

CHARLESTON AND ASSOCIATES, LLC

Boca Park Market Place

Master Sign Plan

Revised 4.19.2017

PRJ69200

This master sign plan has been developed for the administration and enforcement of sign criteria as set forth in this Master Sign Plan and in accordance with applicable City of Las Vegas development code City Ordinances.

PRJ-69200
04/20/17

i

VAR-69662 and MSP-69663

Boca Park Market Place
Master Sign Plan Design Criteria
Table of Contents

	Page
INTRODUCTION	1
Location Map	1
1.0 Conformance	1
2.0 Regulations	1
3.0 Definitions	1
3.1 Developer	1
3.2 Architect	1
3.3 City	1
3.4 Tenant	2
3.5 Boca Park Market Place	2
3.6 Boca Park Architectural Review Committee (ARC)	2
DESIGN REVIEW AND APPROVAL PROCESS	
4.0 Design Criteria	2
4.1 Sign Type	2
4.2 General Regulations	4
4.3 Fabrication	5
4.4 General Specifications	6
4.5 Tenant Responsibilities	7
4.6 Sign Contractor Responsibilities	8
5.0 Sign Review	8
5.1 Sign Improvements Requiring Review	8
5.2 Plan Requirements	8
5.3 Application Response Time	8
5.4 Standards Review	9
5.5 Plan Submittal Procedures	9
5.6 Permit	9
EXHIBITS	
1 Master Sign Location Plan	
2 Vicinity/Location Map	
3 Pylon Sign	
4 Directional Sign	

INTRODUCTION

The intent of this Master Sign Plan is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment.

The criteria set forth herein are established to facilitate orderly sign development while meeting the community's goal for appearance and safety. No signage shall be constructed or erected prior to the approval of the Boca Park ARC, the City of Las Vegas and submittal of a copy of the Sign Certificate issued by the City of Las Vegas, to Boca Park ARC. The Tenant or its sign contractor at their expense, upon demand by Developer or Developer's agent, shall remove any signs erected prior to or outside the approval parameters of the Boca Park ARC approval letter.

Exceptions to these standards shall be reviewed by, and made only with the approval of the Developer or Developer's agent. These standards, however, have been set forth as criteria, based upon our field experience and deviations will generally result in serious inequities between Tenants. Accordingly, the Developer must and does retain full rights of approval on any signs used in the Boca Park Market Place, independent of and/or prior to review and approval by the City of Las Vegas, Nevada.

This Master Sign Plan contains restrictions regulating the construction and maintenance of all signs within the Boca Park Market Place and is enforceable in courts of law. They are subject to interpretation by the Developer. Developer may amend or augment the Design Criteria, set forth in Section 4 below, to meet specific site or temporal requirements of any sign consistent with the basic objectives of this program:

- 1.0 Conformance: Any sign erected, placed, established, relocated, painted, created or maintained in the City of Las Vegas and, in particular the Boca Park Market Place shall conform to all standards, procedures, exemptions, and all other requirements of the "City of Las Vegas Zoning Code" henceforth referred to as "Zoning Code."
- 2.0 Regulations: The Design Criteria and this Master Sign Plan are intended to conform to all applicable standards of the Codes. Any requests for exceptions or variances to the laws and regulations, or standards adopted by the City must be submitted to the appropriate agency of the City according to the established procedures for the granting of such exceptions. The Developer assumes no responsibility through Sign Review, as detailed in Section 5 below, to check for compliance with local codes or ordinances. Sign Review is intended to ensure that the signs meet the intent of this Master Sign Plan for the Boca Park Market Place.
- 3.0 Definitions: Words and phrases used in this Master Sign Plan shall have the meaning set forth in Section 3 and the "Zoning Code."
- 3.1 Developer: Interchangeable with Owner; Developer shall mean Charleston Associates, LLC, 9440 W. Sahara Ave., Suite 240, Las Vegas, NV 89117, (702) 430-5800.
- 3.2 Center: Shall mean Boca Park Market Place, in whole or part.
- 3.3 City: "City" shall mean City of Las Vegas, Nevada, 333 N Rancho Drive, Las Vegas, NV 89106.

PRJ-69200
04/20/17

- 3.4 Tenant: "Tenant" shall mean any person or persons, including Developer, in rightful possession of a building or parcel, or a portion thereof, either owned or leased located at the Boca Park Market Place.
- 3.5 Boca Park Market Place shall mean that certain real property located in the City at the southeast corner of Alta Drive and Rampart Boulevard, comprising of approximately 42 acres of approved mixed use and being developed by the Developer.
- 3.6 Boca Park Market Place ARC shall mean the Boca Park Market Place Architectural Review Committee and defined as "Boca ARC" here within.
- 3.7 A-Frame Signs: Small portable signs of height not to exceed 4 feet when deployed. For daily use; only during the operational business hours the business is open to the public and for special events and temporary in nature that are approved by the "Boca ARC".

DESIGN REVIEW AND APPROVAL PROCESS

4.0 Signage Design Criteria

4.1 Sign Type

4.1.1 Project Identification Signage

A) Pylon Signs

Subject to written agreement with Developer, a limited number of Tenants may be permitted to install signage panel(s) upon the pylon signs at the Center. Proposed pylon signage shall be submitted to the Boca Park Market Place ARC for its review and approval. Nationally recognized businesses may, with the written agreement of the Developer and the Boca Park Market Place ARC, utilize their corporate logos upon their sign panels; otherwise, Tenant pylon sign panels shall use standard capital letters.

Pylon signs shall be constructed, and owned by the Developer. The center will consist of four (4) two sided 32 feet tall pylon signs (1) corner entry feature located at the corner of Charleston and Rampart. The corner entry feature is comprised of (1) freestanding sign consisting of six full color LED electronic reader boards (2) monuments and (3) wall signs. Overall height is 24'-0. All messages on the LED electronic reader boards shall comply with the City of Las Vegas Unified Development Code section 19.08.120 (B) (11).

These signs shall be in accordance with the City of Las Vegas Unified development code section 19.08.120 or as approved by the City Planning Commission to Council.

4.1.2 Directional Signage

A) Two (2) 8' x 6' directional signs shall be installed at the locations per the attached site plan. They will be used to direct patrons to the locations of various tenants. Due to

PRJ-69200
04/20/17

limited room for directional signage, quantities and locations will be determined by owner and/or ARC.

4.1.3 Tenant Building Signage

The design theme for the Boca Park Market Place encourages building signage criteria that adapts to a variety of building architecture. This criteria extends a range of signage options designed to complement the architectural style of each building and suite. This approach enables individual tenants some degree of flexibility in personalizing their own business and allowing for additional creativity in sign design.

At the Developers discretion, signs approved for any one location may not be adaptable or appropriate in another location. The Developer/Architect will be responsible for providing each tenant with signage options available for each building and suite.

Building signage may be placed on one, two or three sides of any building (with Boca Park Market Place ARC approval and by specific agreement with the Developer) provided that all sides are being used/leased by the Tenant requesting the signage. The ability to have three sided signage would be dependent on the Tenant being an end unit suite on any specific building.

A) Wall Signs

This is a sign displayed upon or against the wall, parapet or sign panel of a structure where the exposed face of the sign is in the plane parallel to the plane of the wall and extends not more than 12” inches from the face of the wall. No wall sign will be allowed that contains the phone number of the business and/or names of individuals unless they are part of the DBA name.

The total amount of wall signs allowed per building elevation shall not exceed 20% of the total area of the building elevation in accordance with the City of Las Vegas Unified development code section 19.08.120 (f) (19).

B) Awning Signs

Tenant may use awning for logos or business names only. At the discretion of owner and architect. Tenant accepts all responsibility and cost for maintenance, upkeep, replacement when necessary and replacement if vacating premises.

Awning's shall not exceed 10% of the building elevation in accordance with the City of Las Vegas Unified development code section 19.08.120 (f) (15).

Owner/Leasing Management has the sole and absolute discretion to determine when awnings need maintenance or replacement or if they will be allowed by any tenant.

Color to be limited to the following palette with Owner/Architect discretion: Black, red.

C. Blade Signs (Projecting)

A Tenant Blade sign is one, which is attached to a building and extends in whole or in part more than 12 inches horizontally beyond the surface of the building to which the sign is attached. Such signs may not project within 2 feet of sidewalk or higher than the wall of the building on which it is mounted to a maximum of 8 feet from grade. Blades shall be a maximum of 4 square feet in area. A Blade sign may not exceed 3 feet in length nor project more than 22 inches from the wall. Blade signs shall be of a non-corrosive metal with an architectural finish as specified by the Developer in accordance with the City of Las Vegas Unified development code section 19.08.120 (f) (14).

D. Banner Signs (Projecting)

Project Banner signs are allowed with approval of the Boca ARC.

E. Tenant Space Identification (door and window signage)

Business, Trade Name, hours of operation and suite number may be applied in the form of a plaque. Application to glass of any type is forbidden including but not limited to doors, store fronts, windows. As per exhibit and approval by the ARC, due to the unique nature of the Boca Park Market Place and the individual architecture and personality of each building, permissible plaque installation on one building may not constitute permissible plaque on another. All final decisions are at the discretion of the owners and the ARC.

4.1.4 Temporary Signage

A temporary construction sign naming the builder, architect, etc. is allowed, subject to the time limits of construction, but not longer than 3 months, and shall not exceed 16 square feet.

Temporary signs/banners may be used to announce the arrival/opening of a new Tenant. These signs shall be in place no longer than 90 days unless a longer time is agreed to by the Boca Park ARC. If signs/banners are left longer than 90 days, the Developer, after a 10 day written notification and absent the prior consent of the Boca Park ARC may remove signs/banners at such Tenant's expense. The Boca Park ARC must approve all signs/banners.

4.1.5 Monument Signs

4.2 General Regulations

4.2.1 Sign Area Measurement

In all instances, the maximum length of Tenant signage for in-line shops shall not exceed 75% of the horizontal frontage of such Tenant's suite, or be less than 40% of the horizontal frontage of such Tenant's suite frontage. The total square footage of allowable signage shall be based on lineal store front and not exceed 75% of the available store front. Example: A tenant with 20 LF store front installing the maximum allowed sign width may not install a sign wider than 15 feet. Sign must be centered in the sign ban area.

PRJ-69200
 04/20/17

NOTE: This formula is calculated on a side-by-side basis, no “leftover” square footage may be “added” to any other eligible side to increase that side’s square footage over the maximum allowed. **This is not an aggregate formula.**

Minimum height of individual or script letters shall be:

- a) 12” minimum, 36” maximum at multi-Tenant buildings
- b) 12” minimum, 48” maximum at pad buildings.

4.2.2 Prohibited Signs

- A-frame (unless approved by ARC for temporary use only)
- Portable Signs
- Mobile
- Painted Wall signs and Murals
- Signs which produce order, smoke, fire or other such emissions
- Roof mounted signs
- Balloons or other inflatable advertising (unless approved by ARC prior to installation)
- Flags, yard signs or other “attention getter” (unless approved by ARC prior to installation)

4.2.3 Safety

No sign shall be permitted which is structurally unsafe or constitutes a hazard to safety or health by reason of design construction, installation, inadequate maintenance, or dilapidation. Signs that create an unsafe condition, visual distraction, physical barrier or obstruct the view of motor vehicle operators or pedestrians shall not be permitted.

4.2.4 Logo Graphics, Typefaces, Approved Color

Tenants with national or regional recognized logos may use (subject to approval) their business identity graphics.

Tenants without a specific logo or business identity graphics may select a typeface(s) from the approved fonts.

Color for all signage/graphics will be limited to the following palette with Developer/Architect discretion: Bronze, Pewter, Gold, Black.

The typeface and graphics of all signs must be easily read and be in scale with the architectural design of the building, wall or sign area on which the typeface and graphics are mounted. Approval of typeface and graphics in this regard shall be by the Boca Park Architectural Review Committee (ARC).

4.3 **Fabrication**

4.3.1 Fascia signs shall be composed of individual or script lettering pegged out from building fascia.

PRJ-69200
04/20/17

Sign boxes and cans are not permitted. Can style logos in addition to (but not in lieu of) the individual or script lettering will be considered on a case-by-case basis which shall be reviewed and, if acceptable, approved by the Boca Park Market Place ARC (prior to any construction).

- 4.3.2 Letter returns to be 5" in depth: internally illuminated from within 30ma neon, LED or other industry accepted lighting method, returns and backs of 24-gauge paint grip sheet metal (no channelume or similar material). The Boca Park Market Place ARC must approve letter color, type/style and placement.
- 4.3.3 Translucent plastic faces shall be 3/16" Plexiglas. Vinyl film to be 3M or equivalent.
- 4.3.4 Plastic faces to be trim capped with 3/4" material.
- 4.3.5 All wiring shall be in conduit and transformers shall be housed in louvered sheet metal transformer boxes behind fascia wall. No exposed raceways, cabinets, cross-overs, conduits, conductors, transformers or other equipment shall be permitted.
- 4.3.6 All fasteners shall be made of non-corrosive material.
- 4.3.7 No labels will be permitted on the exposed surface of signs except those required by local ordinance, which shall be applied in an inconspicuous location.
- 4.3.8 Location of all openings for conduits in building walls shall be indicated on sign drawings submitted to the Boca Park Market Place ARC.
- 4.3.9 No exposed lamps or tubing outside of the illumination requirements specified herein will be permitted without written approval from the Boca Park Market Place ARC.

4.4 **General Specifications**

- 4.4.1 It is intended that all finished work be of the highest quality to pass eye level examination and scrutiny by the Developer and the Shops at Boca Park A.R.C.
- 4.4.2 All work shall be constructed to eliminate burrs, cutting edges and sharp corners. Ease all corners and edges.
- 4.4.3 Finish welds on exposed surfaces to be imperceptible in the finished work.
- 4.4.4 Except at indicated or directed otherwise, finish all surfaces smooth. Surfaces, which are intended to be flat, shall be without bulges, oil canning, gaps or other physical deformities.
- 4.4.5 Surfaces, which are intended to be curved, shall be smoothly free flowing to required shapes.
- 4.4.6 Except where approved by the Boca Park Market Place ARC conceal all fasteners.

- 4.4.7 Make access panels tight fitting, light proof, waterproof and flush with adjacent surfaces.
- 4.4.8 Conceal all identification labels and UL labels inside sign, including any insignias, decals or other manufacturer's marks.
- 4.4.9 Carefully follow manufacturer's recommended fabricating procedures regarding the expansion and contraction, the fastening and the restraining of acrylic plastics.
- 4.4.10 Sign contractors shall exercise care to assure that painted, polished and plated surfaces are unblemished in the finished work.
- 4.4.11 Isolate dissimilar materials. Sign contractors shall exercise particular care to isolate nonferrous metals from ferrous metals.
- 4.4.12 Position illuminating elements within internally lighted signs at such spacing as will assure uniform light distribution across the portion of the sign faces intended to be illuminated. Sign faces, which exhibit "hot spots", will be unacceptable unless such "hot spots" are intended to be integral design features of the signs.
- 4.4.13 Provide disconnect switches for all illuminated signs in accordance with electrical code requirements. Locate disconnect and on/off switches in an accessible location, out of sight.
- 4.4.14 All Occupant signage and lighting must on and operating during hours prescribed by the Developer to ensure a cohesive, consistent, illuminated look for all parts of the Boca Park Market Place during all hours.
- 4.4.15 Provide timer and light sensor switch for all neon and illuminated signs. Locate switches in an accessible location, out of sight. Verify location of power provided by others prior to sign fabrication.

4.5 Tenant Responsibility

- 4.5.1 Tenant shall be responsible for informing its sign contractor of the limitations set forth in this Master Sign Plan and Tenant shall be responsible for the compliance by its sign contractor of the restrictions contained herein.
- 4.5.2 All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be patched to match adjacent finish.
- 4.5.3 Tenant is responsible for the manufacture, complete installation and maintenance of all of its signs. Tenant shall maintain its signs in like-new condition and fully working order, as is consistent with a first class shopping center.
- 4.5.4 Tenant's sign contractor shall promptly repair any damage to any portion of the structure and finish caused by their work.

PRJ-69200
04/20/17

- 4.5.5 Tenant shall remove its signage upon vacating its building or suite, and shall restore the surfaces upon which the signs were painted or mounted to their condition prior to occupancy, including repainting the entire surface.
- 4.5.6 All signs in compliance with the above criteria shall be installed and operating within thirty (30) days of opening for business.
- 4.5.7 Signs built and/or installed without the Boca Park Market Place ARC's and/or City's approval and permit, or contrary to corrections made by the Boca Park Market Place ARC or City, shall be altered to conform to these standards at the Tenant's expense. If Tenant sign has not been brought into conformance within fifteen (15) days after written notice from the Developer or the Boca Park Market Place ARC, then Developer shall have the right (but not the obligation to correct said sign, invoice Tenant for the expense and collect same as additional rent under the terms of Tenant's lease.

4.6 Sign Contractor Responsibilities

- 4.6.1 All fabrication and installation to be done by a properly licensed electrical sign contractor.
- 4.6.2 Every sign contractor shall carry workman's compensation and public liability insurance against all damage suffered or done to any and all persons and/or property while engaged in construction or installation of signs, with minimum policy limits in the amount of \$1,000,000. Sign contractor shall furnish evidence of said insurance showing Developer as beneficiary, prior to fabrication or installation.
- 4.6.3 Tenant's sign contractor shall completely install and connect sign display.
- 4.6.4 Tenant's sign contractor understands and agrees that the Tenant is solely responsible for payments of any kind to the sign contractor and further agrees not to make any claims or liens against the Developer for non-payment.

5.0 Sign Review

- 5.1 Sign Improvement Requiring Review: All building sign improvements constructed by any Tenant or any other entity within the center will require the prior review and approval by the Shops at Boca Park ARC. Sign improvements include, but are not limited to wall, monument and window signs.
- 5.2 Plan Requirements: All plans for sign improvements shall be submitted by the Tenant in accordance with the procedures set forth below. A reputable state license sign contractor, architect or other approved designers, shall prepare all plans.
- 5.3 Application Response Time: After proper submission of all required plans and documents in accordance with the provisions herein, the Boca Park Market Place ARC's approval or

PRJ-69200
04/20/17

disapproval shall be given, in writing, to the applicant within a reasonable time. The Boca Park Market Place ARC will use its reasonable efforts to complete its review within fifteen (15) calendar days after receipt of a properly completed submittal.

5.4 Standards of Review: The Boca Park Market Place ARC shall review the design of each submission for its commitment to the overall development and adherence to these Design Criteria. The Boca Park Market Place ARC will evaluate the form and placement of signs and other features in terms of scale and harmony. Such design review shall include, without limitations, architectural style, size, massing and proportions of visual sign improvements to the existing sign features and impacts to surrounding stores. More specific requirements and recommendations are detailed throughout this Master Sign Plan. The Architect may, with Developer's consent, exempt applications from certain guidelines so long as the exemption does not adversely affect the visibility or harmony of other Tenants.

5.5 Plan Submittal Procedures. All plans shall be electronically submitted in color, with proposed sign super imposed on the store front(s) via email to: James.Grindstaff@triplefive.com

All plans shall include the construction material, method of installation, type of illumination and any other pertinent information to assist the ARC in review and approval.

5.6 Permit: Following receipt of the Boca Park Market Place ARC's written approval, the Tenant shall promptly submit, at the Tenant's expense, the Boca Park Market Place ARC – approved sign drawings to the City for approval and issuance of the appropriate permit. The Tenant shall pay for the costs of obtaining the required permits.