

# LAKE PLEASANT

T O W N E C E N T E R

MINOR PAD AMMENDMENT  
COMPREHENSIVE SIGN PLAN - V 1.0  
SEPTEMBER 2005

bleier  
INDUSTRIES



Vestar





## Minor PAD Amendment Signage

### Project Narrative

#### Introduction:

This is a request for a Minor PAD Amendment to the Lake Pleasant Towne Center Planned Area Development approved by the Peoria City Council on December 16, 2003, Ordinance 03-183, subject to stipulations “a-n”. The approved PAD Development Standards states ... “Signs are allowed in accordance with Article 14-34 of the Zoning Ordinance”.

Article 14-34 of the Peoria Zoning Ordinance anticipates the need for Comprehensive Sign Plans for projects larger than twenty five (25) acres. When adopted, the Comprehensive Sign Plan section of the zoning ordinance did not anticipate the unique signage needs created by projects like Lake Pleasant Towne Center. In the context of a Minor PAD Amendment, a Comprehensive Sign Plan, unique to the site specific needs of the project, is crafted and approved administratively subject to a comment and appeal period.

#### Project Description:

Lake Pleasant Towne Center consists of approximately 68 acres of land located at the northwest corner of Lake Pleasant Parkway and Happy Valley Road. A triangular parcel owned by the Arizona State Land Department fronts Lake Pleasant Parkway and is not included in this submittal except for the ingress and egress drive easement indicated on the site plan. To the north of the site is Yearling Road. The site is traversed from northeast to southwest by a large natural wash.

The project is being developed by Vestar development Company and will consist of approximately 600,000 square feet of major retail, shops and pad tenant uses.

**Comprehensive Sign Plan:** This submittal includes design specifications and standards for freestanding signage and individual tenant building signage.

Permanent freestanding signage is separated into five (5) distinct hierarchies;

ST – 1: Multi-Tenant Landmark Monument

ST - 2: Multi-Tenant Monument

ST - 3: Center ID Sign / Entry Feature

ST – 4: Gas price Monument Sign

ST – 5: Pedestrian Directory

A total of four (4) ST – 1 signs are utilized to identify major tenants selected by the developer. The signs are to be located adjacent to the principal driveway entrances along Happy Valley Road and Lake Pleasant Parkway. These signs maintain the low profile image specified within Article 14-34 while exceeding both height and area limitations set forth within the ordinance. Due to the natural wash that traverses the site and separates portions of the development from the arterial roadways, freestanding signs are required to be sufficient in size and quantity to safely provide information to the motorist attempting to locate their desired destination. Smaller, ST – 2 signs are utilized along Yearling Road. The ST –3 entry feature is designed to enhance the intersection of Happy Valley Road and Lake Pleasant Parkway. It is intended to integrate with the landscaping and provide center identification to the overall project site. An ST – 4 Gas Price Monument sign is designated to be placed on the Car Wash pad site for the purpose of identifying the Car Wash and Gas Branding and Price information. ST – 5 Pedestrian Directories are intended to be placed throughout the project site integrated within the hardscape. These displays offer site maps, tenant locations as well as information for goods and services available.

Included within this submittal is also request to permit a temporary “v- shaped” project leasing sign to be installed along Lake Pleasant Parkway in addition to Happy Valley Road.

Specifications for the quantity, size, and types of building signage are included within the Comprehensive Sign Plan. These specifications are prepared in a formulated manner to permit anchors, majors, and shop / pad tenants the opportunity to utilize identification programs established for identifying their business. National retailers have invested a great deal of effort creating a recognized sign program and this Comprehensive Sign Plan permits them to do so while maintaining strict control standards.



DE6201  
RATTAN BASKET  
LRV 27



DEC776  
COURTYARD GREEN  
LRV 25



DE6129  
RUSTIC TAUPE  
LRV 47



DE6137  
TAN PLAN  
LRV 35



DE6111  
S'MORES  
LRV 23



DE6083  
BADLANDS SUNSET  
LRV 16



DE6122  
DRY CREEK  
LRV 55



DE6132  
BIG STONE BEACH  
LRV 16



DE6138  
DARK SEPIA  
LRV 26



DE6202  
COCONUT SHELL  
LRV 20



DE6076  
WANDERING ROAD  
LRV 16



DE6074  
FRONTIER LAND  
LRV 37

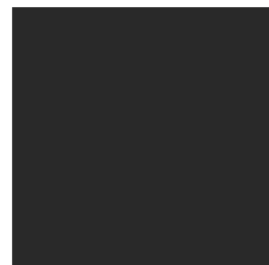


DE6075  
WOOD LAKE  
LRV 24



NATURALLY WEATHERED COPPER

PRIMARY E.I.F.S. COLORS



DEA188  
BLACK BAY  
LRV 7



DEA176  
IRON RIVER  
LRV 8



DE6014  
DARK CHOCOLATE  
LRV 7



DEC756  
WEATHERED BROWN  
LRV 8



DE6399  
MOLASSES  
LRV 7

ACCENT COLORS



ROOF TILE  
OLD SAHUARO BLEND  
by M.C.A.



CLIFFSIDE BROWN



KAHLUA  
COLORED CONCRETE



LEDGESTONE - "HUALAPAI"  
STONE by CLONESTONE



AUTUMN  
by SUPERLITE



COCOA BROWN  
by SUPERLITE



HARVEST BROWN  
by SUPERLITE



PLUM  
by SUPERLITE



PLUM  
by TRENDSTONE



PEBBLE BEACH  
by TRENDSTONE

MASONRY



## Freestanding Sign Matrix

SIGN	SIGN TYPE	FUNCTION	LOCATION	QUANTITY	HEIGHT	SIZE	ILLUMINATION	MATERIALS
ST 1 Multi-Tenant Landmark Monument Sign	Landmark Monument	Primary roadway multi-tenant identification	Placed along Lake Pleasant Parkway and Happy Valley Road	4	Fourteen (14') feet to top of architectural embellishment	80 SF of Multi-Tenant Sign Area Exclusive of Architectural Embellishments	Internal and ground Illumination	Stone, Stucco, Textured Aluminum, Powder Coat and Acrylics
ST 2 Multi-Tenant Monument Sign	Monument	Secondary roadway multi-tenant identification	Placed along Yearling Road	2	Eight (8') feet to top of architectural embellishment	48 SF of Multi-Tenant Sign Area Exclusive of Architectural Embellishments	Internal and ground Illumination	Stone, Stucco, Textured Aluminum, Powder Coat and Acrylics
ST 3 Center Identification Entry Feature Wall	Wall Feature	Center Identification	SEC of Project on Happy Valley Road and Lake Pleasant Parkway	1	Entry Feature Wall TBD	80 SF Center Identification Exclusive of Architectural Embellishments	Internal and/or ground Illumination	Stone, Stucco, Textured Aluminum, Powder Coat and Acrylics
ST 4 Gas Price Monument	Monument	Car Wash Identification with Gas Pricing	Adjacent to Pad Site Along Principal Driveway	1	Six feet six inches (6'-6") to top of architectural embellishment	32 SF of Sign Area Exclusive of Architectural Embellishments	Internal and ground Illumination	Stone, Stucco, Textured Aluminum, Powder Coat and Acrylics
ST 5 Pedestrian Directory	Kiosk	Pedestrian Way Finding Within the Project	TBD	TBD	Eight (8') feet to top of architectural embellishment	12 SF of Sign Area Exclusive of Architectural Embellishments	Internal and ground Illumination	Stone, Stucco, Textured Aluminum, Powder Coat and Acrylics
Temporary Marketing Sign	V-Shape	Marketing	Placed along Lake Pleasant Parkway and Happy Valley Road	2	Twelve (12') feet to top	96 SF of Sign Area	Non-illuminated	Plywood, Paint, Wood Posts and Vinyl Graphics

Comprehensive Sign Plan subject to City of Peoria approval.



Developer:  
  
**Vestar**  
 2425 East Camelback Road • Suite 750 • Phoenix, Arizona 85016  
 PHONE: 602-866-0900

Architect:  
  
**Butler Design Group Inc.**  
 Architects & Planners  
 5555 E. Van Buren St.  
 Suite 215  
 Phoenix, Arizona 85008  
 phone 602-957-1800  
 fax 602-957-7722

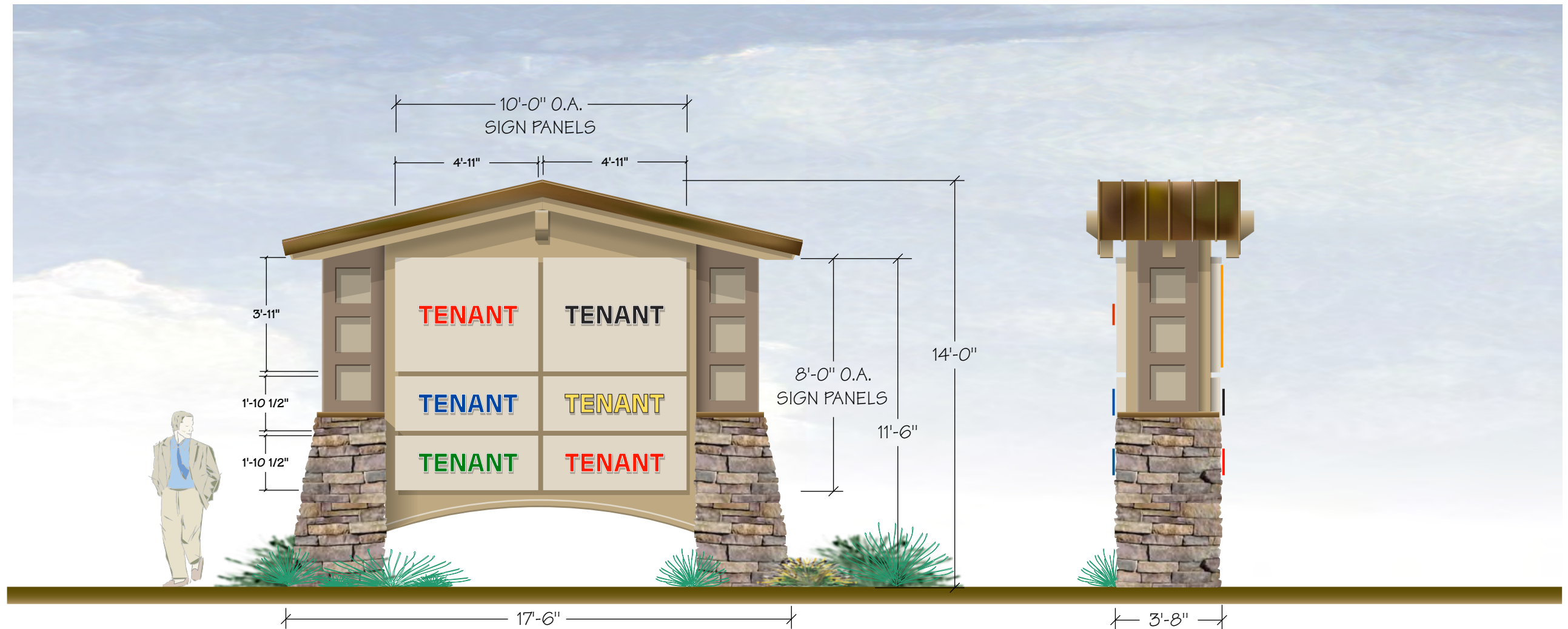
**bleier**  
**INDUSTRIES**

2030 WEST DESERT COVE AVE.  
 PHOENIX, ARIZONA 85029  
 602.944.3117  
 FAX 602.395.0753  
 SALES@BLEIERINDUSTRIES.COM

PROJECT:	
Lake Pleasant Towne Center NWC Happy Valley Rd & Lake Pleasant Pkwy Peoria, Az	
TITLE:	
Site Plan	
DESIGNER:	SALES:
Dan Horton	Paul Bleier
DESIGN NO:	DATE:
2005-A-005	08/02/05
SCALE:	REVISIONS:
NTS	△
SHEET NO:	△
<b>SP 1</b>	△

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 APPROVED BY:  
 X

- ST-1** Multi-Tenant Landmark Monument Sign
- ST-2** Multi-Tenant Monument Sign
- ST-3** Center ID Sign / Entry Feature
- ST-4** Gas Price Monument Sign
- ST-5** Pedestrian Directory



**ST-1** Multi-Tenant Landmark Monument Sign

- Tenant Panels will be 2" Pan-formed aluminum textured and painted.
- Tenant copy will be routed with white acrylic back-up, 3/8" FCO clear push-thru with first surface applied colored vinyl per tenant's color requirements.
- Illumination will be internal 800ma flourescent.

Developer:



2425 East Camelback Road • Suite 750 • Phoenix, Arizona 85016  
PHONE: 602-866-0900

Architect:



**Butler Design Group**  
Architects & Planners  
5555 E. Van Buren St.  
Suite 215  
Phoenix, Arizona 85008  
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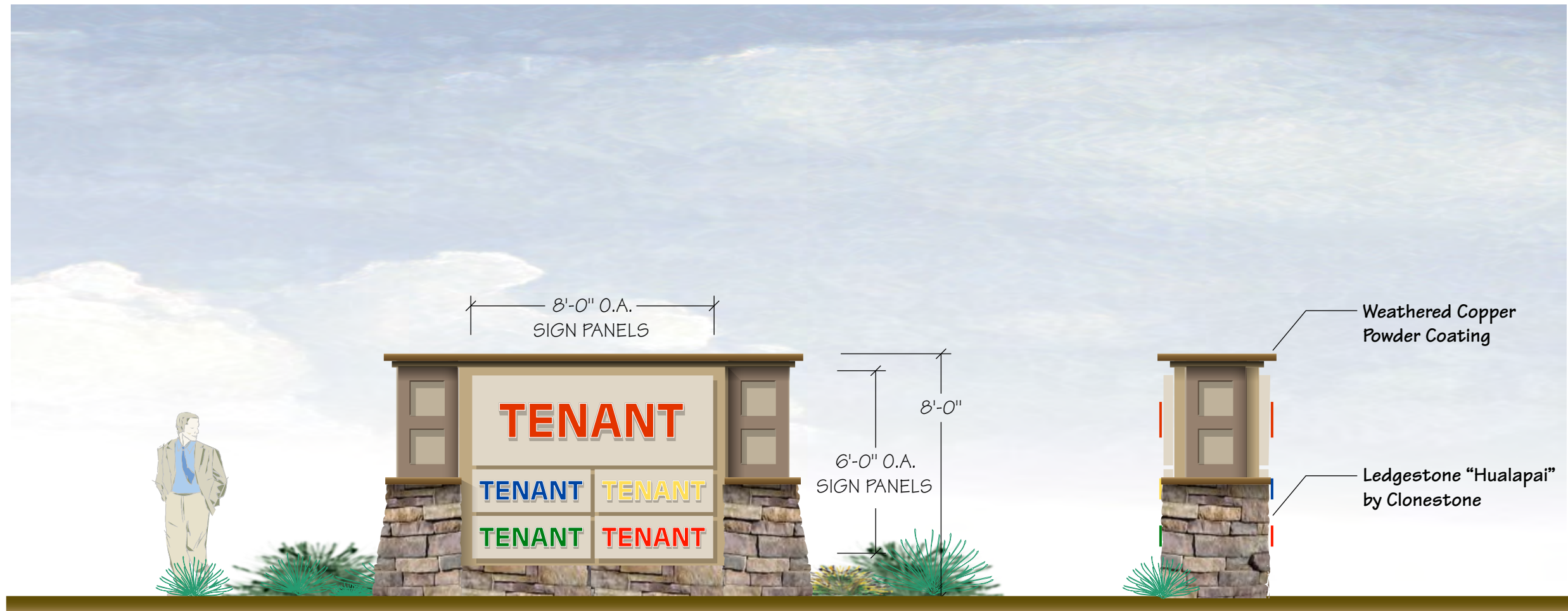


PROJECT: Lake Pleasant Towne Center NWC Happy Valley Rd & Lake Pleasant Pkwy Peoria, Az	
TITLE: Monument Sign Elevation	
DESIGNER: Dan Horton	SALES: Paul Bleier

DESIGN NO: 2005-A-005	DATE: 08/02/05
SCALE: 1/4" = 1'-0"	REVISIONS:
SHEET NO: ST 1	

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### ST-2 Multi-Tenant Monument Sign

- Tenant Panels will be 2" Pan-formed aluminum textured and painted.
- Tenant copy will be routed with white acrylic back-up, 3/8" FCO clear push-thru with first surface applied colored vinyl per tenant's color requirements.
- Illumination will be internal 800ma fluorescent.

Developer:



2425 East Camelback Road • Suite 750 • Phoenix, Arizona 85016  
PHONE: 602-866-0900

Architect:



**Butler Design Group**  
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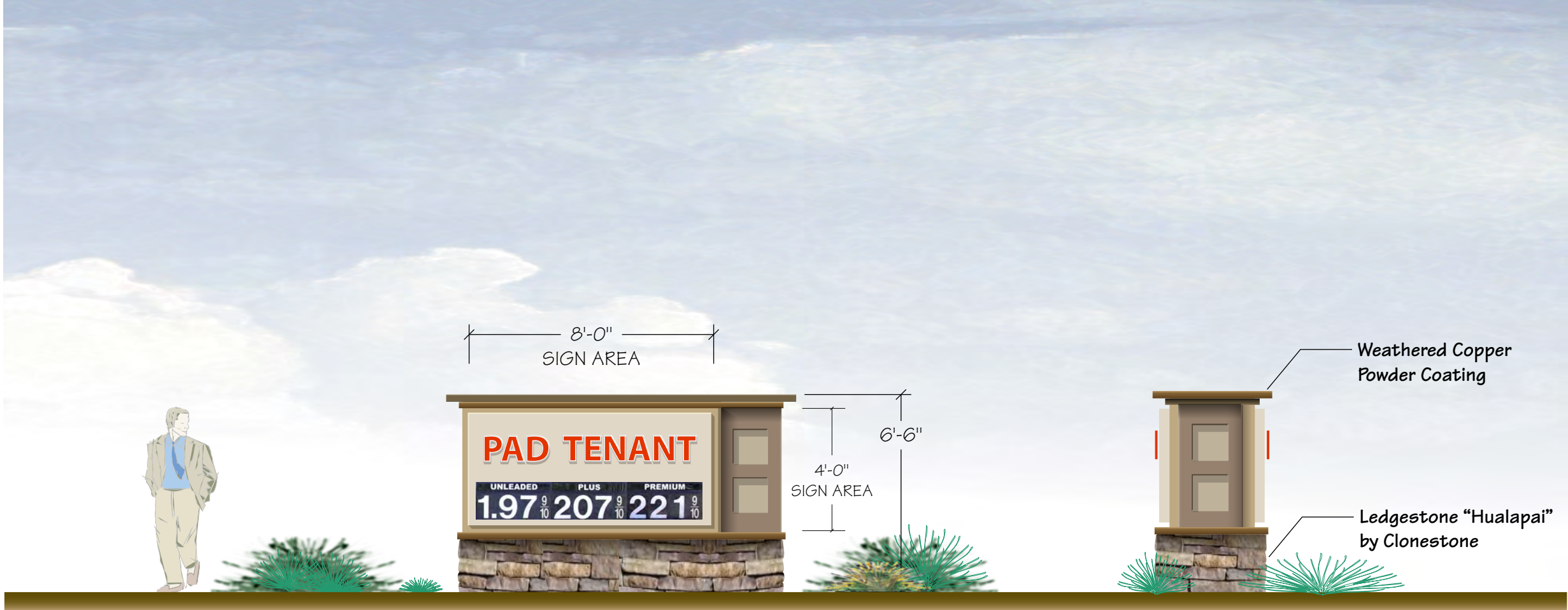


PROJECT: Lake Pleasant Towne Center NWC Happy Valley Rd & Lake Pleasant Pkwy Peoria, Az	
TITLE: Monument Sign Elevation	
DESIGNER: Dan Horton	SALES: Paul Bleier

DESIGN NO: 2005-A-005	DATE: 08/02/05
SCALE: 1/4" = 1'-0"	REVISIONS:
SHEET NO: ST 2	

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**ST-4** Gas Price Monument Sign

- Tenant Panels will be 2" Pan-formed aluminum textured and painted.
- Tenant copy will be routed with white acrylic back-up, 3/8" FCO clear push-thru with first surface applied colored vinyl per tenant's color requirements.
- Price change panels per tenant's requirements TBD.
- Illumination will be internal 800ma fluorescent.

Developer:



2425 East Camelback Road • Suite 750 • Phoenix, Arizona 85016  
PHONE: 602-866-0900

Architect:



**Butler Design Group**  
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PROJECT: Lake Pleasant Towne Center NWC Happy Valley Rd & Lake Pleasant Pkwy Peoria, Az	
TITLE: Monument Sign Elevation	
DESIGNER: Dan Horton	SALES: Paul Bleier

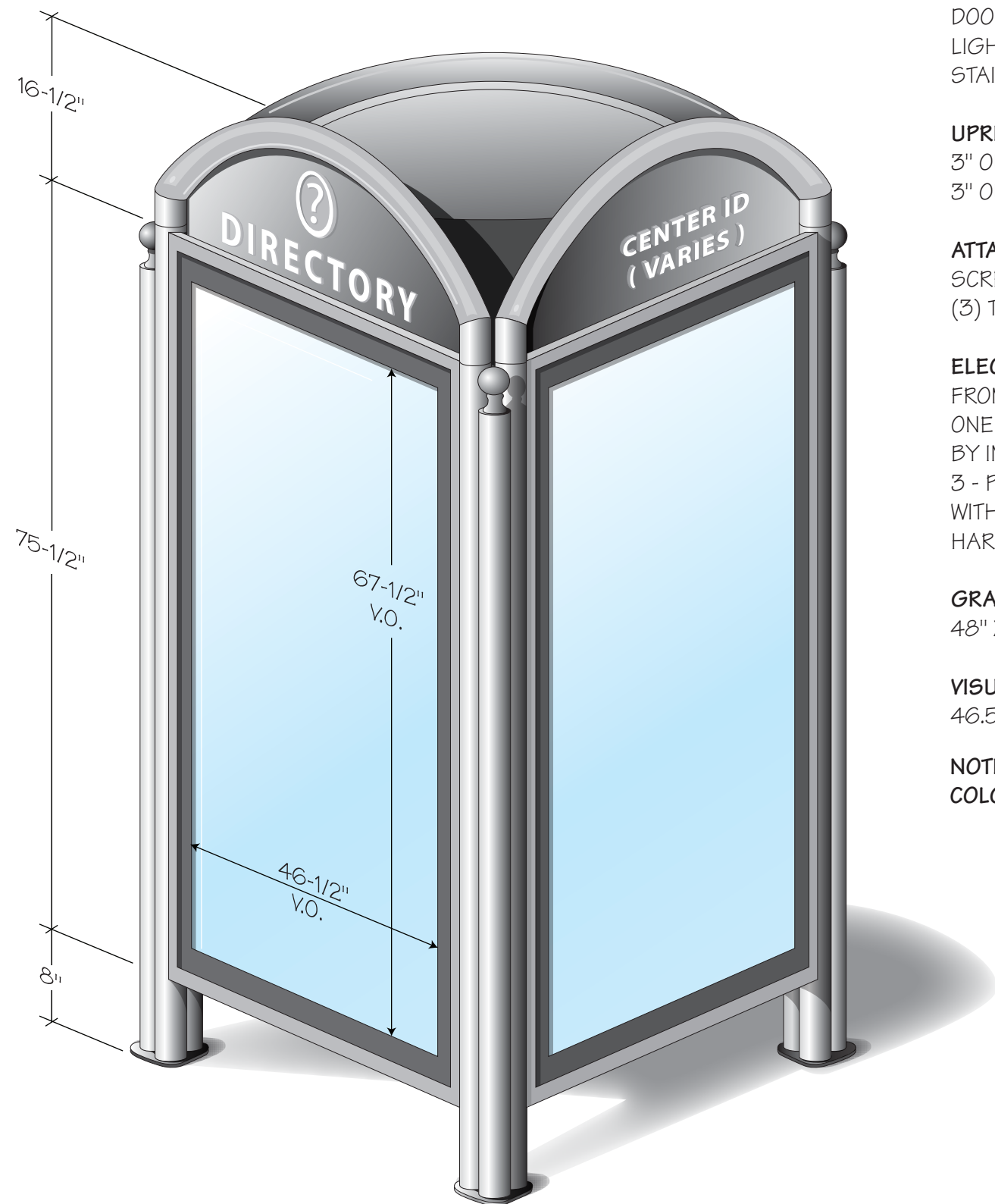
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SCALE: 1/4" = 1'-0"	REVISIONS:
SHEET NO: ST 4	

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APPROVED BY:

# 3 SIDED - 3 POST - PEDESTRIAN DIRECTORY

## ISOMETRIC VIEW



## SPECIFICATIONS

### ELECTRICAL

BALLAST - 1190-12R ( 250 watts ) OR 71A5793

LAMPS - (1) 250 watts INDOOR / OUTDOOR

VOLTS - 110-120

AMPS - NORMAL DRAW OF 2.3 AMPS

### LIGHT BOX SECTION INCL. DOOR / FRAMES

DOOR/FRAMES - EXTRUDED ALUMINUM WELDED AND PAINTED

LIGHT BOX STRUCTURE FABRICATED STEEL (INDOOR),

STAINLESS STEEL (OUTDOOR) AND PAINTED.

### UPRIGHT TUBING

3" OUTSIDE DIAMETER STEEL TUBING / INDOOR.

3" OUTSIDE DIAMETER STAINLESS TUBING / OUTDOOR.

### ATTACHMENT OF TUBES TO LIGHT BOX

SCREW FROM INSIDE LIGHT BOX INTO STEEL TUBES.

(3) THREE SCREWS PER TUBE

### ELECTRICAL FEED

FROM LOWER CORNER OF LIGHT BOX DOWN INSIDE ONE TUBE THRU FLOOR PLATE AND CONNECTED BY INSTALLERS TO FLOOR PLUG.

3 - PRONG PLUG SUPPLIED

WITH LINE CORD / INDOOR.

HARD WIRED / OUTDOOR.

### GRAPHIC SIZE

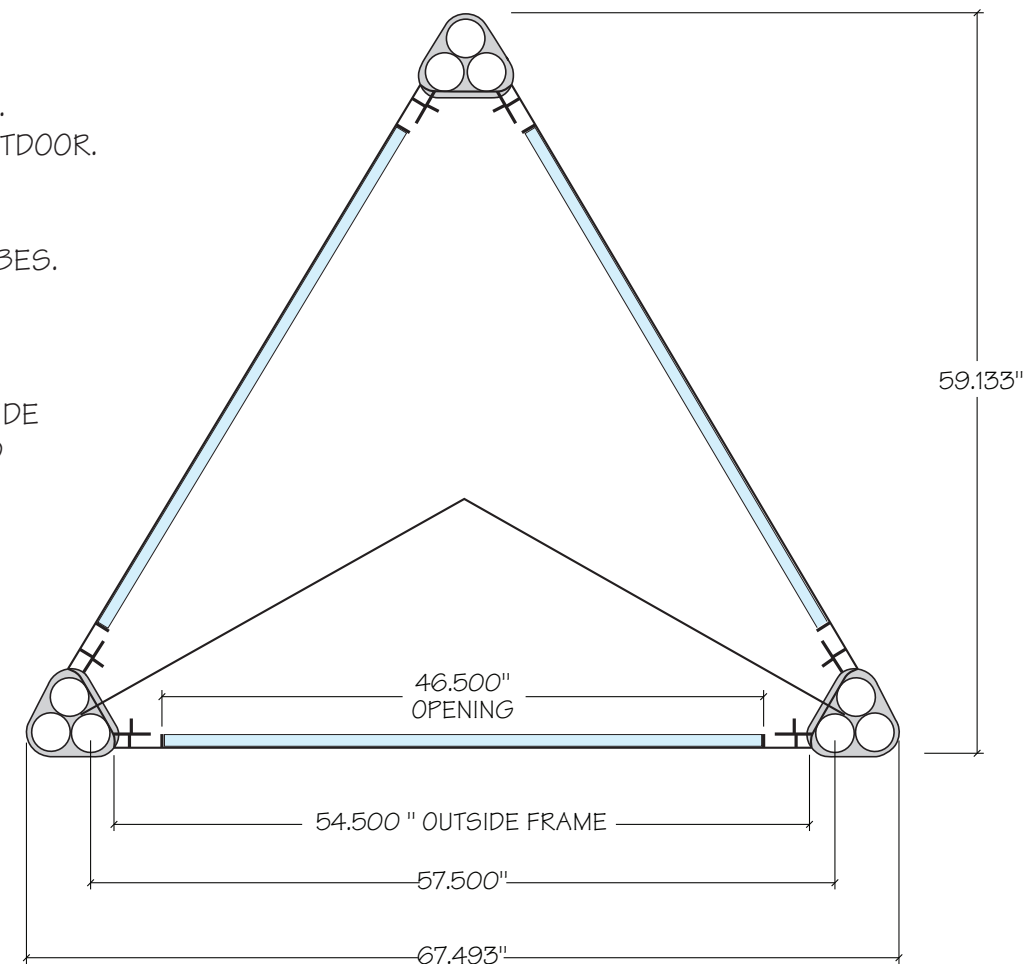
48" X 70"

### VISUAL OPENING

46.50 X 67.50

### NOTICE:

COLORS TBD



**FOOT PRINT - 3 SIDED - 3 POST - DIRECTORY SIZE**  
SCALE: 1/2" = 1'-0"

**DIRECTORY UNIT FURNISHED BY VIACOM**

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TITLE: PEDESTRIAN DIRECTORY	SCALE: AS NOTED	REVISIONS: △	
DESIGNER: R Contreras	SHEET NO: ST 5		
SALES: Paul Bleier			



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<b>PROJECT:</b> Lake Pleasant Towne Center NWC Happy Valley Rd & Lake Pleasant Pkwy Peoria, Az	
<b>TITLE:</b> Marketing Sign	
<b>DESIGNER:</b> RC	<b>SALES:</b> Paul Bleier

<b>DESIGN NO.:</b> 2005-A-005	<b>DATE:</b> 08/02/05
<b>SCALE:</b> 3/8" = 1'-0"	<b>REVISIONS:</b>
<b>SHEET NO.:</b> TEMP-1	

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**APPROVED BY:**



## General Requirements Signage

These criteria have been established for the purpose of maintaining a continuity of quality and aesthetics throughout Lake Pleasant Towne Center for the mutual benefit of all tenants, and to comply with the approved Comprehensive Sign Plan for the development, regulations of the City of Peoria Sign Ordinance, building and electrical codes of any governmental authority having jurisdiction. Conformance will be strictly enforced, and any non-compliant sign(s) installed by a Tenant shall be brought into conformance at the sole cost and expense of the Tenant. This criteria is subject to final approval by the City of Peoria as part of a Comprehensive Sign Plan submittal. If a conflict is found to exist between these criteria and the final criteria approved by the City of Peoria, the latter shall prevail.

### I. GENERAL REQUIREMENTS

- A. Tenant shall submit or cause to be submitted to Developer, for approval, prior to fabrication, four (4) copies of detailed drawings indicating the location, size, layout, design color, method of illumination, materials, and method of attachment of Tenant's building mounted signage.
- B. Tenant or Tenant's representative shall obtain all required permits for signs and their installation.
- C. All building mounted signs shall be constructed and installed at Tenant's sole expense. All freestanding site signage will be fabricated and installed by Developer's designated sign contractor. Tenant shall provide electronic artwork suitable for production to Developer's sign contractor who will produce Tenant's signage on the site signage. Tenant shall reimburse Developer for all site signage costs in accordance to the terms of their respective lease agreement.
- D. Tenant shall be responsible for the fulfillment of all requirements and specifications, including those of the local municipality.
- E. All signs shall be reviewed for conformance with these criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of Developer or Developer's authorized representative.

- F. Tenant shall be responsible for the installation and maintenance of Tenant's sign. Should Tenant's sign require maintenance or repair, Developer shall give Tenant thirty (30) days written notice to effect said maintenance or repair. Should Tenant fail to do the same, Developer may undertake repairs and Tenant shall reimburse Developer within ten (10) days from receipt of Developer's invoice.
- G. Advertising devices such as attraction boards, posters, banners and flags shall not be permitted except for temporary banners that may be permitted to announce a grand opening or seasonal sale. Temporary banners must be approved in writing by the Developer prior to its installation. Permits, if required by the City of Peoria, shall be obtained prior to installation.

### II. SPECIFICATIONS - TENANT BUILDING SIGNAGE

- A. General Specifications
  1. No animated, flashing or audible signs shall be permitted.
  2. All signs, including temporary signs and their installation shall comply with all City of Peoria building and electrical codes.
  3. No exposed raceways, crossovers or conduit shall be permitted unless physical circumstances exist that prohibit the signage to otherwise be installed. All tenant signage shall consist of individual letters and logos installed onto the building's wall surface. Sign cabinets are discouraged, however, may be approved if part of the Tenant's nationally recognized corporate identification program. Tenant signage shall not include any background color, material and/or structure used to delineate tenant's signage unless part of the Tenant's nationally recognized corporate identification program. The Developer shall have the sole and separate discretion in approving and/or varying any provision of these specifications.
  4. All cabinets, conductors, transformers and other equipment shall be concealed wherever possible.
  5. Temporary signs and banners and painted lettering shall not be permitted except as approved by the Developer and the City of Peoria.
  6. Any damage to a wall surface or roof deck resulting from Tenant's sign installation shall be repaired at Tenant's sole cost. Should Tenant fail to do the same, Developer may undertake repairs and Tenant shall reimburse Developer within ten (10) days from receipt of Developer's invoice.
  7. Upon removal of any sign by Tenant, any damage to a wall surface and/or architectural element shall be repaired at Tenant's cost. Should Tenant fail to do the same, Developer may undertake repairs and Tenant shall reimburse Developer within ten (10) days from receipt of Developer's invoice.

B. Location of Signs

1. All signs or devices advertising an individual use, business or building shall be attached to the building at the location directed and authorized by the Developer.

**III. DESIGN REQUIREMENTS BUILDING SIGNAGE**

Individual illuminated letters and logos are recommended and may include pan channel metal letters with acrylic sign faces, reverse pan channel "backlit" illuminated letters, or any combination thereof. The letters are to be mounted onto the building fascia. Electrical connections shall be concealed to remote and/or self-contained transformers. All signage shall be installed in compliance to the City of Peoria electrical code and UL 2161 / UL 48 specifications. Any sign installation found to be non-compliant shall be repaired immediately by the Tenant at Tenant's sole expense.

A. Sign Area

1. The maximum aggregate sign area per building elevation for each tenant shall be calculated by multiplying one and one-half (1.50) times the length of the Tenant's storefront(s) and/or elevation(s) occupied by the Tenant without limitation as to maximum sign area and/or number of sign elements. As a minimum allowance, Tenants occupying less than thirty three (33) feet of storefront and/or elevation shall be permitted a minimum of fifty (50) square feet of sign area.

B. Letter Height and Placement Restrictions

1. Tenant signage shall be installed in accordance with the approved Comprehensive Sign Plan in location(s) designated by the Developer and/or Developer's agents.
2. Majors and Pad tenants occupying less than 9999 SF shall be limited to a maximum letter height of thirty six (36") inches. Shop tenants shall be limited to a maximum letter height of twenty four (24") inches. Majors occupying 10000 SF through 49999 SF shall be limited to a maximum letter height of sixty (60") inches. Anchors occupying greater than 50000 SF shall be limited to a maximum letter height of seventy two (72") inches. Logos shall not be subject to maximum letter height restrictions herein established. However, Logos shall be included in sign area computations. Anchors, Majors, Pad, and Shop Tenants shall be permitted to utilize their corporate identification program subject to sign area limitations contained in the approved Comprehensive Sign Plan. All signage shall be reviewed and approved by the developer and shall be appropriate to the surrounding building features, environment, and thematic design of Lake Pleasant Towne Center. The Developer and the City of Peoria shall have discretion in varying any provision of these specifications.

3. Sign on Wall Surface: No sign shall exceed eighty (80%) percent of the height and/or width of the building elevation and/or wall surface upon which it is placed. The available surface area of the wall may affect letter height.
4. Where Shop Tenant signage is installed on a common sign band and/or wall surface, the overall length of the sign shall not exceed a maximum of eighty (80%) percent of the Tenant's leased storefront length. This percentage may be less if warranted by architectural conditions.

C. Letter Style or Logo Restrictions

1. Copy and/or logos utilized shall be Tenant's choice, subject to the approval of Developer and/or Developer's agents and the City of Peoria.

D. Illumination

1. Tenant building signage may be internally illuminated, backlit to create a silhouette, exposed neon and/or any combination of lighting methods mentioned herein.

E. Under Canopy Blade Sign

1. Each Shop Tenant shall be required to install graphic copy, at Tenant's cost, on the under canopy blade sign furnished by the Developer in accordance to the specifications contained in this Comprehensive Sign Plan. Anchor, Majors and Pad Tenants shall have the option to do so. For cost efficiencies and design/construction uniformity, all under canopy blade signs will be manufactured by the Developer's project sign contractor and purchased in bulk by Developer. Each Tenant that is required to have a blade sign shall reimburse the Developer for the cost of the display and its installation thereof.
2. All under canopy blade sign copy shall consist of flat cut out graphics and shall be surface applied to both sides of the display. The Developer and/or Developer's Agents shall approve in writing all copy and layout prior to its installation. Each Shop Tenant shall furnish and install the approved copy for said display at Tenant's sole and separate expense. For convenience, Tenant can furnish the copy to Developer's project sign contractor for mounting and/or can provide the project's sign contractor with electronic art suitable for production. Tenant shall pay for all costs associated with the production and mounting of Tenant's blade sign copy.
3. The blade sign shall be suspended and/or projected using a mechanism consistent with other under canopy blade signs throughout the Lake Pleasant Towne Center as specified.

#### **IV. GENERAL CONSTRUCTION REQUIREMENTS**

- A. All exterior signs shall be secured by concealed fasteners, stainless steel, or nickel or cadmium plated.
- B. All illuminated signage shall be fabricated in a manner to conceal light leaks.
- C. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
- D. Required labels or other identification shall be permitted on the exposed surface of signs and shall be applied in an inconspicuous location.
- E. Tenant shall be fully responsible for the operations of Tenant's sign contractors and shall indemnify, defend and hold Developer harmless for, from and against damages or liabilities on account thereof. Tenants shall employ licensed contractors and shall furnish to the Developer Certificates of Insurance for both General Liability and Workers Compensation prior to commencement of any sign installation.



## Building Sign Matrix Anchor and Major Tenants

<b>SIGN</b>	<b>SIGN TYPE</b>	<b>FUNCTION</b>	<b>LOCATION</b>	<b>HEIGHT</b>	<b>SIZE</b>	<b>ILLUMINATION</b>	<b>MATERIALS</b>
Anchor Tenant with occupancy of 50,000 SF or greater	Wall Mounted Signs	Tenant Identification	All elevations that offer readability	72" Maximum Letter Height Exclusive of Logos	1.50 SF / Linear Foot of Building Street Frontage or Elevation Upon Which Signage is Placed (Typical)	Interior, Backlit or a combination thereof.	Aluminum, Acrylic, Painted Metal, Flexface Material
Major Tenant with occupancy greater than 10,000 SF through 49,999 SF	Wall Mounted Signs	Tenant Identification	All elevations that offer readability	60" Maximum Letter Height Exclusive of Logos	1.50 SF / Linear Foot of Building Street Frontage or Elevation Upon Which Signage is Placed (Typical)	Interior, Backlit or a combination thereof	Aluminum, Acrylic, Painted Metal, Flexface Material
Major Tenant with occupancy 9,999 SF or less	Wall Mounted Signs	Tenant Identification	All elevations that offer readability	36" Maximum Letter Height Exclusive of Logos	1.50 SF / Linear Foot of Building Street Frontage or Elevation Upon Which Signage is Placed (Typical)	Interior, Backlit or a combination thereof	Aluminum, Acrylic, Painted Metal, Flexface Material
All Major Tenants	Under Canopy Blade Sign (Optional)	Tenant Identification	In front of tenant's leased space	Below architectural canopy. Maintain 8' Clearance AFF	8 SF	Non-illuminated	Aluminum, Acrylic, Painted Metal, Vinyl Graphics

Comprehensive Sign Plan subject to City of Peoria approval.



EAST ELEVATION

TYPICAL ANCHOR TENANT BUILDING SIGNAGE - THE HOME DEPOT

Anchor Tenants occupying greater than 50000 SF shall be permitted a maximum letter height of seventy two (72") inches exclusive of logos.

All Anchor Tenants shall be permitted to utilize their standard corporate identification program which may contain signage elements other than individual letters subject to sign area limitations contained in the approved Comprehensive Sign Plan.

All signage shall be reviewed and approved by the Developer and shall be appropriate to the surrounding building features, environment, and thematic design of Lake Pleasant Towne Center.

The Developer and City of Peoria shall have discretion in varying any provision of these specifications.

Signage illustrated herein depicts typical placements. Actual sizes and locations will be determined by Tenant's corporate identification standards in accordance with criteria established as part of the CSP submittal.

Maximum aggregate sign area per building elevation shall be calculated by multiplying one and one-half (1.50) times the length of the storefront(s) and/or elevation(s) occupied by the Tenant without limitation as to maximum sign area and/or number of sign elements.



BUILDING ELEVATION CHARACTER

Developer:



2425 East Camelback Road • Suite 750 • Phoenix, Arizona 85016  
PHONE: 602-866-0900

Architect:



**Butler Design Group**  
Architects & Planners  
5555 E. Van Buren St.  
Suite 215  
Phoenix, Arizona 85008  
phone 602-957-1900  
fax 602-957-7722

2030 WEST DESERT COVE AVE. • PHOENIX, ARIZONA 85029 • 602.944.3117 • FAX 602.395.0753 • SALES@BLEIERINDUSTRIES.COM



PROJECT: Lake Pleasant Towne Center NWC Happy Valley Rd & Lake Pleasant Pkwy Peoria, AZ	DESIGN NO: 2005-A-005	DATE: 08/02/05
TITLE: Typical Building Elevations - THD	SCALE: NTS	REVISIONS:
DESIGNER: Dan Horton	SHEET NO: ELV-HD1	SALES: Paul Bleier

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APPROVED BY:	<input checked="" type="checkbox"/>

Major tenants occupying less than 9999 SF shall be limited to a maximum letter height of thirty-six (36") inches exclusive of logos.

Majors occupying 10000 SF through 49999 SF shall be limited to a maximum letter height of sixty (60") inches exclusive of logos.

Majors occupying greater than 50000 SF shall be limited to a maximum letter height of seventy two (72") inches exclusive of logos.

All Major Tenants shall be permitted to utilize their standard corporate identification program subject to sign area limitations contained in the approved Comprehensive Sign Plan.

All signage shall be reviewed and approved by the Developer and shall be appropriate to the surrounding building features, environment, and thematic design of Lake Pleasant Towne Center.

The Developer and City of Peoria shall have discretion in varying any provision of these specifications.

Signage illustrated herein depicts typical placements. Actual sizes and locations will be determined by Tenant's corporate identification standards in accordance to criteria established as part of the CSP submittal.

Maximum aggregate sign area per building elevation shall be calculated by multiplying one and one-half (1.50) times the length of the storefront(s) and/or elevation(s) occupied by the Tenant without limitation as to maximum sign area and/or number of sign elements.



TYPICAL BUILDING SIGNAGE - MAJOR TENANT



BUILDING ELEVATION CHARACTER - MAJOR TENANTS



BUILDING ELEVATION CHARACTER

Developer:



2425 East Camelback Road • Suite 750 • Phoenix, Arizona 85016  
PHONE: 602-866-0900

Architect:



**Butler Design Group**  
Architects & Planners  
5555 E. Van Buren St.  
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PROJECT:	Lake Pleasant Towne Center NWC Happy Valley Rd & Lake Pleasant Pkwy Peoria, Az	
TITLE:	Typical Building Elevations - Majors	
DESIGNER:	Dan Horton	SALES:
		Paul Bleier

DESIGN NO:	2005-A-005	DATE:	08/02/05
SCALE:	NTS	REVISIONS:	
SHEET NO:	ELV-M1		

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APPROVED BY:



## Building Sign Matrix Shop Tenants

SIGN	SIGN TYPE	FUNCTION	LOCATION	HEIGHT	SIZE	ILLUMINATION	MATERIALS
Shop Tenants	Wall Signs	Tenant ID	Wall surfaces and architectural features designed to accommodate signage.	24" Maximum Letter Height Exclusive of Logos  Within Building Silhouette	1.5 SF / Linear Foot of Building Street Frontage (Typical)  50 SF Minimum (Typical) Per Building Elevation Upon Which Signage is Placed	Interior, Backlit or a Combination thereof.	Aluminum, Acrylic, Painted Metal, Flexface Material
Shop Tenants	Under Canopy Blade Sign (Mandatory)	Tenant ID	In front of tenant's leased space	Below architectural canopy. Maintain 8' Clearance AFF	8 SF	Non-illuminated	Aluminum, Acrylic, Painted Metal, Vinyl Graphics

Comprehensive Sign Plan subject to City of Peoria approval.

Shop tenants occupying less than 9999 SF shall be limited to a maximum letter height of twenty four (24") inches exclusive of logos.

All Shop Tenants shall be permitted to utilize their standard corporate identification program subject to sign area limitations contained in the approved Comprehensive Sign Plan.

All signage shall be reviewed and approved by the Developer and shall be appropriate to the surrounding building features, environment, and thematic design of Lake Pleasant Towne Center.

The Developer and City of Peoria shall have discretion in varying any provision of these specifications.

Signage illustrated herein depicts typical placements. Actual sizes and locations will be determined by Tenant's corporate identification standards in accordance to criteria established as part of the CSP submittal.

Maximum aggregate sign area per building elevation shall be calculated by multiplying one and one-half (1.50) times the length of the storefront(s) and/or elevation(s) occupied by the Tenant without limitation as to maximum sign area and/or number of sign elements.

Tenants occupying less than thirty three (33') feet of storefront or elevation shall be permitted a minimum of fifty (50) square feet of sign area.



TYPICAL BUILDING SIGNAGE - SHOP TENANTS



BUILDING ELEVATION CHARACTER

Developer:



**Vestar**  
2425 East Camelback Road • Suite 750 • Phoenix, Arizona 85016  
PHONE: 602-866-0900

Architect:



**Butler Design Group**  
Architects & Planners  
5555 E. Van Buren St. Suite 215  
Phoenix, Arizona 85008  
phone 602-957-1900  
fax 602-957-7722

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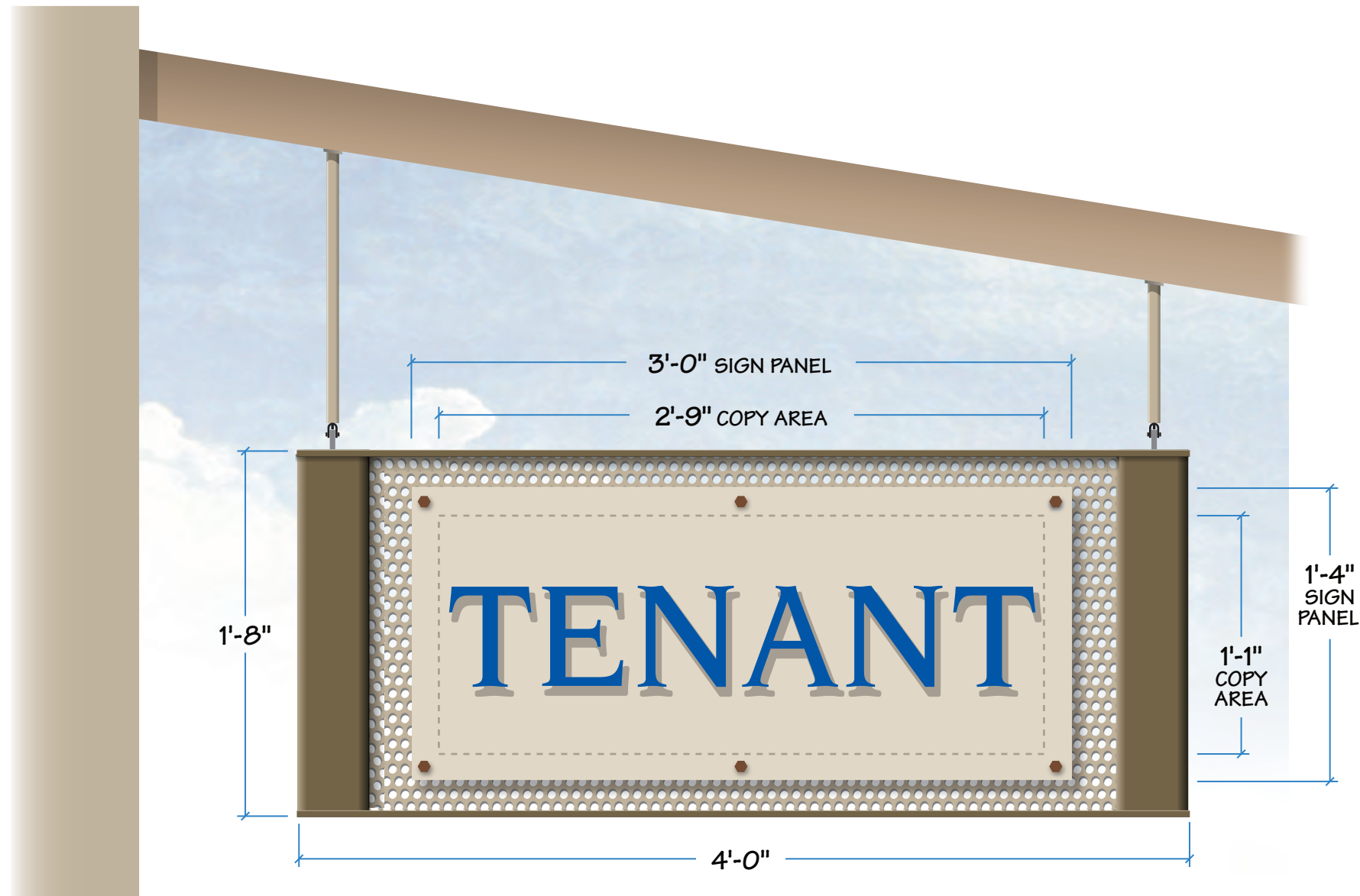


PROJECT:	Lake Pleasant Towne Center NWC Happy Valley Rd & Lake Pleasant Pkwy Peoria, Az	
TITLE:	Typical Building Elevations - Shops	
DESIGNER:	Dan Horton	SALES:
		Paul Bleier

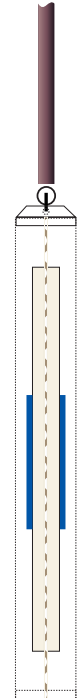
DESIGN NO:	2005-A-005	DATE:	08/02/05
SCALE:	NTS	REVISIONS:	
SHEET NO:	ELV-S1		

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APPROVED BY:



**D/F BLADE SIGN - ELEVATION**  
 SCALE: 1-1/2"=1'-0"



**END VIEW**  
 SCALE: 1-1/2"=1'-0"

Tenant copy to be FCO 1/4" thick sintra™ or aluminum.  
 Tenant copy to be painted per tenant's corporate colors and flush mounted to background.  
 Developer approval required for all layouts.

Developer:



2425 East Camelback Road • Suite 750 • Phoenix, Arizona 85016  
 PHONE: 602-866-0900

Architect:



**Butler Design Group**  
 Architects & Planners  
 5555 E. Van Buren St.  
 Suite 215  
 Phoenix, Arizona 85008  
 phone 602-957-1800  
 fax 602-957-7722

2030 WEST DESERT COVE AVE. • PHOENIX, ARIZONA 85029 • 602.944.3117 • FAX 602.395.0753 • SALES@BLEIERINDUSTRIES.COM



PROJECT: Lake Pleasant Towne Center NWC Happy Valley Rd & Lake Pleasant Pkwy Peoria, Az	DESIGN NO: 2005-A-005	DATE: 08/02/05	© 2005, BLEIER INDUSTRIES, LTD. This drawing and the ideas expressed herein remain the confidential property of Bleier Industries, Ltd. This drawing and the ideas contained in it are not to be reproduced, copied or disclosed to any other person or entity without the express written permission of an officer of Bleier Industries, Ltd.
TITLE: TYPICAL BLADE SIGN	SCALE: As Noted	REVISIONS:	
DESIGNER: Dan Horton	SALES: Paul Bleier	SHEET NO: BS-1	
APPROVED BY: <input checked="" type="checkbox"/>			



## Sign Matrix Pad Tenants

SIGN	SIGN TYPE	FUNCTION	LOCATION	HEIGHT	SIZE	ILLUMINATION	MATERIALS
Pad Tenant	Wall Signs	Tenant ID	Wall surfaces and architectural features designed to accommodate signage.	36" Maximum Letter Height Exclusive of Logos  Within Building Silhouette	1.5 SF / Linear Foot of Building Elevation (Typical)  50 SF Minimum Per Elevation (Typical)	Interior, Backlit, or a combination thereof.	Aluminum, Acrylic, Painted Metal, Flexface Material
Pad Tenant	Under Canopy Blade Sign (Optional)	Tenant ID	In front of tenant's leased space	Below architectural canopy. Maintain 8' Clearance AFF	8 SF	Non-Illuminated	Aluminum, Acrylic, Painted Metal, Vinyl Graphics
Pad Tenant	Menu Signs	Menu Display and Pricing	Drive Thru	Per City of Peoria Sign Ordinance	Per City of Peoria Sign Ordinance	Interior and Ground Illumination	Aluminum, Acrylic, Painted Metal, Flexface Material
Pad Tenant	Traffic Directionals	Vehicular	Driveways and Drive Thru as Required	Per City of Peoria Sign Ordinance	Per City of Peoria Sign Ordinance	Interior and Ground Illumination	Aluminum, Acrylic, Painted Metal, Flexface Material
Pad Tenant	ATM	ATM	Wall or Freestanding	Per City of Peoria Sign Ordinance	Per City of Peoria Sign Ordinance	Interior and Ground Illumination	Aluminum, Acrylic, Painted Metal, Flexface Material

Comprehensive Sign Plan subject to City of Peoria approval.