



TIVOLI VILLAGE
AT QUEENSRIDGE

RETAIL/RESTAURANT TENANT SIGN DESIGN CRITERIA

July 30, 2010

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Revision 3 dated October 20, 2010

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SIGNAGE CRITERIA

The Sign Criteria section describes the allowable sign types and their relationship to the design zones within the overall project. Tivoli Village at Queensridge encourages all manners of expressive Tenant signage. Tenants are to highlight their unique identity through their signage program. The Landlord requires all signage at Tivoli Village be of the highest design and material quality in order to maintain an appropriate, upscale atmosphere. A mix of sign styles and materials is encouraged, though all signs remain subject to Landlord's approval and must comply with applicable, local code requirements.

- Specific sign locations and quantities are defined for each Tenant on Tenant TLOD.
- Tenants shall be responsible for their own sign contractor.
- Specific Tenants are required to purchase their sign brackets directly from the Landlord specified fabricator.
- Rear service doors to Tenant spaces throughout the project will have standard identification. This signage shall be installed or applied by the Tenant in accordance with Landlord's project standards and contain the Tenants' name and address only.
- Signage opportunities for Tenants spread throughout this project, including the garage. Tenants are advised to contact the Landlord in reference to the availability and type of opportunities available.

The design, fabrication, installation and operation of all signs is subject to the following provisions:

- Tenant is required to design, fabricate, and maintain all signs.
- Landlord does NOT provide a sign band and Tenants are NOT permitted to design stores which incorporate continuous sign bands.
- The power source for Tenant's exterior signs must originate in Tenant's electrical panels.
- Sign Illumination to be regulated by Tenant provided seven-day, twenty-four-hour time] clock, set in accordance with Landlord's designated operating hours.
- Address numbers, if required on storefront, are subject to Landlord's approval.
- Signage shall be limited to trade name, logo and decorative accents only as defined in the Lease.
- All sign bolts, clips and fastenings shall be constructed of galvanized iron, stainless steel, powder coated aluminum, bronze and concealed from the public view whenever possible. Tenant shall be responsible for any façade refinishing required due to staining or damage resulting from Tenant's sign.
- All signage, including temporary signs, must be approved by the Landlord in writing.

Prohibited Items

- NO sign or light boxes consisting of an entirely translucent face panel with applied or integral letters and graphics shall be permitted (non-illuminated or illuminated).
- NO fluorescent lighting of signs (either internally or externally).
- NO formed plastic, injection molded plastic or box-type back lighted panel signs are permitted.
- NO flashing, chased lights will be allowed.
- NO sign makers' labels or other identification shall be permitted on the exposed surfaces of a sign. Exception: those required by local ordinances, mounted as inconspicuously as possible.

MSP-40230

- NO paper signs, handwritten signs, and stickers applied directly to storefront glazing are permitted.
- NO exposed raceways, conduits, tubing, conductors, transformers or other electrical equipment will be permitted.

a) STOREFRONT & WINDOW SIGNAGE

- Sign shall be integral with the storefront design, and sign size shall be proportional with storefront elements. Sign shall be no more than 25% of the storefront width, or 8' in length.
- Height of letters will be a function of the available length of the sign and the name of the Tenant, but maximum letter height will be 12" (unless otherwise stated for a specific location).
- Signage shall be limited to trade name, logo as defined in the lease, and decorative accents.
- NO exposed neon or lamps will be allowed at storefront signage.
- Storefront signage must be illuminated through concealed methods or by remote fixtures attached to the storefront or building façade. Lamps are to be shielded from view.

Storefront or Building Facade

All Tenants are required to have a single ILLUMINATED SIGN integral to their storefront (and/or for stores with covered arcades, a single ILLUMINATED SIGN on the building façade) that fits one of the following:

- Edge-lit: Etching must be "V" cut. Concealed light source must be highly illuminated to ensure visibility against a light background.
- Back-lit ("halo" effect): individual logo or letters against an opaque background.
- Painted: letters face illuminated with remote fixtures.
- Pin Mounted: letters on base with remote external illumination.
- Internally illuminated sign cabinet with routed-out, push-through letters.

Surface Illuminated Sign

- Materials: carved and/or painted wood, ceramic tiles with raised letters, carved stone, and forged, cut-out or cast metal letters.
- Sign must be brightly illuminated from remote light source which does not cause glare to the public.

Window Graphics

Tenants may apply signs to the glass portion of the storefront.

- Signage must not obscure view through glass, and shall be limited to trade name and/or logo.
- 4" maximum letter size and shall not be higher than 4'-0" from finished floor.
- Acceptable materials:
 - Painted gold or silver leaf
 - Silk-screened logo
 - Cut or polished metal veneers applied to glass
 - Etched or Sandblasted glass.

- Prohibited materials:
 - Paper or poster card taped to glass.
 - Vinyl letters.
 - Product Decals are not permitted.

Upper Level Windows

Landlord requires upper level windows be fully utilized as display features for the Tenant. Signage or graphic design on these windows will be considered on a case by case basis by Landlord.

b) FAÇADE SIGNAGE

For Tenants where covered arcades DO NOT occur in front of their storefronts, signage shall be mounted on the facade (or on the Landlord-provided sign brackets, if provided) above or adjacent to the store, above Tenant's awnings or canopy.

For Tenants where covered arcades DO occur in front of their storefronts, signage shall be mounted on the facade (or on the Landlord-provided sign brackets, if provided) above or adjacent to the store; signage integral to the Tenant's storefront design may also be provided, subject to Landlord's approval. Signs between the top of the storefront and the underside of the arcade ceiling will not be allowed. (See TLOD for location, etc.)

- Illumination will be provided by the Tenant with power connected to Tenant's service.
- Signage is limited to the trade name only. One sign is permitted per Tenant, unless the store has a corner location (Then one sign per each facade is permitted).

Facade Signage Options

- Individual letters, pin-mounted to the façade (or mounted to the Landlord-provided sign brackets, if provided.)
- 2-dimensional, 3-dimensional or open channel type lettering.
- Lettering affixed to or integral with a panel which is erected at the facade within the allotted signage area.

c) FAÇADE OR ARCADE BLADE SIGN

Facade-Mounted or Arcade-Mounted Blade Signs are intended to be fixed to sign brackets (supplied by the Landlord at Tenant's expense) at the facade of the building or the arcade ceilings at suitable locations. Refer to TLOD's for availability and locations of signs, etc.

- Though they are referred to as "blade" signs, their projection may occur as spheres, boxes, cylinders or any other combination of 3 dimensional objects and shapes.
- As projected awnings and canopies will be allowed by the Landlord for this project, the mounting height of the sign should be selected to avoid being obscured by the canopy, awning or awning frame.
- The Tenant is required to erect one blade sign at the facade of the building, adjacent to the premises, Where covered arcades occur, the Tenant is required to erect one blade sign in front of the premises on the underside of the arcade ceiling, not at the facade. Tenants at corner locations are permitted to install a sign at each face of the building or section of the arcade.
- 4'-0" maximum horizontal projection (including bracket) from face of building.

- Where covered arcades occur, a fixed vertical dimension of 3'-0" (including bracket) is required from underside of arcade ceiling to bottom of sign.
- Where blade signs are mounted to the building façade, a fixed vertical dimension of 9'-0" is required from grade to bottom of sign.
- Where blade signs are mounted to the building façade, a fixed vertical dimension is required from grade to bottom of sign for upper level Tenants. However, this height will vary depending on the building design and will be set by Landlord for each building.
- Width restrictions vary, dependent on whether sign is 2 sided blade or a 3 dimensional shape. Acceptable width shall be at Landlord's discretion.
- Illumination: Sign may be lit from lighting outriggers or with integral concealed lighting.
- In the event Landlord's facade is damaged during the installation of Tenant's blade sign, Landlord's contractor will make the repair at Tenant's direct expense.
- All upper level retailers who do not have store access from the ground level, but instead from upper level access walkways, should place their blade signs along the access walkway while locating their major façade sign on the outermost facade. As an alternative to a facade sign, retailers may have a sign within the upper level arcade facade opening or attach a sign to the upper level railing if a metal rail condition exists outboard of their store, or utilize a roof mounted sign if no façade exists above the 2nd level.

d) CANOPY TOP

- This signage type consists of illuminated signage which will sit atop, or be affixed to, the edge of the Landlord or Tenant-provided canopy which may occur at specific locations in this project.
- The Tenant must provide the signage. The finish, color and size of the lettering and/or logo is subject to the Landlords approval to ensure only the highest quality for the project. Light source and transformer shall be concealed from public view.

e) AWNING SIGNAGE

Should Tenant obtain Landlord approval for awnings, Tenant may provide signage or logo on awning valance only. Signage or logos shall not be permitted on the angled portion of awning.

f) TRELLIS & TOWER SIGNS

Trellis

- Signs are permitted where Tenants have a structured trellis, at the ground or upper levels, covering areas designated for Tenant's outside use.
- Non-illuminated signs of a scale and character appropriate to that location may be attached to the leading edge of the trellis.

Tower

- The architectural character of Tivoli Village as a Mediterranean town has resulted in approximately 30 towers of varied size and design being visible throughout the project. While signage on some feature towers is dedicated to expressing overall project identity, opportunities will exist for other tower elements to receive Tenant signage. The final location and design of any tower sign proposal must receive Landlord approval prior to fabrication and installation.

SIGN ANALYSIS TABLE - 1

****NOTE: ALLOWABLE SQUARE FOOTAGE IS 20% OF ELEVATIONS AREA. (ELEVATION HEIGHT X ELEVATION WIDTH X 20%)**

ELEVATION	**ALLOWABLE SQUARE FOOTAGE	PROPOSED SQUARE FOOTAGE	BALANCE OF UNUSED SQUARE FOOTAGE
BUILDING 4:			
NORTH	970 SF	450 SF	520 SF
SOUTH	1,283 SF	626.5 SF	656.5 SF
SOUTHEAST	359 SF	255 SF	104 SF
EAST	1,619 SF	1,031.5 SF	587.5 SF
WEST	2,065 SF	1,383 SF	682 SF
TOTAL	6,296 SF	3,746 SF	2,550 SF
BUILDING 5:			
NORTH	1837 SF	662 SF	1175 SF
SOUTH	1837 SF	656 SF	1181 SF
EAST	7207 SF	2284 SF	4923 SF
WEST	5127 SF	3627 SF	1500 SF
TOTAL	16,008 SF	7,229 SF	8,779 SF
BUILDING 6:			
NORTH	858 SF	400.5 SF	457.5 SF
SOUTH	789 SF	317 SF	472 SF
EAST	1,609 SF	340 SF	1,269 SF
WEST	1,346 SF	1,076.5 SF	269.5 SF
SOUTHWEST	416 SF	310 SF	106 SF
TOTAL	5,018 SF	2,444 SF	2,574 SF
BUILDING 7:			
NORTH	396 SF	339 SF	57 SF
SOUTH	396 SF	238 SF	158 SF
EAST	503 SF	394 SF	109 SF
WEST	642 SF	396 SF	246 SF
TOTAL	1,937 SF	1,367 SF	570 SF
BUILDING 8:			
NORTH	1,030 SF	879 SF	151 SF
NORTHEAST	565 SF	452 SF	113 SF
SOUTH	1,383.6 SF	555 SF	828.6 SF
EAST	807 SF	127 SF	680 SF
WEST	793 SF	664 SF	129 SF
TOTAL	4,578.6 SF	2,677 SF	1,901.6 SF
BUILDING 9:			
NORTH	1287.2 SF	1284.5 SF	2.7 SF
SOUTH	1383.6 SF	940 SF	443.6 SF
EAST	777 SF	398 SF	292 SF
WEST	777 SF	485 SF	379 SF
TOTAL	4,224.8 SF	3,107.5 SF	1,117.3 SF

ELEVATION	**ALLOWABLE SQUARE FOOTAGE	PROPOSED SQUARE FOOTAGE	BALANCE OF UNUSED SQUARE FOOTAGE
BUILDING 10:			
NORTH	2,266 SF	1,260 SF	1,006 SF
SOUTH	2,266 SF	1,594 SF	672 SF
EAST	3,131 SF	2,156 SF	975 SF
WEST	3,131 SF	1,907 SF	1,224 SF
TOTAL	10,794 SF	6,917 SF	3,877 SF
BUILDING 11:			
NORTH	1,197 SF	679 SF	518 SF
SOUTH	1,209 SF	789.5 SF	419.5 SF
EAST	3,549 SF	2,514 SF	1,035 SF
WEST	3,490 SF	2,913 SF	577 SF
N. GRAND STAIR NORTH	703 SF	308 SF	395 SF
N. GRAND STAIR SOUTH	790 SF	557 SF	233 SF
S. GRAND STAIR NORTH	790 SF	642 SF	148 SF
S. GRAND STAIR SOUTH	703 SF	308 SF	395 SF
TOTAL	12,431 SF	8,710.5 SF	3,720.5 SF
BUILDING 12:			
NORTH	2,318 SF	950 SF	1,368 SF
SOUTH	1,475 SF	627 SF	848 SF
EAST	3,189 SF	1,506.5 SF	1,682.5 SF
WEST	2,030 SF	1,320 SF	710 SF
TOTAL	9,012 SF	4,403.5 SF	4,608.5 SF
BUILDING 13:			
NORTH	389 SF	271.5 SF	117.5 SF
SOUTH	378 SF	190 SF	188 SF
EAST	605 SF	375 SF	230 SF
WEST	628 SF	377 SF	251 SF
TOTAL	2,000 SF	1,213.5 SF	786.5 SF
BUILDING 14:			
NORTH	950 SF	758 SF	192 SF
SOUTH	946 SF	755 SF	191 SF
EAST	691 SF	417 SF	274 SF
WEST	451 SF	331 SF	120 SF
TOTAL	3,038 SF	2,261 SF	777 SF

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SIGN ANALYSIS TABLE - 2

****NOTE: ALLOWABLE SQUARE FOOTAGE IS 20% OF ELEVATIONS AREA. (ELEVATION HEIGHT X ELEVATION WIDTH X 20%)**

ELEVATION	**ALLOWABLE SQUARE FOOTAGE	PROPOSED SQUARE FOOTAGE	BALANCE OF UNUSED SQUARE FOOTAGE
BUILDING 15:			
NORTH	612 SF	292 SF	320 SF
SOUTH	612 SF	352 SF	260 SF
EAST	693 SF	396 SF	297 SF
WEST	693 SF	396 SF	297 SF
INTERIOR EAST	503 SF	396 SF	107 SF
INTERIOR WEST	503 SF	396 SF	107 SF
TOTAL	3,616 SF	2,228 SF	1,388 SF
BUILDING 16:			
NORTH	1,035 SF	621 SF	414 SF
SOUTH	1,193 SF	1,140 SF	53 SF
EAST	719 SF	717 SF	2 SF
WEST	768 SF	687 SF	81 SF
TOTAL	3,715 SF	3,165 SF	550 SF
BUILDING 17:			
NORTH	2,120 SF	1,037 SF	1,083 SF
SOUTH	1,465 SF	1,028.5 SF	436.5 SF
SOUTHEAST	1,082 SF	635 SF	447 SF
EAST	2,842 SF	1,283 SF	1,559 SF
WEST	3,323 SF	1,636.5 SF	1,686.5 SF
TOTAL	10,832 SF	5,620 SF	5,212 SF
BUILDING 18:			
NORTH	255 SF	228 SF	27 SF
SOUTH	255 SF	228 SF	27 SF
EAST	618 SF	597 SF	21 SF
WEST	618 SF	582 SF	36 SF
TOTAL	1,746 SF	1,635 SF	111 SF
SCREEN WALL:			
SOUTH	132.8 SF	130 SF	2.8 SF
TOTAL	132.8 SF	130 SF	2.8 SF
RAMPART ARCADE:			
INNER	655.6 SF	396 SF	259.6 SF
OUTER	589.4 SF	142 SF	447.4 SF
TOTAL	1,245 SF	538 SF	707 SF

MSP-40230