

VILLAGE WALK AT GREEN VALLEY RANCH  
TENANT SIGNAGE DESIGN CRITERIA

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General Signage Guidelines:

The signage in Main Street District will be rich, elegant and sophisticated similar in style to Rodeo Drive tenant signage. Materials in this district will include polished metals, gold leaf, and cast bronze. The signage letters could be pinned off or flush mounted onto the storefront fascia. Lighting options can be halo effect or an approved external source. Variety and diversity are encouraged in this district, therefore tenants may not have the same sign color or design as their neighboring tenant.

Allowable Sign Types:

1. Primary Signage: REQUIRED
  - a. Reverse pan channel or halo lit individual dimensional letters
  - b. Individual letters mounted to a metal canopy
  - c. Externally illuminated dimensional letters
2. Secondary Signage: REQUIRED
  - a. Blade sign
  - b. Identity on valance of awning
3. Optional Signage:
  - a. Inlaid Floor/Sidewalk Signs
  - b. Applied window graphics
  - c. Wall mounted plaques
4. Signage Calculation Guidelines:
  - a. The maximum sign area for each tenant shall be 2.0 square feet of sign face for each lineal foot of store frontage, but limited by the maximum signage size matrix.

## PROJECT DESCRIPTION

Village Walk at Green Valley Ranch is designed as a downtown urban main street. The quality and design of the tenant signage should appear to have evolved naturally in a high-end urban setting. As such, these guidelines are intended to assist the tenant in the development of a quality identity signage that will enrich and support the overall character of the project.



## PURPOSE OF TENANT SIGNAGE DESIGN CRITERIA

These Signage Design Criteria are provided to guide designers, architects and tenants in the development of tenant identity signs at Village Walk at Green Valley Ranch.

### A. The objectives are:

1. To generate varied and creative tenant signage through application of imaginative design treatments and distinctive logos and typestyles.
2. To establish signage as a design element that contributes to a "shopping district" environment unique to Village Walk at Green Valley Ranch.
3. To provide standards of acceptability for signs in order to facilitate the review and approval process.

B. A map of designated areas is located on the Tenant Criteria Zoning Plan. Tenants and their designers are to refer to that map and select a combination of at least two sign types, and no more than four, from the designated district assigned to their store.

C. Any signs fabricated and installed without prior approval in writing from the American Nevada Company's Architectural Landscape Committee (Committee) will be removed by the Committee. All costs for removal, including but not limited to patch and repair of the building, will be at the tenant's expense.

*The Tenant Signage Design Criteria are part of the Tenant's Lease and the Tenant is required to comply with these requirements.*



## TENANT SIGNAGE WITHIN VILLAGE WALK AT GREEN VALLEY RANCH

The tenant signage for Village Walk at Green Valley Ranch is divided into four distinct "districts" to assist the tenant in choosing the appropriate signage type, location, and quantity for their identity. All stores and each elevation fits within a particular district. Please refer the included map for the location. These areas are divided by architectural character and/or site orientation.

*Village Walk at Green Valley Ranch is divided into the following signage areas:*

- A. MAIN STREET DISTRICT
- B. PASEO DISTRICT
- C. PLAZA DISTRICT
- D. PERIMETER DISTRICT
- E. OFFICE DISTRICT

## TENANT SIGNAGE ALLOWED WITHIN EACH DISTRICTS

The tenant signage for Village Walk at Green Valley Ranch is divided into five distinct "zones" to assist the tenant in choosing the appropriate signage type, location, and quantity for their identity. All tenants and each elevation fits within a particular district. Please refer to the included map for the location. The tenants in each district must have a minimum of two of the following sign types indicated. In addition to these two signs, tenants are allowed to have one additional signage in the indicated areas. A maximum of four signs are allowed per tenant, if allowed in the district.

The specific area of placement of each tenant sign is indicated on the building elevations. Variations away from these designated areas need approval from the American Nevada Company's Architectural Landscape Committee prior to installation. The maximum allowable square footage area of each sign is to be determined based on the size of the store, it's location in Village Walk at Green Valley Ranch, and the City of Henderson signage ordinances.





General Signage Guidelines:

The signage will be exposed neon, bright colors, vibrant and dynamic in appearance. Signage will need to be in layers and preferably 3-D in form. Tenant logos will be encouraged and are recommended.

Signage is to be over scaled and visually vibrant. The 3-D aspect and scale of the signage will create a fun and exciting ambience during the day and the area will come alive at night. To ensure variety in the district, adjacent tenants will be required to use different sign types, materials, and colors.

Allowable Sign Types:

1. Primary Signage: REQUIRED
  - a. Internally illuminated individual pan channel letters
  - b. Channel letters with exposed neon
2. Secondary Signage: REQUIRED
  - a. Blade sign
    1. May be internally illuminated
    2. Layered or 3-Dimensional
  - b. Identity on valance of awning
3. Optional Signage
  - a. Inlaid Floor/Sidewalk Signs
  - b. Applied window graphics
  - c. Wall mounted plaques

Signage Calculation Guidelines:

1. The maximum sign area for each tenant shall be 1.5 square foot of sign face for each lineal foot of store frontage, but limited by the maximum signage size matrix.





General Signage Guidelines:

The signage will have bright colors and be vibrant and dynamic in appearance. Tenant logos will be encouraged and are recommended. Signage is to be over scaled and visually vibrant. To ensure variety in the district, adjacent tenants will be required to use different sign types, materials, and colors.

Allowable Sign Types:

1. Primary Signage: REQUIRED
  - a. Internally illuminated individual pan channel letters
  - b. Reverse channel or halo lit individual dimensional letters
  - c. Externally illuminated dimensional letters
2. Secondary Signage: OPTIONAL
  - a. Blade Sign
  - b. Identity on valance of awning
3. Optional Signage
  - a. Inlaid Floor/Sidewalk Signs
  - b. Applied window graphics
  - c. Wall mounted plaques

Signage Calculation Guidelines:

1. The maximum sign area for each tenant shall be 2.0 square feet of sign face for each lineal foot of store frontage, but limited by the maximum signage size matrix.





General Signage Guidelines:

Four sides of the building may have signage.

Allowable Sign Types:

1. Primary Signage: REQUIRED
  - a. Internally illuminated individual pan channel letters
  - b. Reverse channel or halo lit individual dimensional letters
2. Secondary Signage: OPTIONAL
  - a. Blade sign
    1. May be internally illuminated
    2. Layered or 3-Dimensional
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The maximum sign area for each tenant shall be 2.0 square feet of sign face for each lineal foot of store frontage, but limited by the maximum signage size matrix





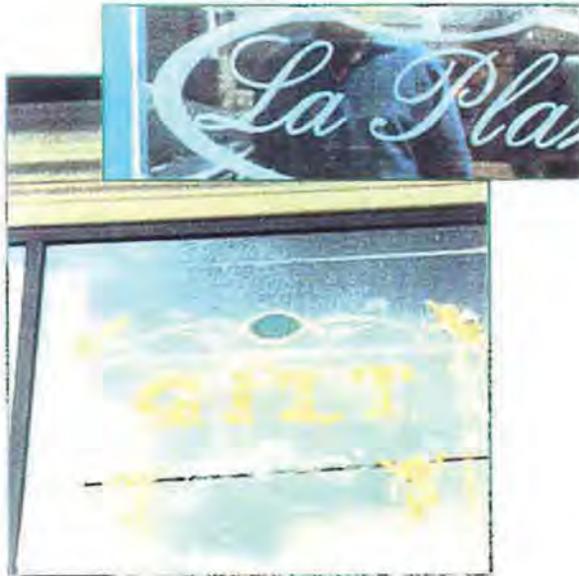
## TENANT SIGNAGE SIZE MATRIX

SIGN TYPE	MAIN ST. DISTRICT	PASEO DISTRICT	PLAZA DISTRICT	PERIMETER DISTRICT	OFFICE DISTRICT
Fascia Sign					
Sign Letter	24" max height	18" max height	24" max height	24" max height	18" max height
Sign Logo	28" max height	22" max height	28" max height	28" max height	28" max height
Two Lines of Copy	30" max height	22" max height	30" max height	30" max height	30" max height
Blade Sign	10 sq ft	12 sq ft	8 sq ft	8 sq ft	NA
Metal Canopy					
Sign Letter	16" max height	12" max height	16" max height	16" max height	16" max height
Wall Mounted Plaque	4 sq ft	4 sq ft	4 sq ft	4 sq ft	4 sq ft
Window Graphics					
Sign Letter & Logo	8" max height	8" max height	8" max height	8" max height	8" max height
Interior Signs	10% of glazing	10% of glazing	10% of glazing	10% of glazing	NA
Awning Sign					
Sign Letter	8" max height	6" max height	8" max height	6" max height	NA
Two Lines of Copy	16" max height	12" max height	16" max height	12" max height	NA
Inlaid Floor/Sidewalk**	20 sq ft	10 sq ft	20 sq ft	20 sq ft	20 sq ft
Max. Sign Area Calculation	2.0 sq ft / 1 linear ft	1.5 sq ft / 1 linear ft	2.0 sq ft / 1 linear ft	2.0 sq ft / 1 linear ft	75 sq ft max

(Sign Area / Linear Store Front)

\*\*Excluded from area calculation formula





*Example of Applied Window Graphics*



*Example of Awning Signs*

## GLOSSARY OF TERMS

*The following terms referred to in this sign criteria are defined as follows:*

**Address Signage:** Are required by the City of Henderson, the store, suite number or building address needs be applied to the exterior façade or glazing, either mounted flush or incised into the building façade. The numbers must be visible to the street, of a particular height and color contrast to the façade for visibility.

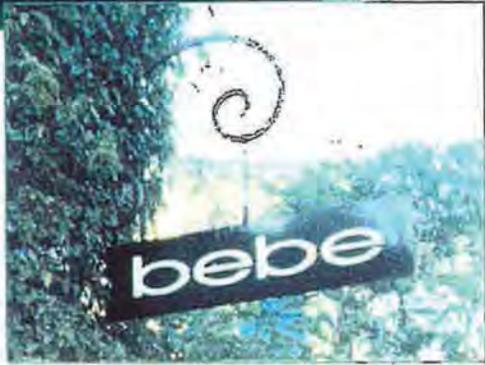
**Animated Sign:** A sign with action or motion, moving characters, changing colors, or change of light, which require electrical energy, but not including wind actuated elements, such as flags or banners.

**Applied Window Graphics:** Signage and graphics applied directly to the glazing system. Techniques include silk-screening, application of pressure sensitive vinyl, metal appliqué, and glass etching or sandblasting.

**Awning Signs:** Made of canvas, the awning projects perpendicular from the storefront façade above the entrance doors and acts as a protection against the elements. The name and/or logo of the tenant is applied to the awning valance on the lower, vertical portion of the canopy only.

**Back Door Signs:** Signs placed on the back entrance of tenants for purposes of delivery and access. Size, location, type, and color to be determined in signage criteria for consistency.





Example of Blade Signs



Example of Canopy Sign

**Blade Signs:** A double-sided sign mounted perpendicular to the building facade and suspended on a decorative metal bracket. Usually placed under tenant canopies or near the store-front entrances. Not internally illuminated. Can be one of the following types:

*Flat Blade Sign:* fabricated of metal, wood, or high-density sign foam in various finishes. Tenant logo and/or name to be painted or applied vinyl.

*Dimensional Blade Sign:* fabricated of metal, wood, or high-density sign foam in various finishes. The material can be sculpted or sandblasted into dimensional shapes. Layered forms or letters attached to the blade give the sign a 3-dimensional effect.

**Canopy Signs:** Made from metal, the canopy projects perpendicular from the storefront façade above the entrance doors and/or display windows and acts as protection against the elements. The name and/or logo of the tenant is applied to the canopy with individual dimensional letters either on the face of the canopy, resting on top of the canopy, or suspended below the canopy.

**Copy Area:** The area of a sign, exclusive of margins, in which copy and graphics may be placed. Copy area shall be computed by surrounding each graphic element with a regular geometric shape (e.g., circle, rectangle, trapezoid, ellipse), calculating the area contained within the shapes, and then computing the sum of the areas. Minor elements such as swashes, simple lines, or other decorative touches that might extend beyond the limits of the geometric shape shall not be included as part of the copy area.





*Example of Address Signage*

**External Illumination:** A light source mounted directly above or mounted on, the same wall surface as the sign it illuminates.

**Flashing Sign:** A sign, the illumination of which is not kept constant in intensity at all times when in use, and which exhibits sudden or marked changes in lighting effects.

**Freestanding Sign:** A sign supported by an upright brace or a sign which is affixed to a base which is permanently attached to ground and wholly independent of any building for support.

**Horizontal Band / Storefront Sign Band:** Refers to a horizontal architectural building plane designated as a background for signage.

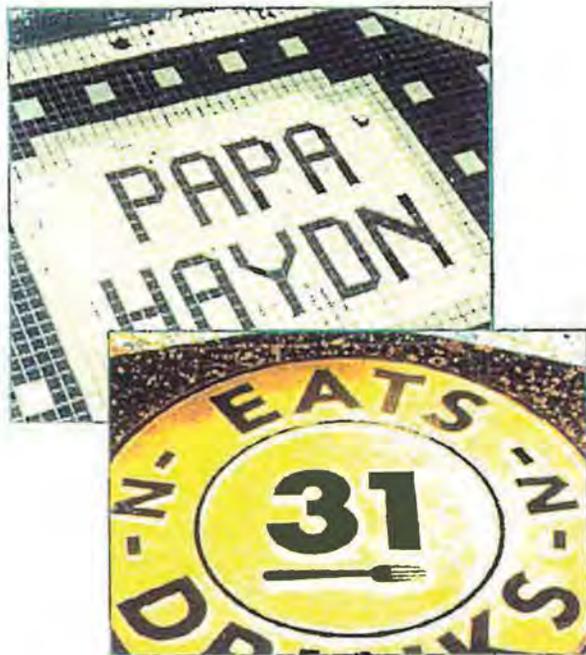
**Inlaid Floor/Sidewalk Sign:** A pattern, medallion, individual letters, or sign recessed into the sidewalk at the entry of the store and integrated flush into the surrounding paving system.

**Internal Illumination Channel Letter:** A sign designed to provide artificial light from a source within such sign, including neon and exposed lamp signs.

**Interior Signage (Signs behind the storefront glass):** Signs suspended behind the store front glazing system, visible from the outside of the store.

**Landlord:** The party who possesses legal title to the property or site in question.





Example of Inlaid Floor Signage



Examples of Operational Signage

**Letter Height:** Letter height shall be determined by measuring the normal capital letter of a type font exclusive of swashes, ascenders, and descenders.

**Logo:** An image composed of a collection of symbols, figures and design elements which together form a distinct and unique identifying mark. Logo heights for signs are regulated when they appear separately from, but are associated with the sign lettering.

**Open Field:** Refers to a building plane larger than the typical horizontal sign band height that provides a background for signage and is delineated by architectural features such as rooflines, archways, storefront glazing or building edges. An open field may be comprised of two or more horizontal bands.

**Operational Signs:** Operational signage indicating hours of operation, telephone numbers, specialty rules and regulations is specific to each tenant, typically placed on the glazing of the entry door or nearby adjacent display window.

**Real Estate Sign:** A temporary sign advertising the sale, rent or lease of property on which it is located.

**Rotating Sign:** A sign which is designed to revolve or rotate in any manner whether by electrical power or other.

**Sign:** Any name, identification, description, display, illustration or device which is affixed to directly or indirectly upon a building structure or land in view of the general public and which directs attention to a product, place, activity, person, institution, or business.





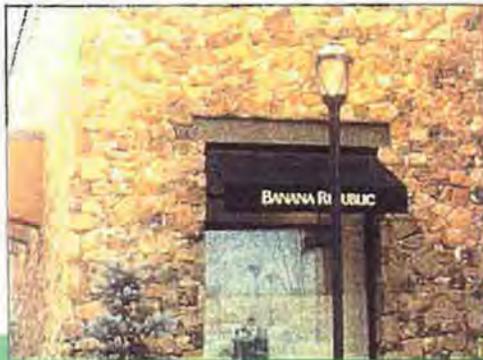
*Examples of Wall Mounted Plaques*

**Sign Face Area:** The area that is allocated for sign placement, including margins, that is designated by the Committee as being available for display of copy and graphic elements.

**Storefront Fascia Sign:** Located on the storefront elevation, the fascia sign is typically the primary signage opportunity for the tenant. Can be a variety of styles, but usually contains the tenant's name and/or logo, and runs parallel to the façade, projecting out only nominally.

**Wall Mounted Plaque:** Small, surface mounted signs, either inset, flush with the building, or pin-mounted off for pedestrian viewing. Typical locations include the wall area directly adjacent to the entry or either side of display windows.



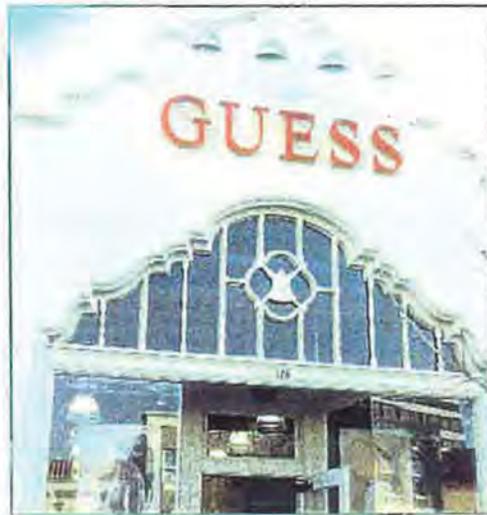


## GENERAL SIGNAGE DESIGN GUIDELINES

### A. DESIGN OBJECTIVE

1. The primary objective of the sign design criteria is to generate high quality, creative tenant signage. Tenants are encouraged to combine a variety of materials, lighting methods, colors, typestyles, and graphic elements for unique storefront signage at Village Walk at Green Valley Ranch.
2. Signs may be located adjacent to entries or storefronts only, unless otherwise indicated in building elevations provided by Committee.
3. All sign concepts are to be generated from "camera-ready" logo artwork prepared by a professional graphic designer, and submitted to the Committee for approval prior to concept development of any sign.
4. Signs that incorporate creative logos or graphic elements along with the business identity are encouraged.
5. Store name to consist of "Trade Name" only. Tag lines, bylines, merchandise or service descriptions are not allowed.
6. Signs, copy and graphic elements shall fit comfortably into sign area, leaving sufficient margins and negative space on all sides. Wall signs shall appear balanced and in scale within the context of the sign space and the building as a whole. Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building. In all cases, the copy area shall maintain a margin at least 3" from any edge of the sign face area.
7. Dimensional letters and plaques shall be affixed without visible means of attachment, unless attachments make an intentional design statement and are approved by the Committee.
8. Refer to Committee sign plans and elevations for approved sign





locations and size requirements.

9. Any special conditions or deviations from the guidelines in the sign criteria are to be approved in writing after submittal to the Committee.

#### B. TYPESTYLES

Tenants may adapt established typestyles, logos and/or images that are in use on similar buildings operated by them, provided that said images are architecturally compatible and approved by the Committee. Type may be arranged in multiple lines of copy and may consist of upper and/or lower case letters.

#### C. LIGHTING

The use of creative signage lighting is expected and encouraged with the following criteria:

1. Where signs are internally illuminated, light-transmitting surfaces shall be non-gloss, matte materials.
2. Only letters and logos shall transmit light while background remains solid opaque. No illuminated backgrounds or boxes are allowed.
3. Lighting for all tenant signs shall be turned off after closing or reduced between the hours of 12:00 a.m. and 6:00 a.m.
4. Exposed fixtures, shades, or other elements are to contribute to the design of the sign.
5. All exposed or skeletal neon must be backed with an opaque coating, and be approved in writing by the Committee. All housings and posts for exposed neon signs must be painted out to match the sign background immediately behind.
6. Exposed raceways (unless design elements), conduit, junction boxes, transformers, lamps, tubing, or neon crossovers of any type are prohibited.





#### D. COLORS

1. Sign colors are to provide sufficient contrast against building background colors and are to be varied from the adjacent tenants.
2. Color of letter returns are to contrast with building colors for good daytime readability.
3. The interior of open channel letters are to be painted dark when against light backgrounds.
4. All sign colors are subject to review and approval by the Committee as part of the tenant signage submittal.

#### E. MATERIALS

1. Acceptable sign material treatments are:
  - a. Dimensional geometric shapes coated or burnished for variety in color and texture
  - b. Painted metal
  - c. Screens, grids, or mesh
  - d. Etched or polished metal
  - e. Cut, abraded, or fabricated steel
  - f. Dimensional letter forms with seamless edge treatments
  - g. Natural opaque hard surface materials with matte finishes
  - h. Glass
2. The following materials are prohibited:
  - a. Fluorescent or reflective materials such as mirror
  - b. Simulated materials, i.e. wood-grained plastic laminate, wall covering, cardboard





*Example of Reverse Channel Halo Illumination*



*Example of Open Channel with Neon*



*Example of External Illumination*

## LIBRARY OF PARTS

### A. STOREFRONT SIGNS

1. Individual letters – Internally illuminated individual pan channel
  - a. Plastic trim caps are not allowed.
  - b. All seams are to be welded and ground smooth.
  - c. Returns and backing of letters are to be of painted metal.
2. Individual letters – Reverse pan
  - a. Reverse channel letters are to be of painted metal.
  - b. All seams are to be welded and ground smooth.
  - c. Channel depth to be no more than 2 1/2".
  - d. Letter channels are to be peg mounted 2" maximum from face of wall.
  - e. Peg mounts are to be threaded anchor bolts with round sleeves and are to be concealed.
3. Individual letters - Open pan channel illumination.
  - a. Open pan channel letter forms are to be of painted metal.
  - b. All seams to be welded and ground smooth.
  - c. Inside of channel letter forms are to be painted a contrasting color from the building color.
  - d. Neon tubes are to be double row or adequate number of rows to illuminate channel form.
  - e. All neon fasteners, tube stands, mounts, and crossovers are to be painted to match inside of channel letter form.
  - f. Letter channel returns are to be 2 1/2" maximum deep.
  - g. Top surface of neon is to be mounted flush with front edges of returns.
4. Individual letters - External illumination.
  - a. External illumination to be provided by a separate light





Example of External Illumination



Example of Non-illuminated Letterforms



Example of Corner Treatment

- fixture selection or design that is complimentary to the overall sign design concept and the building architecture.
- b. Fixtures with arm extensions or gooseneck extensions are encouraged.
  - c. "Light-bars" may be utilized if they are housed within a custom designed hood or metal formed shield enclosure approved by the Committee.
  - d. Pre-manufactured square or rectangle light boxes are not allowed.
  - e. Individual letters to be metal with welded seams ground smooth for invisible seams.
  - f. Individual letters are to be peg mounted minimum 1 1/2" from face of wall.
  - g. All light fixture designs are to be submitted to the Committee for approval prior to purchase and installation.
6. Individual Letters - Non-illuminated.
- a. Individual letters to be minimum of 1 1/2" deep.
  - b. Letters forms are to be painted metal pegged 1 1/2" from the wall minimum.

#### B. CORNER TREATMENTS

1. When the tenant occupies a corner store location and there is an "architectural feature" with an entrance at the corner, tenant must locate primary identity over the corner entry. Vertical marquees are encouraged.

#### C. TENANTS LOCATED IN MULTIPLE DISTRICTS

1. When a tenant's façade is located in multiple signage "districts", each particular façade is dictated by the regulations for that district.





*Example of Wall Mount*



*Example of Bottom Mount*



*Example of Top Mount*



*Example of Behind Glass*

#### D. SIGN MOUNTING OPTIONS

1. Wall mount - Parallel to the building exterior. When mounted on EIFS, individual letters need to be mounted to a backing plate or framed area so as not to damage the EIFS with too many attachment points of each letter.
2. Top mount - In front of storefront glazing.
  - a. Letters may attach individually to a building soffit or architectural overhang canopy by a stem attachment housed with a metal sleeve at the top of each letter.
3. Bottom mount - In front of storefront glazing.
  - a. Letters may attach individually to a building soffit or architectural overhang by a stem attachment housed with a metal sleeve at the bottom of each letters.
4. Behind Glass
  - a. Signs mounted behind glass storefront to be no closer than six inches from face of glass.
  - b. Exposed neon is prohibited behind Tenant's glass storefront.
  - c. Sign is to consist of trade name only.
5. Perpendicular - Projecting from the surface of the building near the entry.





*Example of Applied Window*



*Example of Blade Sign*



*Example of Creative Blade Sign*

#### E. APPLIED WINDOW GRAPHICS

1. Only trade name or graphic logo may be used. Store description, advertisements, or tag lines not allowed.
2. Metallic or colored tapes are to be used.
3. Graphic may be located on bottom 30% of glass only.
4. All applied graphics to be adhered to interior side of glass.
5. Applied window graphics are to be submitted to the Committee and approved in writing prior to installation.

#### F. BLADE SIGNS

1. Each tenant is allowed one double-faced hanging sign per building entrance.
  - a. The creative use of Logo shapes is encouraged in the design of the blade sign.
  - b. Tenants are encouraged to utilize a variety of colors and graphic elements along with typestyle to create a whimsical and energetic signing solution. Painted flat forms layered to give a 3-dimensional effect are encouraged in designated districts.
  - c. Flat blade signs are to be fabricated of painted metal. Wood and sign foam are allowed when creating a 3-dimensional forms only.
  - d. Signs are to be wall mounted from a metal bracket, or suspended from the trellis with metal supports.
  - e. Placement to be reviewed with consideration of all adjacent signs.
  - f. External illumination of blade signs is encouraged.





*Example of Awning*



*Example of Wall Mounted Plaque*

#### G. AWNINGS – TENANT ENTRANCE

1. Shape and configuration to be approved by Committee prior to purchase and installation.
2. Letters – To be silkscreen, printed or sewn on the vertical surface of the awning valance only.
3. No scalloped apron panels or valances allowed.
4. Color and pattern to be varied in selection so that no two adjacent tenants share the same selection.
5. Trade name and/or logo may be on awning valance only. No tag lines, merchandise descriptions, services or advertisements allowed.
6. Awning material to be of code compliant fire resistant canvas. No plastic or synthetic fabrics allowed.
7. Awnings are to be non-illuminated.
8. Location and size to be as shown on signage elevations and are to be included in tenant design drawing submittal to Committee for review of design conformance.
9. Illuminated back-lit canopies are prohibited.

#### H. WALL MOUNTED PLAQUE

1. Wall mounted plaques with concealed fasteners or exposed fasteners designed as a feature treatment approved by Committee.
2. Allowable materials are cast metal, glass, or durable hard surface material.
3. Non-illuminated or externally illuminated only.
4. Size to be submitted for approval.
5. Location to be adjacent to entry doors and submitted for approval.





## PROHIBITED SIGN TYPES

A. *The following sign types and finishes shall be prohibited at Village Walk at Green Valley Ranch:*

1. Illuminated sign boxes. (approved on a case by case basis)
2. Illuminated back-lit canopies.
3. Signs with exposed raceways, conduit, junction boxes, transformers lamps, tubing, or neon crossovers of any type.
4. Rotating, Animated and Flashing signs.
5. Pole signs and other signs with exposed structural supports not intended as a design element except for code-required signs.
6. Pennants, banners, or flags identifying individual tenants.
7. A-frame sandwich boards.
8. Vehicles signs, except for the identification of a business enterprise or advertisement upon a vehicle used primarily for the purpose, provided the identification is painted on or otherwise affixed so as not to project from the usual profile of the vehicle.
9. Signs painted on an exterior building wall (except for in Perimeter District), fascia, chimney of a building, on a fence or fence-type wall, on benches, fence posts, trash receptacles, utility poles, utility boxes, storage sheds, bus shelters, satellite dish antennas, antennas or other accessory structures. (approved on a case by case basis)





10. Signs attached, painted on, or otherwise affixed to trees, other living vegetation, landscaping or natural materials.
11. Any sign designed to be moved from place to place.
12. Signs attached, painted or otherwise affixed to awnings, tents or umbrellas, however, such signs may be permitted in conjunction with special design review by the Committee.
13. Balloons and inflatable signs.
14. Any signs including freestanding signs advertising the availability of employment opportunities.
15. Signs which emit sound, odor or visible matter or which bear or contain statements, words or pictures of an obscene, pornographic or immoral character.
16. Fluorescent or reflective sign colors.
17. Simulated materials, i.e. wood grained plastic laminate, wall covering, paper, cardboard or foam.
18. Roof top signs.

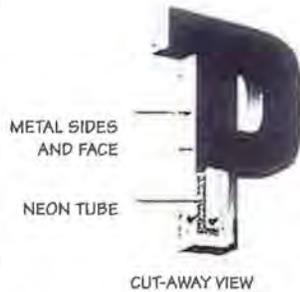
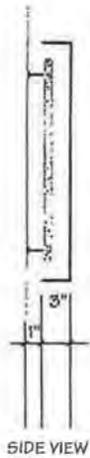


## TEMPORARY SIGN TYPES

Temporary grand opening signs will be allowed in accordance with current provisions of the City of Henderson Sign Ordinance. These criteria will not prevent granting of temporary special permit or otherwise permitting signs advertising or pertaining to any civic, charitable or special event of general public interest that takes place within the City when it can be found that such signs will not be materially detrimental to the public welfare, interest or safety, nor injurious to adjacent property.



# Palo's



**SAMPLE REVERSE CHANNEL LETTER**

## CONSTRUCTION REQUIREMENTS

### A. GENERAL

1. All signs shall be designed, erected, altered, illuminated, located, moved and/or maintained, in whole or in part, in accordance with the provisions set forth in these regulation and all other applicable codes and ordinances.
2. All signs must meet all standards set forth by the Village Walk at Green Valley Ranch Sign Criteria and must be approved by the Committee before installation.
3. The Committee does not accept the responsibility of checking for compliance with any codes having jurisdiction over Village Walk at Green Valley Ranch nor for the safety of any sign, but only for aesthetic compliance with this sign criteria and its intent.

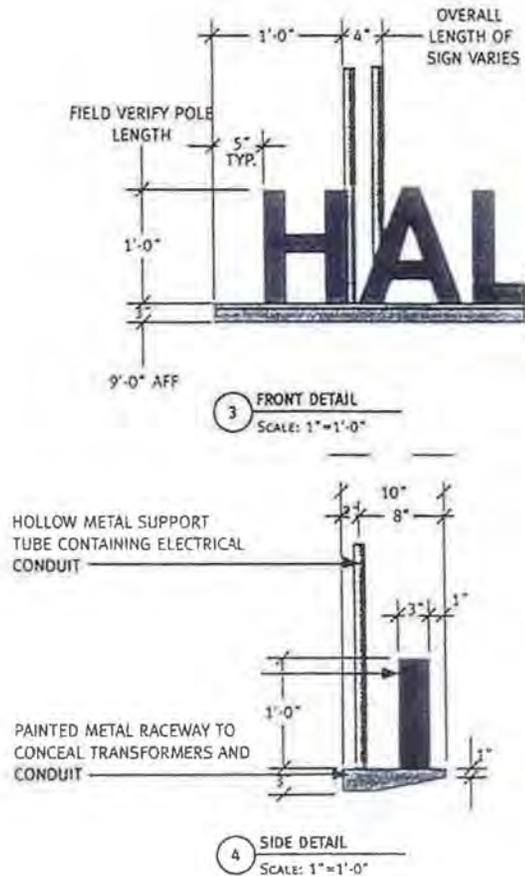
### B. FABRICATION REQUIREMENTS

1. All sign fabrication work shall be of excellent quality and identical of Class A workmanship. All logo images and typestyles shall be accurately reproduced. Lettering that approximates typestyles shall not be acceptable. The Committee reserves the right to reject any fabrication work deemed to be below standard.
2. Signs must be made of durable rust-inhibited materials that are appropriate and complementary to the to the design of Village Walk at Green Valley Ranch.
3. All formed metal, such as letter forms, shall be fabricated using full-weld construction with all joints ground smooth.



4. All ferrous and non-ferrous metals shall be separated with non-conductive gaskets to prevent electrolysis. In addition to gaskets, stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
5. Threaded rods or anchor bolts shall be used to mount sign letters which are spaced out from background panel and must be finished to blend with the adjacent surface. Angle clips attached to letter sides will not be permitted.
6. Paint colors and finishes must be reviewed and approved by the Committee. Color coatings shall exactly match the colors specified on the approved plans.
7. Surfaces with color mixes and hues prone to fading (e.g., pastels, complex mixtures, intense reds, yellows and purples) shall be coated with ultraviolet-inhibiting clear coat in a matte or semi-gloss finish.
8. Joining of materials (e.g., seams) shall be finished in such a way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.
9. Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
10. All lighting must match the exact specifications of the approved working drawings.
11. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.





12. All conduit, raceways, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed. All bolts, fastenings and clips shall consist of enameling iron with porcelain enamel finish; stainless steel, anodized aluminum, brass or bronze; or carbon-bearing steel with painted finish. No black iron material will be allowed.

13. Underwriter's Laboratory-approved labels shall be affixed to all electrical fixtures. Fabrication and installation of electrical signs shall comply with UBC, NEC, and local building and electrical codes.

14. Penetrations into building walls, where required, shall be made waterproof by the tenant's sign contractor.

15. Location of all openings for conduit sleeves and support in sign panels and building walls shall be indicated by the sign contractor on the above shop drawings submitted to the Committee. Sign contractor shall install same in accordance with the approved drawings.

16. In no case shall any manufacturer's label be visible from the street or from normal viewing angles.

17. Signs illuminated with neon shall use 30 m.a. transformers. The ballast for fluorescent lighting shall be 430 m.a. Fluorescent lamps will be single pin (slimline) with 12" center to center lamp separation maximum.



## APPROVALS OF TENANT SIGNAGE

### A. ARTWORK SUBMITTALS

1. All sign concepts are to be generated from “camera-ready” logo artwork prepared by a professional graphic designer, and submitted to the Committee for approval prior to development of any signage.

### B. CONCEPT DRAWING SUBMITTAL

1. Prior to shop drawings and sign fabrication, tenant shall submit for Committee approval three sets of Concept drawings reflecting the design of all sign types.
2. Sign concept drawings are to be submitted concurrently with storefront design and awning design. Partial submittals will not be accepted.

### C. SHOP DRAWING SUBMITTAL

1. Upon approval of concept plans in writing from Committee, three complete sets of shop drawings are to be submitted for Committee approval, including:
  - a. Fully-dimensioned and scaled shop drawings @ 1/2"=1'-0" specifying exact dimensions, copy layout, typestyles, materials, colors, means of attachment, electrical specifications, and all other details of construction.
  - b. Elevations of storefront @ 1/2"=1'-0" showing design, location, size and layout of sign drawn to scale indicating dimensions, attachment devices and construction detail.
  - c. Sample board showing colors and materials including building fascia, letter faces, returns, and other details as requested by the Committee.



- d. Section through letter and/or sign panel @ 1/2"=1'-0" showing the dimensioned projection of the face of the letter and/or sign panel and the illumination.
  - e. Cut-sheets of any external light fixtures.
  - f. Full-size line diagram of letters and logo may be requested for approval if deemed necessary by the Committee.
2. All Tenant sign shop drawing submittals shall be reviewed by the Committee for conformance with the sign criteria and with the concept design as approved by the Landlord.
3. Within fifteen (15) working days after receipt of Tenant's working drawings, Committee shall either approve the submittal contingent upon any required modifications or disapprove Tenant's sign submittal, which approval or disapproval shall remain the sole right and discretion of the Committee. The Tenant must continue to resubmit revised plans until approval is obtained. A full set of final shop drawings must be approved and stamped by the Committee prior to permit application or sign fabrication.
4. Requests to establish signs that vary from the provisions of this sign criteria shall be submitted to the Committee for approval. The Committee may approve signs that depart from the specific provisions and constraints of this Sign Plan in order to:
  - a. Encourage exceptional sign design and creativity.
  - b. Accommodate imaginative, unique, and otherwise tasteful signage that is deemed to be within the spirit and intent of the sign criteria.



5. Following Committee's approval of sign shop drawings, Tenant or his agent shall submit to the City of Henderson sign plans signed by the Committee and applications for all permits for fabrication and installation by Sign Contractor. Tenant shall furnish the Committee with a copy of said permits prior to installation of Tenant's sign.

6. Fabrication and installation of all signs shall be performed in accordance with the standards and specifications outlined in these guidelines and in the final approved plans and shop drawings. Signs shall be inspected upon installation to assure conformance. Any work unacceptable shall be corrected or modified at the Tenant's expense as required by the Committee.



**Tenant Signage Districts**

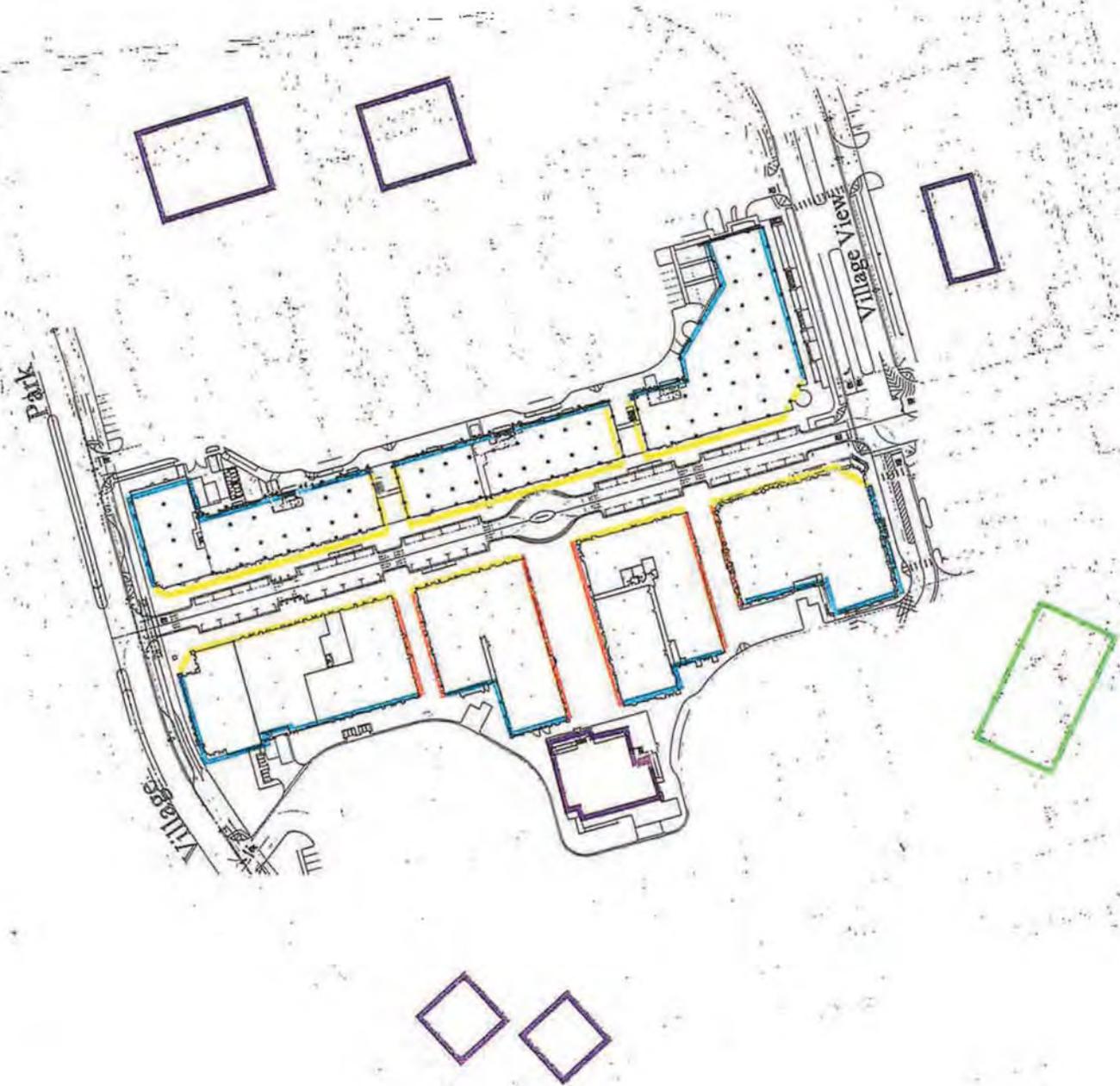
Main Street District

Paseo District

Plaza District

Perimeter District

Office District

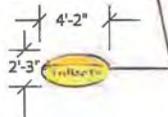




MAX SIGN AREA= 1.5 SQ. FT. OF SIGNAGE PER LINEAR FT. OF STOREFRONT

TALBOTS = 2.0 X 75 = 112.5 SQ. FT. OF SIGNAGE ALLOWED.  
THIS SAMPLE USES 85.3 SQ. FT. OF SIGNAGE

ANTOINES = 2.0 X 22 = 33 SQ. FT. OF SIGNAGE ALLOWED  
THIS SAMPLE USES 22.2 SQ. FT. OF SIGNAGE

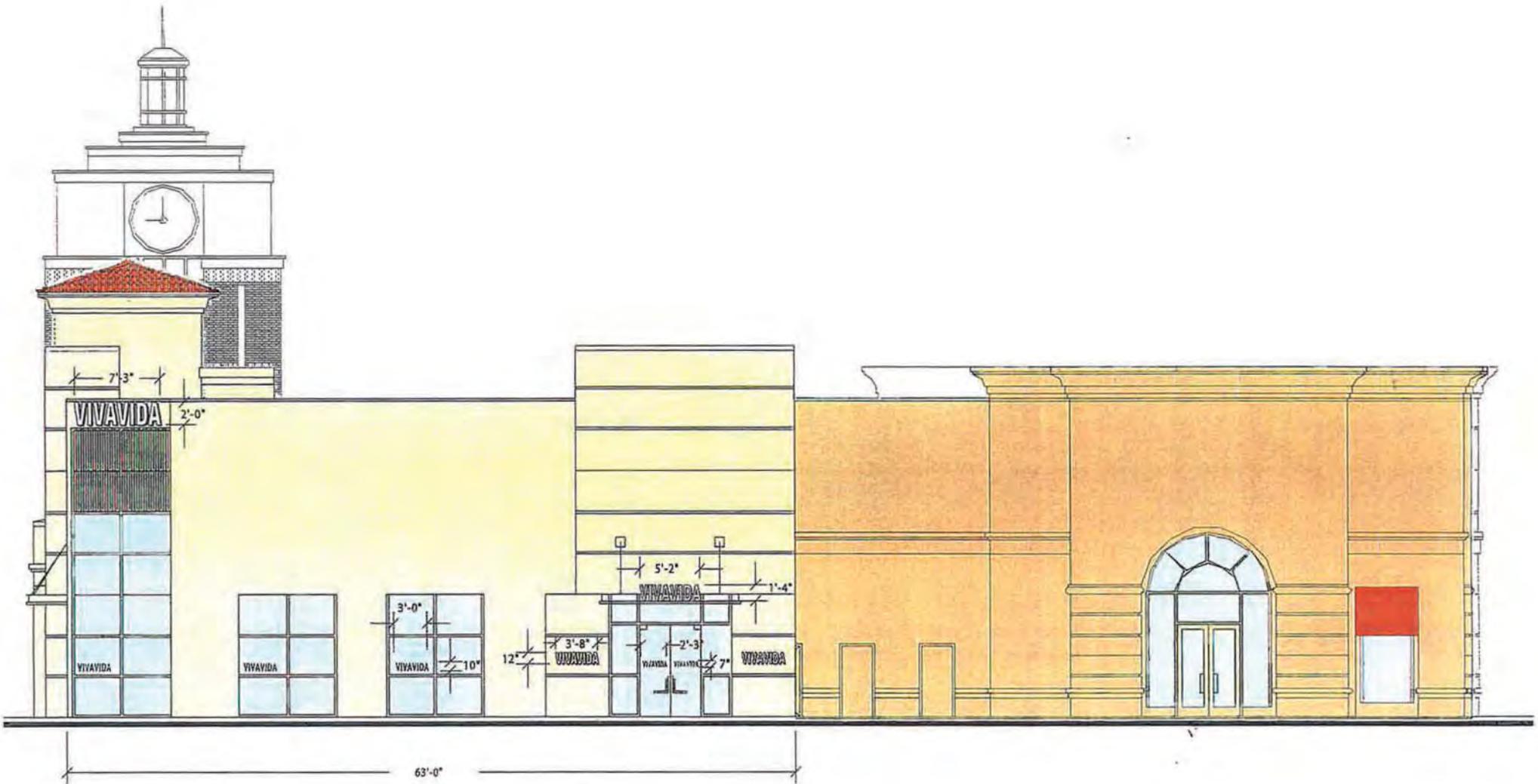


TENANT SIGNAGE CRITERIA SAMPLE - MAIN STREET DISTRICT

SCALE: 1/8"= 1'-0"

June 20, 2003





MAX SIGN AREA= 2.0 SQ. FT. OF SIGNAGE PER LINEAR FT. OF STOREFRONT

VIVAVIDA = 2.0 X 63' = 94.5 SQ. FT. OF SIGNAGE ALLOWED.  
 THIS SAMPLE USES 39 SQ. FT. OF SIGNAGE

TENANT SIGNAGE CRITERIA SAMPLE - PLAZA DISTRICT

SCALE: 1/8" = 1'-0"

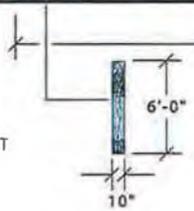
June 15, 2003





MAX SIGN AREA= 1.5 SQ. FT. OF SIGNAGE PER LINEAR FT. OF STOREFRONT

ANN TAYLOR = 83 SQ. FT. OF SIGNAGE ALLOWED.  
THIS SAMPLE USES 75 SQ. FT. OF SIGNAGE



TENANT SIGNAGE CRITERIA SAMPLE - PASEO DISTRICT

SCALE: 1/8"= 1'-0"

june 20, 2003

