



RISE

— ON APACHE —

1000 East Apache Blvd.
Tempe, Arizona

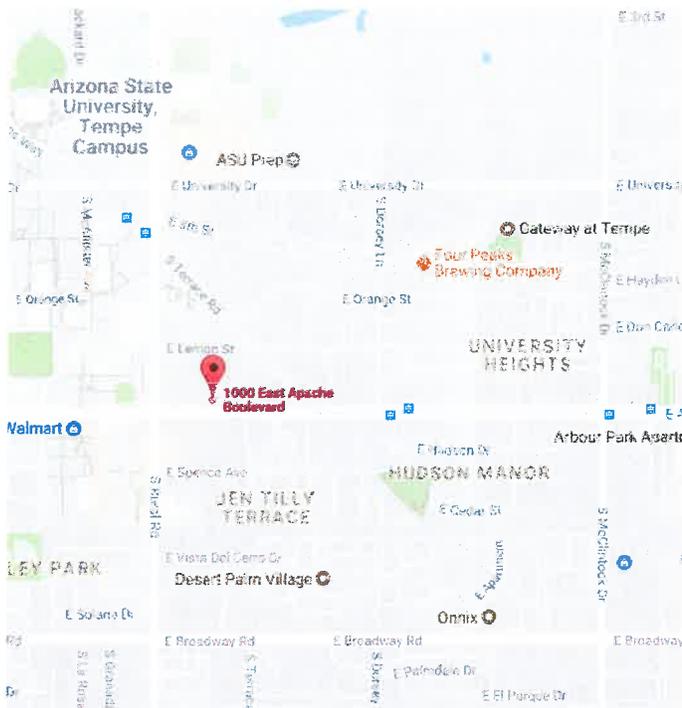
Comprehensive Sign Plan
August 22, 2017

Compiled by



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AREA SITE MAP

PROJECT NARRATIVE

RISE is a new student residential project located on the north side of Apache Boulevard, between Rural and South Terrace Roads. It is adjacent to a Light Rail station. The building includes a 15- story residential tower on top of ground level retail and a three-story parking garage.

Signage Design

The Comprehensive Sign Plan is intended to establish and maintain a design theme throughout the project that will reinforce the architecture and provide identity and direction for tenants along Apache Boulevard.

Non-residential Component

Interior to the project will be a freestanding identity sign mounted within a planter. This sign, which cannot be seen from the public right of way, is located near the leasing office.

RISE also contains commercial tenants on the first floor along Apache Boulevard. These spaces are conceived for cafés, coffee shops and similar amenities to service the on-site residents. Their signs will be suspended from the ceiling, perpendicular to Apache Boulevard. The signs will be dimensional and allow for internal illumination.

Tenants will be allowed glass-mounted vinyl graphics beside the entry doors and along their storefronts.

All tenants will be required to submit design illustrations and specifications to the owner for approval prior to submitting sign permit applications to the City of Tempe.

SITE PLAN



DESIGN MATRIX

Sign Type / Function	Location	Qty.	Dimensions	Sign Area	Illumination	Materials	Notes
Planter ID	Planter interior to the project	1	3'-0" x 6'-0"	18 s.f.	External	Aluminum	Cannot be seen from public ROW
Site Identity							
Tenant ID	Suspended from canopy, aligned w/ business entrance	3	2'-6" x 10'-0"	25 s.f.	Internal	Aluminum, acrylic, vinyl	
Business Identity							
Storefront Graphics	Business storefronts	3	Maximum 8'-0" A.F.F.	NTE 25% of indicated window area	Indirect	Colored/Printed Vinyl	SHALL NOT be placed on entry doors.
Business Identity, Lifestyle Graphics							

PLANTER ID SIGN

This freestanding sign is interior to the project, and cannot be seen from the public right of way. It is located within a planter adjacent to the leasing office.

Sign Type Freestanding Pan-Channel Letters

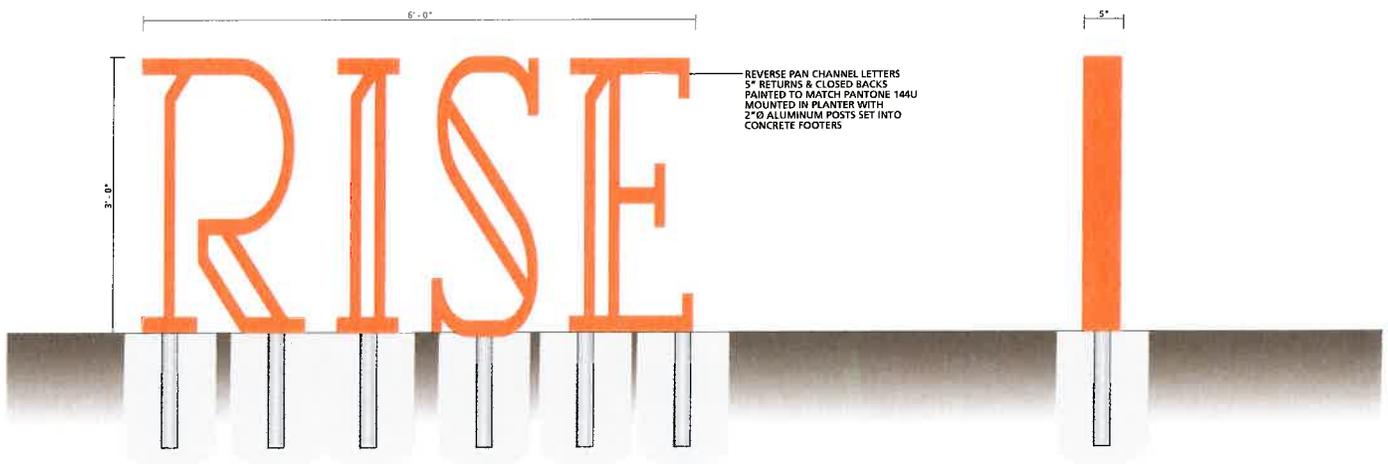
Size 3'-0" x 6'-0"

Area 18 square feet

Materials Aluminum

Illumination External

Color(s) To match Pantone PMS 144U.

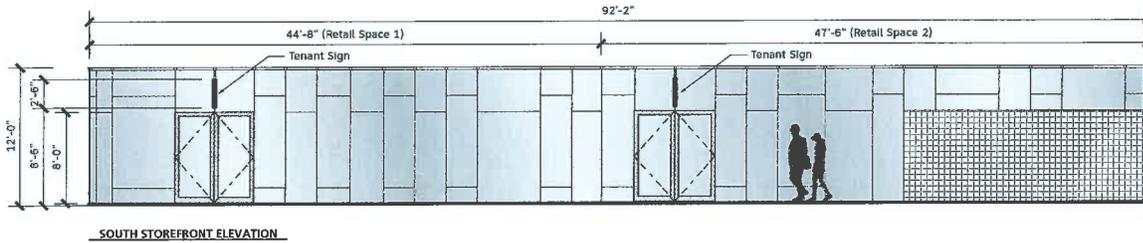
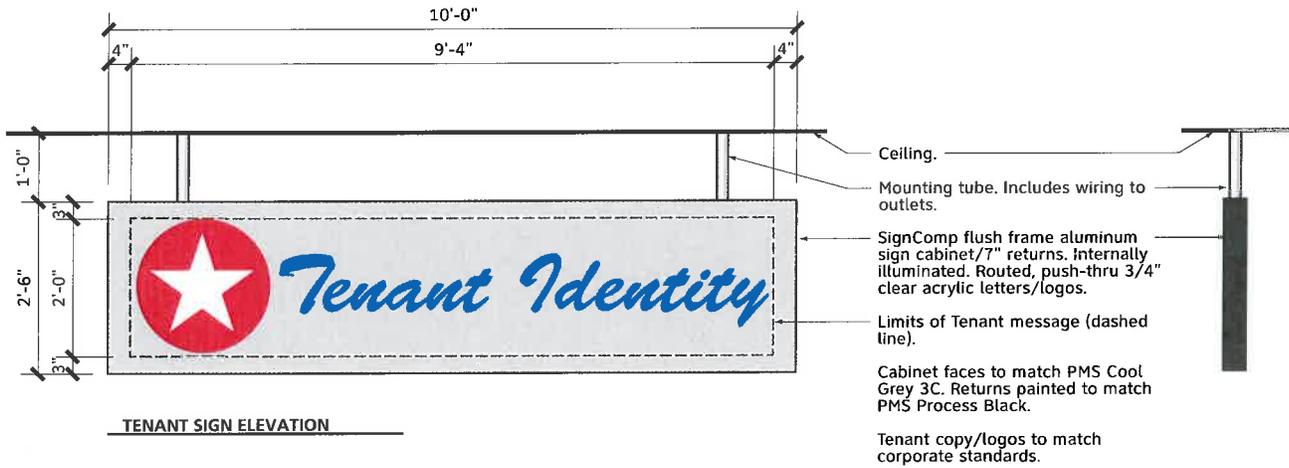


TENANT ID SIGN

Tenant cabinets are suspended from the canopy ceiling, set perpendicular to Apache Boulevard. They are intended to align with each storefront or restaurant entrance, but are located closer to Apache Boulevard, so they can be seen from the street.

To maintain consistency, the sign faces and returns will share common colors, while a tenant's logo/ logotype may be per their company standards.

Sign Type	Suspended Cabinet
Size	2'-6" x 10'-0"
Area	25 square feet
Materials	Aluminum, acrylic, vinyl
Illumination	Internal
Color(s)	Faces: To match Pantone PMS Cool Grey 3C Returns: To match Pantone PMS Process Black Tenant ID: Per corporate standards



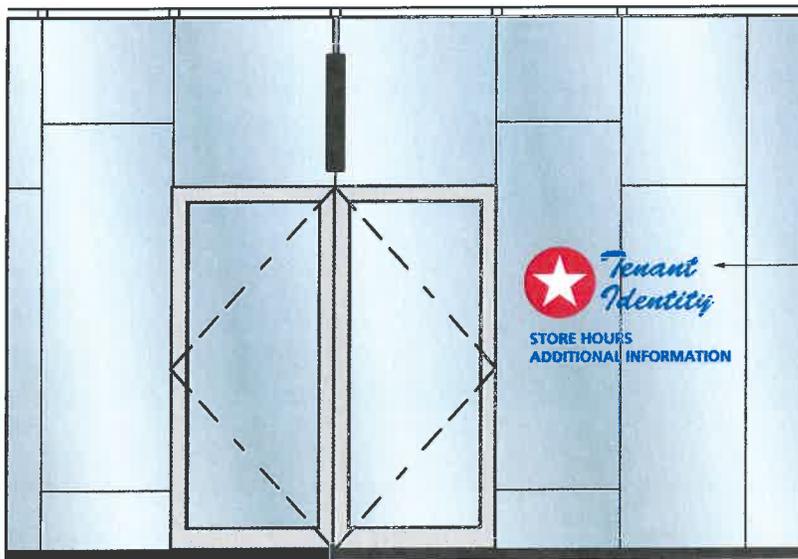
STOREFRONT GRAPHICS

Graphics may be applied to a tenant's glass storefront provided that no more than 25% of the indicated window area is covered. Graphics may be opaque or translucent, may include the company identity and relevant information such as store hours, etc.

Graphics SHALL NOT be placed on entry doors.

Shown are examples of 25% coverage.

Sign Type	Storefront Graphics
Size	Maximum 8'-0" A.F.F.
Area	Not to exceed 25% of indicated window area
Materials	Printed vinyl
Illumination	Indirect
Color(s)	Per corporate standards

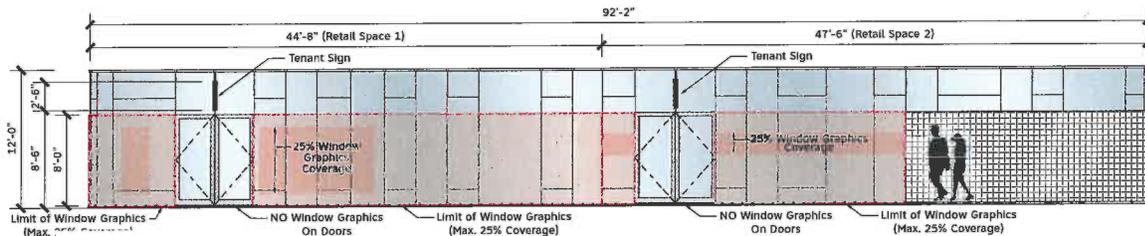


Vinyl graphics. May include lifestyle images.

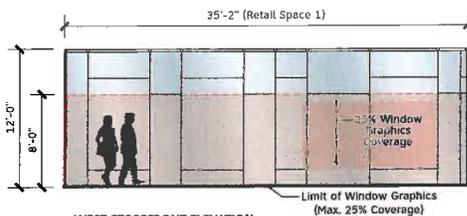
GRAPHICS SHALL NOT COVER MORE THAN 25% OF INDICATED WINDOW AREA.

STOREFRONT ENTRY EXAMPLE

scale: 1/4" = 1'-0"



SOUTH STOREFRONT ELEVATION
scale: 1/8" = 1'-0"



WEST STOREFRONT ELEVATION

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