




THE BASE

COMPREHENSIVE SIGN PLAN | THE BASE GLENDALE, AZ

UPDATED 10.30.2024



1205 N. Miller Road
Tempe, AZ 85281
480.966.6565
airparksigns.com



City of Glendale
Development Services Department
Planning Division

- Failed
- Conditionally Approved
- Approved

Subject to Planning Commission Approval

aschwenner
BY _____

2/28/2025
DATE _____

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PROJECT INFORMATION

PROJECT THE BASE
North of Bethany Home Road
West of Litchfield Road
Glendale, AZ

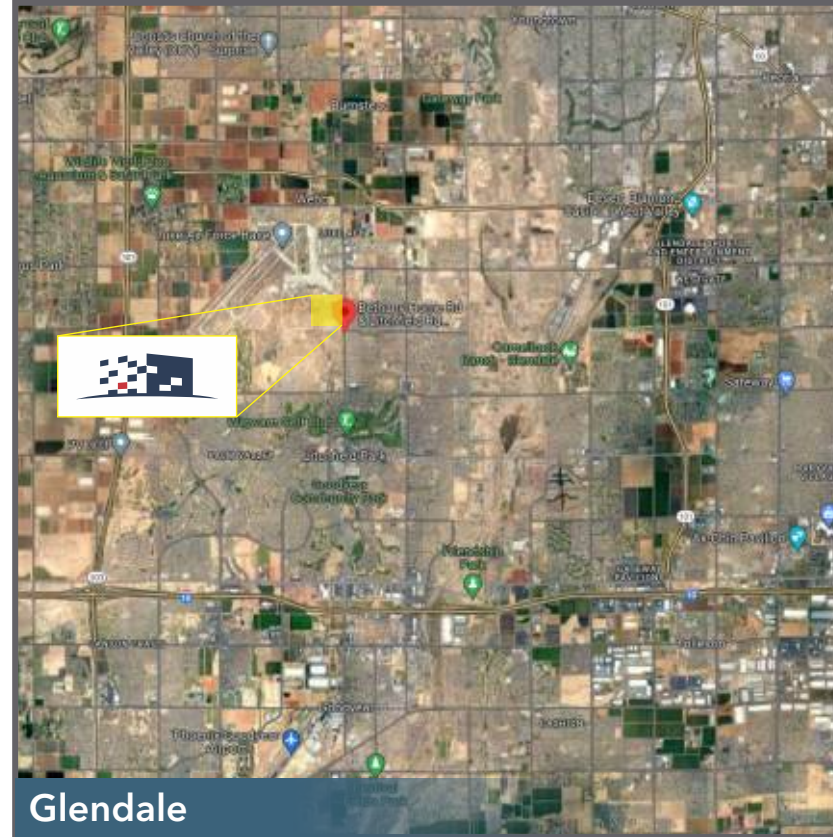
CLIENT VIAWEST GROUP
2390 E. Camelback Road
Suite 305
Phoenix, AZ 85016
602.957.8300

ARCHITECT DLR GROUP INC.
6225 N. 24th Street
Suite 250
Phoenix, AZ 85016
480.206.7727

JURISDICTION CITY OF GLENDALE

SIGNAGE CONSULTANT AIRPARK SIGNS & GRAPHICS
Gretchen Wilde
gretchen@airparksigns.com
480.966.6565

VICINITY MAP



SITE MAP



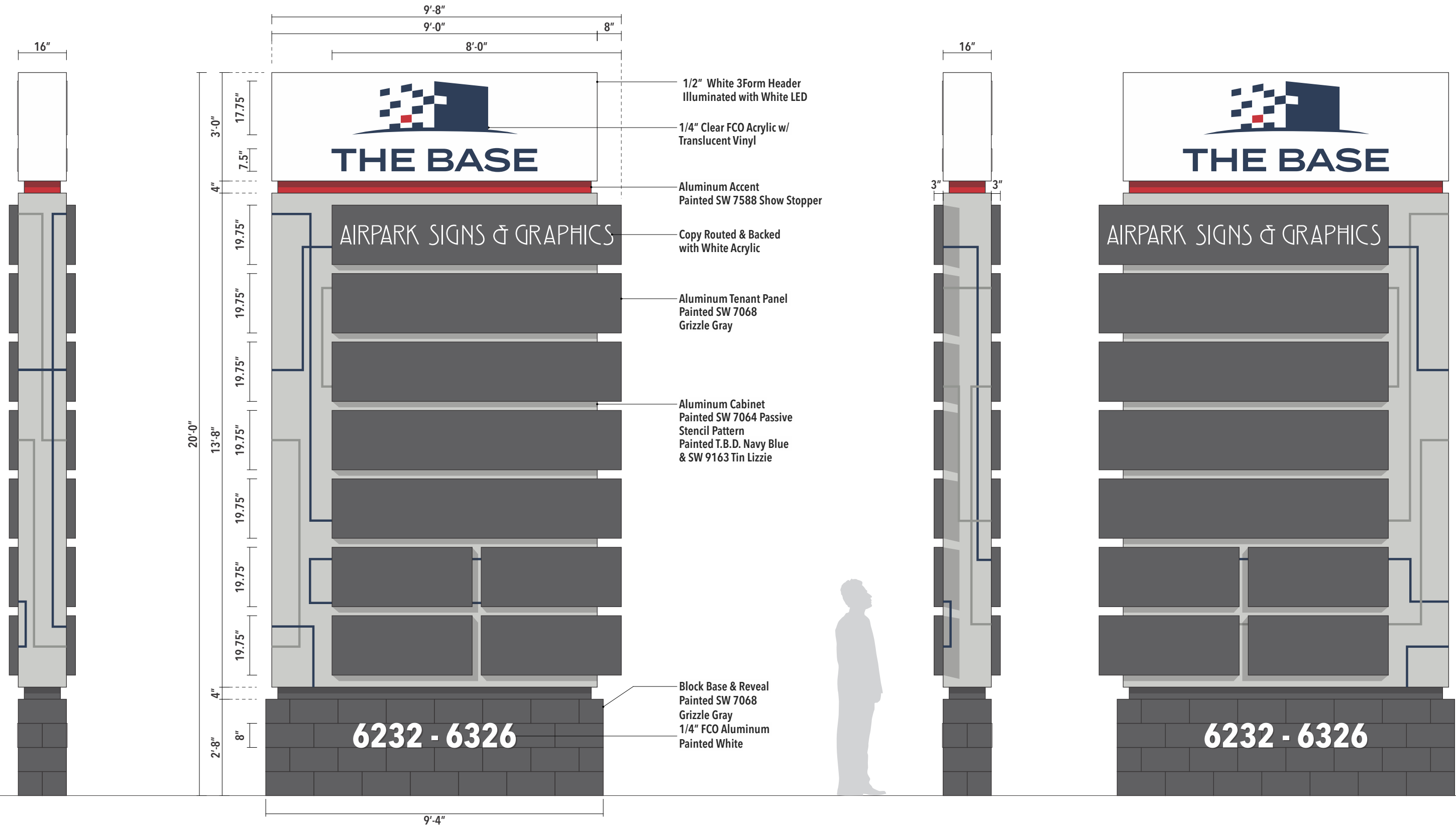
LEGEND		
TYPE	DESCRIPTION	QTY.
EXT. 1	PRIMARY PROJECT ID	1
EXT. 2	SITE DIRECTIONAL SIGNS	12
EXT. 3	TENANT ID	40 - 58

• Alternate sign locations would be considered with Landlord authorization.

SIGN MATRIX

LEGEND					
TYPE	DESCRIPTION	QTY.	SIZE	COMMENTS	MATERIAL
EXT. 1	PRIMARY PROJECT ID	1	119.4 SQ. FT.		Illuminated Multi Tenant Monument, Fabricated Aluminum Illuminated with White LED
EXT. 2	PROPERTY DIRECTIONALS	12	7.0 SQ. FT.		Fabricated Aluminum Non-Illuminated with Vinyl Lettering
EXT. 3	TENANT ID	26 or 40	SEE PAGES 10-21		Pan Channel/Reverse Pan Channel Letters & Logo with Metal Construction. Face or Halo LED Illumination, Colors Permitted with Landlord Approval.
EXT. 4	ADDRESS NUMBERS	7	SEE PAGES 22		Reverse Pan Channel Numbers with Metal Construction.

EXT. 1 - PRIMARY MONUMENT



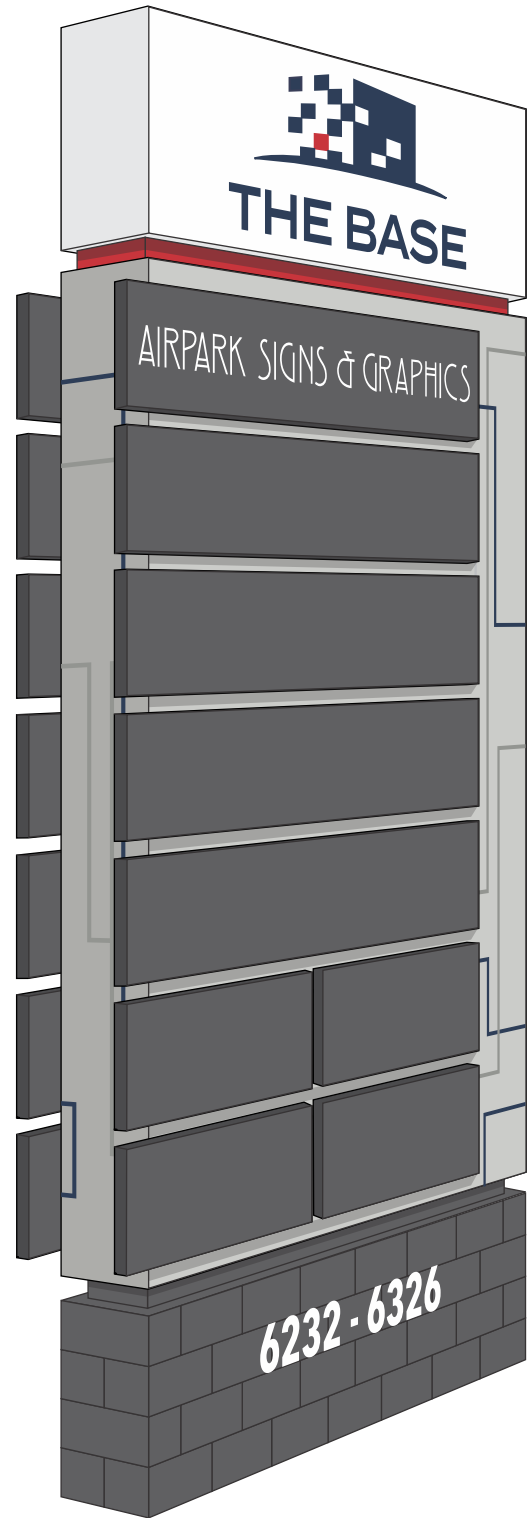
SIDE VIEW
SCALE: 3/8" = 1'-0"

FRONT ELEVATION
SCALE: 3/8" = 1'-0"

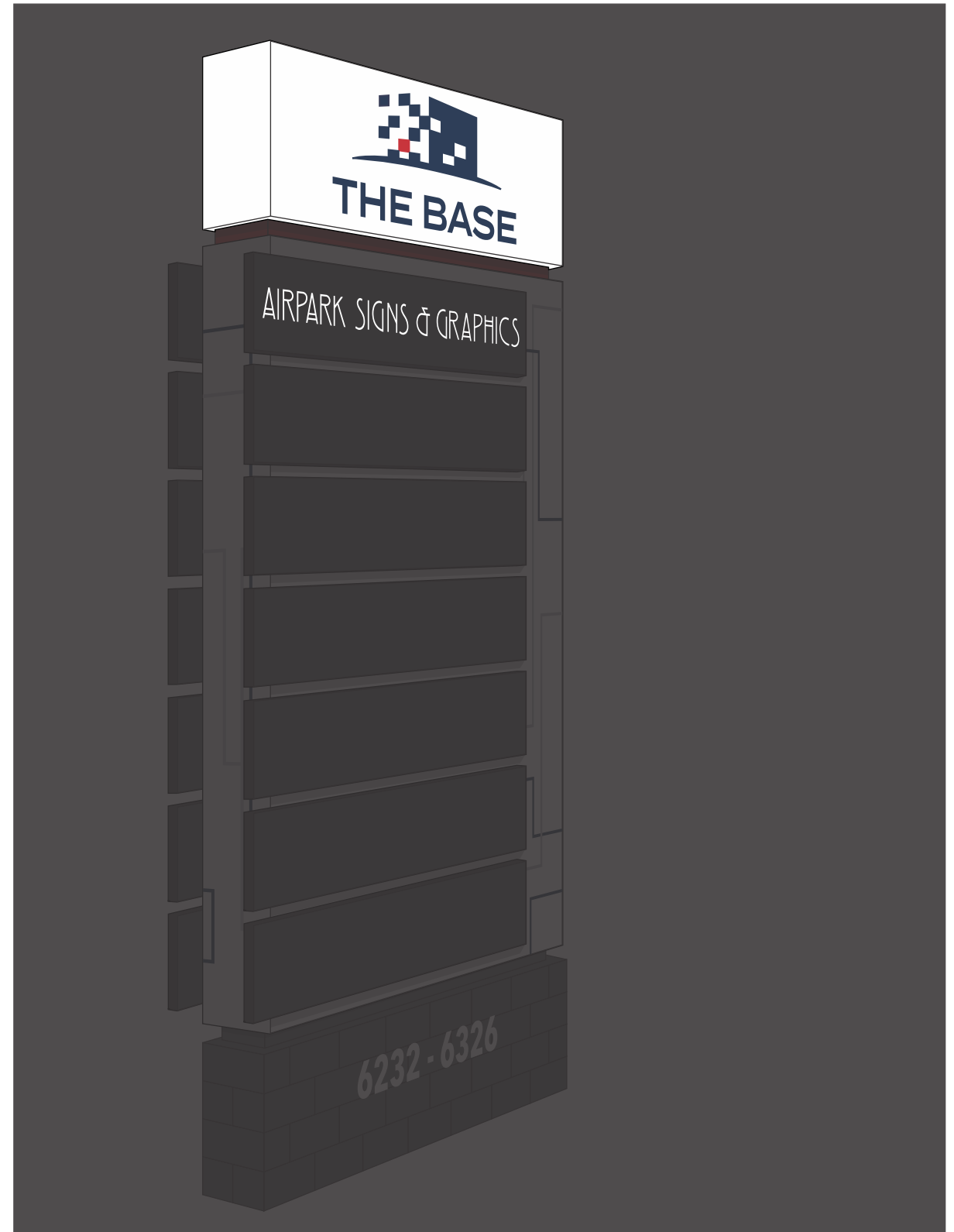
SIDE VIEW
SCALE: 3/8" = 1'-0"

REAR ELEVATION
SCALE: 3/8" = 1'-0"

EXT. 1 - PRIMARY MONUMENT

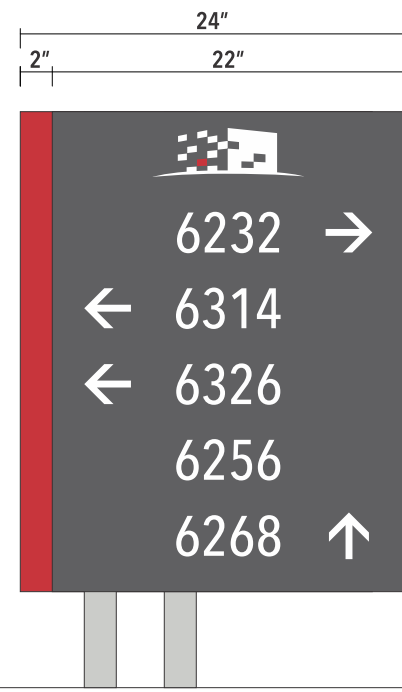
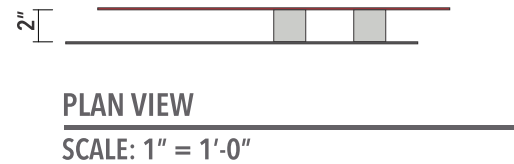


PERSPECTIVE VIEW
SCALE: N.T.S.

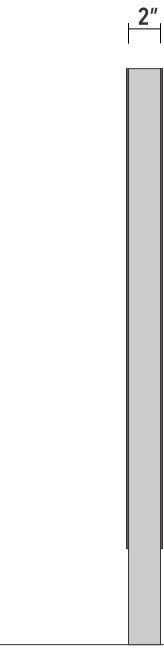


SIMULATED NIGHT VIEW
SCALE: N.T.S.

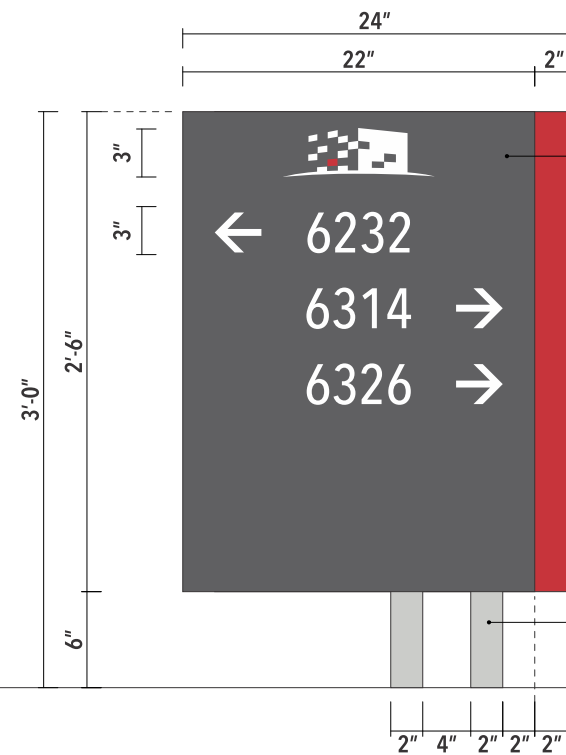
EXT. 2 - PROPERTY DIRECTIONALS



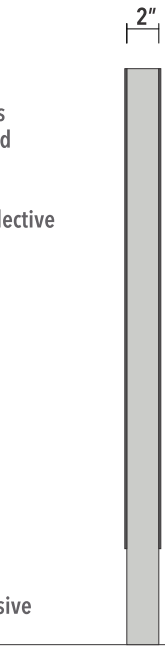
REAR ELEVATION
SCALE: 1" = 1'-0"



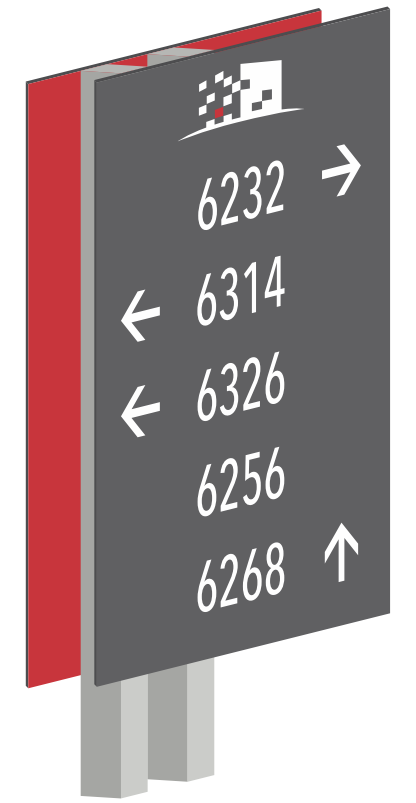
SIDE VIEW
SCALE: 1" = 1'-0"



FRONT ELEVATION
SCALE: 1" = 1'-0"



SIDE VIEW
SCALE: 1" = 1'-0"



PERSPECTIVE VIEW
SCALE: N.T.S.

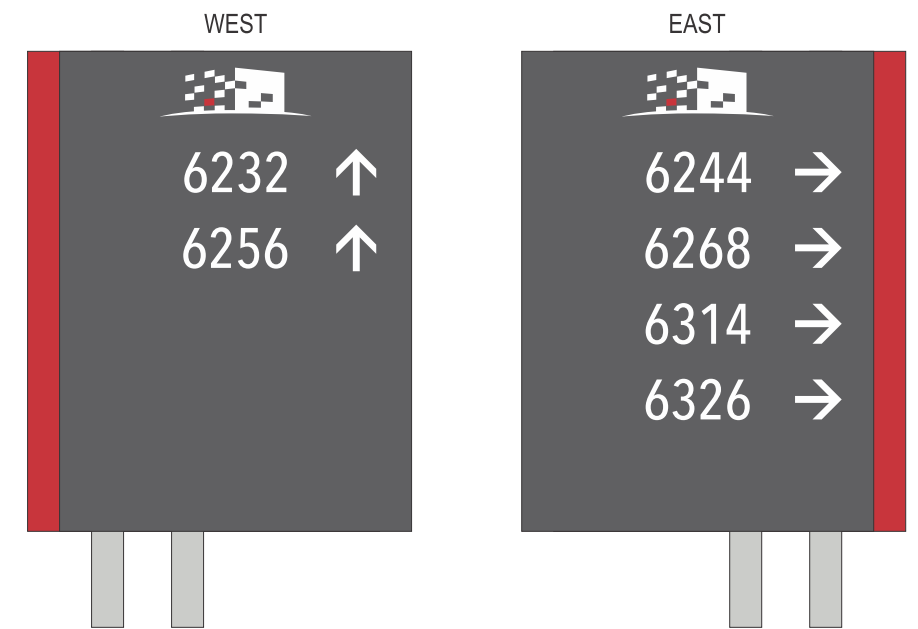
EXT. 2 - PROPERTY DIRECTIONALS (Message Schedule)



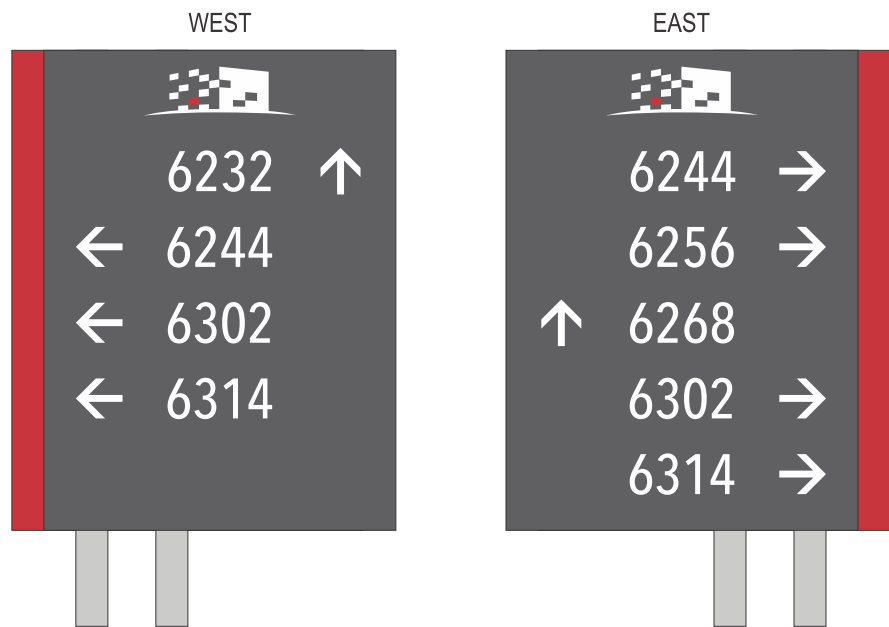
SIGN EXT. 2.1
SCALE: 1" = 1'-0"



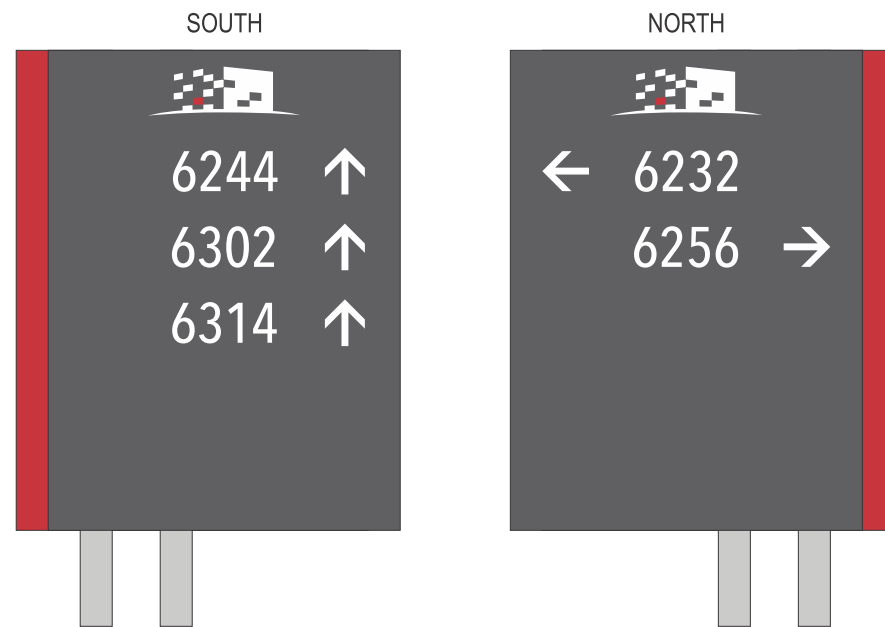
SIGN EXT. 2.2
SCALE: 1" = 1'-0"



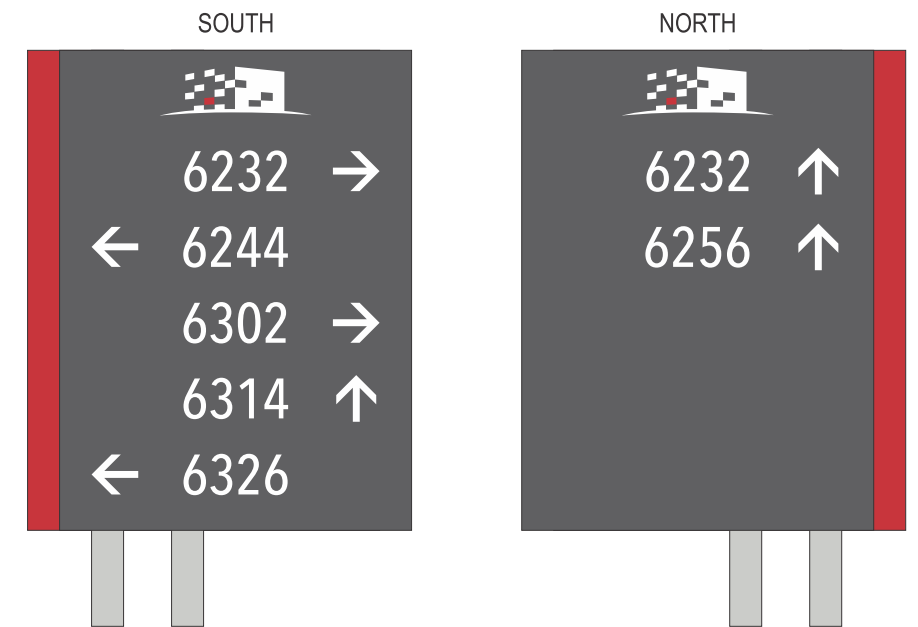
SIGN EXT. 2.3
SCALE: 1" = 1'-0"



SIGN EXT. 2.4
SCALE: 1" = 1'-0"



SIGN EXT. 2.5
SCALE: 1" = 1'-0"



SIGN EXT. 2.6
SCALE: 1" = 1'-0"

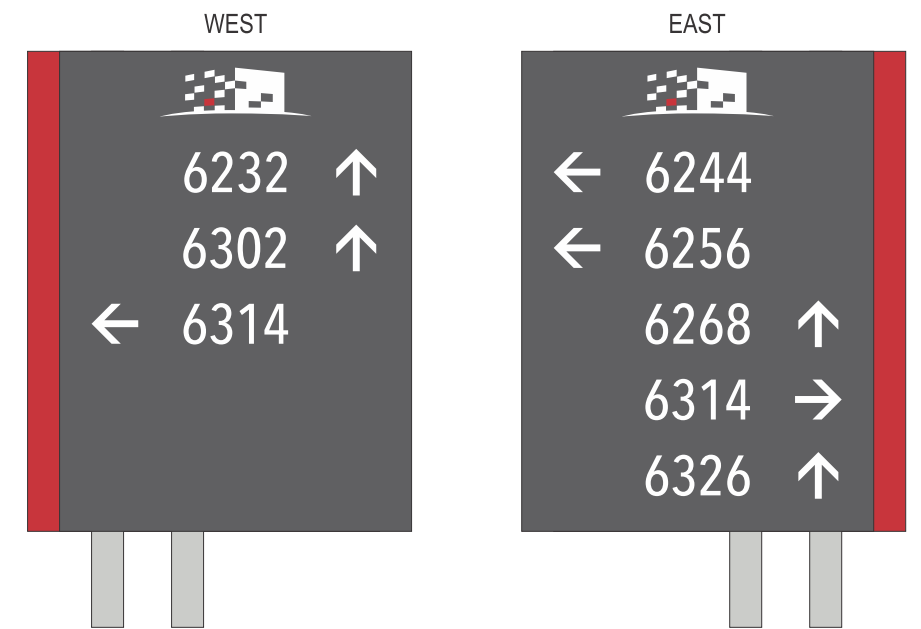
EXT. 2 - PROPERTY DIRECTIONALS (Message Schedule)



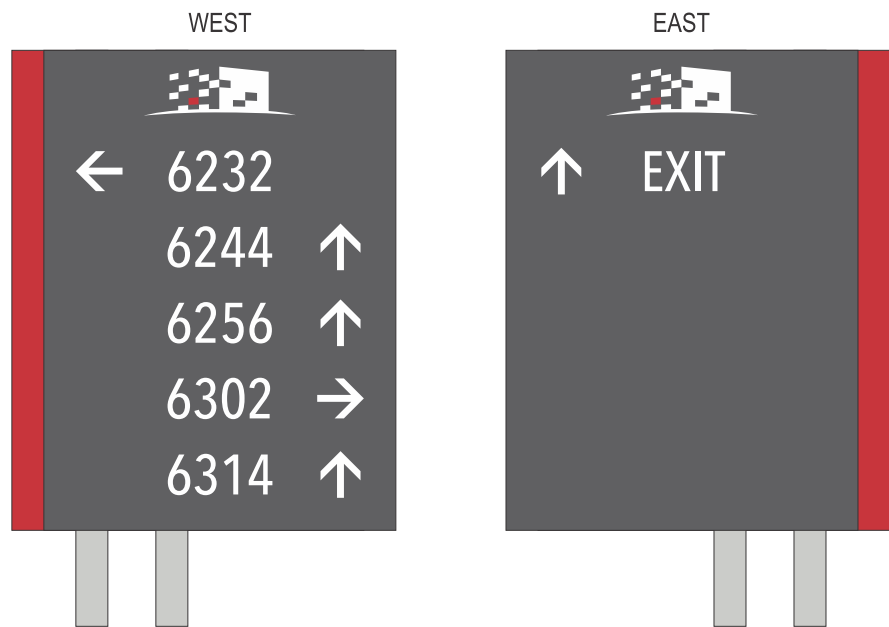
SIGN EXT. 2.1
SCALE: 1" = 1'-0"



SIGN EXT. 2.2
SCALE: 1" = 1'-0"



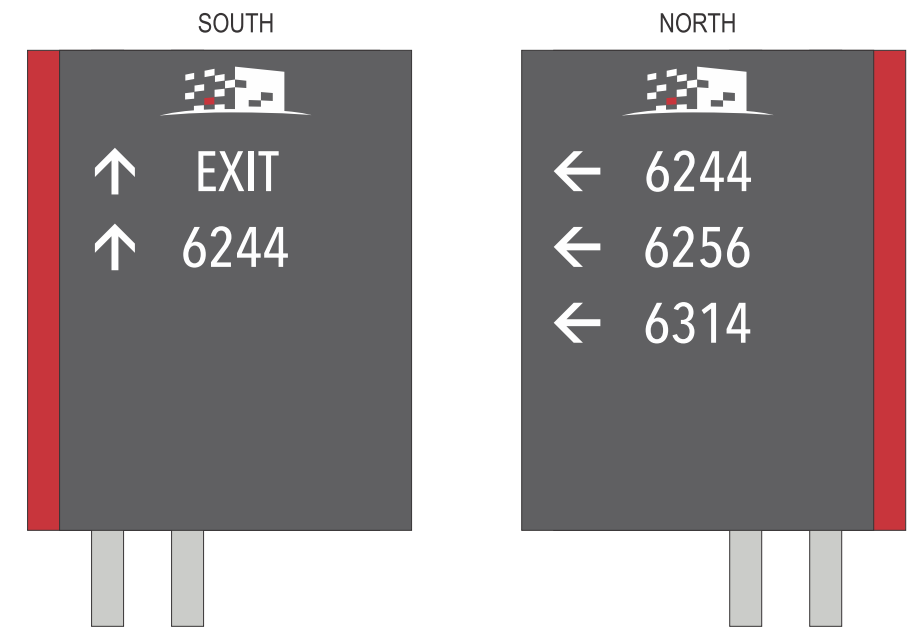
SIGN EXT. 2.3
SCALE: 1" = 1'-0"



SIGN EXT. 2.4
SCALE: 1" = 1'-0"



SIGN EXT. 2.5
SCALE: 1" = 1'-0"



SIGN EXT. 2.6
SCALE: 1" = 1'-0"

EXT. 3 - TENANT ID

TENANT ID SIGN STANDARDS

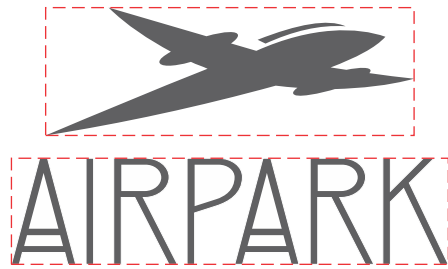
All Tenant ID Signs shall be fabricated individual Reverse Pan Channel or Pan Channel Letters & Logos. Internally illuminated with LED. Mounted with the designated Sign Bands, Sign Band assignments are to be determined by the Landlord. All designs, layouts and locations will need Landlord approval.

SIGN SQUARE FOOTAGE CALCULATION

When Tenant ID consist of only individual Letters or Symbols, the total square footage shall be calculated by a rectangle that encompasses each individual component as shown below.



When Tenant ID separate Logo, Letters or Symbols, multiple boxes may be used to calculate square footage as shown below.



EXT. 3 - TENANT ID

REVERSE PAN CHANNEL LETTERS/LOGOS

Criteria

All Tenant ID Signs shall be approved by the Landlord & the City of Glendale.

Construction

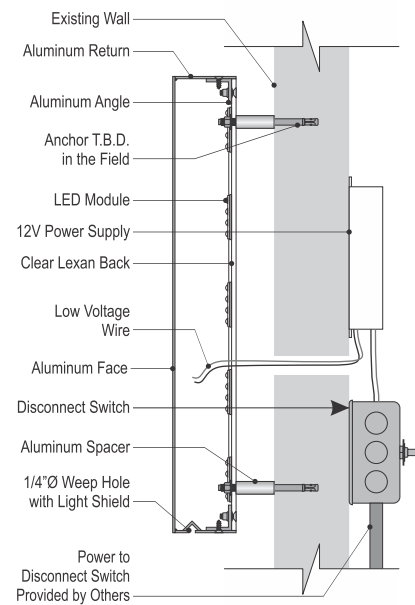
Reverse Pan Channel Letters/Logos shall be constructed of 2.5" Metal Returns and Faces with Polycarbonate backs. Signs must be mounted 1 1/2" off of fascia with appropriate spacers & anchors.

Colors & Finishes

Corporate Colors & Finishes are permitted with Landlord approval.

Illumination

Internal LED illumination, LED module quantities must provide proper illumination.



This sign is intended to be installed in accordance with the requirements of article 600 of the national electrical code and/or other applicable local codes. This includes proper grounding and bonding of the sign. All signs fabricated as per 2008 N.E.C. Standards

TYPICAL SIDE SECTION

SCALE: N.T.S.

EXT. 3 - TENANT ID

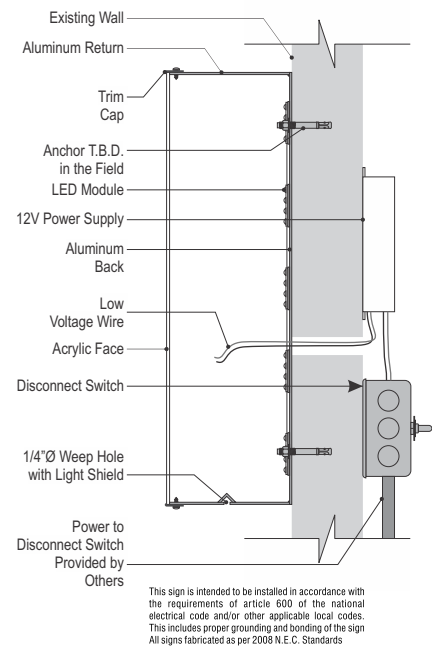
FACE ILLUMINATED CHANNEL LETTERS/LOGOS

Criteria
 All Tenant ID Signs shall be approved by the Landlord & the City of Glendale.

Construction
 Pan Channel Letters/Logos shall be constructed of 5" Metal Returns and Faces.
 Faces with translucent acrylic or polycarbonate.
 Signs must be mounted flush to fascia with appropriate anchors.

Colors & Finishes
 Corporate Colors & Finishes are permitted with Landlord approval.

Illumination
 Internal LED illumination, LED module quantities must provide proper illumination.



TYPICAL SIDE SECTION
 SCALE: N.T.S.

EXT. 3 - TENANT ID

DUAL ILLUMINATED CHANNEL LETTERS/LOGOS

Criteria

All Tenant ID Signs shall be approved by the Landlord & the City of Glendale.

Construction

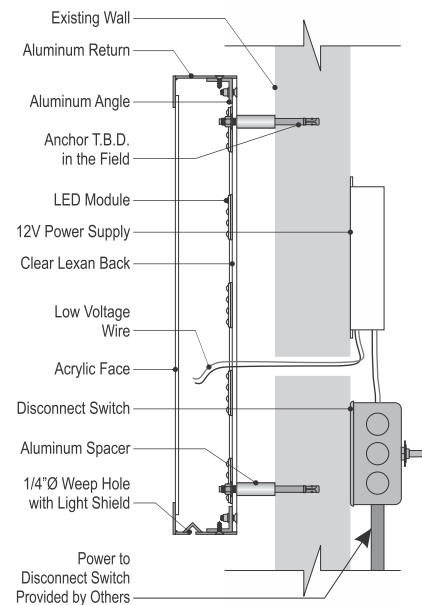
Pan Channel Letters/Logos shall be constructed of 3" Metal Returns and Faces with Polycarbonate backs. Faces can have routed out areas backed with translucent acrylic or polycarbonate. Signs must be mounted 1 1/2" off of fascia with appropriate spacers & anchors.

Colors & Finishes

Corporate Colors & Finishes are permitted with Landlord approval.

Illumination

Internal LED illumination, LED module quantities must provide proper illumination.



This sign is intended to be installed in accordance with the requirements of article 600 of the national electrical code and/or other applicable local codes. This includes proper grounding and bonding of the sign. All signs fabricated as per 2008 N.E.C. Standards

TYPICAL SIDE SECTION

SCALE: N.T.S.



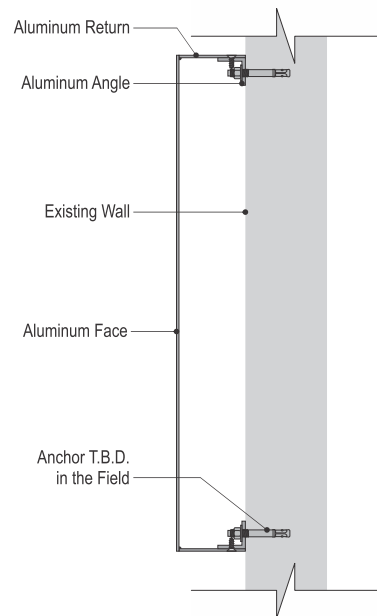
EXT. 3 - TENANT ID

NON-ILLUMINATED REVERSE PAN CHANNEL LETTERS/LOGOS

Criteria
All Tenant ID Signs shall be approved by the Landlord & the City of Glendale.

Construction
Reverse Pan Channel Letters/Logos shall be constructed of 3" Metal Returns. Signs must be mounted flush to fascia with appropriate anchors.

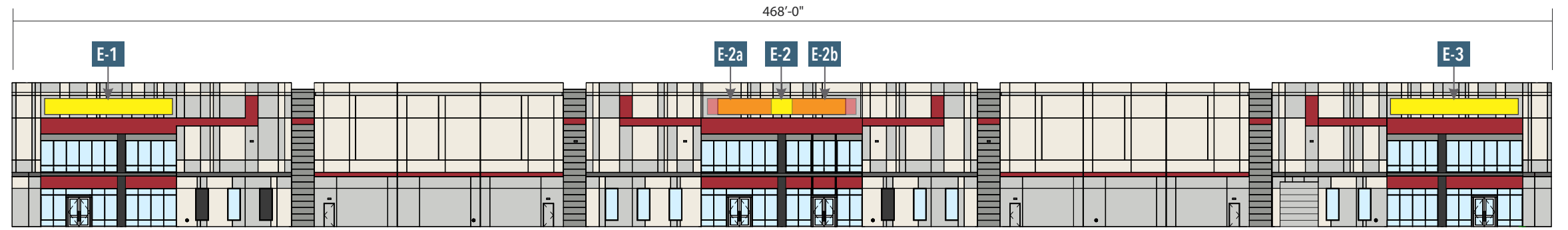
Colors & Finishes
Corporate Colors & Finishes are permitted with Landlord approval.



TYPICAL SIDE SECTION
SCALE: N.T.S.

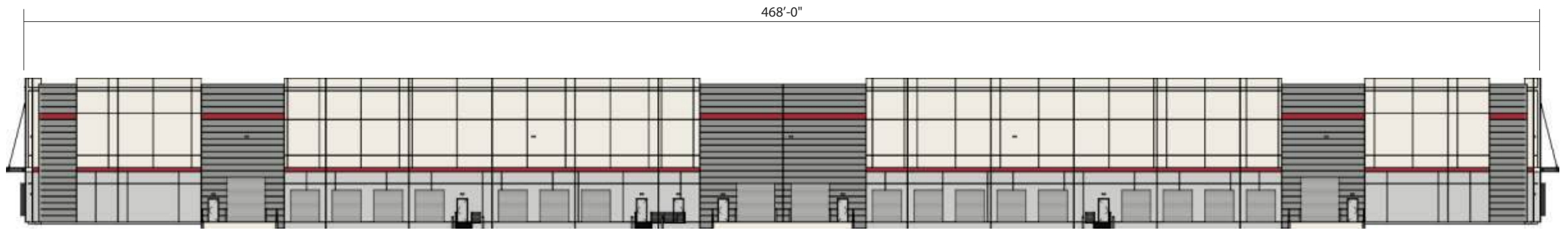
EXT. 3 - BUILDING 1 - TENANT ID

SIGN BANDS	
E-1	5' x 40' = 200.0 SQ. FT.
E-2	5' x 40' = 200.0 SQ. FT.
E-2a	5' x 20' = 100.0 SQ. FT.
E-2b	5' x 20' = 100.0 SQ. FT.
E-3	5' x 40' = 200.0 SQ. FT.
N-1	5' x 30' = 150.0 SQ. FT.
S-1	5' x 30' = 150.0 SQ. FT.



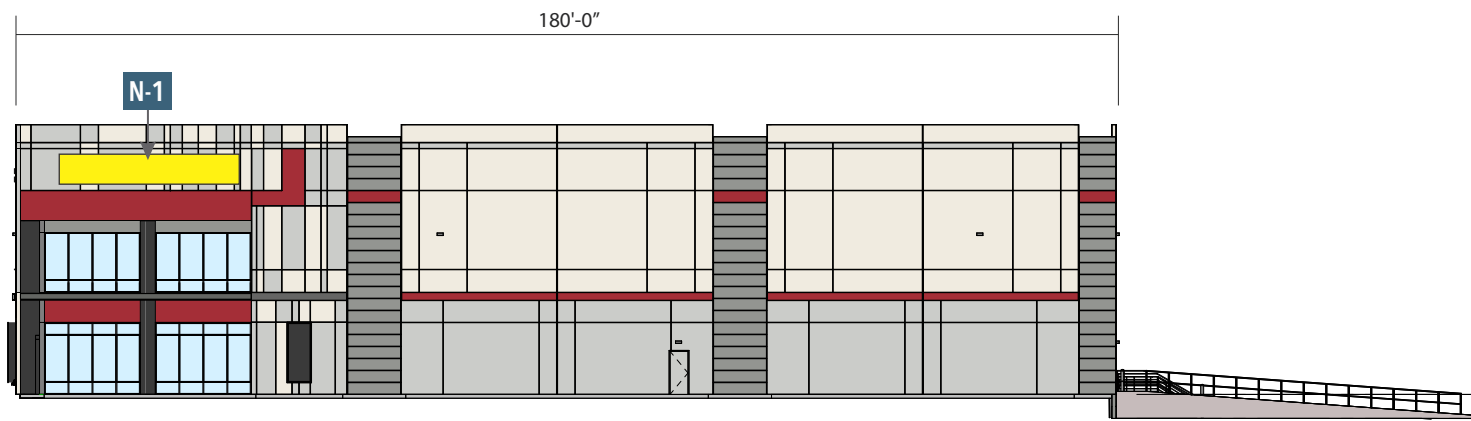
EAST ELEVATION

SCALE: 1" = 40'-0"



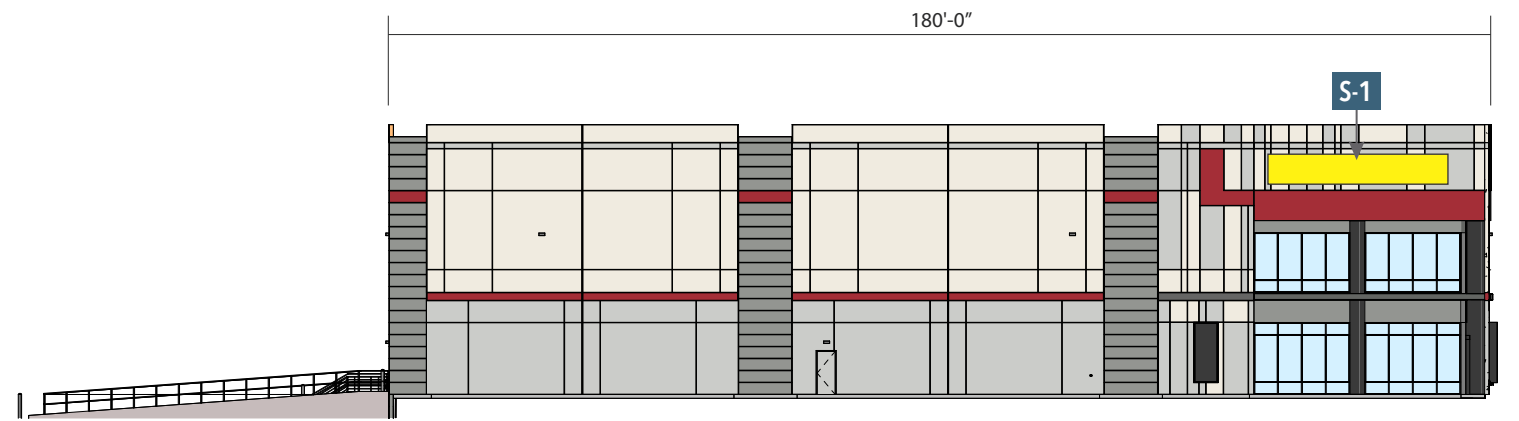
WEST ELEVATION

SCALE: 1" = 40'-0"



NORTH ELEVATION

SCALE: 1/32" = 1'-0"

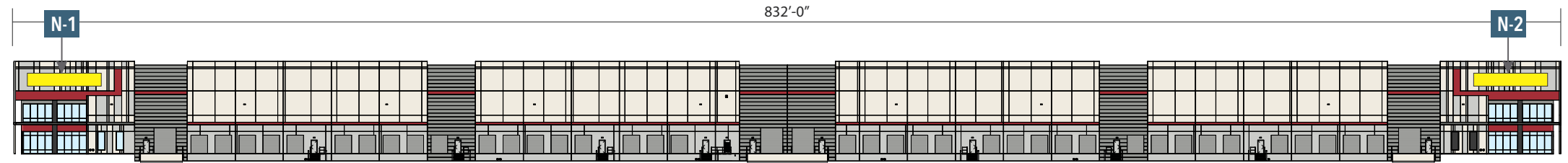


SOUTH ELEVATION

SCALE: 1/32" = 1'-0"

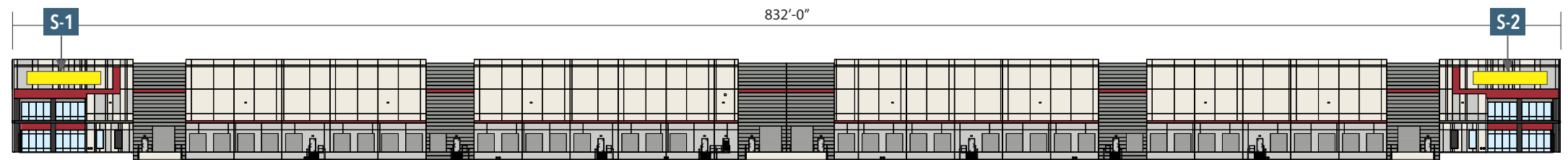
EXT. 3 - BUILDING 2 - TENANT ID

SIGN BANDS	
N-1	7' x 40' = 280.0 SQ. FT.
N-2	7' x 40' = 280.0 SQ. FT.
S-1	7' x 40' = 280.0 SQ. FT.
S-2	7' x 40' = 280.0 SQ. FT.
E-1	7' x 50' = 350.0 SQ. FT.
E-2	7' x 50' = 350.0 SQ. FT.
W-1	7' x 50' = 350.0 SQ. FT.
W-2	7' x 50' = 350.0 SQ. FT.



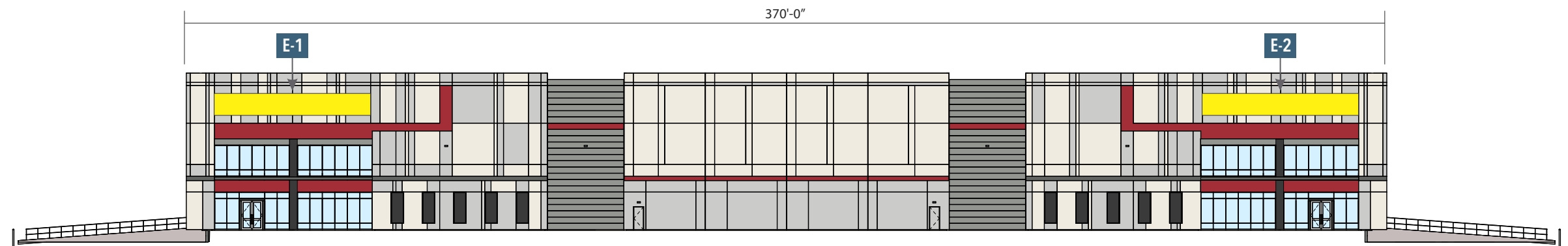
NORTH ELEVATION

SCALE: 1" = 75'-0"



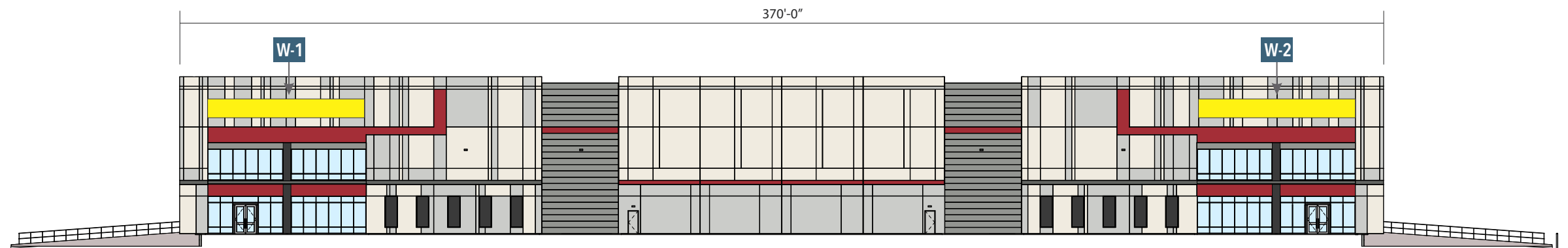
SOUTH ELEVATION

SCALE: 1" = 75'-0"



EAST ELEVATION

SCALE: 1" = 40'-0"



WEST ELEVATION

SCALE: 1" = 40'-0"

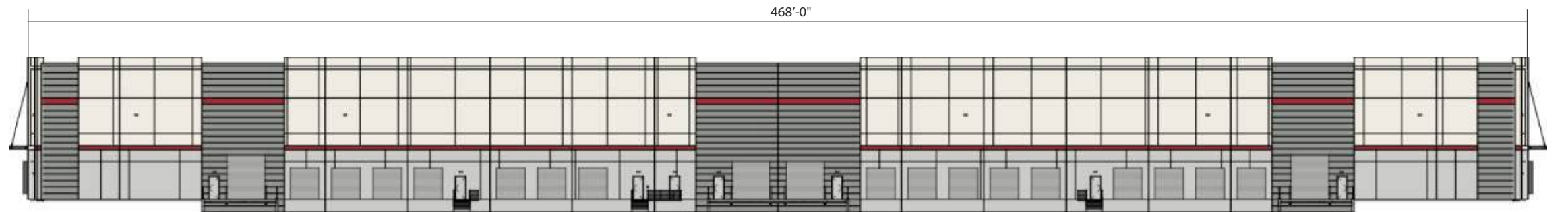
EXT. 3 - BUILDING 3 - TENANT ID

SIGN BANDS	
E-1	6' x 40' = 240.0 SQ. FT.
E-2	6' x 40' = 240.0 SQ. FT.
E-2a	6' x 20' = 120.0 SQ. FT.
E-2b	6' x 20' = 120.0 SQ. FT.
E-3	6' x 40' = 240.0 SQ. FT.
N-1	6' x 30' = 180.0 SQ. FT.
S-1	6' x 360' = 180.0 SQ. FT.



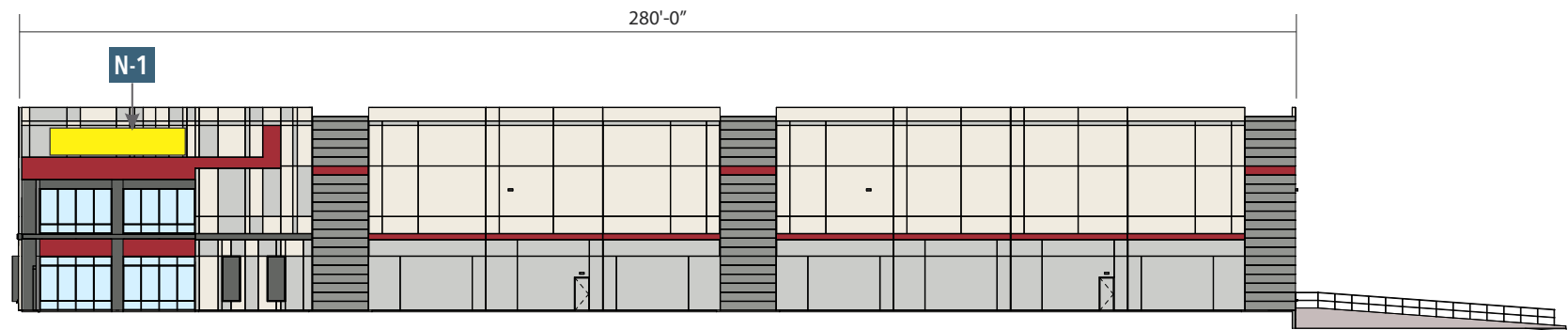
EAST ELEVATION

SCALE: 1" = 40'-0"



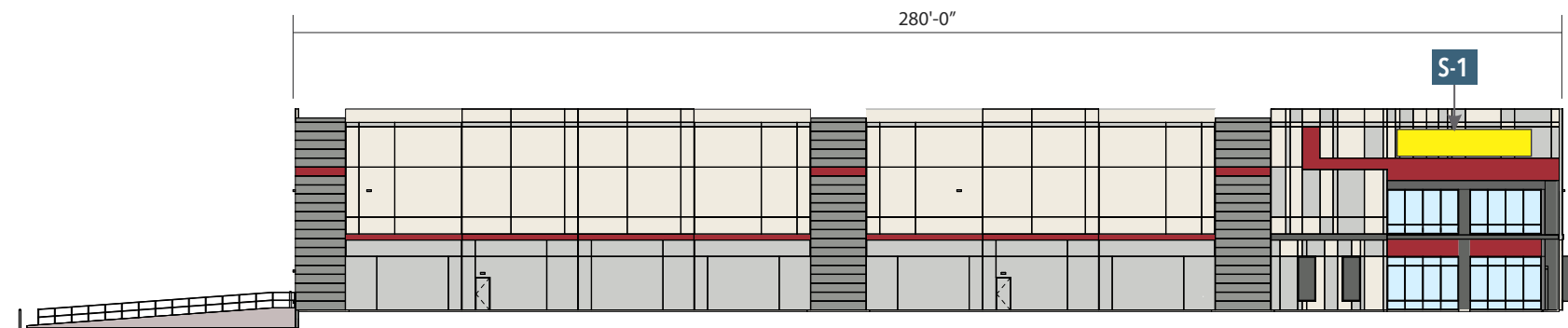
WEST ELEVATION

SCALE: 1" = 40'-0"



NORTH ELEVATION

SCALE: 1" = 40'-0"

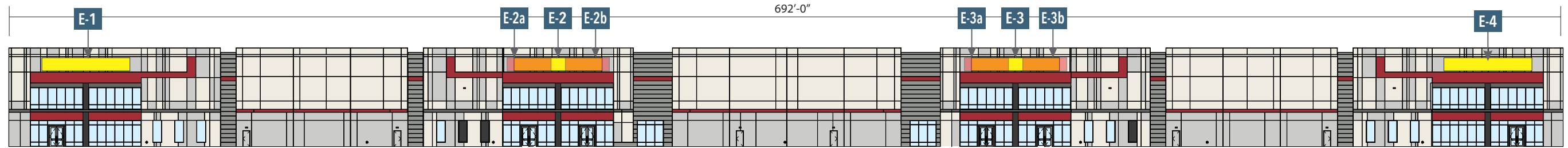


SOUTH ELEVATION

SCALE: 1" = 40'-0"

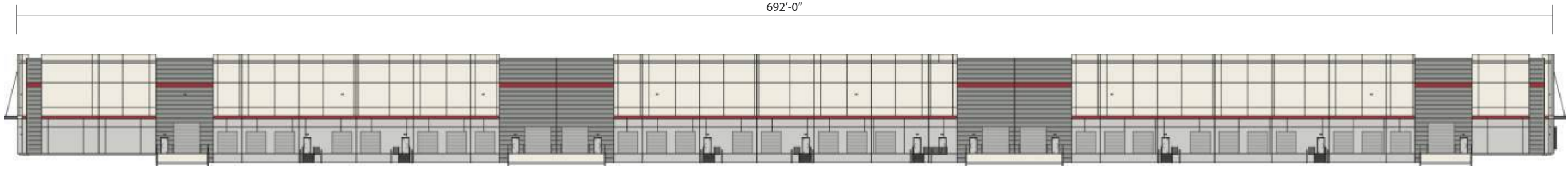
EXT. 3 - BUILDING 4 - TENANT ID

SIGN BANDS	
E-1	6' x 40' = 240.0 SQ. FT.
E-2	6' x 40' = 240.0 SQ. FT.
E-2a	6' x 20' = 120.0 SQ. FT.
E-2b	6' x 20' = 120.0 SQ. FT.
E-3	6' x 40' = 240.0 SQ. FT.
E-3a	6' x 20' = 120.0 SQ. FT.
E-3b	6' x 20' = 120.0 SQ. FT.
E-4	6' x 40' = 240.0 SQ. FT.
N-1	6' x 30' = 180.0 SQ. FT.
S-1	6' x 30' = 180.0 SQ. FT.



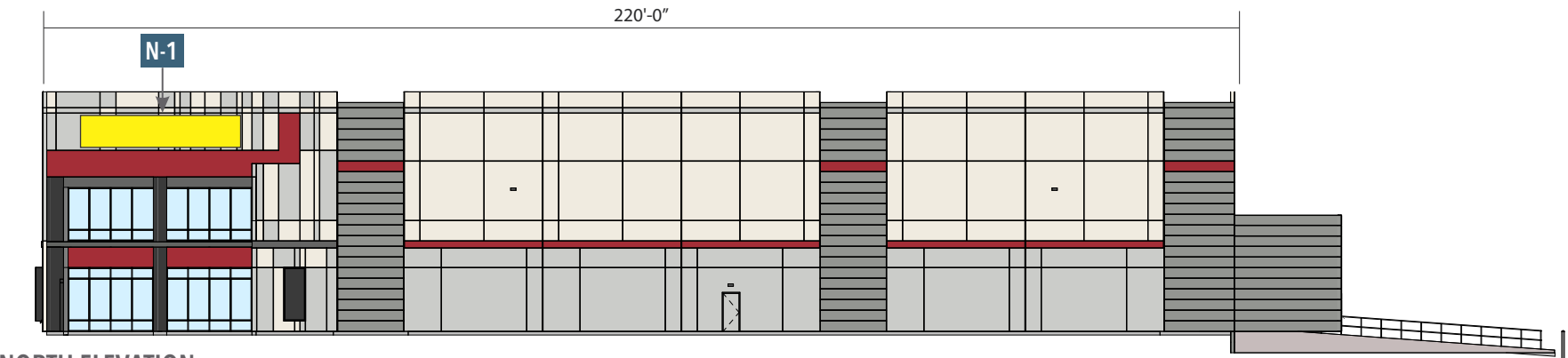
EAST ELEVATION

SCALE: 1" = 50'-0"



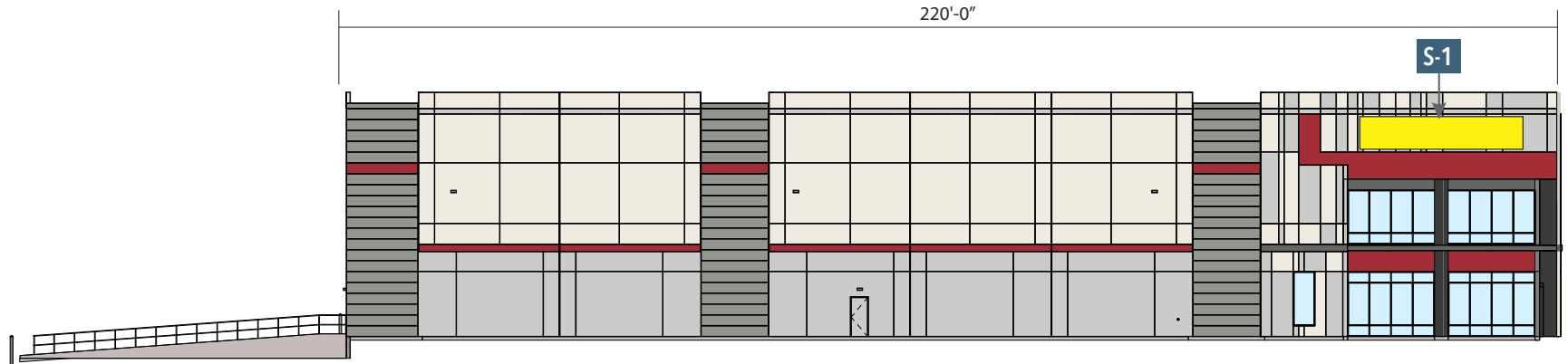
WEST ELEVATION

SCALE: 1" = 50'-0"



NORTH ELEVATION

SCALE: 1/32" = 1'-0"

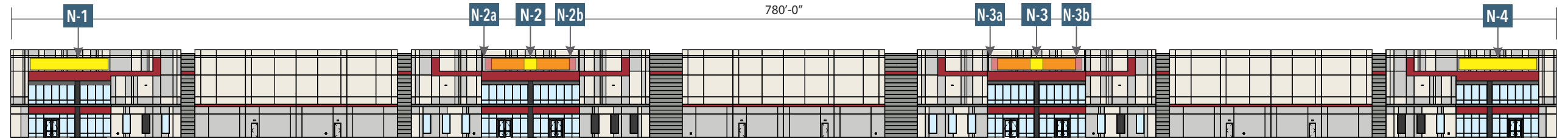


SOUTH ELEVATION

SCALE: 1/32" = 1'-0"

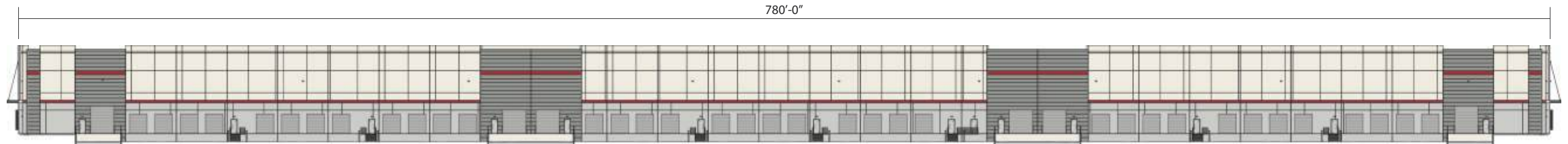
EXT. 3 - BUILDING 5 - TENANT ID

SIGN BANDS	
N-1	6' x 40' = 240.0 SQ. FT.
N-2	6' x 40' = 240.0 SQ. FT.
N-2a	6' x 20' = 120.0 SQ. FT.
N-2b	6' x 20' = 120.0 SQ. FT.
N-3	6' x 40' = 240.0 SQ. FT.
N-3a	6' x 20' = 120.0 SQ. FT.
N-3b	6' x 20' = 120.0 SQ. FT.
N-4	6' x 40' = 240.0 SQ. FT.
E-1	6' x 30' = 180.0 SQ. FT.
W-1	6' x 30' = 180.0 SQ. FT.



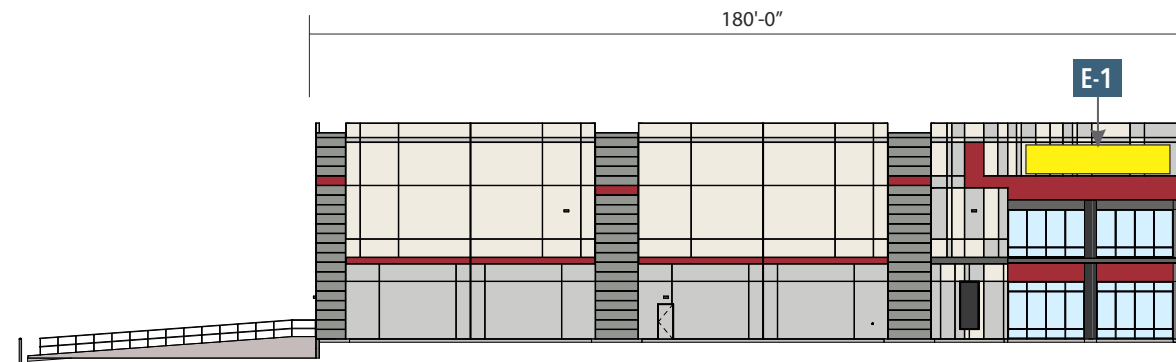
NORTH ELEVATION

SCALE: 1" = 60'-0"



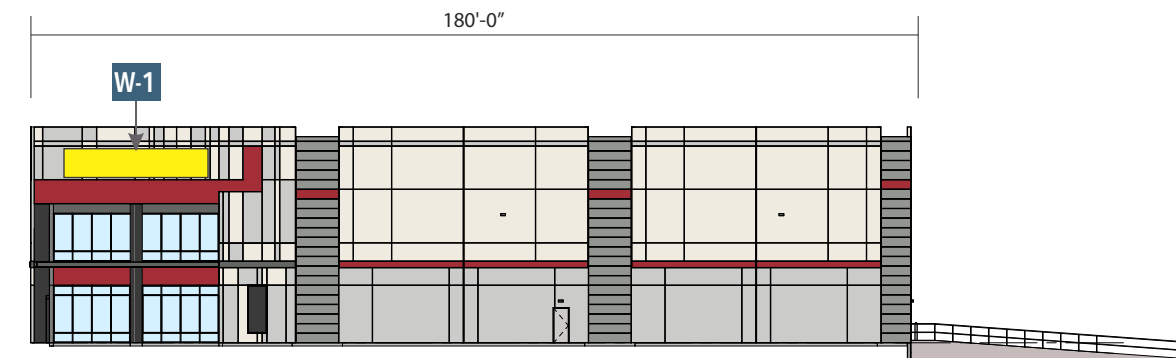
SOUTH ELEVATION

SCALE: 1" = 60'-0"



EAST ELEVATION

SCALE: 1" = 40'-0"

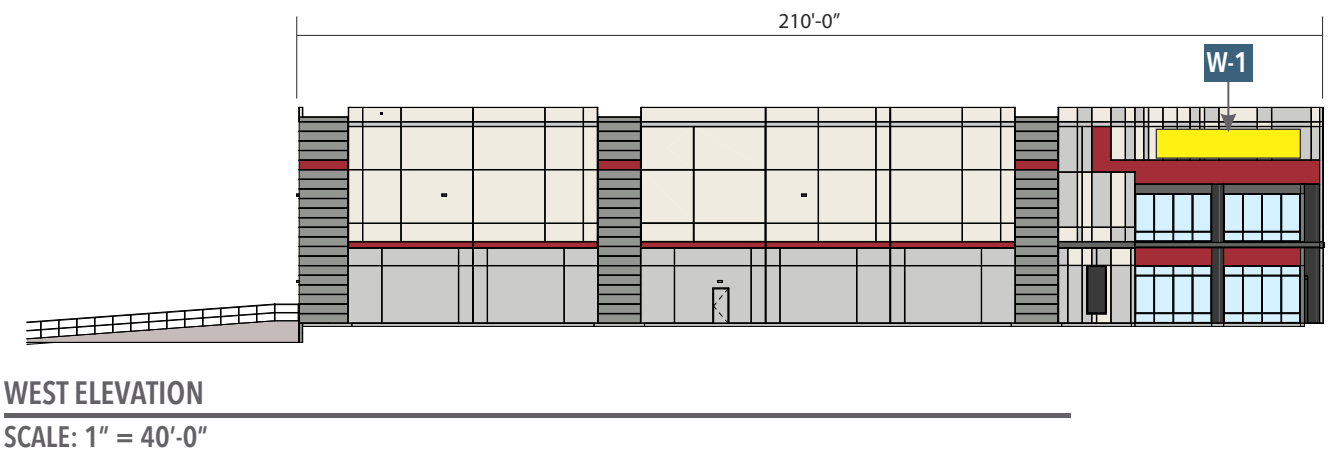
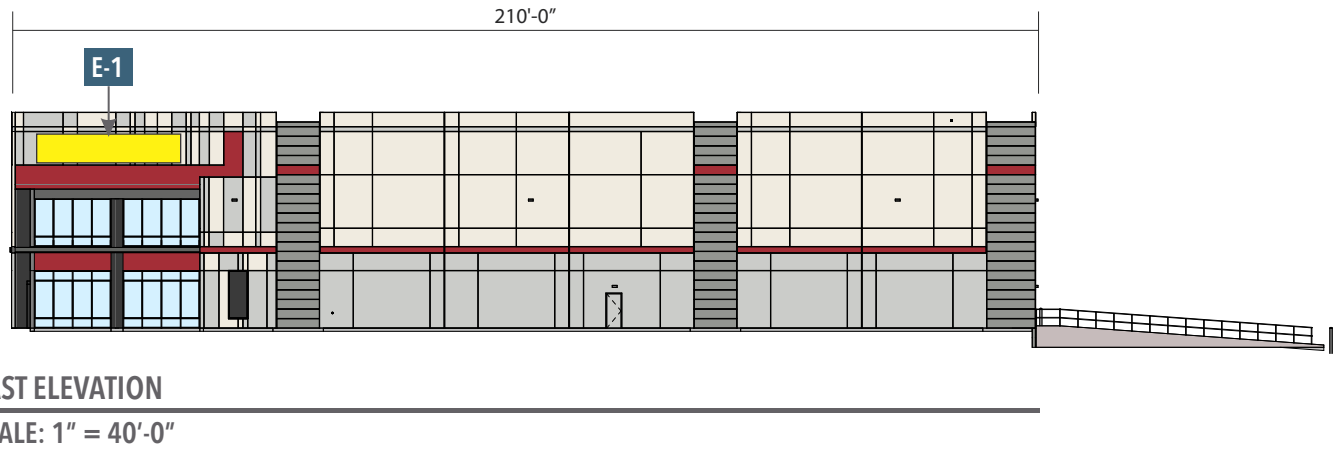
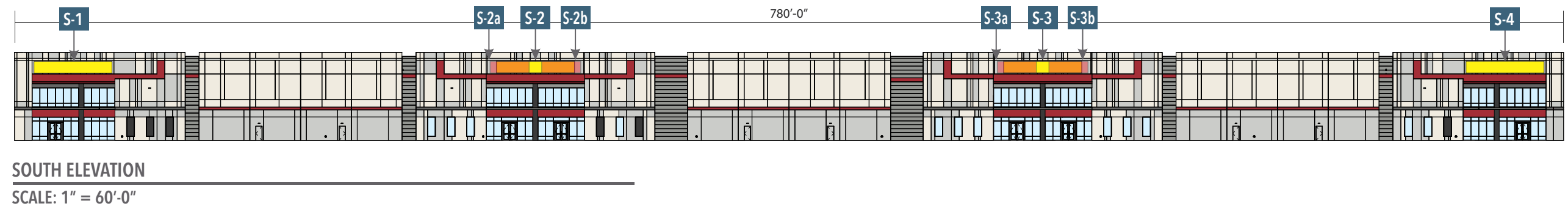
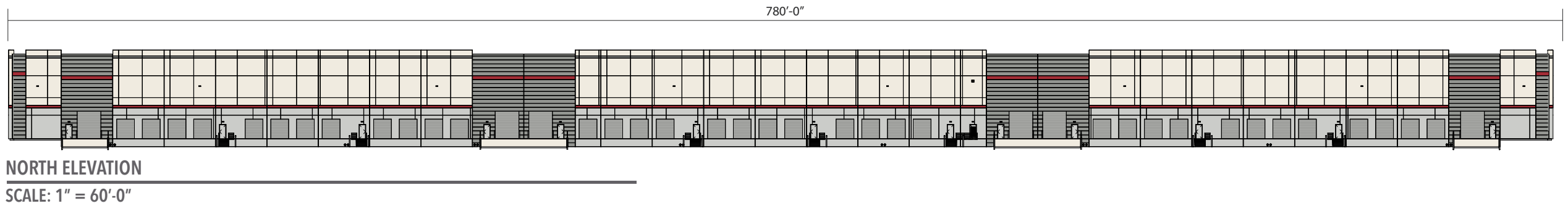


WEST ELEVATION

SCALE: 1" = 40'-0"

EXT. 3 - BUILDING 6 - TENANT ID

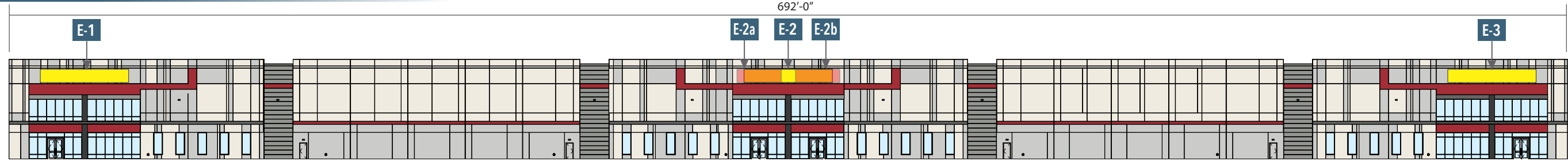
SIGN BANDS	
S-1	6' x 40' = 240.0 SQ. FT.
S-2	6' x 40' = 240.0 SQ. FT.
S-2a	6' x 20' = 120.0 SQ. FT.
S-2b	6' x 20' = 120.0 SQ. FT.
S-3	6' x 40' = 240.0 SQ. FT.
S-3a	6' x 20' = 120.0 SQ. FT.
S-3b	6' x 20' = 120.0 SQ. FT.
S-4	6' x 40' = 240.0 SQ. FT.
E-1	6' x 30' = 180.0 SQ. FT.
W-1	6' x 30' = 180.0 SQ. FT.



EXT. 3 - BUILDING 7 - TENANT ID

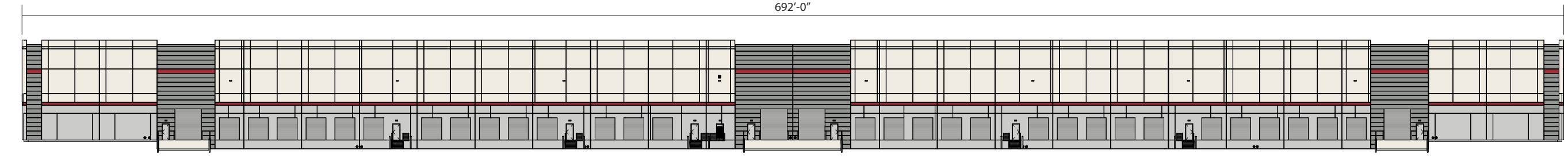
SIGN BANDS

E-1	6' x 40' = 240.0 SQ. FT.
E-2	6' x 40' = 240.0 SQ. FT.
E-2a	6' x 20' = 120.0 SQ. FT.
E-2b	6' x 20' = 120.0 SQ. FT.
E-3	6' x 40' = 240.0 SQ. FT.
N-1	6' x 30' = 180.0 SQ. FT.
S-1	6' x 360' = 180.0 SQ. FT.



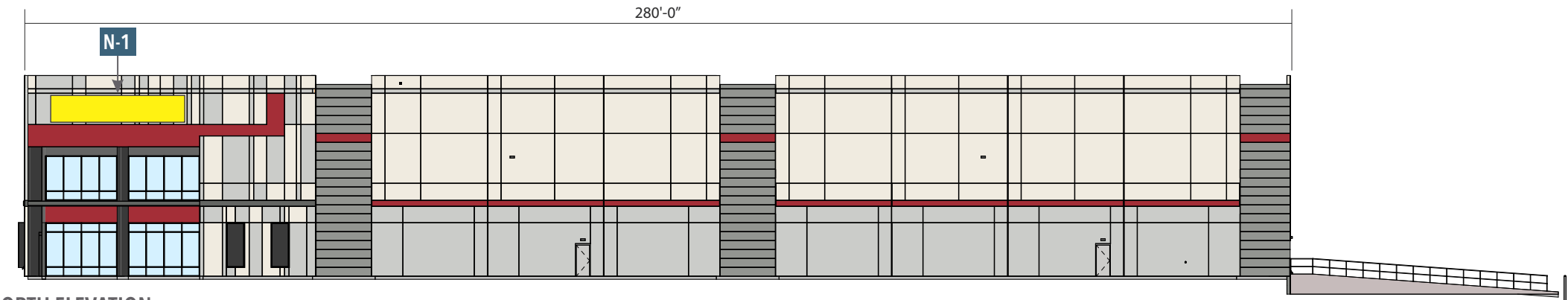
EAST ELEVATION

SCALE: 1" = 50'-0"



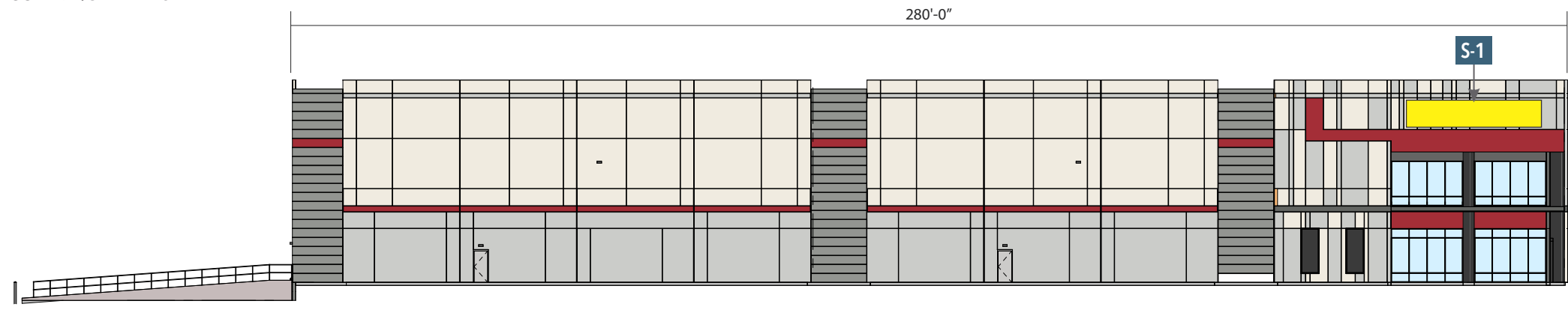
WEST ELEVATION

SCALE: 1" = 50'-0"



NORTH ELEVATION

SCALE: 1/32" = 1'-0"



SOUTH ELEVATION

SCALE: 1/32" = 1'-0"

EXT. 4 - ADDRESS NUMBERS

ADDRESS NUMBERS

Construction
1/4" FCO Aluminum Numbers stud mounted flush to fascia.

Colors & Finishes T.B.D.

QTY. 2
2'-0"
6302
12"
BLDG. 1

QTY. 2
6232
BLDG. 4

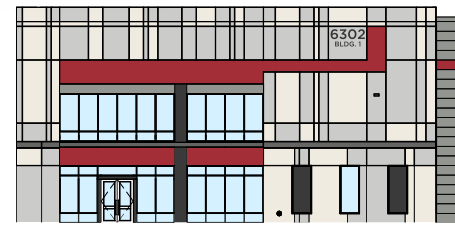
QTY. 2
6256
BLDG. 6

QTY. 3
6244
BLDG. 5

QTY. 3
6314
BLDG. 2

QTY. 2
6326
BLDG. 3

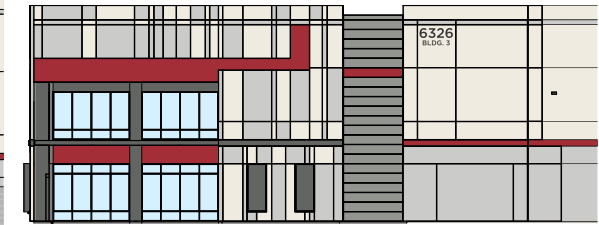
QTY. 2
6268
BLDG. 7



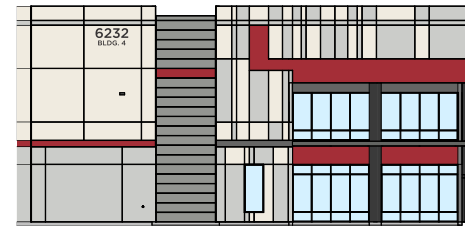
EAST ELEVATION - BUILDING 1
SCALE: 1" = 40'-0"



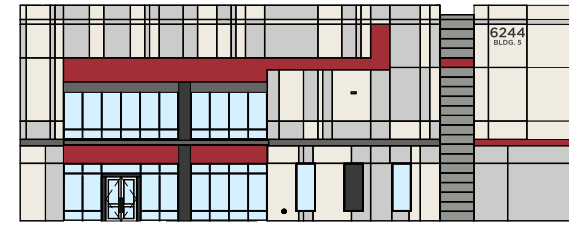
SOUTH ELEVATION - BUILDING 2
SCALE: 1" = 40'-0"



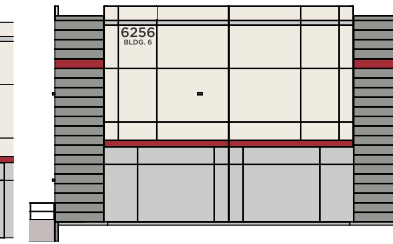
NORTH ELEVATION - BUILDING 3
SCALE: 1" = 40'-0"



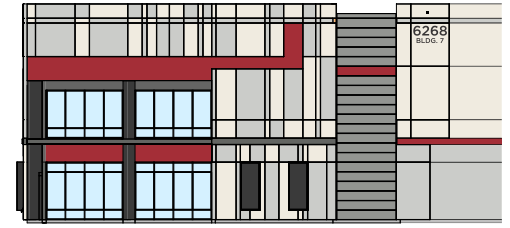
SOUTH ELEVATION - BUILDING 4
SCALE: 1" = 40'-0"



NORTH ELEVATION - BUILDING 5
SCALE: 1" = 40'-0"



WEST ELEVATION - BUILDING 6
SCALE: 1" = 40'-0"



NORTH ELEVATION - BUILDING 7
SCALE: 1" = 40'-0"



EXT. 5 - BAY DOOR IDENTIFICATION

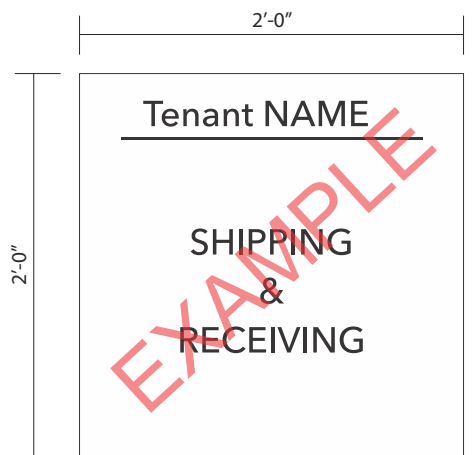
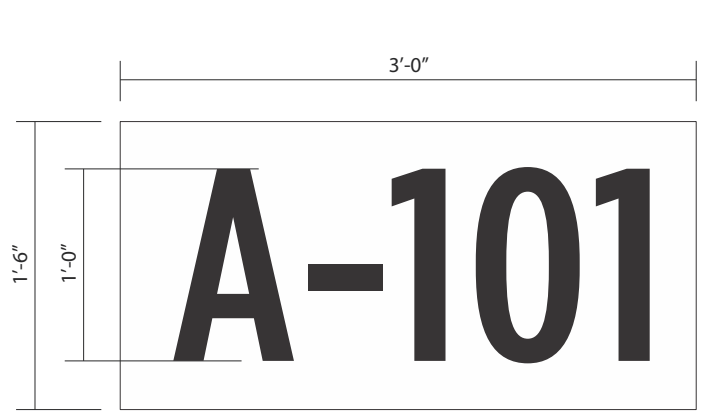
NON-ILLUMINATED PANEL SIGN

Construction
1/8" ACM panel sign painted a contrasting color with vinyl numbers. Mounted flush above bay door.

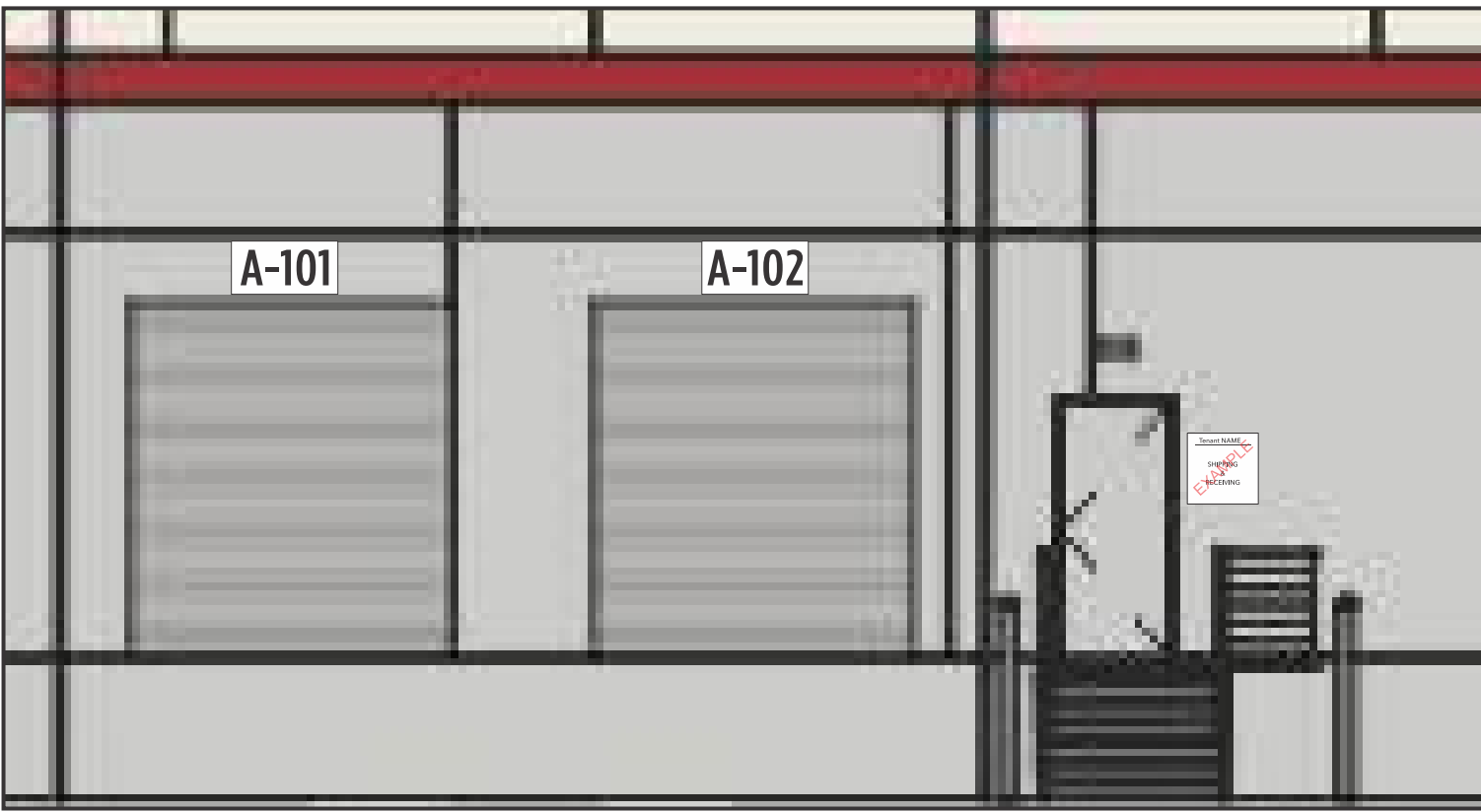
All signs require Landlord approval as part of the individual signage package.

Fonts to be consistent throughout, using Gotham Medium for Back of House Signage.

Gotham Condensed Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



BACK OF HOUSE SIGNS
SCALE: 1" = 1'-0"



SAMPLE ELEVATION
SCALE: 3/16" = 1'-0"

EXT. 6 - WINDOW GRAPHICS

WINDOW GRAPHICS

Shall not exceed 25% of front glass area.

Recommended designs should be subtle and sophisticated. White or Frosted Vinyl is recommended. If using color, it should be muted and a transparent of a minimum of 50%.

- Suite Entry Graphics may NOT be:
- Prefabricated "off the shelf" neon elements.
- Painted seasonal or thematic in nature.
- "Going out of Business" in any medium.
- Solid Black-Out Films of any kind or color.
- There shall be no sandwich (A-Frames) or freestanding signs permitted in the common areas including, but not limited to sidewalks, driveways, landscaping, parking stalls and building aprons.
- There shall be no signs, banners, pennants, balloons or window painting permitted on or in front of bay doors or any windows.

Lessee vinyl suite numbers is to be provided by the Lessor. Suite Numbers shall be located directly above entrance door on the exterior of the glass. Number to be 6" tall and displayed in the Gotham Medium Font.

Service information shall consist of Business Name, Hours of Operation, Services Provided, Payment Options, Prohibited Elements, etc..

Information shall be located adjacent to each entry, to be applied vinyl on the exterior of the glass. Fonts for identity shall be allowed as tenants graphic standards.

Information areas shall utilize Gotham Medium, sizes and layout standards as shown. Subject to Landlord/Developer approval.

Tenant is permitted one (1) information copy area at the entry of its store.

Fonts to be consistent throughout, using Gotham Medium.

Gotham Medium ABCDEFGHIJKLMNOPQR
STUVWXYZ1234567890

6" **100**

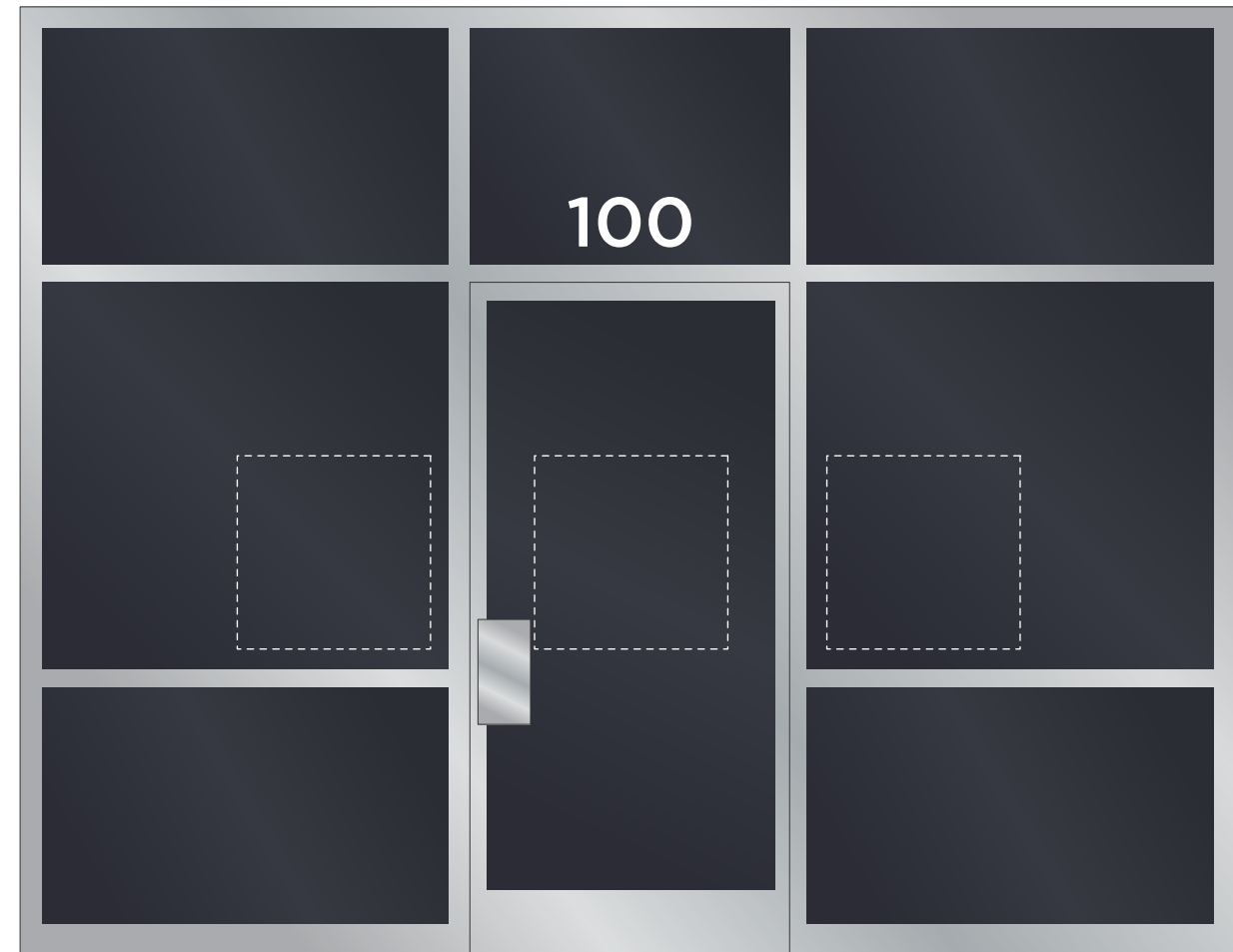
2" **TENANT NAME**

1" 75"
MONDAY - FRIDAY
8:00AM - 5:00PM

1" 75"
SATURDAY & SUNDAY
8:00AM - 5:00PM

TYPICAL WINDOW VINYL

SCALE: 1 1/2" = 1'-0"



SAMPLE ELEVATION

SCALE: N.T.S.