



SIGN PACKAGE CRITERIA

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| DATE | 03/13/07 |
| PROJECT NAME | Tempe Plaza |
| PROJECT ADDRESS | 5004-5080 S. Price Rd. |
| TYPE | Individual pan channel letters |
| ILLUMINATION | Optional |
| MATERIAL | |
| CONSTRUCTION | 22 ga. aluminum |
| LETTER STYLE | Open |
| LOGO | Restricted to 25% of sign area – DRC policy. |
| COLOR | #209-0 Red plex |
| SIZE RESTRICTION | Maximum 18" letter height, except for tenants having arch element, then maximum is 24" letter height. |
| INSTALLATION | 12' above sidewalk. Shall utilize a two or three pole horizontal mounting bracket. |
| WINDOW SIGNAGE | Window signs are restricted to 25% of the individual window in which the sign is located. |
| CENTER ID | |
| MAJOR/PAD TENANT VARIATION | Major tenant - max. 36" letter height. Pad tenants may have red or brown faces. |
| FREESTANDING MULTI-TENANT SIGNAGE | Tenant identification on the multi-tenant sign does not require sign permit, however, the following criteria apply: Tenant ID: Aluminum panels with routed copy, backed with white plexiglass. |