

# RIO 2100

2100 EAST RIO SALADO PARKWAY | TEMPE, AZ 85281



# CONTENTS

**GENERAL INFORMATION**

**CREATIVE ELEMENTS**

**SITE PLAN**

**C1 - CENTER ID**

**M1- MULTI TENANT GROUND SIGNS**

## PROJECT

RIO 2100  
2100-2201 E. Rio Salado Pkwy  
Tempe, AZ 85281

## PARCEL INFORMATION

### PARCEL NUMBER

132-36-003F  
132-36-022  
132-36-024  
132-36-021  
132-36-019  
132-36-020  
132-36-016  
132-36-017  
132-36-018

### AREA IN ACRES

50

### AREA IN SQUARE FEET

1,886,794 ±

### ZONING

HID - Heavy Industrial District  
RCC - Regional Commercial Center

## NARRATIVE

Rio 2100 is a 50 acre business park east of Tempe Marketplace located at 2100 Rio Salado Parkway. It will include 4 acres of an office complex, restaurants, bars, retail and two four-story hotels; a Hilton Garden Inn and a Homewood Suites. The Purpose of this Sign Package Criteria is to set a visually consistent fabrication and location sign standard for all future exterior signs at this site.

## NOTES:

Excluding any existing digital, dynamic or fixed permanent sign Type E that is on the property that is the subject of this comprehensive sign package, no future sign Type E freestanding sign will be allowed (nor any existing sign allowed to be relocated) from when the Rio 2100 sign package criteria (this document) is approved by the City of Tempe, even if such new or relocated sign Type E is allowed by the current or future City of Tempe Sign Code.

Sign square footage, size and location is subject to the City of Tempe Sign Code.

## PROPERTY OWNER

Tellurian Development Company  
2201 E. Camelback Road  
Suite 620  
Phoenix, AZ 85016

## SIGNAGE CONSULTANT

Trademark Visual, Inc.  
3732 E. University Drive  
Phoenix, AZ 85934

---

David Baum  
dbaum@trademarkvisual.com  
Ana Jones  
ajones@trademarkvisual.com

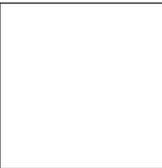
# PROJECT FONT

**Benton Sans Medium**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

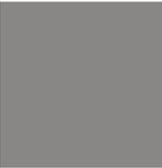
# LOGOS

Logo style allowed with landlord approval

# PROJECT COLORS



Paint - White  
Matthews Paint

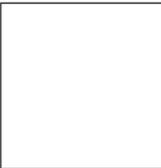


Paint - Titanium Grey Metallic  
Matthews Paint (MP18191)



Paint - Corn Silk  
Matthews Paint (MP11392)

# MATERIALS



Translucent Vinyl  
White and Color



Acrylic - Clear  
1/2" Push-Thru



Corten Steel Sheeting  
10ga - Natural Rust Finish

# NON PROJECT COLORS

Tenant colors open with landlord approval.  
If no brand standards are available, color & font will default to project colors and font

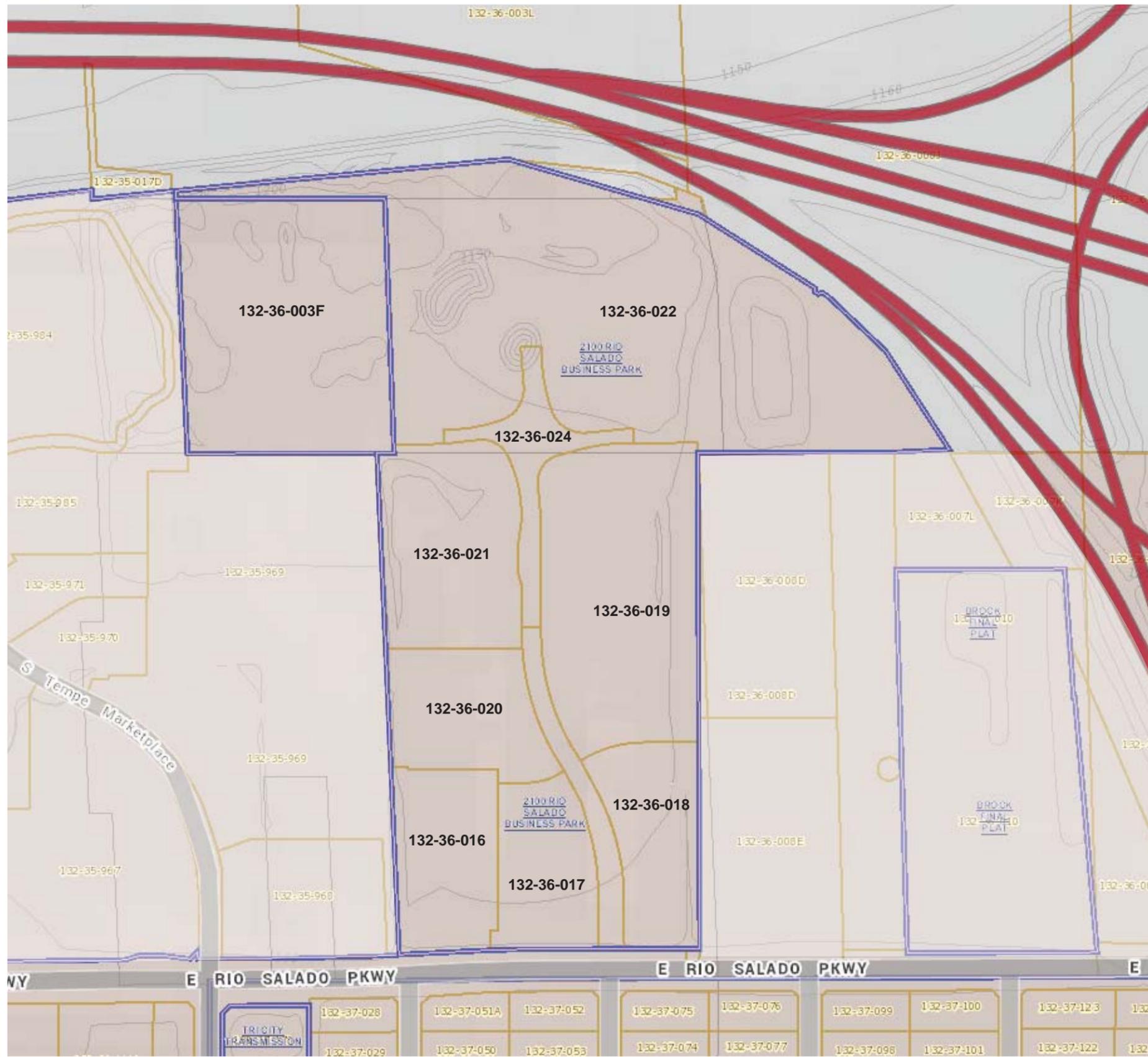
## Non-Exhaustive General List for All Sign Types

**Aluminum sheeting**  
Used for skinning of sign structures, tenant panels, and FCO logos/letters

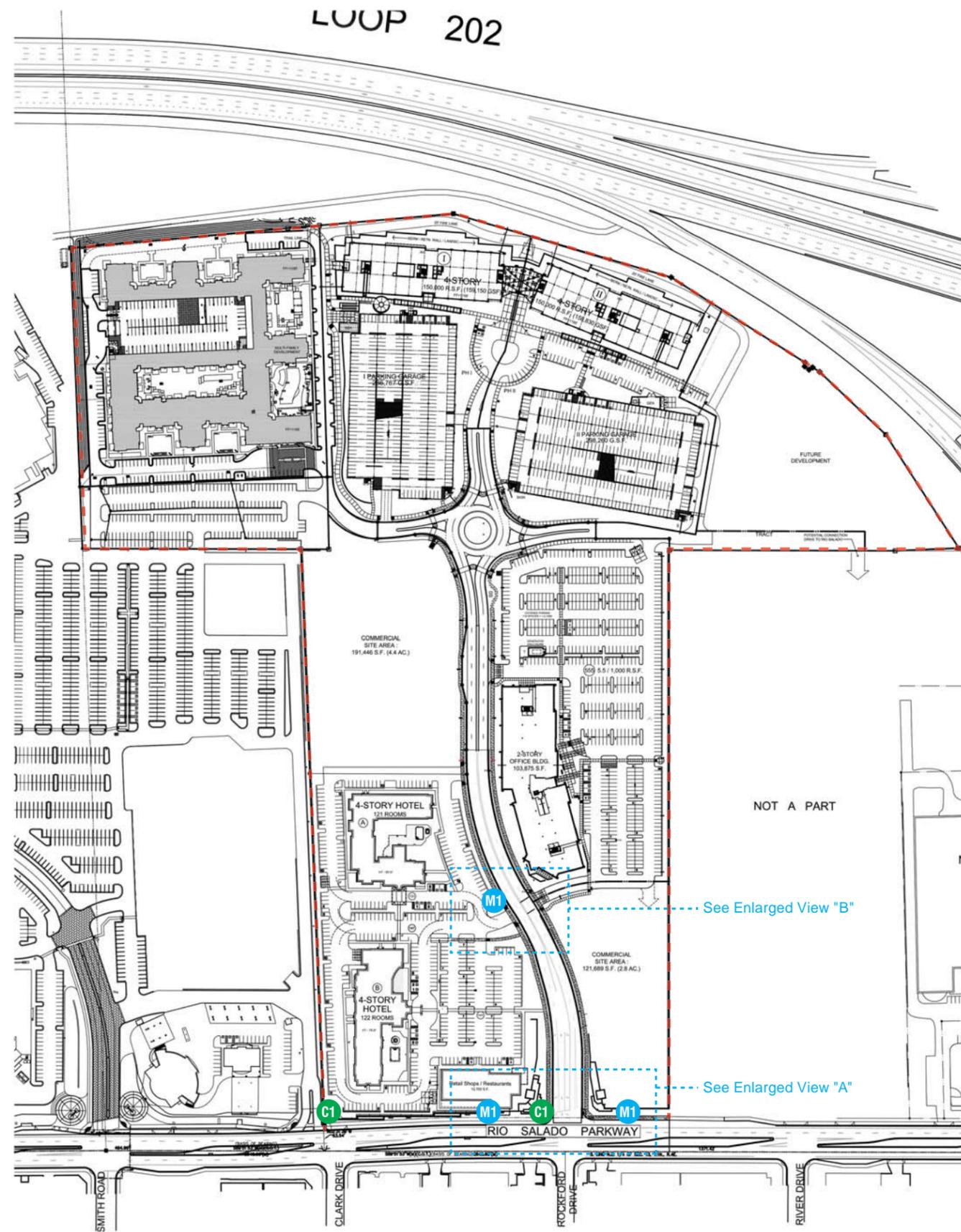
**Aluminum Angle**  
Used for Internal Sign Cabinet Structure

**Aluminum Channel**  
Used for Sign Cabinet Returns  
12" x .367" 6061 T6 Aluminum Channel (American Standard)





NOT TO SCALE



NOT TO SCALE

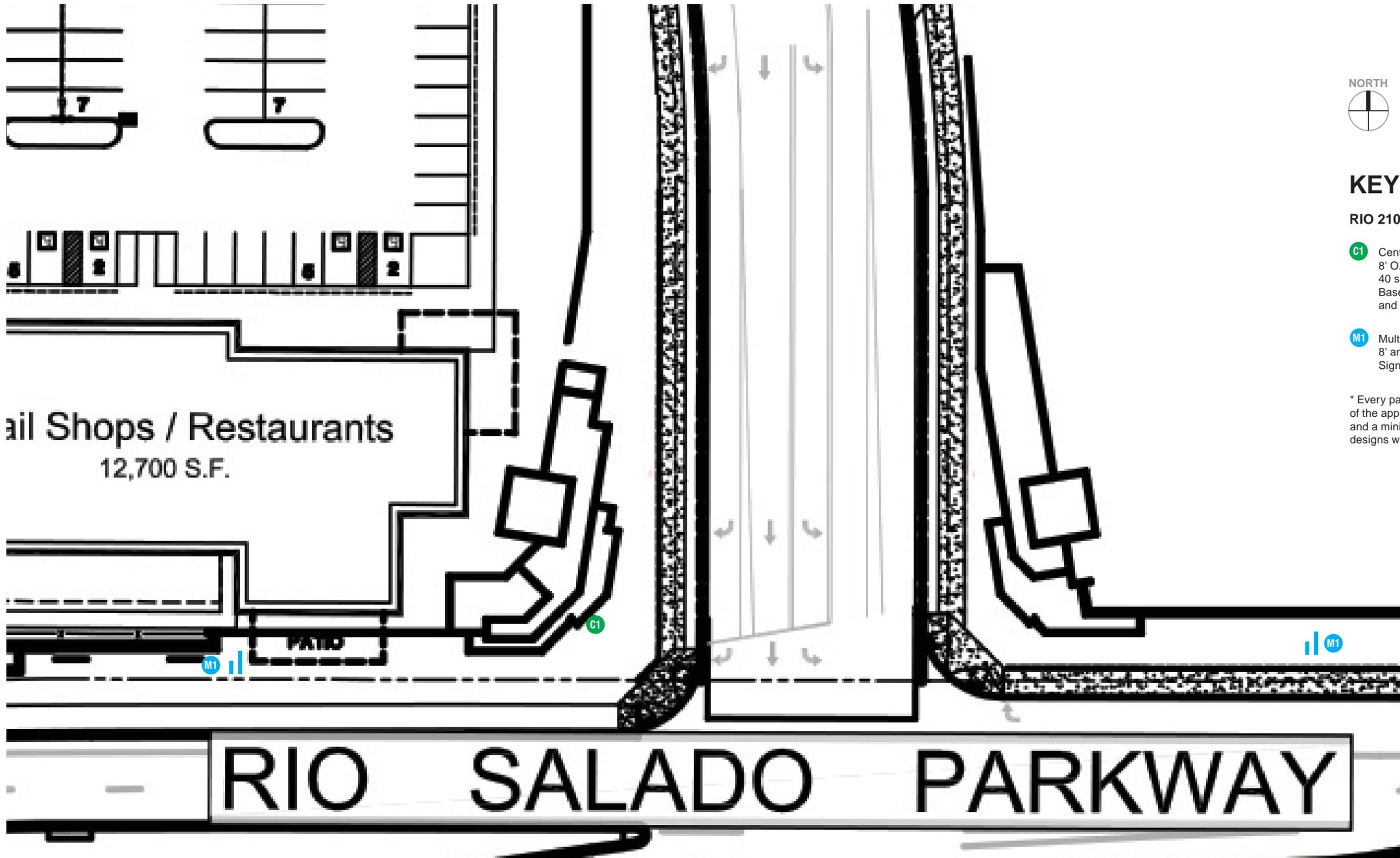


## KEY

### RIO 2100 SIGNS

- C1** Center Identification Sign  
8' O.A.H.  
40 s.f.  
Based on Street Curb on Rockford and Street Curb on Rio Salado
- M1** Multi-Tenant Ground Sign  
8' and 6' O.A.H.  
Sign Area up to 40 s.f.

\* Every parcel will be required to use one of the approved M1 ground sign designs and a minimum of one D1 directional sign designs within this document.



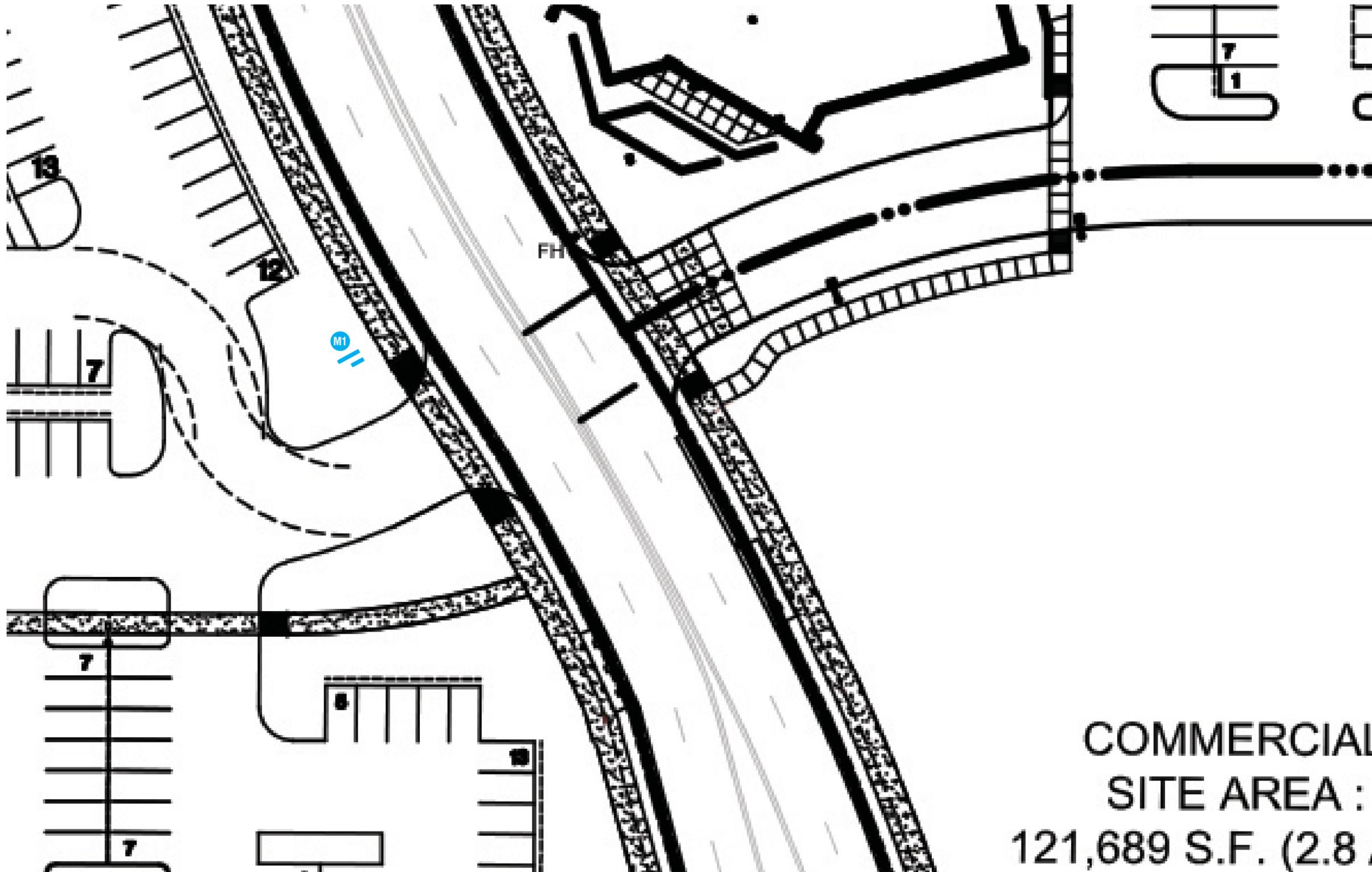
**KEY**

**RIO 2100 SIGNS**

- C1** Center Identification Sign  
8' O.A.H.  
40 s.f.  
Based on Street Curb on Rockford  
and Street Curb on Rio Salado
- M1** Multi-Tenant Ground Sign  
8' and 6' O.A.H.  
Sign Area up to 40 s.f.

\* Every parcel will be required to use one of the approved M1 ground sign designs and a minimum of one D1 directional sign designs within this document.

**A** Enlarged View  
SCALE 1" = 30'-0"



**KEY**

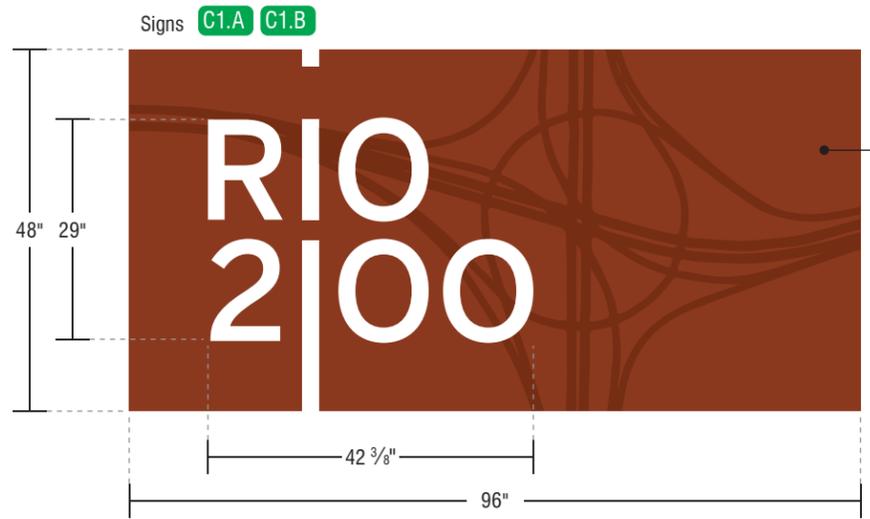
**RIO 2100 SIGNS**

- C1** Center Identification Sign  
8' O.A.H.  
40 s.f.  
Based on Street Curb on Rockford  
and Street Curb on Rio Salado
- M1** Multi-Tenant Ground Sign  
8' and 6' O.A.H.  
Sign Area up to 40 s.f.

\* Every parcel will be required to use one of the approved M1 ground sign designs and a minimum of one D1 directional sign designs within this document.

**COMMERCIAL  
SITE AREA :  
121,689 S.F. (2.8 )**

**B** Enlarged View  
SCALE 1" = 30'-0"



**ILLUMINATED ID**  
 .125 Corten Steel  
 Natural Rust Finish  
 w/ Engraved Graphics  
**COPY**  
 Water Jet Cut From Face  
**ILLUMINATION**  
 White LED  
 GE Tetra MAX2 7100K  
 Internally Illuminated  
**INSTALLATION**  
 Clip Mount to Wall as Required

Side View



**A** Project Detail  
 SCALE 1/2" = 1'0"

**B** Simulated Night View



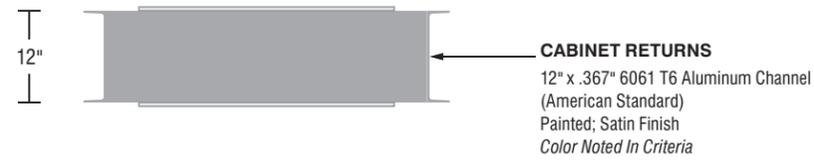
**C** Photo Elevation  
 NOT TO SCALE

**OPTION 1**

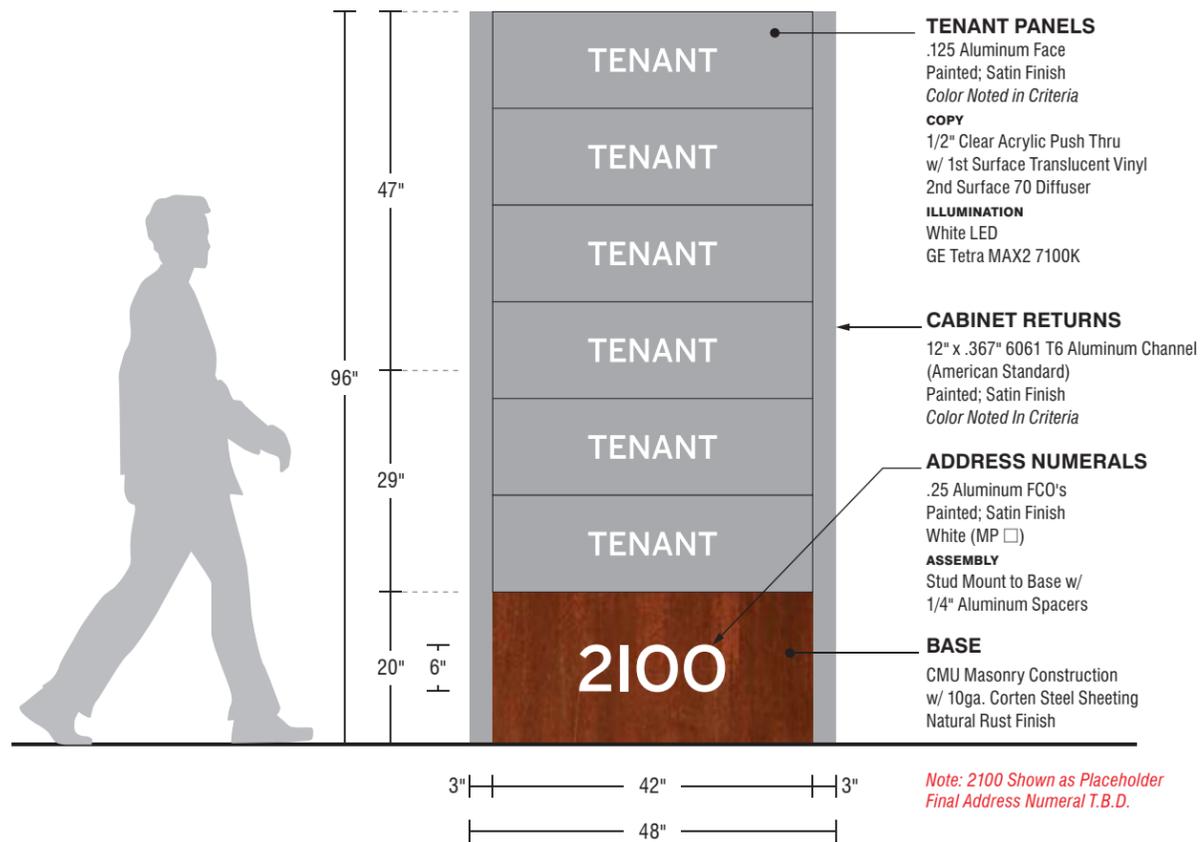
Sign **M1.A**

Note: This sign can display between 1 & 6 Panels

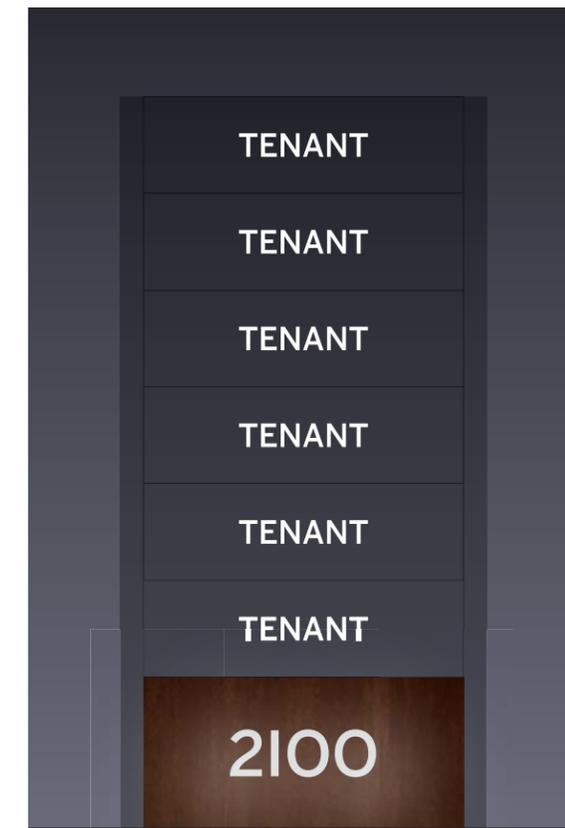
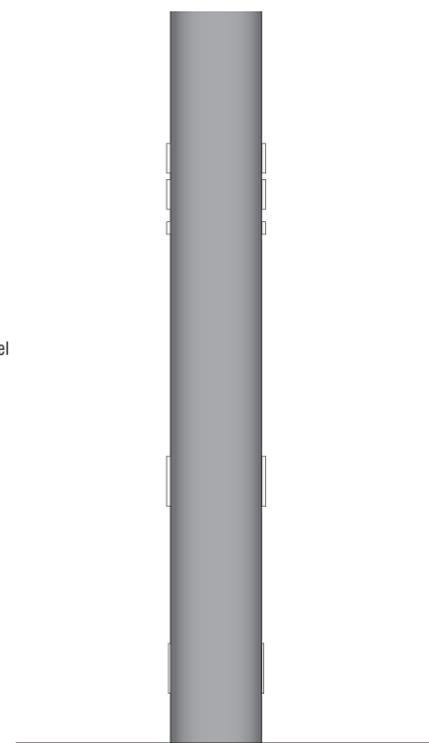
Plan View



Side A/B



End View



**A** Project Detail  
SCALE 1/2" = 1'0"

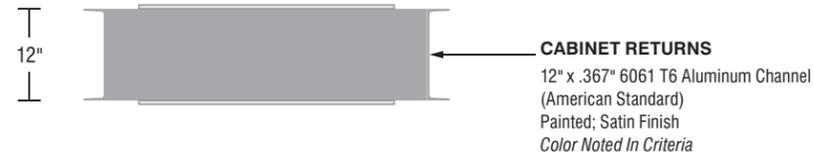
**B** Simulated Night View  
SCALE 1/2" = 1'0"

Sign Area = Tenant Panel Area Only  
Sign Area Approved up to 40.00 sq

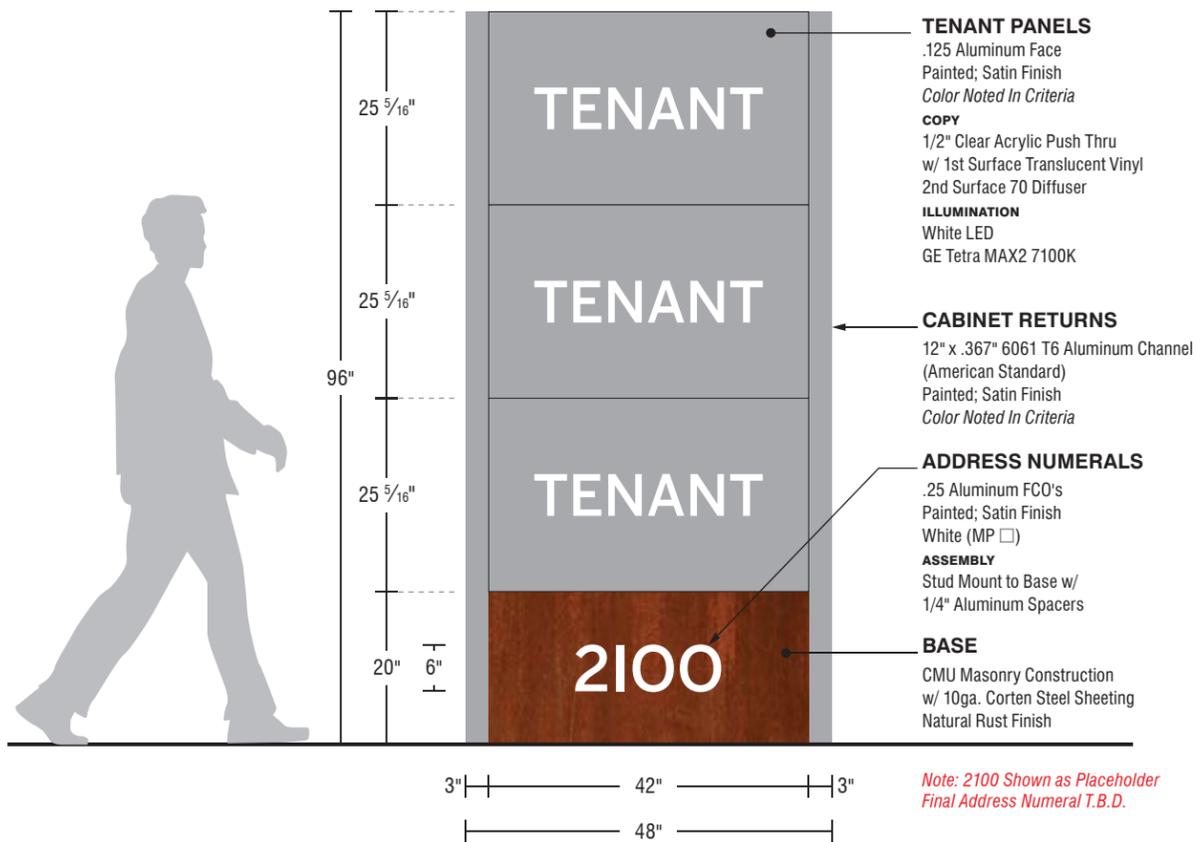
**OPTION 2**

Sign **M1.B**

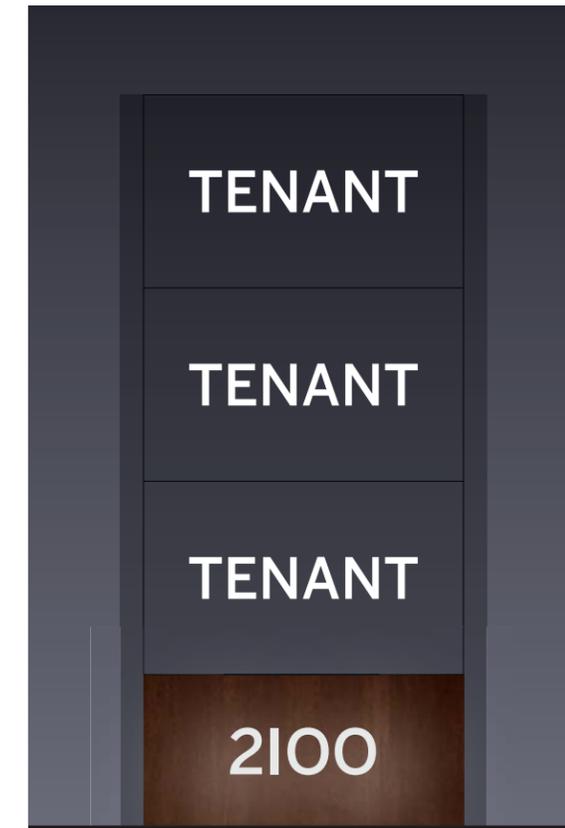
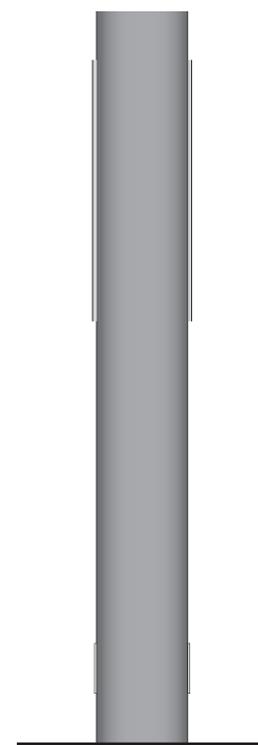
Plan View



Side A/B



End View

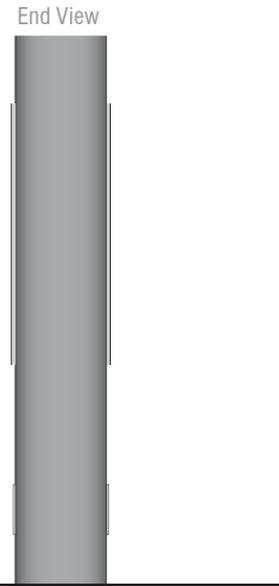
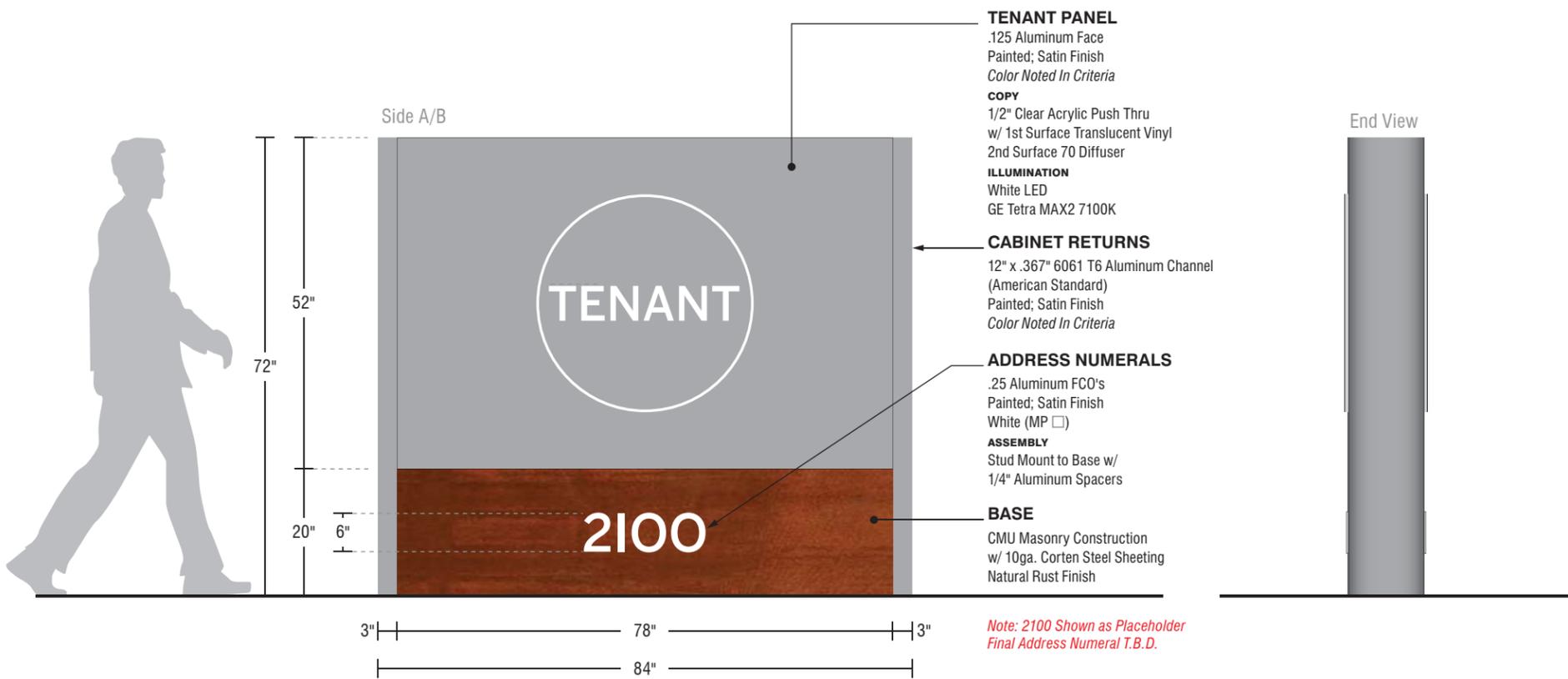
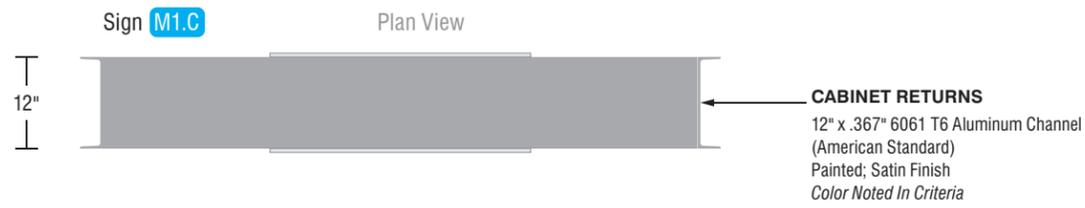


**A** Project Detail  
SCALE 1/2" = 1'0"

**B** Simulated Night View  
SCALE 1/2" = 1'0"

*Sign Area = Tenant Panel Area Only  
Sign Area Approved up to 40.00*

OPTION 3



A Project Detail  
SCALE 1/2" = 1'0"

B Simulated Night View  
SCALE 1/2" = 1'0"

Sign Area = Tenant Panel Area Only  
Sign Area Approved up to 40.00 sq

2-13-18

# RIO 2100

2120 BUILDING

2120 EAST RIO SALADO PARKWAY | TEMPE, AZ 85281

# **CONTENTS**

**GENERAL INFORMATION**

**CREATIVE ELEMENTS**

**SITE PLAN**

**M1- MULTI-TENANT MONUMENT SIGN**

**W1 - TENANT SIGNAGE - WALL MOUNTED**

**SIGN BANDS**

## PROJECT

RIO 2100  
2120 E. Rio Salado Pkwy  
Tempe, AZ 85281

## PROPERTY OWNER

Tellurian Development Company  
2201 E. Camelback Road  
Suite 620  
Phoenix, AZ 85016

## PARCEL INFORMATION

**PARCEL NUMBER**  
132-36-019  
**AREA IN ACRES**  
7.7  
**AREA IN SQUARE FEET**  
335,412 ±  
**ZONING**  
HID - Heavy Industrial District

## SIGNAGE CONSULTANT

Trademark Visual, Inc.  
3732 E. University Drive  
Phoenix, AZ 85934

David Baum  
dbaum@trademarkvisual.com  
Ana Jones  
ajones@trademarkvisual.com

## NARRATIVE

Rio 2100 is a 50 acre business park east of Tempe Marketplace located at 2100 Rio Salado Parkway. 2120 E Rio Salado Parkway will include a two-story office complex. The Purpose of this Sign Package Criteria is to set a standard and outline the intent/purpose for Signage Display at this Site.

## NOTES:

Excluding any existing digital, dynamic or fixed permanent sign Type E that is on the property that is the subject of this comprehensive sign package, no future sign Type E freestanding sign will be allowed (nor any existing sign allowed to be relocated) from when the Rio 2100 sign package criteria (this document) is approved by the City of Tempe, even if such new or relocated sign Type E is allowed by the current or future City of Tempe Sign Code.

## PROJECT FONT

### Benton Sans Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

## LOGOS

Logo style allowed with landlord approval

## PROJECT COLORS



Paint - White  
Matthews Paint

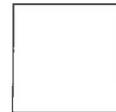


Paint - Titanium Grey Metallic  
Matthews Paint (MP18191)



Paint - Corn Silk  
Matthews Paint (MP11392)

## MATERIALS



Translucent Vinyl  
White and Color



Acrylic - Clear  
1/2" Push-Thru



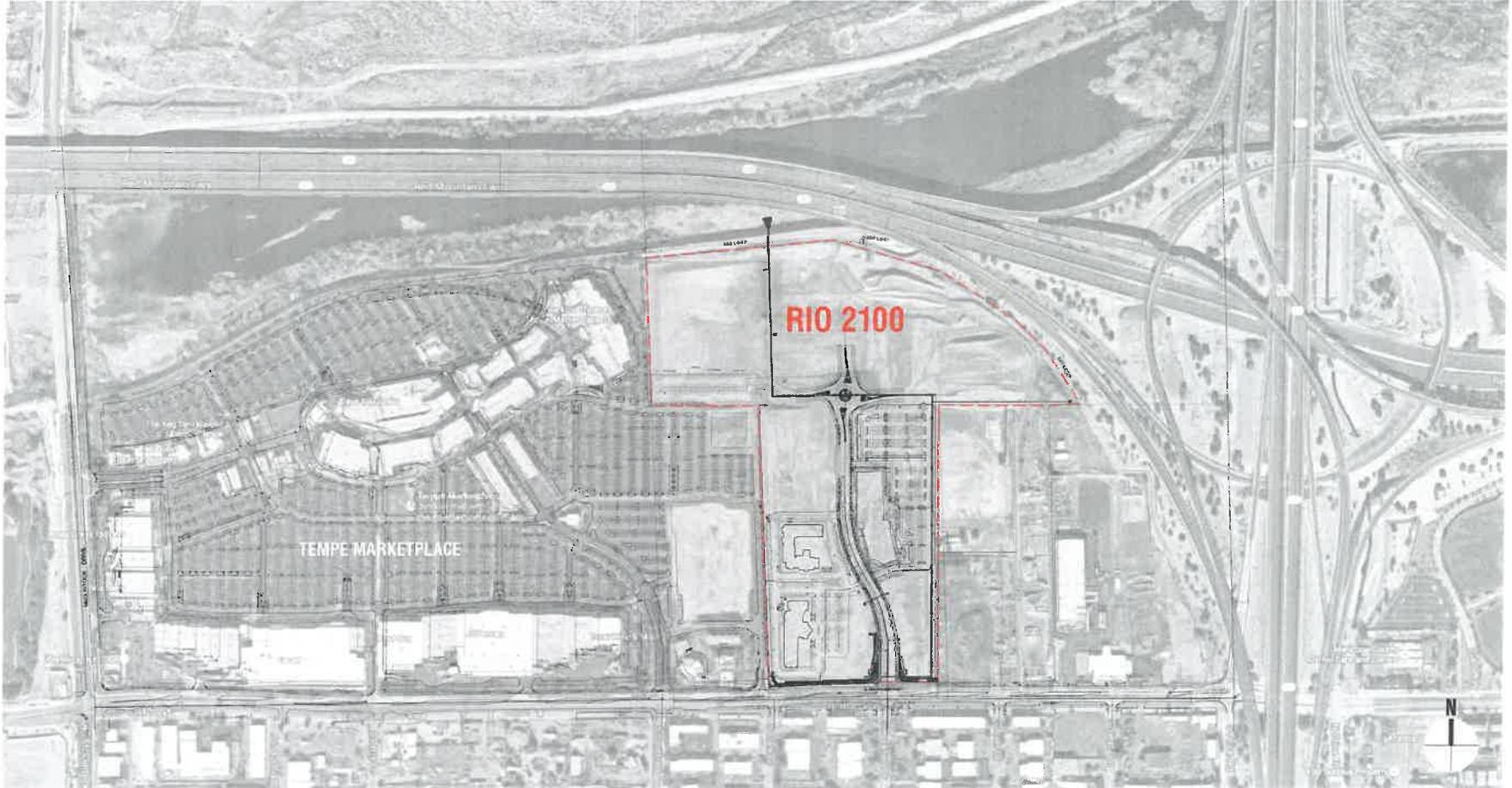
Corten Steel Sheeting  
10ga - Natural Rust Finish

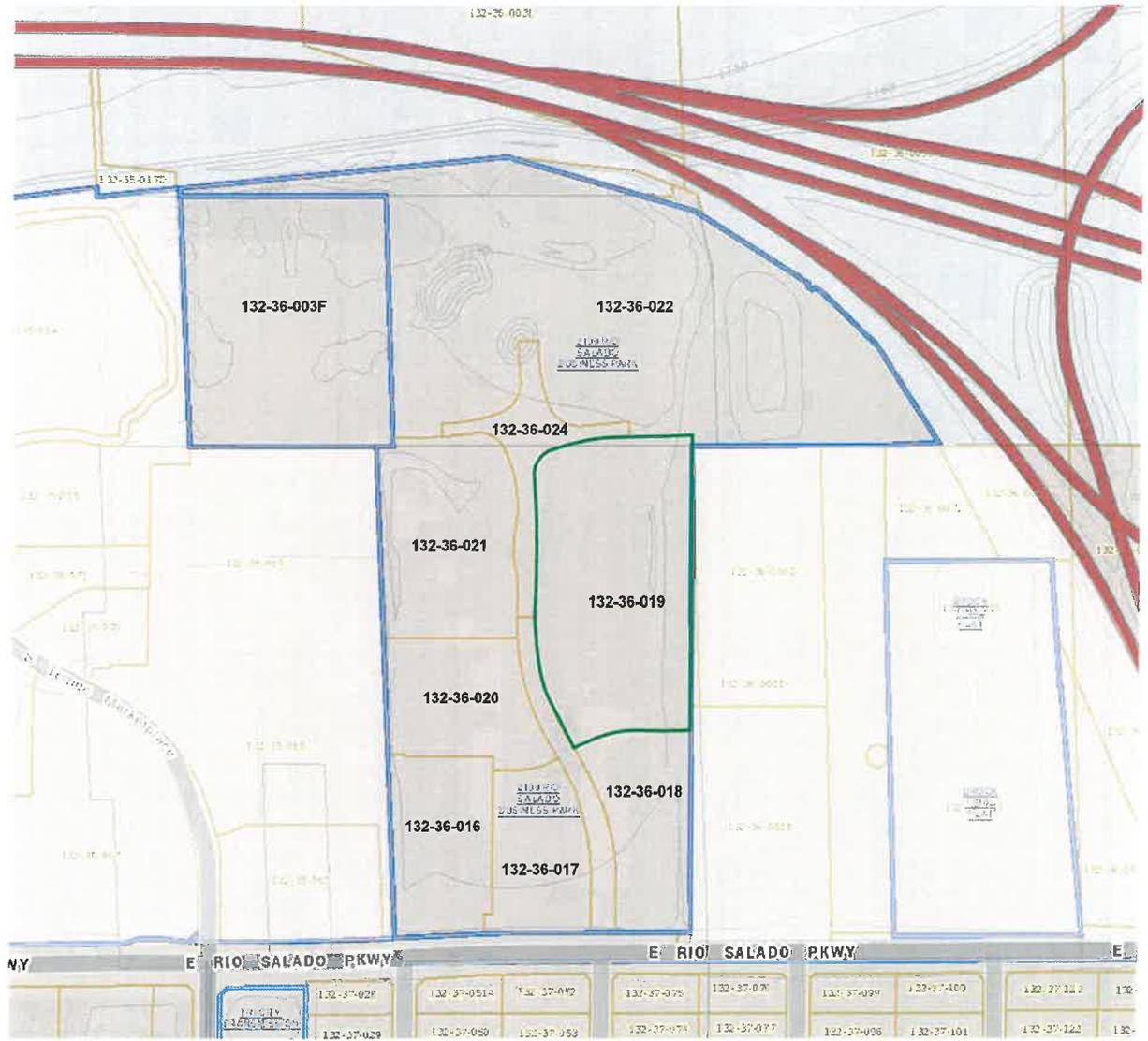
## NON PROJECT COLORS

Tenant colors open with landlord approval.  
If no brand standards are available, color & font  
will default to project colors and font

# SITE PLAN

Project Overview and Relationship to Tempe Marketplace





**KEY**  
**RIO 2100 SIGNS**  
 — Site Location  
 NORTH



NOT TO SCALE



**KEY**

**RIO 2100 SIGNS**

**M1** Multi-Tenant Ground Sign  
8' and 6' O.A.H.  
Sign Area up to 40 s.f.

— Site Location

— Tenant Signage

\* Every parcel will be required to use one of the approved M1 ground sign designs.



# LEVEL 1 FLOOR PLAN

NOT TO SCALE



## KEY

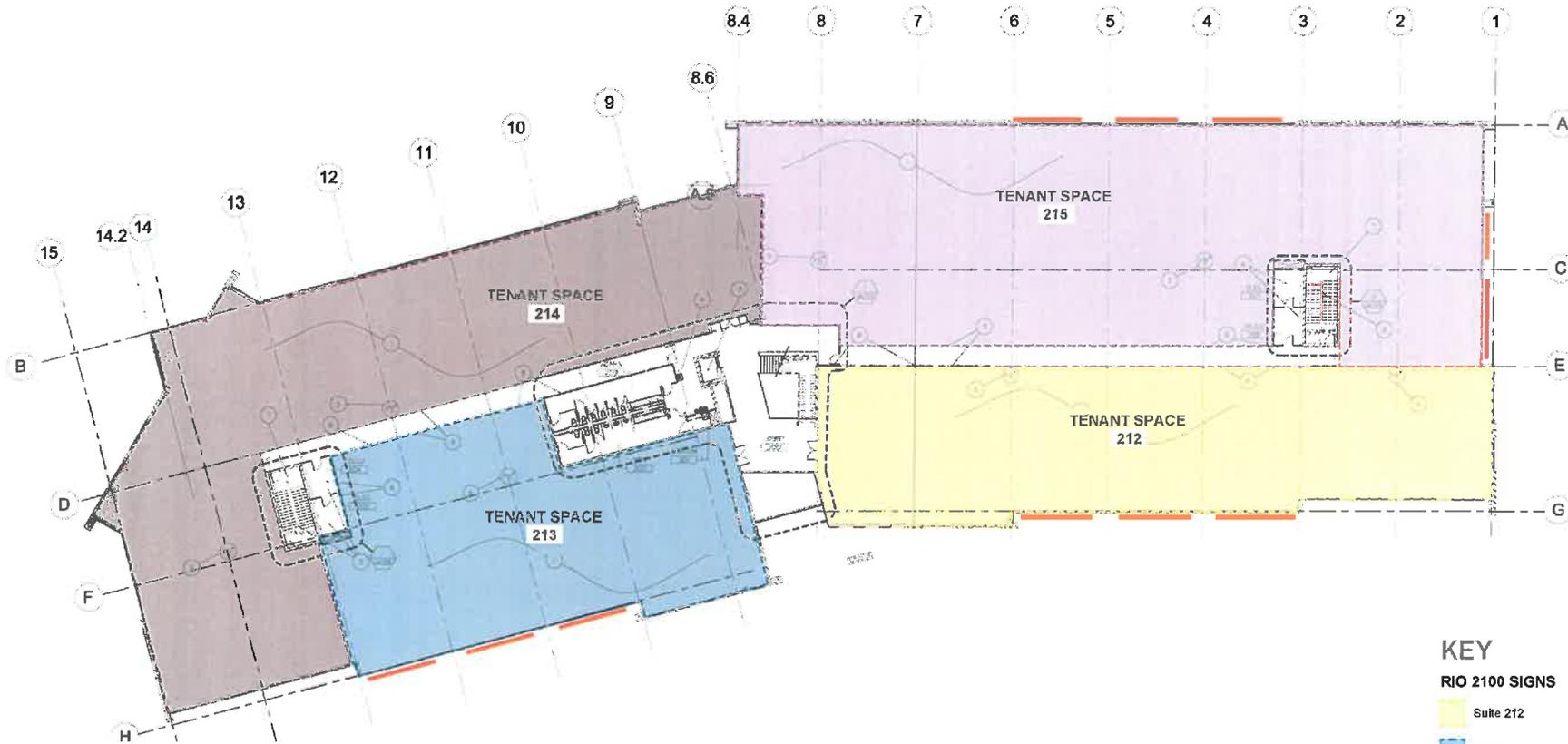
### RIO 2100 SIGNS

- Suite 112
- Suite 113
- Suite 114
- Suite 115
- W1 - Tenant Signage - Wall Mounted

\* This is a (2) Story Building with potential for (8) or more Suite Tenants; Suite count based on actual occupancy



**LEVEL 2 FLOOR PLAN**  
NOT TO SCALE



**KEY**

**RIO 2100 SIGNS**

- Suite 212
- Suite 213
- Suite 214
- Suite 215

— WI - Tenant Signage - Wall Mounted

\* This is a (2) Story Building with potential for (8) or more Suite Tenants; Suite count based on actual occupancy



## TENANT SIGN - WALL MOUNTED

### PROVISIONS

Subject to the General Provisions for Tenant Signs, at Rio 2100 may place a Fascia Sign onto designated building elevations. Signs shall be restricted to designated locations on each building elevation called Sign Envelopes. Building elevations that have designated Sign Envelopes are depicted within their respective sections further on in this document.

### ALLOWABLE SIGN STYLES

- Halo Illuminated Reverse Pan Channel Sign
- Non Illuminated Reverse Pan Channel Signs
- Non Illuminated Flat Cut Out Signs (Secondary Copy ONLY)

### PROHIBITED SIGN STYLES

- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face.
- Any sign with changeable letters.

### ALLOWABLE SIGN MATERIALS

- Painted or Brushed Aluminum
- Painted Steel
- Stainless Steel
- Corten Steel
- Blackened Steel
- Brass
- Copper
- Polycarbonate
- Acrylic

### ALLOWABLE FINISHES

- Painted/Powder Coated/Anodized
- Clear Coated
- Faux Finishes
- Gold Leaf
- Brushed Metal
- Polished Metal
- Patina Metal

### PLACEMENT AND SIZE

- Wall Mounted Signs may be attached flat against or pinned away from, the wall.
- Sign Area Factor: Office Tenants are allowed permitted up to 1.00 square feet of signage per lineal foot of leased frontage as determined by Tempe Sign Code.
- ~~Tenants that occupy more than one floor in a building may add up the leased frontages on each floor that they occupy to achieve their total frontage.~~
- Tenants are not required to occupy the space contiguous to their sign location. If Sign Envelope is not specified by size, the horizontal and vertical dimensions of any Fascia Sign may not exceed eighty percent (80%) of the wall surface of the building, or, if a Tenant is at a corner location, the sign may not exceed eighty percent (80%) of the distance from the corner to the Lease Line.
- Signs shall consist of individual letters and logos in the Tenant's typestyle and colors.
- Sign area is determined as per the requirements outlined in the General Provisions section of this chapter per Tempe Sign Code.

### COLOR

- Unless otherwise prohibited, all colors and combinations of colors are permissible.

### ADDITIONAL CRITERIA

- No finish shall be allowed to run or drip any discharge that would cause staining to the building or the sidewalk below.

### ILLUMINATION

- A Storefront Fascia Sign can be either internally illuminated or non-illuminated.

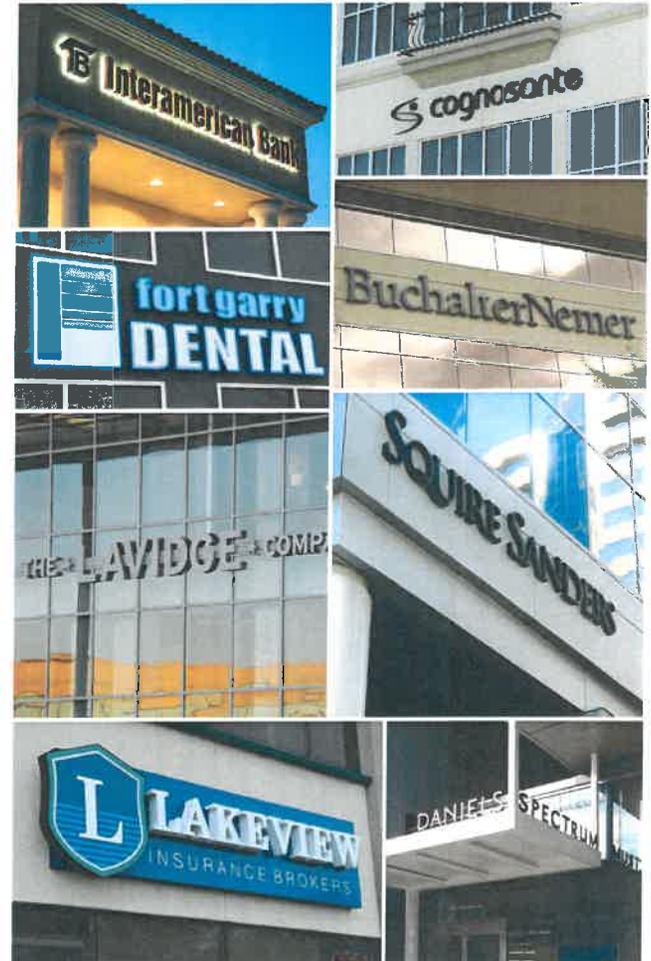
### PERMITTING

- Signs require a Sign Permit from the City of Tempe.
- Signs are counted in the Tenant's total Allowable Sign Area.
- Tenant shall furnish a scaled and dimensioned elevation drawing along with their permit application showing their leased space with the exterior wall frontage designated.

### LANDLORD APPROVAL

Regardless of the design of the sign and its compliance with the general guidelines, all Storefront Fascia Signs must be approved by the Landlord prior to being submitted to the City of Tempe for permit application. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval by the City of Tempe.

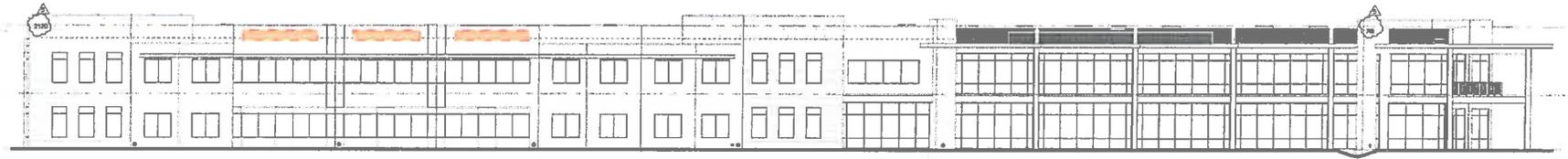
**Sign Envelopes shall not exceed four (4) feet in height and not exceed 80% of their background area in height or length.**



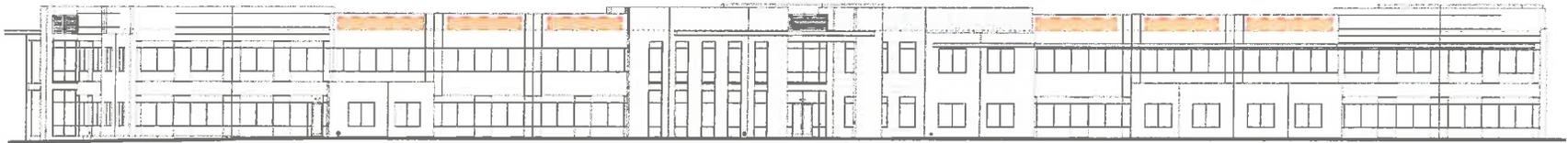
NOTE: Photos are intended to be representative of the character and quality of the types of signs within Rio 2100 and are not intended to express specific design details, colors, or materials.

## TENANT SIGN BANDS

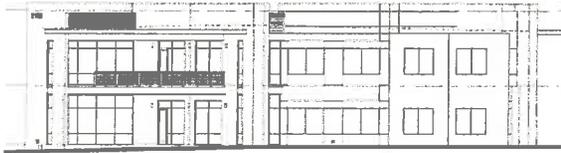
**GENERAL NOTES**  
All Sign Envelopes are Viable Options for Tenant Wall Signs, but There is a Maximum Amount of 10 Signs Allowed to be Displayed at One Time.



**A** West Elevation  
NTS



**B** East Elevation  
NTS



**C** South Elevation  
NTS



**D** North Elevation  
NTS

## TENANT SIGN BANDS



West Elevation  
NTS



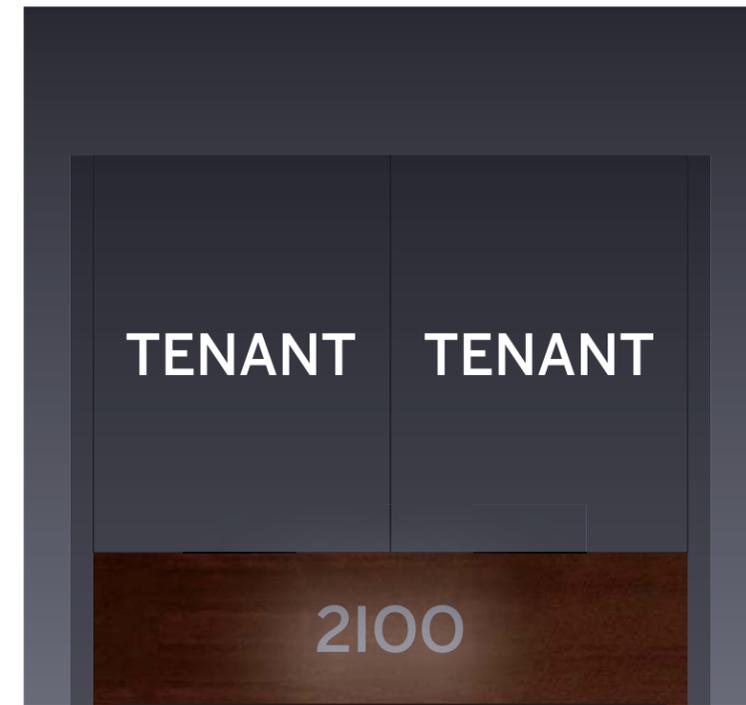
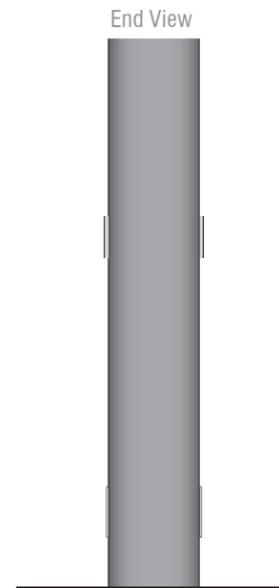
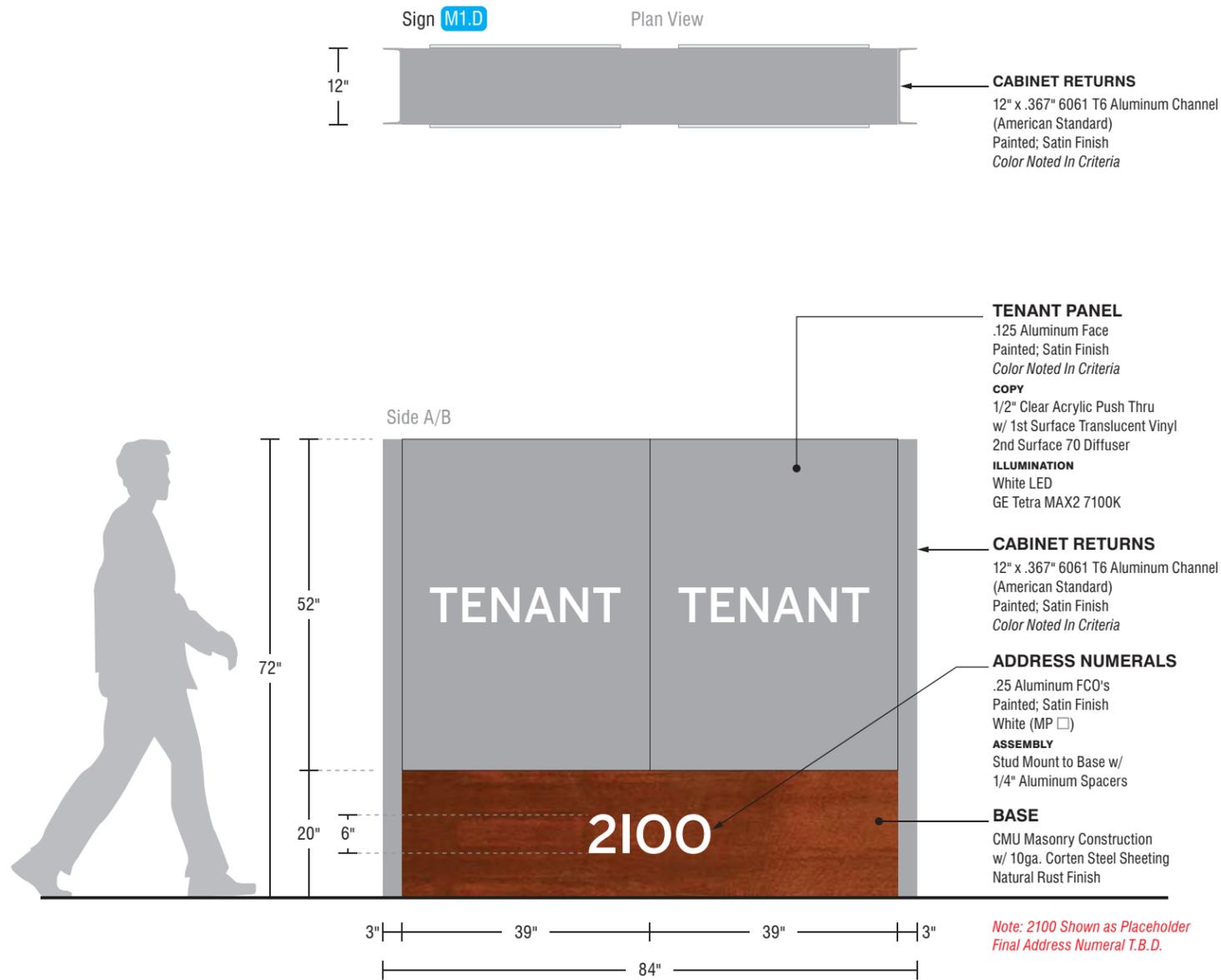
North Elevation  
NTS



East Elevation  
NTS



**OPTION 4**



**A** Project Detail  
SCALE 1/2" = 1'0"

Sign Area = Tenant Panel Area Only  
Sign Area Approved up to 40.00 sq

**B** Simulated Night View  
SCALE 1/2" = 1'0"