



# Comprehensive Sign Plan Submittal

July 8, 2016

PREPARED BY: **SVOI**  
LANGUAGE

PREPARED FOR: **LGE**  
DESIGN BUILD

The Dock will consist of 4 buildings with frontage along Baseline Road. There are 2 single pad tenants: Alamo DraftHouse Cinema and Wendy's and 2 multi-tenant inline buildings with space for up to 12 tenants.

There are 2 broad categories of signage for The Dock: Overall Project Identity Signage and Individual Tenant Signage.

### **Overall Project Signage - Project ID Monument**

These signs are meant to convey the identity of the entire project.

The three 8' high signs will have 3 project logos mounted to a square armature clad with wood slats. The fabricated metal logos will have exposed neon and internal LED illumination. The slat structure will sit on a brick base surrounded by a block planter. The designs, materials and colors are borrowed from building palette and reinforce the project architecture.

### **Tenant Signage**

Tenants are encouraged to employ a creative mix of design and lighting to enhance the energy of the project during both day and night. Examples are shown on the Allowable Tenant Sign Configurations page.

Allowable types of lighting for signage include, but are not limited to: exposed neon, halo illumination, internally lit channels and cabinets, indirect spot lighting and exposed bulbs.

Allowable tenant sign envelopes are dotted in on drawings for multi-tenant Buildings 2 & 3.

No sign shall exceed 80% of its vertical or horizontal background area. Sign area may be up to 80% of the background area.

Each tenant will be required to submit their designs to the Project Owner for approval, prior to submitting the required drawings to City of Tempe for sign permits.

**Cinema Signage** - Cinema may have up to 3 illuminated vertical marquee signs with 232 SF of sign area each as shown on Building 1 elevations. Only one marquee sign will be installed per elevation. The top of the marquee signs shall not exceed the highest point of the building or mechanical screening. One illuminated horizontal logo sign will be installed on the north elevation as noted on Building 1 drawings. In addition, illuminated project lettering up to 18" high may be placed on the canopies above the south and west elevation entries.

**Wendy's Signage** - Consists of a 5' diameter logo on the north and east elevations and Wendy's trademark lettering and logo as illustrated on the Wendy's signage drawing. All signage will be internally illuminated individual pan channels with acrylic faces.

**Multi-Tenant Inline Building 2 & 3** - Signs may be building or canopy mounted. Each tenant is allotted 60 SF of signage per north and south elevations. If they have an east or west elevation they are allowed 1 SF of signage for each lineal foot of east or west frontage. In no case may any tenant have more than 200 SF of sign area, unless they take the entire building in which case they may have 400 SF of sign area.







CHARACTER ILLUSTRATION  
2016.07.08  
Scale: NTS



**SVON**  
LANGUAGE





CHARACTER ILLUSTRATION  
2016.07.08  
Scale: NTS



**S V O N**  
LANGUAGE





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**SVOON**  
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LANGUAGE





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2016.07.08  
Scale: NTS



**S V O N**  
LANGUAGE





Multi-level projecting wall sign with exposed neon



Dimensional letters with halo illumination



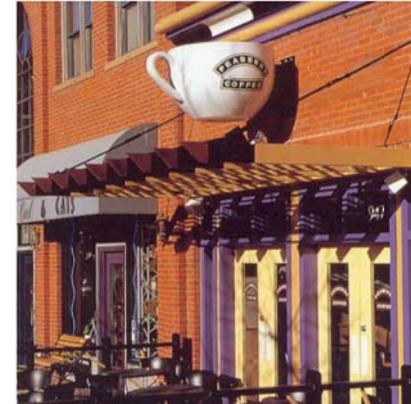
Theater marquee sign with multiple types of illumination



Illuminated dimensional letters mounted on canopy

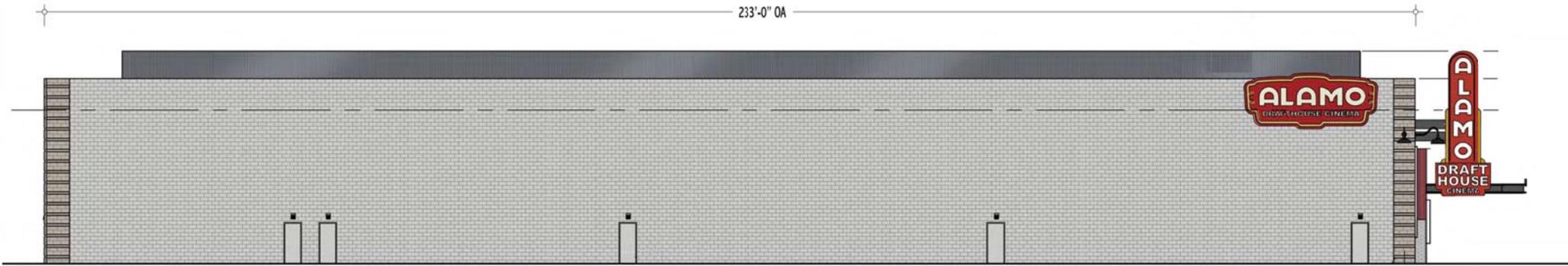


Multi-level dimensional logo with exposed neon  
Projecting Wall Sign

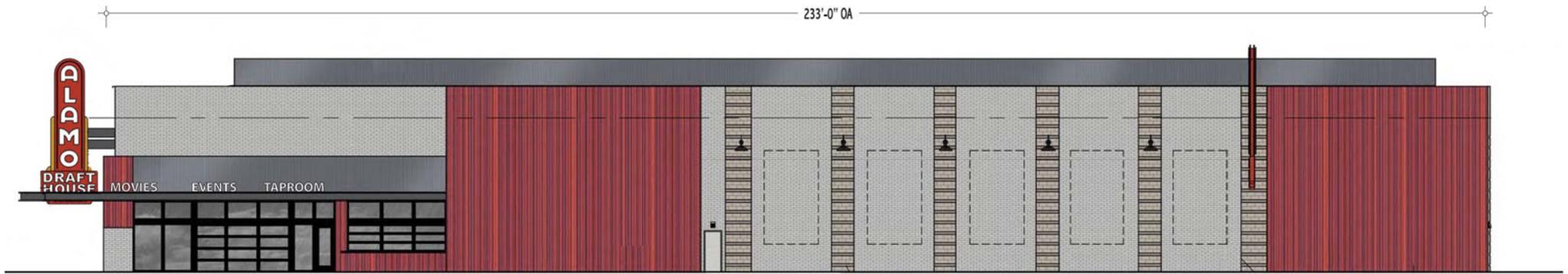


3D Fabrication Projecting Wall Sign

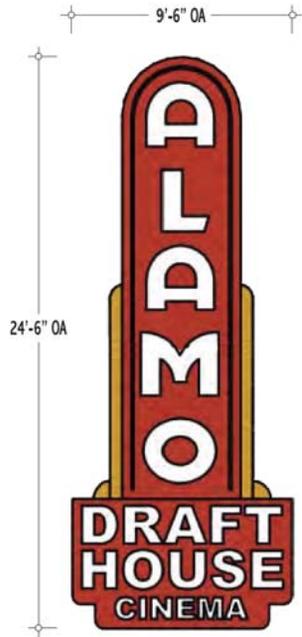
Photos are examples only



Building 1 - North Elevation



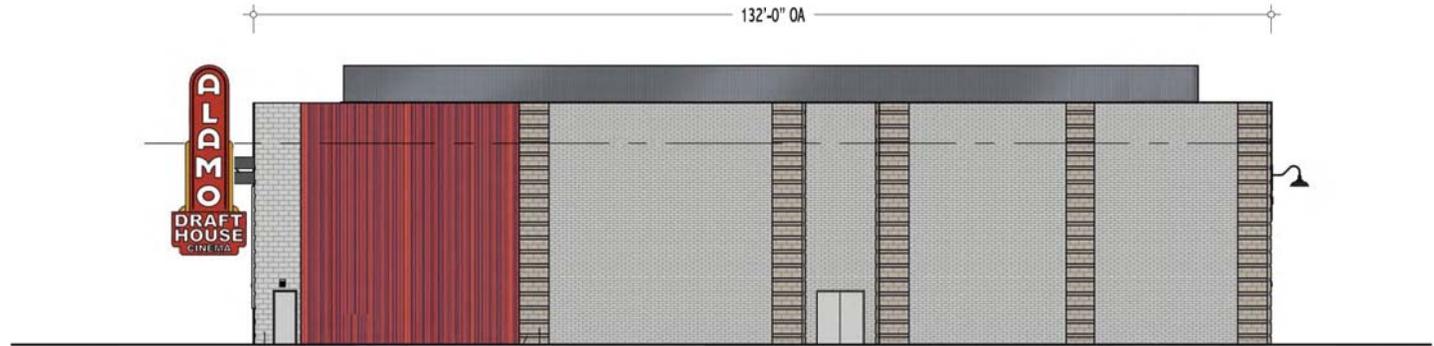
Building 1 - South Elevation



Enlarged Vertical Logo Marquee

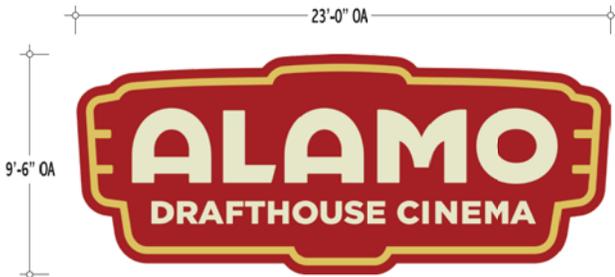
Scale: 3/16" = 1'-0"

Fabricated double sided metal cabinet with exposed neon and internal LED illumination  
Area per sign: 232 SF



Building 1 - East Elevation

Scale: 1/16" = 1'-0"



Enlarged Horizontal Logo Sign

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

Fabricated metal cabinet with exposed neon and internal LED illumination  
Area per sign: 219 SF



Building 1 - West Elevation

Scale: 1/16" = 1'-0"

39'-0" OA



Wendy's - North Elevation  
5' Diameter logo: 20 SF

85'-0" OA



Wendy's - East Elevation  
5' Diameter logo: 20 SF  
10" Lettering: 15 SF

39'-0" OA



Wendy's - South Elevation  
13' x 3.5' Corporate trademark: 45.5 SF

85'-0" OA



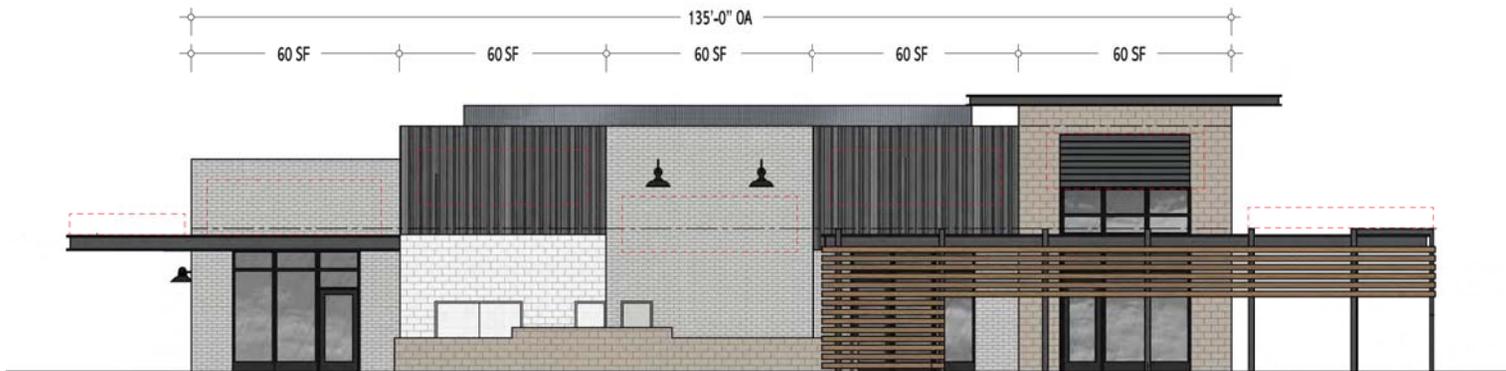
Wendy's - West Elevation  
11' x 3' Corporate trademark: 33 SF



**Building 2 - North Elevation**

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)

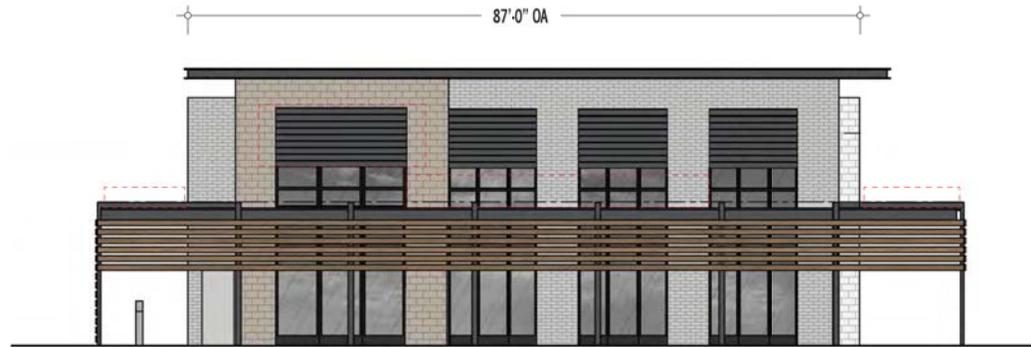
Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.



**Building 2 - South Elevation**

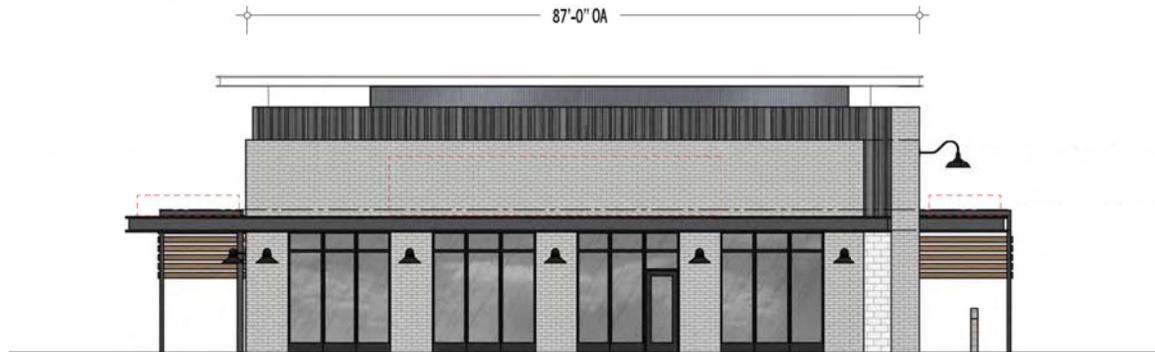
Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)

Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.



**Building 2 - East Elevation**

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)  
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.



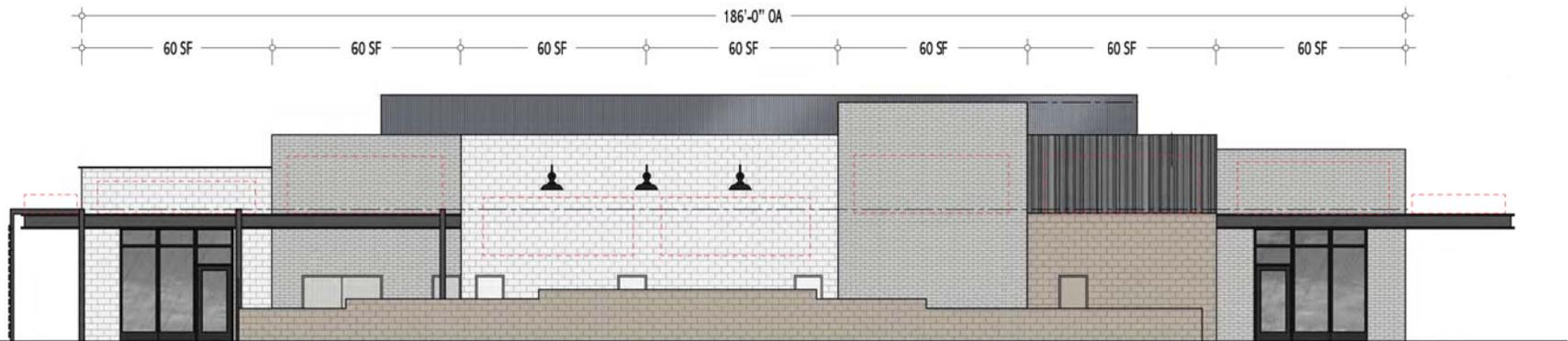
**Building 2 - West Elevation**

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)  
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.



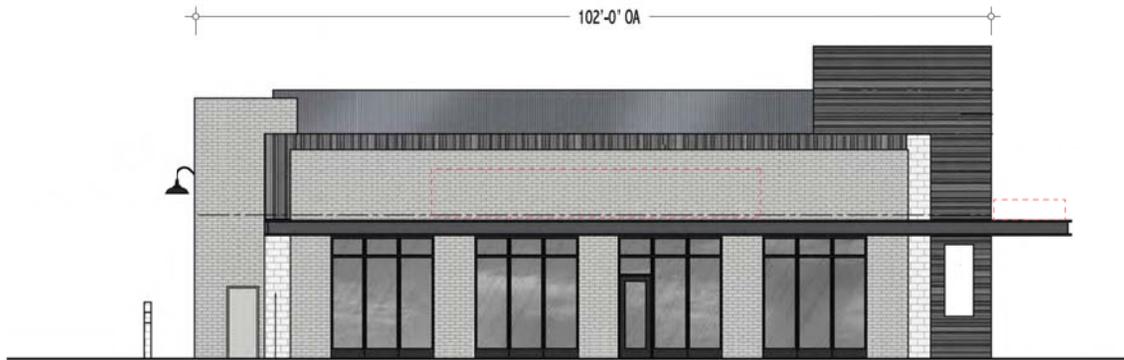
**Building 3 - North Elevation**

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)  
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.



**Building 3 - South Elevation**

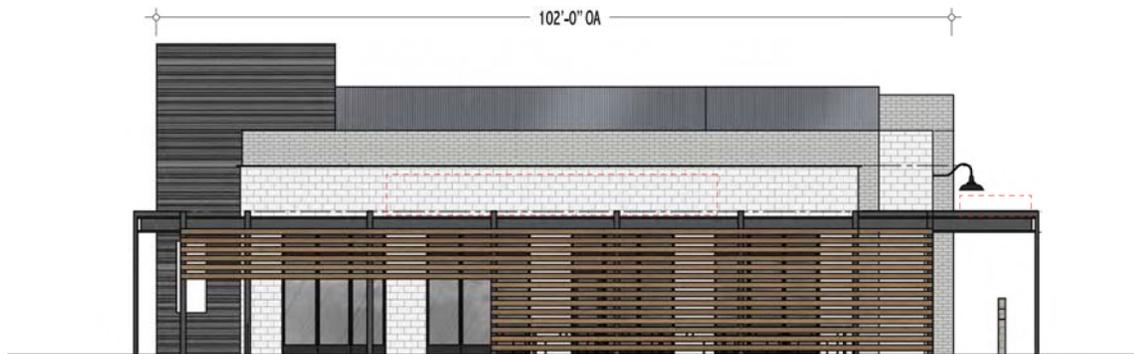
Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)  
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.



**Building 3 - East Elevation**

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)

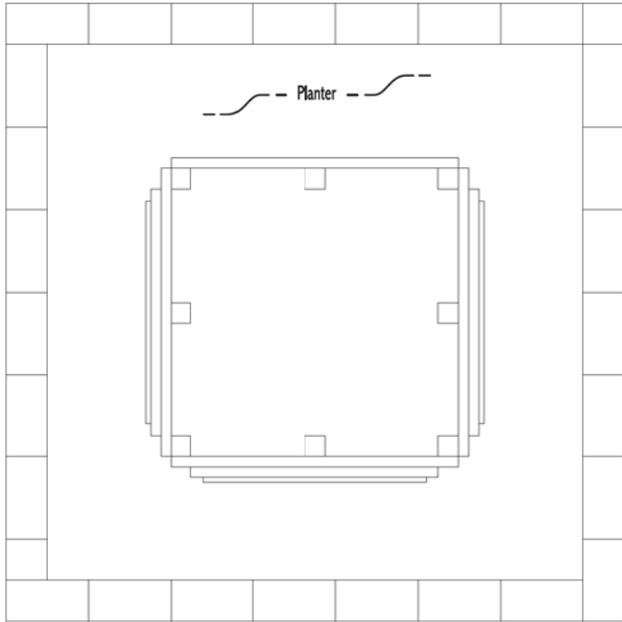
Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.



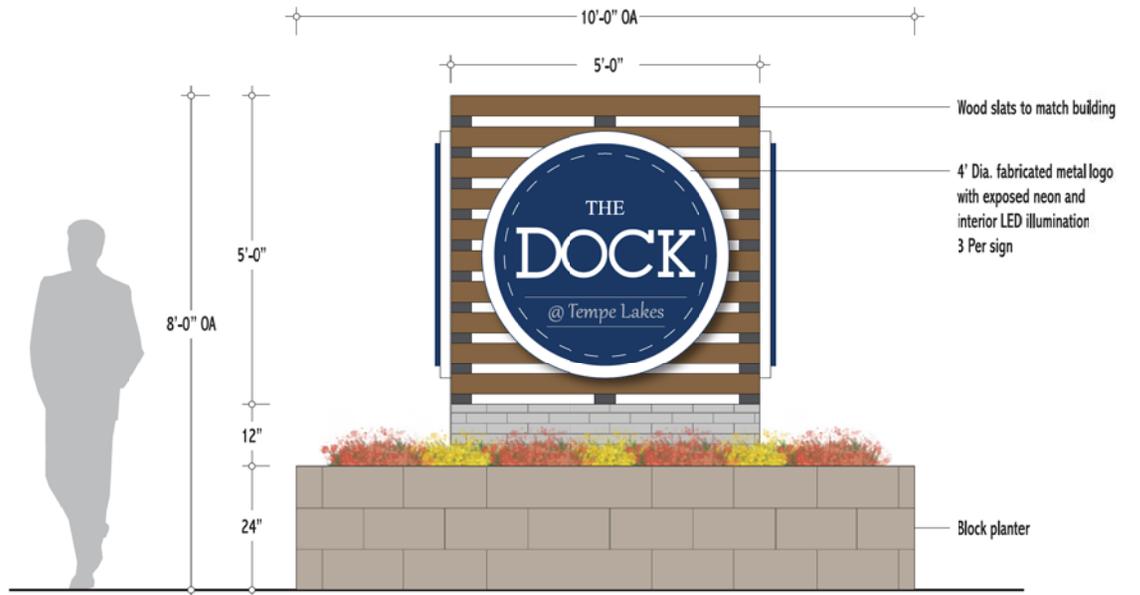
**Building 3 - West Elevation**

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)

Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.



Plan View



Elevation  
37.5 SF per sign

