



THE PIEDMONT

NOVUS INNOVATION CORRIDOR

RETAIL TENANT GUIDELINES

July 7, 2023



selbert perkins design collaborative

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343.6' Lot Frontage x 4 = 1374 sq.ft.
 MAXIMUM ALLOWED COMBINED SIGN AREA
 Novus Place: (4:1)



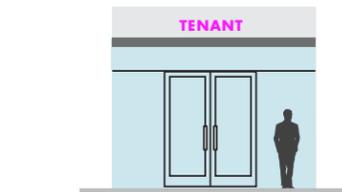
1 PLAN
 NTS

NOVUS PLACE

Novus Place serves as the heart and most active pedestrian destination within the Community. The signs along Novus Place shall have an urban, eclectic feel where tenants are encouraged to express their individuality and brand through creative sign approaches. Successful street-focused retail districts such as the Third Street Promenade in Santa Monica and local projects, Kierland Commons and Scottsdale Quarter shall serve as inspirational precedents for the signage along Novus Place.

6TH STREET

6th Street forms the urban/athletic spine for the Community and serves as a connection linking the ASU stadium and arena venues, Novus and the Athletics Village. The signs along 6th Street, especially adjacent to the stadium and arena venues, will have a spirited, high-energy feel to reinforce and supplement the ASU "fan" experience.



RW1 WALL MOUNT

Reference chapter 7 of the Novus Innovation Corridor Signage Design Standards for wall mount signage requirements



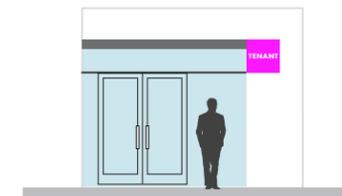
RW2 WINDOW/DOOR SIGN

Reference chapter 14 of the Novus Innovation Corridor Signage Design Standards for window graphic signage requirements



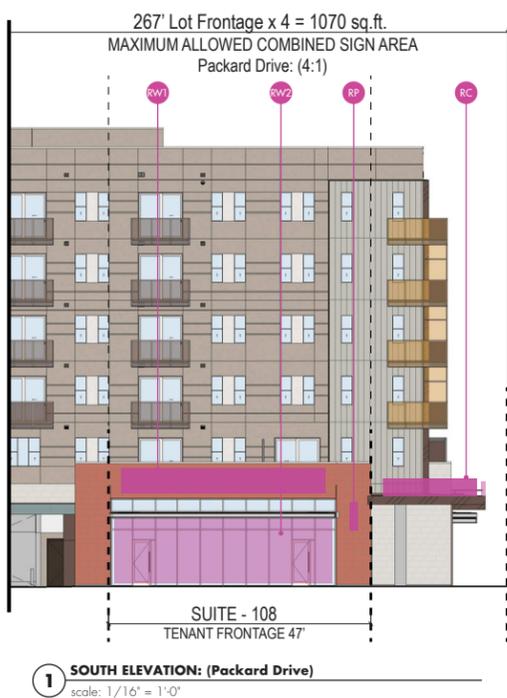
RC RETAIL CANOPY

Reference chapter 11 of the Novus Innovation Corridor Signage Design Standards for canopy mount signage requirements



RP PROJECTING SIGN

Reference chapter 10 of the Novus Innovation Corridor Signage Design Standards for projecting signage requirements



SUITE 101 - RETAIL TENANT ALLOWANCE

TENANT FRONTAGE ALLOWANCE TOTAL "WALL" ALLOWED (51 sq.ft. is more than what the facade will allow; maximum is reduced to 42 sq.ft.)

17 lf. <3:1 = 42 sq.ft.

TENANT FRONTAGE ALLOWANCE TOTAL "PROJECTING" ALLOWED

1 lf. 1:1 = 17 sq.ft.

Glass doors are considered windows with regard to Graphic Application. Graphic coverage shall be limited to fifty percent (50%) of the window's total area. Window graphics are confined to allotted tenant window space along frontage. All locations, design and content for Graphic Applications shall be approved by the ARC.

SIGN AREA MAXIMUM

SIGN TYPE	DESCRIPTION	SQ.FT.
RW1	RETAIL WALL SIGN	42'
RW2	RETAIL WINDOW GRAPHICS	TBD
RP	RETAIL PROJECTING SIGN	17'

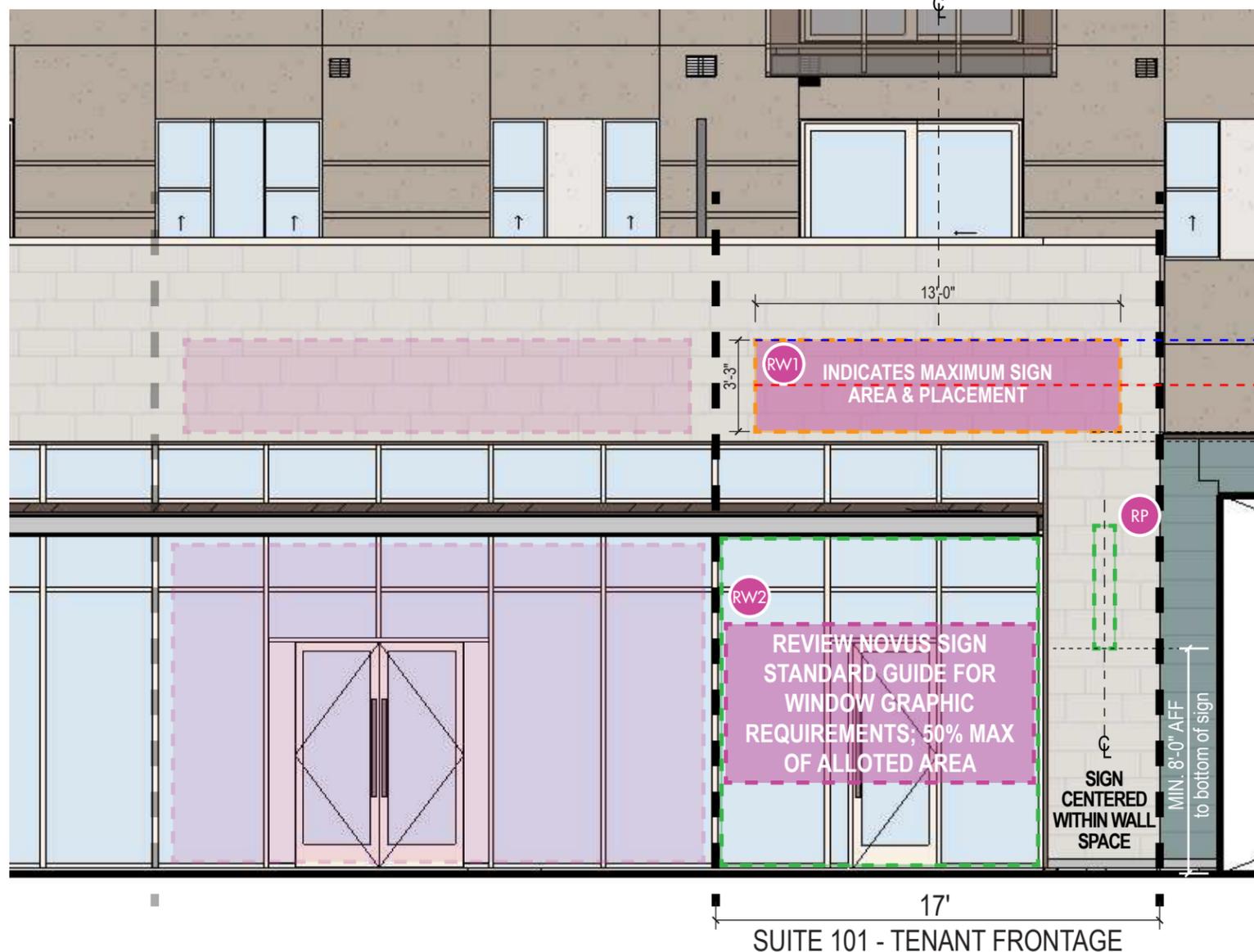
LEGEND

SIGN TYPE	PWR	QTY
RW1 RETAIL WALL SIGNS	⚡	1
RW2 RETAIL WINDOW GRAPHICS		1
RC RETAIL CANOPY SIGNS	⚡	0
RP RETAIL PROJECTING SIGN	⚡	1

NOTE:

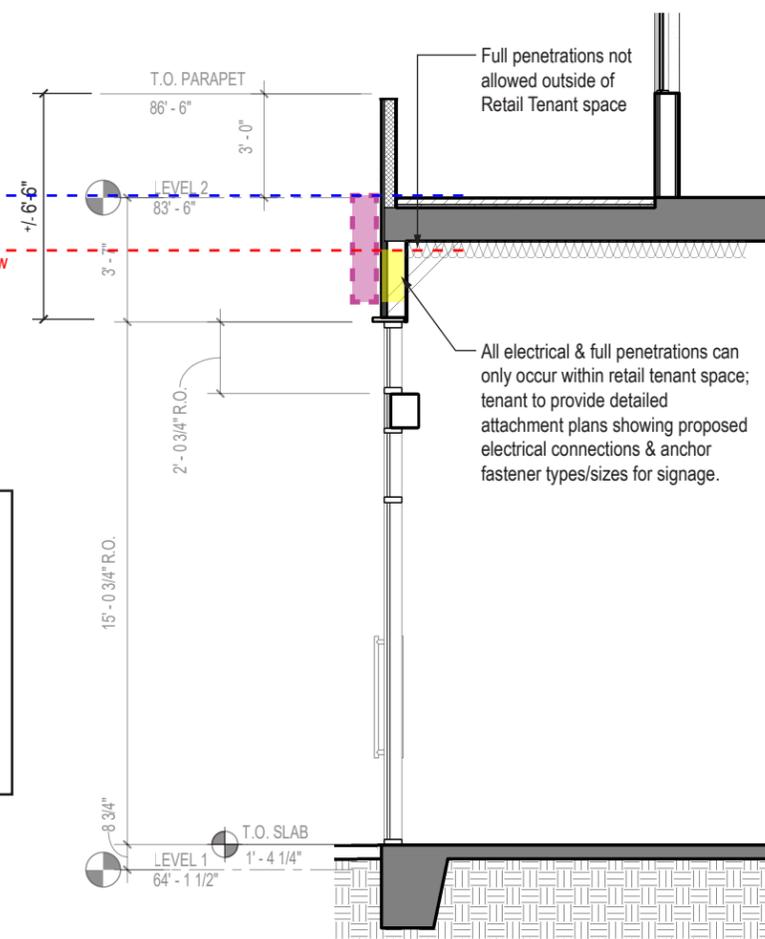
- Reference Novus Innovation Corridor Signage Design Standards of specific sign type requirements.

SIGN CENTERED WITHIN TENANT FRONTAGE SPACE



LEGEND:

	INDICATES ALLOWABLE SIGN PLACEMENT AREA
	INDICATES MAXIMUM ALLOWABLE SIGN AREA
	INDICATES MAXIMUM ALLOWABLE SIGN AREA & PLACEMENT AREA ARE THE SAME



1 NORTH (6th Street) - TENANT ELEVATION DETAIL VIEW

2 STORE FRONT SECTION DETAIL VIEW
scale: 3/16" = 1'-0"

SUITE 102 - RETAIL TENANT ALLOWANCE

TENANT FRONTAGE	ALLOWANCE	TOTAL "WALL" ALLOWED	(60 sq.ft. is more than what the facade will allow; maximum is reduced to 58 sq.ft.)
20 lf.	<3:1	= 58 sq.ft.	
TENANT FRONTAGE	ALLOWANCE	TOTAL "PROJECTING" ALLOWED	
20 lf.	1:1	= 20 sq.ft.	

Glass doors are considered windows with regard to Graphic Application. Graphic coverage shall be limited to fifty percent (50%) of the window's total area. Window graphics are confined to allotted tenant window space along frontage. All locations, design and content for Graphic Applications shall be approved by the ARC.

SIGN AREA MAXIMUM

SIGN TYPE	DESCRIPTION	SQ.FT.
RW1	RETAIL WALL SIGN	58'
RW2	RETAIL WINDOW GRAPHICS	TBD
RP	RETAIL PROJECTING SIGN	20'

LEGEND

SIGN TYPE	PWR	QTY
RW1 RETAIL WALL SIGNS	⚡	1
RW2 RETAIL WINDOW GRAPHICS		1
RC RETAIL CANOPY SIGNS	⚡	0
RP RETAIL PROJECTING SIGN	⚡	0

NOTE:
- Reference Novus Innovation Corridor Signage Design Standards of specific sign type requirements.

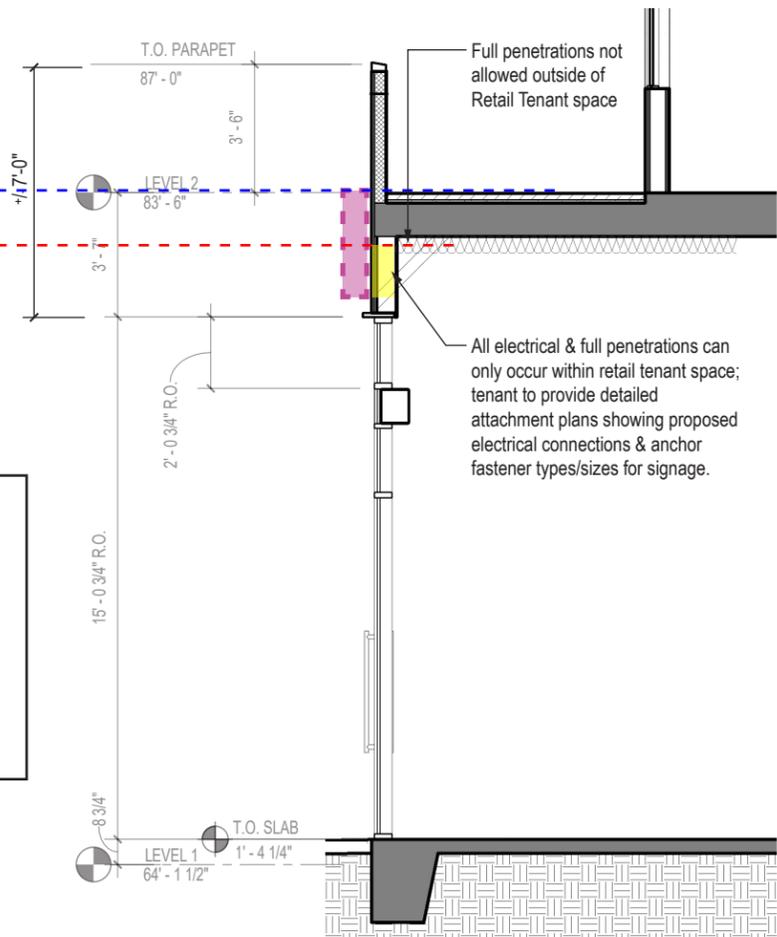
SIGN CENTERED WITHIN TENANT FRONTAGE SPACE



Indicates Residential space above MAXIMUM SIGN LOCATION HEIGHT
Indicates structural members above Indicates Retail accessible Tenant space below
4" Minimum distance from top of window frame to bottom of sign

LEGEND:

- INDICATES ALLOWABLE SIGN PLACEMENT AREA
- INDICATES MAXIMUM ALLOWABLE SIGN AREA
- INDICATES MAXIMUM ALLOWABLE SIGN AREA & PLACEMENT AREA ARE THE SAME



1 NORTH (6th Street) - TENANT ELEVATION DETAIL VIEW
scale: 3/16" = 1'-0"

2 STORE FRONT SECTION DETAIL VIEW
scale: 3/16" = 1'-0"

SUITE 103 - RETAIL TENANT ALLOWANCE

TENANT FRONTAGE	ALLOWANCE	TOTAL "WALL" ALLOWED	(231 sq.ft. is more than facade will allow; max reduced to comb. 198 sq.ft.)
77 lf.	<3:1	= 140 + 58 sq.ft.	

TENANT FRONTAGE	ALLOWANCE	TOTAL "CANOPY" ALLOWED	(154 sq.ft. is more than what the facade will allow; max is reduced to 51 sq.ft. with 3 ft. max height)
77 lf.	<2:1	= 51 sq.ft.	

TENANT FRONTAGE	ALLOWANCE	TOTAL "PROJECTING" ALLOWED
77 lf.	1:1	= 77 sq.ft.

Glass doors are considered windows with regard to Graphic Application. Graphic coverage shall be limited to fifty percent (50%) of the window's total area. Window graphics are confined to allotted tenant window space along frontage. All locations, design and content for Graphic Applications shall be approved by the ARC.

SIGN AREA MAXIMUM

SIGN TYPE	DESCRIPTION	SQ.FT.
RW1	RETAIL WALL SIGN	198'
RW2	RETAIL WINDOW GRAPHICS	TBD
RC	RETIAL CANOPY SIGN	51'
RP	RETIAL PROJECTING SIGN	77'

LEGEND:

- INDICATES ALLOWABLE SIGN PLACEMENT AREA
- INDICATES MAXIMUM ALLOWABLE SIGN AREA
- INDICATES MAXIMUM ALLOWABLE SIGN AREA & PLACEMENT AREA ARE THE SAME

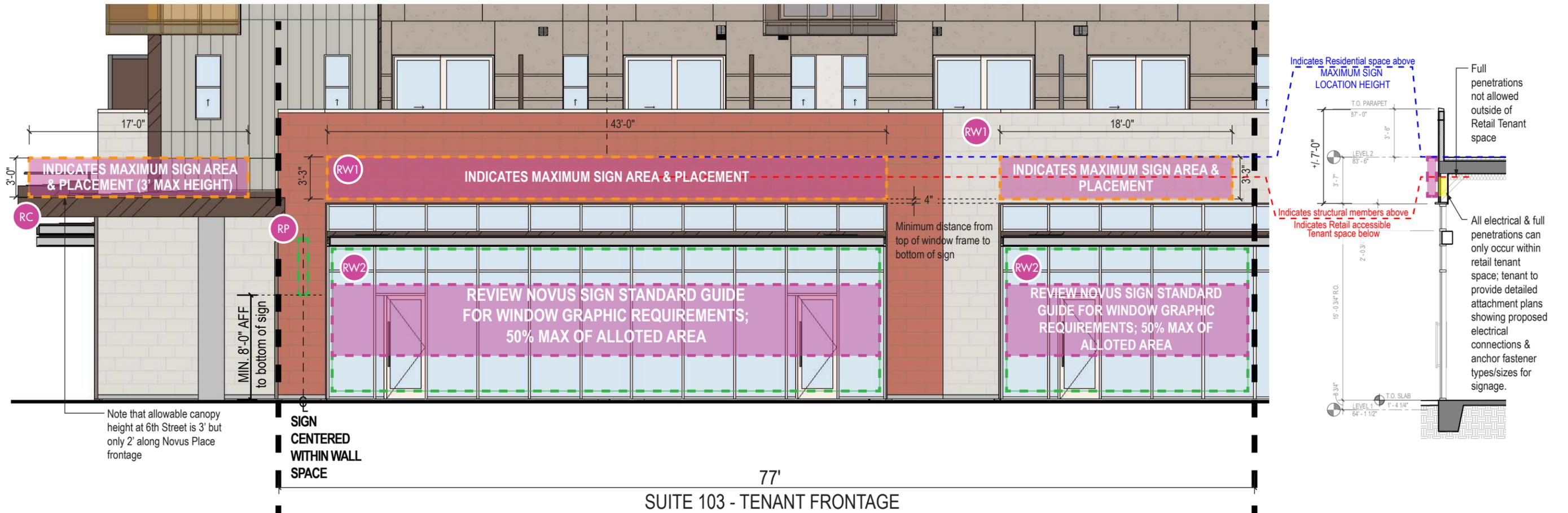
LEGEND

SIGN TYPE	PWR	QTY
RW1 RETAIL WALL SIGNS	⚡	2
RW2 RETAIL WINDOW GRAPHICS		2
RC RETAIL CANOPY SIGNS	⚡	1
RP RETAIL PROJECTING SIGN	⚡	1

NOTE:

- Reference Novus Innovation Corridor Signage Design Standards of specific sign type requirements.
- Tenant 103 is a corner location and has signage allowances at both 6th Street (North elevation) & Novus Place (East elevation).

SIGN CENTERED WITHIN TENANT STOREFRONT WINDOWS



SUITE 103 - RETAIL TENANT ALLOWANCE

TENANT FRONTAGE ALLOWANCE TOTAL "CANOPY" ALLOWED
61 lf. **1.5:1** = **91.5 sq.ft.** **(2 ft. Max Height)**

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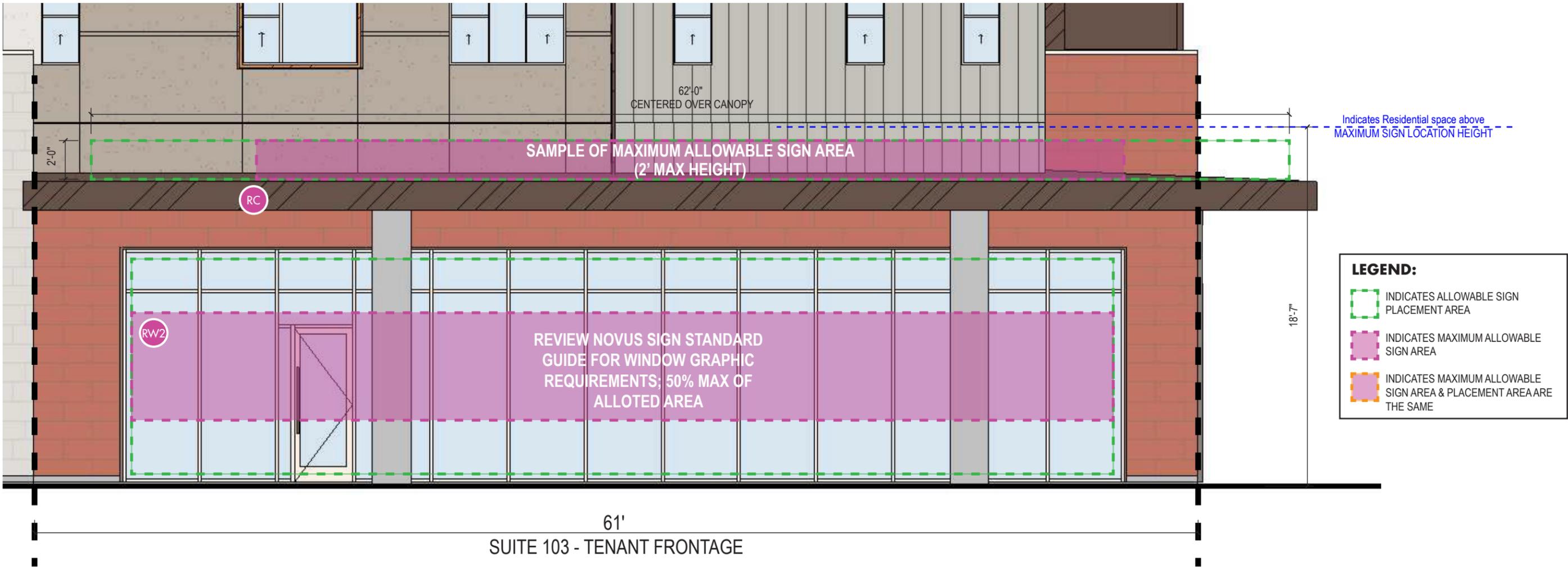
SIGN AREA MAXIMUM

SIGN TYPE	DESCRIPTION	SQ.FT.
RC	RETAIL CANOPY SIGN	91.5'
RW2	RETAIL WINDOW GRAPHICS	TBD

LEGEND

SIGN TYPE	PWR	QTY
RW1 RETAIL WALL SIGNS	⚡	0
RW2 RETAIL WINDOW GRAPHICS		1
RC RETAIL CANOPY SIGNS	⚡	1
RP RETAIL PROJECTING SIGN	⚡	0

- NOTE:
- Reference Novus Innovation Corridor Signage Design Standards of specific sign type requirements.
 - Tenant 103 is a corner location and has signage allowances at both 6th Street (North elevation) & Novus Place (East elevation).



1 EAST (Novus Place) - TENANT ELEVATION DETAIL VIEW
 scale: 3/16" = 1'-0"

SUITE 104 - RETAIL TENANT ALLOWANCE

TENANT FRONTAGE ALLOWANCE TOTAL "WALL" ALLOWED
 34 lf. <3:1 = 84 sq.ft. (102 sq.ft. is more than what the facade will allow; maximum is reduced to 84 sq.ft.)

TENANT FRONTAGE ALLOWANCE TOTAL "PROJECTING" ALLOWED
 34 lf. 1:1 = 34 sq.ft.

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SIGN AREA MAXIMUM

SIGN TYPE	DESCRIPTION	SQ.FT.
RW1	RETAIL WALL SIGN	84'
RW2	RETAIL WINDOW GRAPHICS	TBD
RP	RETAIL PROJECTING SIGN	34'

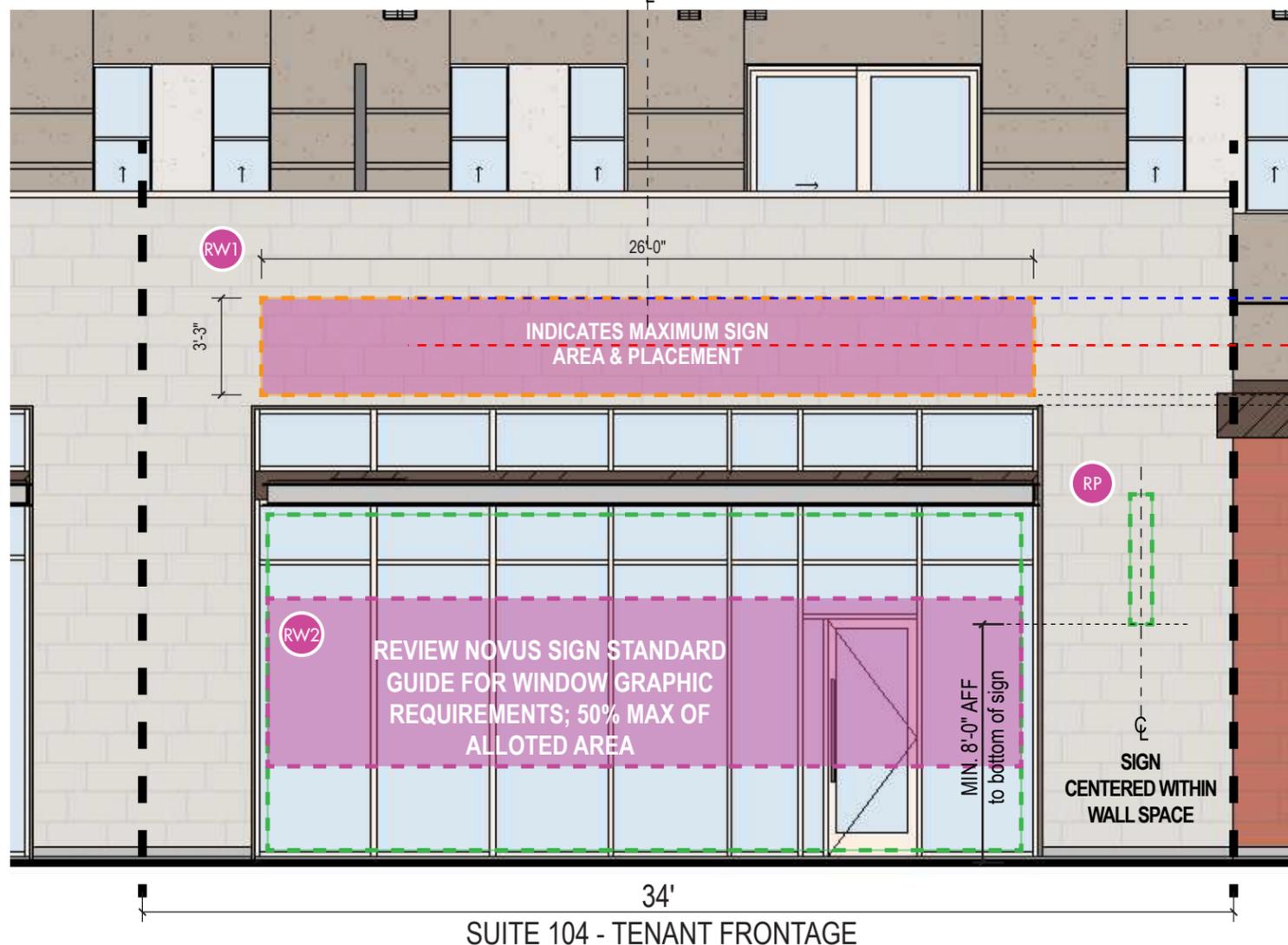
LEGEND

SIGN TYPE	PWR	QTY
RW1 RETAIL WALL SIGNS	⚡	1
RW2 RETAIL WINDOW GRAPHICS		1
RC RETAIL CANOPY SIGNS	⚡	0
RP RETAIL PROJECTING SIGN	⚡	1

NOTE:

- Reference Novus Innovation Corridor Signage Design Standards of specific sign type requirements.

SIGN CENTERED WITHIN TENANT STOREFRONT WINDOWS



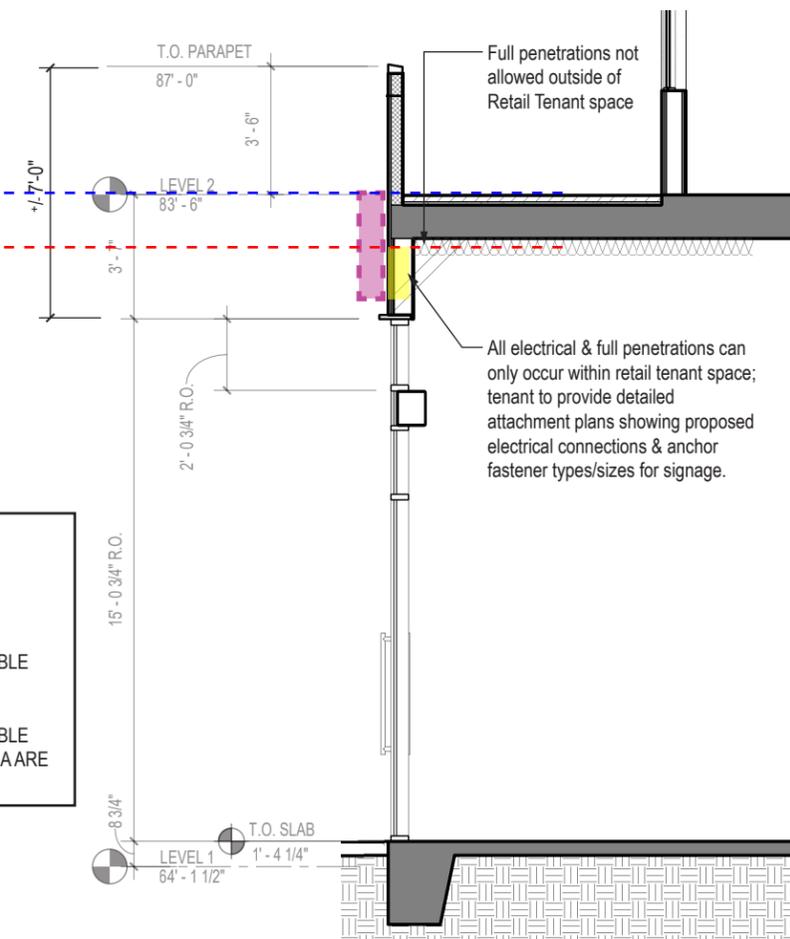
Indicates Residential space above
 MAXIMUM SIGN LOCATION HEIGHT

Indicates structural members above
 Indicates Retail accessible
 Tenant space below

Minimum distance from
 top of window frame to
 bottom of sign

LEGEND:

- INDICATES ALLOWABLE SIGN PLACEMENT AREA
- INDICATES MAXIMUM ALLOWABLE SIGN AREA
- INDICATES MAXIMUM ALLOWABLE SIGN AREA & PLACEMENT AREA ARE THE SAME



1 EAST (Novus Place) - TENANT ELEVATION DETAIL VIEW

scale: 3/16" = 1'-0"

2 STORE FRONT SECTION DETAIL VIEW

scale: 3/16" = 1'-0"

SUITE 105 - RETAIL TENANT ALLOWANCE

TENANT FRONTAGE: 35 lf. ALLOWANCE: <3:1 TOTAL "WALL" ALLOWED: 84 sq.ft. (105 sq.ft. is more than what the facade will allow; maximum is reduced to 84 sq.ft.)

TENANT FRONTAGE: 35 lf. ALLOWANCE: 1:1 TOTAL "PROJECTING" ALLOWED: 35 sq.ft.

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SIGN AREA MAXIMUM

SIGN TYPE	DESCRIPTION	SQ.FT.
RW1	RETAIL WALL SIGN	84'
RW2	RETAIL WINDOW GRAPHICS	TBD
RP	RETAIL PROJECTING SIGN	35'

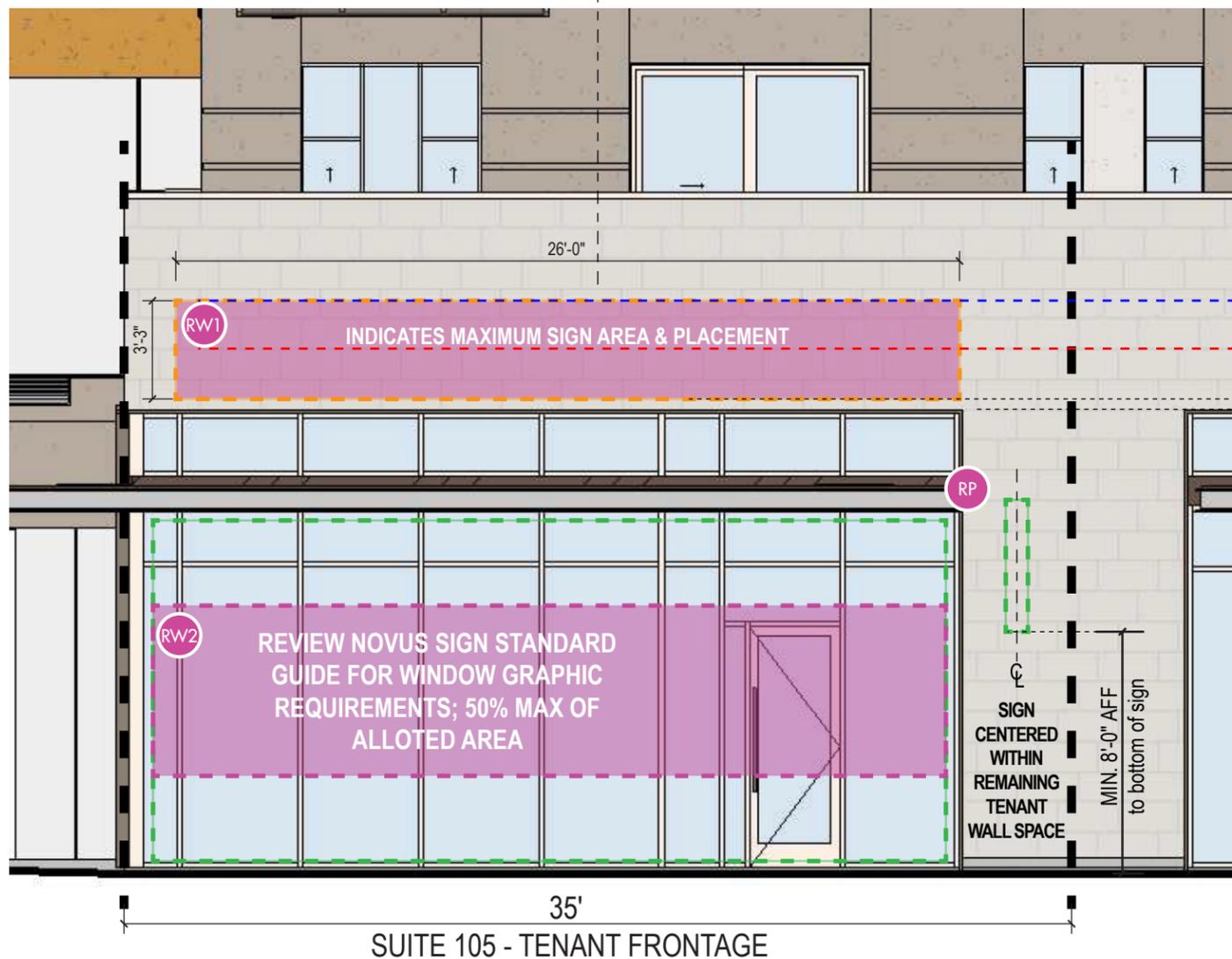
LEGEND

SIGN TYPE	PWR	QTY
RW1 RETAIL WALL SIGNS	⚡	1
RW2 RETAIL WINDOW GRAPHICS		1
RC RETAIL CANOPY SIGNS	⚡	0
RP RETAIL PROJECTING SIGN	⚡	1

NOTE:

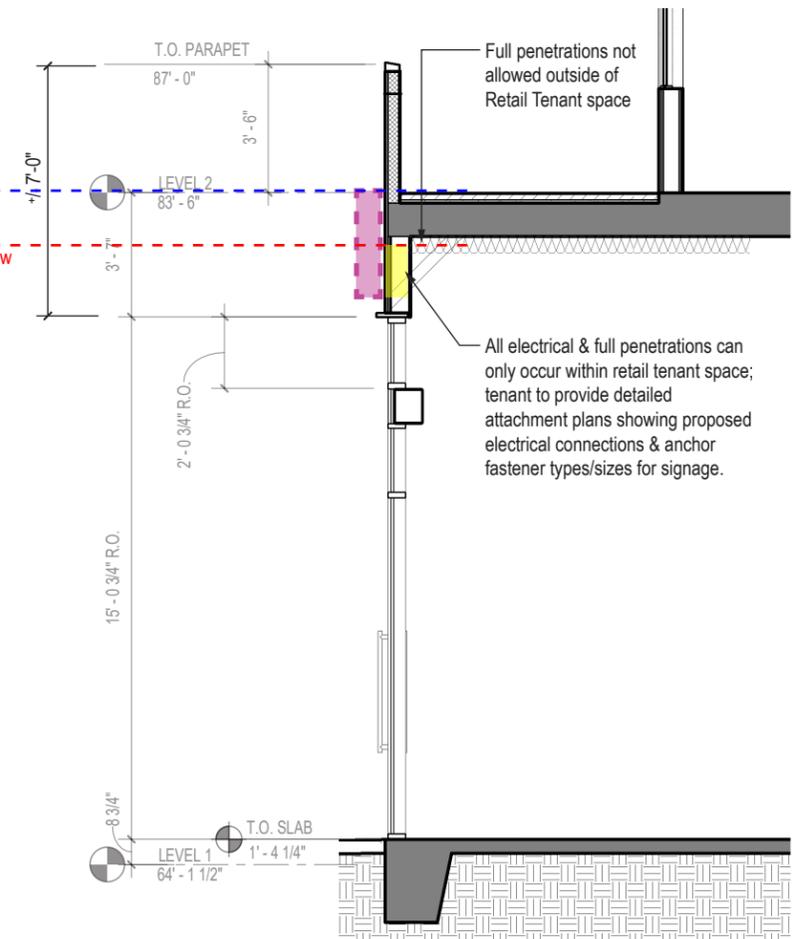
- Reference Novus Innovation Corridor Signage Design Standards of specific sign type requirements.

SIGN CENTERED WITHIN TENANT FRONTAGE SPACE



LEGEND:

- INDICATES ALLOWABLE SIGN PLACEMENT AREA
- INDICATES MAXIMUM ALLOWABLE SIGN AREA
- INDICATES MAXIMUM ALLOWABLE SIGN AREA & PLACEMENT AREA ARE THE SAME



1 EAST (Novus Place) - TENANT ELEVATION DETAIL VIEW
scale: 3/16" = 1'-0"

2 STORE FRONT SECTION DETAIL VIEW
scale: 3/16" = 1'-0"

SUITE 106 - RETAIL TENANT ALLOWANCE

TENANT FRONTAGE ALLOWANCE TOTAL "WALL" ALLOWED (300 sq.ft. is more than what the facade will allow; maximum is reduced to 95 sq.ft.)
 100 lf. <3:1 = 95 sq.ft.

TENANT FRONTAGE ALLOWANCE TOTAL "CANOPY" ALLOWED (150 sq.ft. is more than what the facade will allow; maximum is reduced to 100 sq.ft. with a 2 ft. height maximum)
 100 lf. <1.5:1 = 100 sq.ft.

TENANT FRONTAGE ALLOWANCE TOTAL "PROJECTING" ALLOWED
 100 lf. 1:1 = 100 sq.ft.

Glass doors are considered windows with regard to Graphic Application. Graphic coverage shall be limited to fifty percent (50%) of the window's total area. Window graphics are confined to allotted tenant window space along frontage. All locations, design and content for Graphic Applications shall be approved by the ARC.

SIGN AREA

SIGN TYPE	DESCRIPTION	SQ.FT.
RW1	RETAIL WALL SIGN	95'
RW2	RETAIL WINDOW GRAPHICS	TBD
RP	RETAIL PROJECTING SIGN	100'
RC	RETAIL CANOPY SIGN	100'

LEGEND:

-  INDICATES ALLOWABLE SIGN PLACEMENT AREA
-  INDICATES MAXIMUM ALLOWABLE SIGN AREA
-  INDICATES MAXIMUM ALLOWABLE SIGN AREA & PLACEMENT AREA ARE THE SAME

LEGEND

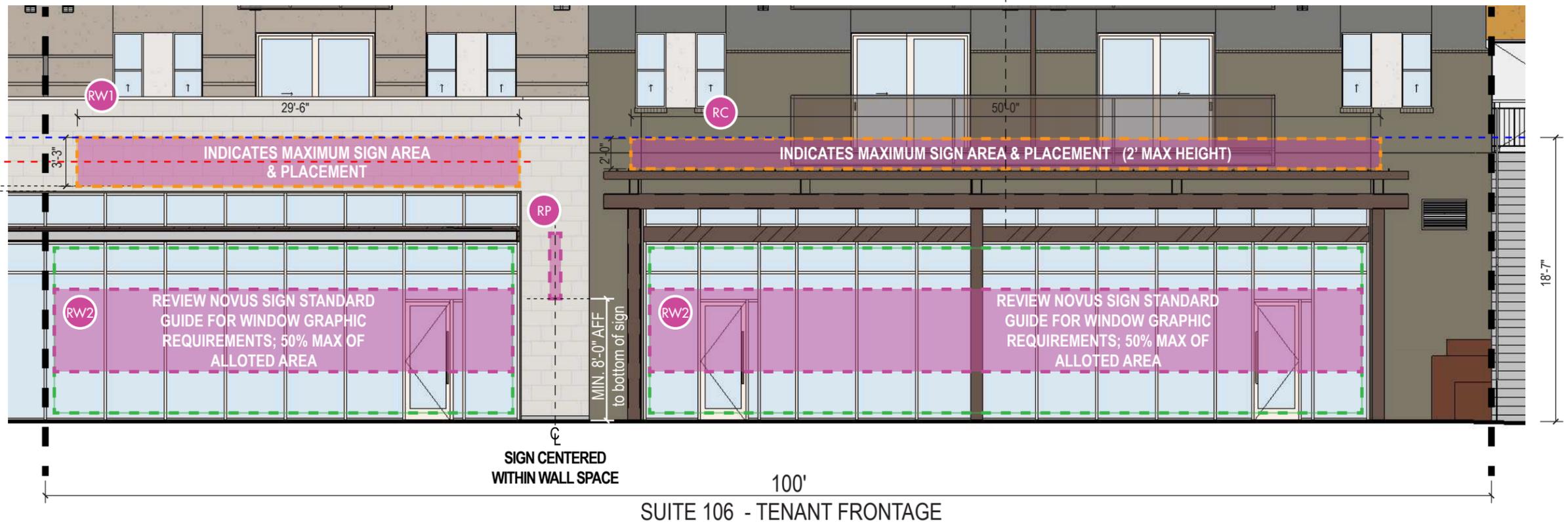
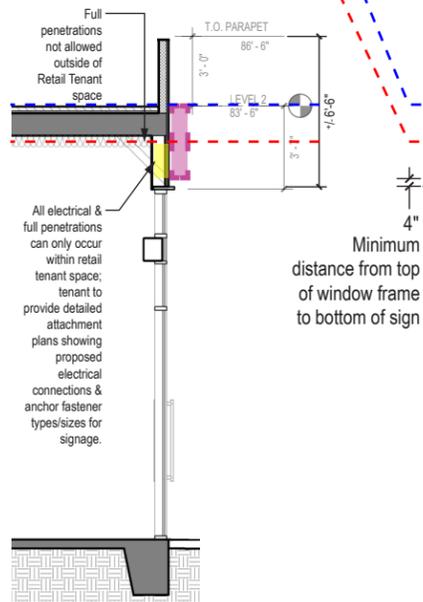
SIGN TYPE	PWR	QTY
RW1 RETAIL WALL SIGNS	⚡	1
RW2 RETAIL WINDOW GRAPHICS		2
RC RETAIL CANOPY SIGNS	⚡	1
RP RETAIL PROJECTING SIGN	⚡	1

NOTE:

- Reference Novus Innovation Corridor Signage Design Standards of specific sign type requirements.

Indicates Residential space above
 MAXIMUM SIGN LOCATION HEIGHT

Indicates structural members above
 Indicates Retail accessible
 Tenant space below



1 STORE FRONT SECTION DETAIL VIEW
 scale: 1/8" = 1'-0"

2 EAST (Novus Place) - TENANT ELEVATION DETAIL VIEW
 scale: 1/8" = 1'-0"

SUITE 107 - RETAIL TENANT ALLOWANCE

TENANT FRONTAGE	ALLOWANCE	TOTAL "WALL" ALLOWED	(84 sq.ft. is more than what the facade will allow; maximum is reduced to 81 sq.ft.)
28 lf.	<3:1	= 81 sq.ft.	
TENANT FRONTAGE	ALLOWANCE	TOTAL "PROJECTING" ALLOWED	
28 lf.	1:1	= 28 sq.ft.	

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SIGN AREA

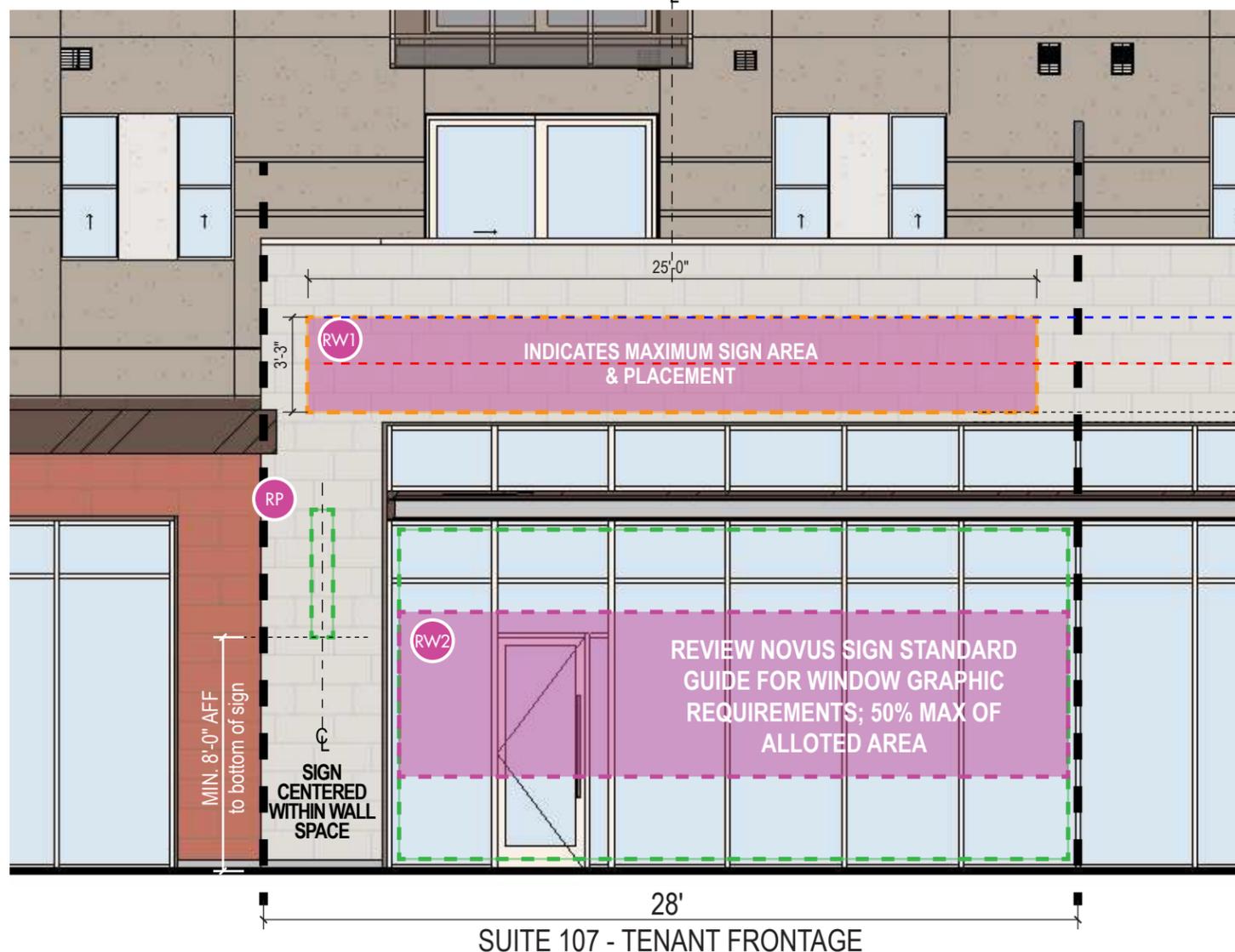
SIGN TYPE	DESCRIPTION	SQ.FT.
RW1	RETAIL WALL SIGN	81'
RW2	RETAIL WINDOW GRAPHICS	TBD
RP	RETAIL PROJECTING SIGN	28'

LEGEND

SIGN TYPE	PWR	QTY
RW1	⚡	1
RW2		1
RC	⚡	0
RP	⚡	1

NOTE:
 - Reference Novus Innovation Corridor Signage Design Standards of specific sign type requirements.

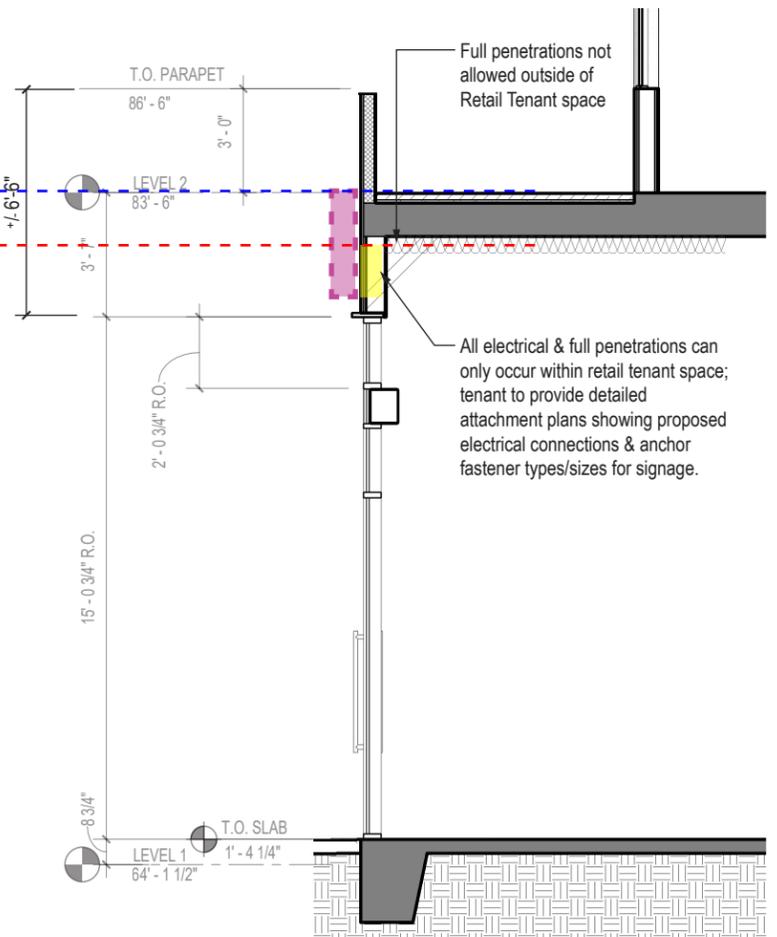
SIGN CENTERED WITHIN TENANT FRONTAGE SPACE



Indicates Residential space above MAXIMUM SIGN LOCATION HEIGHT
 Indicates structural members above Indicates Retail accessible Tenant space below
 Minimum distance from top of window frame to bottom of sign

LEGEND:

	INDICATES ALLOWABLE SIGN PLACEMENT AREA
	INDICATES MAXIMUM ALLOWABLE SIGN AREA
	INDICATES MAXIMUM ALLOWABLE SIGN AREA & PLACEMENT AREA ARE THE SAME



1 EAST (Novus Place) - TENANT ELEVATION DETAIL VIEW
 scale: 3/16" = 1'-0"

2 STORE FRONT SECTION DETAIL VIEW
 scale: 3/16" = 1'-0"

SUITE 108 - RETAIL TENANT ALLOWANCE

TENANT FRONTAGE ALLOWANCE TOTAL "CANOPY" ALLOWED
 60 lf. 1.5:1 = 90 sq.ft. (2 ft. Max Height)

TENANT FRONTAGE ALLOWANCE TOTAL "PROJECTING" ALLOWED
 60 lf. 1:1 = 60 sq.ft.

Glass doors are considered windows with regard to Graphic Application. Graphic coverage shall be limited to fifty percent (50%) of the window's total area. Window graphics are confined to allotted tenant window space along frontage. All locations, design and content for Graphic Applications shall be approved by the ARC.

SIGN AREA MAXIMUM

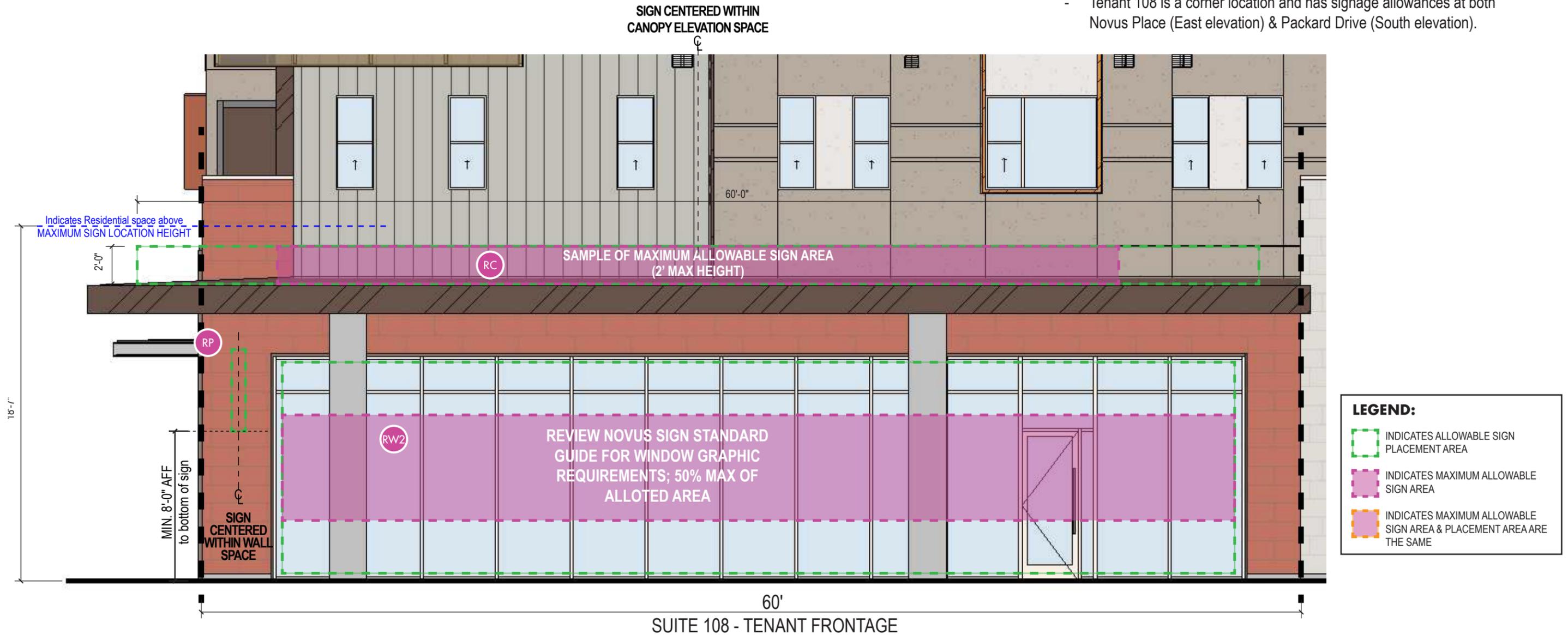
SIGN TYPE	DESCRIPTION	SQ.FT.
RW1	RETAIL WALL SIGN	84'
RW2	RETAIL WINDOW GRAPHICS	TBD
RP	RETAIL PROJECTING SIGN	28'

LEGEND

SIGN TYPE	PWR	QTY
RW1 RETAIL WALL SIGNS	⚡	0
RW2 RETAIL WINDOW GRAPHICS		1
RC RETAIL CANOPY SIGNS	⚡	1
RP RETAIL PROJECTING SIGN	⚡	1

NOTE:

- Reference Novus Innovation Corridor Signage Design Standards of specific sign type requirements.
- Tenant 108 is a corner location and has signage allowances at both Novus Place (East elevation) & Packard Drive (South elevation).



1 EAST (Novus Place) - TENANT ELEVATION DETAIL VIEW

scale: 3/16" = 1'-0"

SUITE 108 - RETAIL TENANT ALLOWANCE

TENANT FRONTAGE ALLOWANCE TOTAL "WALL" ALLOWED
 47 lf. 2:1 = 94 sq.ft.

TENANT FRONTAGE ALLOWANCE TOTAL "CANOPY" ALLOWED (47 sq.ft. is more than what the facade will allow; maximum is reduced to 30 sq.ft. with a 2 ft. height maximum)
 47 lf. <1:1 = 30 sq.ft.

TENANT FRONTAGE ALLOWANCE TOTAL "PROJECTING" ALLOWED
 47 lf. 1:1 = 47 sq.ft.

Glass doors are considered windows with regard to Graphic Application. Graphic coverage shall be limited to fifty percent (50%) of the window's total area. Window graphics are confined to allotted tenant window space along frontage. All locations, design and content for Graphic Applications shall be approved by the ARC.

SIGN AREA

SIGN TYPE	DESCRIPTION	SQ.FT.
RW1	RETAIL WALL SIGN	94'
RW2	RETAIL WINDOW GRAPHICS	TBD
RC	RETAIL CANOPY SIGN	30'
RP	RETAIL PROJECTING SIGN	47'

LEGEND:

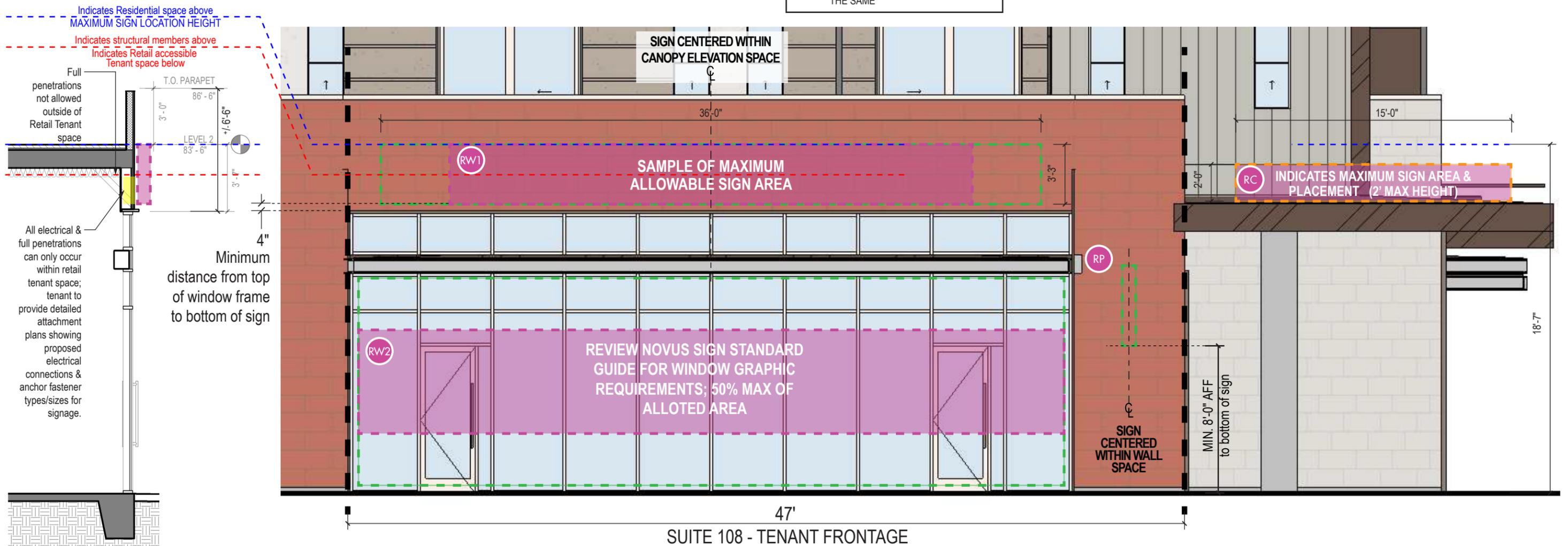
- INDICATES ALLOWABLE SIGN PLACEMENT AREA
- INDICATES MAXIMUM ALLOWABLE SIGN AREA
- INDICATES MAXIMUM ALLOWABLE SIGN AREA & PLACEMENT AREA ARE THE SAME

LEGEND

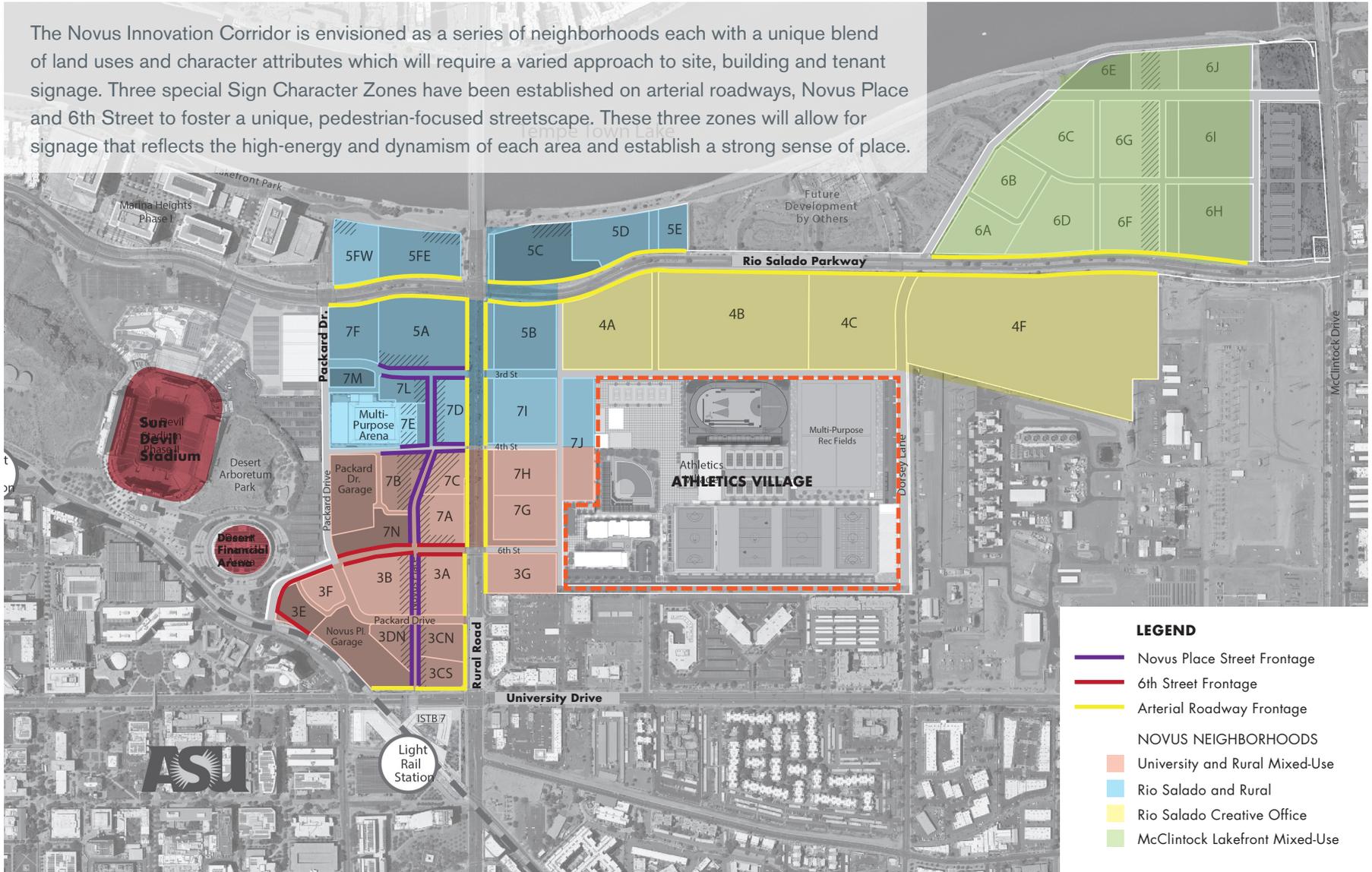
SIGN TYPE	PWR	QTY
RW1 RETAIL WALL SIGNS	⚡	1
RW2 RETAIL WINDOW GRAPHICS		1
RC RETAIL CANOPY SIGNS	⚡	1
RP RETAIL PROJECTING SIGN	⚡	1

NOTE:

- Reference Novus Innovation Corridor Signage Design Standards of specific sign type requirements.
- Tenant 108 is a corner location and has signage allowances at both Novus Place (East elevation) & Packard Drive (South elevation).



The Novus Innovation Corridor is envisioned as a series of neighborhoods each with a unique blend of land uses and character attributes which will require a varied approach to site, building and tenant signage. Three special Sign Character Zones have been established on arterial roadways, Novus Place and 6th Street to foster a unique, pedestrian-focused streetscape. These three zones will allow for signage that reflects the high-energy and dynamism of each area and establish a strong sense of place.



LEGEND

- Novus Place Street Frontage
- 6th Street Frontage
- Arterial Roadway Frontage

NOVUS NEIGHBORHOODS

- University and Rural Mixed-Use
- Rio Salado and Rural
- Rio Salado Creative Office
- McClintock Lakefront Mixed-Use

Figure 2.1: Novus Neighborhoods and Signage Character Zones

ALLOWED PROJECTION FROM BUILDING FACE

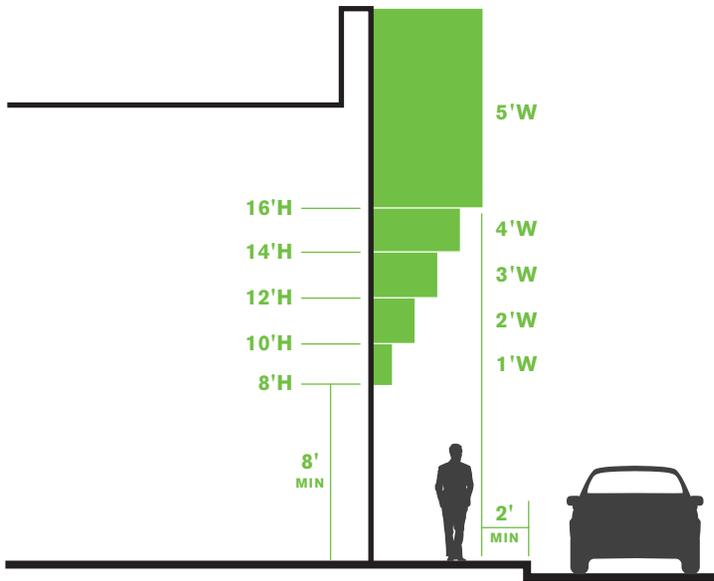


Figure 10.1

ALLOWED PROJECTION ABOVE PARAPET (Novus and 6th Street only)

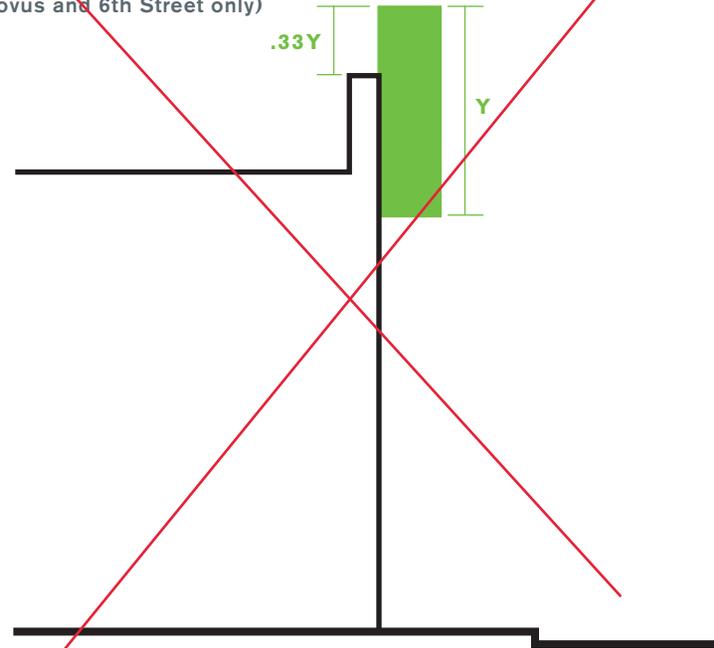


Figure 10.2

ALLOWED ANGLE OF PROJECTION FROM BUILDING FACE

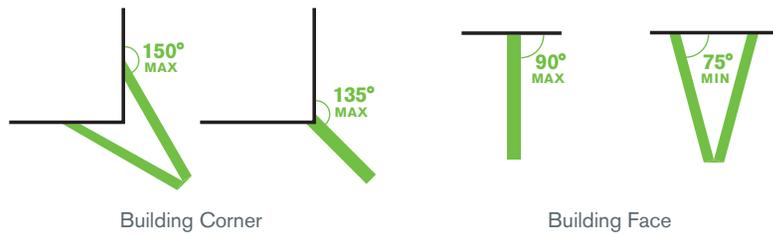


Figure 10.3