

■  
**RIO  
2|000**

**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



## TENANT COLOR



Paint - Anodic Black  
Matthews Paint (MP 41335SP)

## MONUMENT COLORS

With Landlord approval, Monument Tenant Panels 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.

Colors and materials below are for use on Property Monument Signs Only.



Paint - Titanium Grey Metallic  
Matthews Paint (MP 18191)



Corten Steel Sheeting  
10ga - Natural Rust Finish



Translucent Vinyl  
White and Corporate Colors



Paint - White  
Matthews Paint

## NON-PROJECT COLORS

Tenant Names and Logos may only utilize project colors and materials for Wall Mounted Tenant Signage. If no brand standards are available, font will default to project 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.



Acrylic - Clear  
1/2" Push-Thru



Acrylic - White  
Illuminated Pan Channel Faces



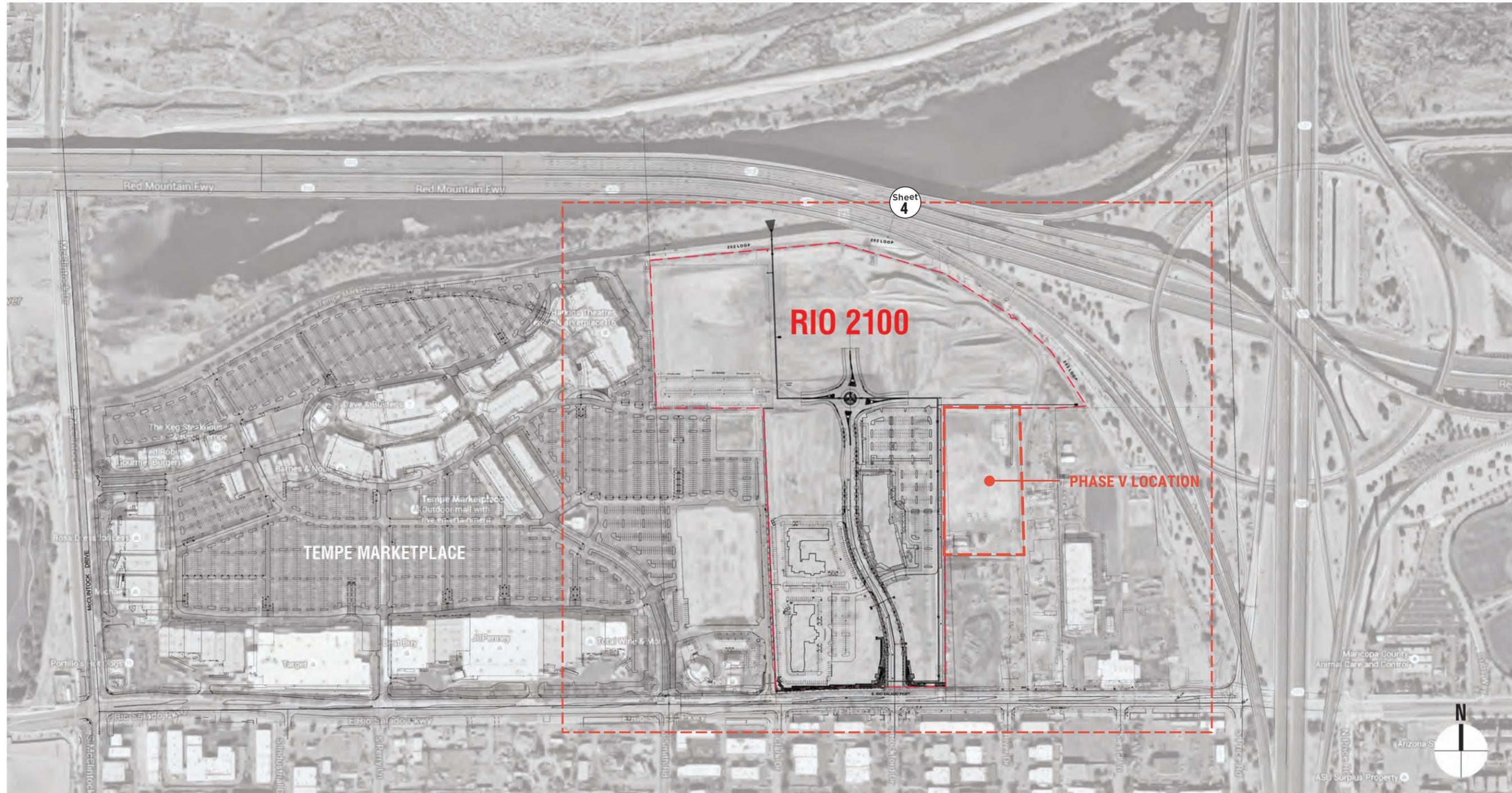
All Metals -  
Painted Anodic Black  
Matthews Paint (MP 41335SP)



Perforated Vinyl  
3M Dual-Color Film Black (3M 3635-222)

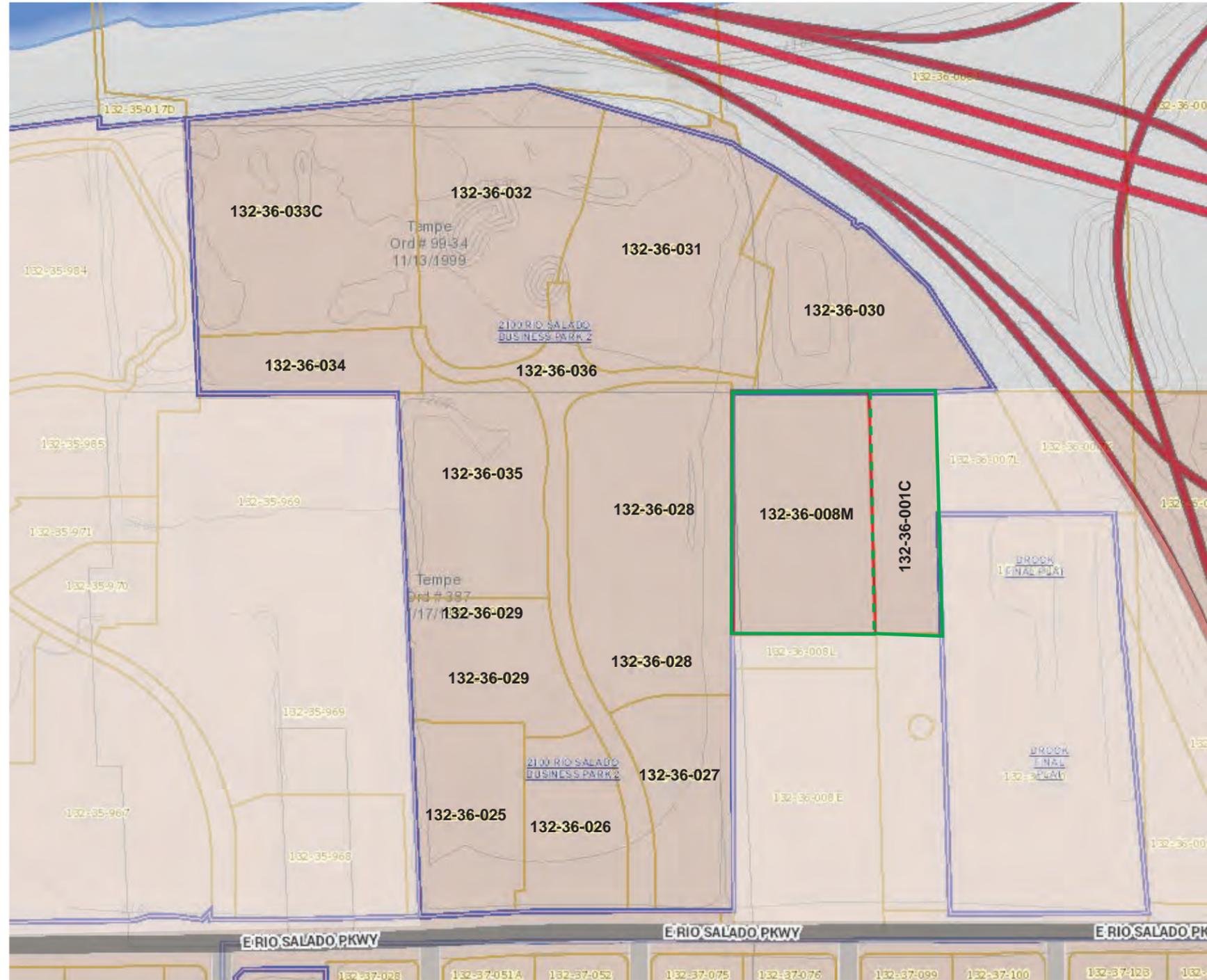
# SITE PLAN

Project Overview and Relationship to Tempe Marketplace



# PARCEL PLAN

Enlarged View



## KEY

RIO 2100 SIGNS

— Site Location





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 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

\* 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

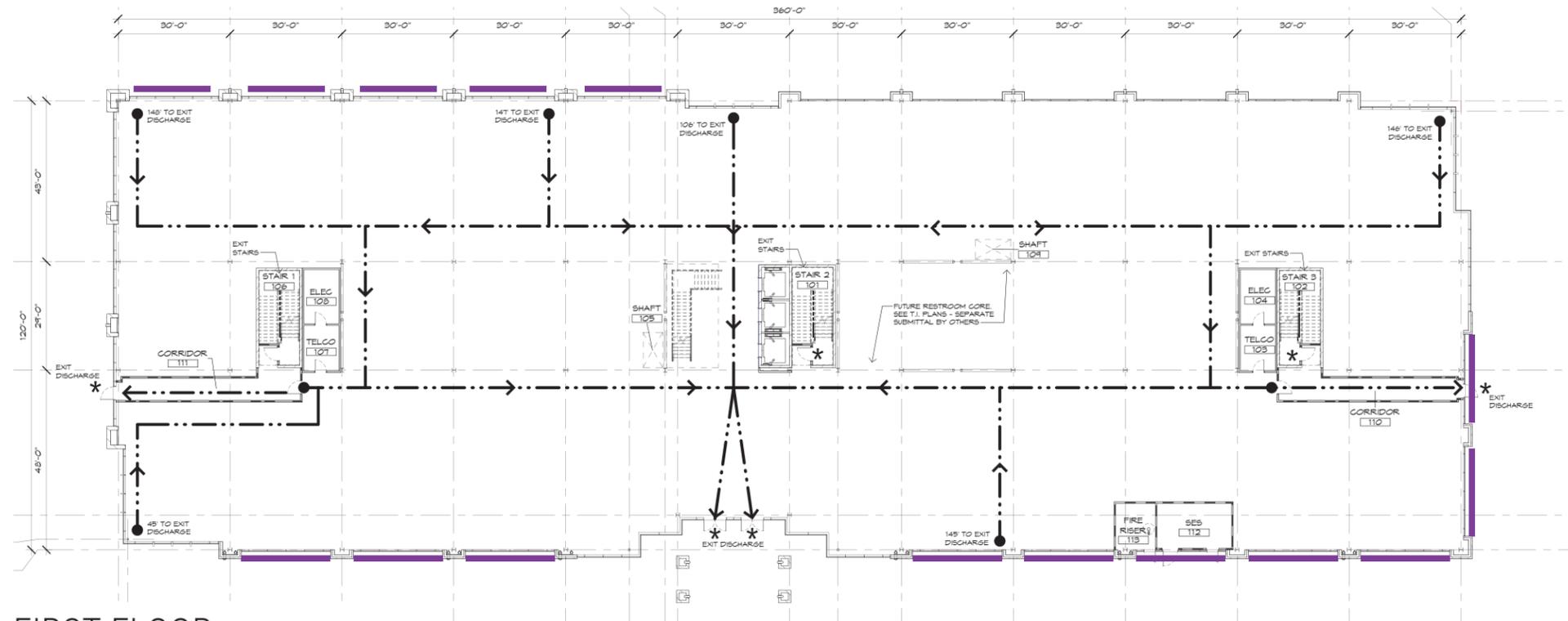
- W1 - Tenant Signage - Wall Mounted
- Suite XXX



#### GENERAL NOTES

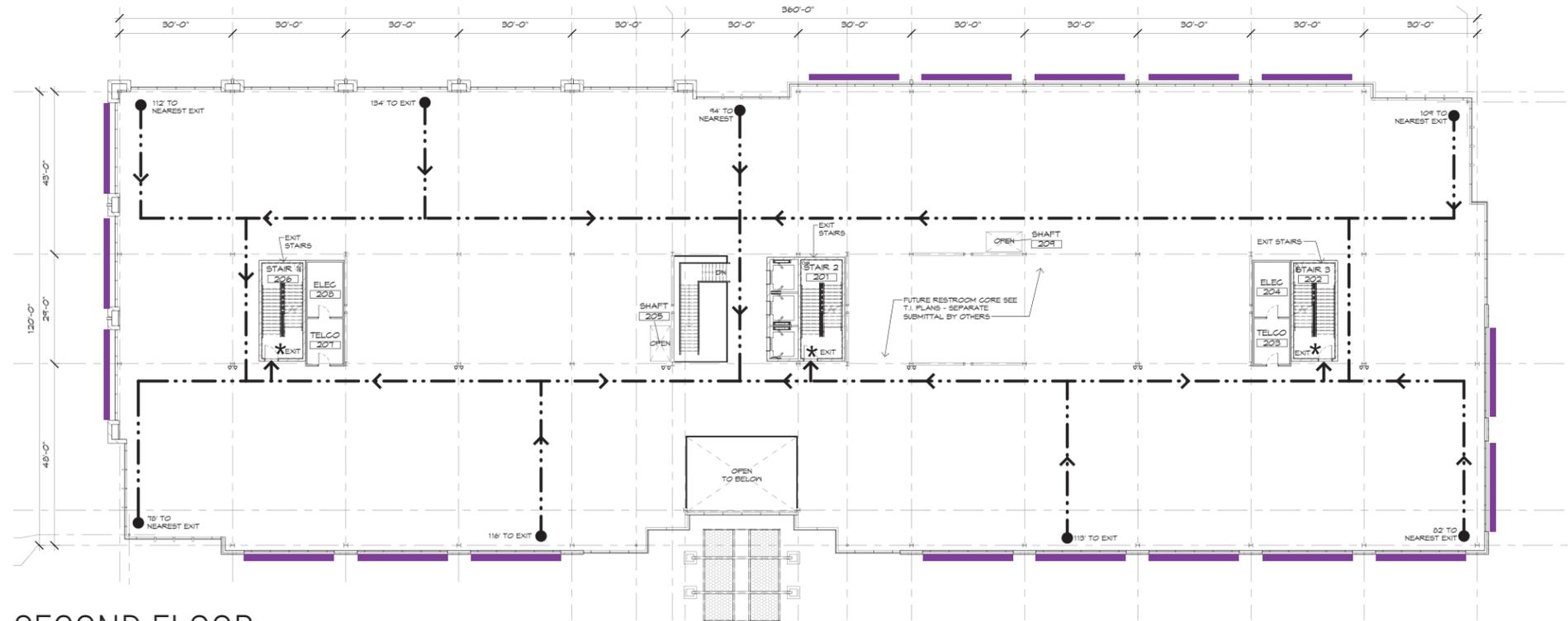
Client to Confirm Individual Tenant Space Location and Overall Frontage.

All Sign Bands are viable options for tenant wall signs, but **there is a maximum amount of 15 signs allowed to be displayed at one time.**



FIRST FLOOR

Too many proposed sign locations. See further notes



SECOND FLOOR

# FLOOR PLANS



## KEY

RIO 2100 SIGNS

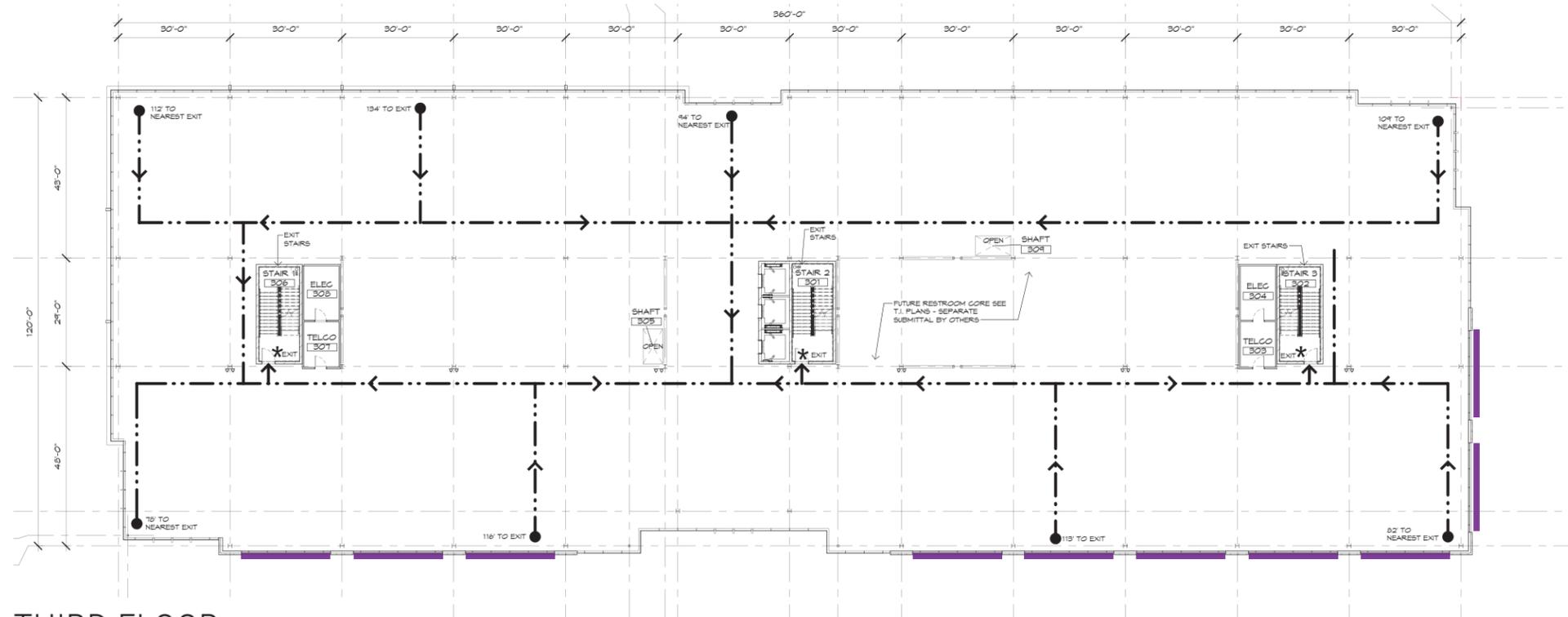
- W1 - Tenant Signage - Wall Mounted
- Suite XXX



### GENERAL NOTES

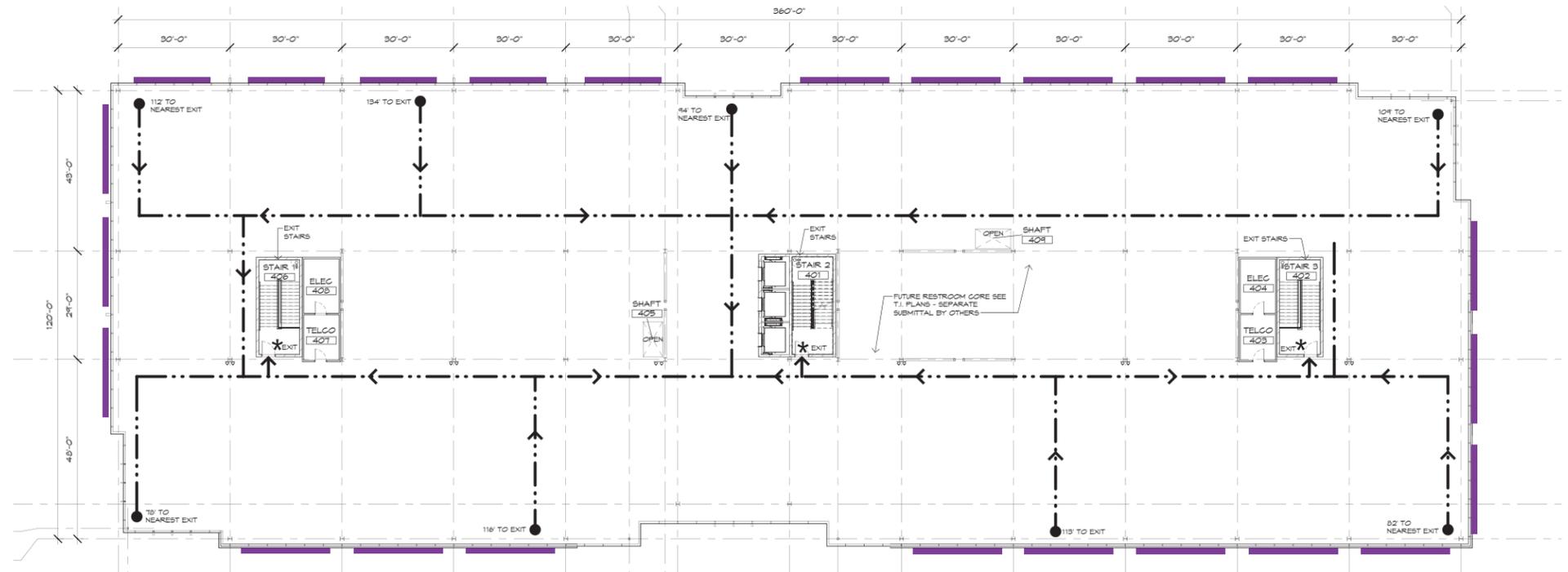
Client to Confirm Individual Tenant Space Location and Overall Frontage.

All Sign Bands are viable options for tenant wall signs, but **there is a maximum amount of 15 signs allowed to be displayed at one time.**



THIRD FLOOR

Too many proposed sign locations. See further notes.



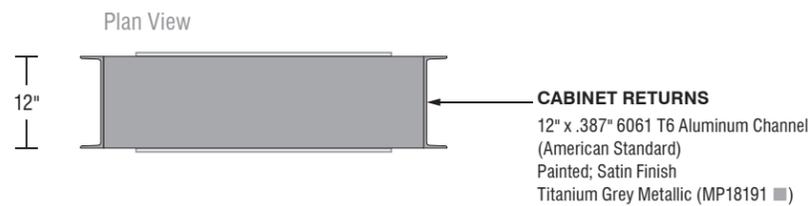
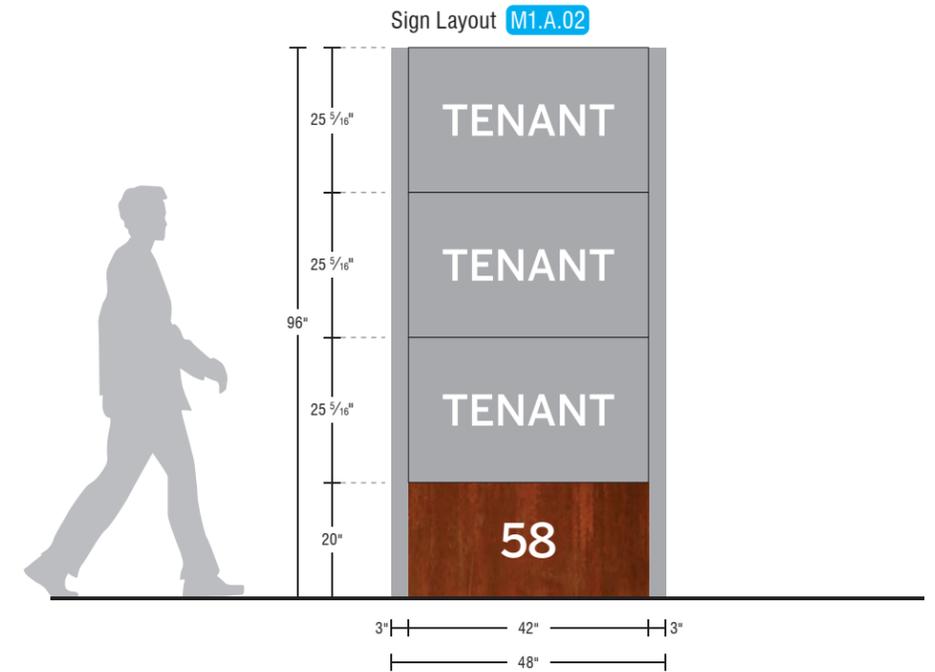
FOURTH FLOOR

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

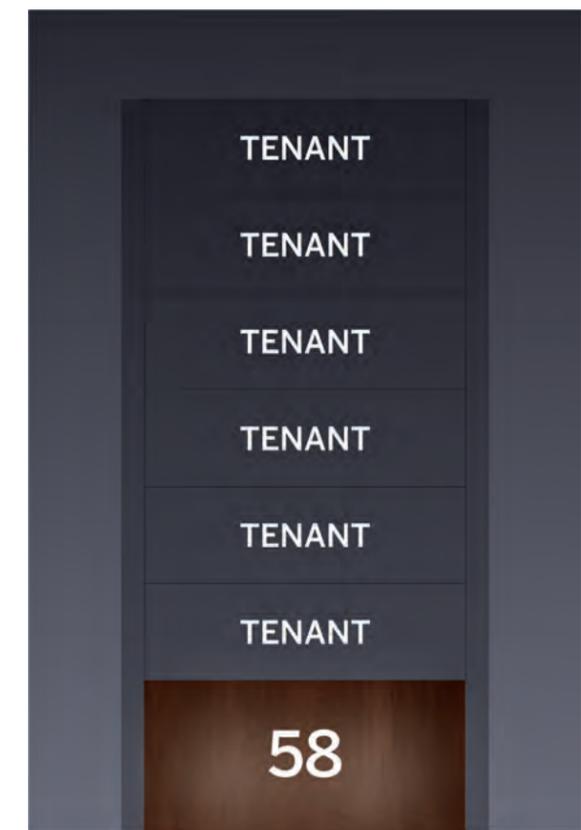
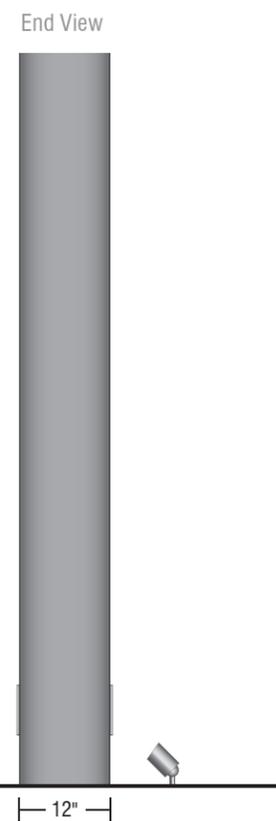
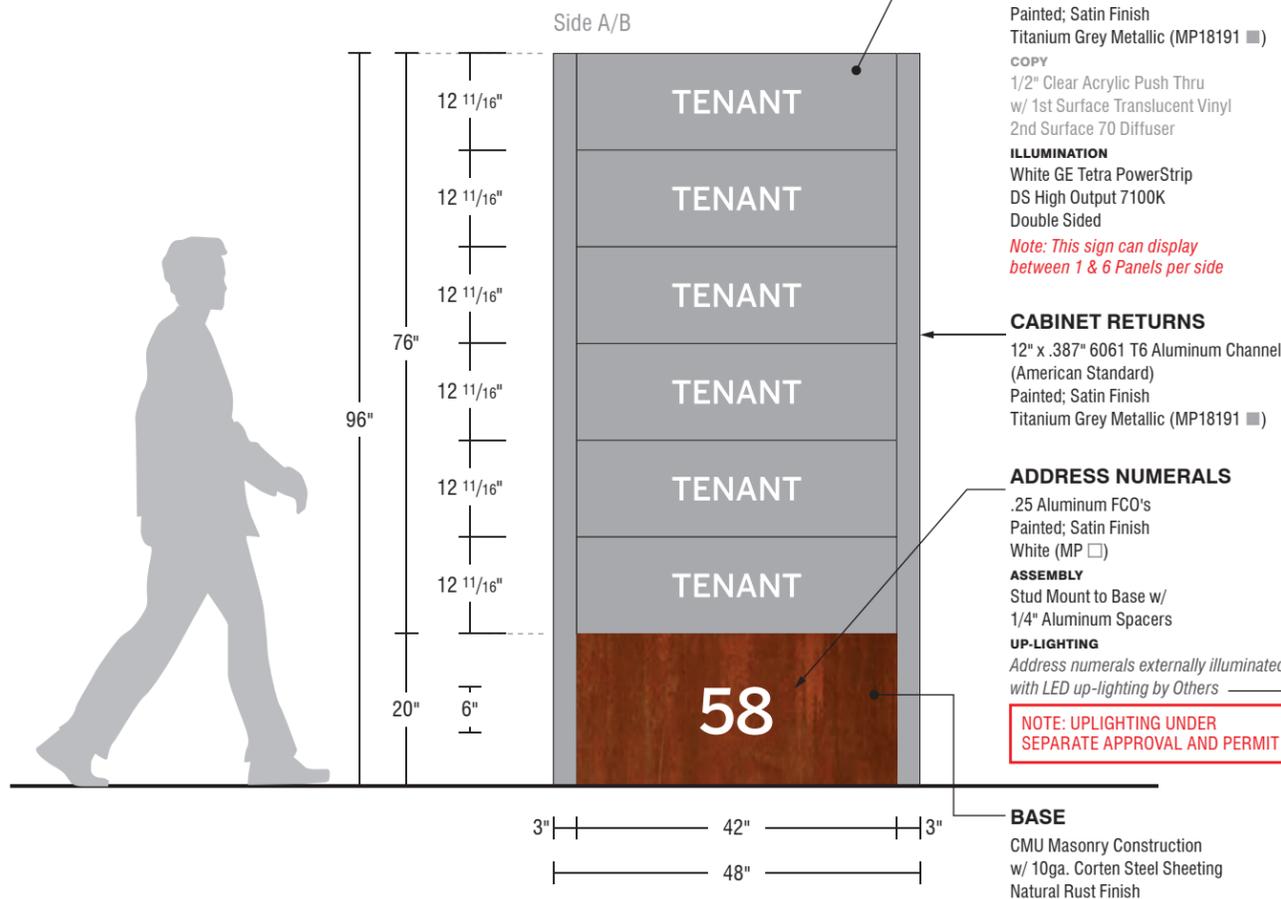
- Option A : 8'0" Double-Faced Multi-Tenant Monument located within Rio 2100 Phase V. Tenant Monument Panel location/usage is to be directed by Landlord.
- Tenant Monument Sign Panels are to be LED internally illuminated aluminum faced tenant panels with copy/logo routed from face and backed with white 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 80% of the vertical or horizontal background of 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.



Sign Layout **M1.A.01**



**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

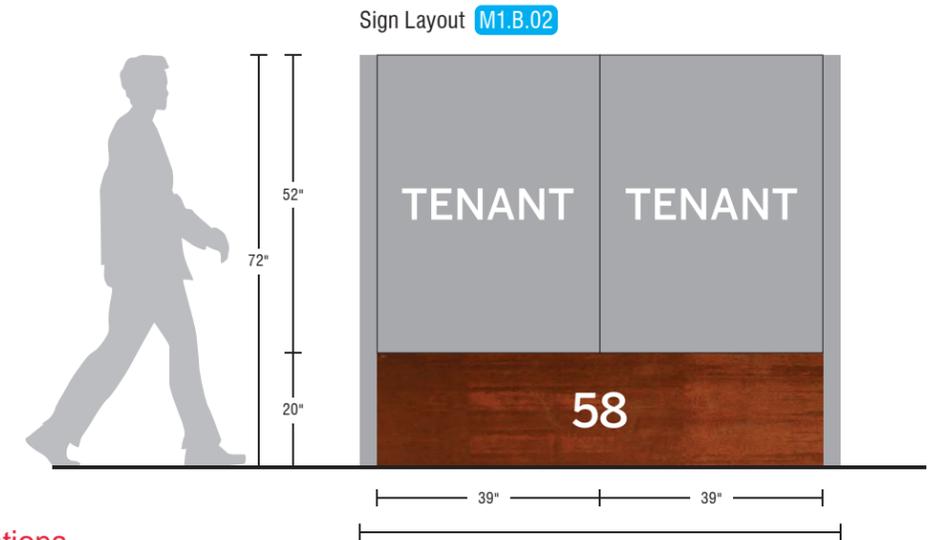
1. Option B : 6'0" Double-Faced Tenant Monument located within Rio 2100 Phase V. Tenant Monument Panel location/usage is to be directed by Landlord.

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 Gray Metallic. The address numbers are FCO's and illuminated with up-lighting.

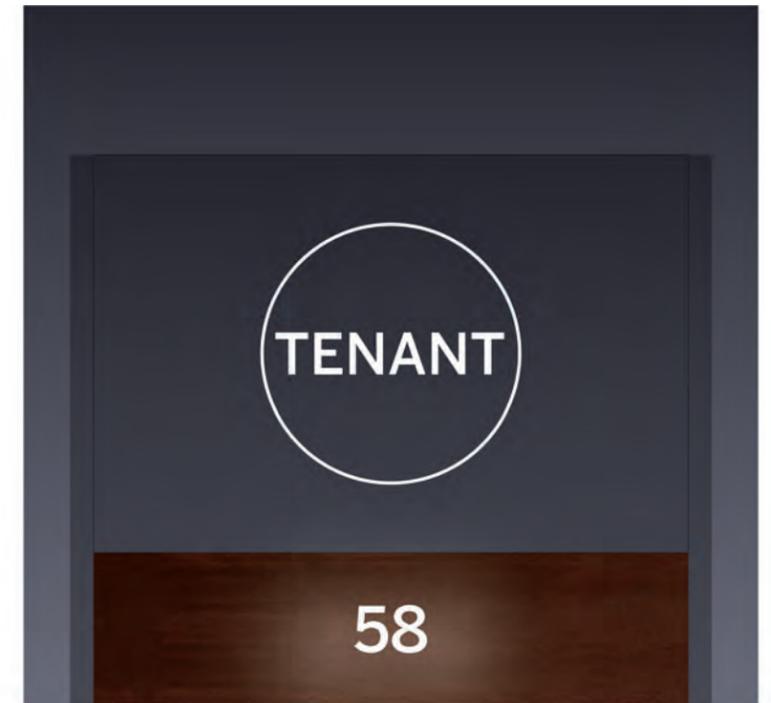
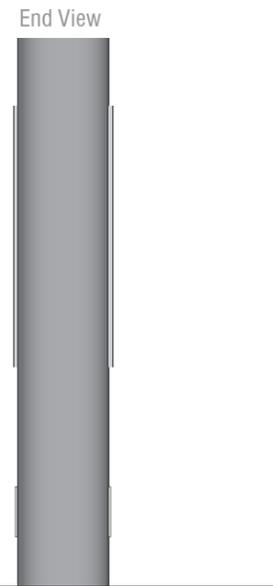
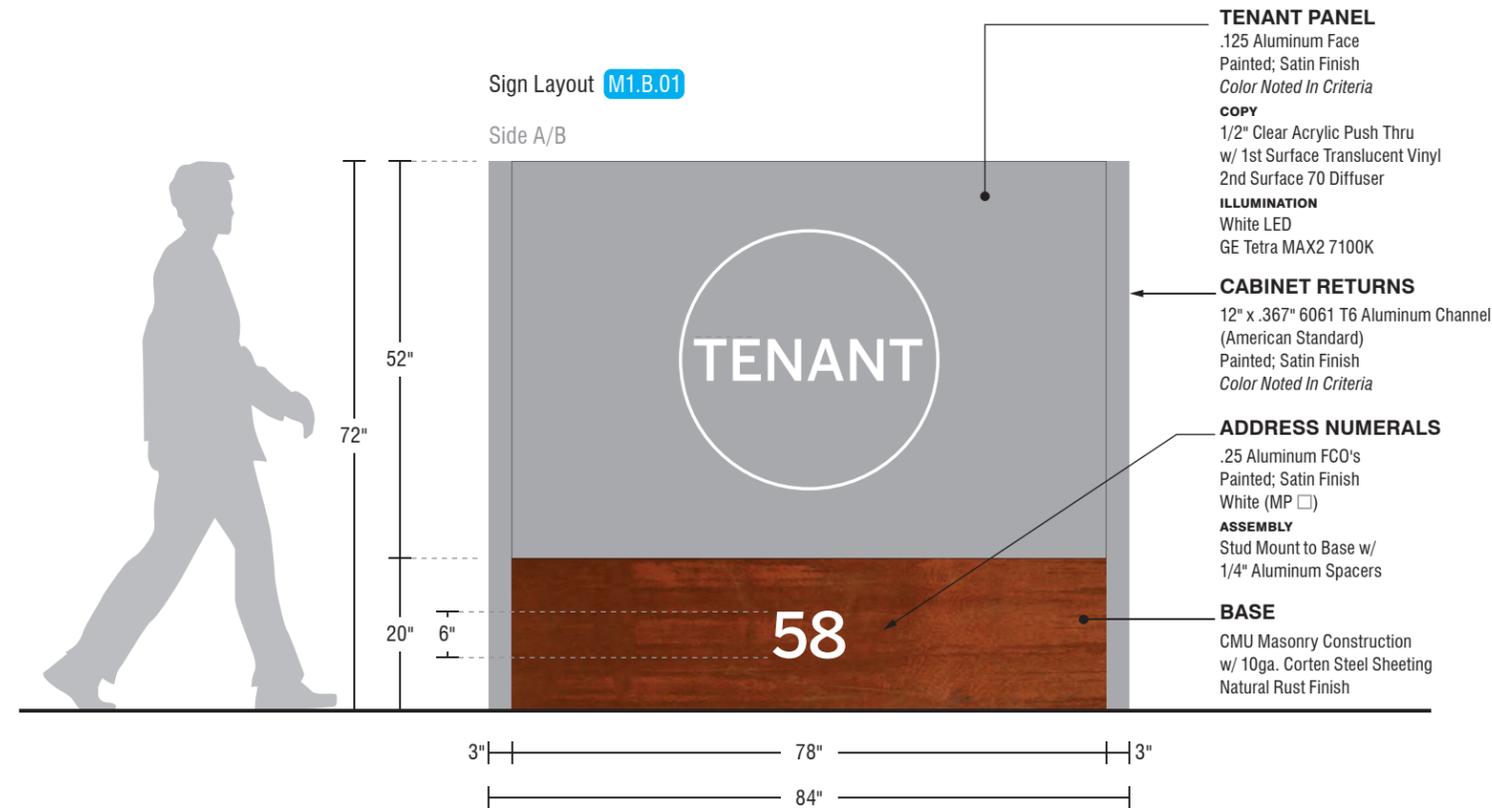
3. Corporate Letterstyles, Logotype, Logo, and Colors may be used per Landlord Approval. In instances where a Tenant has no corporate color or identity; text is to be in a color that contrasts the Titanium Gray Metallic face of the monument sign panel.

4. Tenant copy/logo not to exceed 80% of the vertical or horizontal background of 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 Aluminum
- Painted Steel
- Perforated Vinyl
- Polycarbonate
- Acrylic

## ALLOWABLE FINISHES

- Painted/Powder Coated/Anodized

## 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 are not required to occupy the space contiguous to their sign location.
- All Tenant Wall Sign Bands are to comply with the City of Tempe, AZ Zoning & Development Code. Per Table 4-903B Permitted Sign Types, the horizontal and vertical dimensions of any Fascia Sign may not exceed eighty percent (80%) of the **horizontal or vertical background area**. ~~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 **specified sign envelope** ~~General Provisions section of this chapter per Tempe Sign Code.~~
- Logo of Tenant is not to exceed 25% of the total sign area.

## ILLUMINATION

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

## COLOR

- Tenant Names and Logos may only utilize project colors and materials for Wall Mounted Tenant Signage. If no brand standards are available, font will default to project 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.

## 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.

## 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.

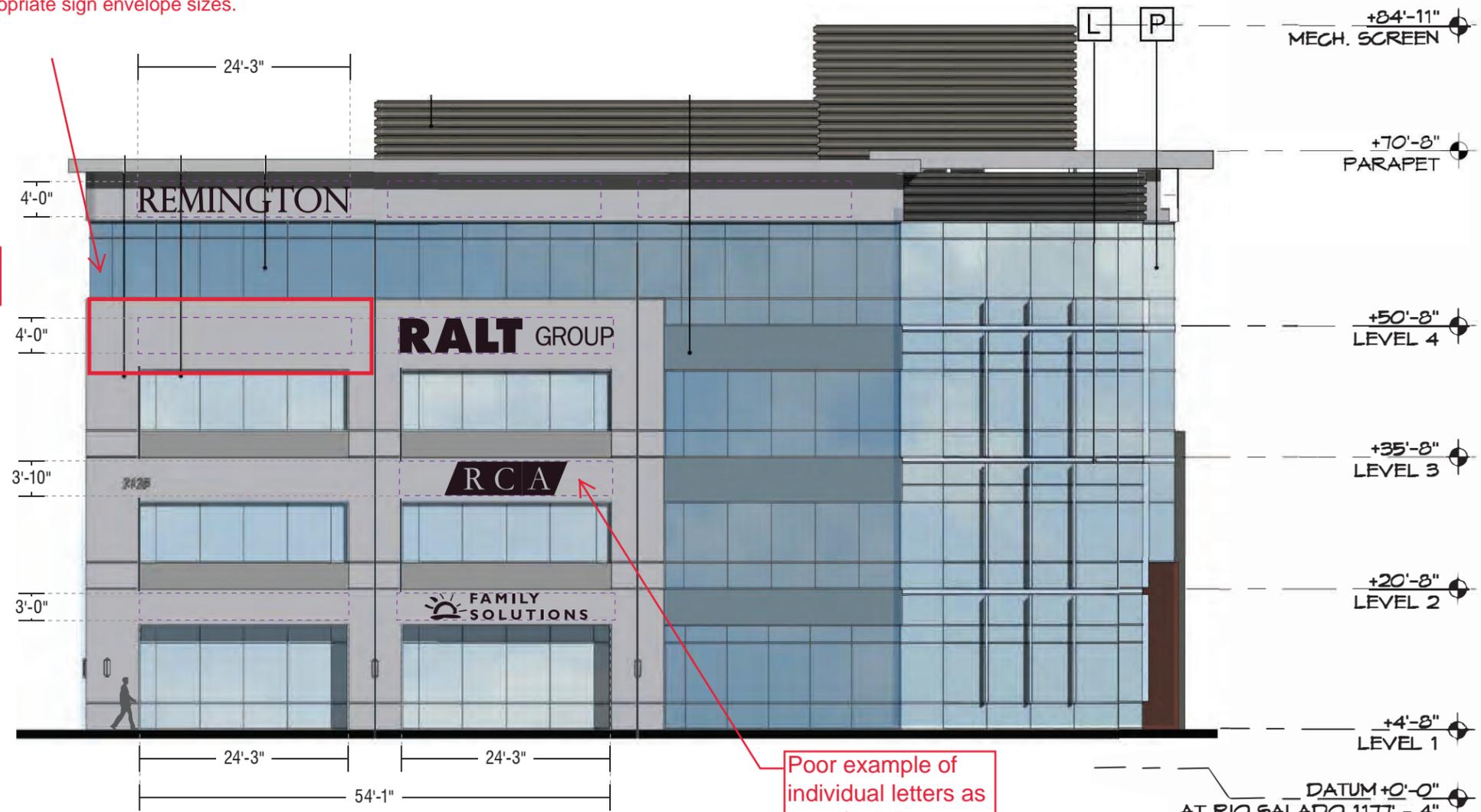
Provide true elevation details with measurements identifying the background areas for the signs. This will help us identify appropriate sign envelope sizes.

See Sheet 12 for All Elevation Sign Bands

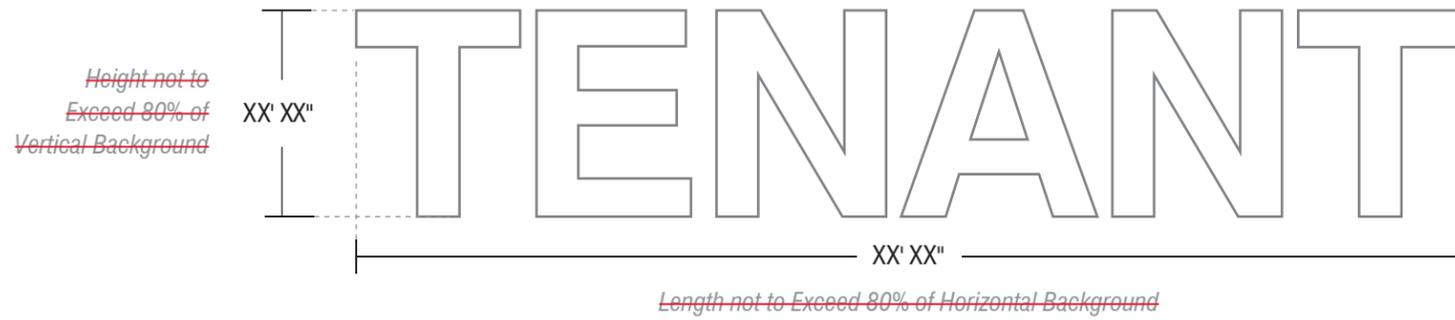
provide these measurements

Poor example of individual letters as specified. Please replace with an appropriate example

**A** Tenant Sign Placement - Sample SOUTH ELEVATION



# TENANT SIGN - WALL MOUNTED

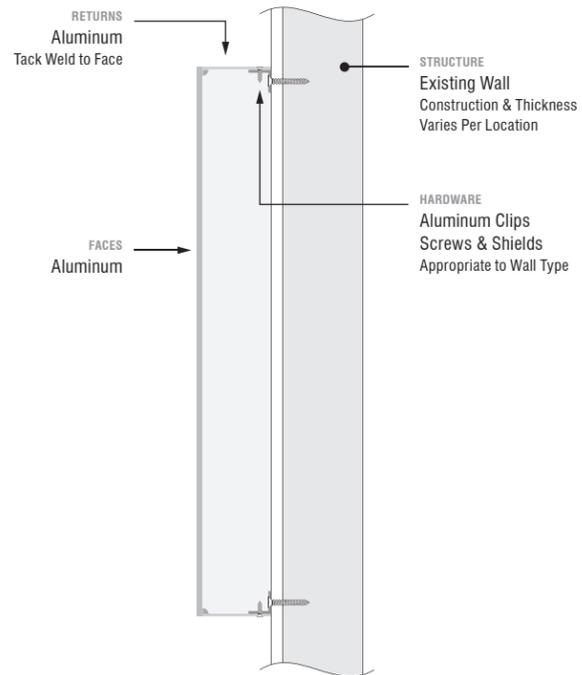


**A** Size Specifications per Tempe Code  
VISUAL REFERENCE

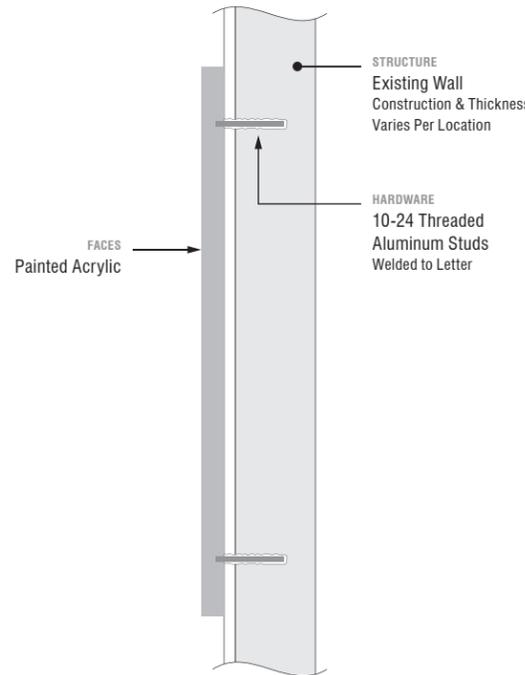
Tenant sign sizes will be determined by the approved sign envelope dimensions, once they are established



NOTE: Photos are intended to be representative of the character and quality of the types of signs within Rio 2100



Example

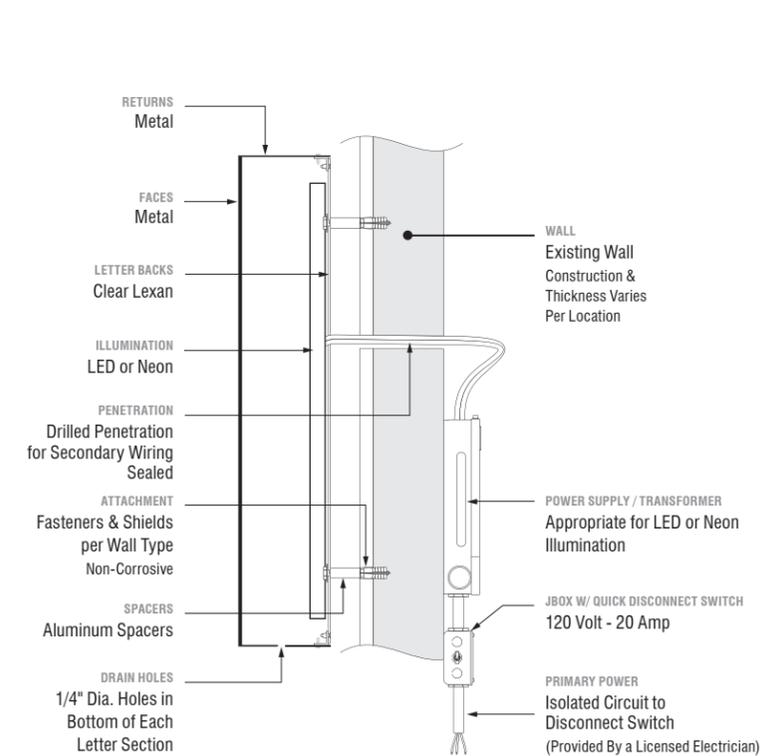


Example

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

# SIGN BANDS

## KEY

— W1 - Tenant Signage - Wall Mounted

**GENERAL NOTES**  
 All Sign Elevations are Viable Options for Tenant Signs, but there is a Maximum Amount of 4 Signs Allowed to be Displayed at One Time.

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.

One purpose of the sign criteria is to establish appropriate sign locations for the office building. These locations are typically reserved for major tenant(s). It is appropriate for an office building of this size to have no more than 4 tenant signs on the building. This proposal identifies more than 60 possible sign locations with the option of placing up to 15 signs within those locations. We ask you provide no more than 4 specific sign locations where the tenant signs will be placed. Please provide the background area measurements and the proposed sign envelope dimensions (48" maximum height is appropriate). A tenant directory sign or multi-tenant sign would be appropriate for identifying secondary tenants within the building.

