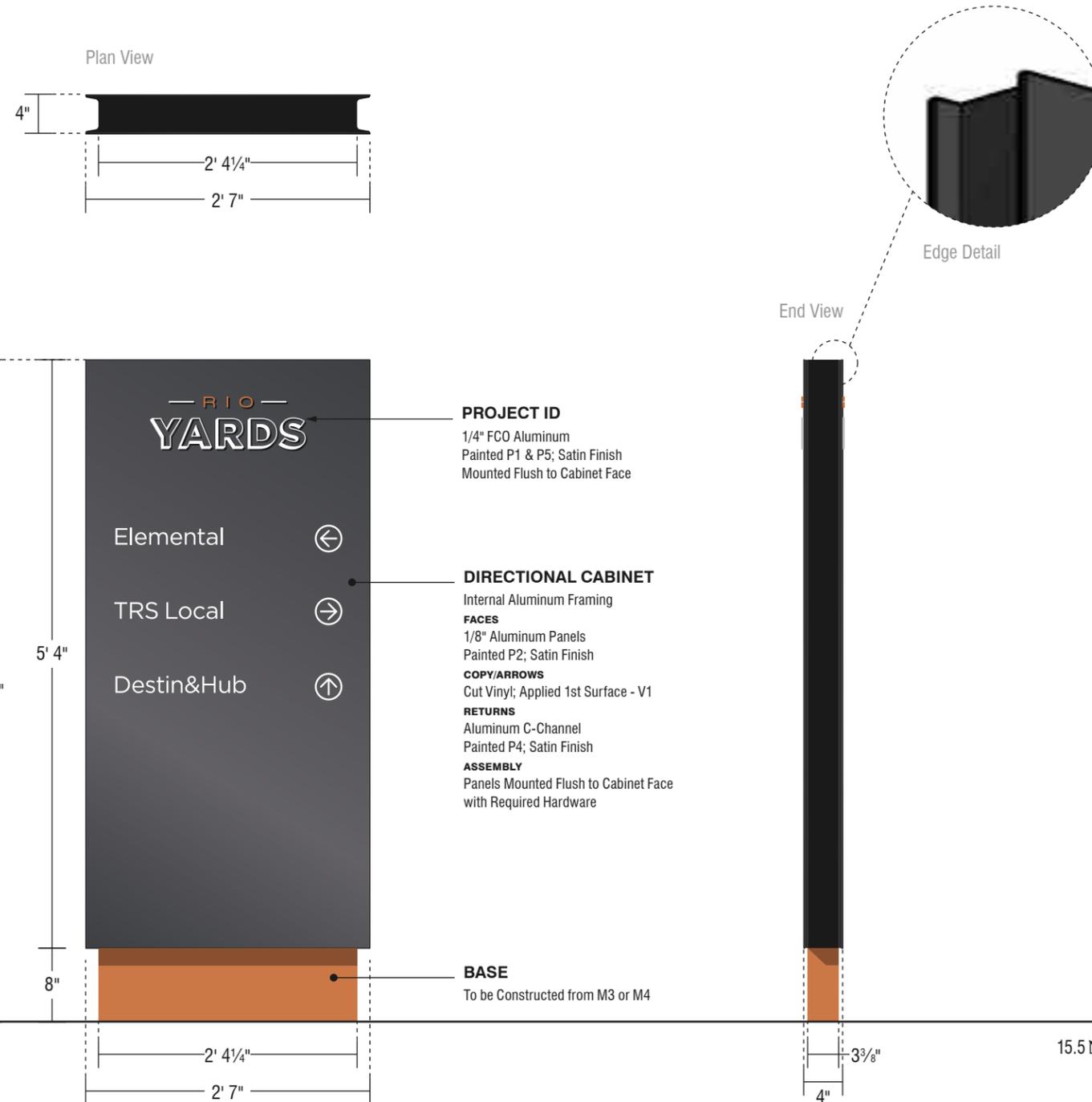
SECTION 2 | DEVELOPMENT SIGNS

Sign Number	M
Sign Type	Freestanding Sign
Tempe Designator	D
Function	Development & tenant identification
Sign Location	Placed along primary road frontages & entries
Illumination	Internal illumination & exterior ground illumination
Materials	Painted aluminum, polycarbonate, acrylic, vinyl, Steel Wide Flange Beams & brick
Construction	Fabricated aluminum tenant cabinet with removable panels, mounted to Steel Wide Flange Beams. Masonry Base.
Letter Style	Non-illuminated FCO aluminum letters. Routed aluminum faces backed with acrylic.
Color	Project colors P1, P2, P3, P4, P5, M1, M2, M3, M4, M5
Number/Allowance	One Pylon Sign per every 150 ft of lot frontage
Maximum Height	Not to exceed 20' 0" in height
Maximum Sign Area	Not to exceed 100 square feet (calculated as overall height x width of sign)
Spacing	Placed at least 7.5' from interior lot lines and at least 30' from any other freestanding sign
Maximum Qty of Tenant Panels	Not to exceed 5 tenants per sign

SIGN TYPES

W Wayfinding Sign
Freestanding Sign

SECTION 2 | DEVELOPMENT SIGNS



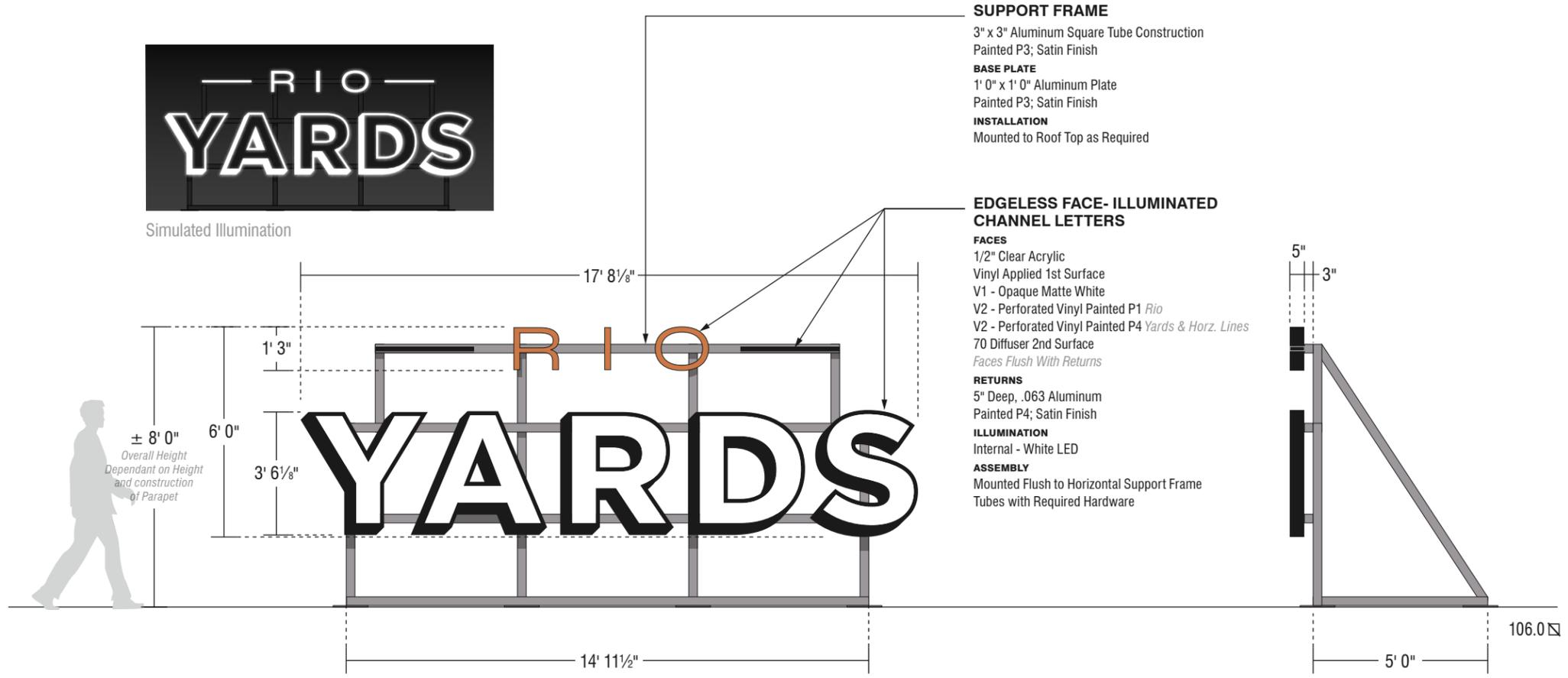
Sign Number	W
Sign Type	Freestanding Sign
Tempe Designator	D
Function	Directional messages for vehicular traffic
Sign Location	Placed along secondary and internal road frontages
Illumination	External ground illumination
Materials	Painted aluminum, polycarbonate, acrylic, vinyl, & brick
Construction	Fabricated aluminum structure with aluminum cladding. Mounted to Masonry Base.
Letter Style	Non-illuminated FCO aluminum letters & vinyl lettering applied 1st surface
Color	Project colors P1, P2, P4, P5, M1, M3, M4, V1
Number/Allowance	Quantity not limited
Maximum Height	Not to exceed 6' 0" in height
Maximum Sign Area	Not to exceed 14 square feet
Spacing	Placed at least 7.5' from interior lot lines and at least 30' from any other freestanding sign

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

SIGN TYPES

ID Project ID Sign
Roof Top Sign

SECTION 2 | DEVELOPMENT SIGNS



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

Sign Number	ID
Sign Type	Rooftop Mounted Sign
Tempe Designator	B
Function	Project identification
Sign Location	Placed upon the roof of the building by frame structure
Illumination	Internally illuminated
Materials	Painted aluminum, polycarbonate, acrylic, & vinyl
Letter Style/Construction	Illuminated pan channel letters mounted to aluminum frame structure
Color	Project colors P1, P3, P4, M1, M2, V1, V2
Number/Allowance	(2) Signs per each building with an elevation that is viewable from Rio Salado Parkway
Maximum Sign Area	Total sign area not to exceed 25% of the area of the building elevation on which signs are located.



PHASE 1 - NORTH ELEVATION

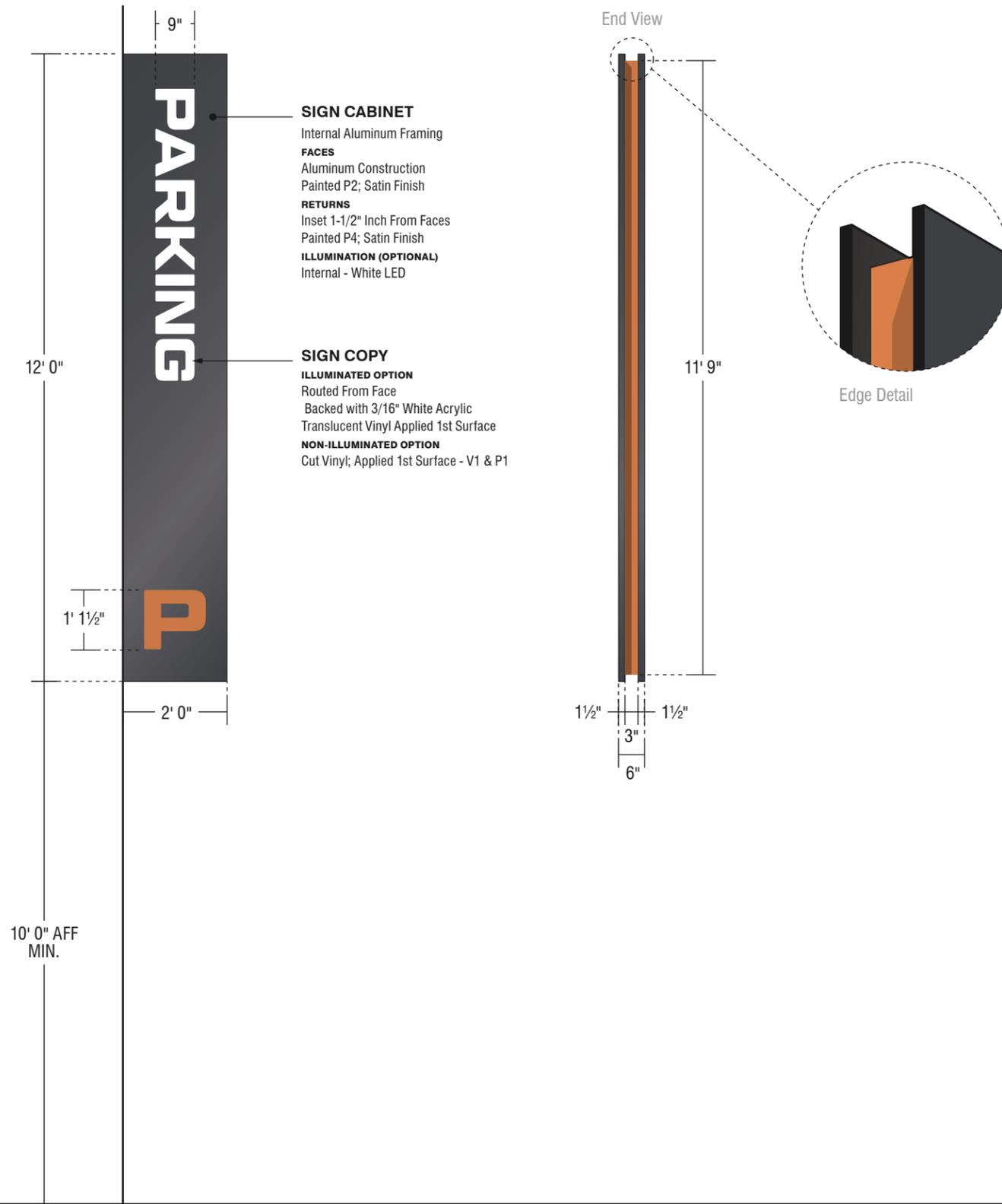
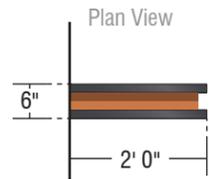
B Elevation View (Typical)
SCALE 40' 0" = 1"



TRADEMARK

SIGN TYPES

Pa Parking Sign
Projecting Sign



SECTION 2 | DEVELOPMENT SIGNS

Sign Number	P
Sign Type	Projecting Sign
Tempe Designator	B
Function	Parking identification
Sign Location	Placed at entrances to the parking garages
Illumination	Internal illumination or non-illuminated
Materials	Painted aluminum, polycarbonate, acrylic, & vinyl
Construction	Fabricated aluminum structure with aluminum cladding.
Letter Style	Routed aluminum faces backed with acrylic or vinyl lettering applied 1st surface.
Color	Project colors P1, P2, V1
Number/Allowance	Quantity not limited
Maximum Height	Not to exceed 12' 0" in height. Not to extend above the parapet of the building
Maximum Sign Area	Not to exceed 1 square feet of sign area per 1 lineal foot of building frontage. 150 square foot maximum for any single sign
Spacing	At least 30' from any other projecting sign

A Project Detail
SCALE 3/8" = 1' 0"

24.0

SIGN TYPES

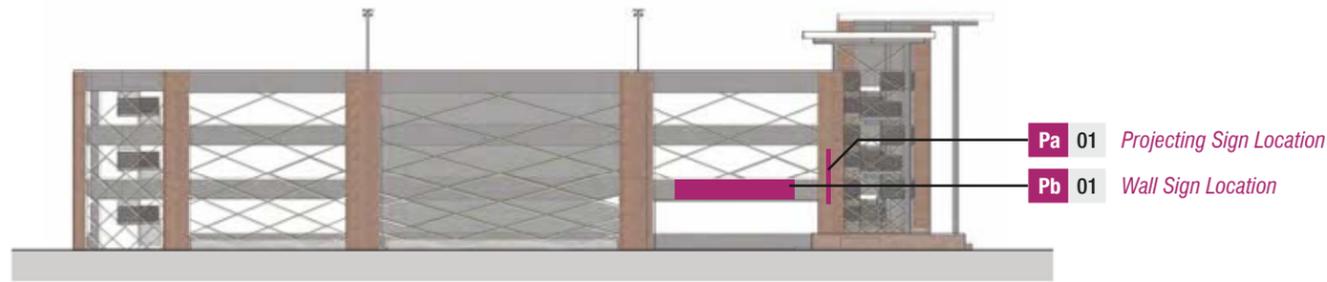
Pb Parking Sign (Alternate)
Wall Sign



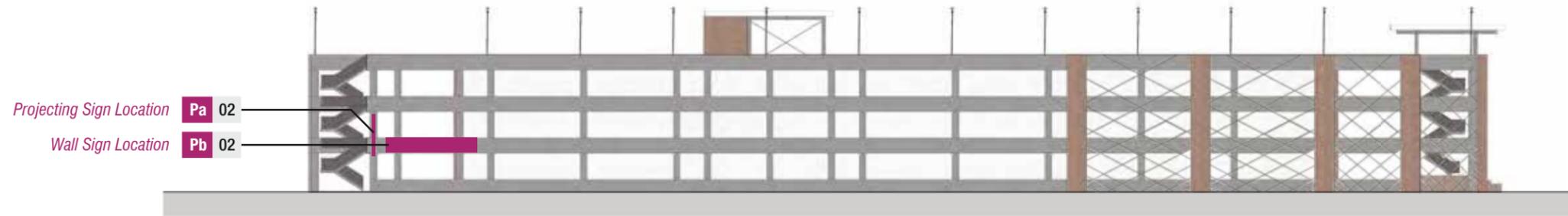
SECTION 2 | DEVELOPMENT SIGNS

Sign Number	P
Sign Type	Building Mounted Wall Sign
Tempe Designator	B
Function	Parking identification
Sign Location	Placed at entrances to the parking garages
Illumination	Non-illuminated
Materials	Painted aluminum
Letter Style/ Construction	Reverse Pan Channel Letters
Color	Project color P1, P5
Number/ Allowance	Quantity not limited
Maximum Height	Not to exceed 80% of the horizontal and vertical background upon which the sign is attached. Not to extend above the parapet of the building
Maximum Sign Area	Not to exceed 2 square feet of sign area per 1 lineal foot of building frontage. 100 square foot maximum for any single sign

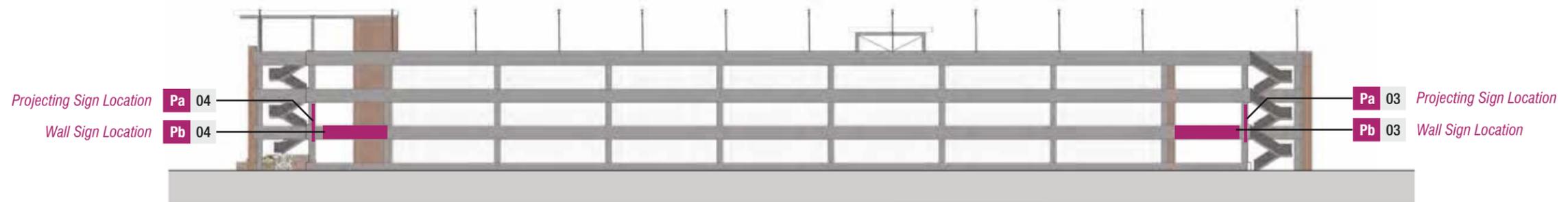
Parking Signs
Sign Locations per Elevation



PHASE 1 GARAGE - NORTH ELEVATION
Scale 1" = 40'0"



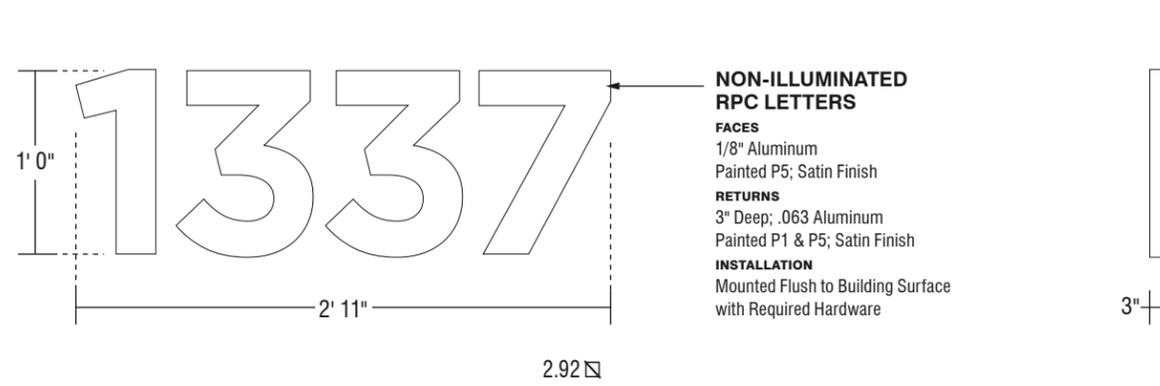
PHASE 1 GARAGE - EAST ELEVATION
Scale 1" = 40'0"



PHASE 2 GARAGE - SOUTH ELEVATION
Scale 1" = 40'0"

SIGN TYPES

A Building Address Numerals
Wall Sign



A Project Detail
SCALE 1" = 1' 0"



PHASE 1 - NORTH ELEVATION

B Elevation View (Typical)
SCALE 40'0" = 1"

SECTION 2 | DEVELOPMENT SIGNS

Sign Number	A
Sign Type	Building Mounted Wall Sign
Tempe Designator	B
Function	Building Address identification
Sign Location	Placed on building elevations that are viewable from all major roadways
Illumination	Non-illuminated
Materials	Painted aluminum
Letter Style/ Construction	Reverse Pan Channel Letters
Color	Project color P5
Number/ Allowance	Quantity not limited
Maximum Height	Not to exceed 80% of the horizontal and vertical background upon which the sign is attached. Not to extend above the parapet of the building
Maximum Sign Area	Not to exceed 2 square feet of sign area per 1 lineal foot of building frontage. 100 square foot maximum for any single sign

SECTION 3 | TENANT SIGNS

Wall Signs

A building mounted sign or graphic with the face of the sign parallel to the facade or wall on which it is placed.

General Requirements

1. Any number of Wall Signs is allowed, provided that the sum of the sign areas does not exceed the maximum allowed sign area for the lot frontage.
2. Any building containing leased space for multiple tenants is considered a single establishment for the purpose of computing the sign area allowed on the exterior walls of such building.

Sign Area

The sign area for a Wall Sign shall be included in the total allowed area for the lot frontage along which it is located.

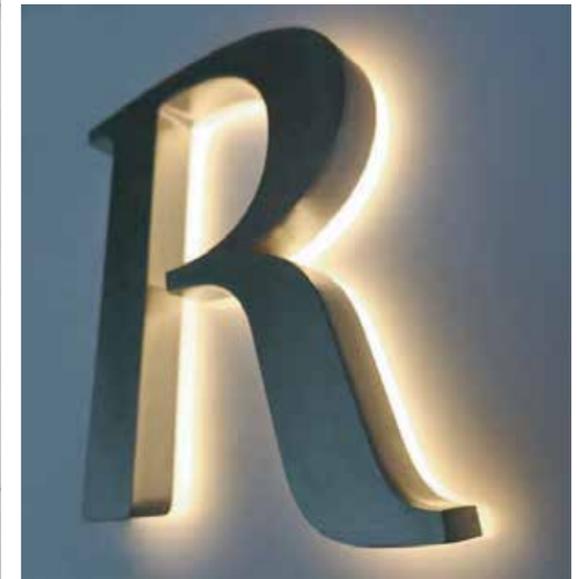
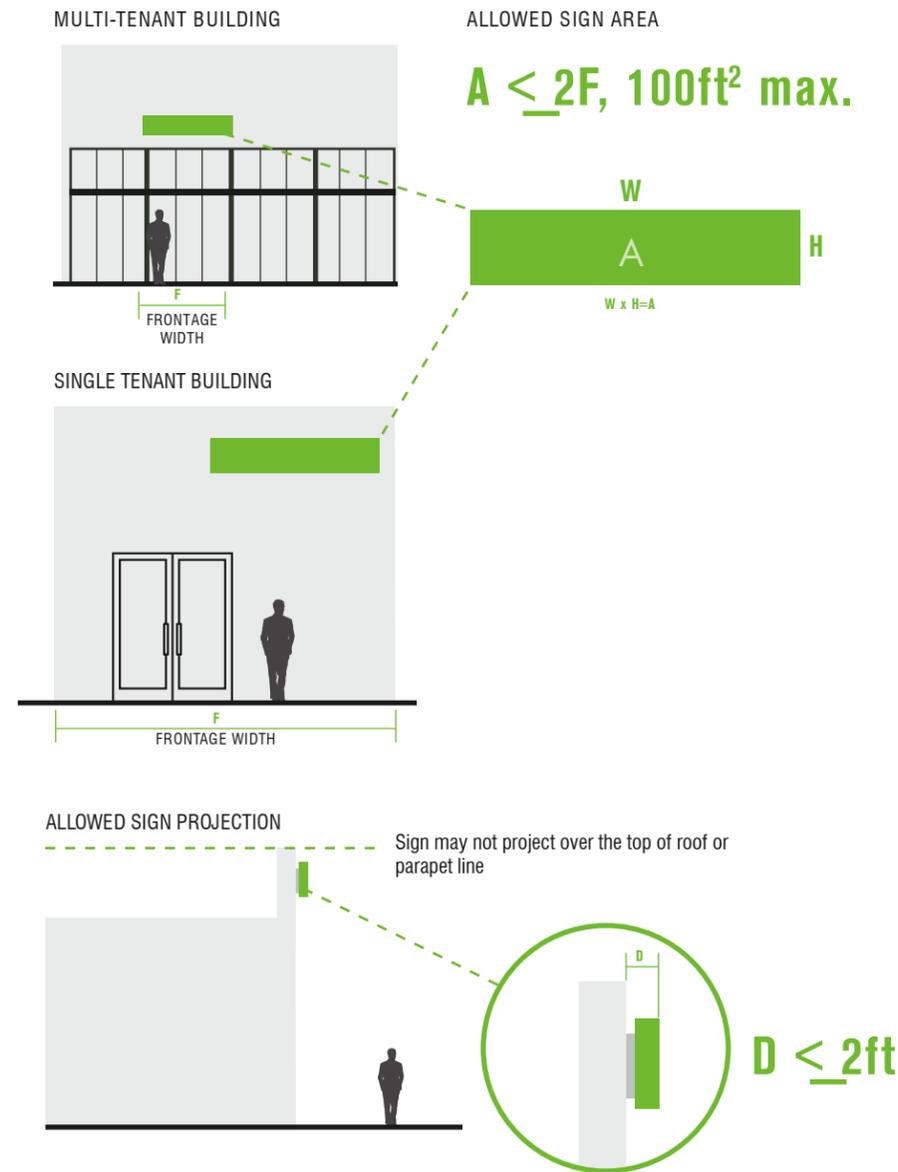
1. Each ground-floor business establishment fronting on and/or oriented toward one (1) or more public streets, shall be allowed a maximum of two (2) square feet of Wall Sign per linear foot of building or tenant frontage, 100 square feet maximum for any single sign.
2. Where a ground-floor business establishment fronts only on a parking lot, alley, open mall, landscaped open space, or other public way that is visible from a public right-of-way, private development easement or public accessway easement, the exterior building wall facing such parking lot, alley, open mall, landscaped open space, or other public way shall be considered a building frontage for purposes of computing allowed Wall Sign area.
3. A business establishment located on the ground or second floor that does not have a tenant frontage along the building's lot frontage shall be allowed a Wall Sign with a maximum of two (2) square feet of sign area facing the street.

Height

Wall Signs shall not exceed the height of the top of any roof or parapet line. Wall Signs shall be eighty percent (80%) or less of their horizontal and vertical backgrounds.

Projection

Signs may project a maximum of two (2) feet from the building wall, parapet or roof structure to which they are attached.



Projecting Signs

A building mounted sign with the faces of the sign perpendicular to the building face.

General Requirements

1. Any number of Projecting Signs is allowed, provided that the sum of the sign areas does not exceed the maximum allowed sign area for the lot frontage.
2. Retail/Restaurant Tenants are allowed one Projecting Sign per lot frontage on which their establishment is located. Corner tenants may incorporate a Projecting Sign on the building corner with an angle of projection from the building facade between 135 and 150 degrees. Refer to Figure 3.2.
3. The planes of Projecting Sign faces shall be between 75 and 90 from the building facade on which it is mounted. Refer to Figure 3.2.
4. The planes of Projecting Sign faces shall be parallel to each other unless approved as an integral design element by the ARC.
5. Projecting Signs shall align with major building elements such as cornices, string courses, window banding or vertical changes in material or texture.
6. No text, messages or logos shall be allowed on the portion of the sign parallel to the building face.
7. Projecting Signs shall be a minimum of 30 feet from another Projecting Sign.

Sign Area

1. The sign area for Projecting Signs shall be included in the total allowed area for the lot frontage along which it is located. The Sign Area for one (1) sign face only shall be counted towards this total.
2. Sign Area of all projecting signs visible to the same direction of traffic shall not exceed one (1) square foot per linear foot of lot frontage up to 150 square feet.

Height

1. A Projecting Sign may not extend above the top of the roof or parapet of the wall in which it is located.
2. All Projecting Signs shall be a minimum of eight (8) feet above sidewalk grade.

Location & Projection

1. Projecting Signs are allowed to project over the lot line into a private development easement, public easement as allowable, but shall be a minimum of two (2) feet from the face of the curb.
2. The distance which a Projecting Sign is allowed over a private development easement, public easement as applicable, shall be determined based on the mounting height of the sign. Refer to Figure 3.1.

ALLOWED PROJECTION FROM BUILDING FACE

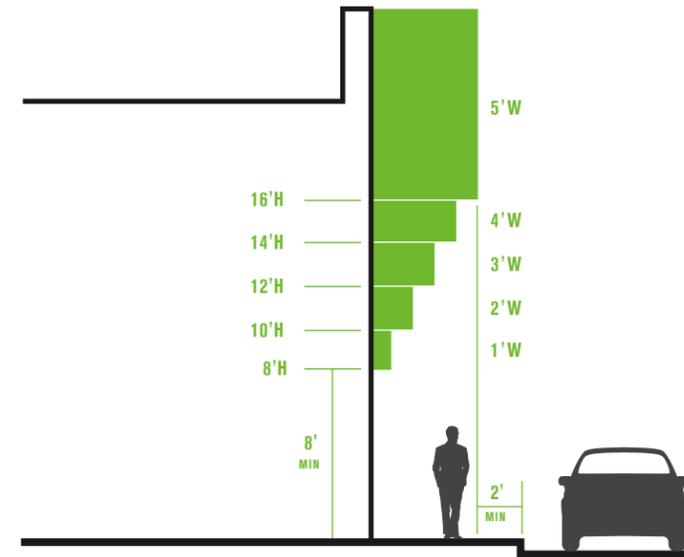


Figure 3.1

ALLOWED ANGLE OF PROJECTION FROM BUILDING FACE

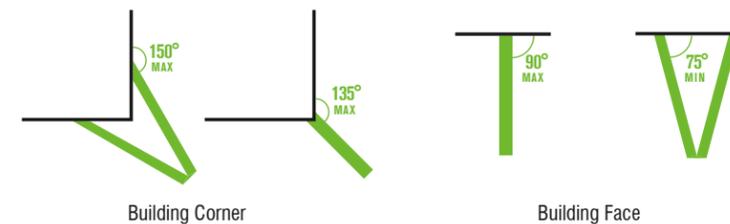


Figure 3.2



Parapet/High Wall Signs

A building mounted sign on a building's parapet or a wall mounted sign on a building at a height of 60' or higher.

General Requirements

1. One (1) Parapet/High Wall Sign shall be allowed per street facing building elevation. Parapet signs are not allowed on alley facing building elevations.
2. Parapet/High Wall Signs shall be wall mounted and shall not break the plane of the roof or parapet of the building face on which they are mounted.
3. Parapet/High Wall Signs shall display the name and/or logo of one (1) tenant only.
4. Parapet/High Wall Signs shall be thoughtfully integrated into the building design, placed with ample space around their perimeter and shall align with major building elements such as cornices, string courses, window banding.
5. Parapet/High Wall Signs shall be thoughtfully located and scaled to the size and proportion of the overall building elevation.

Sign Area

As corporate logos vary in size and proportion, variances in square footage and height allowances may be allowed if the overall allowed square footage for the lot frontage on which it is located is not exceeded. Drawings shall be submitted demonstrating that a square footage and/or height exceeding the maximum allowed numbers outlined below will be necessary for clear viewing at a distance of 1/2 mile.

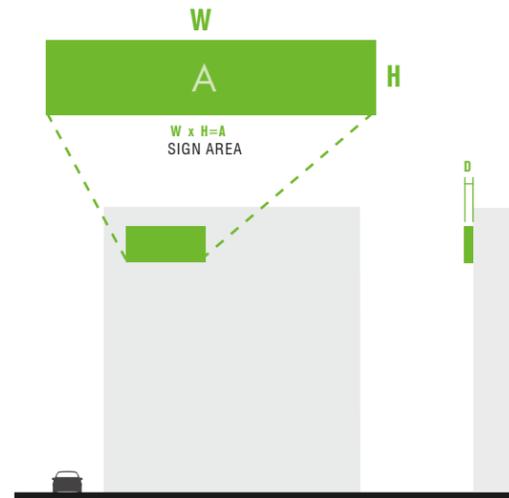
1. The sign area for a Parapet/High Wall Sign shall be included in the total allowed area for the lot frontage along which it is located.
2. Parapet/High Wall Signs shall not exceed 350 square feet in area without an approved variance as described above.

Height

Parapet/High Wall Signs shall not exceed 15 feet in height without an approval as described above.

Projection

Parapet/High Wall Signs are allowed to project over the lot line into a private development easement, public easement, as allowable, a maximum of two (2) feet from the building face on which it is mounted.



ALLOWED SIGN AREA, HEIGHT & PROJECTION

$$\begin{aligned}
 H &\leq 15\text{ft} \\
 A &\leq 350\text{ft}^2 \\
 D &\leq 2\text{ft}
 \end{aligned}$$





TS TENANT SIGNS (100 SF)
Wall Signs & Projecting Signs

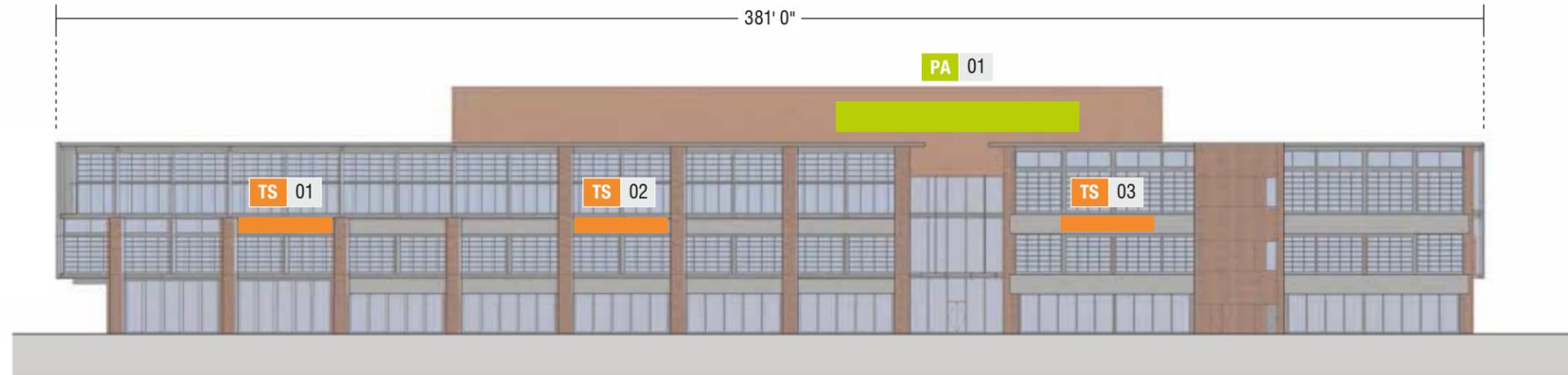
PA TENANT PARAPET SIGNS (520 SF)
Parapet/High Wall Signs

--- PROPERTY LINE

NOTE: All future phase proposed signage must comply with sign program and sign area shall not exceed allowed maximum for site.

SIGN AREA ALLOTMENT CALCULATIONS:

ELEVATION	TOTAL DEVELOPMENT SIGNAGE	TOTAL TENANT SIGNAGE	MAX. COMBINED ALLOWED	SQUARE FOOTAGE REMAINING FOR FUTURE PHASE 3 TENANT SIGNAGE
NORTH ELEVATION:	804 SF (SEE SEC. 2 FOR CLARIFICATION)	1,640 SF	5,552 SF	3,108 SF
EAST ELEVATION:	111 SF (SEE SEC. 2 FOR CLARIFICATION)	1,740 SF	2,584 SF	4,220 SF
SOUTH ELEVATION:	160 SF (SEE SEC. 2 FOR CLARIFICATION)	1,740 SF	6,120 SF	4,220 SF
WEST ELEVATION:	31 SF (SEE SEC. 2 FOR CLARIFICATION)	1,740 SF	2,192 SF	2,161 SF



PHASE 1 - SOUTH ELEVATION

Scale 1" = 40'0"



PHASE 1 - NORTH ELEVATION

Scale 1" = 40'0"

TENANT SIGN ENVELOPES

Sign envelope does not define the total allowable sign area. It defines the outermost reaches that a sign can occupy. Sign area calculations based on lineal feel of leased space still apply.

TS 01 4' 0" Tall x 25' 0"

TS 02 4' 0" Tall x 25' 0"

TS 03 4' 0" Tall x 25' 0"

TS 04 4' 0" Tall x 25' 0"

TS 05 4' 0" Tall x 25' 0"

TS 06 4' 0" Tall x 25' 0"

PA 01 8' 0" Tall x 65' 0"

PA 02 8' 0" Tall x 65' 0"



PHASE 2 - SOUTH ELEVATION

Scale 1" = 40'0"



PHASE 2 - NORTH ELEVATION

Scale 1" = 40'0"

TENANT SIGN ENVELOPES

Sign envelope does not define the total allowable sign area. It defines the outermost reaches that a sign can occupy. Sign area calculations based on lineal feel of leased space still apply.

TS 07 4' 0" Tall x 25' 0"

TS 08 4' 0" Tall x 25' 0"

TS 09 4' 0" Tall x 25' 0"

TS 10 4' 0" Tall x 25' 0"

TS 11 4' 0" Tall x 25' 0"

TS 12 4' 0" Tall x 25' 0"

TS 13 4' 0" Tall x 25' 0"

PA 03 8' 0" Tall x 65' 0"

PA 04 8' 0" Tall x 65' 0"