

LAKE PLEASANT

T O W N E C E N T E R

DESIGN GUIDELINES - FEBRUARY 2005



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Butler Design Group, Inc.
architects & planners

Lake Pleasant Towne Center Project Narrative

Introduction

This is a request for Site Plan review and approval for the 68-acres of land located at the northwest corner of Lake Pleasant Parkway and Happy Valley Road.

The approved PAD zoning includes a conceptual plan for neighborhood level retail and semi-regional level retail uses on adjacent parcels under different ownership. The developer of the project is Vestar Development Company of Phoenix.

A triangular parcel owned by the State Trust Land parcel fronts Lake Pleasant Parkway and is not a part of this application. The project site fronts Happy Valley Road on the south and Yearling Road on the north. An existing access easement through the State Trust Land parcel provides vehicular ingress and egress into the project from Lake Pleasant Parkway. The site is traversed from northeast to southwest by a large natural wash.

Conceptual Plan

The conceptual site plan illustrates the potential for a combination of neighborhood level retail and community neighborhood level retail shopping.

The conceptual plan also illustrates how the site can be developed with community and neighborhood level retail uses on parcels under separate ownership. It is the intent of the conceptual site plan to show how the proposed shopping center and the freestanding retail pads (State Trust Land parcel) can be developed together or independently. Due to the legal responsibilities assigned to the State Land Department for management of the State Trust Land parcel, the State Trust Land parcel needs to have the ability to develop as an independent parcel. The State Trust Land parcel may develop on its own or as part of the larger shopping center shown on the Vestar parcel depending on the needs of the Trust.

The conceptual plan must take into consideration the topography and washes that pass through the site. The site's topography and orientation to arterials creates the need for a circulation system that: provides access from perimeter streets into the shopping center; allows circulation between retail components on both sides of the wash; and allows access to freestanding retail pads that are isolated from the shopping center by the wash. The design challenge is to honor the City's access policies for Lake Pleasant Parkway but also to provide access to all retail uses. The conceptual circulation allows the State Trust Land parcel to develop independently, or be integrated with the adjacent commercial center on the Vestar parcel.

This circulation system proposes a variety of access points into the center and freestanding retail pads. A collector street (Yearling Road) is proposed along the north property line of the development. This collector street allows northern access driveways into the shopping center and retail pads. It also provides future access to planned residential properties to the west. As a collector street, Yearling Road intersects with Lake Pleasant Parkway at one of the City's planned median break points. Major entrances to the shopping center are designated off of Lake Pleasant Parkway and off of Happy Valley Road. The shopping center site has a vehicular access easement across the State Land parcel for direct access to Lake Pleasant Parkway at a planned median break location. The driveway entrances into the shopping center pull traffic off the arterials into an internal circulation system that allows access to all portions of the shopping center and freestanding retail pads on both sides of the wash. The internal circulation includes three bridged crossings over the wash to connect the commercial parcels. A series of smaller right-in and right-out only access entry drives are added off of the north collector street, Lake Pleasant Parkway and Happy Valley Road to evenly disperse traffic flow into and out of the shopping center and the freestanding retail pads.

The conceptual plan accommodates non-vehicular access through the site per the policies in the General Plan. An equestrian trail is planned through the site, in the bottom of the wash, to allow equestrian access to points north and south of the site. A multi-use trail is planned through the site along the top of the wash's west back to allow pedestrian access to points north and south of the site. Appropriate pedestrian walkways will link retail components of the shopping center, and provide walkways from parking lots to major retail stores.

The plan provides generous landscape setbacks along Lake Pleasant Parkway and Happy Valley Road. There is a planned 30-foot landscape buffer along Lake Pleasant Parkway and a 30-foot landscape buffer along Happy Valley Road. Additional design elements will be added along the street frontages including appropriate landscape berms and/or screen walls to hide parked vehicles from visibility. Entrance drives will be improved with enhanced decorative pavers.

The conceptual plan illustrates there is significant potential to provide landscaping along the perimeter of the site, adjacent to the wash, in parking lots and adjacent to retail buildings and shops. The property owners for the commercial uses will maintain all on-site landscaping including perimeter rights-of-way.

The commercial uses on both parcels will be consistent with the permitted, conditional and accessory uses listed in the C-2 base-zoning district. The architecture and design of the commercial buildings will comply with the City's Design Review Manual for Non-Residential uses.

Architecture and Overall Design Theme

The Design Guidelines has been proposed to ensure consistent, integrated and unique architectural style and expression throughout the development. Some of the main components of the Design Guidelines are as follows:

- The proposed individual pad buildings shall match the Center's architecture, including details, materials, finishes, colors, site amenities, and shall require four-sided architecture for all buildings with Development Review Board approval.
- Compliance with the City of Peoria's Design Guidelines and Zoning Ordinance development standards.
- Except for special occasions on a limited basis or as allowed with an approved Special Use Permit, there shall be no exterior vending or display of merchandise and no merchandise shall remain outside of an enclosed building overnight.
- The service entrance section shall be paved to match the building and/or screened from view.
- Drive-thru windows shall not face a public street or main center drive aisle. In addition, drive thru lanes are not permitted to directly access a main drive aisle.
- Patio umbrellas shall be solid colors and shall not have any advertising in the form of signage or logos in locations visible from public streets.
- All rooftop mechanical equipment shall be completely screened by parapet walls or within a roof structure. All ground mounted mechanical equipment shall be completely screened by screen walls with color and texture to match the building. Roof mounted communication equipment, including satellite dishes shall be completely screened by parapet walls or free-standing screen walls subject to developer approval. Ground mounted communication equipment, including satellite dishes shall be completely screened by free-standing screen walls subject to developer approval.
- Electrical service entry section shall be located primarily inside the building, with only a meter section and CT cabinet on exterior.
- Roof access ladder will be located inside the building.
- All roof drainage shall be interior roof drains.
- There will be no overnight RV parking allowed and no outside bulk storage allowed.
- The design of the site will be strongly encouraged to incorporate with design sensitivity and accuracy of detailing of some of the architectural elements noted in this section.

Landscaping

A conceptual Landscape Master Plan has been presented which identifies the location and species of all trees, shrubs, vines and groundcover throughout the proposed development. Careful consideration has been placed on creating a common landscape theme to tie the development together and further create a sense of continuity. An array of trees have been selected which do well in our desert climate such as Palo

Verde, Mesquite, Date Palm, Live Oak, Sisso, Mexican Bird of Paradise, Evergreen Elm, Model Pine and Lucky Nut. A variety of shrubs are also proposed including Agave, Yucca, Desert Spoon, Texas Sage, and other eclectic varieties identified on the Conceptual Landscape Master Plan. Additional shrubs and groundcover will offer a colorful, hearty variety of additional plant matter throughout the development. A detailed inventory of all proposed trees, shrubs, cacti and ground cover to be salvaged and reused on site are identified in the development booklet. This is to enhance the design with specimen native plant materials.

Landscaping is emphasized on arterial street frontages, along the perimeter of the site, adjacent to the internal shop and pad sites and throughout the parking areas. Landscaped pedestrian connections are provided to connect the pad sites along the arterials, the internal shops and the larger major and anchor tenants along the northern and eastern property lines. The selected landscaping is intended to provide adequate screening and shade and to allow for a colorful variety of plant species, which add in the creation of a sense of arrival on the intersection corners and create a sense of place within the development.

Lighting

A complete site lighting design will be provided for approval. This design shall provide for site lighting necessary to ensure public safety, security lighting, pedestrian walkways, and accenting architectural elements, such as building facades, entry, outdoor seating patios, etc. The owner/applicant will comply with any and all "Dark Sky" ordinance requirements of the City Zoning Ordinance. The maximum fixture height allowed would be: (1) walkway poles – 12 to 15 feet in height; (2) parking lot poles – 30 feet in height.

Signage

The Design Guidelines also include a detailed comprehensive sign package. In addition to the proposed general requirements for the building signage, the Guidelines provide information specifically related to freestanding signage, a sign location site plan, proposed elevations for pylon signs, monument signs, entry monument signs and typical building sign elevations for major, shop and pad buildings.

Conclusion

Approval of the subject requests will allow Vestar the opportunity to provide a high-quality regional shopping center with a variety of retail uses and services. Careful attention has been paid to common architectural design, color and materials, landscaping and amenities, good traffic movement, convenient parking and safe pedestrian access. The result is a quality commercial development to serve the residents of Peoria and the surrounding community.

SITE PLAN / ELEVATIONS

Developed by:



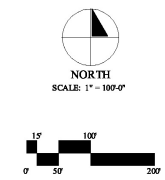
Vestar

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Architect:

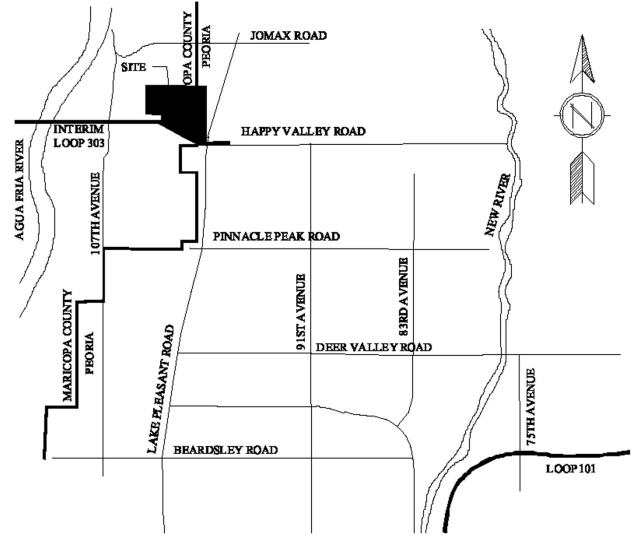


Butler Design Group, Inc
architects & planners



SITE DATA

SITE AREA OVERALL (WEST OF STATE LAND PROPERTY)	
TOTAL SITE AREA	: 2,955,463 S.F. (67.85 Ac)
(WEST OF STATE LAND PROPERTY)	
TOTAL BUILDING AREA	: 596,390 S.F.
% OF COVERAGE	: 20.2%
PARKING PROVIDED	: 2,730 SPACES
PARKING RATIO	: 4.58/1,000
SITE AREA WEST OF WASH	
TOTAL SITE AREA	: 2,425,939 S.F. (55.69 Ac)
(TO APPROX. CENTERLINE OF WASH)	
TOTAL BUILDING AREA	: 533,686 S.F.
% OF COVERAGE	: 22%
PARKING PROVIDED	: 2,364 SPACES
PARKING RATIO	: 4.43/1,000
SITE AREA EAST OF WASH	
TOTAL SITE AREA	: 529,525 S.F. (12.16 Ac)
(TO APPROX. CENTERLINE OF WASH)	
TOTAL BUILDING AREA	: 62,704 S.F.
% OF COVERAGE	: 11.8%
PARKING PROVIDED	: 366 SPACES
PARKING RATIO	: 6.84/1,000







CHARACTER ELEVATION A

CHARACTER ELEVATION B



CHARACTER ELEVATION A



CHARACTER ELEVATION B



CHARACTER ELEVATION C



CHARACTER ELEVATION D

BUILDING MATERIALS

Developed by:



Vestar

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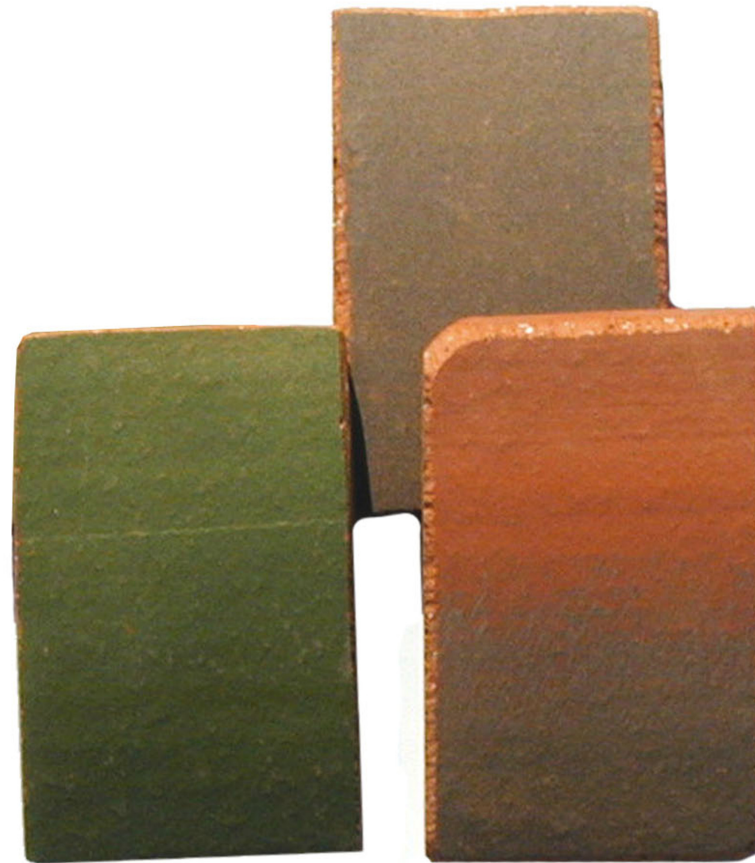
COLOR / MATERIAL PALETTE



1 **STONE**
GRAYHAWK BLEND
by: CLONE STONE



2 **MASONRY**
6914 CH
by: YOUNG BLOCK COMPANY



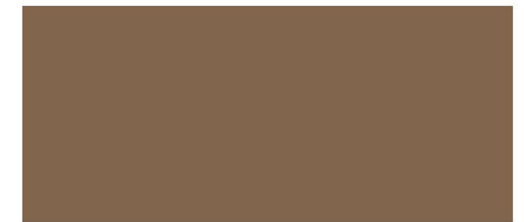
3 **ROOF TILE**
OLD SAHUARO BLEND
by: M.C.A.



4 **COLORED CONCRETE**
by: DAVIS COLORS



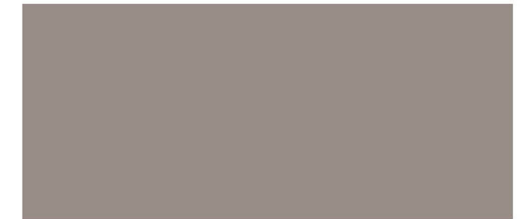
CLIFFSIDE BROWN



8755A - "SPICENUT"
by: FRAZEE



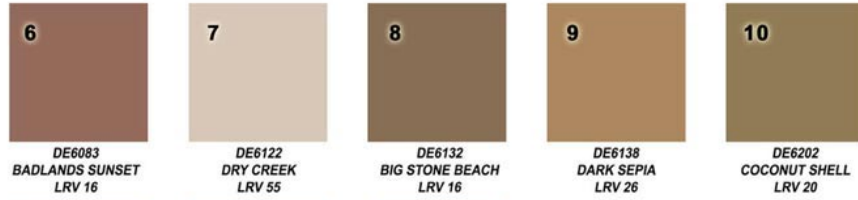
6 **ACCENT METAL WINDOW MULLIONS**
8585D - "SMOKEBUSH"
by: FRAZEE



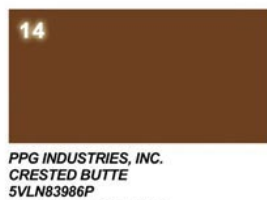
5 **STUCCO**
8814M - "BRINDEL"
by: FRAZEE



KAHLUA



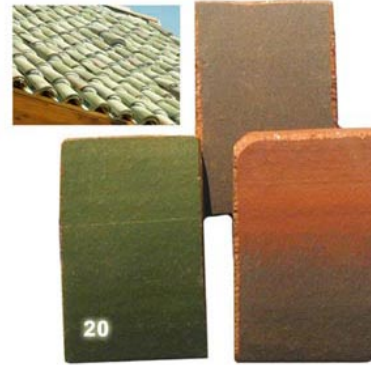
PRIMARY E.I.F.S. COLORS



PPG INDUSTRIES, INC.
CRESTED BUTTE
5VLN83986P
METAL ROOFING



ACCENT COLORS



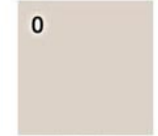
ROOF TILE
OLD SAHUARO BLEND by M.C.A.
ROOFING COLOR ALSO KNOWN AS MEDIUM BRONZE



STONE
APPROVED ALTERNATE
(The Coronadestone approved for Lake Pleasant is Eastern Mountain Ledge in the Happy Valley Blend color)
THIS REPLACES THE CLONESTONE



WOOD
OK-74 by OKON



SW6112
BISCUIT
LRV 74



PEBBLE



CLIFFSIDE BROWN



KAHLUA

COLORED CONCRETE



AUTUMN
by SUPERLITE



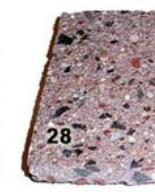
COCOA BROWN
by SUPERLITE



HARVEST BROWN
by SUPERLITE



PLUM
by SUPERLITE



PLUM
by TRENDSTONE



PEBBLE BEACH
by TRENDSTONE

MASONRY

APPROVED PROJECT MATERIALS/COLORS



LAKE PLEASANT TOWNE CENTER

PEORIA, ARIZONA
02195



LANDSCAPE

Developed by:



Vestar

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Landscape Architect:



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LANDSCAPE ARCHITECTS

Architect:



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architects & planners

Conceptual Landscape Plan

TREES		TREES
	Cercidium 'Hybrid' Desert Museum	Desert Museum Palo Verde 36" BOX
	Cercidium praecox	Palo Brea 36" BOX
	Quercus virginiana	Live Oak 24" BOX
	Prosopis glandulosa	Honey Mesquite 24" BOX
	Ulmus parvifolia	Evergreen Elm 36" BOX
	Acacia smallii	Sweet Acacia 24" BOX
	Thevetia peruviana	Lucky Nut 24" BOX
	Caesalpinia mexicana	Mexican Bird of Paradise 24" BOX
	Phoenix dactylifera	Date Palm 28 T. F.
	Carnegiea gigantea	Sequaro Salvaged
	Salvage tree from site	

SHRUBS & VINES 5 Gallon

	Caesalpinia mexicana	Mexican Bird of Paradise
	Chamaerops humilis	Mediterranean Fan Palm
	Phoenix roebelenii	Pygmy Date Palm
	Agave species	Agave
	Yucca species	Yucca
	Hesperaloe species	Hesperaloe
	Dasyliroa wheeleri	Desert Spoon
	Dasyliroa longissimum	Mexican Grass Tree
	Cereus peruvianus 'Monstrosus'	Peruvian Apple Cactus
	Bougainvillea species	Bougainvillea
	Calliandra californica	Baja Fairy Duster
	Cassia nemophila	Green Cassia
	Cassia phyllodea	Silver Leaf Cassia
	Leucophyllum species	Texas Sage
	Eremophila 'Valentine'	Valentine Bush
	Muhlenbergia species	Deer Grass
	Buddleja marubifolia	Butterfly Bush
	Simmondsia chinensis	Jobba
	Tecoma stans 'Orange Jubilee'	Orange Jubilee
	Ruellia brittoniana	Ruellia
	Dodonaea viscosa 'Purpurea'	Purple Hop Bush
	Euphorbia biglandulosa	Golpher Plant
	Encelia farinosa	Brittlebush
	Caesalpinia pulcherrima	Red Bird of Paradise

GROUND COVER 1 Gallon

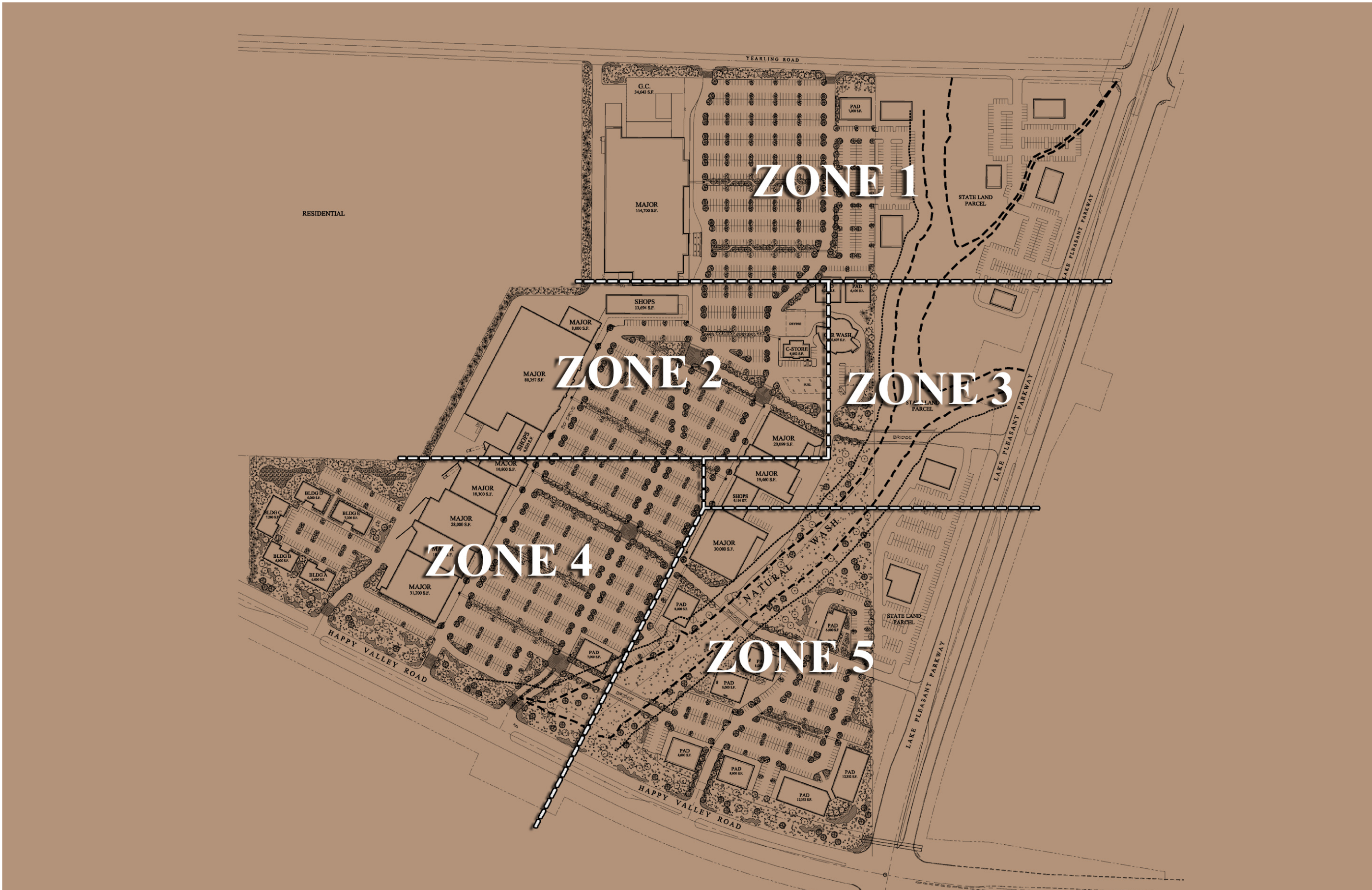
	Lantana montevidensis	Purple Trailing Lantana
	Lantana 'Gold Mound'	Gold Mound Lantana
	Ruellia brittoniana 'Katie'	Katie Ruellia
	Rosmarinus officinalis 'prostratum'	Prostrate Rosemary
	Wedelia trilobata	Yellow Dot

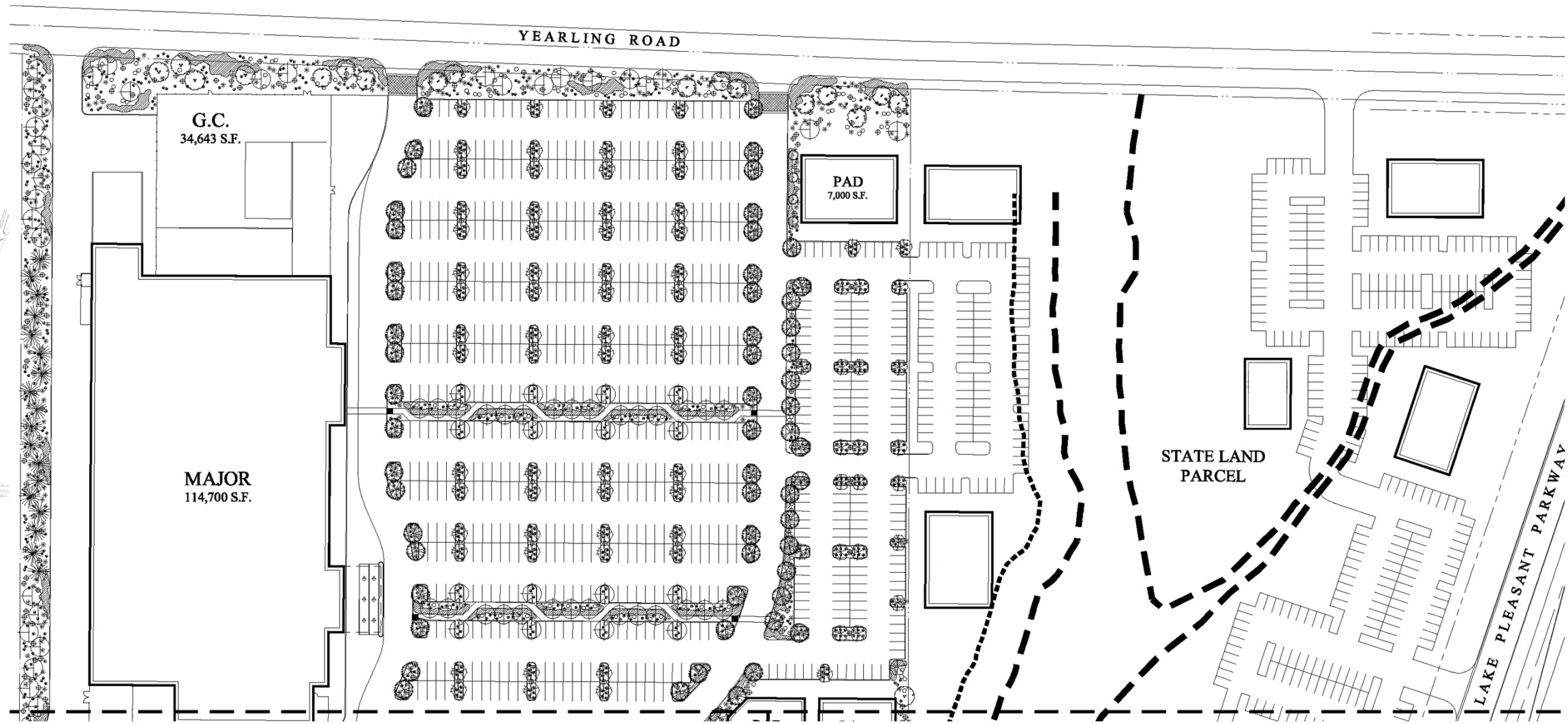
GRANITE MATERIAL

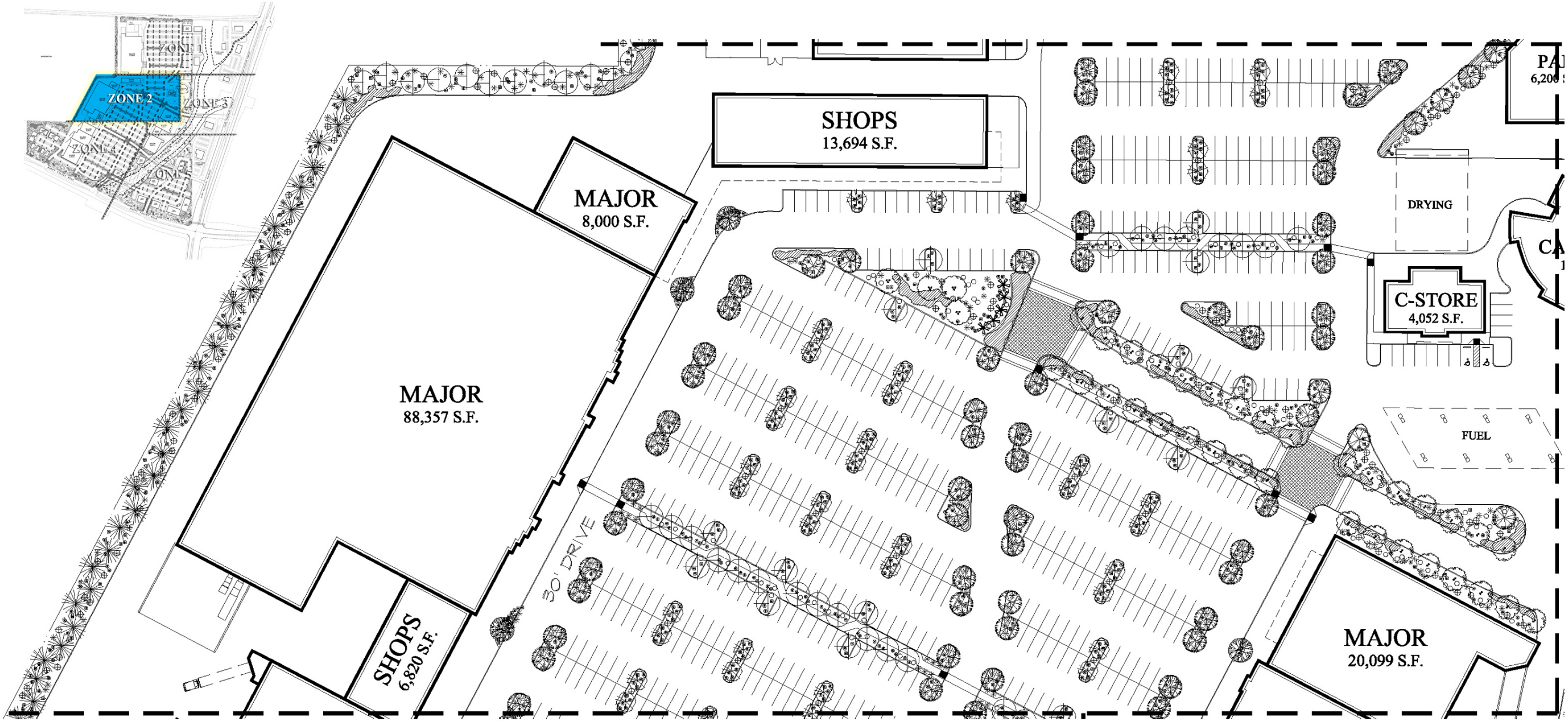
Decomposed Granite - 2" Depth, 3/4" select 'Express Brown' placed in all planting areas.

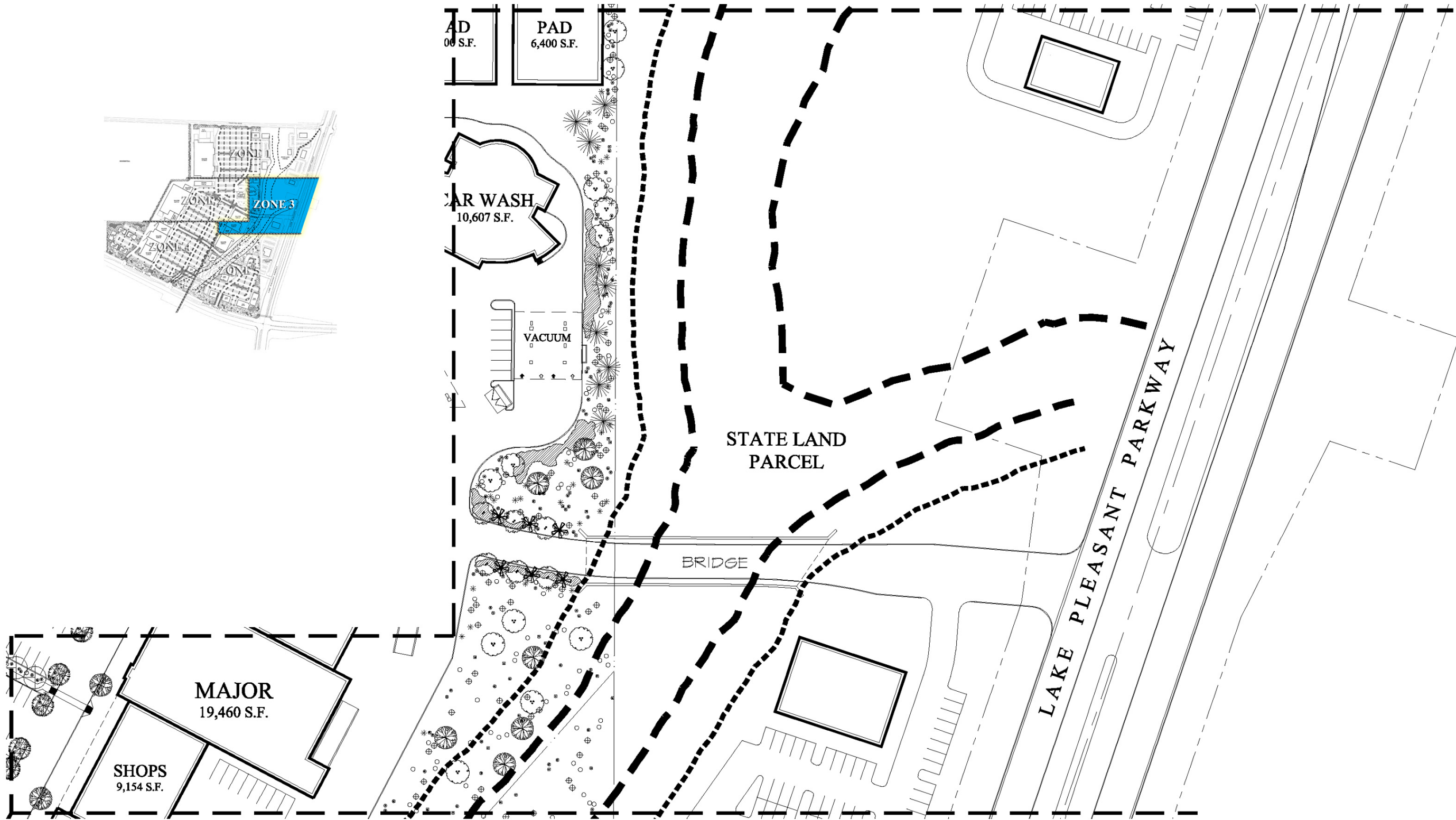
Rip Rap - 3"-6" 'Express Brown' cobble to be used as erosion/ water control device. Locate in bottoms of retention basins, curb cuts, down spouts, etc.

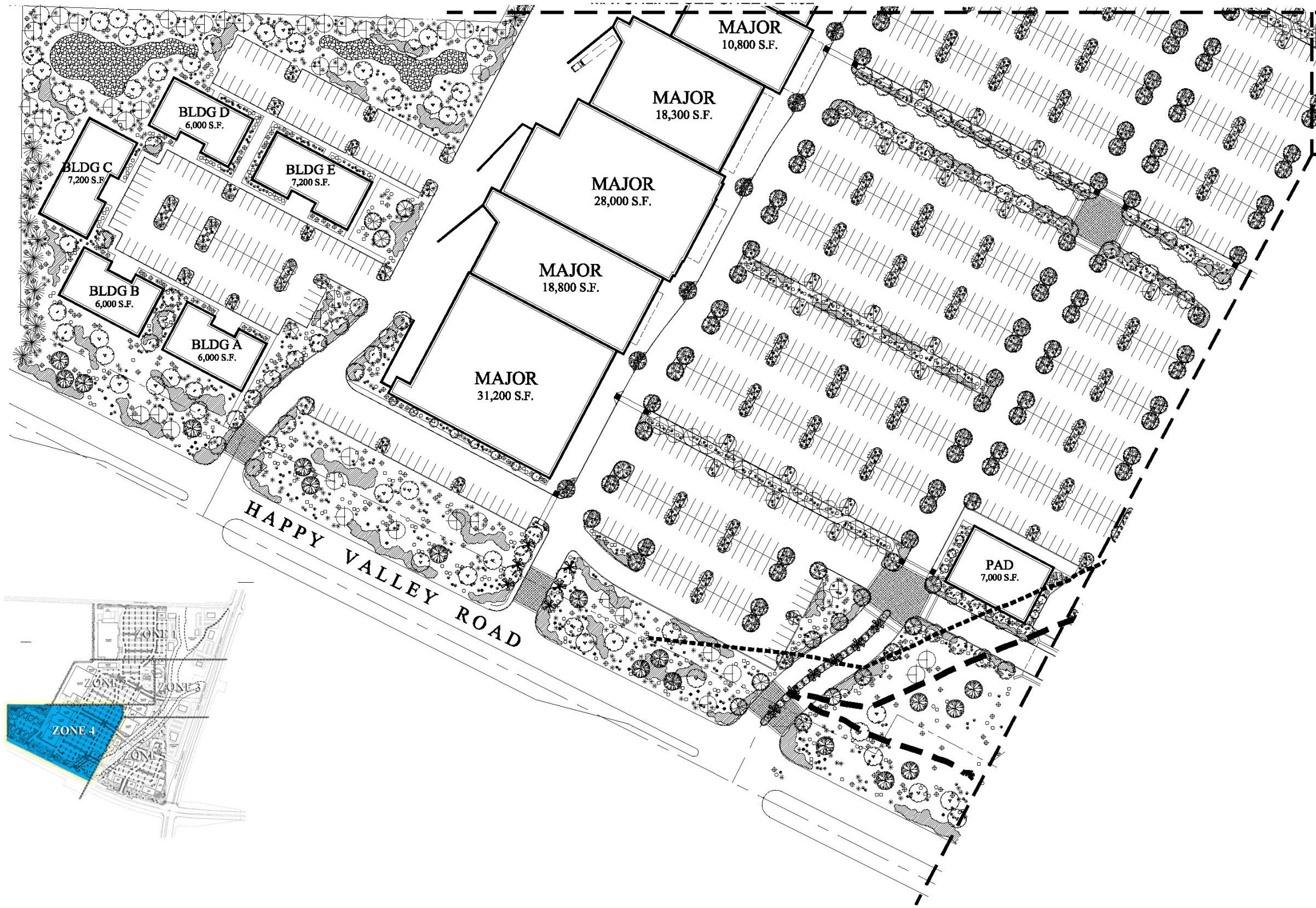


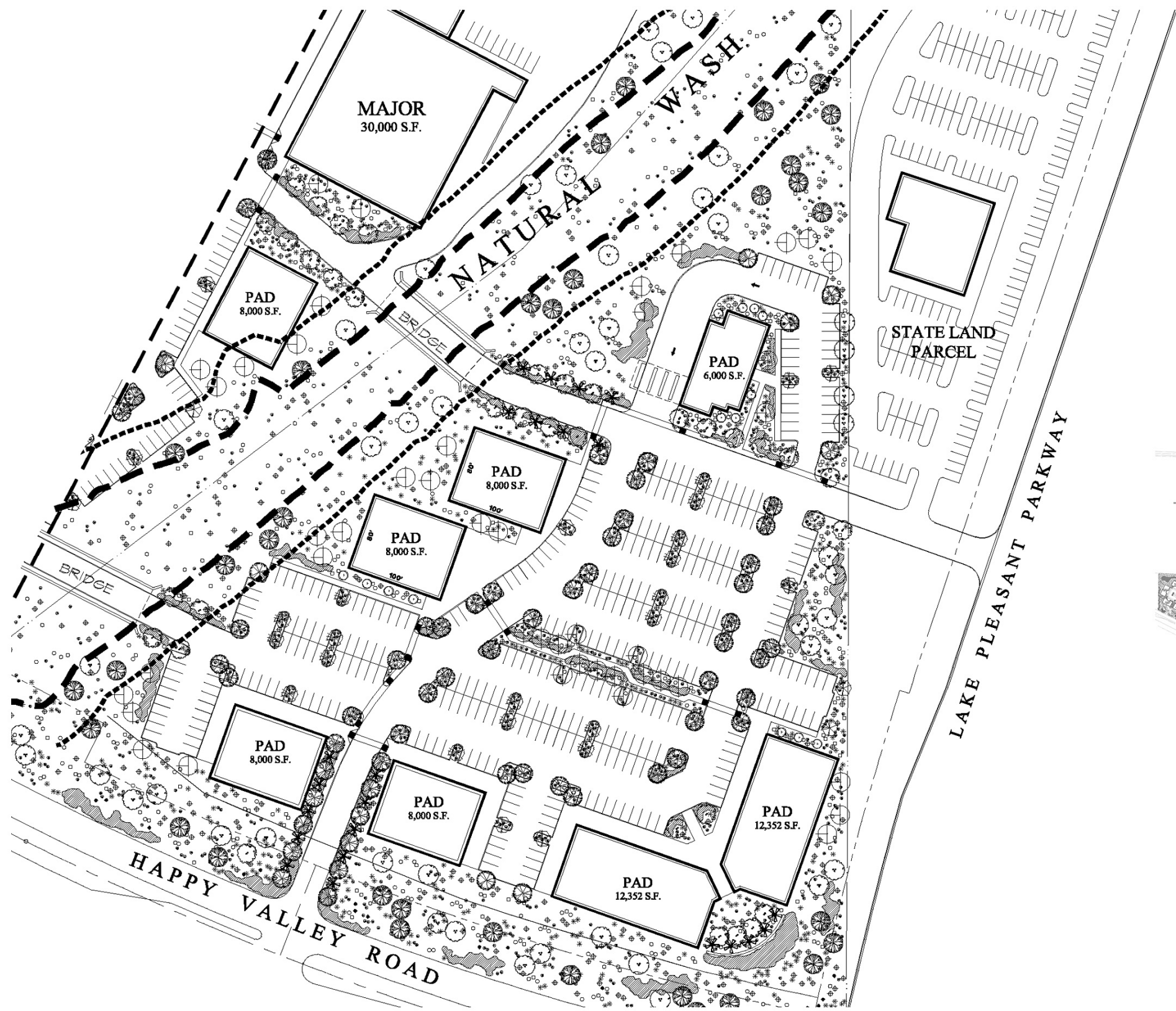




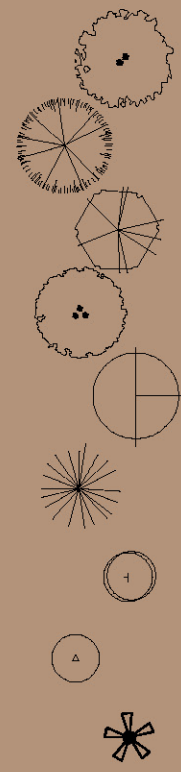








TREES

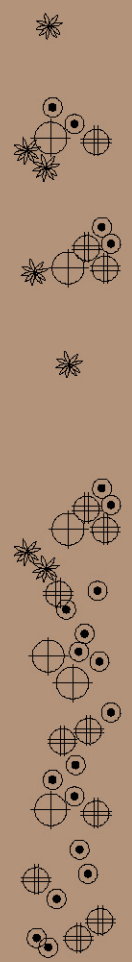


- Cercidium 'Hybrid' Desert Museum
- Ulmus parvifolia
- Quercus virginiana
- Prosopis glandulosa
- Dalbergia sissoo
- Pinus eldarica
- Thevetia peruviana
- Caesalpinia mexicana
- Phoenix dactylifera

TREES

- Desert Museum Palo Verde
- Evergreen Elm
- Live Oak
- Honey Mesquite
- Sissoo Tree
- Mondell Pine
- Lucky Nut
- Mexican Bird of Paradise
- Date Palm

SHRUBS & VINES

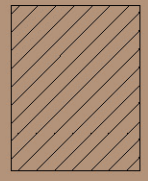


- Chamaerops humilis
- Phoenix roebelenii
- Agave species
- Yucca species
- Hesperaloe species
- Dasyliirion wheeleri
- Dasyliirion longissimum
- Cereus peruvianus 'Monstrosus'
- Bougainvillea species
- Calliandra californica
- Cassia nemophila
- Cassia phyllodinea
- Leucophyllum species
- Eremophila 'Valentine'
- Muhlenbergia species
- Buddleja marrubifolia
- Simmondsia chinensis
- Tecoma stans 'Orange Jubilee'
- Ruellia brittoniana
- Dodonaea viscosa 'Purpurea'
- Euphorbia biglandulosa
- Encelia farinosa
- Caesalpinia pulcherrima

SHRUBS & VINES

- Mediterranean Fan Palm
- Pygmy Date Palm
- Agave
- Yucca
- Hesperaloe
- Desert Spoon
- Mexican Grass Tree
- Peruvian Apple Cactus
- Bougainvillea
- Baja Fairy Duster
- Green Cassia
- Silver Leaf Cassia
- Texas Sage
- Valentine Bush
- Deer Grass
- Butterfly Bush
- Jojoba
- Orange Jubilee
- Ruellia
- Purple Hop Bush
- Golpher Plant
- Brittlebush
- Red Bird of Paradise

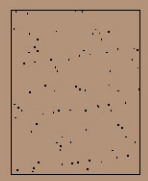
GROUNDCOVER



- Lantana montevidensis
- Lantana 'Gold Mound'
- Ruellia brittoniana 'Katie'
- Rosmarinus officinalis 'prostratum'
- Wedelia trilobata

GROUNDCOVER

- Purple Trailing Lantana
- Gold Mound Lantana
- Katie Ruellia
- Prostrate Rosemary
- Yellow Dot



TURF

- Mid Iron Sod

GRANITE MATERIAL

Decomposed Granite - 2" Depth, 3/4" select 'Express Rose' placed in all planting areas.

PROJECT MASTER PLANT PALETTE

Plant material that will be utilized for this project shall be selected from the list below. Any variations or substitutions shall be reviewed by Design Team prior to installation.

TREES

Cercidium 'Hybrid' Desert Museum	Desert Museum Palo Verde
Ulmus parvifolia	Evergreen Elm
Quercus virginiana	Live Oak
Prosopis glandulosa	Thornless Honey Mesquite
Dalbergia sissoo	Sissoo Tree
Pinus edularica	Mondell Pine
Thevetia peruviana	Lucky Nut
Caesalpinia mexicana	Mexican Bird of Paradise
Phoenix dactylifera	Date Palm

SHRUBS & VINES

Chamaerops humilis	Mediterranean Fan Palm
Phoenix roebelenii	Pygmy Date Palm
Agave species	Agave
Yucca species	Yucca
Hesperaloe species	Hesperaloe
Dasyliion wheeleri	Desert Spoon
Dasyliion longissimum	Mexican Grass Tree
Cereus peruvianus 'Monstrosus'	Peruvian Apple Cactus
Zephyranthus candida	Rain Lilly
Bougainvillea species	Bougainvillea
Rosa banksia	Lady Banks Rose
Calliandra californica	Baja Fairy Duster
Cassia nemophila	Green Cassia
Cassia phyllodinea	Silver Leaf Cassia
Leucophyllum species	Texas Sage

SHRUBS & VINES

Eremophila 'Valentine'	Valentine Bush
Malpighia glabra Marquita	Barbados Cherry
Muhlenbergia species	Deer Grass
Buddleja marrubifolia	Butterfly Bush
Simmondsia chinensis	Jojoba
Tecoma stans 'Orange Jubilee'	Orange Jubilee
Myrtus communis 'compacta'	Compact Myrtle
Ruellia brittoniana	Ruellia
Dodonea viscosa 'Purpurea'	Purple Hop Bush
Euphorbia biglandulosa	Golpher Plant
Encelia farinosa	Brittlebush
Caeslphinia pulcherrima	Red Bird of Paradise

GROUND COVER

Lantana montevidensis	Purple Trailing Lantana
Lantana 'Gold Mound'	Gold Mound Lantana
Ruellia brittoniana 'Katie'	Katie Ruellia
Rosmarinus officinalis 'prostratum'	Prostrate Rosemary
Wedelia trilobata	Yellow Dot

TURF

Mid Iron Sod

GRANITE MATERIAL

Decomposed Granite - 2" Depth, 3/4" select 'Express Brown' placed in all planting areas.

Rip Rap - 3"-6" 'Express Brown' cobble to be used as erosion/ water control device. Locate in bottoms of retention basins, curb cuts, down spouts, etc.



Desert Museum Palo Verde
Cercidium 'Hybrid' Desert Museum

Size: 25' tall by 25' wide

Flower Color: Yellow

Blooming Season: Spring

Growth Rate: Fast

Description: This thornless Palo verde is an excellent shade tree and profuse bloomer. It's upright growth pattern is ideal for use next to pedestrian sidewalks and seating areas.



Ulmus parvifolia
Evergreen Elm

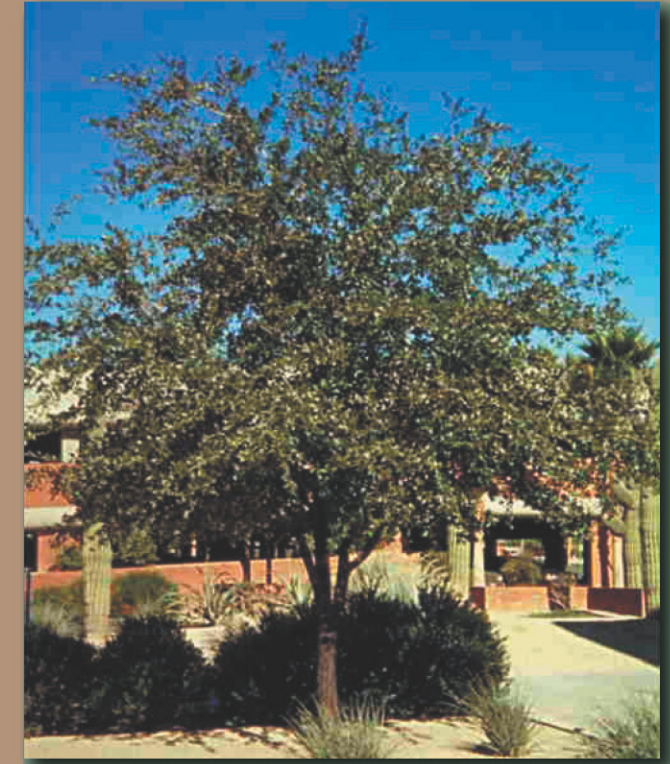
Size: 24' tall by 30' wide

Flower Color: None

Blooming Season: N/A

Growth Rate: Moderate

Description: The wide canopy of the Evergreen Elm provides a great amount of shade in the Desert Southwest. The deep green foliage and bark texture adds depth and character to the landscape, whether it is placed in formal rows or groupings.



Quercus virginiana
Live Oak

Size: 25' tall by 25' wide

Flower Color: None

Blooming Season: N/A

Growth Rate: Moderate

Description: A low water use tree with lush foliage, the Live Oak's wide canopy provides good shade for pedestrian and vehicular spaces.



Thornless Honey Mesquite

Prosopis glandulosa

Size: 20' tall by 30' wide

Flower Color: White

Blooming Season: Spring

Growth Rate: Moderate

Description: The Thornless Honey Mesquite's open canopy provides excellent shade while its multitrunked, spreading habit creates unique trunk growth patterns.



Dalbergia sissoo

Sissoo Tree

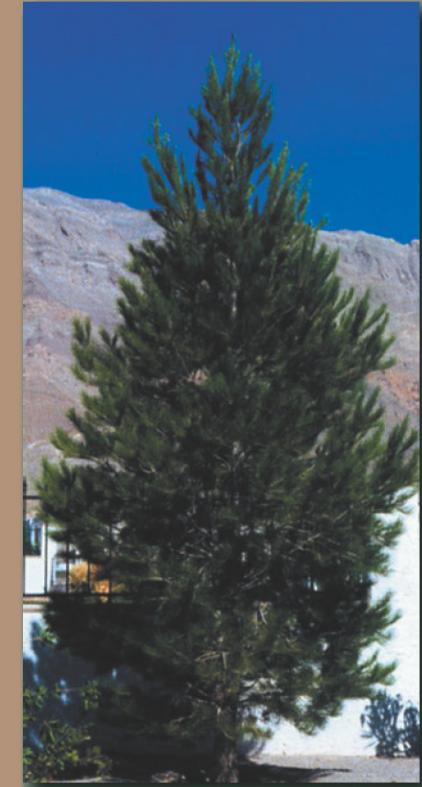
Size: 30' tall by 30' wide

Flower Color: Cream

Blooming Season: Spring

Growth Rate: Moderate

Description: A large evergreen to semi-deciduous shade tree with an oval shaped canopy. Thick light green leaves fill out the crown, giving the tree a dense, lush appearance.



Mondell Pine

Pinus eldarica

Size: 35' tall by 20' wide

Flower Color: None

Blooming Season: N/A

Growth Rate: Fast

Description: A dense evergreen tree ideal for screening that is best suited for the desert environment.



Lucky Nut

Thevetia peruviana

Size: 15' tall by 15' wide

Flower Color: Yellow

Blooming Season: Late Spring to Late Fall

Growth Rate: Fast

Description: Small patio or accent tree with long dark green leaves and large 4 inch bright yellow flowers. Open canopy structure ideal for pedestrian walkways or courtyard spaces.



Mexican Bird of Paradise

Caesalpinia mexicana

Size: 15' tall by 10' wide

Flower Color: Yellow

Blooming Season: Yearly

Growth Rate: Moderate

Description: A small evergreen accent tree with thornless branches and long 6 inch flower clusters.



Date Palm

Phoenix dactylifera

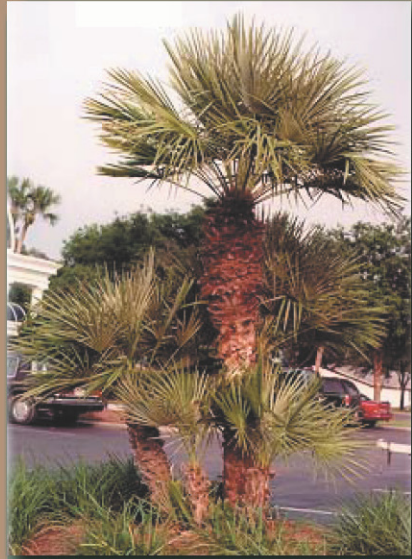
Size: 30'-45' tall

Flower Color: None

Blooming Season: N/A

Growth Rate: Slow

Description: A striking formal accent tree with a thick crown of fronds and diamond patterned cut trunk.



Mediterranean Fan Palm
Chamaerops humilis



Pygmy Date Palm
Phoenix roebelenii



Agave species
Agave



Hesperaloe species
Hesperaloe



Mexican Grass Tree
Dasylirion longissimum



Desert Spoon
Dasylirion wheeleri



Yucca species
Yucca



Peruvian Apple Cactus
Cereus peruviana 'Monstrosus'



Zephyranthus candida
Rain Lilly



Bougainvillea species
Bougainvillea



Rose bansia
Ladt Banks Rose



Calliandra californica
Baja Fairy Duster



Cassia nemophila
Green Cassia



Cassia phyllodinea
Silver Leaf Cassia



Leucophyllum species
Texas Sage



Eremophila 'Valentine'
Valentine Bush



Euphorbia biglandulosa
Gopher Plant



Encelia farinosa
Brittlebush



Caesalpinia pulcherrima
Red Bird of Paradise



Lantana montevidensis
Purple Trailing Lantana



Lantana 'Gold Mound'
Gold Mound Lantana



Ruellia brittoniana 'Katie'
Katie Ruellia



Rosmarinus officinalis 'prostratum'
Prostrate Rosemary



Wedelia trilobata
Yellow Dot

SITE DETAILS AND AMENITIES

Developed by:



Vestar

2425 E. CAMELBACK RD.
SUITE 750
PHOENIX, AZ 85016
TEL: 602.866.0900
FAX: 602.955.2298

Landscape Architect:



LASKIN & ASSOCIATES, INC.
LANDSCAPE ARCHITECTS

Architect:



Butler Design Group, Inc.
architects & planners



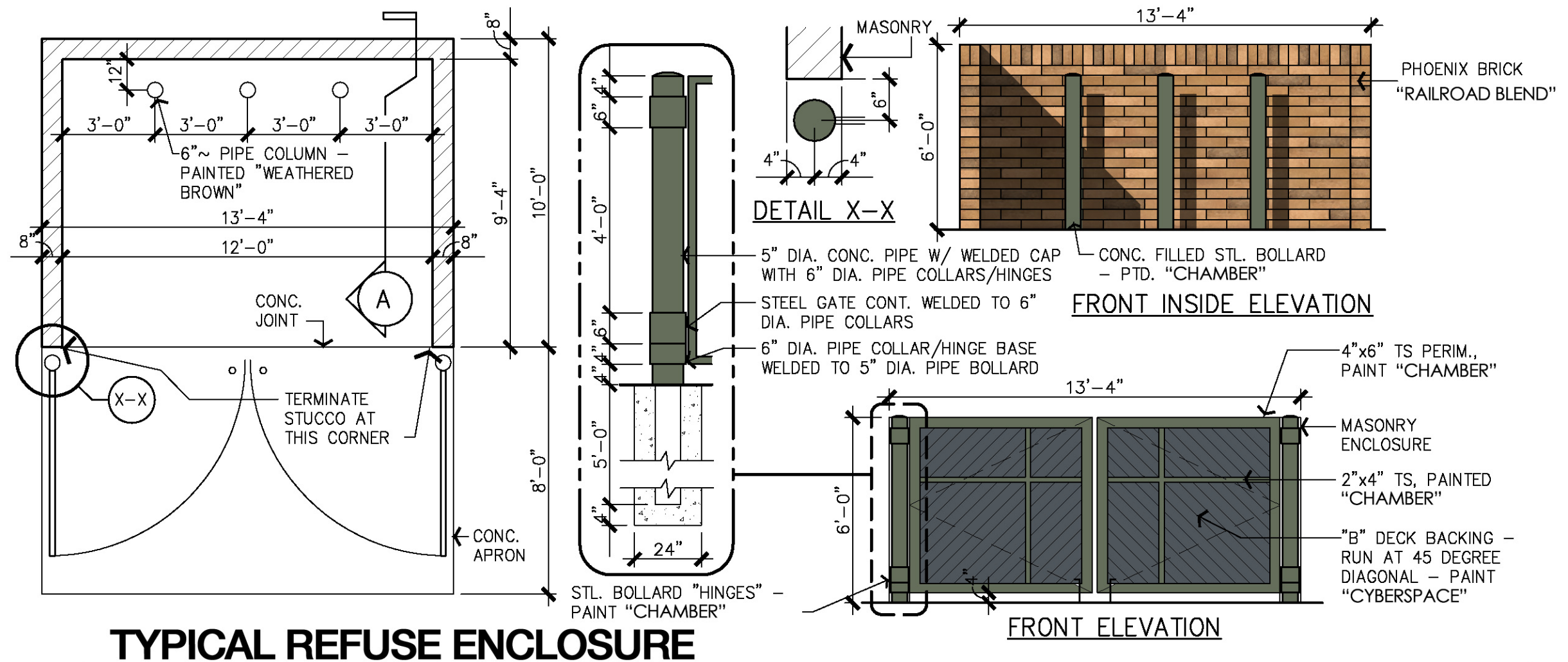


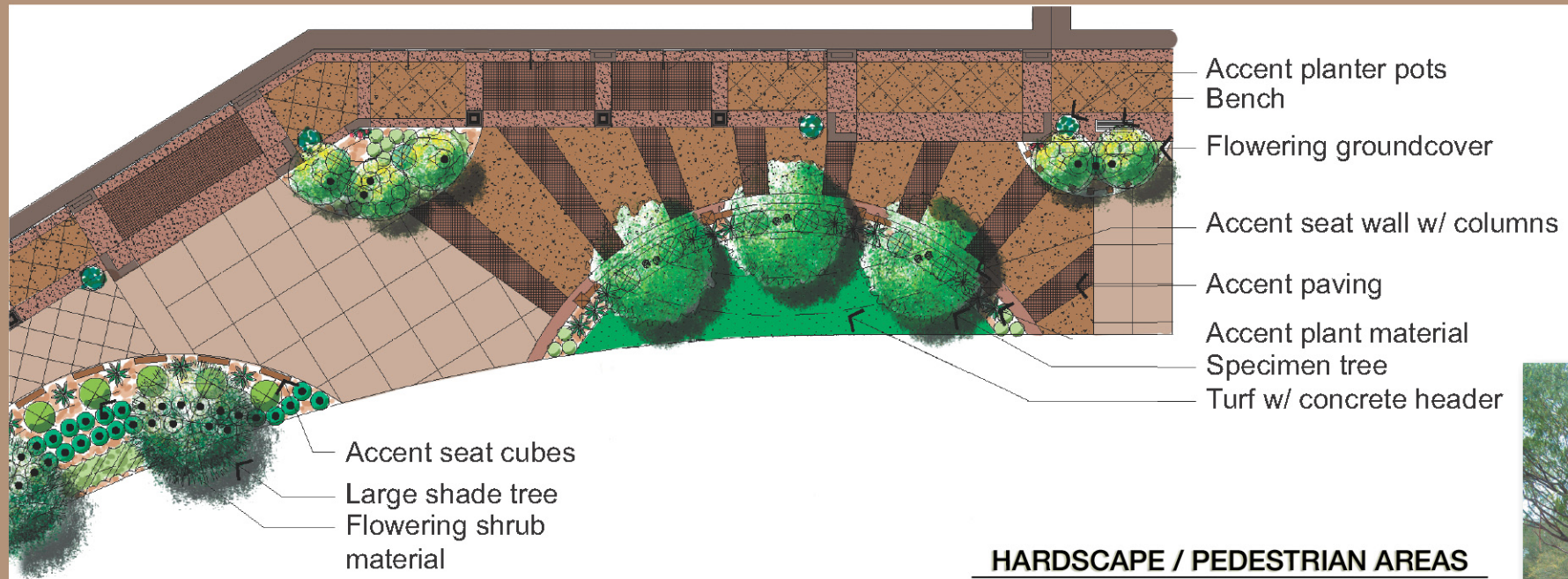
FAST FOOD PAD



TYPICAL PAD







HARDSCAPE / PEDESTRIAN AREAS
 Example



Seat Cubes



Seat Walls



Landscape Pots

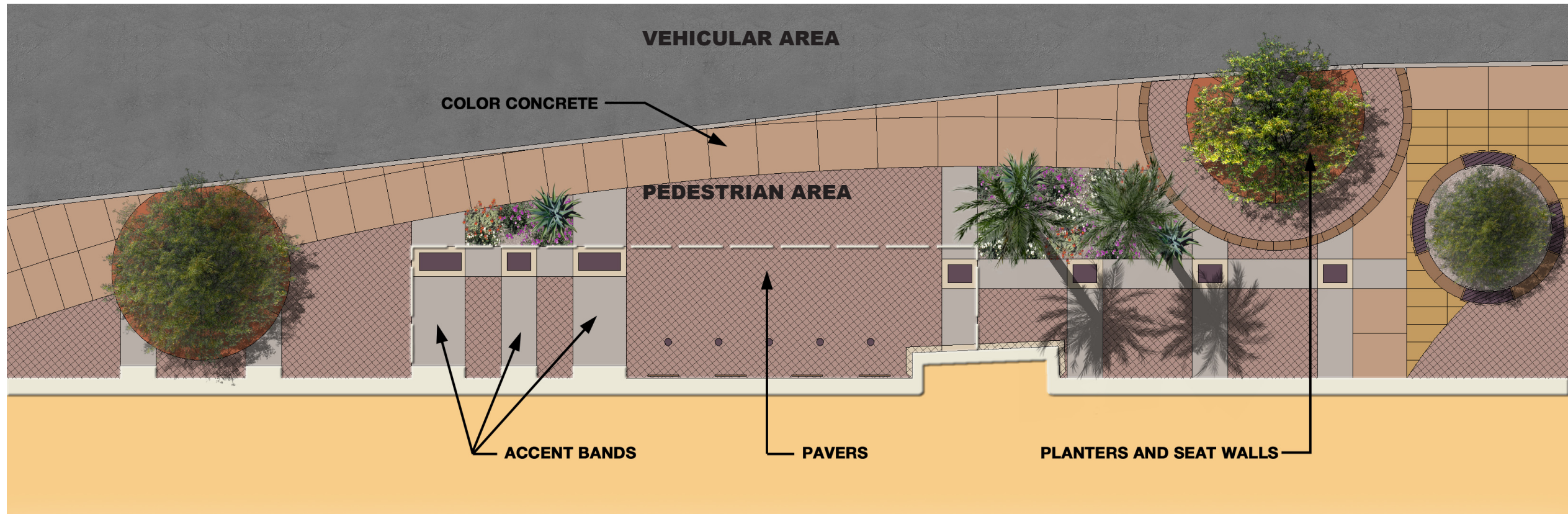


Benches

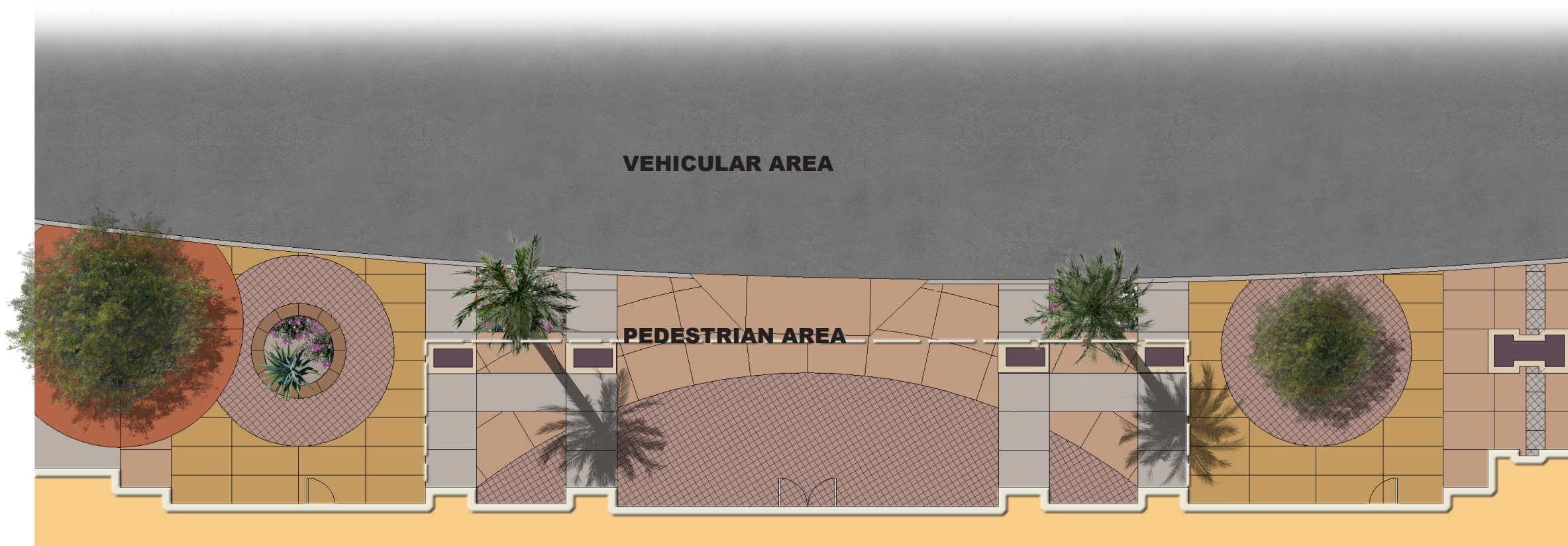


Outdoor dining areas

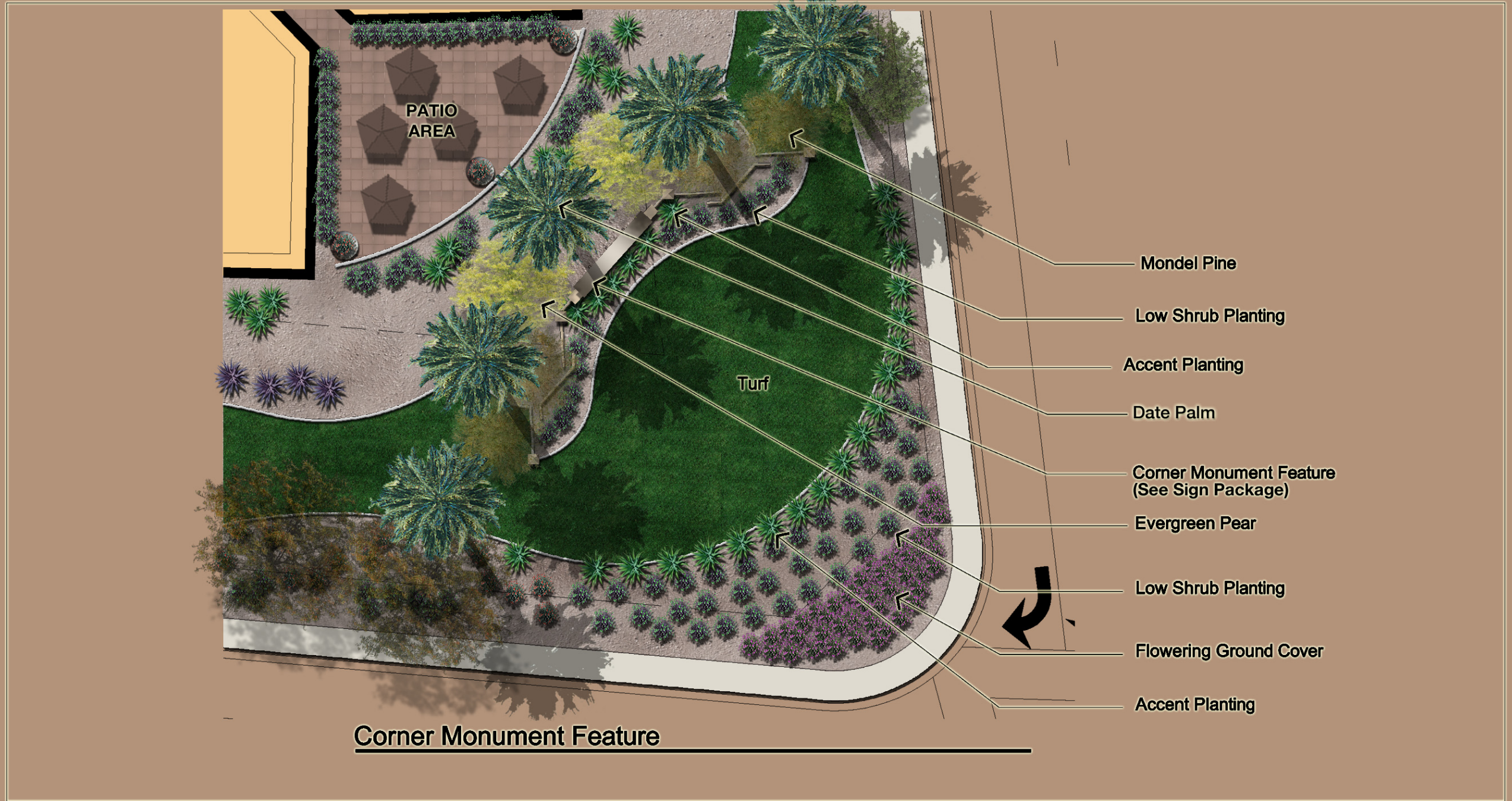


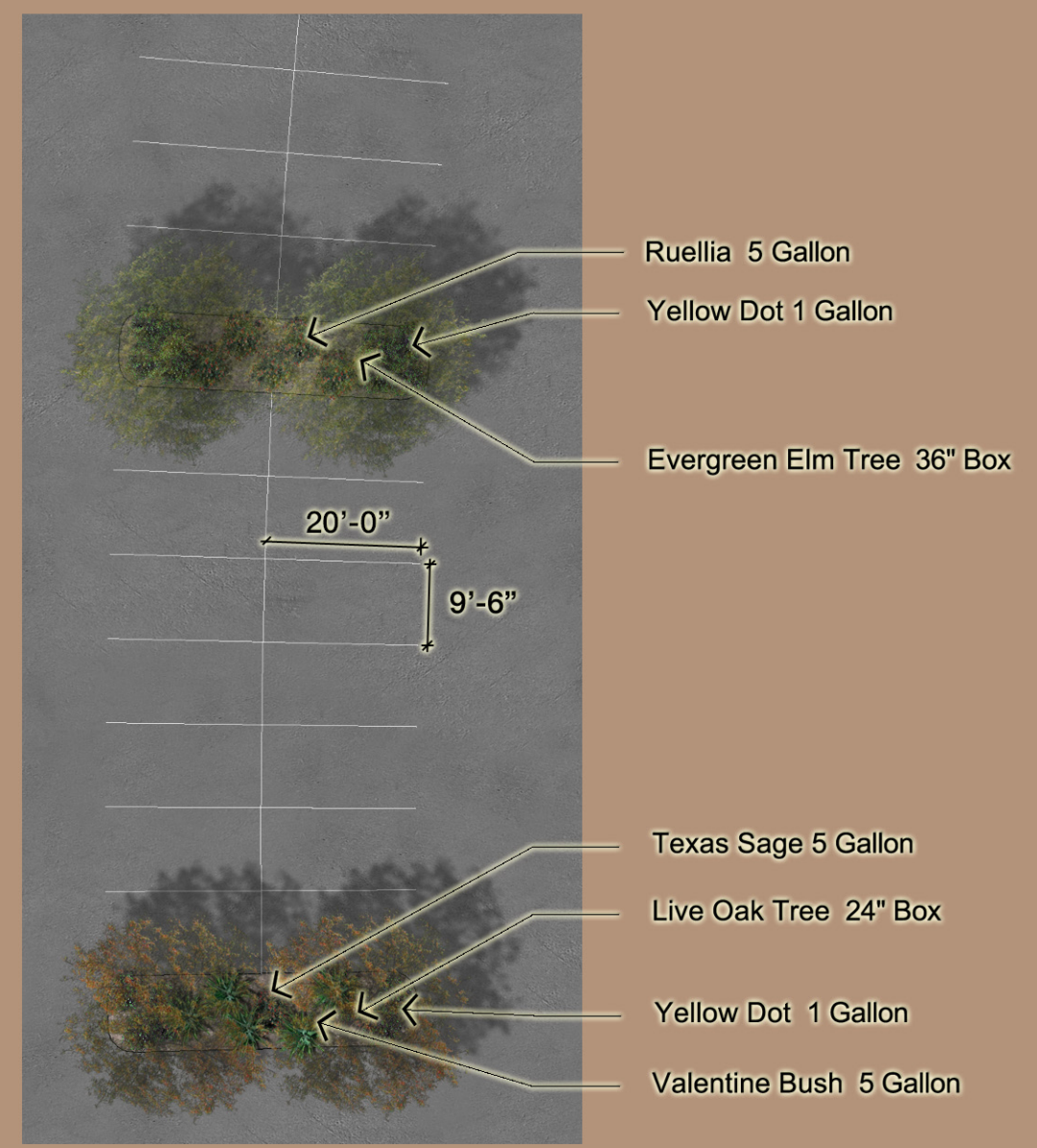


HARDSCAPE CONCEPT 01

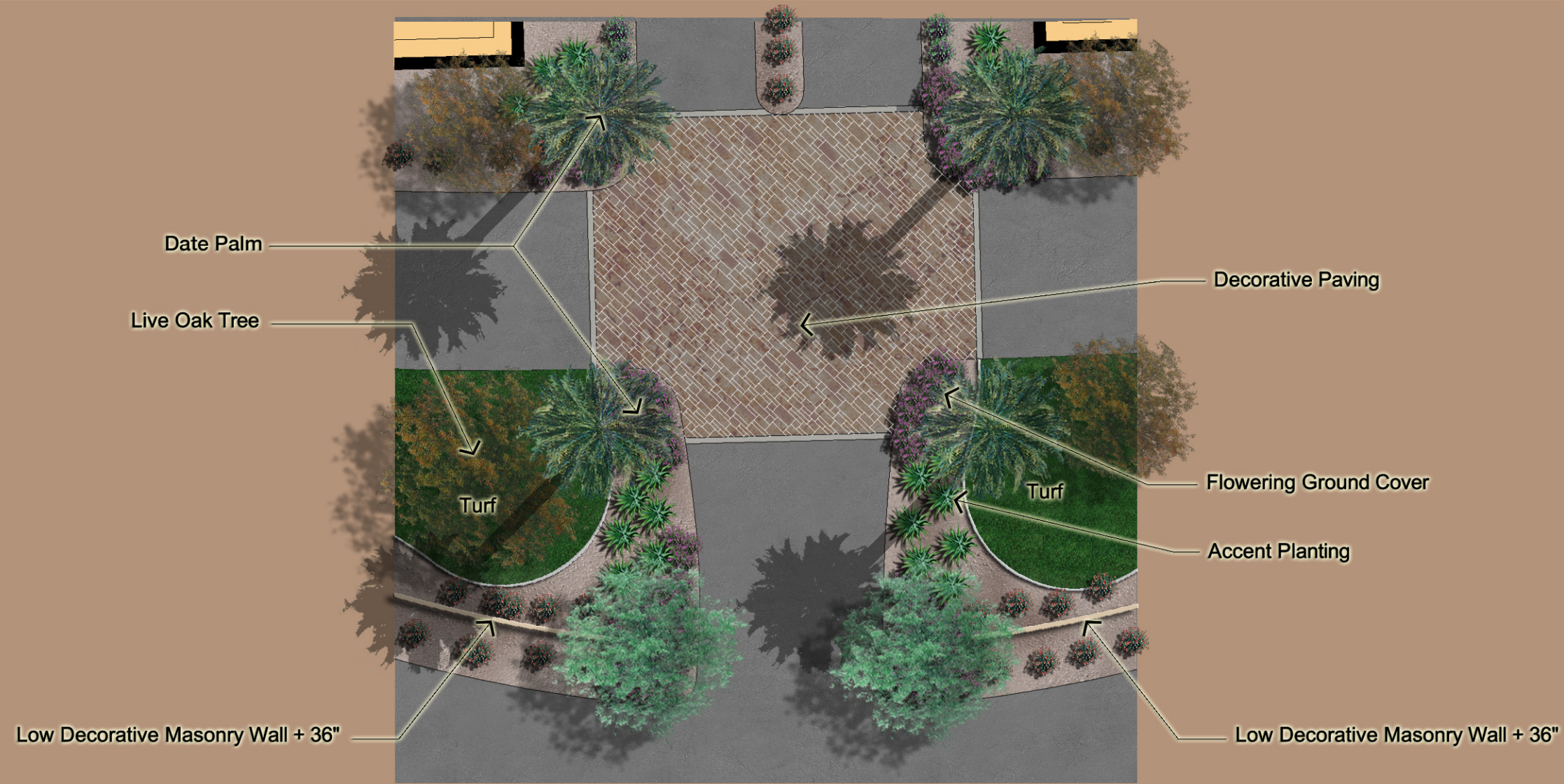


HARDSCAPE CONCEPT 02





Plan View - Shaded Walkway and Typical Parking Island



Date Palm

Live Oak Tree

Turf

Low Decorative Masonry Wall + 36"

Decorative Paving

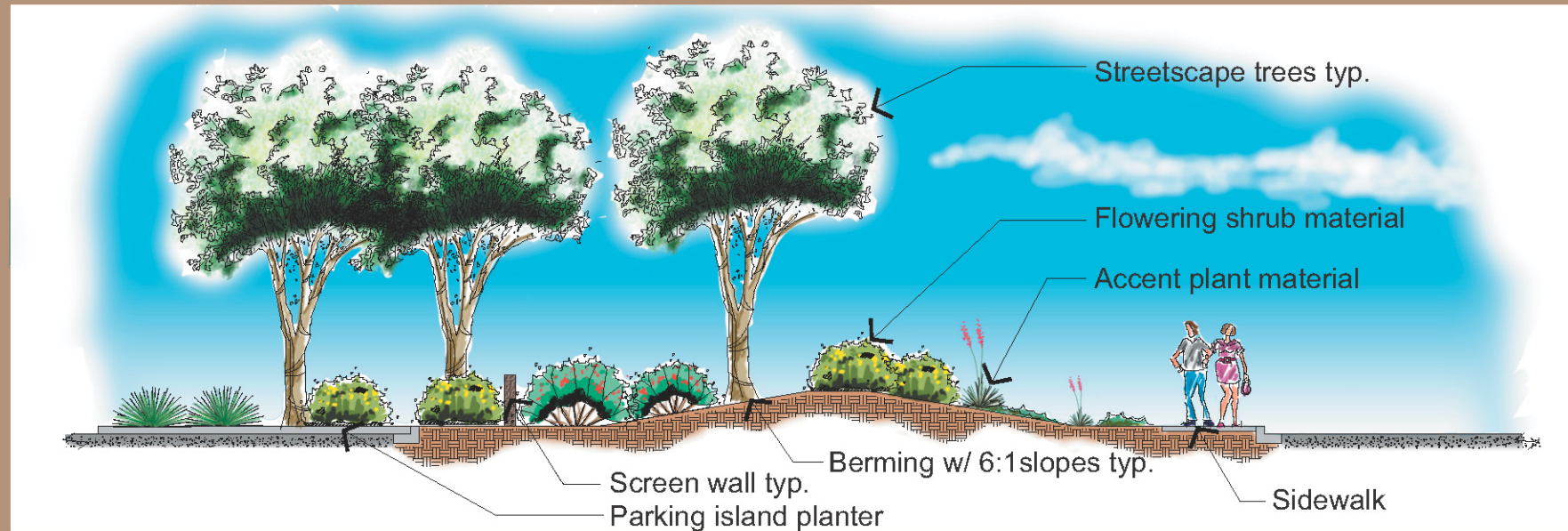
Flowering Ground Cover

Accent Planting

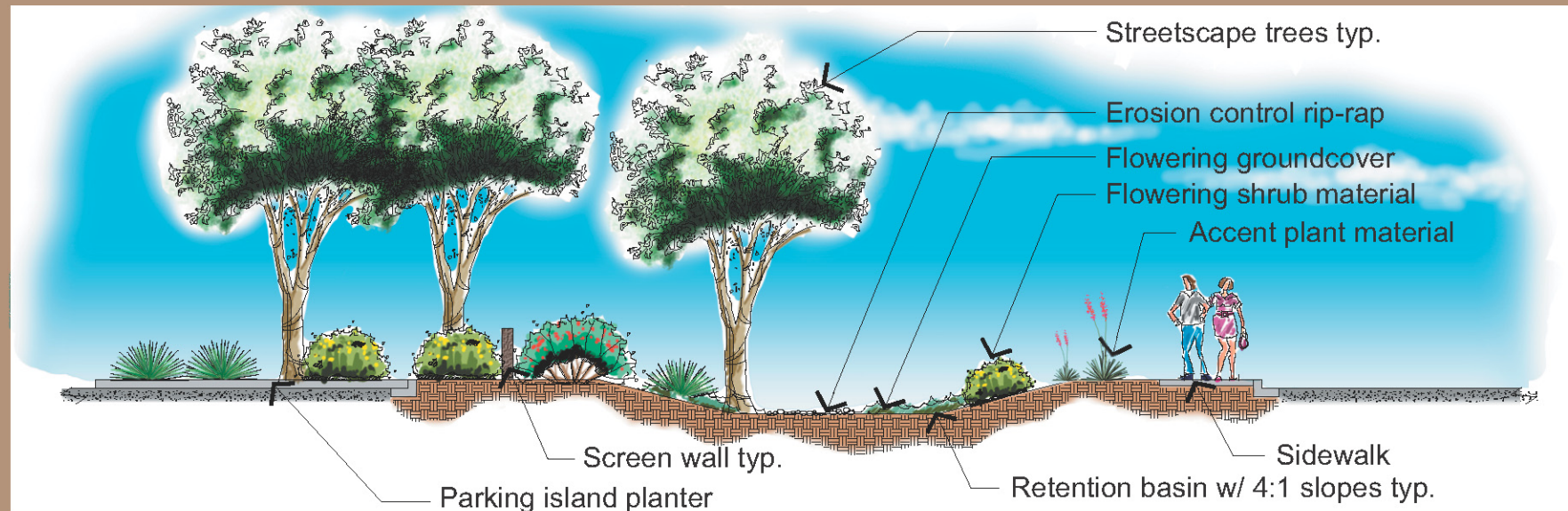
Turf

Low Decorative Masonry Wall + 36"

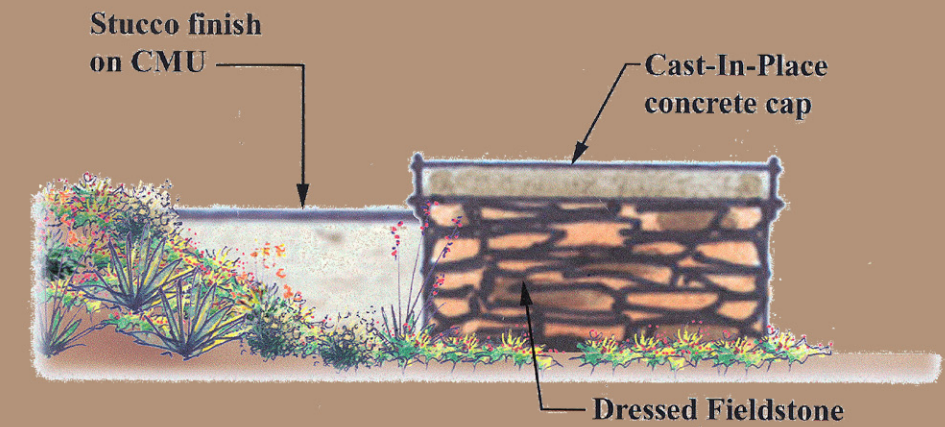
Plan View Interior Road Intersection



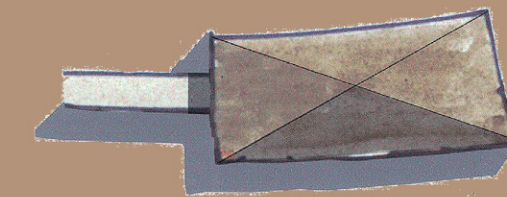
Screen Wall with Landscape Berming
Scale: 1"=10'-0"



Screen Wall at Retention Basin
Scale: 1"=10'-0"



Typical Elevation at Screen Wall



Typical Plan at Screen Wall

COMPREHENSIVE SIGN PLAN

Version 1.0

Developed by:



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PHOENIX, AZ 85016
TEL: 602.866.0900
FAX: 602.955.2298

Signage Consultant:



Architect:



Butler Design Group, Inc
architects & planners



General Requirements Building 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, illumination materials and method of attachment.
- B. Tenant or Tenant's representative shall obtain all permits for signs and their installation.
- C. All signs shall be constructed and installed at Tenant's sole expense.
- 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.

II. SPECIFICATIONS - TENANT SIGNS

- 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. All tenant signage shall consist of individual letters and logos installed onto the building's wall surface. Tenant signage shall not include any background color, material and/or structure used to delineate tenant's signage. Developer shall have the sole and separate discretion in varying any provision of these specifications.
 4. All cabinets, conductors, transformers and other equipment shall be concealed.
 5. Temporary signs and painted lettering shall not be permitted except as approved by the Developer and the City of Peoria.
 6. Any damage to the sign band face or roof deck resulting from Tenant's sign installation shall be repaired at Tenant's sole cost.
 7. Upon removal of any sign by Tenant, any damage to the sign band face shall be repaired by Tenant or by Developer at Tenant's cost.
- 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 by Developer.

III. DESIGN REQUIREMENTS

Individual illuminated letters and logos 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 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, each shop tenant and freestanding pad tenant shall be permitted a minimum of fifty (50) square feet of sign area per elevation upon which signage is placed.

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, shall be included in sign area computations. All national retailers 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. Developer and the City of Peoria shall have discretion in varying any provision of these specifications.
3. Length of Sign on Wall Surface: In no event shall any sign exceed seventy-five (75%) percent of the building elevation and/or wall surface upon which it is placed. The available surface area of the sign band shall regulate letter height.
4. Shop tenant signage shall not exceed 75% of Tenant's leased storefront length.

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 combination of lighting methods mentioned herein.

E. Under Canopy Sign

1. Each shop tenant shall install a double-faced non-illuminated under canopy blade sign in accordance to specifications approved 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 requires a blade sign shall reimburse Developer for the cost of the display and installation thereof.

2. All under canopy blade sign copy shall be flat cut out graphics and 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 installation of the blade sign. 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 signs shall be fabricated using full welded construction or similar method to conceal light leaks.
- C. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
- D. No labels or other identification shall be permitted on the exposed surface of signs except those required by local ordinance, which 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.

FREESTANDING SIGNAGE AND
WAYFINDING SYSTEM

Developed by:



Vestar

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Signage Consultant:



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FAX: 602.395.0753
SALES@BLEIERINDUSTRIES.COM

Architect:



Butler Design Group, Inc
architects & planners



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	5	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

Comprehensive Sign Plan subject to City of Peoria approval.



Developer:

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

Architect:

Butler Design Group Inc.
 Architects & Planners
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 Suite 215
 Phoenix, Arizona 85008
 phone 602-957-1800
 fax 602-957-7722

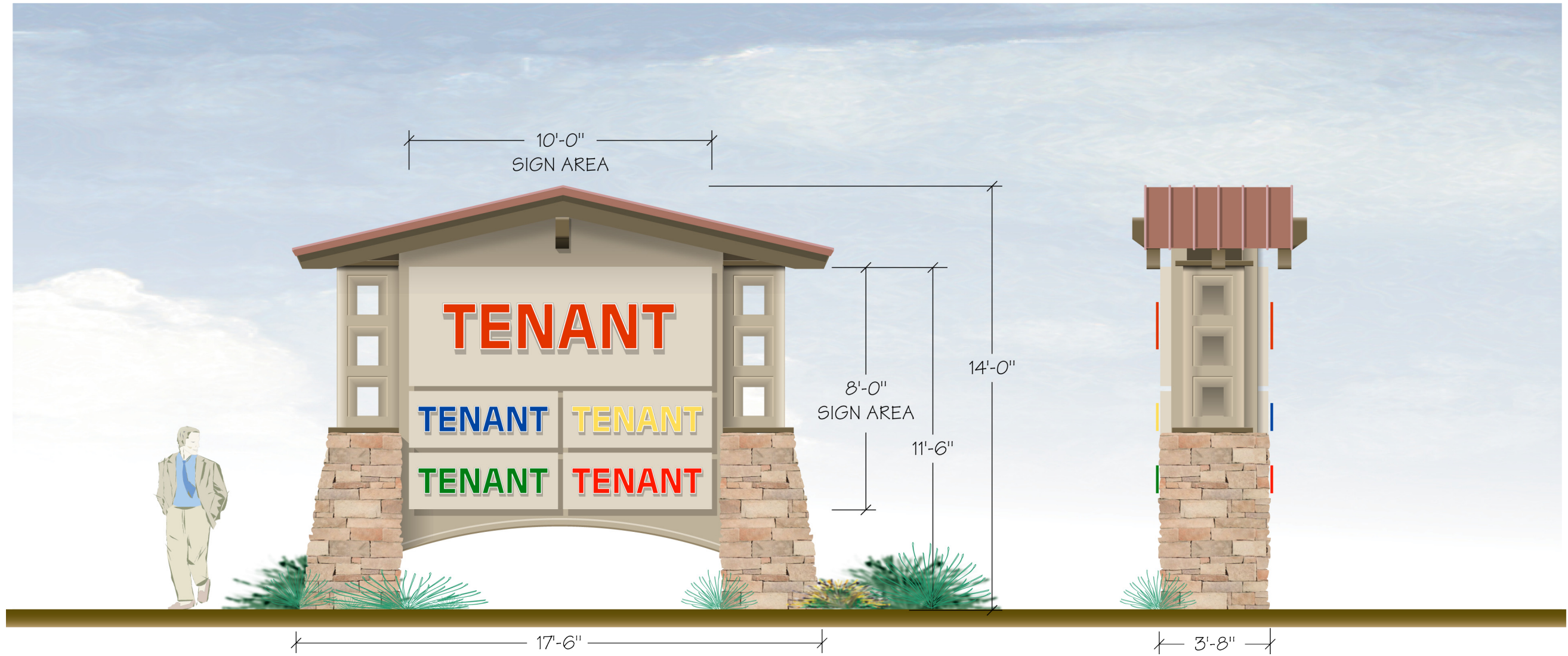
bleier
INDUSTRIES

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	02/15/05
SCALE:	REVISIONS:
NTS	
SHEET NO.:	
SP 1	

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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



Internally Illuminated Tenant Panels with Routed Copy .
 Tenant Copy will be 3/8" push-thru clear acrylic
 with first surface applied vinyl.

ST-1 Multi-Tenant Landmark Monument Sign

Developer:



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 PHONE: 602-866-0900

Architect:



Butler Design Group
 Architects & Planners
 5555 E. Van Buren St.
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 fax 602-957-7722

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

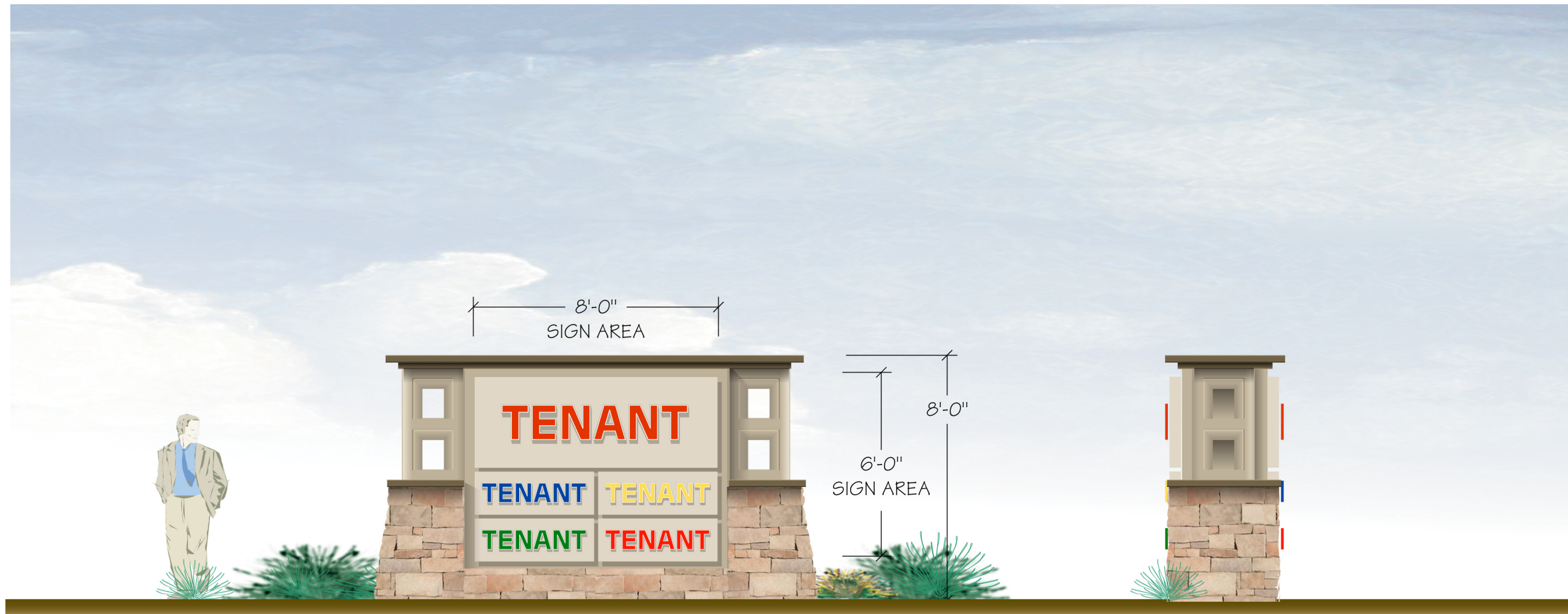


PROJECT: Lake Pleasant Towne Center NWC Happy Valley Rd & Lake Pleasant Pkwy Peoria, Az	
TITLE: Monument Sign Elevation	DESIGNER: Dan Horton
SALES: Paul Bleier	

DESIGN NO: 2005-A-005	DATE: 02/16/05
SCALE: 1/4" = 1'-0"	REVISIONS:
SHEET NO: ST 1	

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APPROVED BY:



Internally Illuminated Tenant Panels with Routed Copy .
 Tenant Copy will be 3/8" push-thru clear acrylic
 with first surface applied vinyl.

ST-2 Multi-Tenant Monument Sign

Developer:



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

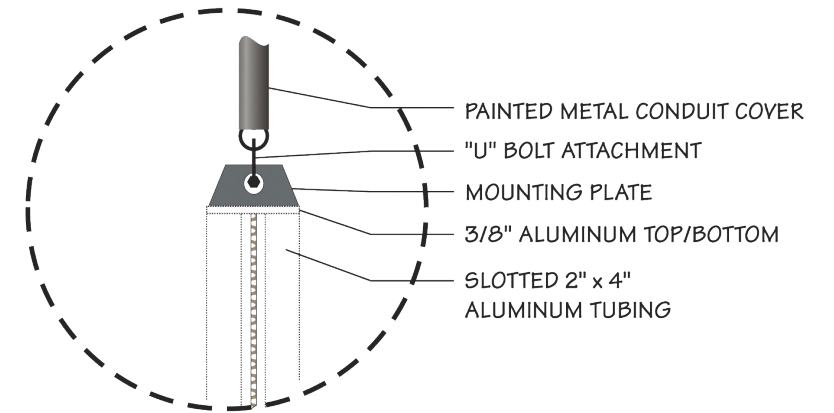
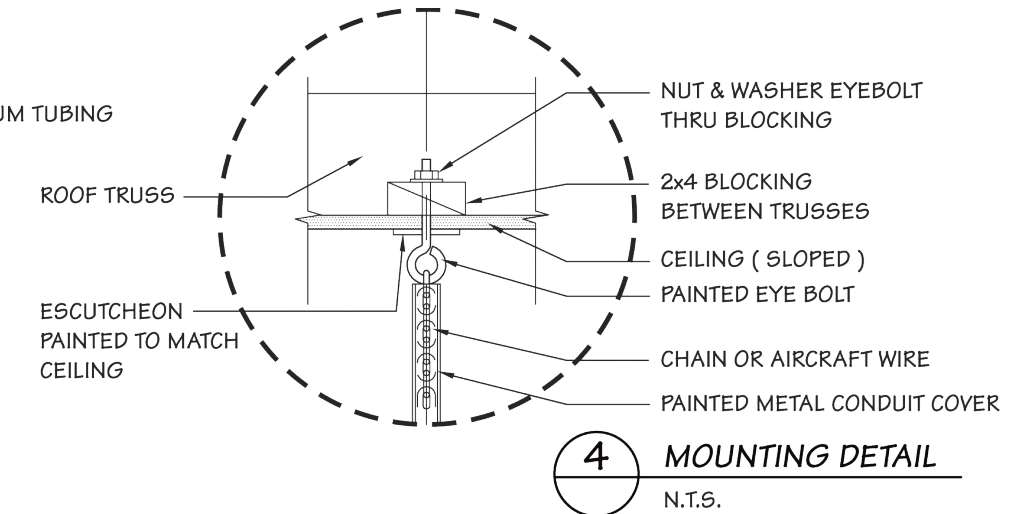
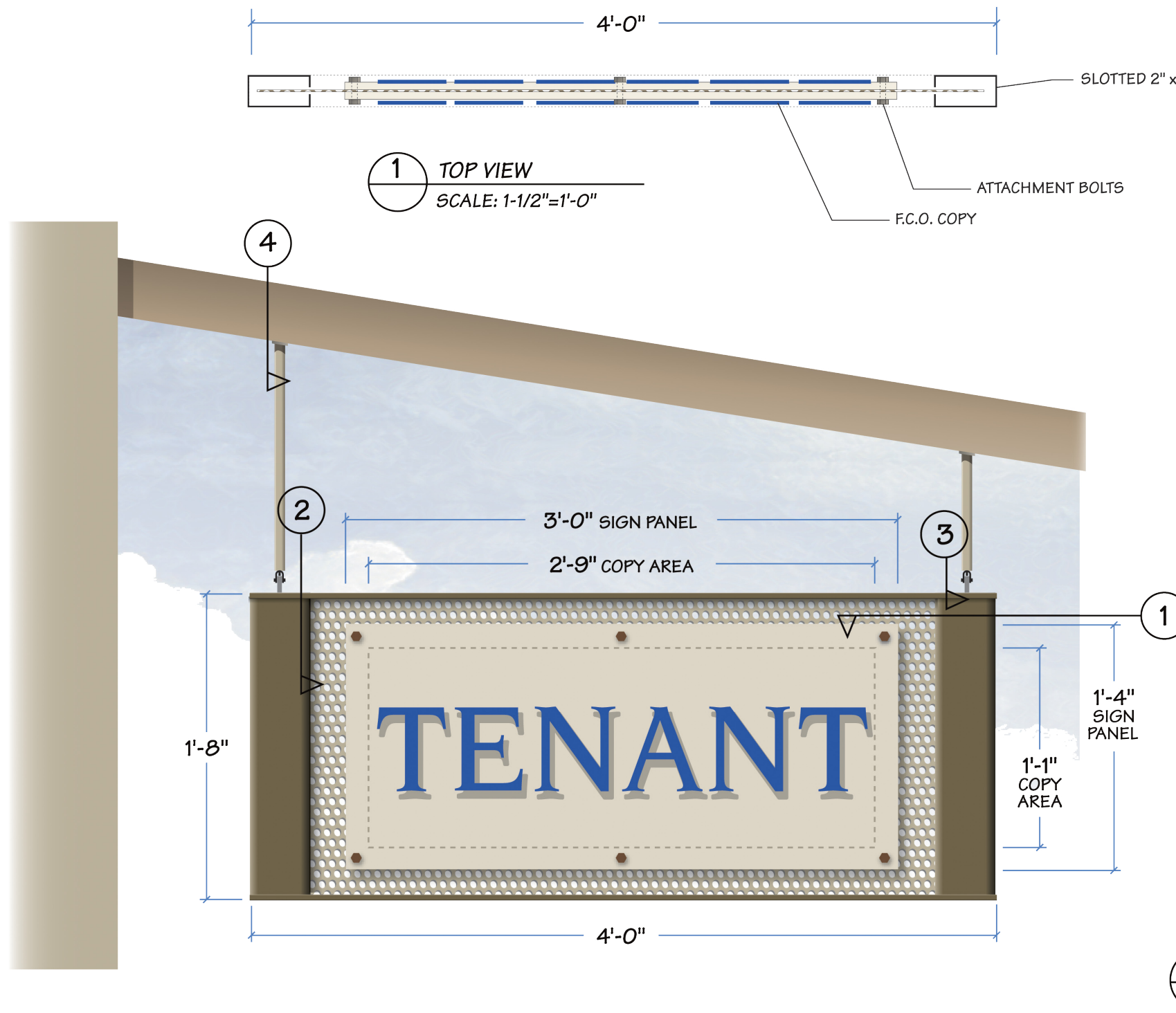
Architect:



Butler Design Group
 Architects & Planners
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 Suite 215
 Phoenix, Arizona 85008
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 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: 02/16/05	<small>© 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.</small> APPROVED BY: <input checked="" type="checkbox"/>
TITLE: Monument Sign Elevation	SCALE: 1/4" = 1'-0"	REVISIONS:	
DESIGNER: Dan Horton	SALES: Paul Bleier	SHEET NO: ST 2	



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

TENANT COPY TO BE FLAT CUT OUT, FLUSH MOUNTED, SINTRA™ OR ALUMINUM, 1/4" THICK
TENANT COPY TO BE PAINTED PER TENANT'S CORPORATE COLORS
DEVELOPER APPROVAL REQUIRED

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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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: 02/16/05	<small>© 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.</small>
TITLE: TYPICAL BLADE SIGN	SCALE: As Noted	REVISIONS:	
DESIGNER: Dan Horton	SALES: Paul Bleier	SHEET NO: BS-1 R1	
APPROVED BY: <input checked="" type="checkbox"/>			

BUILDING SIGNAGE AND
THEMATIC IMAGE GRAPHICS

Developed by:



Vestar

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Signage Consultant:



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602.944.3117
FAX: 602.395.0753
SALES@BLEIERINDUSTRIES.COM

Architect:



Butler Design Group, Inc
architects & planners



Building Sign Matrix Anchor and Major Tenants

SIGN	SIGN TYPE	FUNCTION	LOCATION	HEIGHT	SIZE	ILLUMINATION	MATERIALS
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.

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 national retailers 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.

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

Signage is illustrated to depict 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.



TYPICAL BUILDING SIGNAGE - MAJOR TENANT



BUILDING ELEVATION CHARACTER - MAJOR TENANTS

Developer:



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PROJECT: Lake Pleasant Towne Center NWC Happy Valley Rd & Lake Pleasant Pkwy Peoria, Az	DESIGN NO: 2005-A-005	DATE: 02/16/05	© 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 Building Elevations - Majors	SCALE: NTS	REVISIONS:	
DESIGNER: Dan Horton	SALES: Paul Bleier	SHEET NO: ELV-M1	
APPROVED BY: <input checked="" type="checkbox"/>			



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 national retailers 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.

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

Signage is illustrated to depict 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.



TYPICAL BUILDING SIGNAGE - SHOP TENANTS



BUILDING ELEVATION CHARACTER - SHOPS

Developer:



Vestar
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PHONE: 602-866-0900

Architect:



Butler Design Group
Architects & Planners
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TITLE: Typical Building Elevations - Shops	SCALE: NTS	REVISIONS:	
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