



RIO  
2|00

PHASE V

BUILDING - 58 SOUTH RIVER DRIVE | TEMPE, AZ 85281

PARKING GARAGE - 38 SOUTH RIVER DRIVE | TEMPE, AZ 85281



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## PROJECT

RIO 2100 PHASE V  
58 South River Drive  
Tempe, AZ 85281

PARKING GARAGE:  
38 South River Drive  
Tempe, AZ 85281

## PROPERTY OWNER

The Boyer Company  
4350 E. Camelback Road  
Ste A\_250  
Phoenix, AZ 85018

## PARCEL INFORMATION

PARCEL NUMBER  
132-36-008M  
132-36-001C

AREA IN ACRES  
7.12

AREA IN SQUARE FEET  
310,147 ±

ZONING  
HID - Heavy Industrial District

## SIGNAGE CONSULTANT

Trademark Visual, Inc.  
3825 S 36th St  
Phoenix, AZ 85040

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David Baum  
dbaum@trademarkvisual.com  
Ana Jones  
ajones@trademarkvisual.com

## NARRATIVE

Rio 2100 is a 60-acre mixed-use development located directly adjacent to Tempe Marketplace and immediately southwest of the intersection of the Loop 202 and Loop 101 Freeways. Located at the major intersection of Loop 101 and Loop 202, RIO 2100 offers unparalleled access to the entire valley. Phase V of the development, 58 South River Drive, will include a Four-story 170,000 SF Building. The Purpose of this Sign Package Criteria is to set a standard and outline the intent/purpose for Signage Display at this Site.

## NOTES

Excluding any existing digital, dynamic or fixed permanent sign Type E that is on the property that is the subject of this comprehensive sign package, no future sign Type E freestanding sign will be allowed (nor any existing sign allowed to be relocated) from when the Rio 2100 sign package criteria (this document) is approved by the City of Tempe, even if such new or relocated sign Type E is allowed by the current or future City of Tempe Sign Code.

## PROJECT FONT

**Benton Sans Medium**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## LOGOS

Tenant Logo style allowed with landlord approval

Property Logo



Alternate Property Logo



## PROJECT COLORS



Paint - White  
Matthews Paint



Paint - Titanium Grey Metallic  
Matthews Paint (MP18191)



Paint - Corn Silk  
Matthews Paint (MP11392)



Paint - Anodic Black  
Matthews Paint (MP41335SP)

## NON-PROJECT COLORS

With Landlord approval, Tenant Names and Logos may utilize corporate colors, fonts, logos and logotypes. Tenant colors open with landlord approval. If no brand standards are available, color & font will default to project colors and font.

Background materials, colors and finishes shall be limited to comply with this Sign Package Criteria based on the specific sign type.

## PROJECT MATERIALS

Materials shown under header "Project Materials" is not an exhaustive list of all materials used to fabricate Rio 2100 signs, but rather is a listing of specialty materials that are commonly used as exterior finishes or veneers. Other materials such as steel, aluminum, acrylic and polycarbonate are also commonly used in the construction of the Rio 2100 signs.



Translucent Vinyl  
White and Color



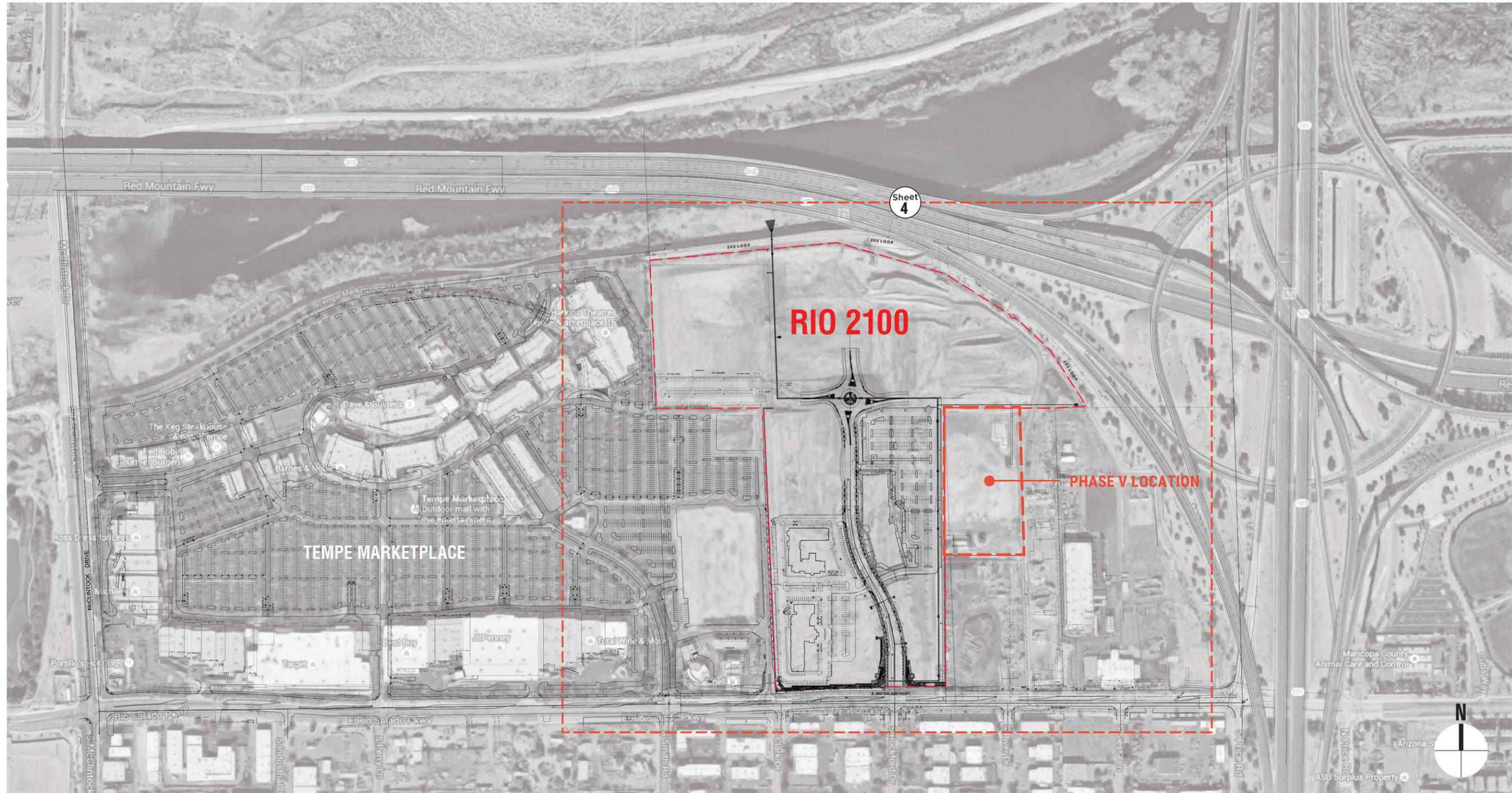
Acrylic - Clear  
1/2" Push-Thru



Corten Steel Sheeting  
10ga - Natural Rust Finish

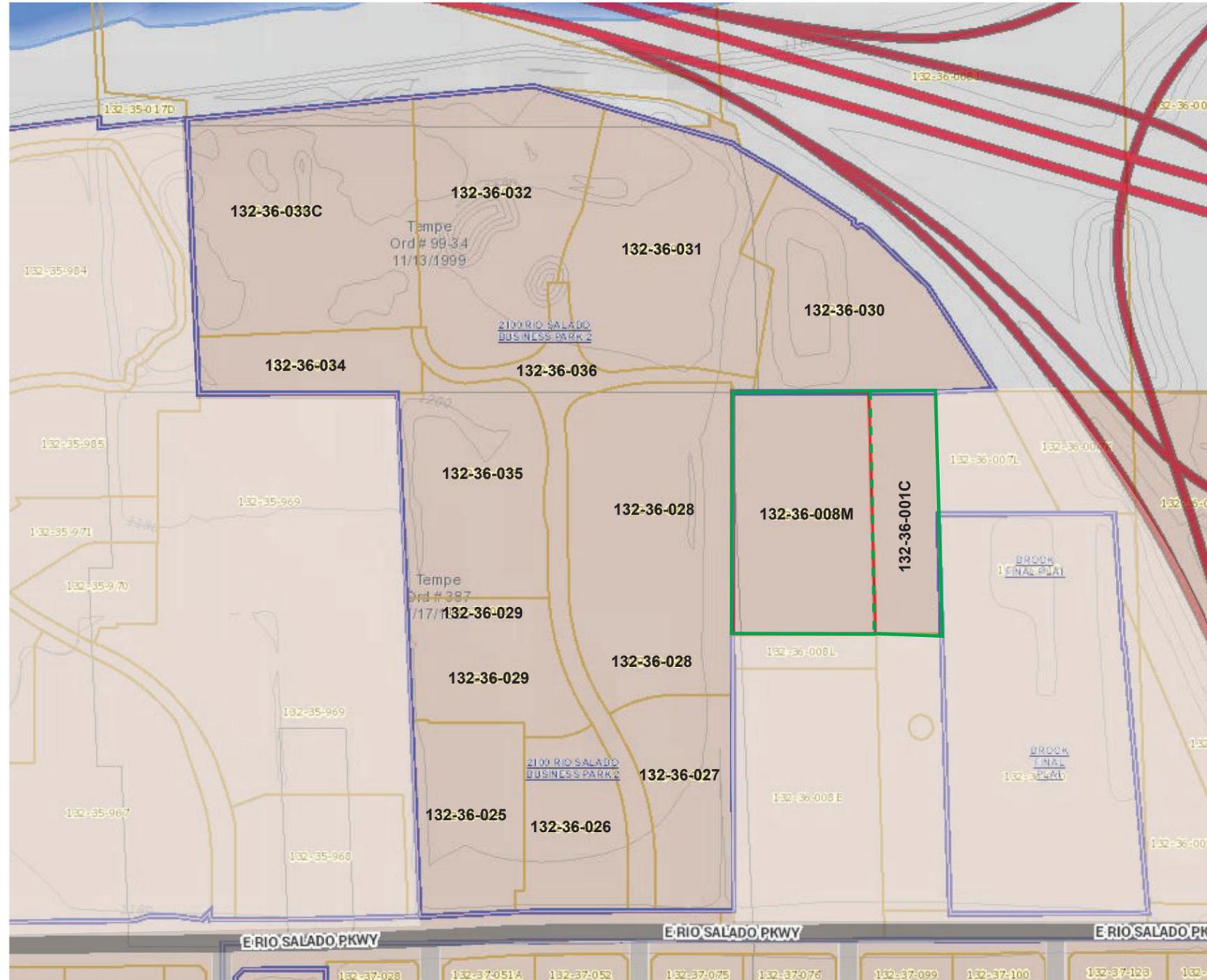
# SITE PLAN

Project Overview and Relationship to Tempe Marketplace



# PARCEL PLAN

Enlarged View



## KEY

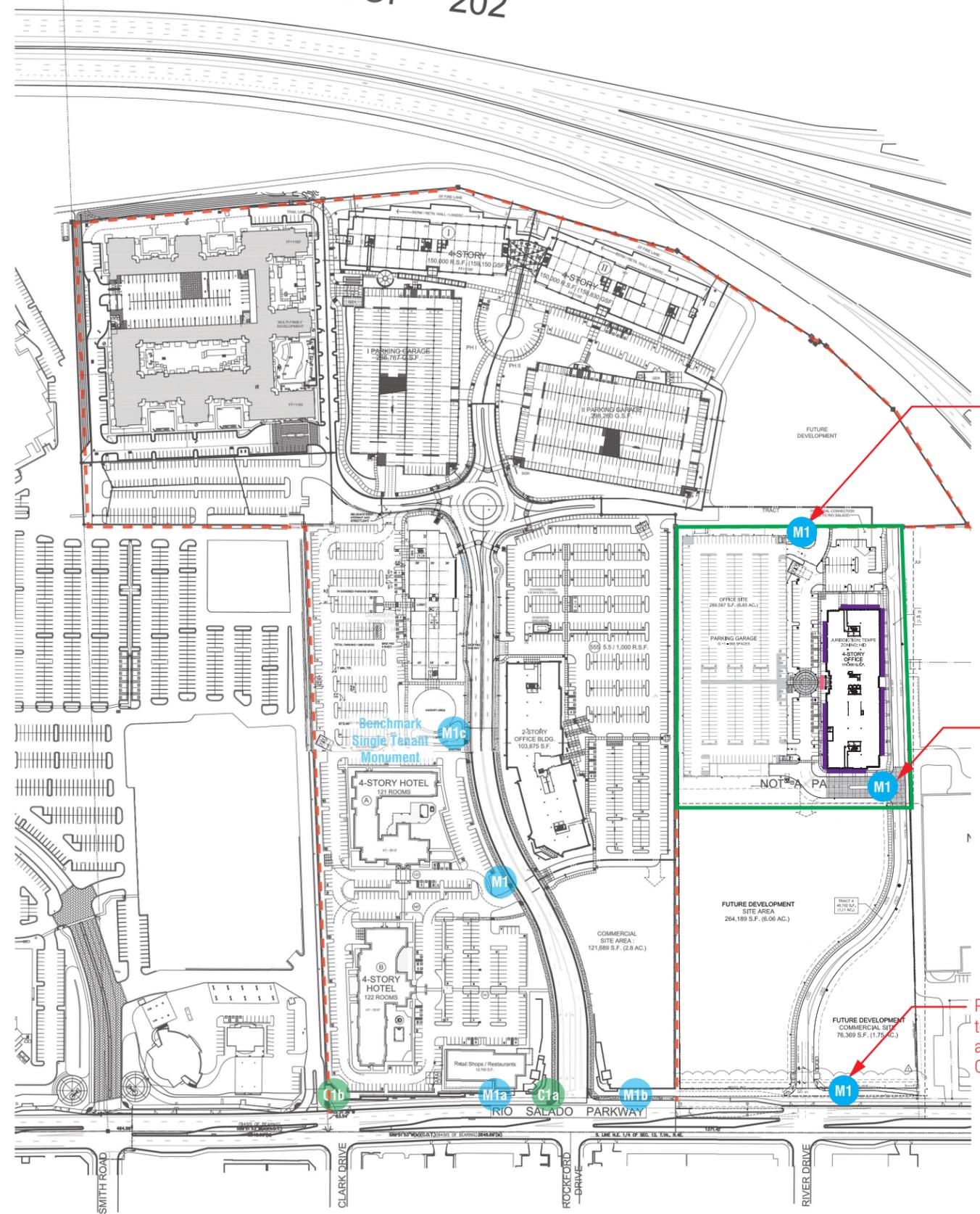
RIO 2100 SIGNS

— Site Location

NORTH



Monument size details, locations, etc. will be determined as part of the sign permit review.



One freestanding sign per street frontage

Possible Monument Location; To Be Determined by Client and reviewed as part of the sign permit process

Possible Monument Location; To Be Determined by Client and reviewed as part of the sign permit process

Possible Monument Location; to be Determined by Client at a Later Date. NOT IN THE SCOPE OF THIS SIGN CRITERIA.



### KEY

#### RIO 2100 SIGNS

- M1** Multi-Tenant Ground Sign  
8' and 6' O.A.H.  
Sign Area up to 40 s.f.
- C1** Existing Center Identification Sign  
8' O.A.H.  
Sign Area up to 40 s.f.  
Based on Street Curb on Rockford and Street Curb on Rio Salado

- Site Location
- Tenant Wall Signage
- Tenant Upright-Mounted Signage

\* Every parcel will be required to use one of the approved M1 ground sign designs.  
\* Existing Signage shown at 50% Transparency

NOT TO SCALE

# FLOOR PLANS



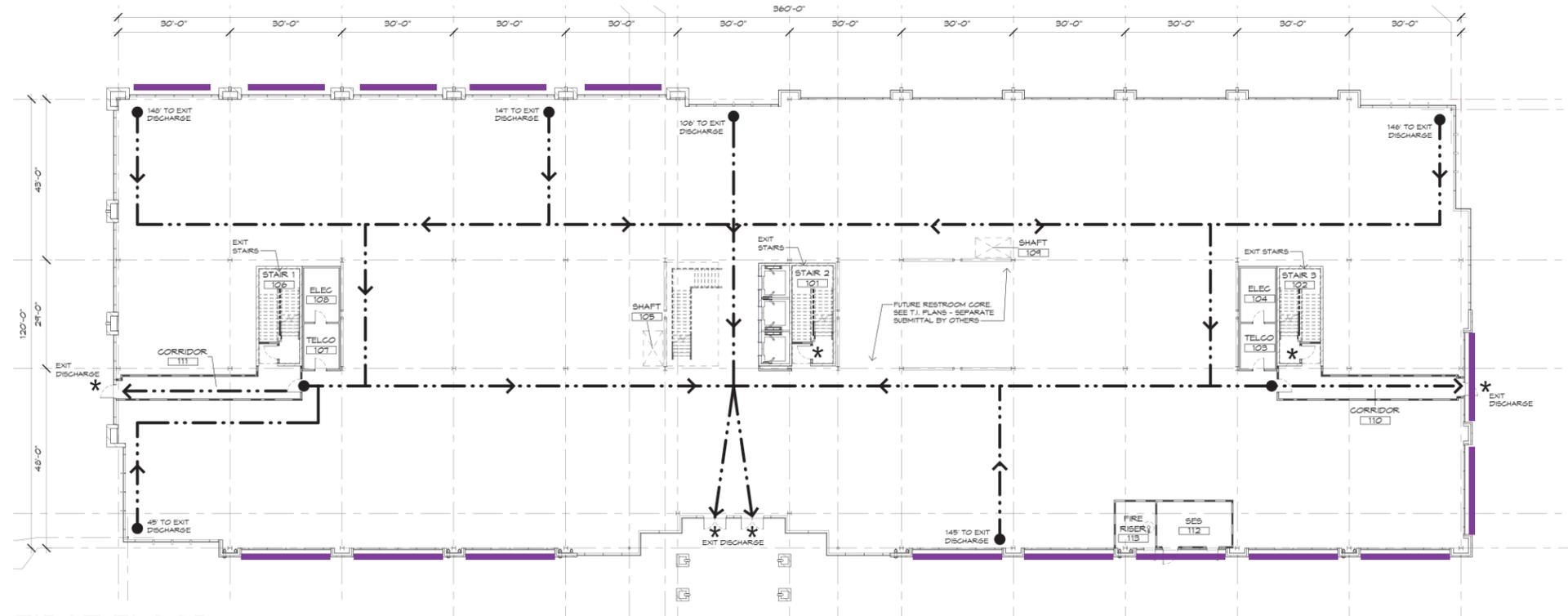
## KEY

RIO 2100 SIGNS

-  W1 - Tenant Signage - Wall Mounted
-  W2 - Tenant Signage - Upright Mounted
-  Suite XXX
-  Suite XXX
-  Suite XXX
-  Suite XXX
-  Suite XXX
-  Suite XXX
-  Suite XXX
-  Suite XXX

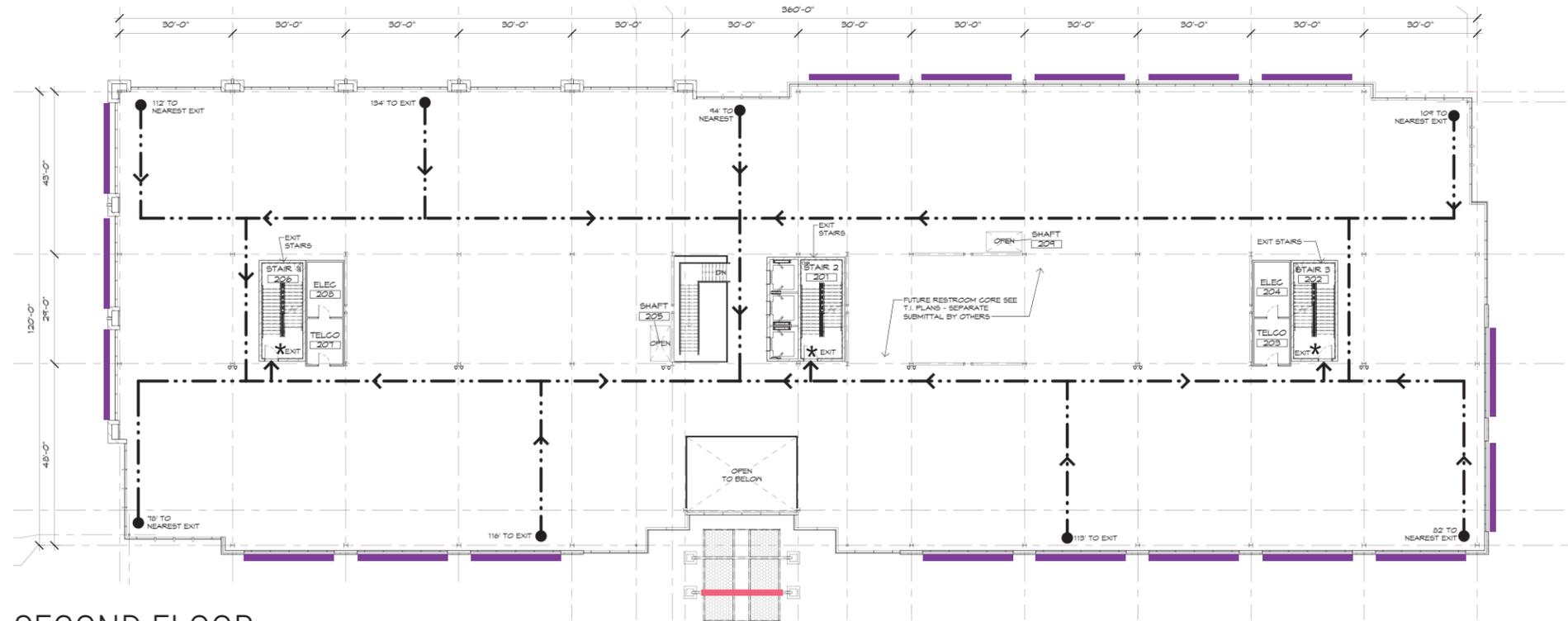


**GENERAL NOTES**  
 Quantity and Location of Tenant Spaces to be Determined at a Later Date; Client to Confirm Tenant Location and Overall Frontage.



FIRST FLOOR

Too many proposed sign locations.



SECOND FLOOR

# FLOOR PLANS



## KEY

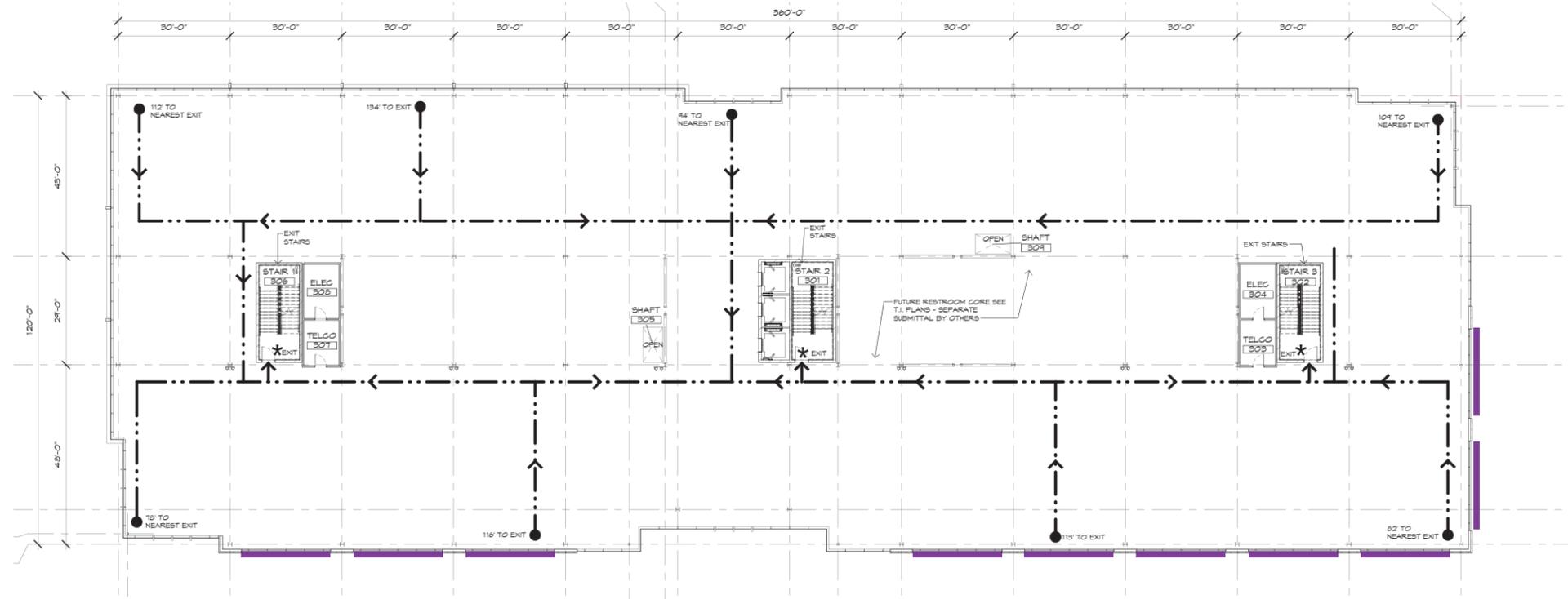
RIO 2100 SIGNS

- W1 - Tenant Signage - Wall Mounted
- W2 - Tenant Signage - Upright Mounted
- Suite XXX

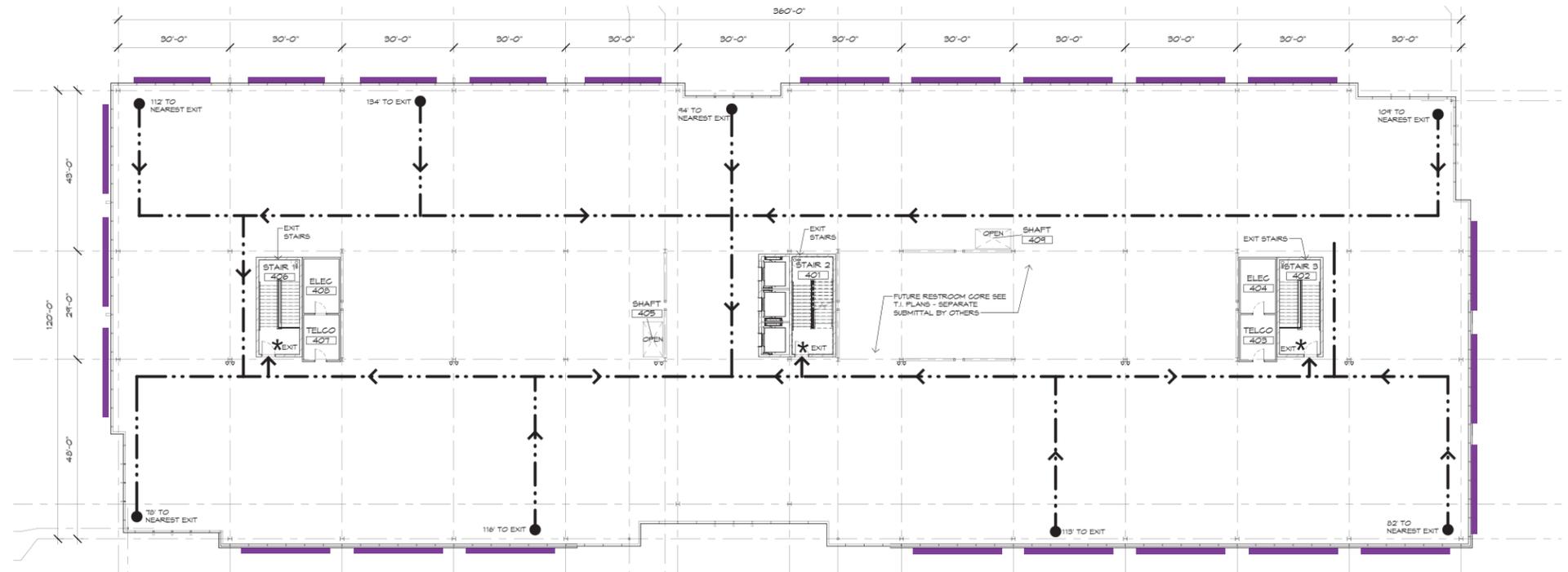


### GENERAL NOTES

Quantity and Location of Tenant Spaces to be Determined at a Later Date; Client to Confirm Tenant Location and Overall Frontage.



THIRD FLOOR



FOURTH FLOOR

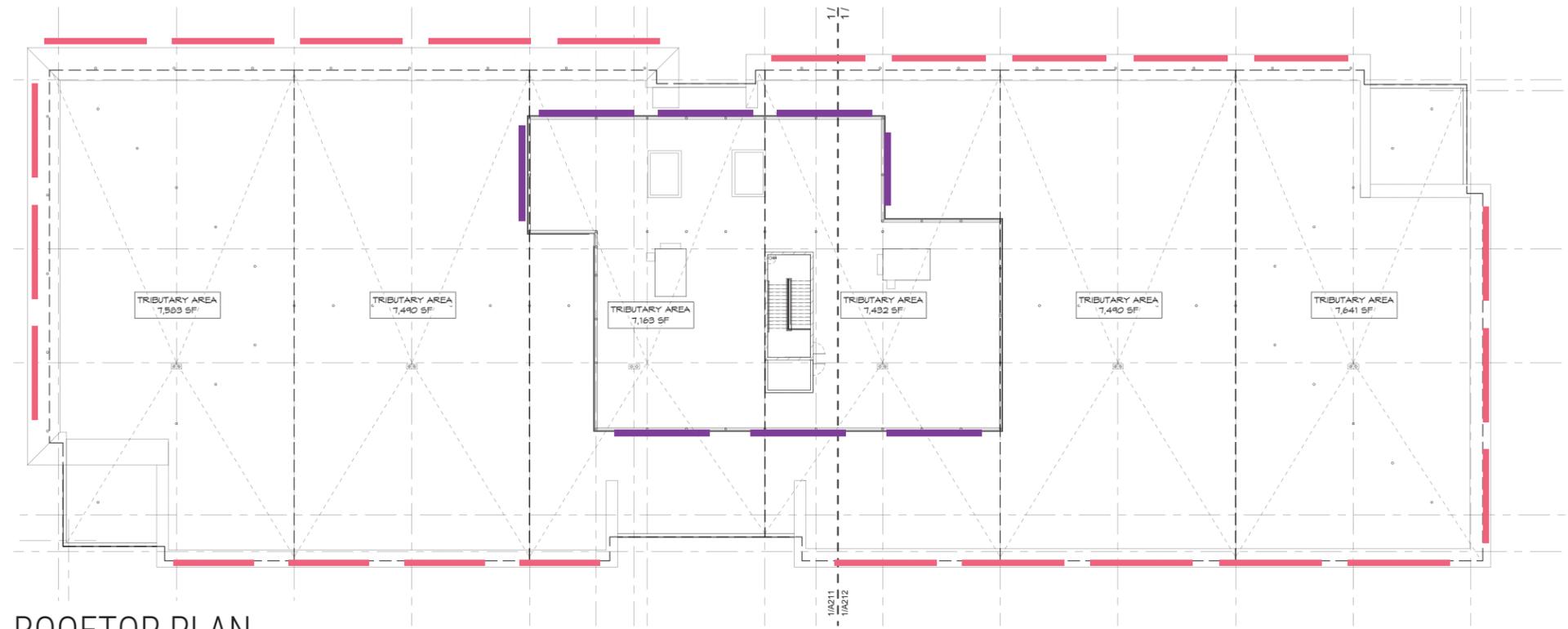
# FLOOR PLANS



## KEY

### RIO 2100 SIGNS

- W1 - Tenant Signage - Wall Mounted
- W2 - Tenant Signage - Upright Mounted
- Suite XXX



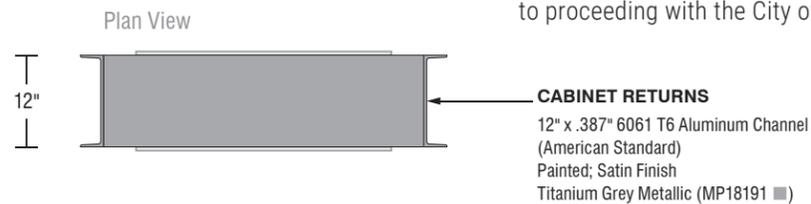
ROOFTOP PLAN

**GENERAL NOTES**  
 Quantity and Location of Tenant Spaces to be Determined at a Later Date; Client to Confirm Tenant Location and Overall Frontage.

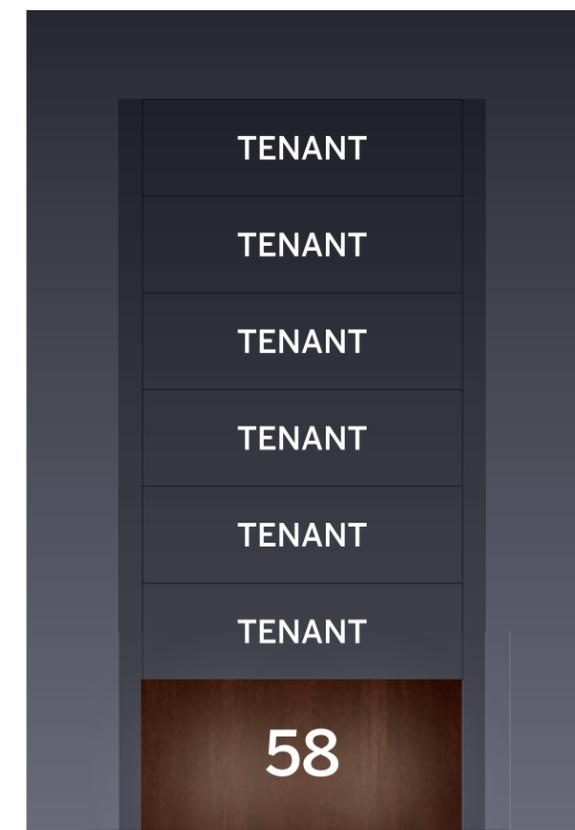
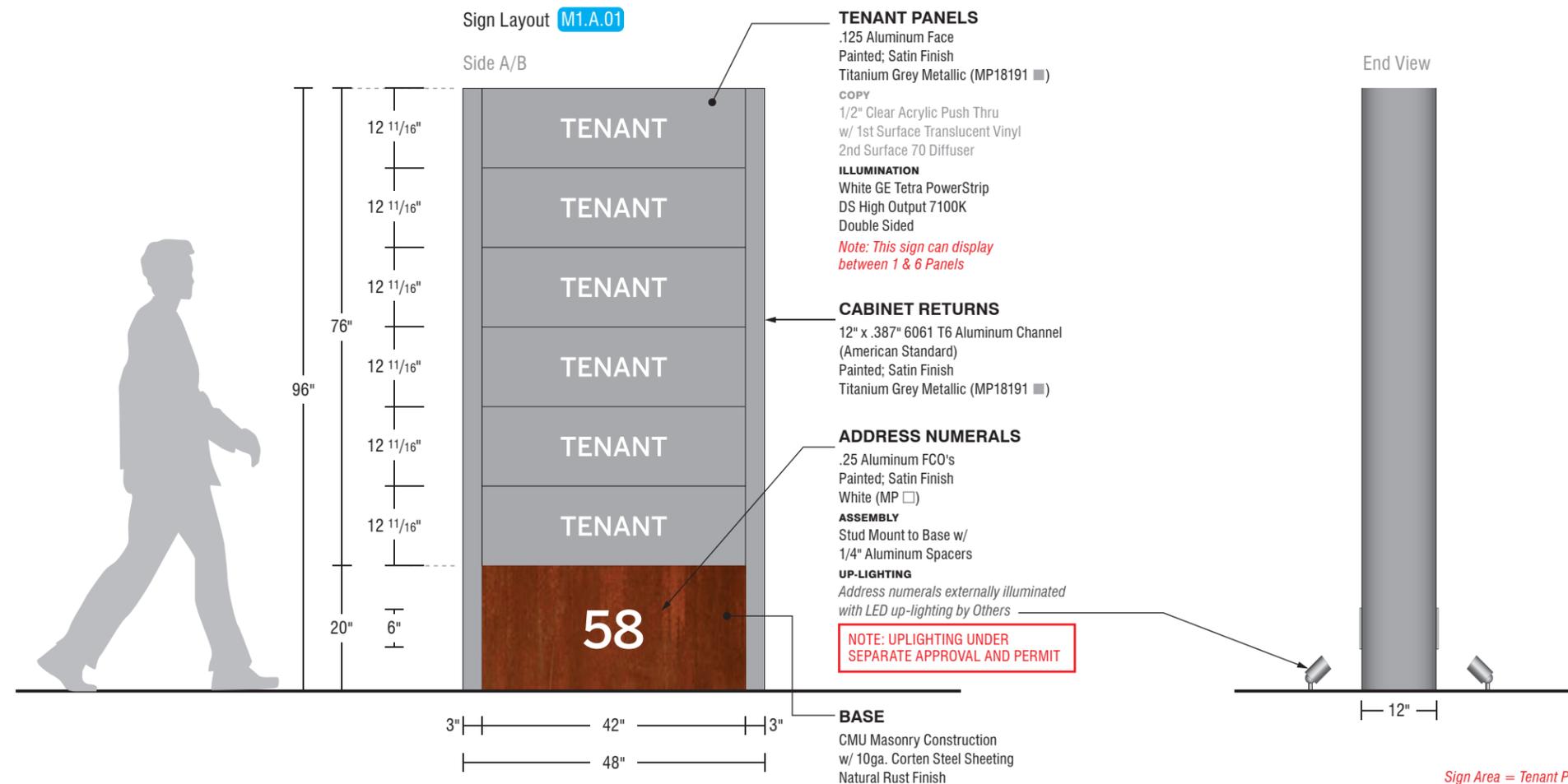
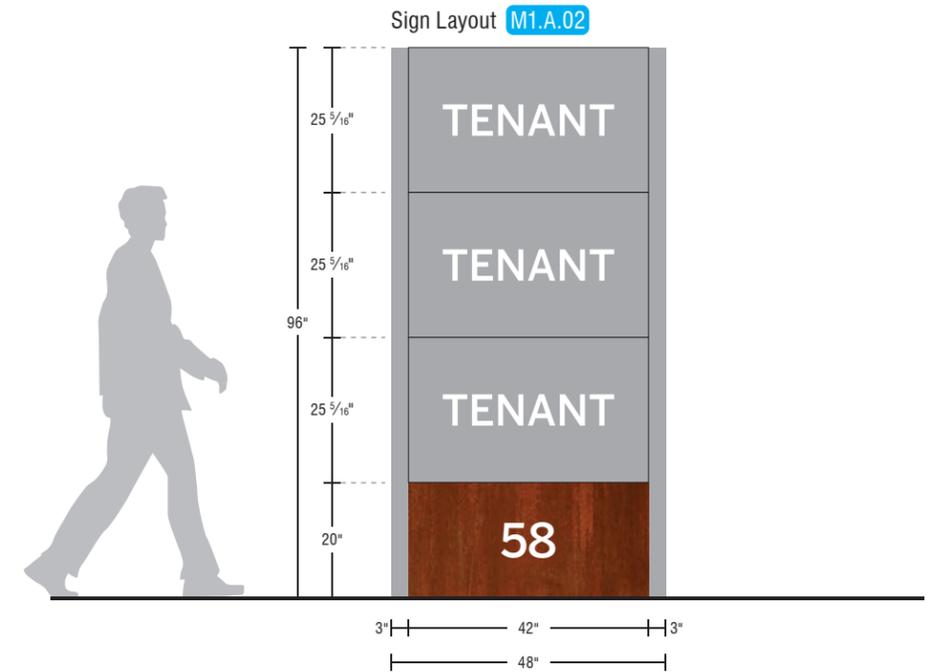
# 8'0" TENANT D/S MONUMENT SIGN PANEL - Monument Size Option A

- Option A : 8'0" Double-Faced Multi-Tenant Monument located within Rio 2100 Phase V. Tenant Monument Panel location/usage is to be directed by Landlord.
- Tenant Monument Sign Panels are to be LED internally illuminated aluminum faced tenant panels with copy/logo routed from face and backed with white acrylic with vinyl graphics applied 1st surface. All panel faces are to be painted Titanium Grey Metallic. The address numbers are FCOs.

- Corporate Letterstyles, Logotype, Logo, and Colors may be used per Landlord Approval. In instances where a Tenant has no corporate color or identity; text is to be in a color that contrasts the Titanium Grey Metallic face of the monument sign panel.
- Tenant copy/logo not to exceed the monument face panel boundary.
- All Multi-Tenant Monument Sign Panels must be approved by the Landlord prior to proceeding with the City of Tempe permit process.



Monument size details, locations, etc. will be determined as part of the sign permit review.



**A** Project Detail  
SCALE 1/2" = 1'0"

Sign Area = Tenant Panel Area Only  
Sign Area Approved up to 40.00  
Sign Area (Tenant Panels) = 22.167 Sq. Ft.

**B** Simulated Night View  
SCALE 1/2" = 1'0"

## 6'0" TENANT D/S MONUMENT SIGN PANEL - Monument Size Option B

1. Option B : 6'0" Double-Faced Tenant Monument located within Rio 2100 Phase V. Tenant Monument Panel location/usage is to be directed by Landlord.

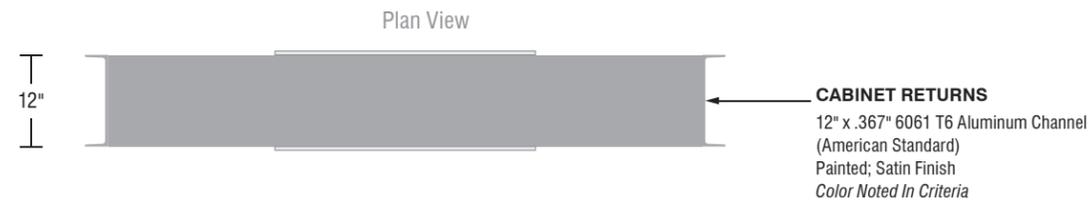
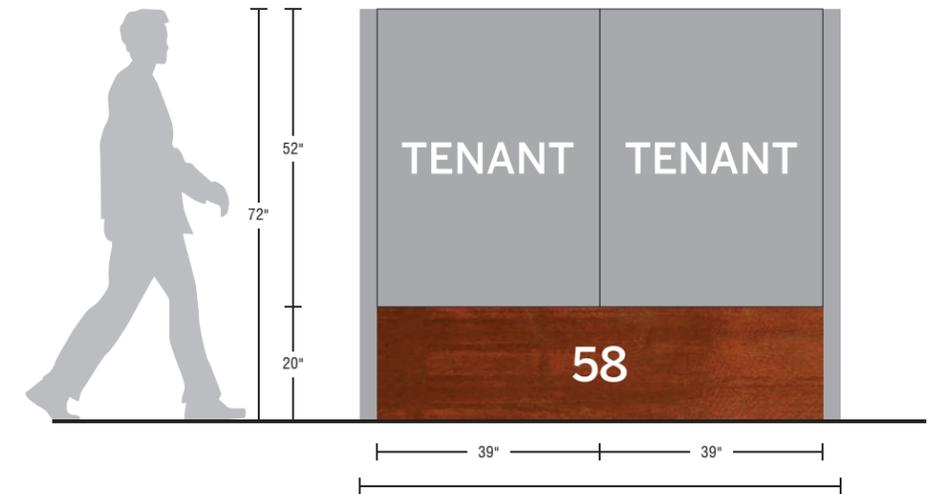
2. Tenant Monument Sign Panel is to be LED internally illuminated aluminum faced tenant panel with copy/logo routed from face and backed with white acrylic with vinyl graphics applied 1st surface. All panel faces are to be painted Titanium Grey Metallic. The address numbers are FCO's and illuminated with up-lighting.

3. Corporate Letterstyles, Logotype, Logo, and Colors may be used per Landlord Approval. In instances where a Tenant has no corporate color or identity; text is to be in a color that contrasts the Titanium Grey Metallic face of the monument sign panel.

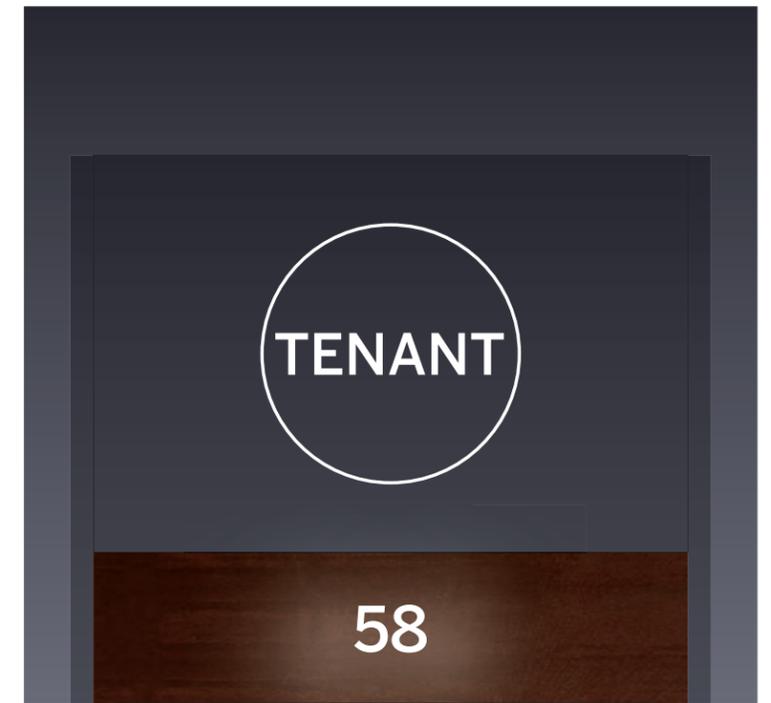
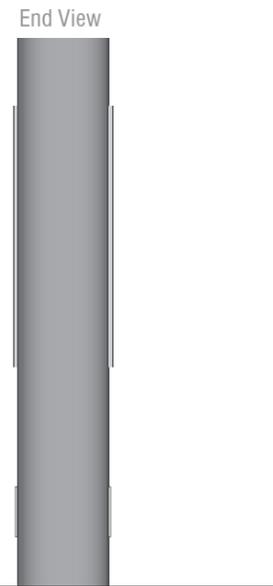
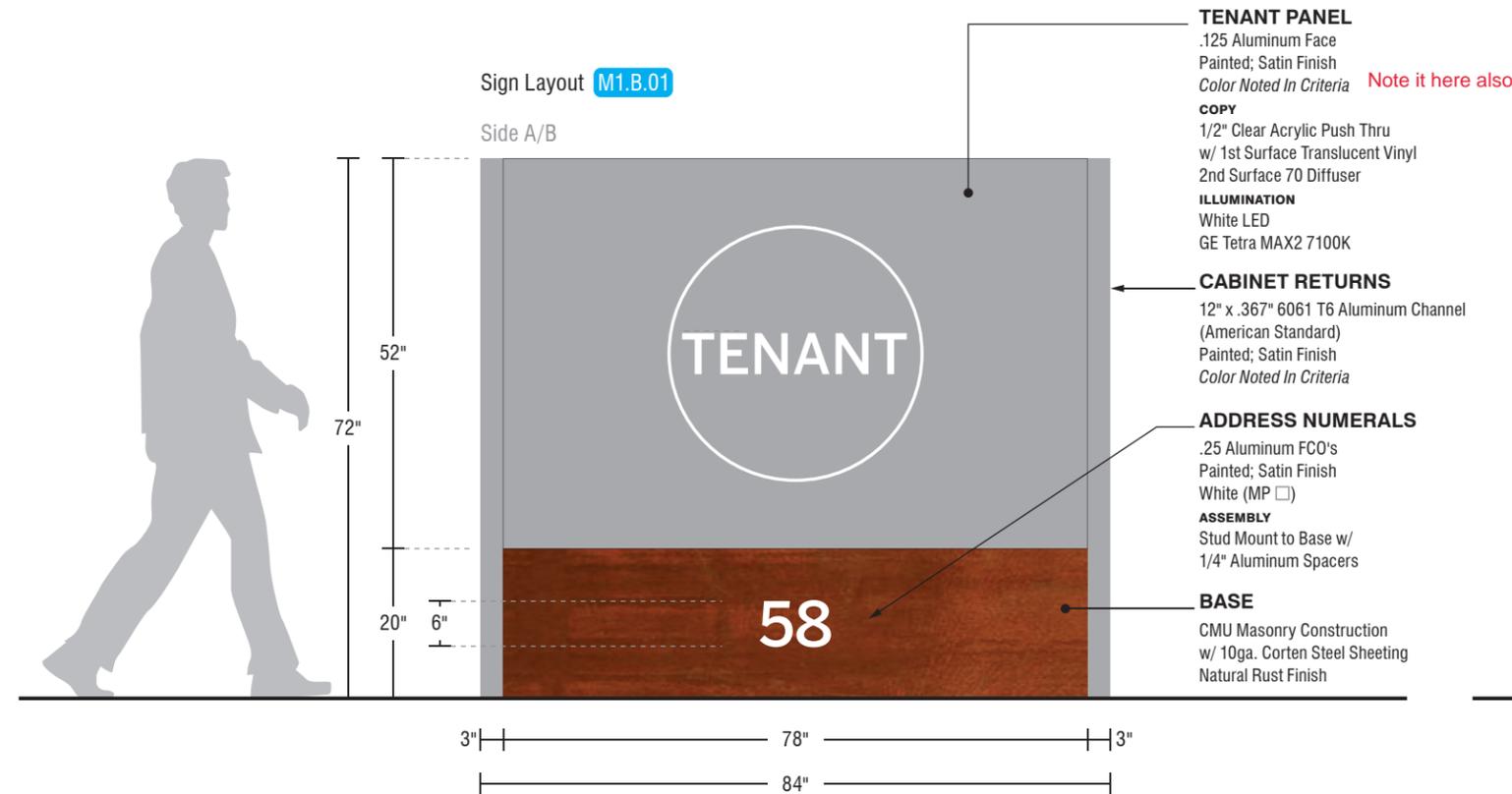
80% of the vertical or horizontal background

4. Tenant copy/logo not to exceed the monument face panel boundary.

5. Monument Sign Panel must be approved by the Landlord prior to proceeding with the City of Tempe permit process.



Monument size details, locations, etc. will be determined as part of the sign permit review.



Sign Area = Tenant Panel Area Only  
Sign Area Approved up to 40.00

Sign Area (Tenant Panels) = 28.167 Sq. Ft.

**A** Project Detail  
SCALE 1/2" = 1'0"

**B** Simulated Night View  
SCALE 1/2" = 1'0"

# TENANT SIGN - WALL MOUNTED

## PROVISIONS

Subject to the General Provisions for Tenant Signs at Rio 2100 may place a Wall-Mounted Sign onto designated building elevations. Signs shall be restricted to designated locations on each building elevation called Sign Envelopes. Building elevations that have designated Sign Envelopes are depicted within their respective sections further on in this document.

## ALLOWABLE SIGN STYLES

- Halo Illuminated Reverse Pan Channel Sign
- Non Illuminated Reverse Pan Channel Signs
- Non Illuminated Flat Cut Out Signs (Secondary Copy ONLY)

## PROHIBITED SIGN STYLES

- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face.
- Any sign with changeable letters.

## ALLOWABLE SIGN MATERIALS

- Painted or Brushed Aluminum
- Painted Steel
- Stainless Steel
- Corten Steel
- Blackened Steel
- Brass
- Copper
- Polycarbonate
- Acrylic

## ALLOWABLE FINISHES

- Painted/Powder Coated/Anodized
- Clear Coated
- Faux Finishes
- Gold Leaf
- Brushed Metal
- Polished Metal
- Patina Metal

Provide building details

The purpose of this package is to establish the size of the sign envelope

## PLACEMENT AND SIZE

- Wall-Mounted Signs may be attached flat against or pinned away from, the wall.
- Sign Area Factor: Office Tenants are allowed permitted up to 1.00 square feet of signage per lineal foot of leased frontage as determined by Tempe Sign Code.
- ~~Tenants that occupy more than one floor in a building may add up the leased frontages on each floor that they occupy to achieve their total frontage.~~
- Tenants are not required to occupy the space contiguous to their sign location.
- ~~If Sign Envelope is not specified by size, the horizontal and vertical dimensions of any Fascia Sign may not exceed eighty percent (80%) of the wall surface of the building, or, if a Tenant is at a corner location, the sign may not exceed eighty percent (80%) of the distance from the corner to the Lease Line.~~
- Signs shall consist of individual letters and logos in the Tenant's typestyle and colors.
- Sign area is determined as per the requirements outlined in the General Provisions section of this chapter per Tempe Sign Code.

## COLOR

- Tenant colors open with landlord approval. If no brand standards are available, color & font will default to project colors and font.

## ADDITIONAL CRITERIA

- No finish shall be allowed to run or drip any discharge that would cause staining to the building or the sidewalk below.

## ILLUMINATION

- A Wall-Mounted Sign can be either internally illuminated or non-illuminated.

## PERMITTING

- Signs require a Sign Permit from the City of Tempe.
- Signs are counted in the Tenant's total Allowable Sign Area.
- Tenant shall furnish a scaled and dimensioned elevation drawing along with their permit application showing their leased space with the exterior wall frontage designated.

## LANDLORD APPROVAL

Regardless of the design of the sign and its compliance with the general guidelines, all Wall-Mounted Signs must be approved by the Landlord prior to being submitted to the City of Tempe for permit application. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval by the City of Tempe.

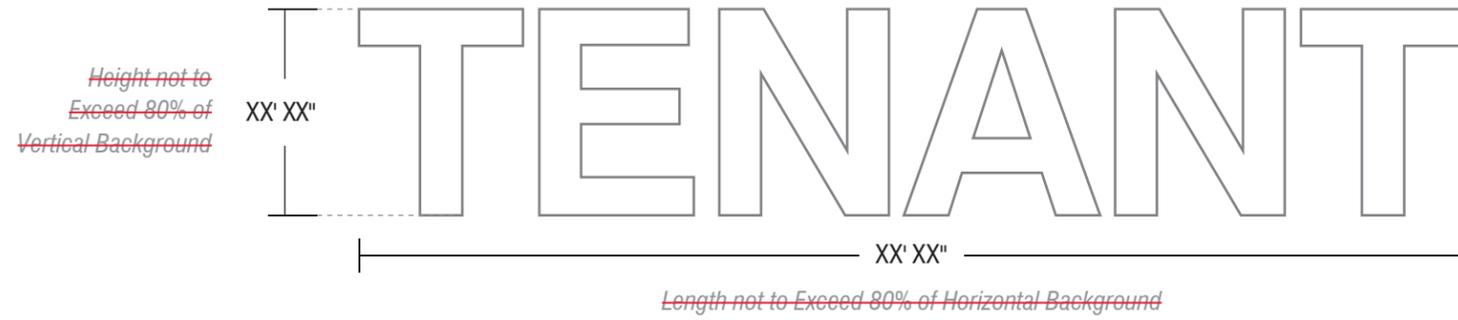
Provide true elevation details with measurements identifying the background areas for the signs. This will help us identify appropriate sign envelope locations and sizes.



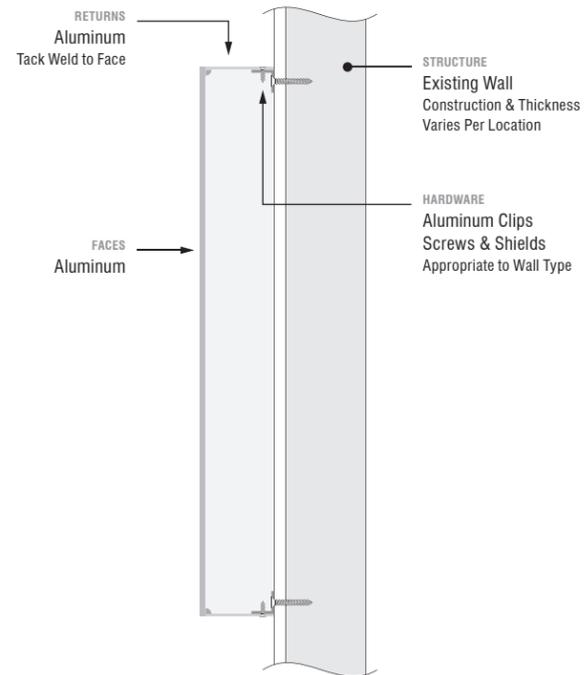
NOTE: Photos are intended to be representative of the character and quality of the types of signs within Rio 2100 and are not intended to express specific design details, colors, or materials.

Remove these signs from the proposal as they do not truly represent the building.

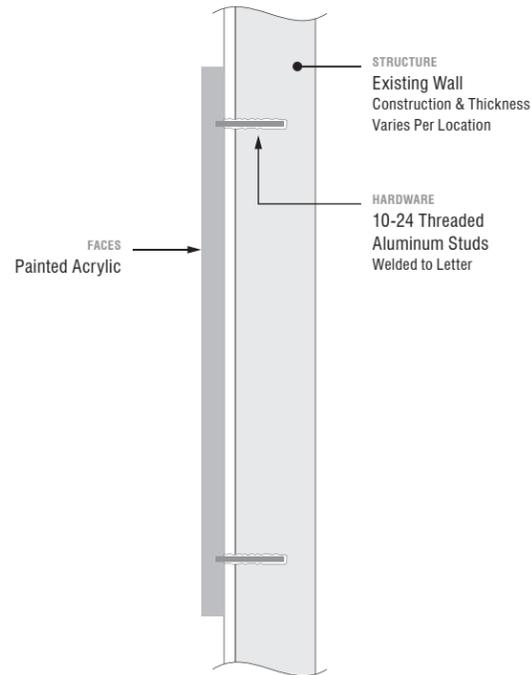
# TENANT SIGN - WALL MOUNTED



**A** Typical Sign Detail



Example

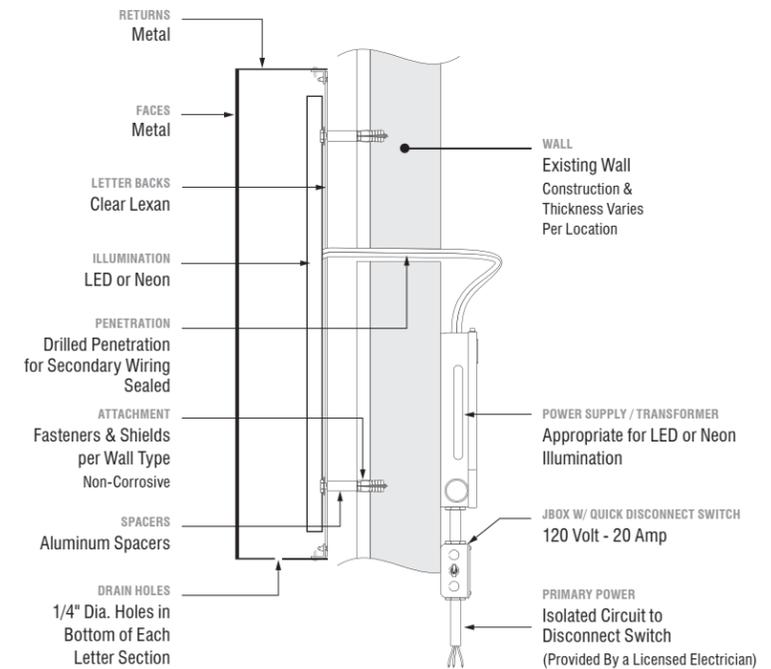


Example

NOTE : USED FOR SECONDARY COPY ONLY

**B** Section Detail - Typical  
Reverse Pan Channel / Non-Illuminated / Clip Mount Flush

**C** Section Detail - Typical  
Flat Cut Out / Non-Illuminated / Stud Mount Flush



Example

NOTE: Back-Plate for Halo Illumination May be Required on Signs Installed on Corrugated Surfaces.

**D** Section Detail - Typical  
Reverse Pan Channel Letter / LED Halo-Illuminated / Mounted Off Wall

# TENANT SIGN - UPRIGHT MOUNTED

## PROVISIONS

Subject to the General Provisions for Tenant Signs, Office Tenants at Rio 2100 may place an Upright Mounted Sign onto designated overhead horizontal surface. Signs shall be restricted to designated locations on each building elevation called Sign Envelopes. Building elevations that have designated Sign Envelopes are depicted within their respective sections further on in this document.

## ALLOWABLE SIGN STYLES

- Face Illuminated Pan Channel Sign
- Non Illuminated Reverse Pan Channel Signs

## PROHIBITED SIGN STYLES

- Any Sign Cabinet fabricated as a metal frame with a plastic insert face internally illuminated as to light the entire surface area of the sign face.
- Any sign with changeable letters.

## ALLOWABLE SIGN MATERIALS

- Painted or Brushed Aluminum
- Painted Steel
- Stainless Steel
- Corten Steel
- Blackened Steel
- Brass
- Copper
- Polycarbonate
- Acrylic

## ALLOWABLE FINISHES

- Painted/Powder Coated/Anodized
- Clear Coated
- Faux Finishes
- Gold Leaf
- Brushed Metal
- Polished Metal
- Patina Metal

This is what we are asking from you as part of this proposal

## PLACEMENT AND SIZE

- Upright Mounted Signs may be attached upright-mounted on a designated horizontal surface. **What surface? Show us true elevations with details. Nothing above the roof line**
- Sign Area Factor: Office Tenants are allowed permitted up to 1.00 square feet of signage per lineal foot of leased frontage as determined by Tempe Sign Code.
- ~~Tenants that occupy more than one floor in a building may add up the leased frontages on each floor that they occupy to achieve their total frontage.~~
- Tenants are not required to occupy the space contiguous to their sign location. ~~Maximum height of an Upright Mounted Sign is not to exceed six feet (6'0"). The maximum width of an Upright Mounted Sign is not to exceed twenty one feet (21'0"), which is 70% of the building's column spacing.~~
- Sign area is determined as per the requirements outlined in the General Provisions section of this chapter per Tempe Sign Code.
- Upright Mounted Signs should appear to be seamlessly integrated into the canopy by extending the fascia to conceal electrical boxes, mounting, and wires (where structurally feasible). It is preferred that letters and logos be mounted directly to the electrical box or fascia to avoid exposed raceways. When an extended fascia is not present, electrical boxes and mountings shall be low profile and limit exposed raceways, and colors shall match the mounting surface to be less conspicuous. **One line of copy only**

## COLOR

- Tenant colors open with landlord approval. If no brand standards are available, color & font will default to project colors and font.

## ADDITIONAL CRITERIA

- No finish shall be allowed to run or drip any discharge that would cause staining to the building or the sidewalk below.

## ILLUMINATION

- A Upright Mounted Sign can be either internally illuminated or non-illuminated.

## PERMITTING

- Signs require a Sign Permit from the City of Tempe.
- Signs are counted in the Tenant's total Allowable Sign Area.
- Tenant shall furnish a scaled and dimensioned elevation drawing along with their permit application showing their leased space with the exterior wall frontage designated.

## LANDLORD APPROVAL

Regardless of the design of the sign and its compliance with the general guidelines, all Upright Mounted Signs must be approved by the Landlord prior to being submitted to the City of Tempe for permit application. The Landlord reserves the right to disallow any proposed sign at its sole discretion. Landlord approval does not guarantee Permit approval by the City of Tempe.

**Provide true elevation details with measurements identifying the background areas for the signs. This will help us identify appropriate sign envelope sizes.**



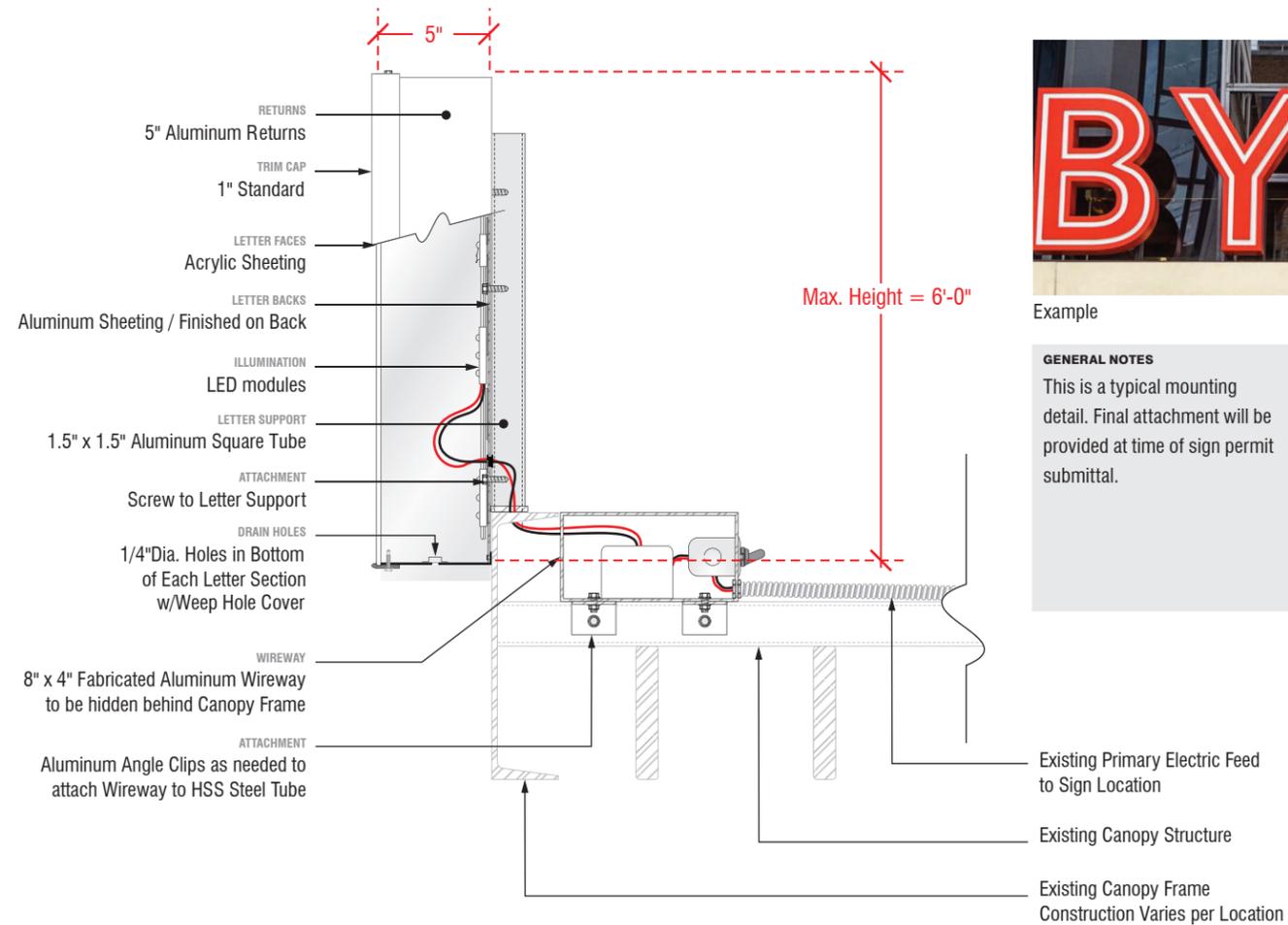
NOTE: Photos are intended to be representative of the character and quality of the types of signs within Rio 2100 and are not intended to express specific design details, colors, or materials.

**Remove these signs from the proposal as they do not truly represent the building.**

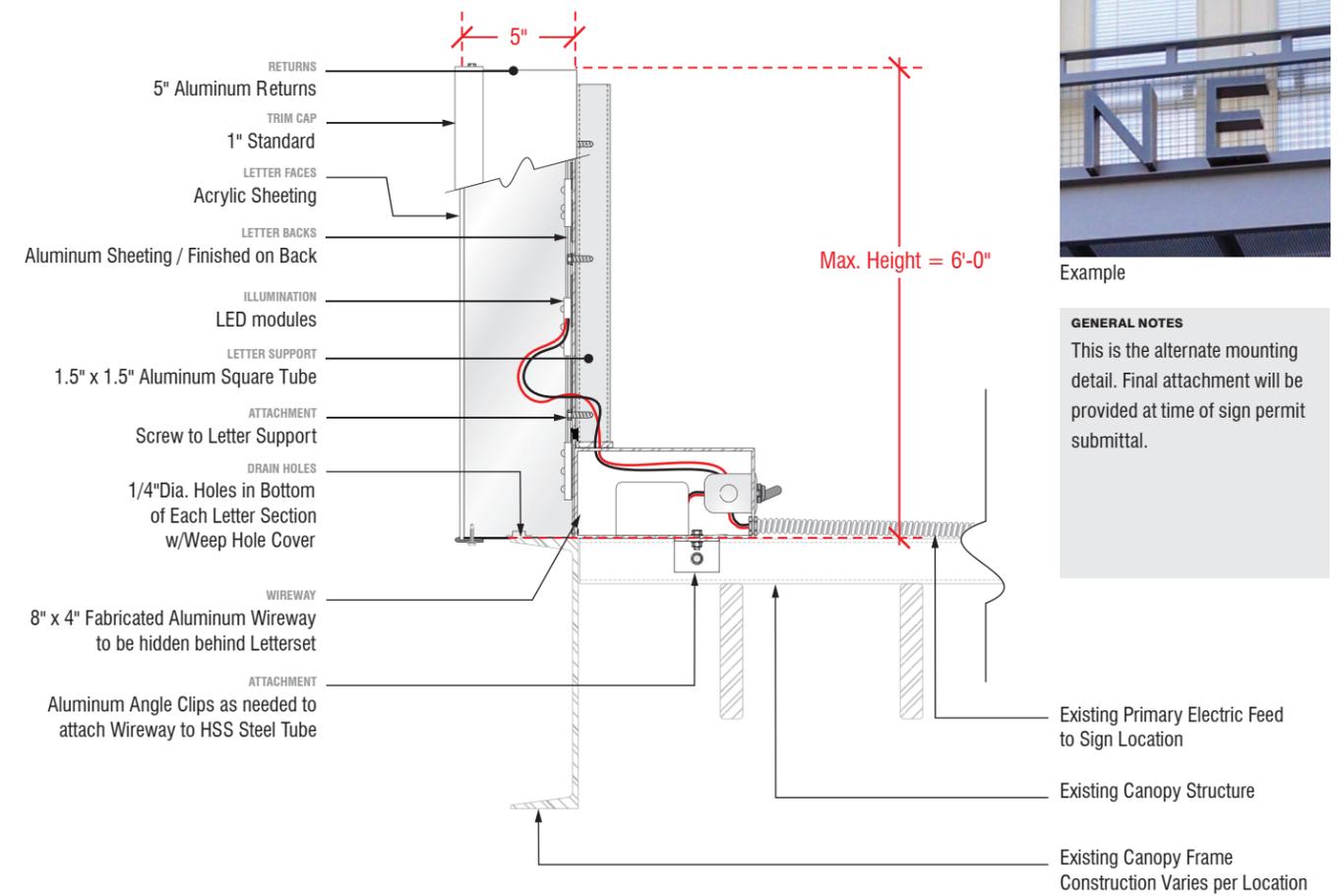
# TENANT SIGN - UPRIGHT MOUNTED



**A** Typical Sign Detail



**B** Section Detail - Upright Mounting - Face Illuminated  
SCALE 1 1/2" = 1'0"



**C** Section Detail - Upright Alternate Option Mounting - Face Illuminated  
SCALE 1 1/2" = 1'0"

There are too many proposed sign locations. Tenants that occupy a minimum of an entire floor will be allowed signs on the building. A maximum 2 signs allowed for the west and east elevations only. Provide true elevation details with measurements identifying the background areas for the signs. This will help us identify appropriate sign envelope locations and sizes.

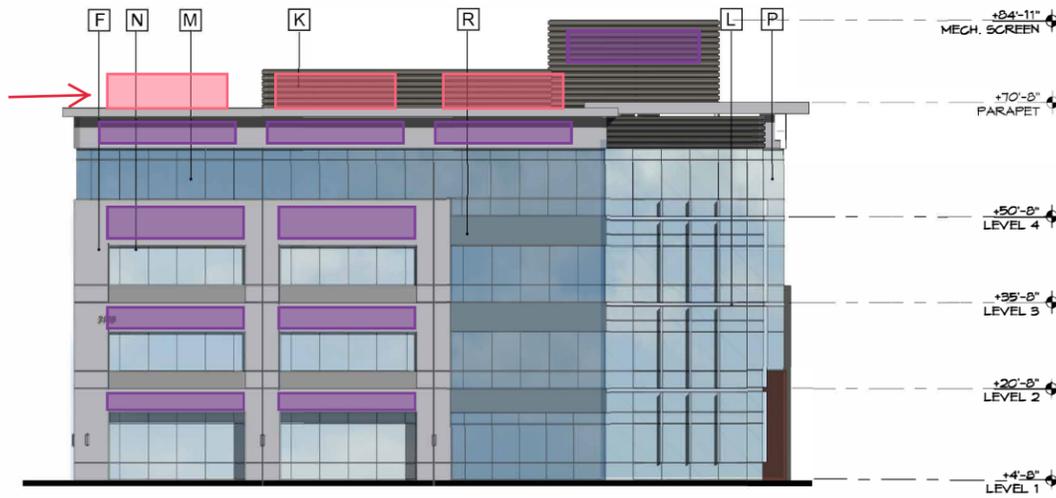
# SIGN BANDS

## KEY

- W1 - Tenant Signage - Wall Mounted
- W2 - Tenant Signage - Upright Mounted

**GENERAL NOTES**  
 All Sign Elevations are Viable Options for Tenant Signs, but **there is a Maximum Amount of 15 Signs Allowed to be Displayed at One Time.**

Nothing above the roofline



SOUTH ELEVATION



NORTH ELEVATION



WEST ELEVATION



EAST ELEVATION

## Development Plan Review Sign Application

**DESCRIPTION OF ITEMS:** The items identified on the Planning Application form/checklist appear below, with a more detailed description. NOTE: Font size for all notes on 8 1/2" x 11" reductions must be **at least 6 point**. Drawings shall use black, continuous lines and bear the mark of the registrant responsible for the documents. Drawings shall be un-bound and un-mounted.

**Project Submittal Form:** The required project and applicant information on this form must be completed, signed by the applicant, and submitted with all other required items listed on the Planning Application / Checklist.

**Letter of Explanation:** The letter, signed by the applicant or representative, must provide a brief statement, on 8 1/2" x 11" sheet of paper, identifying the project goals and objectives, primary design criteria, and design concepts.

**Signed Application Form:** The required property owner business owner and applicant information on this form must be completed, signed by the property owner and the applicant.

**Sign Drawings:** Sign drawings with the following items must be submitted.

- Two copies (one in color)
- One 8 1/2" x 11" matte finish PMT (or original laser print) with minimum 6 point font.  
NOTE: All documents shall have black continuous lines on a white background which provide a crisp clean image when copied.
- Drawings must be to scale and indicate the following for each sign proposed:
  - Exact lettering styles to be used
  - All sign copy
  - True sign colors
  - Method of illumination
  - Number of sign faces
  - Method of attachment
  - Height of sign
  - Dimensions of sign
  - Sign area
  - Sign materials
  - Accurate building elevation showing where sign(s) will be located on the building

**Floor Plans:** 8.5" x 11" Schematic drawings of each floor of each building in a black line format showing all dimensions.

### Site Plan:

Drawings must be to scale and indicate the following:

- A black line plan with site data showing the proposed configuration for buildings, parking, walkways and landscaped areas on the property as well as the location of the proposed sign(s).

### Fees:

Sign Package	\$413
Separate Signs	\$413



# COMMUNITY DEVELOPMENT – PLANNING Planning Application Form / Checklist



REQUIRED*	PROPERTY OWNER INFORMATION			
BUSINESS NAME:	The Boyer Company			
CONTACT NAME:	Adrian Evarkiou			
ADDRESS:	4350 E. Camelback Road, Suite A-250			
CITY:	Phoenix	STATE:	AZ	ZIP: 85018
PHONE:	602.499.4333			
FAX:				
EMAIL:	adrian@boyercompany.com			

If Property Owner identified above is not representing this case or is not the applicant identified on the Project Submittal Form, the Property Owner(s) is **required** to sign the authorization statement below or submit a written statement authorizing the applicant to file the request(s).

### PROPERTY OWNER AUTHORIZATION

I hereby authorize Trademark Visual, Inc. (applicant business name/contact name) to process this application with the City of Tempe

Property Owner's Signature

**SIGN HERE**

Required if Property Owner is different than Business Owner	BUSINESS OWNER INFORMATION			
BUSINESS NAME:				
CONTACT NAME:				
ADDRESS:				
CITY:		STATE:		ZIP:
PHONE:				
FAX:				
EMAIL:				

Required if Business Owner is different than Applicant	APPLICANT INFORMATION			
BUSINESS NAME:	Trademark Visual, Inc.			
CONTACT NAME:	Ana Jones			
ADDRESS:	3825 S 36th Street			
CITY:	Phoenix	STATE:	AZ	ZIP: 85040
PHONE:	602-272-5055			
FAX:				
EMAIL:	ajones@trademarkvisual.com			

REQUIRED SIGNATURE	
I, <u>Ana Jones - Trademark Visual</u> , agree that all items required for formal submittal as noted on page 1 have been submitted and is complete. If the submittal is incomplete in any respect, I understand there will be a delay in processing.	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">                           Applicant Signature                     </div> <div style="text-align: center;">                         12/31/19                          Date                     </div> </div>

## **TRADEMARK**

January 3rd, 2020

City of Tempe - Planning Division  
31 East Fifth Street  
Tempe, AZ 85281

### NARRATIVE:

Our request is for the approval of the Rio 2100 Sign Package Criteria – Phase V to allow for the following:

1. Designated ground sign locations.
2. Designated wall sign locations.
3. Designated required construction and design details for all exterior ground signage.

Reference the submitted drawings, for further detail and visuals. Please contact Ana Jones at Trademark Visual, Inc. located at 3825 S 36th St, Phoenix, AZ 85040 (602) 272-5055 with any other questions or required information.

# SIGN PACKAGE CRITERIA

<b>DATE</b>	01/03/20
<b>PROJECT NAME</b>	Rio 2100 – Phase V
<b>PROJECT ADDRESS</b>	58 South River Drive Parkway Tempe, AZ 85281
<b>TYPE</b>	Ground and Wall Signage
<b>ILLUMINATION</b>	Illuminated & Non-Illuminated
<b>MATERIAL</b>	Aluminum & Acrylic
<b>CONSTRUCTION</b>	As noted in Sign Package Criteria
<b>LETTER STYLE</b>	Open – With Landlord Approval - As noted in Sign Package Criteria
<b>LOGO</b>	not to exceed 25% of the total sign area <del>Package Criteria</del>
<b>COLOR</b>	Open – With Landlord Approval - As noted in Sign Package Criteria
<b>SIZE RESTRICTION</b>	As noted in Sign Package Criteria
<b>INSTALLATION</b>	As noted in Sign Package Criteria
<b>WINDOW SIGNAGE</b>	Window signs are restricted to 25% of the individual window in which the sign is located – with landlord approval
<b>CENTER ID</b>	Rio 2100 – Phase V
<b>MAJOR/PAD TENANT VARIATION</b>	