

SIGN PACKAGE CRITERIA

DATE	
PROJECT NAME	Santa Fe Palms
PROJECT ADDRESS	1712 E. Guadalupe Rd.
TYPE	Individual internally illuminated pan channel letters
ILLUMINATION	Double stroke white neon.
MATERIAL	
CONSTRUCTION	4" returns.
LETTER STYLE	Open
LOGO	Restricted to 25% of sign area – DRC policy.
COLOR	Red, and/or green sign faces. Trim cap and return color-shall be bronze.
SIZE RESTRICTION	Tenant sign shall not exceed a horizontal width of 80% of leased building frontage on which the sign is located. Where there is one (1) line of copy, individual letter size shall not be less than 24 inches or greater than 60". Where there are two (2) lines of copy, individual letter size shall not be less than eighteen (18) inches and overall height shall not be greater than 48". The sign envelope areas shown on the building elevations shall control the maximum individual letter size for a given tenant.
INSTALLATION	All sign copy shall be centered vertically and horizontally on the designated sign band fascia.
WINDOW SIGNAGE	Window signs are restricted to 25% of the individual window in which the sign is located.
CENTER ID	<p>A total of three (3) freestanding signs shall be permitted. All freestanding signs shall have routed out copy backed with plex.</p> <p>B. All freestanding signs shall be constructed in general compliance with the design established for plaza on Guadalupe, including the use of similar materials and compatible colors. All signs shall be incorporated in a landscape setting.</p> <p>C. Address numerals shall be provided on all freestanding signs pursuant to the standards of the city of Tempe. Address numerals shall be individual bronze numerals.</p> <p>D. The general location of the freestanding signs is shown on the amended general and final plan of development for the project.</p> <p>E. Major center identification sign A1 shall provide identification for the center. Sign A1 may include the name of the major tenant for the project (Suite C) or any other single tenant as authorized by the landlord. Sign A1</p>

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	<p>shall include a single stroke of exposed red neon encircling the sign.</p> <p>F. Minor tenant/pad tenant sign A2 shall provide individual tenant identification for the child care center.</p> <p>G. Minor tenant/pad tenant sign A3 shall be a non-illuminated sign and shall provide tenant identification for the medical center.</p>
<p>MAJOR/PAD TENANT VARIATION</p>	<p>A. Major tenant medallion sign M1 shall provide identification for the tenant Suite G only.</p> <p>B. Sign M1 shall be located on the owner element adjacent to tenant Suite G as shown on the approved architectural elevations.</p> <p>C. Sign M1 has been designed to relate to major center identification sign A1, including a single stroke of exposed red neon encircling the sign text area.</p> <p>D. Sign M1 shall be considered as a wall sign for allowable sign area purposes.</p>