

City of Tempe
P. O. Box 5002
31 East Fifth Street
Tempe, AZ 85280
www.tempe.gov



Community Development
Planning - Signs
480-350-8435

April 18, 2015

Mitch Rosen
Papago Park Center, Inc.
1521 North Project Center Drive
Tempe, AZ 85281
mitch.rosen@srpnet.com

RE: The Grand at Papago Park Center
Sign Package Criteria
1151 West Washington Street

Dear Mr. Rosen:

The Community Development Department staff has approved the request for a comprehensive sign package for The Grand at Papago Park Center. This site is located at 1151 West Washington Street.

This approval is based on compliance with the plans submitted under the obligations required for the Development Agreement with such modifications as may be required by any conditions listed below. Sign construction plans must still be submitted to and approved by the Community Development Department before a sign permit may be issued.

Approved subject to the following conditions:

1. This approval is for a complete sign package consisting of multiple sign types consistent with the Comprehensive Sign Plan dated January 7th 2014.
2. Any sign proposal that does not conform to the size, location, color, material, etc. of the sign package criteria shall require approval through the Development Plan Review process prior to permits being issued.
3. Obtain sign permits prior to installation of any sign.

If you have any questions, please contact me at (480) 350-8435

Sincerely,

A handwritten signature in cursive script that reads 'Dean Miller'.

Dean Miller
Planner

REVISION



THE GRAND

AT PAPAGO PARK CENTER

COMPREHENSIVE SIGN PLAN
PREPARED BY

THINKING CAPS DESIGN

1425 NORTH FIRST ST, STE 101
PHOENIX, AZ 85004
WWW.THINKINGCAPS.NET

01/07/14

Revised 06/04/2018
PL180157



THE GRAND
AT PAPAGO PARK CENTER

THE COMPREHENSIVE SIGN PLAN

THE GRAND AT PAPAGO PARK CENTER

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INTRODUCTION

This Comprehensive Sign Plan documents the design and development of the Project Identity and its Graphics, the Theme, and the Signage program for **THE GRAND AT PAPAGO PARK CENTER**. All designs illustrated in this document are subject to approval during the design development phase of the project.

SECTION I IDENTITY AND GRAPHICS Demonstrates the graphic translations, color palette, and preferred application configuration. The identity contains a logo graphic and typographic solution as a design distinctive to the project. Its design draws an inspiration from the canal and water feature at the center of the project. The logo is classic in its design approach, reflecting the integrity and quality of the overall project.

SECTION II DISTRICT THEME Highlights the history of the canal system and the pioneering ways of individual leaders within the Arizona community. With a focus on Water, Energy, and Stewardship, these pioneers were chosen for their contributions in leading Arizona's future forward. They are honored within the project as named districts. The individual leaders, their names, stories, and images are part of the 6 districts identified within **THE GRAND**. Their stories will be shared on individual elements throughout each district as a way to celebrate their contributions, educate the community at large, and enrich the overall project - its history and its future.

SECTION III SIGNAGE The physical nature of the signage draws from a unique blend of materials and compositions that reflect both water and movement, that lifeblood of the project. The signage is designed to be as unique as the project. A composition of glass, metal and stone make up the primary materials palette. The sophisticated color palette compliments the materials selection, creating a distinctive, strategic and cohesive sign program for **THE GRAND**.

Dramatic elements identifying **THE GRAND** feature custom glass walls sweeping the main entries and large scale monuments, prominently located along the freeway, that identify the project and its major tenants. Multi-tenant monuments take their place along the project perimeter while further tenant identity sign elements are incorporated within the interior of the project.

Wayfinding signage illustrates directional information for vehicular and pedestrian traffic. Distinctive directory signs provide a "you are here" map on one side, and themed/named interpretive stories and images on the other. Directional signage located throughout the project provides a guide from the parking garages to the buildings, and within the landscaped features of **THE GRAND**. The overall signage program is highlighted in the third section of the CSP, detailing the sign types, locations, design intent, and general material use.



SECTION I. IDENTITY AND GRAPHICS

LOGO DESIGN

The Logo Graphic and Typography Design capture and align the following project design principles. It is the graphic identity that will be implemented throughout the project, from business communications, marketing and leasing as well as incorporated on site for purposes of project identity and wayfinding.

Located at the confluence of three major colliding influences – Papago Park, the Grand Canal, and a major urban transportation corridor – THE GRAND site stands as a unique representative microcosm of convergence – the coming together of the natural desert region and the ability to shepherd and manage natural resources to sustain our urban existence.

WATER ENERGY STEWARDSHIP

Collectively, these are the essential components of sustaining urban life in the desert. Expressions of ebb and flow, capture and release, collection and distribution, protection and management, cultivation and refinement – these will inform the evolution of design throughout this development – its overall structure, form and materiality.

THE GRAND logo represents the harmony of **THE GRAND** project's three fundamental themes: Water, Energy, and Stewardship. Visually, the elements within the logo coexist in a symbiotic and harmonic relationship, an idea that reinforces the core values and themes of THE GRAND project.

The logo mark is made up of a classical serif G, interrupted by a fluid ripple suggesting water. This reference to water is essential to **THE GRAND** project, of which water is one of the three central themes. The beautiful forms of the ripple convey a sense of reverence for water.

The mark is made up mostly of a stately G, whose serifs and form suggest the majesty and timelessness of the natural environment. The interruption of the G suggests that the G itself is not being interrupted. Instead, water above the G is what is being disturbed. Below that water, the letterform appears stable and strong, much like the rocks underneath a rippling pond.

The ripple itself appears it will continue to move over the G. This movement and activity references the second central theme to **THE GRAND** project: Energy.

Further, the letterform captures the eternal essence of nature and the earth. This represents the third theme of **THE GRAND** project: Stewardship.

COLOR AND BLACK & WHITE VERSIONS



THE GRAND
AT PAPAGO PARK CENTER



THE GRAND
AT PAPAGO PARK CENTER

Values	CMYK	RGB	PANTONE
Dark Blue	92, 62, 25, 7	23, 98, 137	89-1-7 U
Light Blue	76, 32, 22, 1	55, 140, 171	93-1-5 U
Copper	32, 70, 70, 23	144, 81, 68	16-3-7 U

LOGO USAGE

THE GRAND logo is very versatile and can be used effectively in a variety of contexts. This page lists some examples of how the logo can be used successfully without compromising its integrity.

Some issues to consider are the placement and proportion of the logo. Through consistency of proportion and placement, the brand will develop added familiarity and recognition, making it more powerful and memorable. Adding a border around the logo cheapens the look and feel, and hurts logo consistency.

When placing the logo on top of certain colored background, legibility may be affected and the logo's colors may be disturbed. In this case, it is best to use the black or white versions. When placing the logo on top of an image, it is best to place it in an area of consistent lightness or darkness to improve legibility and clarity.

TYPOGRAPHY - LOGO FONT

CENTAUR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

SUPPORT FONTS

FUTURA | Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

FUTURA | Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

EXAMPLES OF CORRECT USAGE:

Shown is the traditional configuration and proportion of The Grand logo.



THE GRAND
AT PAPAGO PARK CENTER

The logo type can be used by itself, shown here in the traditional type proportions.

THE GRAND
AT PAPAGO PARK CENTER

EXAMPLES OF INCORRECT USAGE:

Logo placement and proportion have been altered from the original composition.



Logo color and font have been altered from the original.



EXAMPLES OF CORRECT USAGE:

Logo and Typography configurations may adapt to a variety of applications. The logo configuration here demonstrates the application to the sign monumentation along the freeway side of the project. Owner approval is required on all variations.



Using the black or white logo versions can increase legibility and clarity on certain colored backgrounds.



By strategically placing the logo on areas of consistent contrast, legibility and clarity can be improved. When placing over images/photos, using the black and white versions are often times more successful.



EXAMPLES OF INCORRECT USAGE:

An added border alters the logo's overall look and feel, creating a less refined effect.



The logo has been placed over a colored background that affects the logo's legibility and color integrity.



The logo has been placed over a photograph in an area with varying contrasts, affecting the clarity and legibility of the logo.



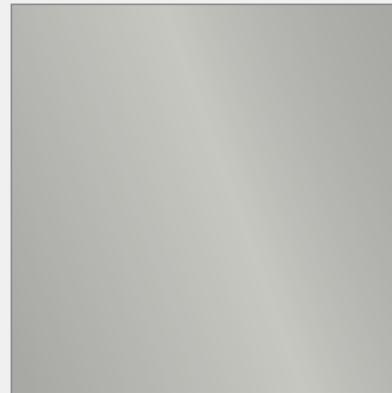
MATERIALS AND COLORS PALETTE



PAINT
NEW BRONZE METALLIC
MP47934



PAINT
HERMES BRONZE METALLIC
MP20160



PAINT
LIGHT TAUPE METALLIC
MP20060



MELTDOWN GLASS
202 FLOW & CUSTOM PATTERN



3M VINYL
BLACK



3M VINYL
WHITE



METAL TBD
SATIN ETCH & PATTERN



HEAT TEMPERED GLASS OR EQUIV
SATIN ETCH & PATTERN

Materials have been kept simple, with the integration of a patterned Meltdown Glass* product which is meant to be emotive of moving water, and keeping with the theme of the project logo.

The color palette takes cue from the project logo and only slightly deviates with color combinations to create a darker, warmer hue.

*Meltdown Glass Art & Design

6810 South Clementine Court
Tempe, AZ 85283
(800) 845-6221
www.meltdownglass.com

SIGNAGE HIERARCHY

The sign hierarchy for **THE GRAND** project has been established with a family of sign types that respond to two major sign categories; project identity and wayfinding. The identity sign types become the elements to communicate project, district and tenant identity through the various applications and locations. Wayfinding sign types communicate vehicular and pedestrian navigation through various applications and locations throughout the site.

The following location plans, sign matrices, and design development drawings all feed into the established sign hierarchy, demonstrating a cohesive and strategic approach to the overall sign program for **THE GRAND**. These pages provide useful information for the City of Tempe entitlement process as well as the project developers, future tenants, and sign fabricators.

DESIGN INTENT

The signage and wayfinding program design for **THE GRAND AT PAPAGO PARK CENTER** is created as an integrated environmental graphic system throughout the project. This comprehensive signage and wayfinding program provides standards and guidelines ensuring a strategically cohesive integrated application and implementation throughout **THE GRAND** project. With the use of repetitive, unique identifying elements, colors, and materials, the sign design will be visually rich and complimentary to the surrounding context and architecture.

It is the intention of this system to sufficiently identify the project while promoting anchor tenants. The signage program is also a critical component of the project through informing and directing vehicular and pedestrian traffic in an effort to maximize safety while adhering the project identity, theme and brand.

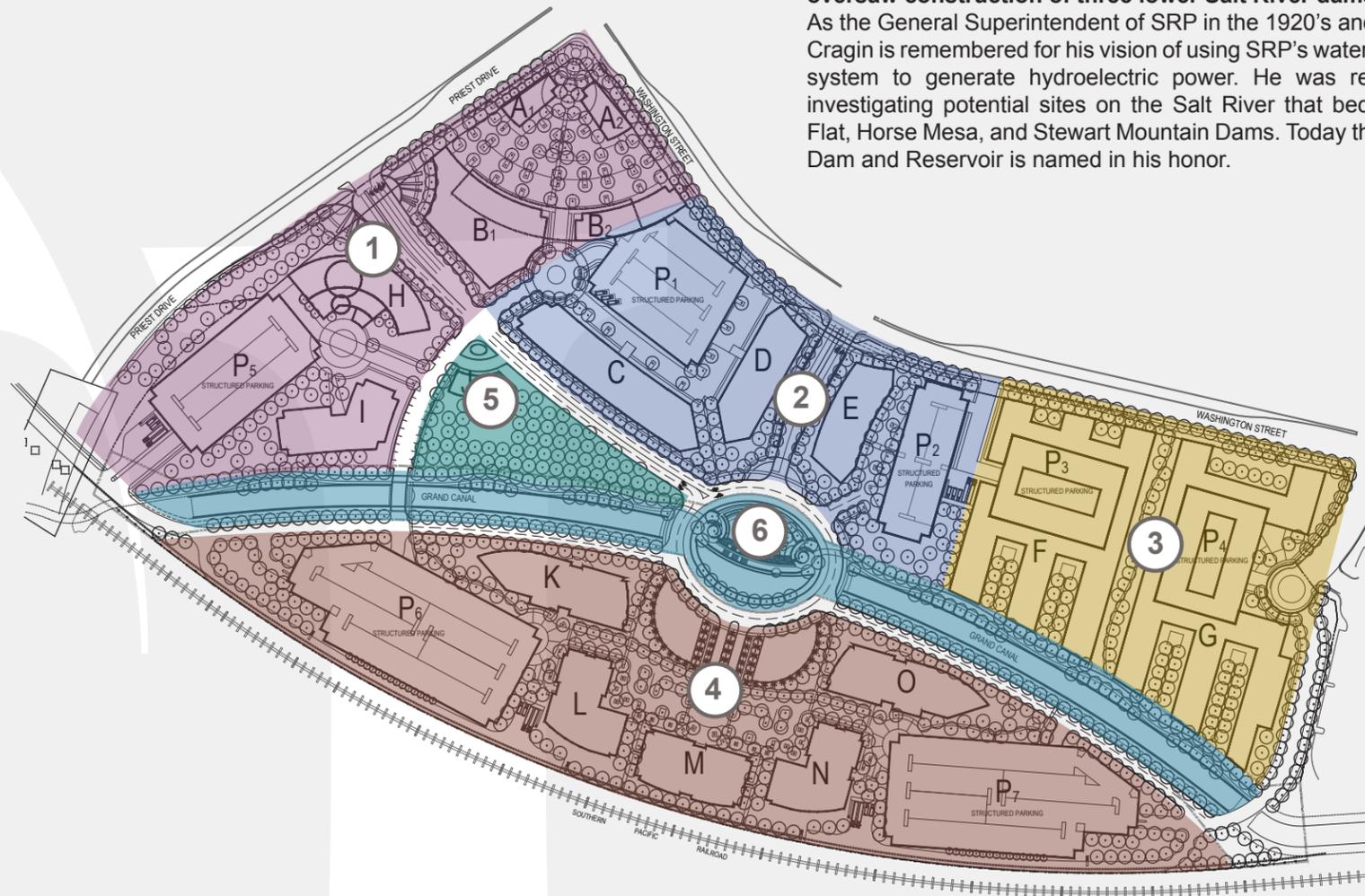
The signage intent is to compliment the signage policies and ordinances of the City of Tempe as required. The City and its review process will be reflected in the CSP and carried out in its implementation of the project.

SECTION II. DISTRICT THEME

This theme explores the names of historic, pioneering individuals whose contributions continue to shape the Valley and the American West. This historical approach to district naming reinforces **THE GRAND's** tag line

BUILDING HISTORY ON THE GRAND CANAL

It includes individuals who are part of the SRP history and story. Naming the districts after these pioneers establishes a theme that is unique to the project and provides an opportunity to share their stories and legacies in a variety of ways.



DISTRICT NAMING

1 **McCLINTOCK - OFFICE, HOSPITALITY, RETAIL** Newspaperman, Educator, Surveyor of reservoir sites on the Salt River, including The Roosevelt Dam

James McClintock (1864-1934) was an American teacher, journalist, volunteer cavalry officer in Roosevelt's Rough Riders, civil servant, radio broadcaster, author and historian. He worked with a team that spearheaded the country's first major reclamation project and mapped out the first modern reservoir sites in the Valley.

2 **CRAGIN - LOW RISE OFFICE** General Superintendent of SRP, Engineer, developed and oversaw construction of three lower Salt River dams

As the General Superintendent of SRP in the 1920's and 1930's, C.C. Cragin is remembered for his vision of using SRP's water management system to generate hydroelectric power. He was responsible for investigating potential sites on the Salt River that became Mormon Flat, Horse Mesa, and Stewart Mountain Dams. Today the C.C. Cragin Dam and Reservoir is named in his honor.

3 **HILL - UPSCALE RESIDENTIAL** Engineer, Supervising Engineer on Roosevelt Dam

Louis Clarence Hill (1865-1938) was the designer and supervisory engineer of the construction of the Theodore Roosevelt Dam, Arizona's great water storage facility. This accomplishment alone launched him upon a long, brilliant career in construction of many more successful dams in the West, including the great Hoover Dam.

4 **KIBBEY - HIGH RISE OFFICE** Lawyer, Judge, drafted the SRVWUA Article of Incorporation, informed Arizona water law

Judge Joseph Kibbey (1853-1924) served as city attorney of Phoenix, attorney general of the Territory of Arizona, governor of the Territory, and most importantly, authored the Articles of Incorporation of the Salt River Valley Water Users' Association. This creative document continues to serve as a model for associations that have brought the benefits of the Reclamation Act to other arid lands throughout the country.

5 **FOWLER - PLAZA** First SRP President, Publisher, Farmer

Known as "The Father of the Federal Reclamation Act," B.A. Fowler (1843-1916) was deeply involved in issues regarding water, and the lack thereof in 1900's Arizona. As a member of the executive committee in the 19th National Irrigation Congress, Fowler is famous for saying, "Not land, but water, is the ultimate value. Not gold, but human sympathy, and mutual support, and, eventually, solidarity, are the real riches, the very end of existence."

6 **ROOSEVELT - MULTI-USE PATH**

President Theodore Roosevelt (1858-1919), a naturalist and advocate for the conservation of soil and water, signed the National Reclamation Act and created the U.S. Reclamation Service in 1902 to facilitate water management across the country. Known today as the Bureau of Reclamation, the agency's projects, including the Yuma Project and the Roosevelt Dam, were integral to the settlement of the American West and ensuring the future of the Valley.

SECTION III. SIGNAGE

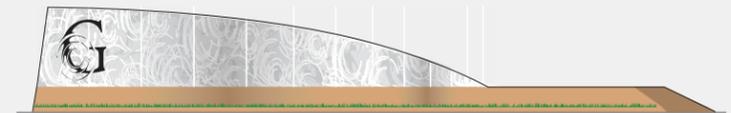
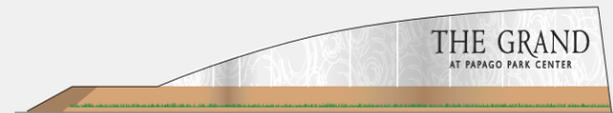
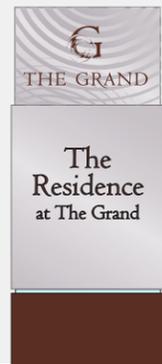
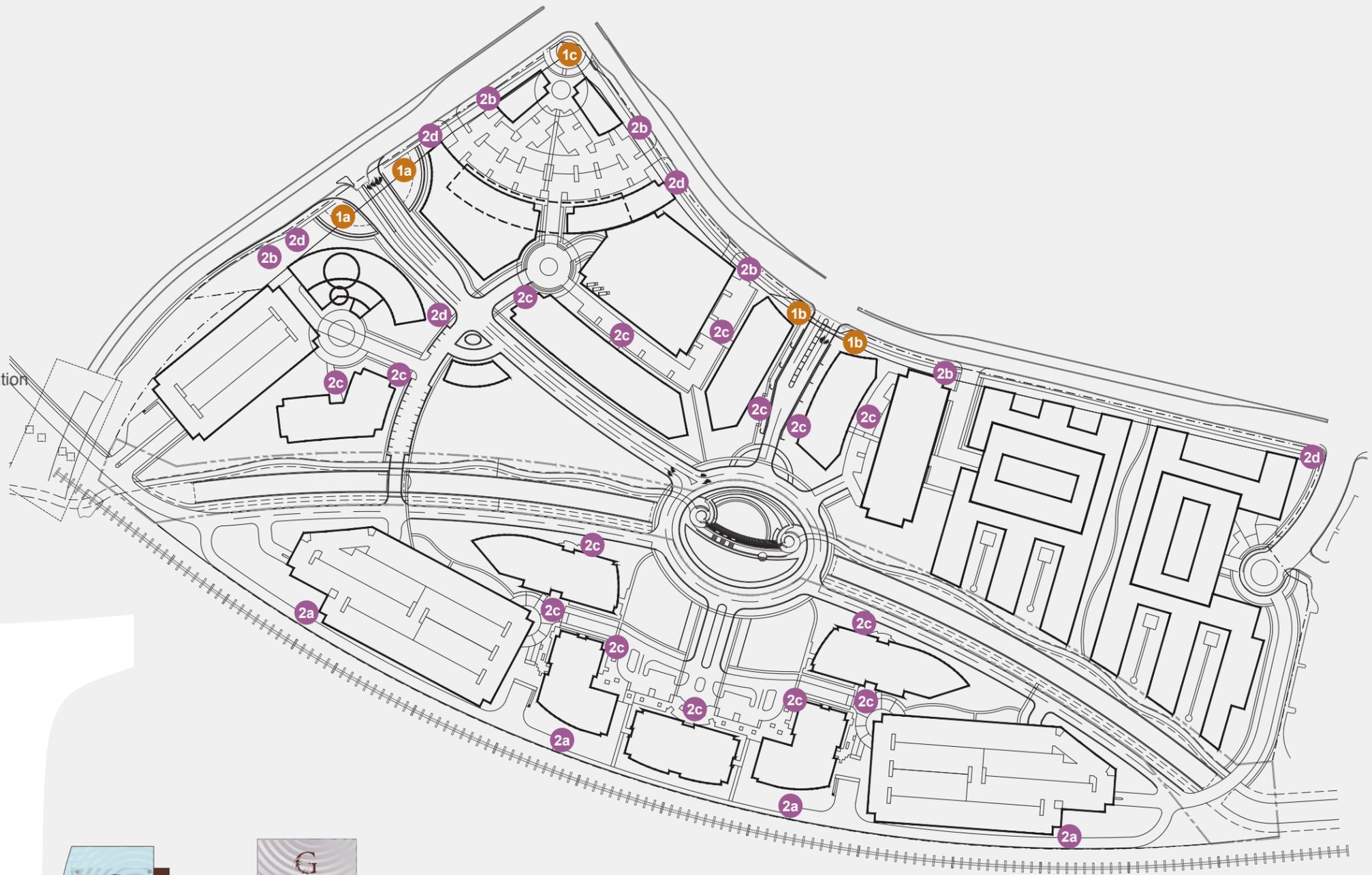
THE GRAND SIGNAGE MATRIX							
SIGN TYPE	FUNCTION	PLACEMENT ORIENTATION	SIZE PARAMETERS	LIGHTING METHOD	GENERAL MATERIALS	PAGE	
1a	Main Entry Monument	Site Identity	Located at the main entrance to the site, it is a structure that embraces both sides of the road leading into the project.	66'-0" wide x 10'-0" tall 76'-0" wide x 10'-0" tall Sign Area: 660 & 760 sq ft	Ground mounted and internally illuminated	Masonry, glass, painted metal Material finishing TBD	10-11
1b	Secondary Entry Monument	Site Identity	Located at the secondary entrance to the site, it is a structure that embraces both sides of the road leading into the project.	52'-0" wide x 8'-0" tall (2x) Sign Area: 416 sq ft (2x)	Ground mounted and internally illuminated	Masonry, glass, painted metal Material finishing TBD	10-11
1c	Project Cornerstone Artwork	Artistic Adaptation of Water, Energy, and Stewardship	Located on the corner of Washington Street and Priest Drive.	Size and sign area are TBD	Lighting method TBD	Materials TBD Material finishing TBD	N/A
2a	Freeway Monument	Site Identifier with Multiple Tenant Identity	Located along the Southern perimeter and perpendicular to the 202 freeway.	15'-0" wide x 80'-0" tall Sign Area: 1200 sq ft	Internally illuminated with fluorescent lamps	Painted metal, masonry, glass, acrylic Material finishing TBD	12
2b	Perimeter Monument	Site Identifier with Multiple Tenant Identity	Located along the perimeter streets of Washington and Priest.	4'-4" wide x 10'-0" tall Sign Area: 43 sq ft	Internally illuminated with fluorescent lamps	Painted metal, masonry, glass, acrylic Material finishing TBD	13
2c	Freestanding Building Monument	Site Identifier with Multiple Tenant Identity	Positioned near, or adjacent to, each of the office buildings.	3'-0" wide x 6'-10" tall Sign Area: 20.5 sq ft	Internally illuminated with fluorescent lamps	Painted metal, masonry, glass, acrylic Material finishing TBD	14
2d	Freestanding Single Tenant Monument	Site Identifier with Single Tenant Identity	Freestanding signage located along the perimeter of the site.	3'-0" wide x 7'-0" tall Sign Area: 21 sq ft	Internally illuminated with LED lighting	Painted metal, glass, acrylic Material finishing TBD	15
3a	Site Directory	Site Directory (Side A) District Informational (Side B)	Located near high pedestrian areas, and will display tenant names and locations using a map graphic.	3'-5" wide x 6'-9" tall Sign Area: 23.6 sq ft	Internally illuminated and/or ambient lighting	Painted metal, glass, acrylic Material finishing TBD	17
4a	Site Directional - Vehicular	Site Directional Vehicular	Positioned at pivotal points where vehicles will need to make decisions on their direction.	3'-0" wide x 5'-6" tall Sign Area: 16.5 sq ft	Internally illuminated and/or ambient lighting	Painted metal, acrylic, vinyl Material finishing TBD	18
4b	Site Directional - Pedestrian	Site Directional Pedestrian	Positioned at pivotal points where pedestrians will need to make decisions on their direction.	2'-0" wide x 3'-8" tall Sign Area: 7.33 sq ft	Internally illuminated and/or ambient lighting	Painted metal, acrylic, vinyl Material finishing TBD	19
4c	Directional Secondary Vehicular	Site Directional Vehicular	Positioned in low traffic areas where vehicles will need to make decisions on their direction.	2'-0" wide x 3'-7" tall Sign Area: 7.2 sq ft	Internally illuminated and/or ambient lighting	Painted metal, acrylic, vinyl Material finishing TBD	18
4d	Directional Secondary Pedestrian	Site Directional Pedestrian	Positioned in low traffic areas where pedestrians will need to make decisions on their direction.	1'-11" wide x 3'-0" tall Sign Area: 5.75 sq ft	Internally illuminated and/or ambient lighting	Painted metal, acrylic, vinyl Material finishing TBD	19
5a	Parking Structure Main Entry	Freestanding Structure Identity	Located at the main entrance to parking structures.	26'-3" wide x 11'-8" tall Sign Area: 43.75 sq ft	Internally illuminated	Concrete, painted metal, acrylic	21
5b	Parking Structure Secondary Entry	Wall Mounted Structure Identity	Located at the secondary entrances to parking structures.	26'-3" wide x 11'-8" tall Sign Area: 43.75 sq ft	Ambient illumination	Painted metal, acrylic, vinyl	22
6a	Tenant Identity Office Major Tenant	Wall Mounted Tenant Identity	Exterior frontage of the building in which the tenant s leased space is adjoined. Location is restricted to the top sign band of the building.	Maximum 650 sq ft	Internally illuminated	Painted metal and acrylic	25
6b	Tenant Identity Office Secondary Tenant	Wall Mounted Tenant Identity	Exterior frontage of the building in which the tenant s leased space is adjoined. Location is restricted to the eyebrow sign band of the building.	Maximum 140 sq ft	Internally illuminated	Painted metal and acrylic	26
7a	Building Addressing	Building Addressing Identity	Exterior wall sign located on each of the buildings on the site.	2'-0" tall	Internally illuminated	Painted metal and acrylic	22
7b	Vehicular Regulatory Signs	Pole Mounted Vehicular Regulatory	Locations as needed.	7'-0" tall	N/A	Painted metal and vinyl.	23
8a	Freestanding District Marker	Themed Interpretive	Locations as needed.	1'-0" wide x 5'-6" tall Sign Area: 11 sq ft	Ambient illumination	Painted metal and acrylic	23
8b	Freestanding Canal Marker	Themed Interpretive	Locations as needed.	1'-0" wide x 5'-6" tall Sign Area: 11 sq ft	Ambient illumination	Painted metal and acrylic	23

SITE IDENTITY

- 1a Main Entry Monumentation
- 1b Secondary Entry Monumentation
- 1c Project Cornerstone*
- *NIC (Artwork to be determined)

MULTIPLE TENANT IDENTITY

- 2a Freeway Monumentation
- 2b Perimeter Monumentation
- 2c Freestanding Building Monumentation
- 2d Freestanding Single Tenant Monumentation



2a FREEWAY MONUMENTATION SCALE: NTS

2b PERIMETER MONUMENTATION SCALE: NTS

2c BUILDING MONUMENTATION SCALE: NTS

2d SINGLE TENANT MONUMENTATION SCALE: NTS

1a SITE IDENTITY SCALE: NTS

1b SITE IDENTITY SCALE: NTS

1a 1b MAIN AND SECONDARY ENTRY MONUMENTS

The main entry monument will be single faced and located at the major vehicular project entry along Priest Drive. The monument embraces both sides of the entrance road in a curving shape, welcoming traffic as it enters the project.

CONSTRUCTION

The curving base will be either painted or integrally colored concrete, and positioned within a designed landscaping. Upright sign panels will be either kiln-cast glass or satin-etched, finished metal, in order to achieve the appearance of moving water through a custom pattern on static material. The material for the upright panels will determine the thickness as well as the appropriate anchors used to secure the panels into the concrete embedded metal shoe. The project identity will be aluminum reverse pan channel, and mechanically fastened with stainless steel rods into pre-drilled holes on the panels.

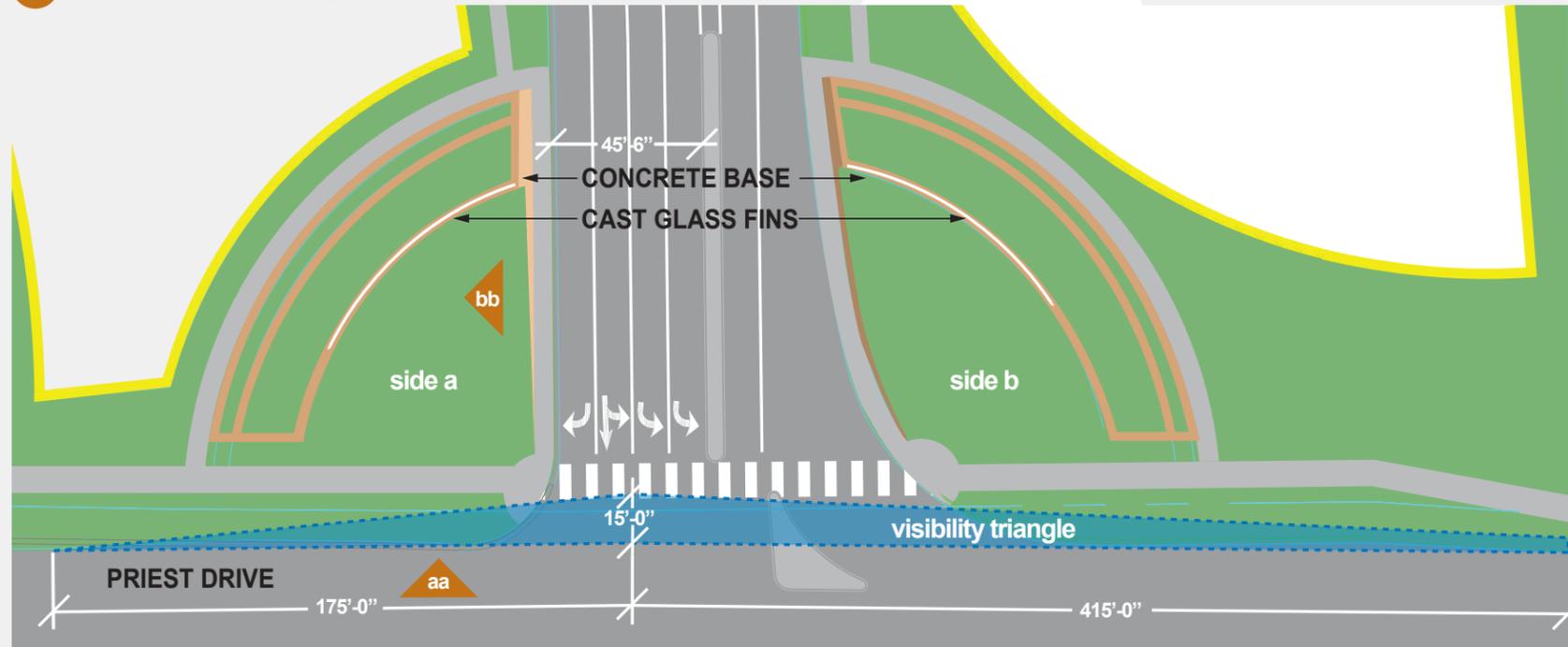
COLORS AND FINISHING

The concrete will be either integrally colored or painted concrete, to match the concrete found at the project's Central Water Feature. The upright sign panels will be either cast glass or metal and have a pattern that is similar to the water movement found in the project's logo. The project identity will be painted to match Matthews Paint color Hermes Bronze Metallic.

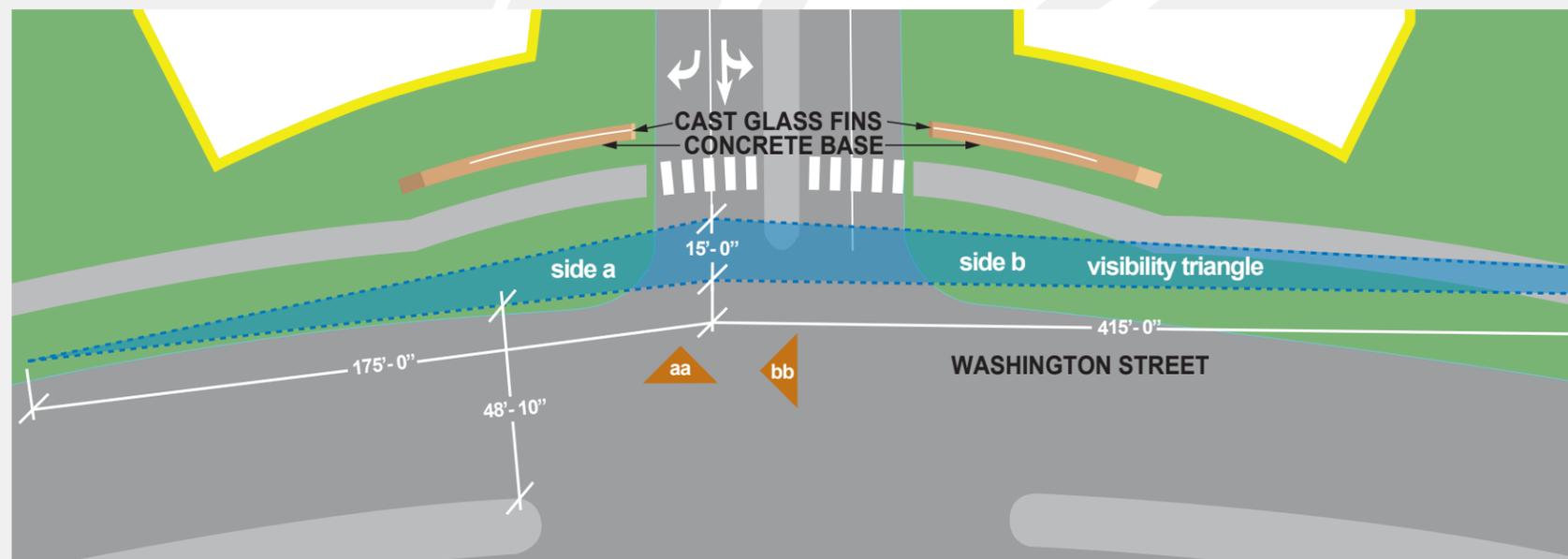
ILLUMINATION

If sign panels are glass, then they will be lit from within the embedded metal shoe using LED lighting. If sign panels are metal, then they will be lit up from recessed LED lighting, washing the face of the sign. The project identity letters and logo will be halo illuminated using internally mounted LED lighting to create a glow against the face of the sign panels.

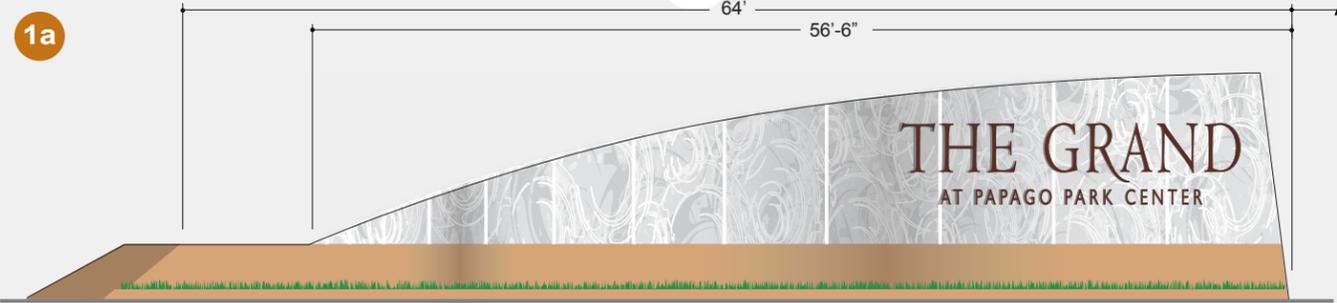
1a MAIN ENTRY MONUMENT



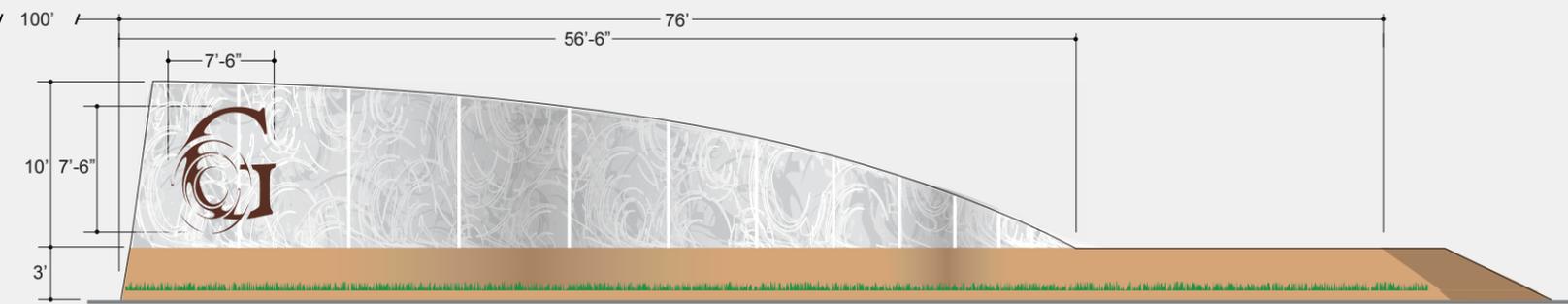
1b SECONDARY ENTRY MONUMENT



Note: Plan is illustrative. Specific location of monument signs are to be determined at time of submittal.



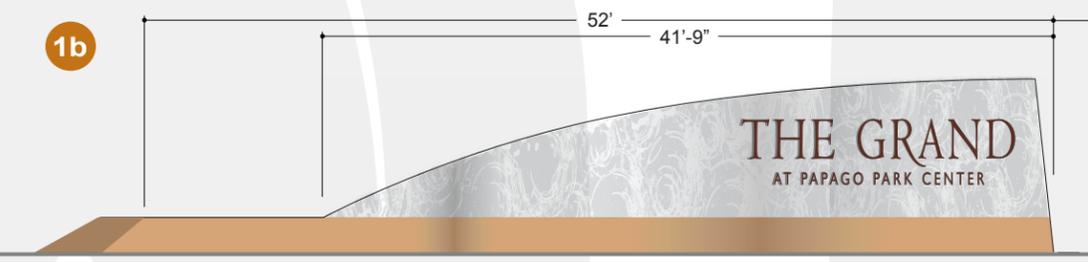
aa
side a angle



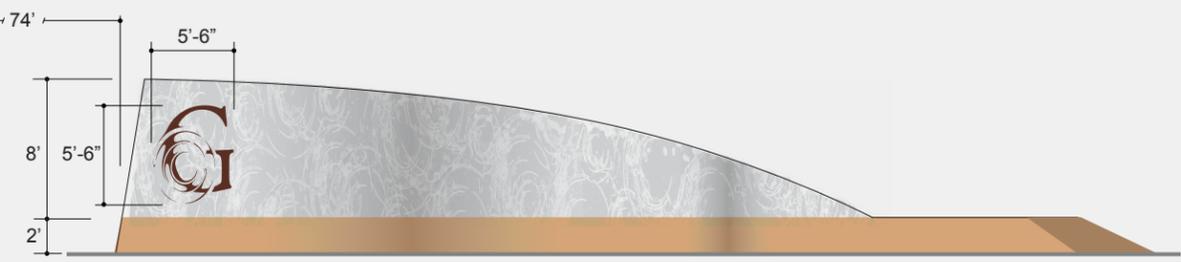
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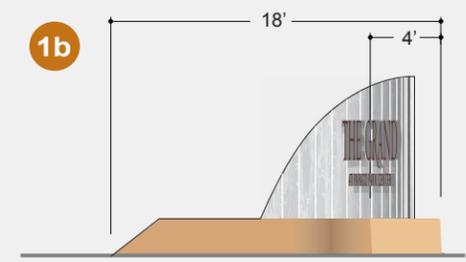
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side a angle



aa
side b angle



aa
side b angle



bb
side a angle

2a FREEWAY MONUMENT

There are four (4) double-sided pylon monument signs located on the southern perimeter of the development, visible to freeway traffic along the Loop 202 / Red Mountain Freeway. Each pylon sign will identify the project and up to six (6) tenants per sign. The PPC Association will determine which tenants are permitted on the pylon signage.

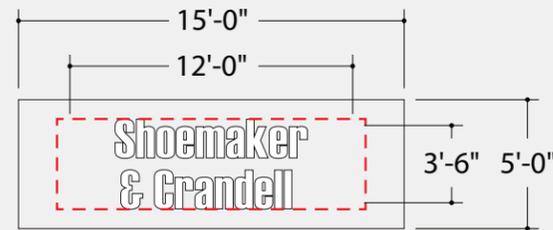
CONSTRUCTION

The main cabinet framework of the double-sided and internally illuminated sign is skinned with painted aluminum panels that envelope a fin-like structure for the project identity. The project identity structure will have a metal framework enclosed within painted aluminum panels. The panels will be painted with a custom pattern, matching the illustrations in this CSP, which evokes rippling water. The project identity will be aluminum reverse pan channel, and mechanically fastened into pre-drilled holes on the panels.

COLORS AND FINISHING

The main sign cabinet and tenant panels will be painted to match Matthews Paint color Light Taupe Metallic, with the sign's base being painted to match Matthews Paint color Etruscan Bronze Metallic.

The project identity structure will be a metal panel painted with a custom pattern that evokes rippling water. The identity structure will be painted to match Matthews Paint color Etruscan Bronze Metallic. Refer to the Materials and Color Palette in this CSP for specific finish information.



75 sq ft - sign panel
42 sq ft - tenant identity

Allowable Tenant Identification Square Footage

ILLUMINATION

Cabinet is internally illuminated with 400w HID fixtures that will wash the face of the project identity structure. The project identity will be halo lit with internally mounted LED lighting and 3M:7725 Frosted Blue Mist Crystal for color.

TENANT PANELS

All tenant signage shall be reverse pan channel halo illuminated letters. See page CSP-29 for additional details.



Simulated Night Illumination



2b PERIMETER MONUMENT

There will be a total of five (5) perimeter monument signs located along the two (2) main streets at the North and West of the property. These perimeter signs will be double-sided and perpendicular to the street, directed towards a high volume of vehicular traffic. Each sign will identify the project and up to six (6) tenant names. The Landlord will determine which tenants are permitted on the perimeter signage.

CONSTRUCTION

Double-sided internally illuminated aluminum cabinet frame, skinned with aluminum panels, and encasing frosted panels on sides and top. The cabinet base will be a painted concrete. Tenant panels will be aluminum with routed copy, and backed with an acrylic. Project identity will be opaque white acrylic push thru lettering.

COLORS AND FINISHING

The sign cabinet will be painted to match Matthews Paint color Light Taupe Metallic, with the sign base being painted to match Matthews Paint color Hermes Bronze Metallic. The project ID paneling will display a pattern that is similar to the water movement found in the project's logo, in order to achieve the appearance of moving water, using a custom satin etched pattern matching the illustrations in this CSP. Both the project and tenant identification lettering and graphics will match Matthews Paint color Hermes Bronze Metallic. The frosted panels on the sides of the sign will display a pattern that is similar to the water movement found in the project's logo.



50 sq ft - sign panel
30 sq ft - tenant identity
(sq ft per double sided sign)

Allowable Tenant ID Square Footage

ILLUMINATION

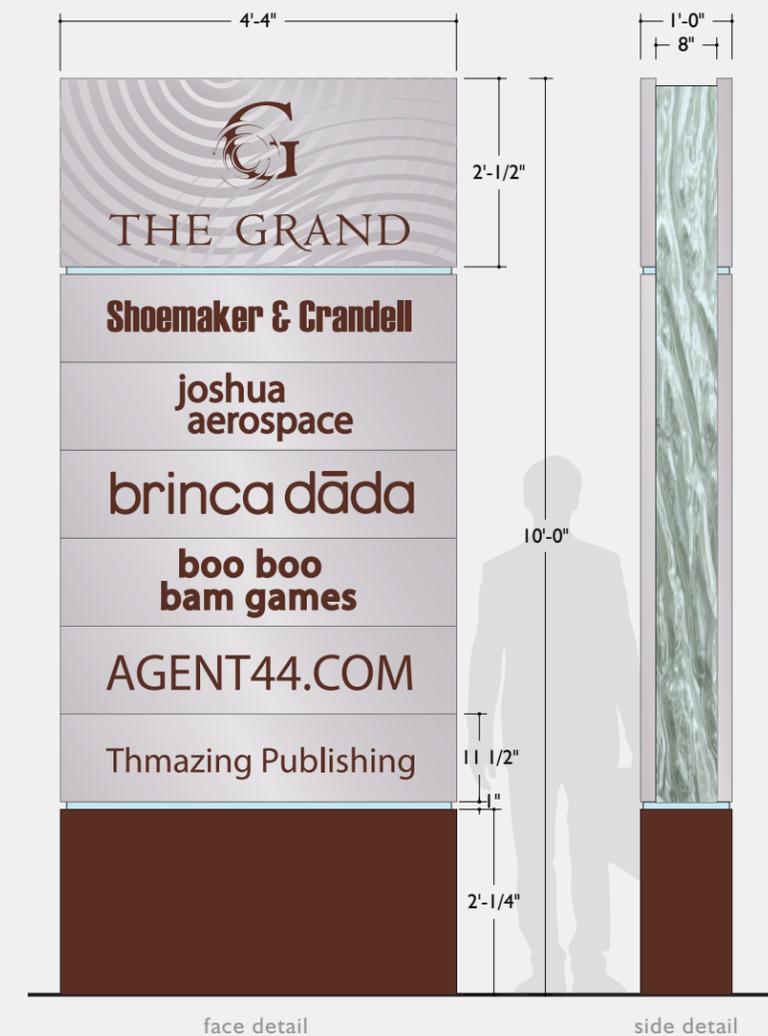
Cabinet is internally illuminated with fluorescent lamps. Project and tenant ID will be push thru acrylic. Lighting will emit through frosted panels on sides and top to create a halo outer glow for the entire sign.

TENANT PANELS

Painted aluminum tenant panels will have routed tenant copy, which will be backed with white acrylic and a first surface applied painted perforated vinyl. The intention is so that during the day the lettering will match Matthews Paint color Hermes Bronze Metallic, and at night the letters will be illuminated white.



Simulated Night Illumination



face detail

side detail

2c FREESTANDING BUILDING MONUMENT

There will be nine (9) freestanding building monument signs located near or adjacent to each of the nine (9) office buildings in the project. These signs are double-sided and directed towards both vehicular and pedestrian level traffic. Each sign will identify the project identity, the corresponding building addressing and up to six (6) building tenant names.

CONSTRUCTION

Double-sided painted aluminum cabinet frame, skinned with painted aluminum paneling, and encasing frosted panels on sides and top. Custom shaped building ID panels will be either kiln-cast glass or finished metal panels that are mounted off sign cabinet face. Project identity, building tenant names, and building addressing are all to be painted aluminum mounted flush to surface.

COLORS AND FINISHING

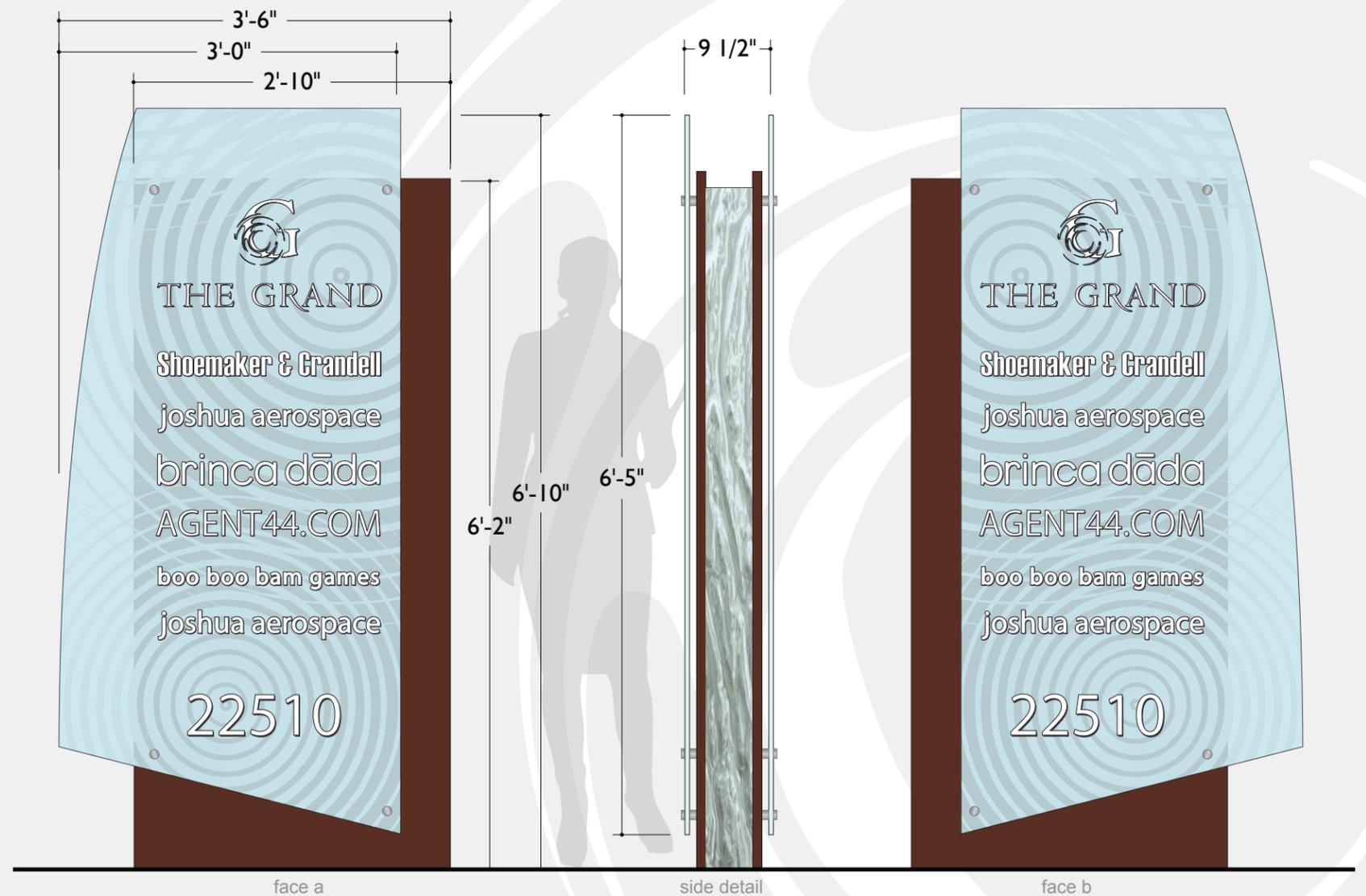
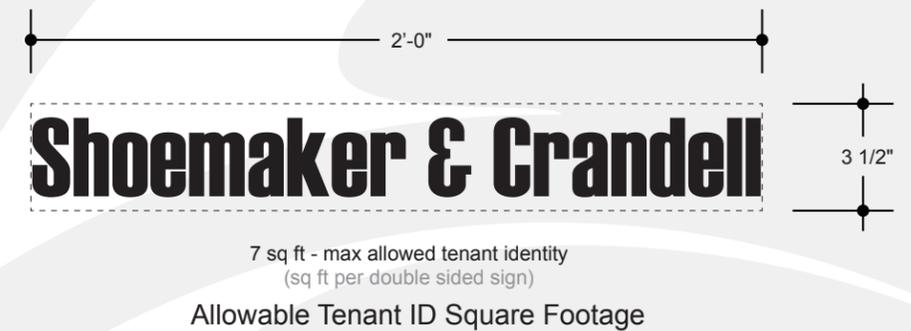
The sign cabinet will be painted to match Matthews Paint color Hermes Bronze Metallic, with the graphics matching either Matthews Paint Hermes Bronze Metallic or White. The mounted building ID panels will display a pattern that is similar to the water movement found in the project's logo, in order to achieve the appearance of moving water through a custom pattern etched on static material, a pattern that matches the illustrations in this CSP.

ILLUMINATION

The cabinet may be internally illuminated with LED lights, with the intention that the lighting will emit through frosted panels on sides and top to create a halo outer glow for the entire sign.

BUILDING ID PANEL

The building ID panels will be mounted off each cabinet face with brushed aluminum spacers and caps. Graphics will be painted 3/8" aluminum applied to the surface of the ID panels, and will display up-to-date building tenant names.



2d FREESTANDING SINGLE TENANT MONUMENT

These double-sided monument signs located along the two (2) main streets, at the north and west ends of the property, will identify the project and one (1) single tenant. Each sign is intended to be used exclusively for either the residential housing or hotel tenants on the property.

CONSTRUCTION

Double-sided internally illuminated aluminum cabinet frame, skinned with painted aluminum panels, and a project ID panel mounted to the top of the cabinet. This top panel will be either kiln-cast glass or finished metal in order to achieve the appearance of moving water through a custom pattern on static material. The project identity will be painted, individual flat cut out aluminum, with the tenant name being push thru acrylic lettering.

COLORS AND FINISHING

The sign cabinet will be painted to match Matthews Paint color Light Taupe Metallic, with the sign base being painted to match Matthews Paint color Hermes Bronze Metallic. The project ID panel will display a pattern that is similar to the water movement found in the project's logo, in order to achieve the appearance of moving water through a custom pattern etched on static material, a pattern that matches the illustrations in this CSP. The tenant name will be an opaque white acrylic push thru with translucent vinyl applied to the acrylic face.

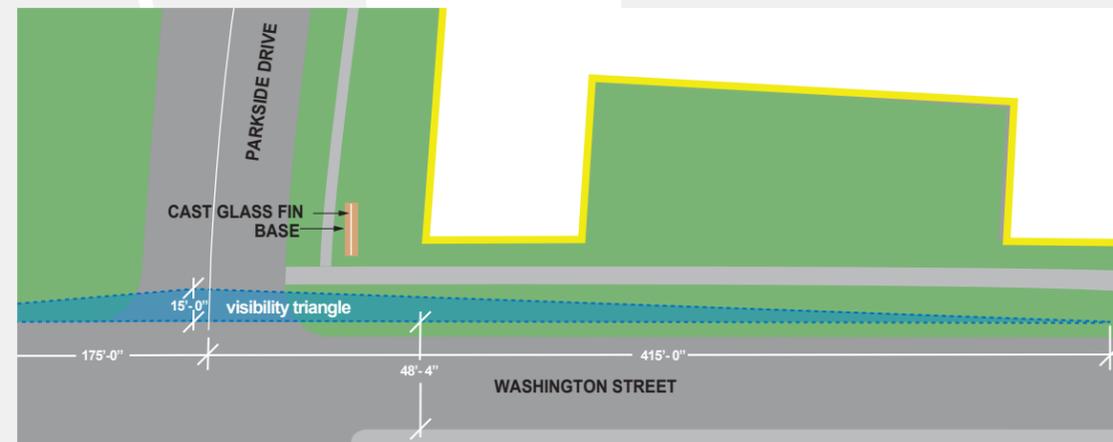
ILLUMINATION

The sign cabinet will be internally illuminated with LED lights, with the intention that the lighting will wash the face of the project ID panel from the top of the sign cabinet and create an outer glow on the top edge.

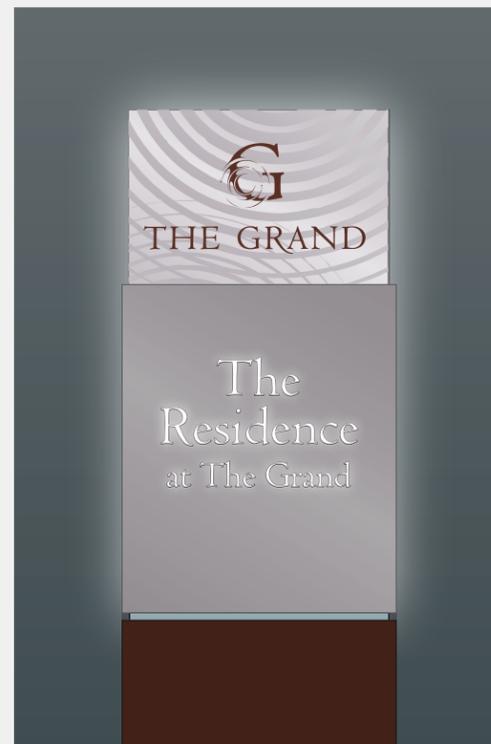
TENANT NAME

The tenant panel will be a painted aluminum panel with routed copy, and push thru acrylic lettering. Acrylic is to have translucent vinyl applied to the face.

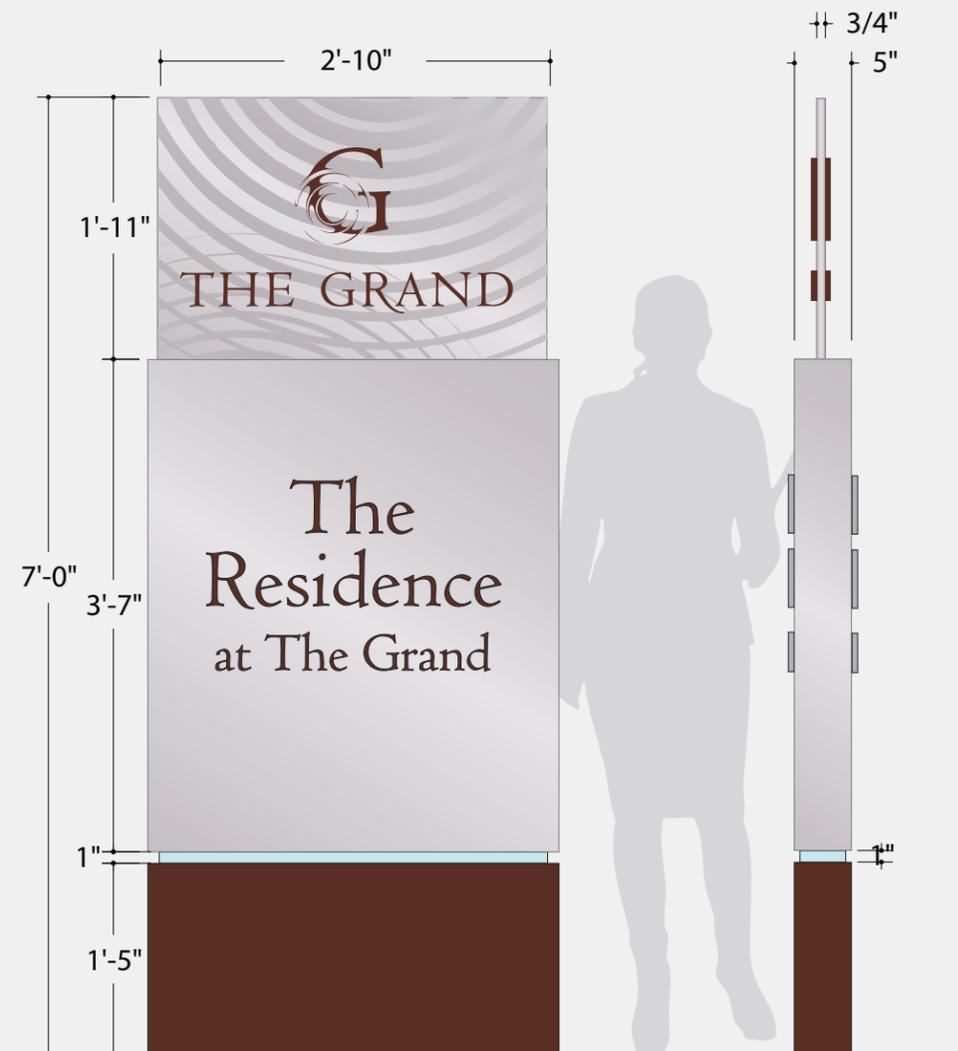
2d FREESTANDING SINGLE TENANT MONUMENT



Note: Plan is illustrative. Specific location of monument signs are to be determined at time of submittal.



Simulated Night Illumination



face detail

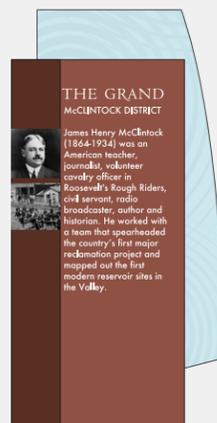
side detail

SITE DIRECTORIES

3a Site Directory

SITE DIRECTIONALS

- 4a Main Directional - Vehicular
- 4b Main Directional - Pedestrian
- 4c Secondary Directional - Vehicular
- 4d Secondary Directional - Pedestrian



3a SITE DIRECTORY
SCALE: NTS

8a DISTRICT THEME PANEL
Located on back side of Directory
Refer to Theme Interpretives
SCALE: NTS

4a MAIN DIRECTIONAL
Vehicular
SCALE: NTS

4b MAIN DIRECTIONAL
Pedestrian
SCALE: NTS

4c SECONDARY DIRECTIONAL
Vehicular
SCALE: NTS

4d SECONDARY DIRECTIONAL
Pedestrian
SCALE: NTS

3a SITE DIRECTORY

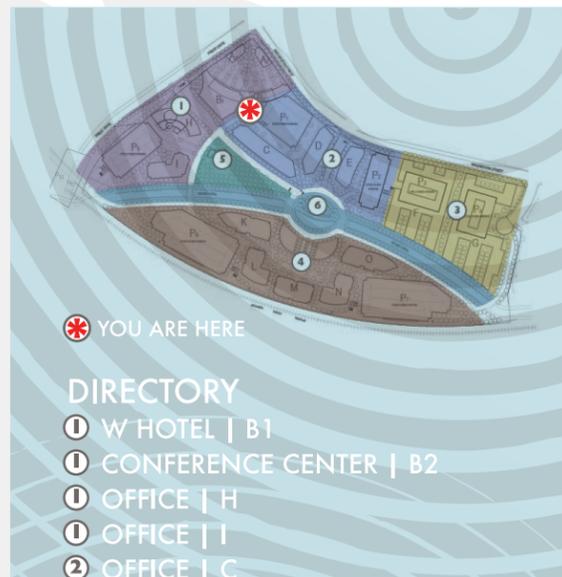
Directory signage will be located near high pedestrian areas, along sidewalks and courtyards, to assist with locating tenants and buildings in relation to the position of the sign. Tenant names and locations will be displayed for the entire site. Primary interpretive signage panels will be positioned on the opposite side of the pedestrian directory signage, which will be located at the outside of the main entry to buildings. The content will highlight the surrounding district titles and themed direction, please refer to page CSP-7 for this information.

CONSTRUCTION

Double-sided aluminum cabinet frame, skinned with aluminum paneling, and encasing frosted panels on sides and top. A custom shaped directory map panel will be either kiln-cast glass or finished metal panels that are mounted off the sign cabinet face in order to achieve the appearance of moving water through a custom pattern etched on static material, a pattern that matches the illustrations in this CSP.

COLORS AND FINISHING

The cabinet will be painted to match Matthews Paint colors New Bronze Metallic and Hermes Bronze Metallic. The directory map panel will have a pattern that is similar to the water movement found in the project's logo.



conceptual directory map detail

ILLUMINATION

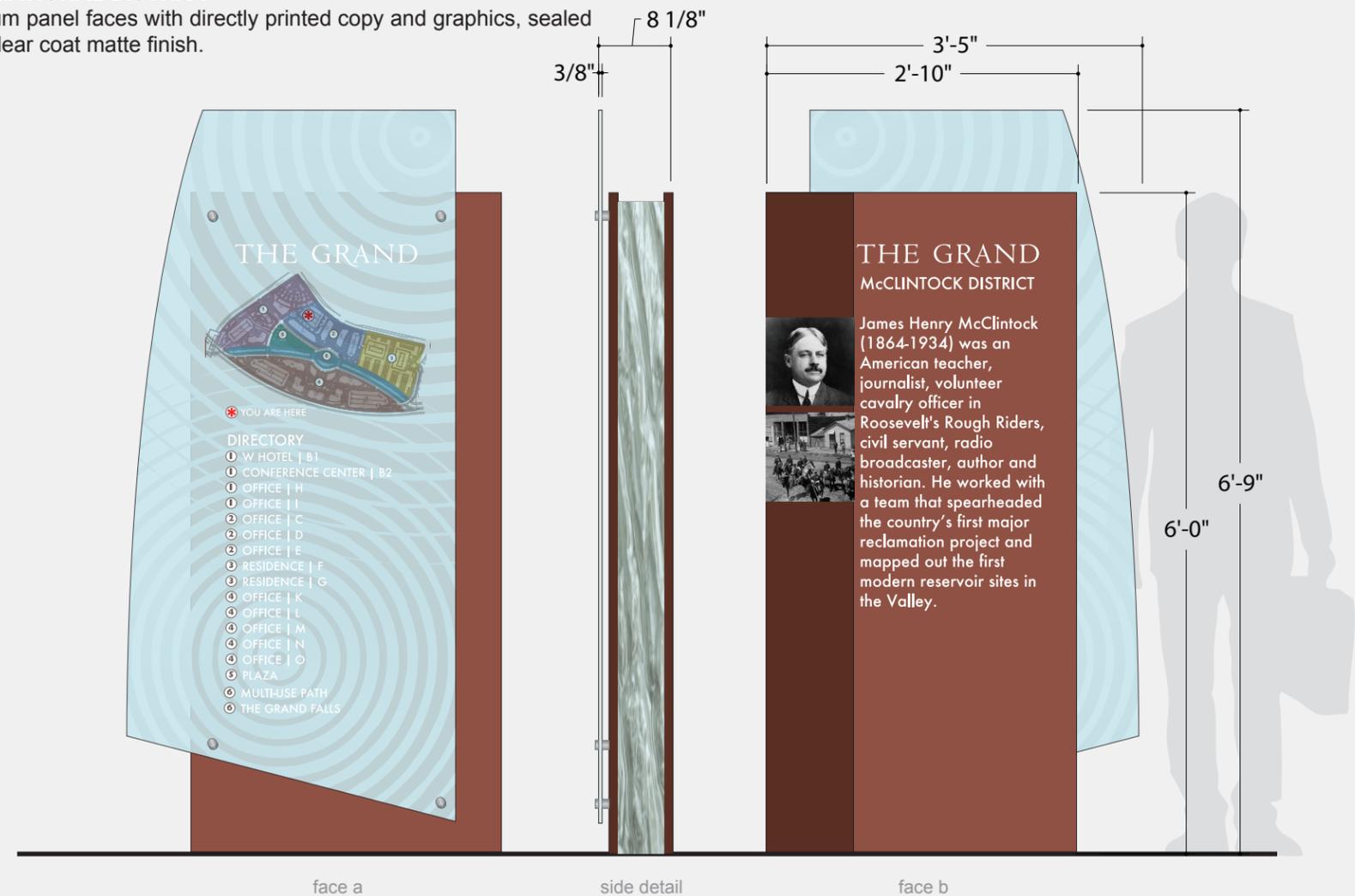
The cabinet may be internally illuminated with LED lights, with the intention that the lighting will emit through frosted panels on sides and top to create a halo outer glow for the entire sign.

MAP PANEL

The directory map panel will be mounted off cabinet face with brushed aluminum spacers and caps. Graphics will be first surface applied vinyl, with a digitally printed vinyl map showing points of interest. A "you are here" indicator will aid users in their current position in relation to the map location.

INFORMATIONAL DISTRICT

Aluminum panel faces with directly printed copy and graphics, sealed with a clear coat matte finish.



4a 4c SITE DIRECTIONAL - VEHICULAR

Vehicular oriented directional signage will be positioned at pivotal points where a decision must be made regarding direction. There will be two (2) types of vehicular directionals:

4a a main directional sign located in higher traffic areas

4c a secondary directional sign directed towards less traffic areas

Both types of signs will display information and directional arrows that are easily read and understood.

CONSTRUCTION

Double-sided aluminum cabinet frame, skinned with aluminum paneling, and encasing frosted panels on sides and top. A custom shaped directional panel will be either kiln-cast glass or finished metal panels that are mounted to the sign cabinet face in order to achieve the appearance of moving water through a custom pattern etched on static material, a pattern that matches the illustrations in this CSP.

COLORS AND FINISHING

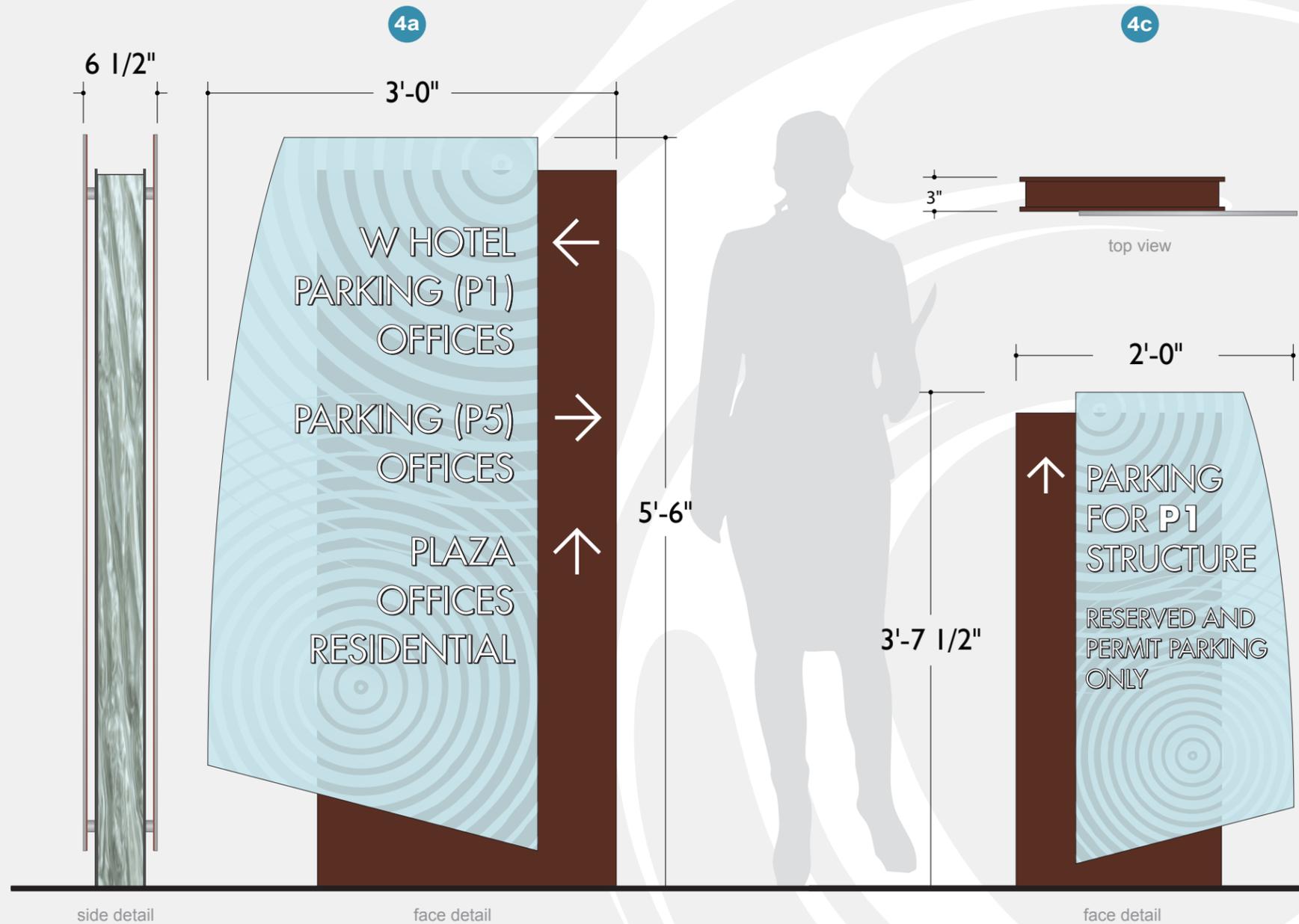
The custom shaped panel will have a pattern that is similar to the water movement found in the project's logo. This will be achieved by either a custom cast glass panel, or by painting the metal face to match Matthews Paint color Light Taupe Metallic. If painted metal is used the reverse side is to be painted to match Matthews Paint color New Bronze Metallic. The sign cabinet will be painted to match Matthews Paint color Hermes Bronze Metallic. All graphics will be black 3M reflective vinyl, and directional arrows will be painted white aluminum with white 3M reflective vinyl applied to the face of the arrow.

ILLUMINATION

Sign type 4A cabinet may be internally illuminated with LED lights, with the intention that the lighting will emit through frosted panels on sides and top to create a halo outer glow for the entire sign. Sign type 4C cabinet will be non-illuminated. Both signs will utilize reflective vinyl to ensure high visibility of the type and symbols.

GRAPHICS

Building and tenant names will be a high quality reflective 3M vinyl product, or comparable vinyl product, applied to the sign face. Directional arrows will be painted 3/8" aluminum with reflective vinyl applied to face.



4b 4d SITE DIRECTIONAL - PEDESTRIAN

Pedestrian oriented directional signage will be positioned at pivotal points along walkways. There will be two (2) types of pedestrian directionals:

- 4b** a main directional sign located in higher volume areas
- 4d** a secondary directional sign located in lower volume areas

Both types of signs will display information and directional arrows that are easily read and understood.

CONSTRUCTION

Double-sided aluminum cabinet frame, skinned with aluminum paneling, and encasing frosted panels on sides and top. A custom shaped directional panel will be either kiln-cast glass or finished metal panels that are mounted to the sign cabinet face in order to achieve the appearance of moving water through a custom pattern etched on static material, a pattern that matches the illustrations in this CSP.

COLORS AND FINISHING

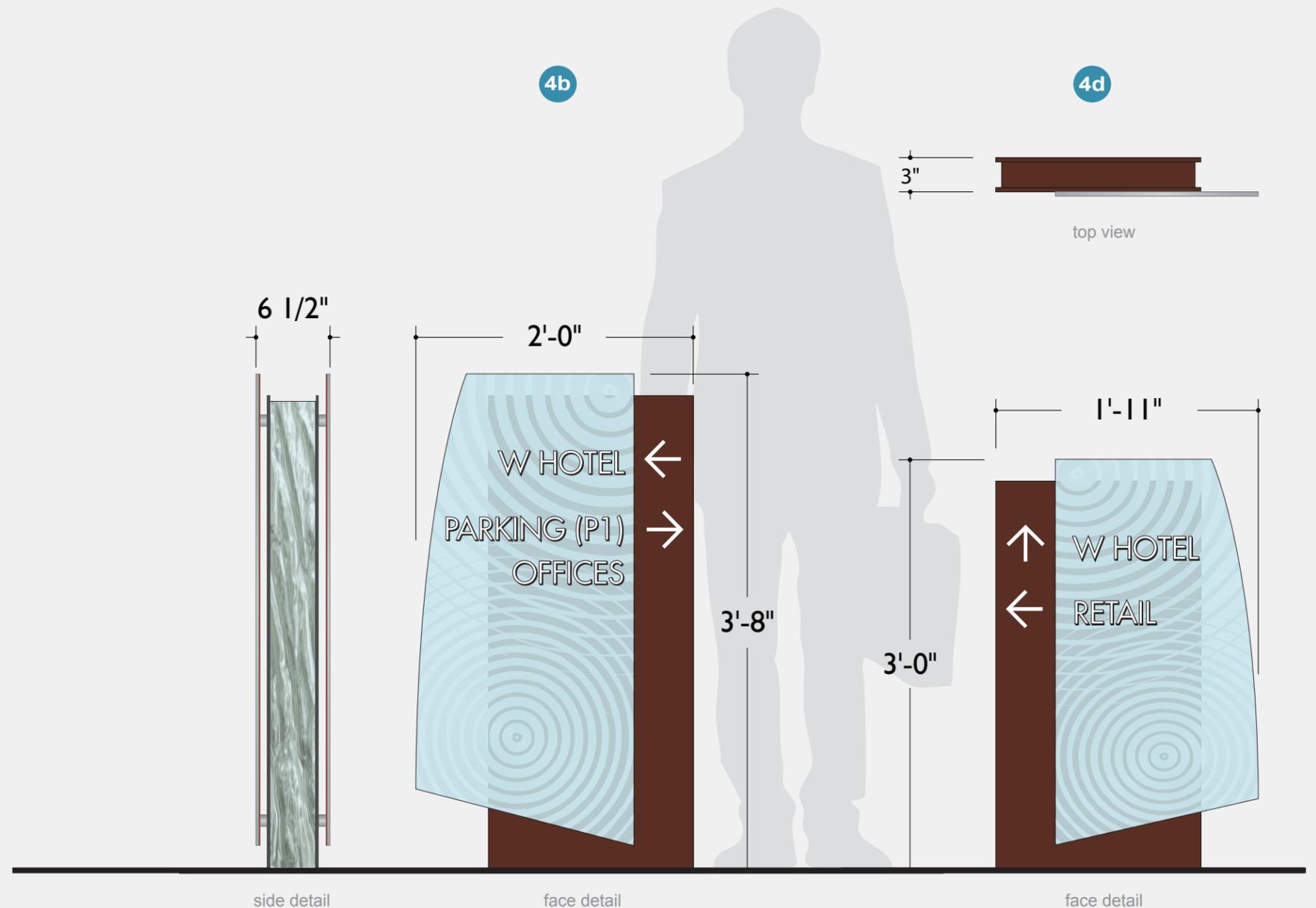
The custom shaped panel will have a pattern that is similar to the water movement found in the project's logo. This will be achieved by either a custom cast glass panel, or by painting the metal face to match Matthews Paint color Light Taupe Metallic. If painted metal is used the reverse side is to be painted to match Matthews Paint color New Bronze Metallic. The sign cabinet will be painted to match Matthews Paint color Hermes Bronze Metallic. All graphics will be black 3M reflective vinyl, and directional arrows will be painted white aluminum with white 3M reflective vinyl applied to the face of the arrow.

ILLUMINATION

Sign type 4B cabinet may be internally illuminated with LED lights, with the intention that the lighting will emit through frosted panels on sides and top to create a halo outer glow for the entire sign. Sign type 4D cabinet will be non-illuminated. Both signs will utilize reflective vinyl to ensure high visibility of the type and symbols.

GRAPHICS

Building and tenant names will be a high quality 3M vinyl product, or comparable vinyl product, applied to the sign face. Directional arrows will be painted 3/8" aluminum.



PARKING STRUCTURE IDENTITY

- 5a Main Parking Structure Entry
- 5b Secondary Parking Entry | Exit

REGULATORY*

- 7a Building Address
(Regulatory Address Numbers and Locations on Facade tbd)
- 7b Post and Panel Signage
(Stop, Accessible Parking, Speed Limit, Yield, etc.)

*Final Sign Count and Locations to be determined upon Construction Documents

THEMED INTERPRETIVE**

- 8a District Story
- 8a Canal Marker
**NIC. Concept only

THEMED INTERPRETIVE**

- 3a District Theme Introduction
(Integrated onto the back panel of Site Directory)
**NIC. Concept only



5800

7a REGULATORY
SCALE: NTS



5a MAIN PARKING STRUCTURE ENTRY
SCALE: NTS



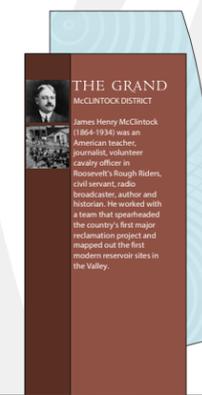
5b SECONDARY PARKING ENTRY
SCALE: NTS



7b REGULATORY
SCALE: NTS



7b REGULATORY
SCALE: NTS



3a THEMED INTERPRETIVE
SCALE: NTS



8a THEMED INTERPRETIVE
SCALE: NTS



8b THEMED INTERPRETIVE
SCALE: NTS

5a PARKING STRUCTURE ENTRY - MAIN

These vehicular oriented signs will be positioned at the main entrances to all of the parking structures. The information conveyed will be the parking structure identification, as shown on the directory map. Regulatory clearance height is also specified.

CONSTRUCTION

The upright columns will have a concrete base with painted aluminum posts and aluminum cabinet header. Parking structure identification will be acrylic push thru letters, and the clearance bar will be tensioned and painted PVC piping, with applied reflective vinyl.

COLORS AND FINISHING

Integral colored concrete columns will have a natural finish, with the upright posts being painted to match Matthews Paint colors Light Taupe Metallic and Hermes Bronze Metallic. Parking structure identifier letters will also be painted to match the Matthews Paint color Light Taupe Metallic.

ILLUMINATION

The parking structure identification will be halo illuminated push thru acrylic, with the clearance information being reflective vinyl to ensure high visibility of the type.

GRAPHICS

Parking structure clearance bar height will be 3M reflective vinyl, or another high quality vinyl product, applied to the sign face. Graphics must be a high contrast in color to the background.



Simulated Night Illumination



5b PARKING STRUCTURE ENTRY - SECONDARY

These vehicular oriented signs will be mounted on the walls of the secondary entrances to all of the parking structures. The information conveyed will be the parking structure identification, as shown on the directory map, and also a regulatory clearance height.

CONSTRUCTION

Parking structure identification will be 5" deep aluminum reverse pan channel lettering, and the clearance bar will be tensioned and painted PVC piping, with applied reflective vinyl.

COLORS AND FINISHING

Parking structure identifier letters will be painted to match Matthews Paint color Light Taupe Metallic. The clearance bar will be painted to match Matthews Paint color Hermes Bronze Metallic, and the graphics will be 3M reflective vinyl.

Note: Color and/or finishing may adjust with future architectural designs. Preferred color choice is to be MP Light Taupe Metallic, with an alternate color choice being MP Hermes Bronze. Parking structure identification must retain a high contrast to the architectural background in which they are mounted to, ensuring high visibility.

ILLUMINATION

The parking structure identification will be halo illuminated reverse pan channel lettering, with the clearance information being reflective vinyl to ensure high visibility of the type.

GRAPHICS

Parking structure clearance bar height will be a high quality reflective 3M vinyl product, or comparable vinyl product, applied to the sign face.

7a BUILDING ADDRESSING

Building address numerals will be located on prominent corners of each of the corresponding buildings, so as to accommodate ease of visibility to both vehicle and pedestrian traffic.

CONSTRUCTION

Address numerals will be constructed of 3" deep aluminum reverse pan channels, mounted 1 1/2" off the face of the building with weather resistant hardware and acrylic backer.

Typeface is to be Futura Medium.

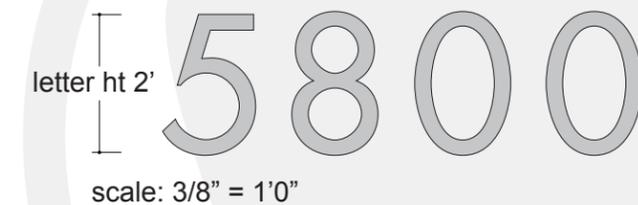
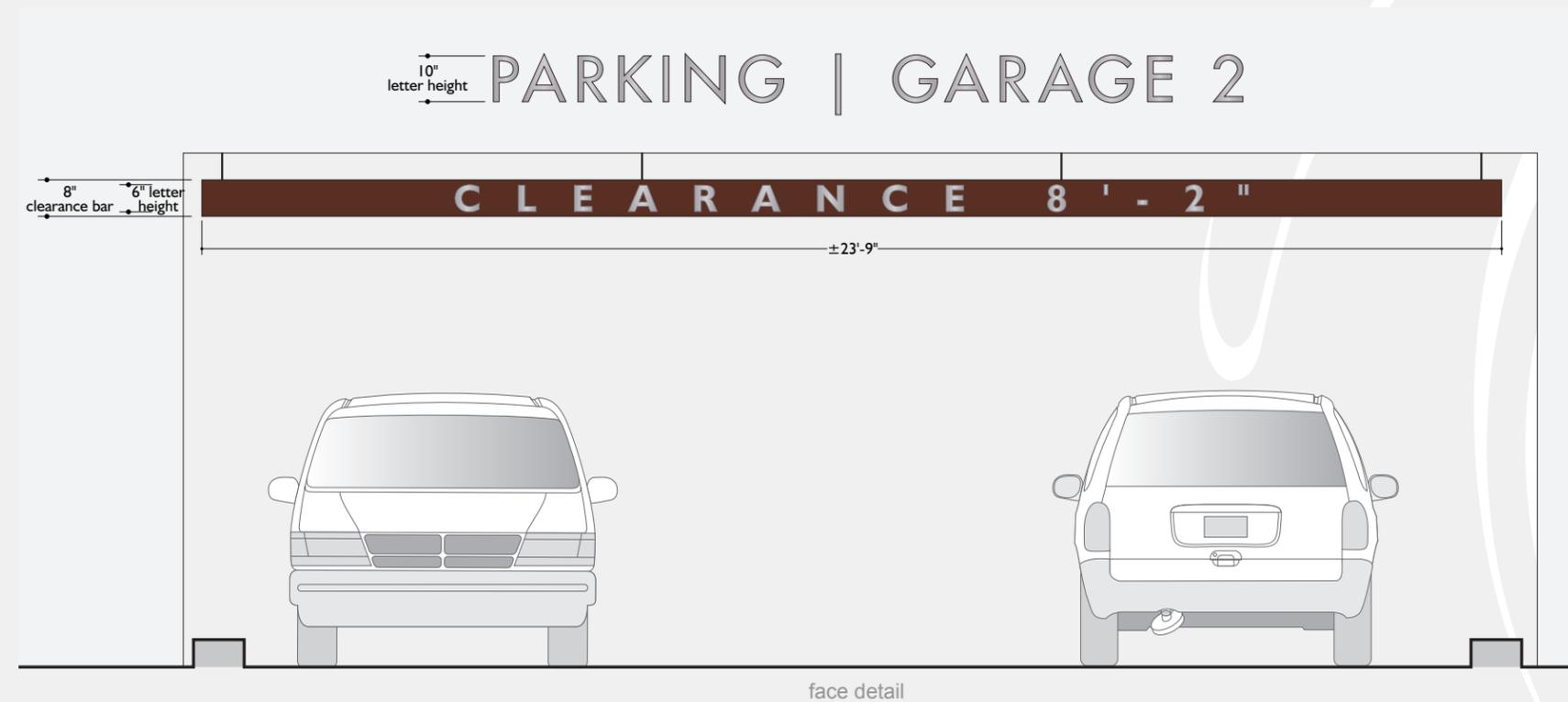
COLORS AND FINISHING

Numbers will be painted to match Matthews Paint color Light Taupe Metallic.

Note: Color and/or finishing may adjust with future architectural designs. Preferred color choice is to be MP Light Taupe Metallic, with an alternate color choice being MP Hermes Bronze. Address numerals must retain a high contrast to the architectural background in which they are mounted to, ensuring high visibility.

ILLUMINATION

Address numerals will be LED halo illuminated reverse pan channels, pinned off wall 1 1/2" from wall surface.



Note: Numerals shown are meant to represent size and typestyle, and are not actual addressing

7b REGULATORY POST AND PANEL SIGNAGE

Regulatory signs will be strategically located throughout the site as required, as described in Section II District Theme. The regulatory signage is directed towards vehicular traffic, and typical signs are shown on this page as they might appear within The Grand at Papago Park Center.

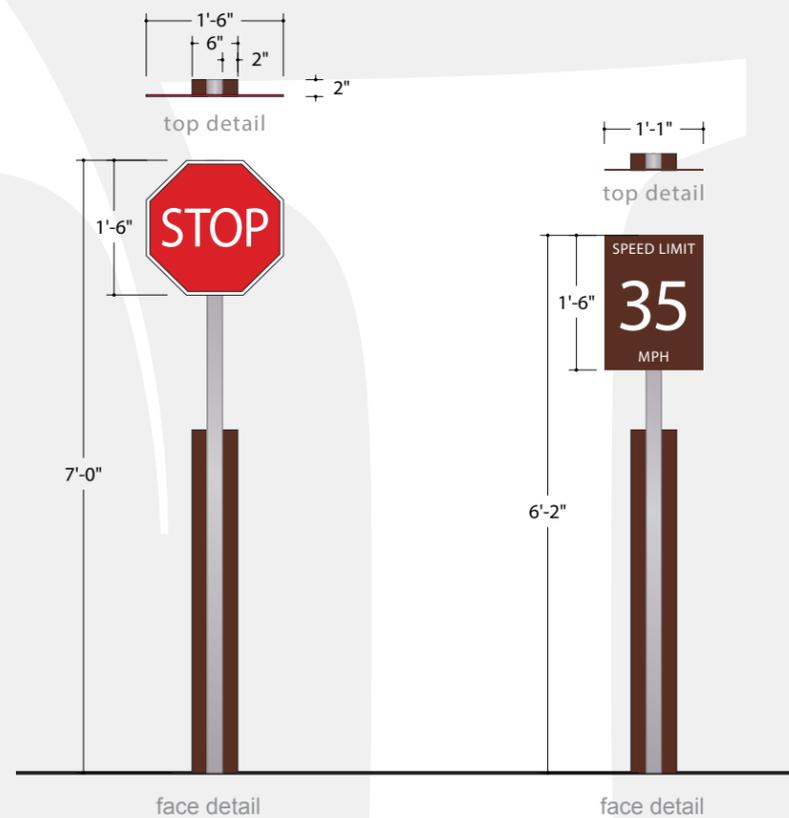
CONSTRUCTION

The posts will be welded and painted aluminum, with aluminum regulatory sign panels.

COLORS AND FINISHING

The posts will be painted to match the Matthews Paint color Light Taupe Metallic with side accents being painted to match Matthews Paint color Hermes Bronze Metallic.

All graphics will be per applicable City codes and ordinances. Any custom graphics and colors must be 3M vinyl, or comparable quality. Reflective vinyl is to be used as required.



THE GRAND REGULATORY SIGNAGE MATRIX

SIGN	MESSAGE
7b.1	STOP
7b.2	SPEED LIMIT 25 MPH
7b.3	← ONLY → ← ONLY → ← ONLY →
7b.4	↑ ONLY →
7b.5	↻ 15 MPH
7b.6	YIELD
7b.7	RT LANE → ONLY

Note: All messaging and regulatory sign information is TBD as per traffic engineer study.

8a 8b THEMED INTERPRETIVE SIGNAGE

Secondary interpretive signage will be strategically located within the site and along the canal pedestrian pathways, at integral points to highlight the overall historical themes. This signage will be amply lit given each sign's surrounding environment, and will provide added value to the overall project experience.

CONSTRUCTION

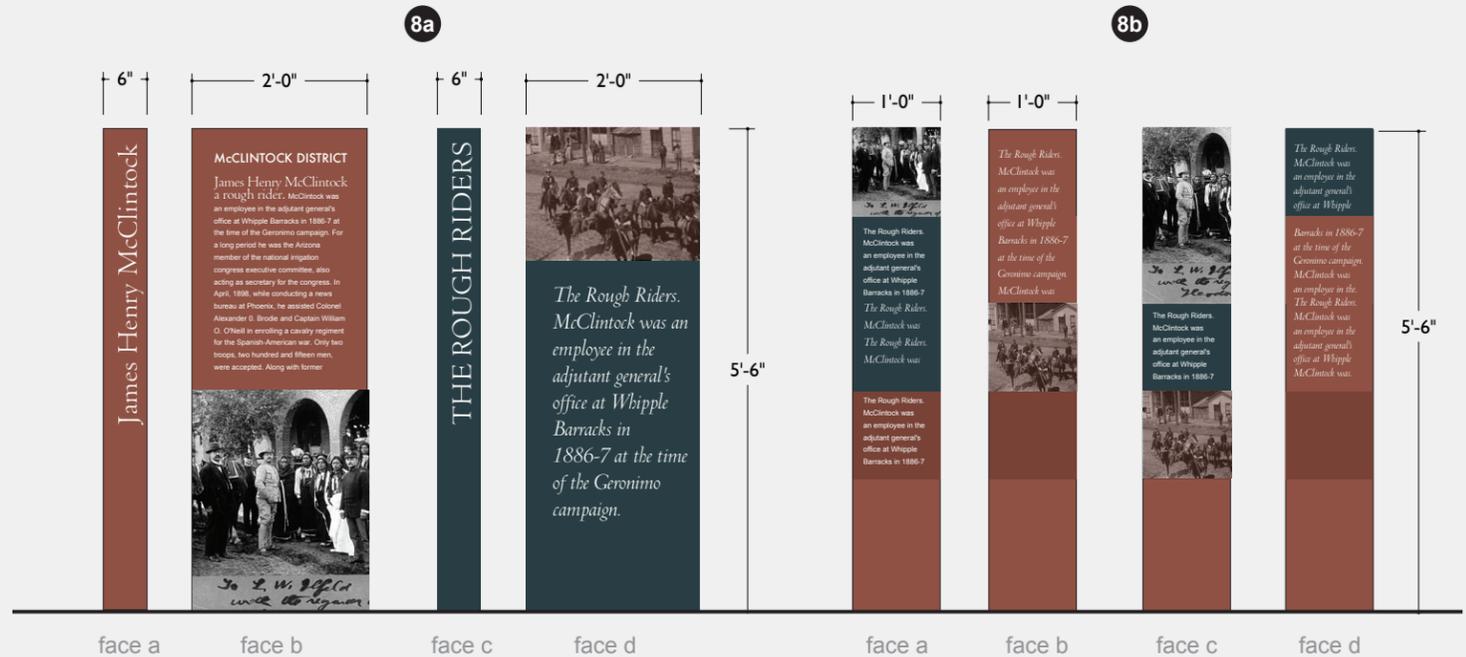
Four-sided aluminum cabinet frame, skinned with aluminum paneling, and applied digital graphics mounted to sign face. 1/4" painted aluminum lettering applied to cabinet face.

COLORS AND FINISHING

The cabinet is to be painted to match Matthews Paint color New Bronze Metallic, with painted white aluminum FCOs, and applied digital graphics.

ILLUMINATION

The sign cabinet will be non-illuminated, but rather externally lit with ambient lighting.



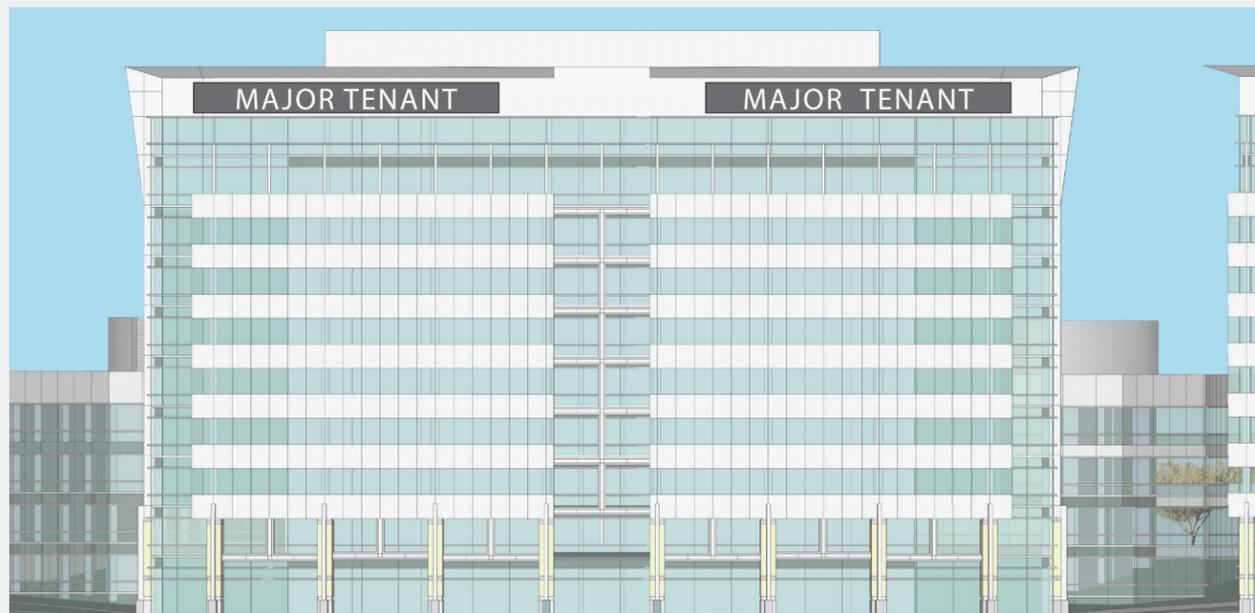
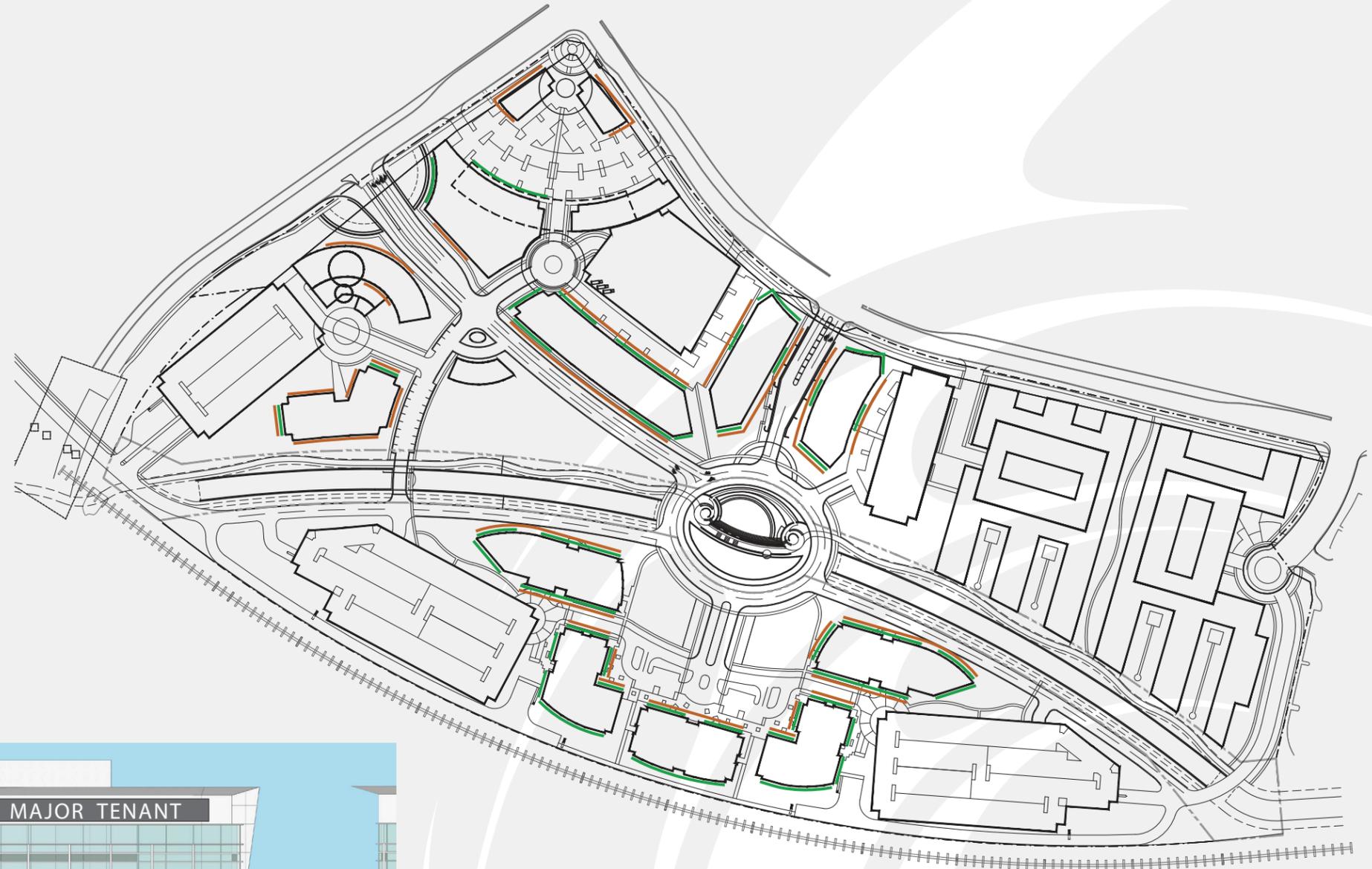
WALL SIGNAGE*

6a Tenant Identity - Major

WALL SIGNAGE*

6b Tenant Identity - Secondary

*Total sign area and sign location may adjust with future architectural design



6a WALL SIGNAGE Major Tenant SCALE: NTS

Hypothetical Building Elevation | Tenant Identity



6b WALL SIGNAGE SecondaryTenant SCALE: NTS

Hypothetical Building Elevation | Tenant Identity

THE GRAND OFFICE TENANT SIGNAGE MATRIX			
TENANT TYPE	SIGN TYPE	ALLOWANCE	SIZE & LOCATION
MAJOR TENANT IN EXCESS OF ONE FLOOR FOR CLASS A OFFICE 35,000 SQ FT OR FULL FLOOR, WHICHEVER IS LESS FOR MIXED USE SITE	6a TOP OF BUILDING	1 sign per building	<p>Any exterior building frontage location that is conjoined to the tenant's leased space, but limited to the sign envelope of 80% or less of the horizontal and vertical background of the building surface upon which the sign is to be installed.</p> <p><i>Note: The sign envelope does not equate the total allowable sign area, but rather it defines the outermost area that a tenant's wall sign may occupy. Sign area calculations are dependent upon the individual occupied lineal feet of leased space.</i></p>
	2a FREEWAY MONUMENT 6 panels per side, provides 6 tenant names	2 panels per sign	
	2b PERIMETER MONUMENT 6 panels per side provides 6 tenant names	2 panels per sign	
	2c FREESTANDING BUILDING MONUMENT 6 panels per side provides 6 tenant names	2 panels per sign	
SECONDARY TENANT 20,000 SQ FT TO A FULL FLOOR	6b BUILDING EYEBROW	1 sign per building	
	2a FREEWAY MONUMENT 6 panels per side provides 6 tenant names	2 panels per sign Landlord will determine tenant placement	
	2b PERIMETER MONUMENT 6 panels per side provides 6 tenant names	2 panels per sign Landlord will determine tenant placement	
TERTIARY TENANT 15,000 SQ FT TO 20,000 SQ FT	2a FREEWAY MONUMENT 6 panels per side provides 6 tenant names	2 panels per sign Landlord will determine tenant placement	

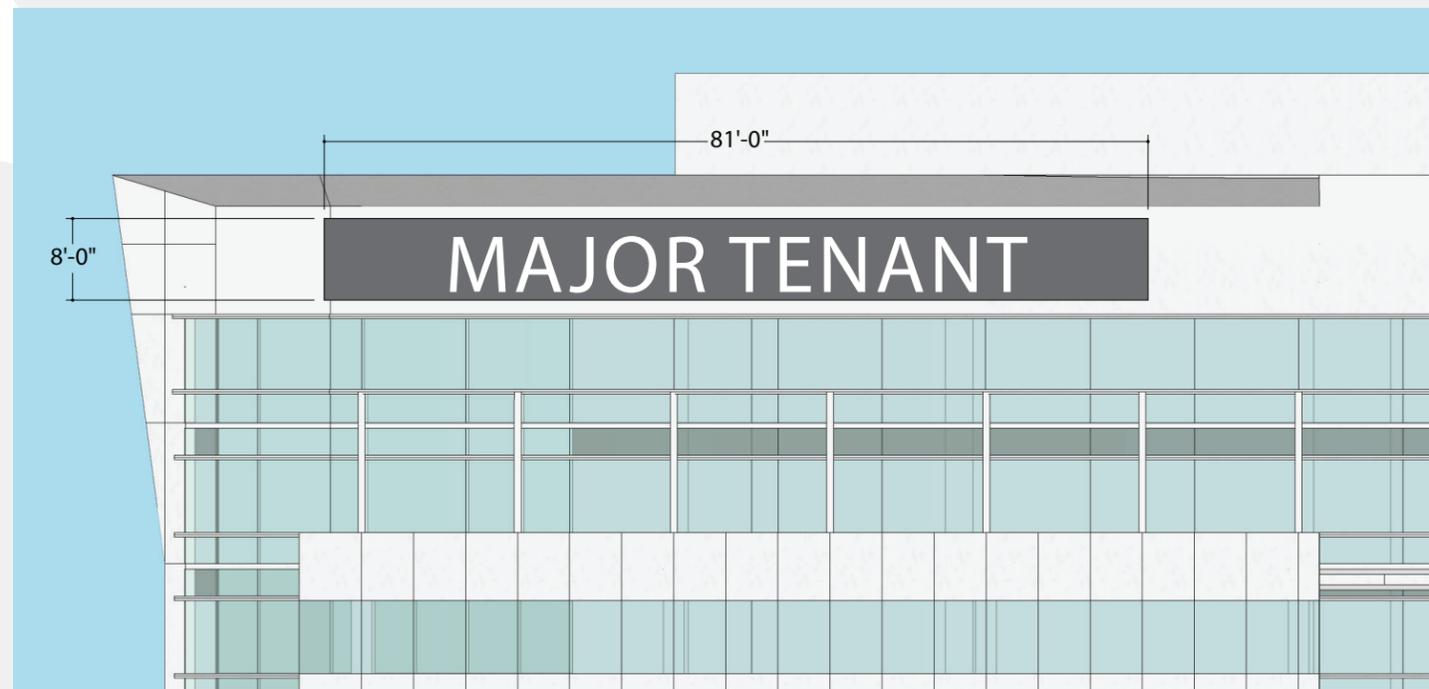
6a WALL SIGN STANDARDS - MAJOR TENANT

Major tenant wall sign locations are restricted to the top sign band of the building, and within the sign envelopes, as noted.

The sign locations shown on this page are typical and meant to serve as examples of how the sign envelope is to be determined. As the building facades and tenant's leased spaces are subject to change, it is the tenant's responsibility to provide correct measurements of their own space and frontage when applying for a sign permit.

SIGN ENVELOPE

The sign envelope is the area on any exterior building frontage that is conjoined to the tenant's leased space, and where the tenant's sign is to be installed upon. This area is not to exceed 80% of the horizontal and vertical background, and will define the outermost reaches that a sign may occupy and not the total allowable sign square footage.



WALL SIGNAGE | MAJOR TENANT

Typical Sign Envelope Locations for Major Office Tenant

Proposed Signage Allowance : 81'-0" x 8'-0" (up to 650 sq ft)

Sign envelopes shown are meant to depict typical placements. Actual size and placement will be determined by the individual Tenant's corporate identification standards and in accordance with criteria set forth in this comprehensive sign plan.

Total sign area may adjust with future architectural design.

6b WALL SIGN STANDARDS - SECONDARY TENANT

Secondary tenant wall sign locations are restricted to the eyebrow sign band of the building, and within the sign envelopes, as noted.

The sign locations shown on this page are typical and meant to serve as examples of how the sign envelope is to be determined. As the building facades and tenant's leased spaces are subject to change, it is the tenant's responsibility to provide correct measurements of their own space and frontage when applying for a sign permit.

BUILDING EYEBROW SIGN ENVELOPE

The sign envelope is the area on any exterior building frontage that is conjoined to the tenant's leased space, and where the tenant's sign is to be installed upon. This area is not to exceed 80% of the horizontal and vertical background, and will define the outermost reaches that a sign may occupy and not the total allowable sign square footage.



WALL SIGNAGE | SECONDARY TENANT

Typical Sign Envelope Locations for Secondary Office Tenant

Proposed Signage Allowance : 28'-0" x 5'-0" (up to 140 sq ft)

Sign envelopes shown are meant to depict typical placements. Actual size and placement will be determined by the individual Tenant's corporate identification standards and in accordance with criteria set forth in this comprehensive sign plan.

Total sign area may adjust with future architectural design.

WALL SIGNAGE DESIGN STANDARDS

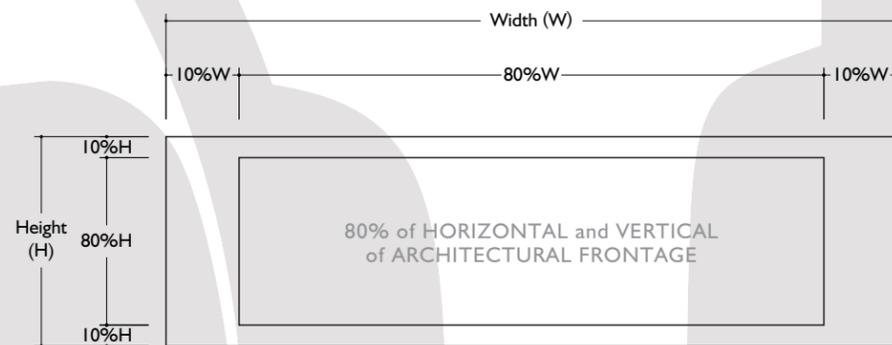
Attached wall signs are defined in this Comprehensive Sign Package (CSP) as signs that are permitted for the purpose of tenant identification.

All tenant wall signs must be fabricated from LED internally illuminated individual pan channel or reverse pan channel letters and logos mounted to an architecturally designated sign band surface. See pages 28 and 29 for additional information. All sign designs, layout, and location, will be approved on an individual basis, by the Association.

Guidelines for the tenant criteria and mounting locations are noted in the office tenant signage matrix.

SIGN ENVELOPE

The sign envelope is defined as 80% of the vertical and horizontal background area of the building surface in which the sign will be mounted to. The sign envelope does not equate the total allowable sign area, but rather it defines the outermost area that a tenant's wall sign may occupy. Sign area calculations are dependent upon the individual occupied lineal feet of leased space.



SIGN AREA CALCULATION

Where a sign consists only of individual letters, numerals, symbols, or other similar components; the total area of the sign shall be calculated by the sum of the areas of the smallest square or rectangle that encloses each individual component, as shown in example 1 below. Multiple bounding boxes can be used to define the sign area, as shown in example 2 below.

Shoemaker & Crandell

Example 1



Shoemaker & Crandell

Example 2

SIGN LOCATIONS / RESTRICTIONS

Tenant signage shall be installed in accordance with the typical elevations shown on pages 24, 25, & 26.

Tenant signage shall be centered horizontally and vertically within the architectural frontage. Signs must be located at or adjacent to the tenant's leased frontage.

LAYOUT / DESIGN

Tenants may use a registered trademark or logo for building mounted signs, however a minimum of one half letter height (A of B) line spacing (C) must be used between all multiple lines of signage layouts, unless owner's nationally registered trademark creates a unique circumstance.

Occasional ascenders and descenders, or logo details, will be allowed to go beyond the sign envelope, but must be counted as square footage and may not be closer than four inches (4") from break or delineation of architecture.



SINGLE LINE - MAXIMUM LETTER / LOGO



DOUBLE LINE - SPACING OF MINIMUM 1/2 LETTER HEIGHT

A - PRIMARY NAME
B - SECONDARY NAME OR LINE
C - SPACING OF MINIMUM 1/2 LETTER HEIGHT OF A OR B

Wall sign copy and/or logos shall be Tenant's choice, subject to the approval of the Association and/or Association's agents and the City of Tempe.

All tenants shall be permitted to utilize their standard corporate identification program, including letter style, color and finishing, subject to sign area limitations contained in the approved Comprehensive Sign Package.

PAN CHANNEL SIGNAGE STANDARDS

PAN CHANNEL CRITERIA

All signage shall be reviewed and approved by the Association and shall be appropriate to the surrounding building features, environment and thematic design of the building types set forth in the overall development of the property. The Association and the City of Tempe shall have discretion in varying any provision of these specifications.

CONSTRUCTION

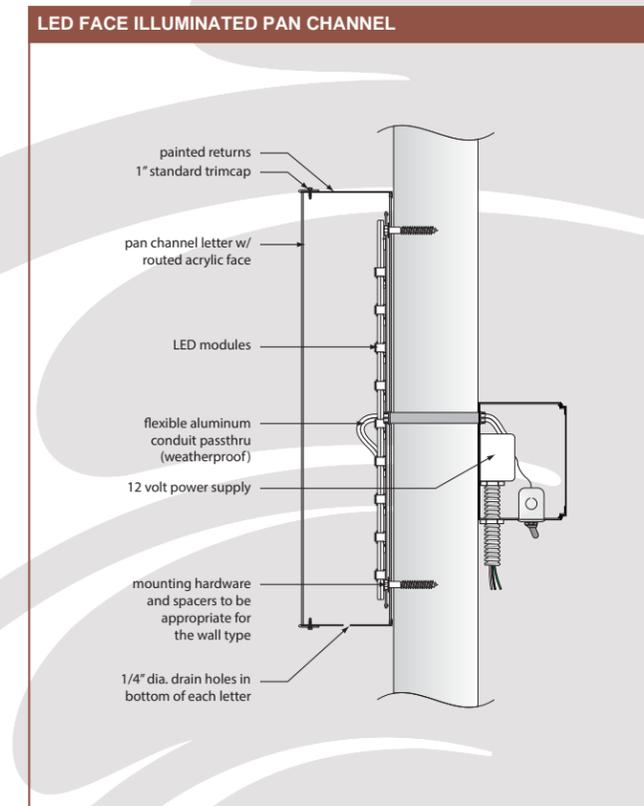
Pan channel letters are to be constructed of aluminum backs and returns, with translucent acrylic or polycarbonate faces and a return depth of 5". Sign components are to be mounted flush to the building's surface using appropriate fasteners.

COLORS AND FINISHING

All colors and combinations of colors shall be subject to approval by the Association and the City of Tempe.

ILLUMINATION

Internally illuminated with LED lighting. LED module quantity should be sufficient to provide an even lighting effect.



EXAMPLES OF PAN CHANNEL



REVERSE PAN CHANNEL SIGNAGE STANDARDS

REVERSE PAN CHANNEL CRITERIA

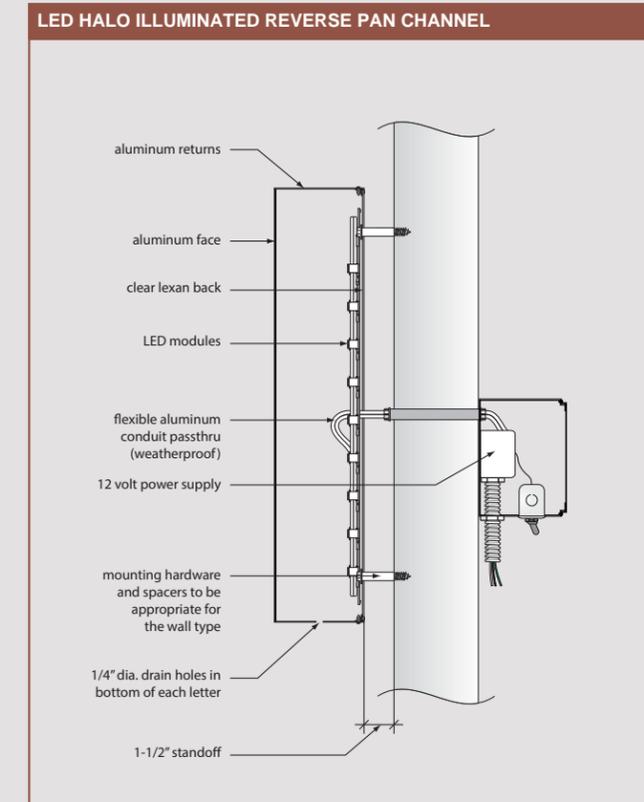
All signage shall be reviewed and approved by the Association and shall be appropriate to the surrounding building features, environment and thematic design of the building types set forth in the overall development of the property. The Association and the City of Tempe shall have discretion in varying any provision of these specifications.

CONSTRUCTION

Reverse pan channel letters are to be constructed of aluminum faces and returns, with translucent acrylic or polycarbonate back panels. There shall be a minimum return depth of 3". Sign components are to be mounted with 1-1/2" standoff from the building surface or freeway monument using appropriate fasteners.

ILLUMINATION

Internally illuminated with white LED halo lighting. LED module quantity should be sufficient to provide even halo lighting effect around all signage components.



EXAMPLES OF REVERSE PAN CHANNEL



SIGN DESIGN REQUIREMENTS

INTRODUCTION

These criteria have been established for the purpose of maintaining a continuity of quality and aesthetics throughout the property, for the mutual benefit of the project's Committee and all Applicants; and to comply with the regulations of the City of Tempe Sign Ordinance. Conformance will be strictly enforced and any non-compliant sign(s) installed by an Applicant shall be brought into conformance at the sole cost and expense of the Applicant.

GENERAL REQUIREMENTS

A. The Committee shall administer and interpret the criteria and shall approve all signs in writing prior to their installation.

B. Submittal and Compliance:

1. All Applicants shall submit or cause to be submitted to The Committee, for approval, three (3) copies of detailed shop drawings covering location, size, design, color, materials, lettering and graphics of the proposed wall sign. The Applicant must not submit any sign drawings to the City of Tempe without first obtaining the Committee's approval.

2. The Committee shall review the drawings and mark them "Approved", "Approved as Noted" or "Revise and Re-submit."

a. "Approved" drawings will allow Applicant to proceed with municipal permitting, construction and installation of its sign in accordance with the drawings.

b. "Approved as Noted" drawings will allow the Applicant to proceed with municipal permitting, sign construction and installation, provided that the modifications noted are incorporated into the design. If the Applicant takes exception to the modifications, Applicant shall revise and resubmit to the Committee.

c. "Revise and Re-Submit" drawings require that the Applicant resubmit drawings to the Committee incorporating all changes as required by the Committee. No municipal permitting, sign construction or installation shall be commenced until the Applicant has received written approval from the Committee.

3. Drawings marked "Approved" or "Approved as Noted" shall be returned as follows: One copy shall be returned to the contracted sign company; One copy shall be returned to the Applicant; One copy shall be retained by the Committee and placed in the lease file.

4. No signs, advertisements, notices, or other lettering shall be

displayed, exhibited, inscribed, painted, or affixed on any part of the building visible from outside the premises except as specifically approved by the Committee. Signs that are installed without written approval or are inconsistent with approval drawings, may be subject to removal and/or reinstallation by the Committee at Applicant's expense.

5. The City of Tempe requires sign permits for all signs visible from outside the premises. It shall be the Applicant's sole responsibility to secure these and any other permits that may be required. A copy of the permit(s) must be provided to the Committee prior to installation of any sign(s).

6. The Committee's approval of an Applicant's plans shall not constitute an implication, representation, or certification by the Committee that said items are in compliance with applicable statutes, codes, ordinances, or other regulations. Said compliance shall be the sole responsibility of Applicant for all work performed on the premises by or for Applicant.

Applicant shall be responsible for the fulfillment of all requirements and specifications, including those of the City.

7. Sign contractors performing any sign work at THE GRAND at Papago Park Center must be bonded, insured and licensed by the Arizona State Registrar of Contractors. Sign Contractor must be approved by the Committee prior to construction of sign.

C. The Committee reserves the right to correct any and all signage non-compliance with this Comprehensive Sign Plan criteria, at the Applicant's expense.

GENERAL SIGNAGE SPECIFICATIONS

A. No animated, flashing or audible signs shall be permitted.

B. All signs, temporary signs including banners, and their installation shall comply with all City of Tempe sign, building, and electrical codes.

C. No exposed raceways, crossovers, or conduit shall be permitted. All Applicant signage shall consist of individual letters and logos installed onto the building's wall surface. Applicant signage shall not include any background color, material and/or structure used to delineate Applicant's signage. Committee and/or Committee's agents shall have the sole and separate discretion in varying any provision of these specifications.

D. All cabinets, conductors, transformers and other equipment shall be concealed. Electrical connections shall be concealed to remote and/or self-contained transformers. All signage shall be installed in compliance

with the City of Tempe electrical code and UL specifications. Any sign installation found to be non-compliant shall be repaired immediately by the Applicant at Applicant's sole expense.

E. Temporary signs, including banners and painted lettering, shall not be permitted except as approved by the Committee and/or Committee's agents and the City of Tempe.

F. Any damage to the sign band face or roof deck resulting from Applicant's sign installation, shall be repaired at Applicant's sole expense.

G. Upon removal of any sign by Applicant, any damage to the sign band face shall be repaired by Applicant, or by the Committee and/or Committee's agents at Applicant's expense pursuant to the Declaration.

H. All signs or devices advertising an individual use, business or building, shall be attached to the building at the location directed by Committee and/or Committee's agents.

I. All for-sale/leasing signs must be approved pursuant to the City of Tempe Zoning Development Code.

GENERAL CONSTRUCTION REQUIREMENTS

A. All exterior signs shall be secured by concealed fasteners, stainless steel, or nickel or cadmium plated.

B. All signs shall be fabricated using full welded construction or a similar method to conceal light leaks.

C. All penetrations of the building structure for sign installation shall be neatly sealed in a watertight condition.

D. No labels or other identification shall be permitted on the exposed surface of signs, except those required by local ordinance, which shall be applied in an inconspicuous location.

E. Applicant shall be fully responsible for the operations of Applicant's sign contractors and shall indemnify, defend and hold Committee and/or Committee's agents harmless for, from and against damages or liabilities on account thereof.

F. The Declaration will also include requirements and duties governing signage, and rights and remedies of the Committee if those requirements and duties are not fulfilled.

G. Upon the termination of this Lease or the removal of such sign or signs, any damage or defacement to the exterior of Leased Premises shall be repaired promptly by Lessee.



THE GRAND

AT PAPAGO PARK CENTER

COMPREHENSIVE SIGN PLAN
PREPARED BY

THINKING CAPS DESIGN

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01/07/14