



VII. B.

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Planning Commission Staff Report

Project Type: Sign Package

Meeting Date: March 9, 2015

From: Purvi Patel
Project Planner

Location: 18501 Outlet Boulevard

Applicant: Simon Woodmont, LLC.

Description: **Chesterfield Blue Valley, Lot 2A/B (2nd Amended Sign Package - St. Louis Premium Outlets)**: A request for a 2nd Amended Sign Package for Lot 2A/B of the Chesterfield Blue Valley development to modify sign criteria for the St. Louis Premium Outlets development.

PROPOSAL SUMMARY

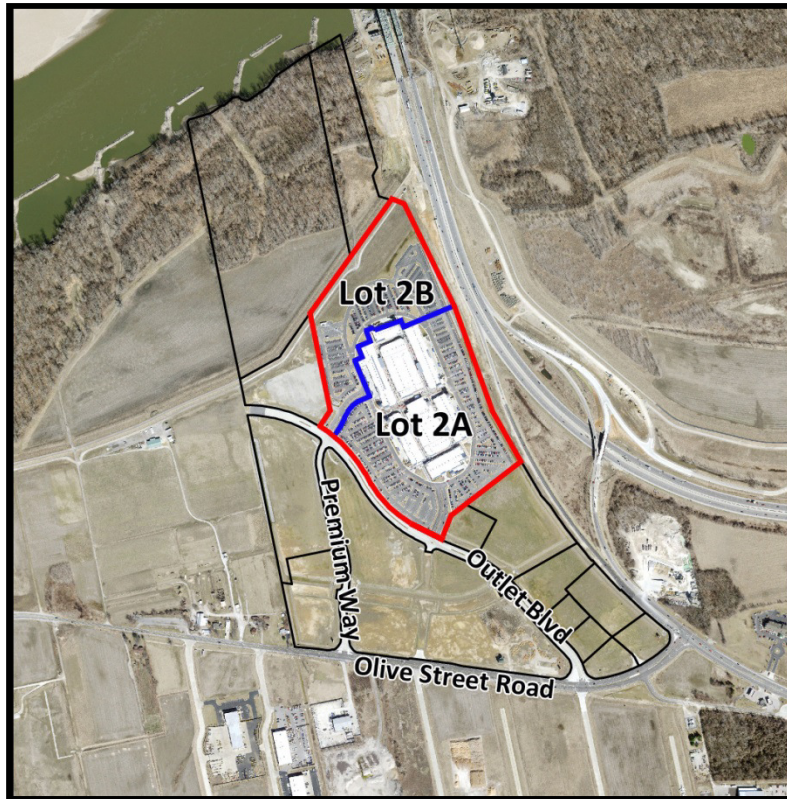
Simon Woodmont, LLC., has submitted a request for an amendment to the previously approved Sign Package for Lot 2A/B of the Chesterfield Blue Valley development (St. Louis Premium Outlets). The purpose of this Amended Sign Package is to include signage for Phase 2 which will match the existing Sign Package.

This request is simply an extension of the existing, approved Sign Package to include the new Phase II buildings.

HISTORY OF SUBJECT SITE

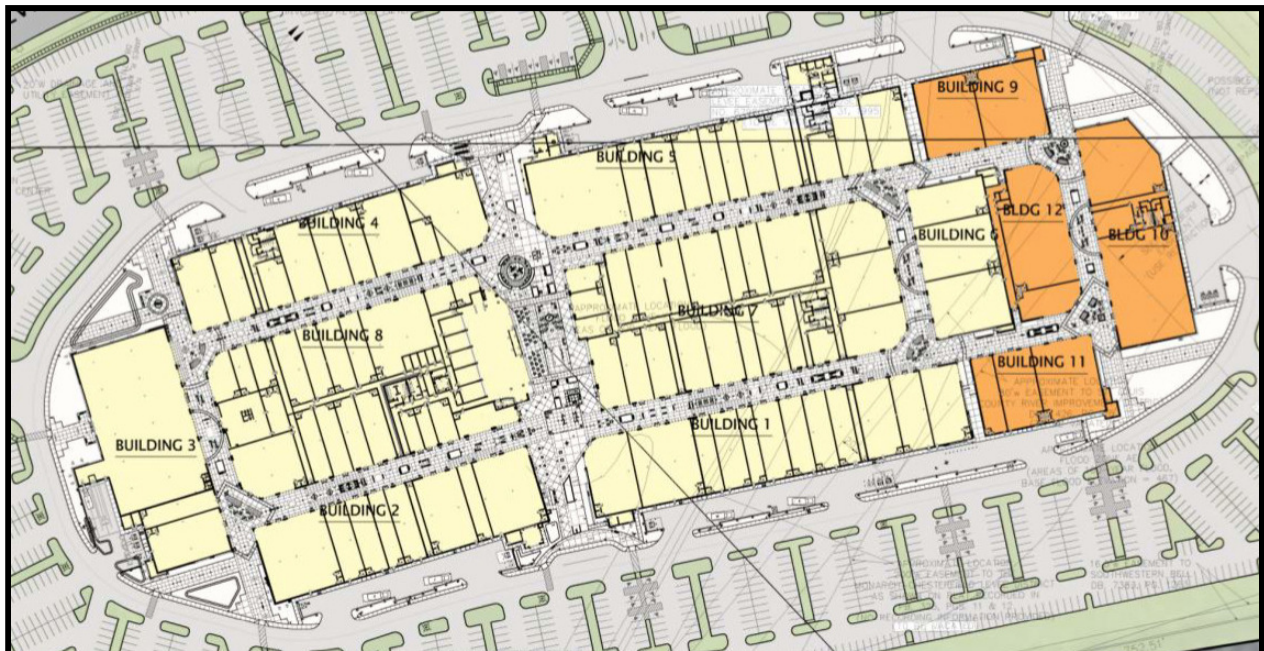
The subject site is within the overall Chesterfield Blue Valley development which is zoned "PC" Planned Commercial District and is governed by Ordinance 2805. This ordinance states that the applicant is permitted signs in accordance with the regulations of the City of Chesterfield Unified Development Code or the applicant may submit a Sign Package for the planned district.

Following the approval of the Site Development Section Plan for Lot 2 in May 2012, two Sign Packages were approved to regulate signage within the Chesterfield Blue Valley development on February 25, 2013. The first was approved to regulate signage for Lots 1, 3, 4, and 5 and the second Sign Package was approved to establish criteria associated with Lot 2 (St. Louis Premium Outlets). Furthermore, an amendment to the Sign Package for Lot 2 was approved by the Planning Commission on August 12, 2013 for minor modifications to wall signs on several façades of the center.



Submittal Overview

The proposed modifications to the Sign Package only impact the north, east and west façades. The changes pertaining to wall signs affect only Buildings 9, 10, 11 and 12 of Phase 2. The image below shows the location of the buildings in Phase 2 (shown in orange) in relation to the existing buildings (shown in yellow).



It is important to note the approved ratio of total wall sign area to total façade area will remain at 7.5%. The table below shows the allowed signage and proposed signage breakdown per façade:

Elevation	Previous Façade Area	Approved Tenant Signage	Sign Percentage	Amended Façade Area	Proposed Tenant Signage	Sign Percentage
North	12,838	947	7.4%	12,997	953	7.3%
South	11,977	896	7.5%	11,977	896	7.5%
East	32,708	3,275	10.0%	40,230	4,025	10.0%
West	31,090	1,527	4.9%	37,640	1,848	4.9%
Total	88,613	6,645	7.5%	102,844	7,722	7.5%

The following is a summary of additional changes to the Sign Package associated with Phase 2 of the development:

1. Two (2) additional Auto Directional Signs along the northern portion of the site (shown as G on Page S.2)

Several directional signs are provided to assist motorists once they arrive at the St. Louis Premium Outlets to provide way-finding for specific tenants within the development. Again, these signs are on the interior of the site and are not designed for advertising, but rather provide motorists and pedestrians information to reduce travel once at the development. The signs do not exceed twelve (12) square feet in outline area and do not extend more than six (6) feet above grade and will match the signs already allowed in Phase 1.

2. Additional Parking Area I.D. Signs (shown as H on Page S.2)

The site currently has numerous signs installed on light standards in the parking field. These signs are designed to provide visitors of the shopping center with reference points to find their vehicle more easily. The proposal includes more of these signs in the additional parking fields associated with Phase 2. These signs are not to exceed ten (10) square feet in outline area and are to be no more than fifteen (15) feet above grade which is the same size as the existing signs.

3. Relocation of two (2) Freestanding Gallery Zone Signs (shown as K on Page S.2)

Freestanding gallery zone signs are installed at each of the entrances into the mall site. With the addition of the four (4) buildings, the two (2) Freestanding Gallery Zone signs will be relocated from between Buildings 1 and 6 and Buildings 5 and 6 to between Buildings 10 and 11 and Buildings 9 and 10. There is no increase in the number of signs and the signs do not exceed sixteen (16) square feet in outline area and do not exceed more than thirteen (13) feet from grade.

4. One (1) additional Service Court Identification Sign (shown as N on Page S.2)

Signs are installed throughout the development to identify the Service Court areas and to provide direction to these areas. These signs do not exceed sixteen (16) square feet and do not extend more than six (6) feet above grade and the proposed additional sign will match the existing signs on the site.

STAFF ANALYSIS AND RECOMMENDATION

Staff has reviewed the proposed changes to the approved Sign Package and everything being requested is an extension of the existing Sign Package. Additionally, the changes requested are consistent with the original Sign Package approved for the site.

After reviewing the proposed Sign Package for Chesterfield Blue Valley, Lot 2A/B, Staff does not have any outstanding comments on the submittal and recommends approval of the submittal.

MOTION

The following options are provided to the Planning Commission for consideration relative to this application:

- 1) "I move to approve (or deny) the 2nd Amended Sign Package for Chesterfield Blue Valley, Lot 2A/B (St. Louis Premium Outlets)."

- 2) "I move to approve the 2nd Amended Sign Package for Chesterfield Blue Valley, Lot 2A/B (St. Louis Premium Outlets)....." (Conditions may be added, eliminated, altered or modified)

Attachments: Proposed 2nd Amended Sign Package

CC: Aimee Nassif, Planning and Development Services Director

MASTER SIGN PROGRAM



ST. LOUIS
PREMIUM OUTLETS®
A SIMON CENTER



SIMON™
PREMIUM OUTLETS



WOODMONT
OUTLETS

Chesterfield Blue Valley, Lot 2 (St. Louis Premium Outlets®)
 Simon/Premium Outlets and Woodmont Outlets
 Sign Package Submission Narrative for SECOND REVISED Plan
 July 23, 2014

On February 25, 2013, the City of Chesterfield Planning Commission approved the enclosed sign package as the standards for all signage installed on the Chesterfield Blue Valley (CBV), Lot 2, St. Louis Premium Outlets (SLPO) and the four CBV monument signs along Olive Street Road. A revised sign package was submitted on July 9, 2013 and approved by the Planning Commission. In the July 9, 2013 revised set, the elevation plans (Pages S.3-S.6) were updated to accurately reflect the as-built signage while maintaining flexibility for potential future relocation/replacement of the signs. The ratio of tenant signage area to elevation area remained as approved in the initial signage package. These ratios are noted in the table below.

Simon/Woodmont is seeking approval of these latest revisions in order to reflect the proposed Phase 2 expansion under consideration in the Revised Site Development Section Plan. The revisions to the sign package will only affect the East, West, and North elevations. As a result of the expansion, Building 6 will become internal to the project, and only the Building 6 tower signs will be subject to City approval. The East and West elevations are being revised to include proposed Buildings 11 and 9, respectively, as well as the corresponding side of proposed Building 10. There are no other changes to the East or West elevations. The approved North elevation is being replaced entirely with the proposed Buildings 9, 10, and 11 elevations, however, this change will only take effect when the Phase 2 construction is complete.

The signage plans (Pages S.1 and S.2) have been updated to reflect the Phase 2 buildings. Approved Pages S.3, S.4, and S.5 have been renumbered to S.3A, S.4A, and S.5A, respectively. Pages S.3B, S.4B, and S.5B have been added to the Sign Package as these detail the signage on the proposed Phase 2 buildings. A new Page 6 has been added to detail the revised North elevation once Phase 2 construction is complete.

The changes to the Sign Package have been circled in a red revision cloud. This narrative summarizes only the revisions and should supplement the approved Sign Package. Below is a breakdown of the proposed tenant sign areas and the total wall area for only the proposed buildings in the Phase 2 expansion.

	Approved Signage %	Tenant Signage (SF)	Total Area (SF)
East Elevation	10.01%	750	7,522
West Elevation	4.91%	328	6,550
North Elevation	7.38%	953	12,997

Chesterfield Blue Valley, Lot 2 (St. Louis Premium Outlets®)

Simon/Premium Outlets and Woodmont Outlets

Sign Package Submission Narrative for REVISED Plan

July 9, 2013

On February 25, 2013, the City of Chesterfield Planning Commission approved the enclosed sign package as the standards for all signage installed on the Chesterfield Blue Valley (CBV), Lot 2, St. Louis Premium Outlets (SLPO) and the four CBV monument signs along Olive Street Road. When designing the initial sign package, Simon/Woodmont (S/W) was not aware of exact sign dimensions or locations of all wall mounted periphery tenant signage. S/W is requesting to amend the elevation plans (Pages S.3-S.6) to reflect the proposed tenant signs while maintaining flexibility for potential future relocation/replacement of the signs. There are no changes to any other sections of the approved sign package. This narrative summarizes only the revisions and should supplement the approved sign package.

The revisions will only affect the East, West, and South elevations. There are multiple changes to each elevation, and these have been circled in a red revision cloud. The shaded areas on the elevation plans have been updated to reflect the new sign locations, dimensions, and designations. The signage plan has also been updated accordingly.

All the revisions are being made to accurately reflect the proposed as-built signage. Any increase in tenant signage area will be offset with a decrease on the same elevation so there is no change in the approved aggregate area for each elevation. Below is a breakdown of the approved area of all possible tenant signs and the total wall area for each side of the center followed by a brief discussion of the specific revisions.

	Tenant Signage (SF)	Total Area (SF)
East Elevation	3,275	32,708
North Elevation	947	12,838
South Elevation	896	11,977
West Elevation	1,527	31,090
TOTALS	6,645	88,613

Only the L8 and L9 signage designation descriptions are being revised. The L9 sign dimensions are being revised to depict the actual dimensions. There is still only one L9 sign type located above the exterior doors on Building 3 (South Elevation). This sign area is being reduced from 162 SF to 131 SF.

The L8 sign type has been modified to a single tenant or logo sign of *varying dimensions*. The maximum area will remain 100 SF. The varying dimensions will provide increased flexibility for signage placement. The L8 sign designation will replace other signs proposed on certain towers, at entry points, and at specific locations where the proposed sign does not comply with the designated sign band height. The L8 sign will also replace two Project ID signs on Buildings 4 and 5.

Other changes include the increase/decrease of the L1 and L2 sign designations in specific locations to better reflect the actual dimensions of the proposed signs, and a new L7 designation on the South Elevation of Building 2.

Chesterfield Blue Valley, Lot 2 (St. Louis Premium Outlets®)
 Simon/Premium Outlets and Woodmont Outlets
 Sign Package Submission Narrative
 February 6, 2013

The enclosed sign package is under consideration to become the standards for all signage installed on the Chesterfield Blue Valley (CBV), Lot 2, St. Louis Premium Outlets (SLPO) and the four CBV monument signs along Olive Street Road. This narrative summarizes the specifics of the sign package to assist in the review and approval of the SLPO sign criteria and specialty monument signs.

SLPO Signage - Onsite

The primary objectives of the SLPO signage program is to showcase the tenants located within the shopping center and maximize customer flow by providing visual communications to inform and direct drivers and pedestrians. Simon/Woodmont (S/W) will accomplish these objectives while maintaining the integrity, character, principles, and theme of the approved building design. As with customer amenities, lighting, and landscape, the signage shall be complimentary to the architectural style of the buildings. Simon/Premium Outlets has successfully implemented this signage program at other centers, and examples of installed signs are included in this signage package.

Simon/Premium Outlets developed this unique, racetrack layout that has since become the industry standard for outlet shopping. The center provides for a pedestrian-only walkway where customer access to over 80 retail shops is only from the interior. Parking fields of roughly equivalent sizes are located on all sides of the proposed center, and shoppers can access the center through one of the six designated entry points. For this reason, tenant signage must be located on the rear of all buildings, and concentrated on the buildings and tower features at the entry points.

Tenant peripheral signage will be face/halo lit cabinet type or reverse halo lit channel letter type. No individual tenant sign or project ID sign attached to the buildings will exceed 200 SF in area. Specific attention will be made to the spacing and horizontal/vertical alignment when placing the signs. Any uplighting at the entrances will be for decorative/architectural purposes and will comply the City of Chesterfield's (City) lighting ordinance.

The proposed signage locations are outlined on the building elevations. These areas are shaded to further accentuate the sign locations. Because the location of tenants and tenant signs has not been finalized, all possible signage locations are shown. This will allow for flexibility when placing signs during construction, or when relocating/replacing signs in the future. The areas listed below represent the total area of all possible tenant signs and the total wall area for each side of the center. In the event of any future expansion, the ratio of tenant signage to total area will be maintained for each side.

	Tenant Signage (SF)	Total Area (SF)
East Elevation	3,275	32,708
North Elevation	947	12,838
South Elevation	896	11,977
West Elevation	1,527	31,090
TOTALS	6,645	88,613

The largest and most concentrated signage is on the east elevation facing Interstate 64/40. Larger sign bands (42" high) and larger signed areas on the tower features are proposed because this side is the primary exposure. The increased density is also needed because passing traffic will be traveling at highway speeds and the future eastbound travel lanes will be about 400 feet away from the closest building. Architectural renderings of the east side elevation are included in the sign package. Because

of the increased density, S/W will not implement any monument, pylon, or advertising sign along the highway except for the Landmark Sign (see discussion below). The ratio of aggregate signage area to overall elevation area for the entire SLPO will not exceed the maximum ratio previously approved for other development(s) in the City.

Other specific notes pertaining to the onsite signage are listed below:

- A freestanding monument sign is proposed at each Outlet Boulevard entrance. The signs will be a maximum of 10' high and 100 SF of outline area. These signs may be located within the minimum structure setback. The architectural features and coloring will be consistent with the approved SLPO development. The signs will be landscaped, and the surrounding areas will be irrigated.
- All signs located in the parking area will be constructed as detailed in the signage package. These signs are for identification and directional purposes only. The signs will not be used for advertising or informational purposes, as defined in the City Code.
- Temporary signs, if permitted by SLPO management, will be in accordance with the City Code, Section 1003.168D, as written on the adoption date of this signage package. It should be noted a temporary future use sign (64 SF) was previously approved by the City on July 9, 2012.
- Any other sign and lighting not specifically mentioned in this sign package will be in accordance with City Code as written on the adoption date of this signage package.

SLPO Signage - Offsite

In coordination with CBV, S/W is including three specialty monument signs along Olive Street Road in this sign package. These signs will consist of a routed, aluminum panel with push thru acrylic lettering. The signs will be double-sided and internally illuminated with metal halide or LED lamps. The architectural features and coloring will be consistent with the SLPO development. The signs will be landscaped, and the surrounding areas will be irrigated. Any uplighting will conform to City code.

The first sign will be located at the future corner of Chesterfield Airport Road and Olive Street Road. The sign will be 30' high and a maximum of 150 SF of outline area per face. Because of the widening of Chesterfield Airport Road, this sign is necessary to alert motorists to the turning movement at Olive Street Road. A sign of this size in this location will improve traffic flow and promote safety, especially as future phases of CBV are developed. A site line study performed by a consultant to S/W is included in the sign package.

The other two specialty monument signs will be located at the intersections of Olive Street Road with Outlet Boulevard and Premium Way. These will be multi-tenant signs featuring the name and/or logo of tenants within the CBV development. The City's name will be featured at the top of the sign. The signs will be 30' high and a maximum of 180 SF of outline area per face.

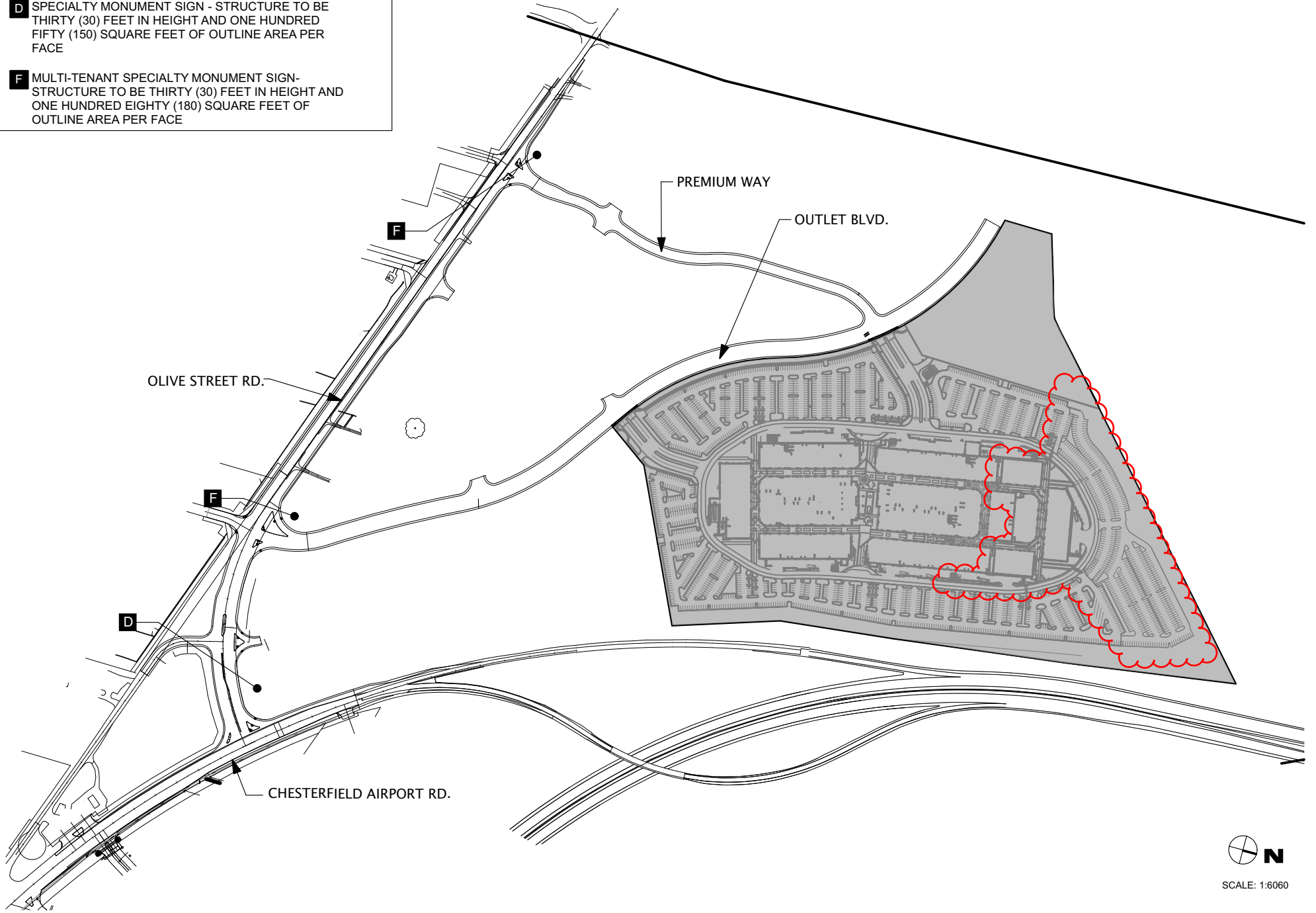
Chesterfield Landmark Sign

The Landmark Sign is not currently part of this sign package. S/W and CBV are fully committed to the design and timely installation of a Landmark Sign, as detailed in Ordinance #2617. Members of both development teams have met with City Planning Staff and Missouri Department of Transportation (MoDOT) officials to discuss possible locations in light of the future Boone Bridge Project. The development team and City Staff are concerned with the visibility of the Landmark Sign given the future roadway elevation, slope, and alignment, as well as the construction schedule. CBV and S/W will continue to work with the City, St. Louis County Department of Highways and Traffic, MoDOT, and other interested government agencies to find the most reasonable location for the Landmark Sign.

LEGEND

D SPECIALTY MONUMENT SIGN - STRUCTURE TO BE THIRTY (30) FEET IN HEIGHT AND ONE HUNDRED FIFTY (150) SQUARE FEET OF OUTLINE AREA PER FACE

F MULTI-TENANT SPECIALTY MONUMENT SIGN- STRUCTURE TO BE THIRTY (30) FEET IN HEIGHT AND ONE HUNDRED EIGHTY (180) SQUARE FEET OF OUTLINE AREA PER FACE

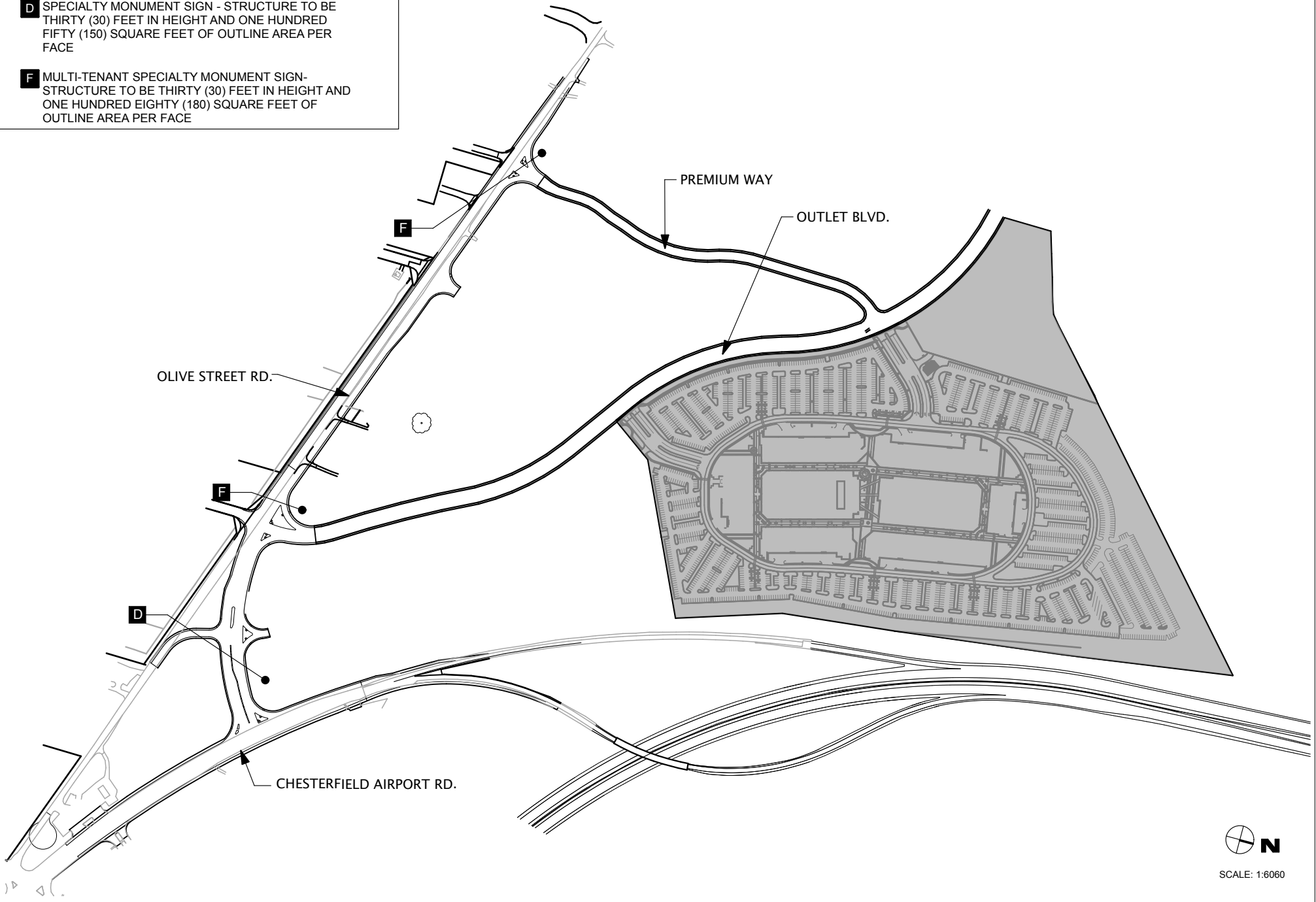


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LEGEND

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**PREMIUM
OUTLETS**
SIMON

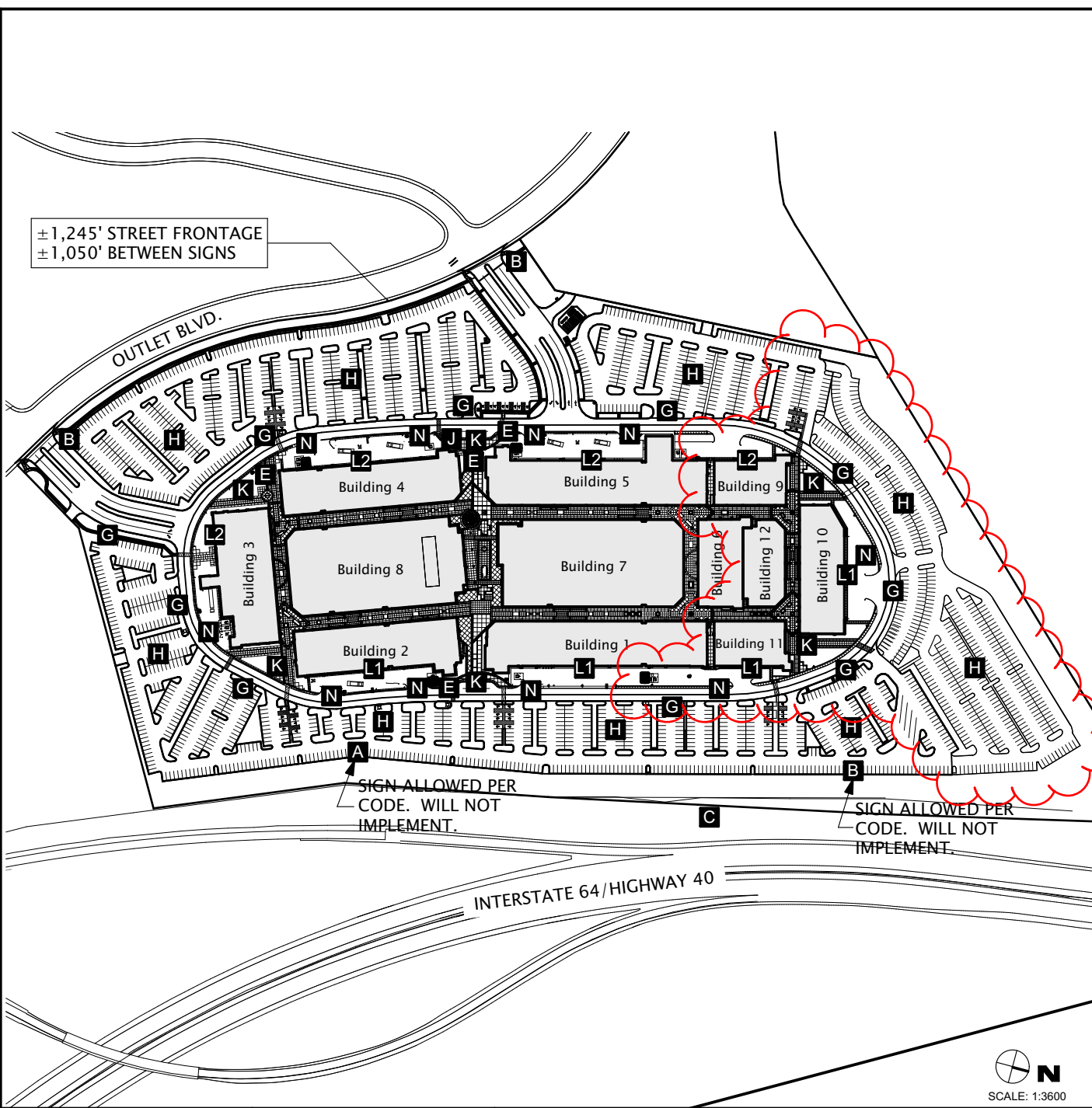
ST. LOUIS PREMIUM OUTLETS

Date: 05/29/2012
REV: 01/16/2013

OLIVE STREET ROAD SIGNAGE


SCALE: 1:6060

EXHIBIT #1
Page: S.1



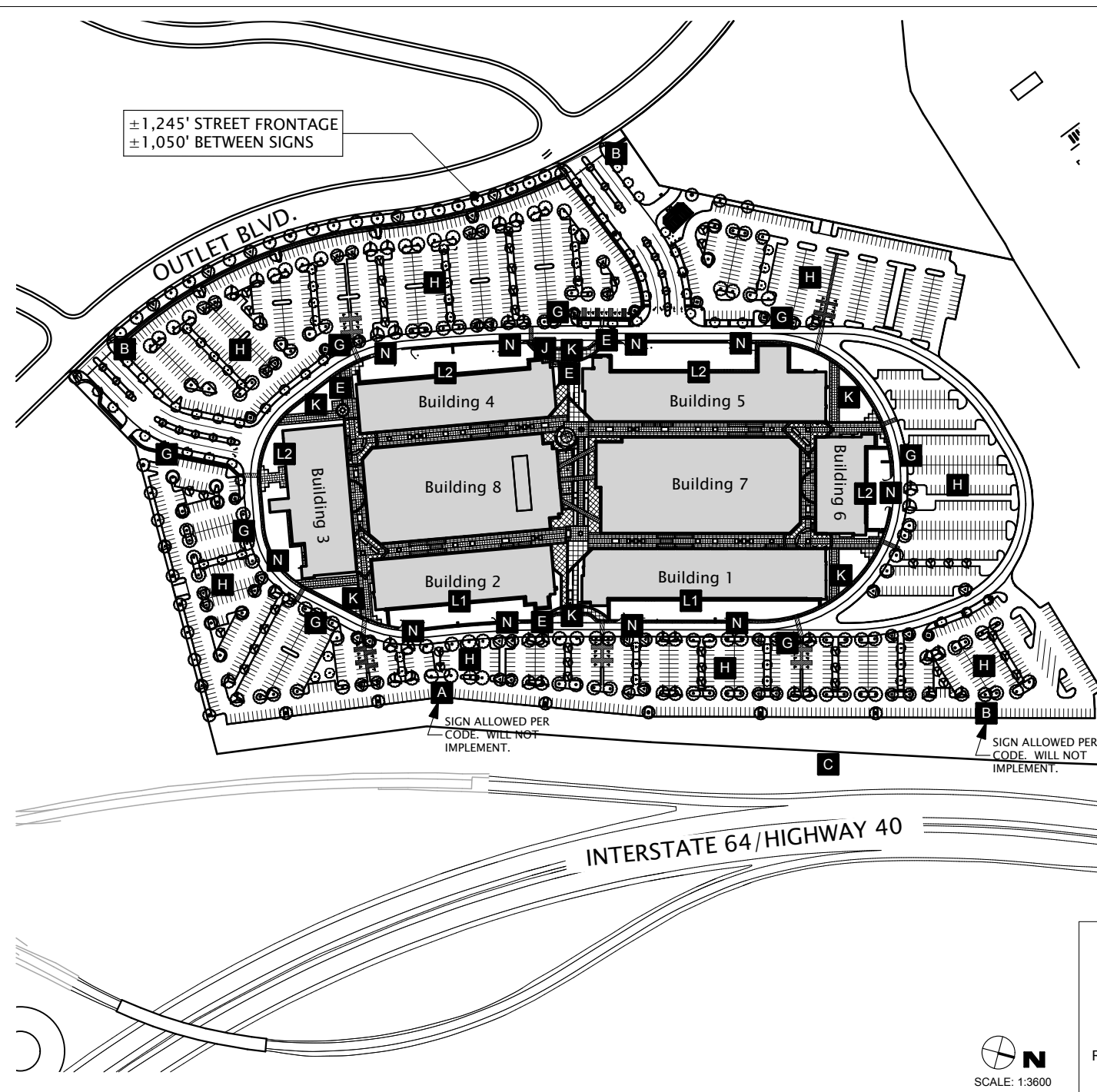
LEGEND

- A** FREESTANDING PRIMARY PROJECT I.D. PYLON ADJACENT TO PRIMARY ARTERIAL SHALL NOT EXCEED THIRTY (30) FEET IN HEIGHT AND ONE HUNDRED AND FIFTY (150) SQUARE FEET OF OUTLINE AREA PER FACE - NOT IMPLEMENTING
 - B** FREESTANDING PROJECT I.D. ENTRANCE MONUMENT SHALL NOT EXCEED TEN (10) FEET IN HEIGHT AND ONE HUNDRED (100) SQUARE FEET OF OUTLINE AREA PER FACE
 - C** CITY OF CHESTERFIELD LANDMARK SIGN - LOCATION AND DESIGN TO BE AGREED TO BY CITY OF CHESTERFIELD AND SIMON/WOODMONT.
 - D** SPECIALTY MONUMENT SIGN - STRUCTURE TO BE THIRTY (30) FEET IN HEIGHT AND ONE HUNDRED FIFTY (150) SQUARE FEET OF OUTLINE AREA PER FACE
 - E** PROJECT I.D. BUILDING SIGNAGE - WALL ATTACHED SHALL NOT EXCEED ONE HUNDRED TWENTY-SIX (126) SQUARE FEET OF OUTLINE AREA PER FACE
 - F** MULTI-TENANT SPECIALTY MONUMENT SIGN- STRUCTURE TO BE THIRTY (30) FEET IN HEIGHT AND ONE HUNDRED EIGHTY (180) SQUARE FEET OF OUTLINE AREA PER FACE
 - G** AUTO DIRECTIONAL SIGNS (Not all signs shown on plan) SHALL NOT EXCEED TWELVE (12) SQUARE FEET IN OUTLINE AREA PER FACING AND SHALL NOT EXTEND MORE THAN SIX (6) FEET FROM GRADE
 - H** PARKING AREA I.D. (Not all signs shown on plan) SHALL NOT EXCEED TEN (10) SQUARE FEET IN OUTLINE AREA PER FACING AND SHALL NOT EXTEND MORE THAN FIFTEEN (15) FEET FROM GRADE
 - J** BUS PLAZA SIGN - SHALL NOT EXCEED ONE HUNDRED (100) SQUARE FEET IN OUTLINE AREA
 - K** FREESTANDING GALLERY ZONE I.D. (Entry) SHALL NOT EXCEED SIXTEEN (16) SQUARE FEET IN OUTLINE AREA PER FACING AND SHALL NOT EXTEND MORE THAN THIRTEEN (13) FEET FROM GRADE
 - L1** TENANTS' PERIPHERAL REAR BUILDING SIGNS, HEIGHT = 42"
 - L2** TENANTS' PERIPHERAL REAR BUILDING SIGNS, HEIGHT = 36"
 - N** SERVICE COURT IDENTIFICATION (Not all signs shown on plan) SHALL NOT EXCEED SIXTEEN (16) SQUARE FEET IN OUTLINE AREA PER FACING AND SHALL NOT EXTEND MORE THAN SIX (6) FEET FROM GRADE
- NOTE: TRAFFIC CONTROL SIGNS NOT SHOWN

NOTES:
 FOR SPECIFIC EXAMPLES OF BUILDING SIGNAGE REFER TO "EXTERIOR SIGNAGE STANDARDS" EXHIBIT.

ALL SIGNAGE INTERIOR OF THE BUILDING ENTRY WAYS ARE NOT LIMITED AND NOT INCLUDED IN ALLOWABLE AGGREGATE AREA OF EXTERIOR SIGNAGE.

PROPOSED LOCATIONS OF TENANT SIGNAGE SHOWN FOR REFERENCE. SOME AREAS MAY BE COMBINED DEPENDANT ON SIGN LENGTH. SOME SIGNAGE MAY CONTAIN LARGER LOGO AREAS.



LEGEND

- A** FREESTANDING PRIMARY PROJECT I.D. PYLON ADJACENT TO PRIMARY ARTERIAL SHALL NOT EXCEED THIRTY (30) FEET IN HEIGHT AND ONE HUNDRED AND FIFTY (150) SQUARE FEET OF OUTLINE AREA PER FACE - NOT IMPLEMENTING
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 - C** CITY OF CHESTERFIELD LANDMARK: LOCATION AND DESIGN TBD. TO BE COORDINATED WITH BOONE BRIDGE CONSTRUCTION AND AS APPROVED BY THE CITY OF CHESTERFIELD AND MODOT.
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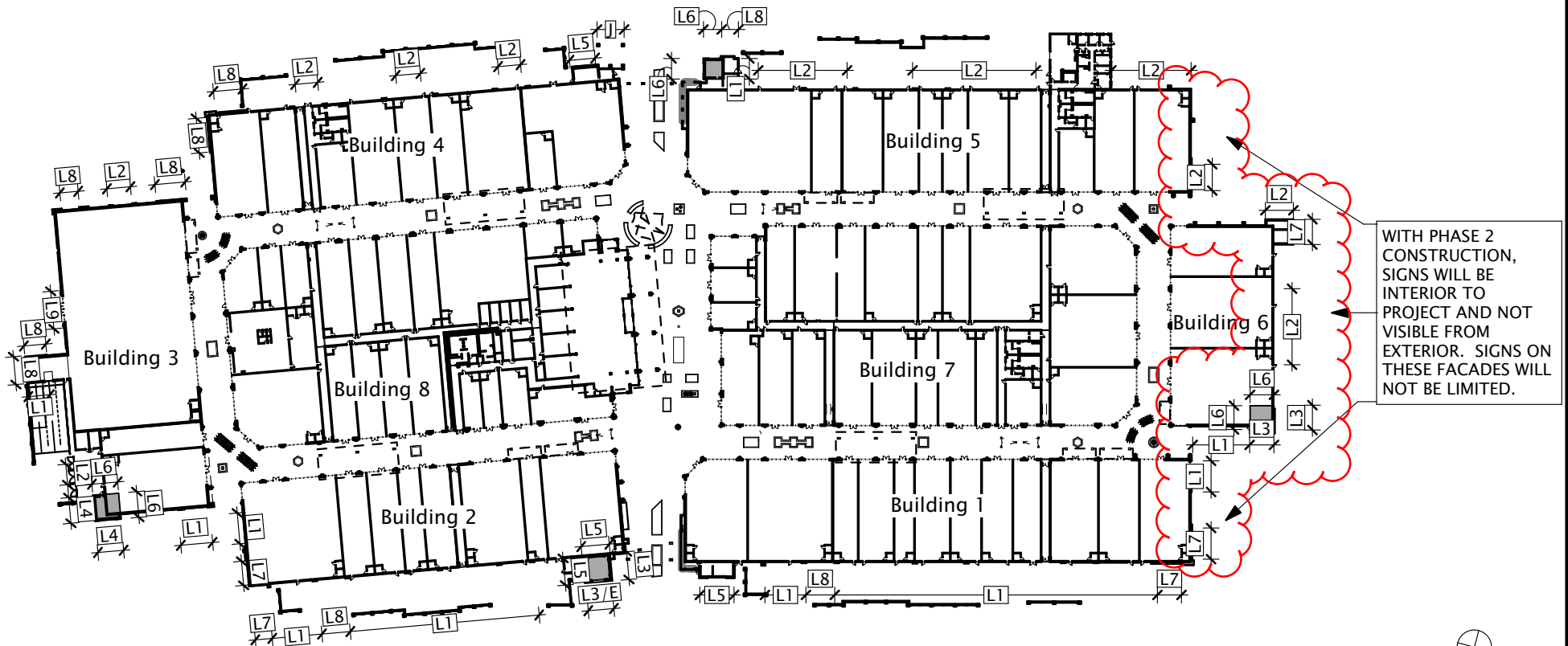
HEIGHT OF L1 & L2 BUILDING SIGNAGE IS LISTED FOR LETTER HEIGHTS ONLY AND SHALL NOT INCLUDE THE ELECTRICAL RACEWAY SUCH LETTERS REST UPON.

ALL SIGNAGE INTERIOR OF THE BUILDING ENTRY WAYS ARE NOT LIMITED AND NOT INCLUDED IN ALLOWABLE AGGREGATE AREA OF EXTERIOR SIGNAGE.

NO SINGLE, ATTACHED BUSINESS SIGN OR LOGO WILL EXCEED 200 SF.

SIGNAGE TYPE LEGEND - WALL MOUNTED

- L1** 42" HEIGHT SIGN BAND
- L2** 36" HEIGHT SIGN BAND
- L3** APPROXIMATE 25' HIGH X 18' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO FOUR (4) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 300 SF.
- L4** APPROXIMATE 25' HIGH X 14' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO FOUR (4) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 250 SF.
- L5** APPROXIMATE 16' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO THREE (3) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 150 SF.
- L6** APPROXIMATE 14' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO TWO (2) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 150 SF.
- L7** APPROXIMATE 10' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO TWO (2) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 150 SF.
- L8** MAJOR TENANT & LOGO SIGNAGE AREA. DIMENSIONS MAY VARY. TOTAL SIGN AREA NOT TO EXCEED 100 SF.
- L9** APPROXIMATE 8' HIGH X 16'-4" WIDE MAJOR TENANT & LOGO SIGNAGE AREA. TOTAL SIGN AREA NOT TO EXCEED 131 SF.
- E** PROJECT IDENTIFICATION SIGN POTENTIAL LOCATION - 126 SF MAXIMUM AREA.
- J** PROJECT BUS PLAZA AREA SIGNAGE - 100 SF MAXIMUM AREA



1:1800

NOTES:

HEIGHT OF L1 & L2 BUILDING SIGNAGE IS LISTED FOR LETTER HEIGHTS ONLY AND SHALL NOT INCLUDE THE ELECTRICAL RACEWAY SUCH LETTERS REST UPON.

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- L7** APPROXIMATE 10' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO TWO (2) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 150 SF.
- L8** MAJOR TENANT & LOGO SIGNAGE AREA. DIMENSIONS MAY VARY. TOTAL SIGN AREA NOT TO EXCEED 100 SF.
- L9** APPROXIMATE 8' HIGH X 16'-4" WIDE MAJOR TENANT & LOGO SIGNAGE AREA. TOTAL SIGN AREA NOT TO EXCEED 131 SF.
- E** PROJECT IDENTIFICATION SIGN POTENTIAL LOCATION - 126 SF MAXIMUM AREA.
- J** PROJECT BUS PLAZA AREA SIGNAGE - 100 SF MAXIMUM AREA



NOTES:
 HEIGHT OF L1 & L2 BUILDING SIGNAGE IS LISTED FOR LETTER HEIGHTS ONLY AND SHALL NOT INCLUDE THE ELECTRICAL RACEWAY SUCH LETTERS REST UPON.

ALL SIGNAGE INTERIOR OF THE BUILDING ENTRY WAYS ARE NOT LIMITED AND NOT INCLUDED IN ALLOWABLE AGGREGATE AREA OF EXTERIOR SIGNAGE.

INDICATED HEIGHT IS APPROXIMATE FOR BOTTOM OF SIGN AREA

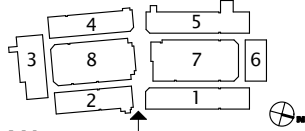
NO SINGLE, ATTACHED BUSINESS SIGN OR LOGO WILL EXCEED 200 SF.

EAST SIGNAGE CALCULATION:

TENANT: 3,275 SF
 PROJECT ID: 68 SF
 TOTAL ELEVATION AREA: 32,708 SF

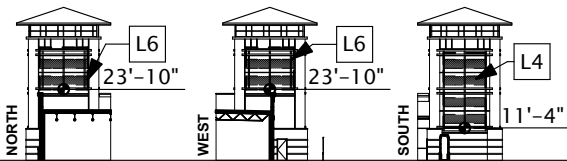
SIGNAGE TYPE LEGEND - WALL MOUNTED

- L1** 42" HEIGHT SIGN BAND
- L2** 36" HEIGHT SIGN BAND
- L3** APPROXIMATE 25' HIGH X 18' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO FOUR (4) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 300 SF.
- L4** APPROXIMATE 25' HIGH X 14' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO FOUR (4) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 250 SF.
- L5** APPROXIMATE 16' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO THREE (3) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 150 SF.
- L6** APPROXIMATE 14' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO TWO (2) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 150 SF.
- L7** APPROXIMATE 10' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO TWO (2) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 150 SF.
- L8** MAJOR TENANT & LOGO SIGNAGE AREA. DIMENSIONS MAY VARY. TOTAL SIGN AREA NOT TO EXCEED 100 SF.
- L9** APPROXIMATE 8' HIGH X 16'-4" WIDE MAJOR TENANT & LOGO SIGNAGE AREA. TOTAL SIGN AREA NOT TO EXCEED 131 SF.
- E** PROJECT IDENTIFICATION SIGN POTENTIAL LOCATION - 126 SF MAXIMUM AREA.
- J** PROJECT BUS PLAZA AREA SIGNAGE - 100 SF MAXIMUM AREA

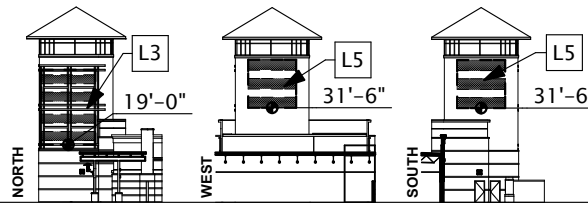


KEY PLAN

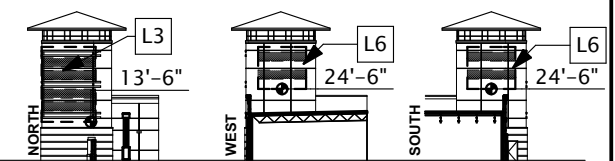
SHOWN



TOWER: BUILDING 3

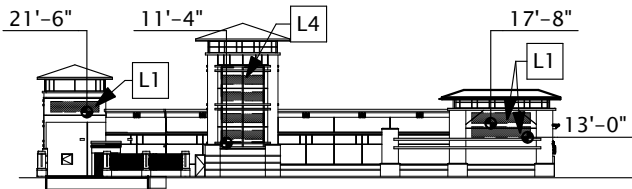


TOWER: BUILDING 2

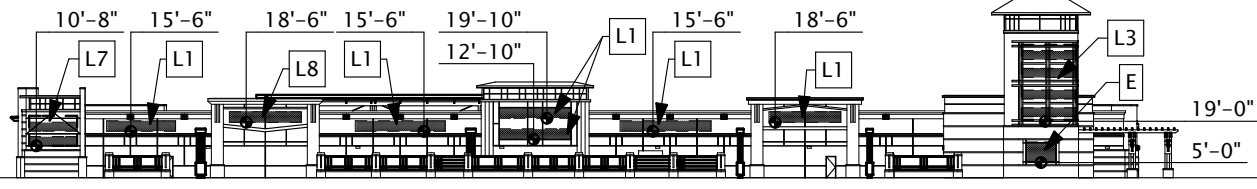


TOWER: BUILDING 6

1/64"=1'-0"

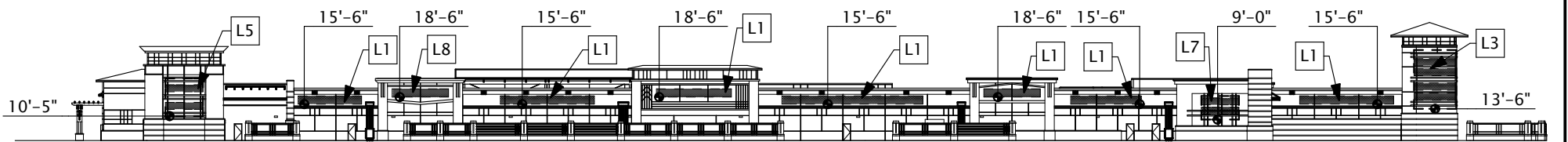


BUILDING 3



BUILDING 2

1/64"=1'-0"



BUILDING 1

BUILDING 6

1/64"=1'-0"



OVERALL EAST ELEVATION - BUILDINGS 3, 2, 1 & 6

1/128"=1'-0"

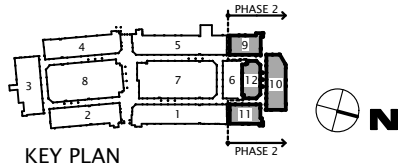
NOTES:

HEIGHT OF L1 & L2 BUILDING SIGNAGE IS LISTED FOR LETTER HEIGHTS ONLY AND SHALL NOT INCLUDE THE ELECTRICAL RACEWAY SUCH LETTERS REST UPON.

ALL SIGNAGE INTERIOR OF THE BUILDING ENTRY WAYS ARE NOT LIMITED AND NOT INCLUDED IN ALLOWABLE AGGREGATE AREA OF EXTERIOR SIGNAGE.

INDICATED HEIGHT IS APPROXIMATE FOR BOTTOM OF SIGN AREA

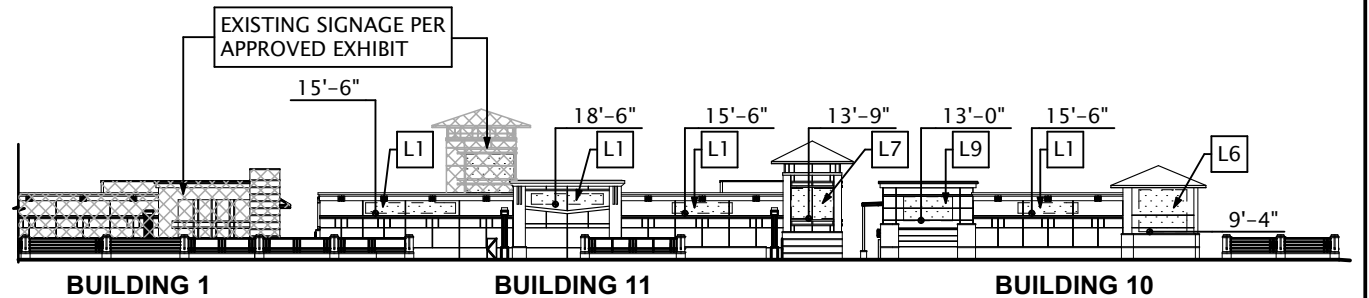
NO SINGLE, ATTACHED BUSINESS SIGN OR LOGO WILL EXCEED 200 SF.



EAST SIGNAGE CALCULATION:
 TENANT: 750 SF
 PROJECT ID: 0 SF
 TOTAL ELEVATION AREA: 7,522 SF

SIGNAGE TYPE LEGEND - WALL MOUNTED

- L1** 42" HEIGHT SIGN BAND
- L2** 36" HEIGHT SIGN BAND
- L3** APPROXIMATE 25' HIGH X 18' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO FOUR (4) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 300 SF.
- L4** APPROXIMATE 25' HIGH X 14' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO FOUR (4) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 250 SF.
- L5** APPROXIMATE 16' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO THREE (3) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 150 SF.
- L6** APPROXIMATE 14' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO TWO (2) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 150 SF.
- L7** APPROXIMATE 10' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO TWO (2) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 140 SF.
- L8** MAJOR TENANT & LOGO SIGNAGE AREA. DIMENSIONS MAY VARY. TOTAL SIGN AREA NOT TO EXCEED 100 SF.
- L9** APPROXIMATE 8' HIGH X 16'-4" WIDE MAJOR TENANT & LOGO SIGNAGE AREA. TOTAL SIGN AREA NOT TO EXCEED 131 SF.
- E** PROJECT IDENTIFICATION SIGN POTENTIAL LOCATION - 126 SF MAXIMUM AREA.
- J** PROJECT BUS PLAZA AREA SIGNAGE - 100 SF MAXIMUM AREA



OVERALL EAST ELEVATION - BUILDINGS 10 & 11

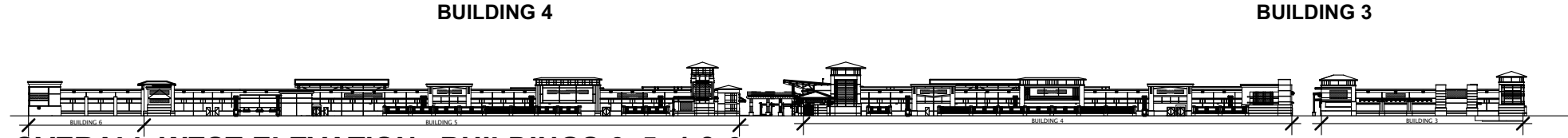
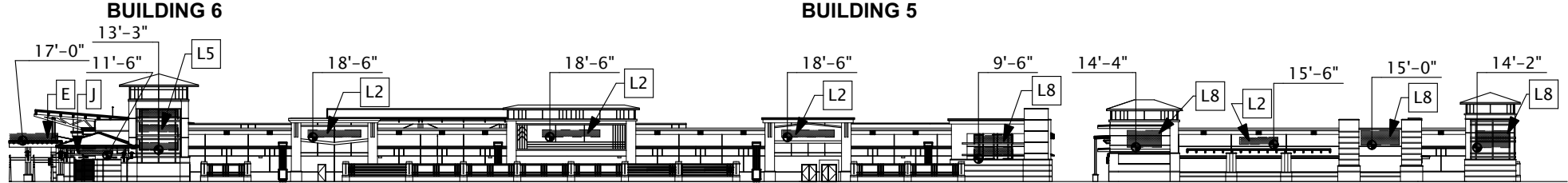
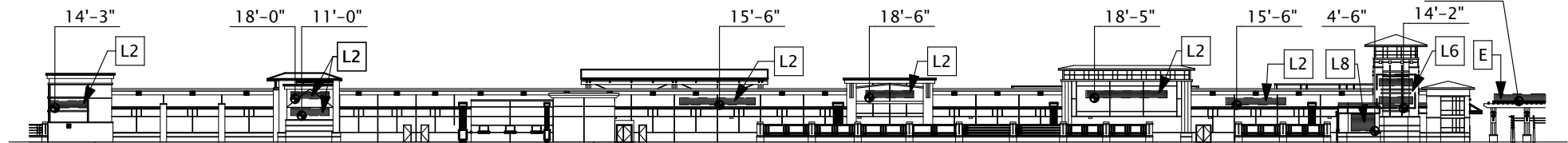
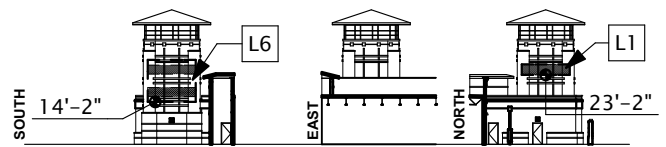
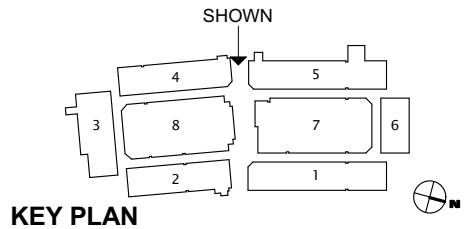
1/64"=1'-0"

NOTES:
 HEIGHT OF L1 & L2 BUILDING SIGNAGE IS LISTED FOR LETTER HEIGHTS ONLY AND SHALL NOT INCLUDE THE ELECTRICAL RACEWAY SUCH LETTERS REST UPON.
 ALL SIGNAGE INTERIOR OF THE BUILDING ENTRY WAYS ARE NOT LIMITED AND NOT INCLUDED IN ALLOWABLE AGGREGATE AREA OF EXTERIOR SIGNAGE.
 INDICATED HEIGHT IS APPROXIMATE FOR BOTTOM OF SIGN AREA
 NO SINGLE, ATTACHED BUSINESS SIGN OR LOGO WILL EXCEED 200 SF.

WEST SIGNAGE CALCULATION:
 TENANT: 1,527 SF
 PROJECT ID: 144 SF
 TOTAL ELEVATION AREA: 31,090 SF

SIGNAGE TYPE LEGEND - WALL MOUNTED

- L1** 42" HEIGHT SIGN BAND
- L2** 36" HEIGHT SIGN BAND
- L3** APPROXIMATE 25' HIGH X 18' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO FOUR (4) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 300 SF.
- L4** APPROXIMATE 25' HIGH X 14' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO FOUR (4) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 250 SF.
- L5** APPROXIMATE 16' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO THREE (3) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 150 SF.
- L6** APPROXIMATE 14' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO TWO (2) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 150 SF.
- L7** APPROXIMATE 10' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO TWO (2) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 150 SF.
- L8** MAJOR TENANT & LOGO SIGNAGE AREA. DIMENSIONS MAY VARY. TOTAL SIGN AREA NOT TO EXCEED 100 SF.
- L9** APPROXIMATE 8' HIGH X 16'-4" WIDE MAJOR TENANT & LOGO SIGNAGE AREA. TOTAL SIGN AREA NOT TO EXCEED 131 SF.
- E** PROJECT IDENTIFICATION SIGN POTENTIAL LOCATION - 126 SF MAXIMUM AREA.
- J** PROJECT BUS PLAZA AREA SIGNAGE - 100 SF MAXIMUM AREA



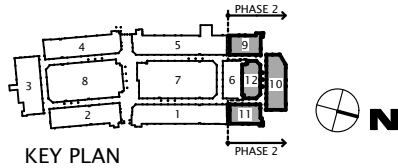
NOTES:

HEIGHT OF L1 & L2 BUILDING SIGNAGE IS LISTED FOR LETTER HEIGHTS ONLY AND SHALL NOT INCLUDE THE ELECTRICAL RACEWAY SUCH LETTERS REST UPON.

ALL SIGNAGE INTERIOR OF THE BUILDING ENTRY WAYS ARE NOT LIMITED AND NOT INCLUDED IN ALLOWABLE AGGREGATE AREA OF EXTERIOR SIGNAGE.

INDICATED HEIGHT IS APPROXIMATE FOR BOTTOM OF SIGN AREA

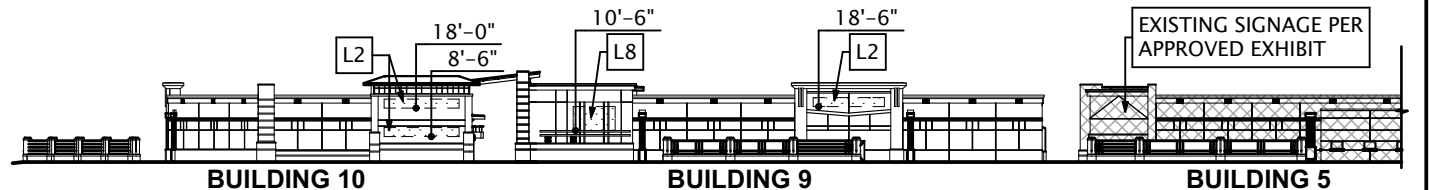
NO SINGLE, ATTACHED BUSINESS SIGN OR LOGO WILL EXCEED 200 SF.



WEST SIGNAGE CALCULATION:
 TENANT: 321 SF
 PROJECT ID: 0 SF
 TOTAL ELEVATION AREA: 6,550 SF

SIGNAGE TYPE LEGEND - WALL MOUNTED

- L1** 42" HEIGHT SIGN BAND
- L2** 36" HEIGHT SIGN BAND
- L3** APPROXIMATE 25' HIGH X 18' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO FOUR (4) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 300 SF.
- L4** APPROXIMATE 25' HIGH X 14' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO FOUR (4) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 250 SF.
- L5** APPROXIMATE 16' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO THREE (3) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 150 SF.
- L6** APPROXIMATE 14' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO TWO (2) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 150 SF.
- L7** APPROXIMATE 10' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO TWO (2) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 140 SF.
- L8** MAJOR TENANT & LOGO SIGNAGE AREA. DIMENSIONS MAY VARY. TOTAL SIGN AREA NOT TO EXCEED 100 SF.
- L9** APPROXIMATE 8' HIGH X 16'-4" WIDE MAJOR TENANT & LOGO SIGNAGE AREA. TOTAL SIGN AREA NOT TO EXCEED 131 SF.
- E** PROJECT IDENTIFICATION SIGN POTENTIAL LOCATION - 126 SF MAXIMUM AREA.
- J** PROJECT BUS PLAZA AREA SIGNAGE - 100 SF MAXIMUM AREA



OVERALL WEST ELEVATION - BUILDINGS 9 & 10

1/64"=1'-0"

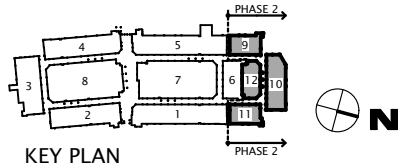
NOTES:

HEIGHT OF L1 & L2 BUILDING SIGNAGE IS LISTED FOR LETTER HEIGHTS ONLY AND SHALL NOT INCLUDE THE ELECTRICAL RACEWAY SUCH LETTERS REST UPON.

ALL SIGNAGE INTERIOR OF THE BUILDING ENTRY WAYS ARE NOT LIMITED AND NOT INCLUDED IN ALLOWABLE AGGREGATE AREA OF EXTERIOR SIGNAGE.

INDICATED HEIGHT IS APPROXIMATE FOR BOTTOM OF SIGN AREA

NO SINGLE, ATTACHED BUSINESS SIGN OR LOGO WILL EXCEED 200 SF.



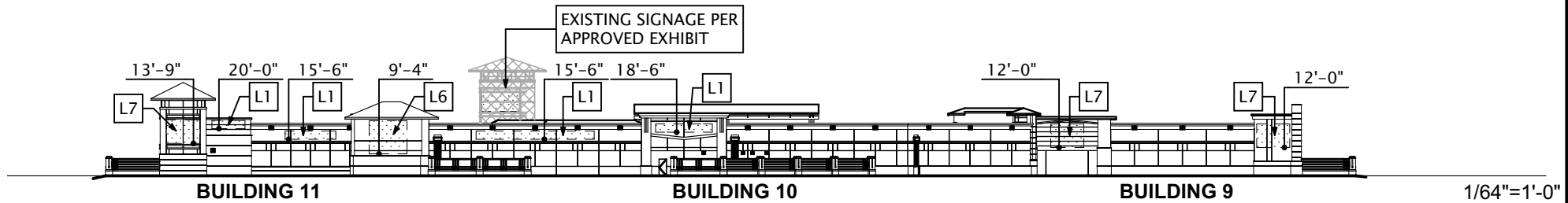
SIGNAGE TYPE LEGEND - WALL MOUNTED

- L1** 42" HEIGHT SIGN BAND
- L2** 36" HEIGHT SIGN BAND
- L3** APPROXIMATE 25' HIGH X 18' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO FOUR (4) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 300 SF.
- L4** APPROXIMATE 25' HIGH X 14' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO FOUR (4) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 250 SF.
- L5** APPROXIMATE 16' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO THREE (3) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 150 SF.
- L6** APPROXIMATE 14' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO TWO (2) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 150 SF.
- L7** APPROXIMATE 10' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO TWO (2) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 140 SF.
- L8** MAJOR TENANT & LOGO SIGNAGE AREA. DIMENSIONS MAY VARY. TOTAL SIGN AREA NOT TO EXCEED 100 SF.
- L9** APPROXIMATE 8' HIGH X 16'-4" WIDE MAJOR TENANT & LOGO SIGNAGE AREA. TOTAL SIGN AREA NOT TO EXCEED 131 SF.
- E** PROJECT IDENTIFICATION SIGN POTENTIAL LOCATION - 126 SF MAXIMUM AREA.
- J** PROJECT BUS PLAZA AREA SIGNAGE - 100 SF MAXIMUM AREA

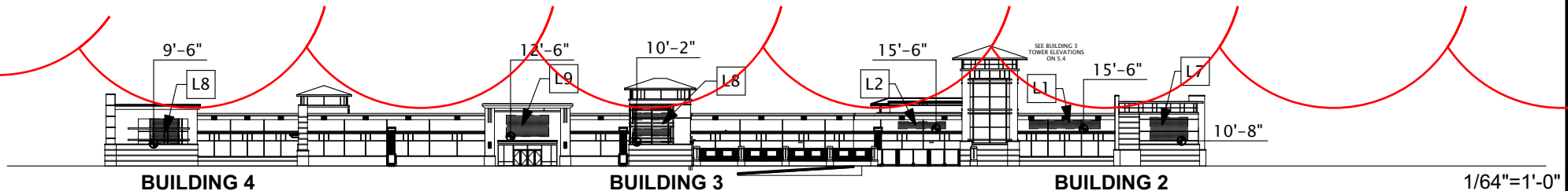
NORTH SIGNAGE CALCULATION:
 TENANT: 953 SF
 PROJECT ID: 0 SF
 TOTAL ELEVATION AREA: 12,997 SF

SOUTH SIGNAGE CALCULATION:
 TENANT: 896 SF
 PROJECT ID: 0 SF
 TOTAL ELEVATION AREA: 11,977 SF

NOTE: WITH CONSTRUCTION OF PHASE 2, THIS SHEET WILL REPLACE THE PREVIOUSLY APPROVED PAGE S.6. THERE ARE NO CHANGES TO THE SOUTH ELEVATION.



OVERALL NORTH ELEVATION - BUILDINGS 11, 10 & 9



OVERALL SOUTH ELEVATION - BUILDINGS 4, 3 & 2

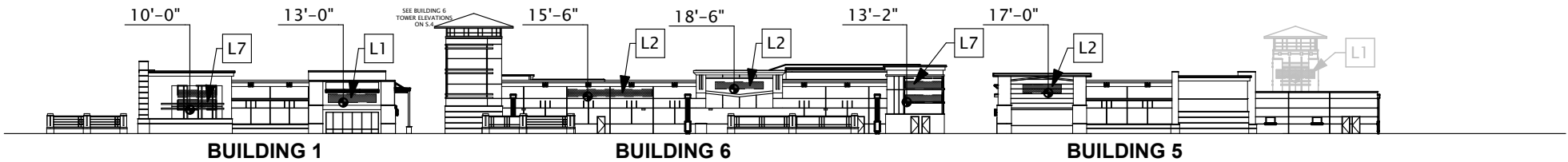
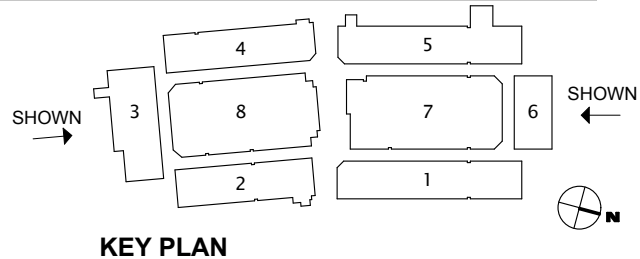
NOTES:
 HEIGHT OF L1 & L2 BUILDING SIGNAGE IS LISTED FOR LETTER HEIGHTS ONLY AND SHALL NOT INCLUDE THE ELECTRICAL RACEWAY SUCH LETTERS REST UPON.
 ALL SIGNAGE INTERIOR OF THE BUILDING ENTRY WAYS ARE NOT LIMITED AND NOT INCLUDED IN ALLOWABLE AGGREGATE AREA OF EXTERIOR SIGNAGE.
 INDICATED HEIGHT IS APPROXIMATE FOR BOTTOM OF SIGN AREA
 NO SINGLE, ATTACHED BUSINESS SIGN OR LOGO WILL EXCEED 200 SF.

NORTH SIGNAGE CALCULATION:
 TENANT: 947 SF
 PROJECT ID: 0 SF
 TOTAL ELEVATION AREA: 12,838 SF

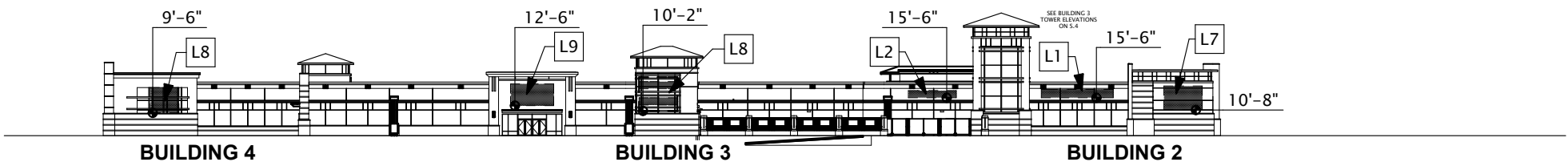
SOUTH SIGNAGE CALCULATION:
 TENANT: 896 SF
 PROJECT ID: 0 SF
 TOTAL ELEVATION AREA: 11,977 SF

SIGNAGE TYPE LEGEND - WALL MOUNTED

- L1** 42" HEIGHT SIGN BAND
- L2** 36" HEIGHT SIGN BAND
- L3** APPROXIMATE 25' HIGH X 18' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO FOUR (4) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 300 SF.
- L4** APPROXIMATE 25' HIGH X 14' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO FOUR (4) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 250 SF.
- L5** APPROXIMATE 16' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO THREE (3) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 150 SF.
- L6** APPROXIMATE 14' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO TWO (2) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 150 SF.
- L7** APPROXIMATE 10' HIGH X 16' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO TWO (2) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 150 SF.
- L8** MAJOR TENANT & LOGO SIGNAGE AREA. DIMENSIONS MAY VARY. TOTAL SIGN AREA NOT TO EXCEED 100 SF.
- L9** APPROXIMATE 8' HIGH X 16'-4" WIDE MAJOR TENANT & LOGO SIGNAGE AREA. TOTAL SIGN AREA NOT TO EXCEED 131 SF.
- E** PROJECT IDENTIFICATION SIGN POTENTIAL LOCATION - 126 SF MAXIMUM AREA.
- J** PROJECT BUS PLAZA AREA SIGNAGE - 100 SF MAXIMUM AREA



OVERALL NORTH ELEVATION - BUILDINGS 1, 6 & 5



OVERALL SOUTH ELEVATION - BUILDINGS 4, 3 & 2

Tenant Peripheral Signage: Fabricated aluminum logo / logo text combination cabinet with face/halo lit illumination.

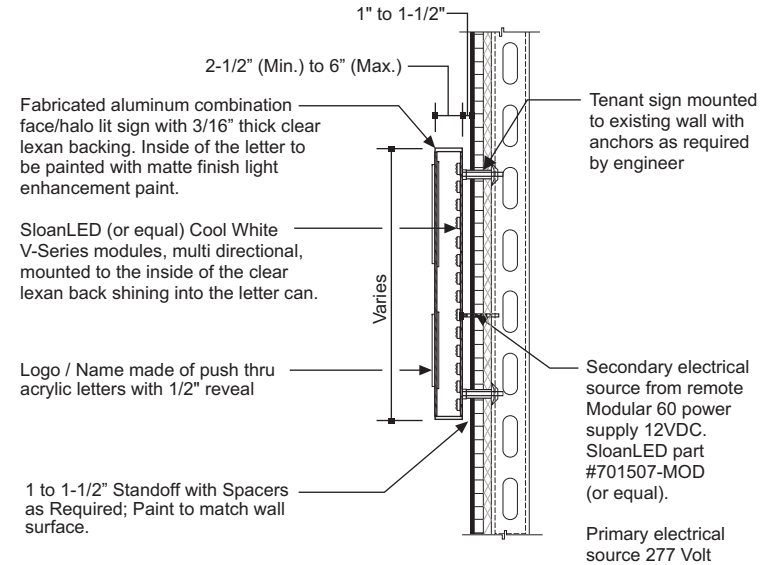
Cabinet Body - Fabricated aluminum cabinet with .125" thick face welded to .080 thick returns. Face and returns to have painted finish. Cabinet back to be .1875 to .25 clear Lexan mechanically fastened to returns with non-ferrous hardware. Maximum cabinet depth 6" (Preferred depth 2-1/2"). Bottom of cabinet to have minimum (2) two weep holes.

Copy / Logo - Cabinet face to be routed and have push thru acrylic graphics. Acrylic to be translucent with frosted finish on face or any color vinyl and 1/2" reveal. Approved letters colors must contrast with face.

Cabinet Color - Preferred letter to be clear coated natural metal (Bronze, brass and aluminum; polished, brushed or swirled) Black or tenant's approved corporate colors.

Illumination - Internal illumination by low voltage Sloan LED (or equal) cool white V-Series LED modules. LED's configured for even lighting, no hot spots or shadows permitted. Power supply to be concealed in cabinet or behind mounting wall. All wiring to be concealed in 1/2" sealtite conduit.

Mounting Hardware - Letters mounted with non-ferrous hardware and 1" to 1-1/2" spacers as required to protect building face and/or EFIS. All penetrations to building surface to be sealed inside and out.



Tenant Peripheral Signage: Fabricated aluminum reversed halo lit channel letters

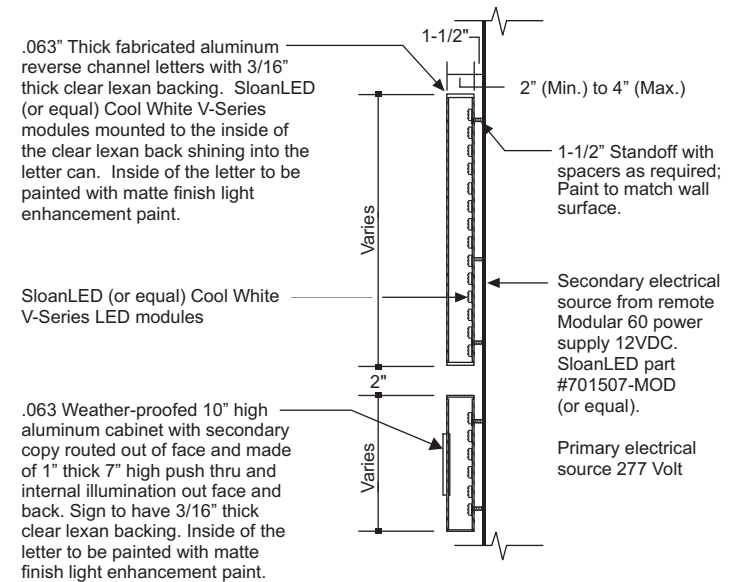
Letter Body - Fabricated individual aluminum letters with .125" thick face welded to .080 thick returns. Face and returns to have painted finish. Letter backs to be .1875 to .25 clear Lexan mechanically fastened to returns with non-ferrous hardware. Maximum letter depth 4" (Preferred depth 2-1/2"). Bottom of letters to have minimum (2) two weep holes per letter.

Letter Color - Preferred letter to be clear coated natural metal (Bronze, brass and aluminum; polished, brushed or swirled) Black or tenant's approved corporate colors.

Optional - Second line of copy to be routed in face of aluminum cabinet and have 1/2" push-thru copy. Cabinet to have face/halo illumination.

Illumination - Internal illumination by low voltage Sloan LED (or equal) cool white V-Series LED modules. LED's configured for even lighting, no hot spots or shadows permitted. Power supply to be concealed in letter or behind mounting wall. All wiring to be concealed in 1/2" sealtite conduit.

Mounting Hardware - Letters mounted with non-ferrous hardware and 1-1/2" spacers as required to protect building face and/or EFIS. All penetrations to building surface to be sealed inside and out.





NORTHEAST VIEW AT HIGHWAY 64



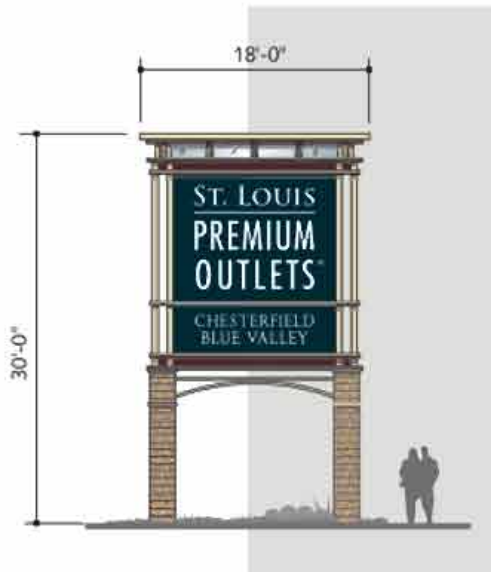
SOUTHEAST VIEW FROM THE RAMP



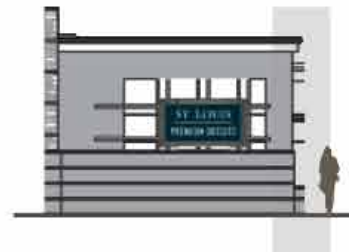
A FREESTANDING PRIMARY PROJECT I.D. PYLON - NOT IMPLEMENTING



B FREESTANDING PROJECT I.D. ENTRANCE MONUMENT

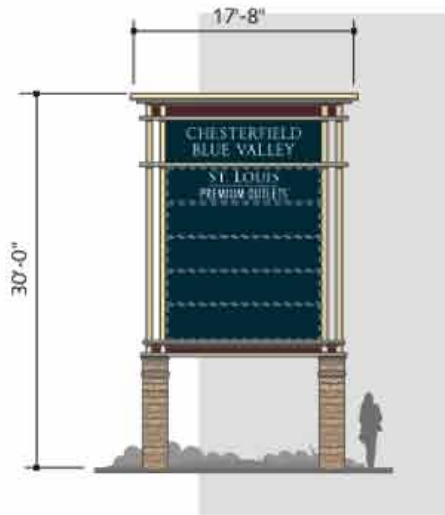


D SPECIALTY MONUMENT SIGN

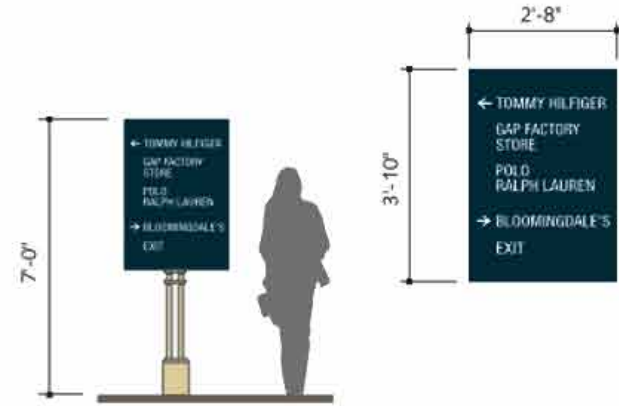


E PROJECT I.D. BUILDING SIGNAGE

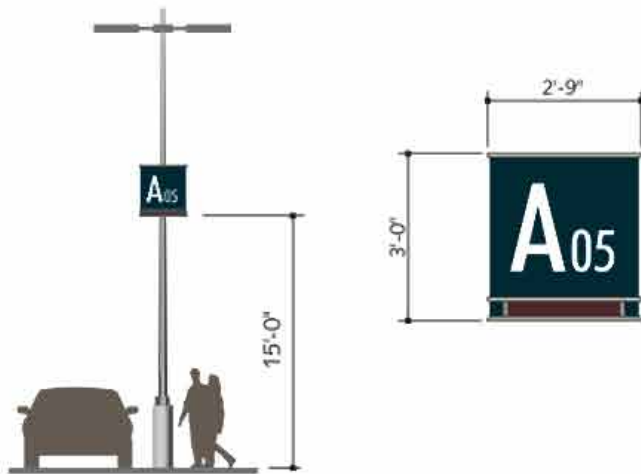
NOTE: ALL SIGNAGE DESIGNS AND PHOTOGRAPHS ARE FOR DESIGN REPRESENTATION ONLY AND ARE SUBJECT TO VARIATION.



F MULTI-TENANT SPECIALTY MONUMENT SIGN



G AUTO DIRECTIONAL SIGNS



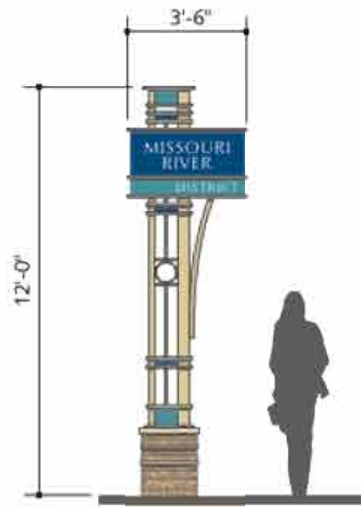
H PARKING AREA I.D.



J BUS PLAZA SIGN

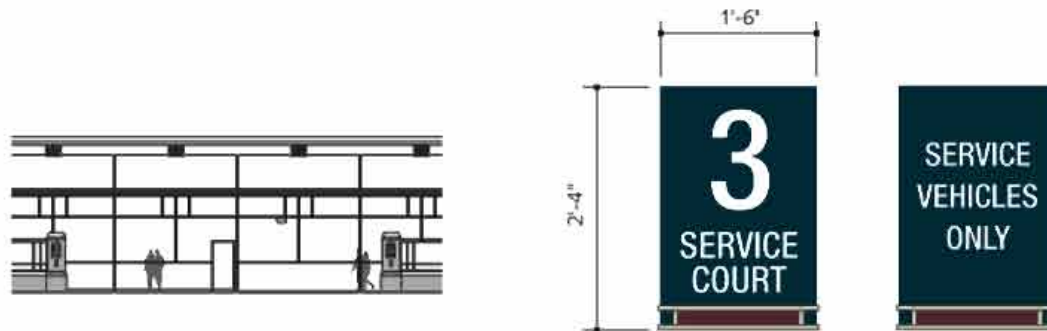


NOTE: ALL SIGNAGE DESIGNS AND PHOTOGRAPHS ARE FOR DESIGN REPRESENTATION ONLY AND ARE SUBJECT TO VARIATION.



- L1** TENANTS PERIPHERAL BUILDING SIGNS
(REFER TO PREMIUM OUTLETS EXTERIOR SIGNAGE STANDARDS NARRATIVE.)
- L2**

K FREESTANDING GALLERY ZONE I.D.



N SERVICE COURT IDENTIFICATION

NOTE: ALL SIGNAGE DESIGNS AND PHOTOGRAPHS ARE FOR DESIGN REPRESENTATION ONLY AND ARE SUBJECT TO VARIATION.