

**Z 03-04A.2**

**Lake Pleasant Towne Center  
Planned Area Development**

**86.7-Acre Parcel**



**NWC Lake Pleasant Parkway  
And  
Happy Valley Road**

**Zoning application # Z 03-04**

**APPROVED BY PEORIA CITY COUNCIL  
on December 16, 2003,  
Ordinance 03-183,  
Subject to Stipulations a-n**

**August 7, 2003**

|  |                            |          |
|--|----------------------------|----------|
| <b>PLANNED AREA DEVELOPMENT<br/>APPROVAL</b> | P/Z Commission Date        | N/A      |
|  | City Council Approval Date | 12/16    |
|  |                            | 10-11-06 |
|  |                            |          |
|  | Planner                    |          |

**MINOR PAD AMENDMENT / SIGNS  
November 4, 2005**

**AMENDED August, 2006**

## Development Team

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*Property Owner:*

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# Lake Pleasant Towne Center PAD Narrative

## Introduction

This is a request to rezone 86.7-acres of land from SR-43 to Planned Area Development (PAD). The proposed PAD includes a conceptual plan for neighborhood level retail and semi-regional level retail uses on adjacent parcels under different ownership. The first parcel is a 20.13 gross acre triangular-shaped located along the Lake Pleasant Parkway frontage that is owned by the State of Arizona as a State Trust Land parcel. The second parcel is a 64.52-acre parcel contiguous to the State Trust Land parcel's west property line and is owned by Brophy College Preparatory.

The PAD property is located on the northwest corner of Lake Pleasant Parkway and Happy Valley Road (see Vicinity Map, Exhibit A). The State Trust Land parcel fronts Lake Pleasant Parkway. The adjacent Brophy-parcel fronts the Happy Valley Road connector to Loop 303 on the south and Yearling Road on the north. The Brophy parcel also has an access easement through the State Trust Land parcel to Lake Pleasant Parkway. The PAD is needed to combine commercial uses parcels under different ownership and to accommodate unusual topography. The site is traversed from northeast to southwest by a large wash.

## General Plan

The PAD request is consistent with the Peoria General Plan (see General Plan Map, Exhibit B). The General Plan Land Use map identifies the site for Community Commercial development. The General Plan describes Community Commercial as typically consisting of larger shopping centers and districts that have a wider variety of goods and services than the neighborhood shopping areas. The PAD request is also consistent with the Lake Pleasant Parkway Corridor Specific Area Plan that identifies the intersection of Happy Valley Road and Lake Pleasant Parkway as a Community Activity Node per Policy D-2.2 (see Activity Nodes Map, Exhibit C). A Community Activity Node has a radius of approximately one-quarter mile, and includes local commercial retail opportunities with a service area up to 10 miles. Policy A-1.2 allows access points with median breaks at quarter mile intervals with right-in and right-out access allowed as determined by the City Engineer. Objective D-5 encourages and promotes non-residential development within the...corridor where such development is consistent with the Goals, Objectives and Policies of the Plan. The project will develop according to the Suburban Cross-Section as described in the Lake Pleasant Parkway Corridor Specific Area Plan.

The Economic Development Element of the General Plan includes Goals, Objectives and Policies to increase economic prosperity for Peoria citizens and businesses. Objective E-1 seeks to reduce retail trade leakage, and Policy E-1a suggests that the City create commercial nodes in strategic locations. The proposed community commercial center at the subject site will draw retail support from populations outside Peoria to the east and west. The proposed PAD could add 1,167 new jobs to the City<sup>1</sup>, which will positively impact the jobs to population ratio and the City's retail sales tax base. The proposed PAD is consistent with the General Plan and the Lake Pleasant Parkway Specific Area Plan.

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<sup>1</sup> Based on 633,000 square feet of retail space at 1.84 jobs per 1,000 square feet.

## Conceptual Plan

The PAD conceptual plan illustrates the potential for a combination of neighborhood level retail and community neighborhood level retail shopping (see Conceptual Site Plan, Exhibit D). The site plan illustrates a combination of a community shopping center with five major tenants on the Brophy-parcel, and six freestanding retail pads on the State Trust Land parcel. The western boundary between the community shopping center and the adjacent proposed single-family uses may move slightly east or west depending on the final commercial site plan when all of the exact users are known.

The conceptual plan 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 shopping center (Brophy-parcel) 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 Brophy-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 Brophy-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 PAD. 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 the Happy Valley Road connector to Loop 303. 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 connector 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

15-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. Major entrances will include landscape medians

The Landscape Ordinance requires 20-percent of the net site area to be landscaped with 5-percent of the net site to be open space. 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.

Conceptual architectural elevations for the center illustrate the quality and character intended for this shopping center (see Conceptual Architectural Elevations, Exhibit E). The conceptual elevations illustrate the use of desert colors and a variety of materials including stucco, stacked stone, tile roof, and wood accents. The elevations provide variety to break up size and scale through the use of battered walls, towers, different roof heights, arches, gable ends, parapets, eaves to provide relief and depth, sconce lights, and varied column designs with different roof overhang designs for shade.

The commercial uses on the State Trust Land parcel and the Brophy-parcel 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. The State Trust Land parcel and the Brophy-parcel will be developed and phased separately or together depending on market demand and the successful bidder at the public auction of the State Trust parcel.

## Development Standards

The development standards for the property are in accordance with the C-2 base district or as amended in the following Development Standards Table:

| Land Use   | Min Lot Size | Minimum Setbacks for Principal Buildings |         |            |             |           |            | Max Building Height in Feet | Max % Lot Coverage |
|------------|--------------|--|---------|------------|-------------|-----------|------------|-----------------------------|--------------------|
|            |              | Width                                    | Front   | Least Side | Total Sides | Rear      | Perimeter  |                             |                    |
| Commercial | 10 Acres     | Nr                                       | 30-Feet | *          | *           | 20-Feet * | 30' Feet * | 48-Feet                     | Nr                 |

\* No side or rear yards are required along interior lot lines, except as required in the Building Code.

- Site Plan Review approval is required for principal and accessory buildings in accordance with Article 14-32 of the Zoning Ordinance.
- Parking and Loading Requirements are required in accordance with Article 14-23 of the Zoning Ordinance.
- Signs are allowed in accordance with ~~Article 14-34 of the Zoning Ordinance.~~ EXHIBIT F with drawings attached hereto.
- Landscaping will comply with Article 14-35 of the Zoning Ordinance.

## **Permitted Uses**

- For commercial uses – permitted, conditional and accessory uses listed in C-2 under Article 14-9 of the Zoning Ordinance, including grocery stores and big box stores with garden centers. Outdoor uses as permitted under Article 14-9.F of the Zoning Ordinance.

## **Prohibited Uses**

- Adult Uses
- Ambulance Service Facility
- Auto Parking Lot or Garage as a Principle Use
- Bus Terminals
- Binding Companies and Non-Chartered Financial Institutions
- Convention Centers and Exhibition Halls
- Golf Course - Regulation
- Monument Sales
- Nursing or Convalescence Home, Long Term Care Facilities
- Palm Readers, Phrenologists, Fortune Tellers and Astrologers
- Pawn Shops
- Plasma Center, Tattoo and Body Piercing Studios
- Public School or Charter Schools
- Resorts
- Recycling Collection Points
- Retail Decorative Rock Sales
- Sales and Storage of Grain, Feed, Seed, Fertilizer, Farm and Garden Supplies
- School Bus Parking and Maintenance
- Wedding and Reception Center

## **Design Guidelines**

Development within the PAD shall comply with the City of Peoria Design Review Manual for the appropriate Non-Residential uses in terms of Architectural Design, Site Design, Landscape Design, and Quantitative Guidelines.

## **Grading and Drainage**

The PAD site slopes from northeast to southwest. On-site retention basins approved in Site Plan Review shall accommodate all storm water drainage required by the City. Drainage will be designed to accommodate 100-year, 2-hour storm events.

## **Public Utilities and Services**

There is an existing 30-inch water line available to the site in Lake Pleasant Road. There are no other existing utilities immediately adjacent to the site. There are two paved travel lanes along Lake Pleasant Parkway. The Happy Valley Road connector to Loop 303 is scheduled for completion in March 2004. The developer will provide street and utility services so the site when the site is developed as required by the City.

|                          |                        |
|--------------------------|------------------------|
| Sewer .....              | City of Peoria         |
| Water .....              | City of Peoria         |
| Electricity .....        | Arizona Public Service |
| Telephone .....          | Qwest Communications   |
| Cable TV .....           | Cox Communications     |
| Gas .....                | Southwest Gas Company  |
| Refuse.....              | City of Peoria         |
| Fire and Emergency ..... | City of Peoria         |
| Police.....              | City of Peoria         |

## Phasing

The PAD will be developed as determined by market demand. The necessary onsite and offsite improvements will be determined during Site Plan Review in accordance with City of Peoria Ordinances, Guidelines or stipulations.

## Stipulations Approved by City Council

On December 16, 2003 the Peoria City Council approved Case Z 03-04, Northwest Corner of Lake Pleasant Parkway and Happy Valley Road, Ordinance 03-183, subject to the following conditions:

- a. The development shall conform to the approved Lake Pleasant Towne Center Standards and Guidelines Report stamp dated August 14, 2003.
- b. All Engineering Improvement plans shall comply with the City of Peoria requirements. Refer to the Infrastructure Guide.
- c. The Developer shall be required to construct the half-street on Yearling with intersection improvements as approved in a Traffic Impact Analysis (TIA), which will be submitted by the applicant. Additional right-of-way (ROW) dedication may be required near the intersection of Yearling and Lake Pleasant Parkway to provide for proper intersection geometrics as approved by the TIA.
- d. The Developer shall dedicate 75-foot half-street ROW on Lake Pleasant Parkway and an additional 40-foot temporary construction easement may be required to accommodate the slopes of Lake Pleasant Parkway. The temporary construction

easement shall remain in place until the site's development improvements adjacent to the temporary easement are constructed and thereby eliminate the continued need for the temporary construction easement. The Developer may be required to dedicate additional ROW per the approved TIA to allow for deceleration or right turn lanes at driveways or street intersections with Lake Pleasant Parkway. The additional ROW shall not exceed 12-feet in width. The additional 12-foot ROW may be provided as a roadway/Peoria utility easement.

- e. This development shall be responsible for a pro-rated contribution for the signal at Yearling and Lake Pleasant Parkway based on the approved TIA.
- f. There shall be a full median break on Lake Pleasant Parkway at the Yearling alignment. One additional full median break will also be allowed on Lake Pleasant Parkway between Yearling and Happy Valley Road. A signal may be permitted at this additional median break if necessary as determined by a future traffic study by the developer and as approved by the City Engineer.
- g. There is currently a NVAE along Happy Valley Road. Until such time as this NVAE is abandoned, there shall be no access on to Happy Valley Road.
- h. A TIA for the site shall be submitted with the site plan and or Preliminary Plat. The TIA shall determine the driveway locations on the Yearling Alignment (Northern Boundary) and on Lake Pleasant Parkway.
- i. The developer shall dedicate easements and construct trails as shown on the Trails Master Plan.
- j. A Preliminary Drainage Report must be submitted with the site plan and or Preliminary Plat. This report must provide calculations and exhibits showing the 100-year, 2-hour storm water storage facilities, the 404 jurisdictional limits of the washes, and the 100-year high water elevation for the washes.
- k. A Preliminary Drainage Report must be submitted with a site plan and/or Preliminary Plat. The residential portion of the project will provide 100-year, 2-hour storm water retention. The commercial portion will be required to detain flows such that the post-development peak hour flows do not exceed the pre-development peak hour flows based on a 100-year, 2-hour storm event. In addition, the report shall show that downstream drainage structures from the site to the Agua Fria River are not negatively impacted by the post-development, 100-year, 6-hour storm event.
- l. The Developer shall construct a 16-inch waterline along Lake Pleasant Parkway, parallel to the existing 30-inch waterline, from the existing stub at Happy Valley Road to the existing stub at Jomax. The applicant is eligible for repayment per the repayment agreement identified by City Ordinance.
- m. The PAD shall be revised to reflect the approved stipulations and any amendments to the legal description.
- n. At the time of the Site Plan and Design Review Approval – the development shall exceed the City of Peoria requirements for the buildings.

**EXHIBIT F**  
**Comprehensive Sign Plan**  
**Lake Pleasant Towne Center**

1. **Freestanding Monument Signs.** Signs identified as 'Multi-Tenant Landmark', 'Multi-Tenant' and 'Gas Price' monument signs are included in this category. Center Identification Entry Feature Wall as identified herein are addressed separately and do not count toward the allowance for freestanding signs. Refer to the following attachments for additional information: Material Palette, Freestanding Sign Matrix, Site Plan (SP 1), Freestanding Sign Elevations (ST 1, ST 2, ST 4, ST 5, and TEMP 1), Typical Building Elevations, and Blade Sign BS-1.

a. **Number of Signs permitted.** A total of ten (10) freestanding monument signs are permitted as illustrated on attachment drawing SPL.

**Permitted Freestanding Monument Signs**

|                              | <u>Happy Valley Rd.</u> | <u>Yearling Rd.</u> | <u>Lake Pleasant Pkwy</u> |
|------------------------------|-------------------------|---------------------|---------------------------|
| <u>Landmark (ST 1)</u>       | <u>Three (3)</u>        | <u>-0-</u>          | <u>One (1)</u>            |
| <u>Multi-Tenant (ST 2)</u>   | <u>One (1)</u>          | <u>Two (2)</u>      | <u>Two (2)</u>            |
| <u>Gas Price Sign (ST 4)</u> | <u>-0-</u>              | <u>-0-</u>          | <u>One (1)</u>            |

b. **Development Standards**

|  | <u>Landmark (ST 1)</u> | <u>Multi-Tenant (ST 2)</u> | <u>Gas Price Sign (ST 4)</u> |
|--|------------------------|----------------------------|------------------------------|
| <u>Maximum Area (SF) Sign Panels</u>     | <u>80 SF</u>           | <u>48 SF</u>               | <u>32 SF</u>                 |
| <u>Maximum Height (Feet)</u>             | <u>14'</u>             | <u>8'</u>                  | <u>6'-6"</u>                 |
| <u>Setback from Property Line (Feet)</u> | <u>1'</u>              | <u>1'</u>                  | <u>1'</u>                    |

c. **All such signs shall have monument-type bases utilizing masonry and/or stone from the approved material palette for the project. A comparable alternate basic material may be used upon approval by the City of Peoria.**

d. **All such signs shall be integrated within a landscaped area.**

e. **Such signs shall identify Multi-Tenant Identification, Gas Price / Brand, and/or Center Identification. Such signs shall not include generic advertising copy unless part of the recognized business trade name.**

f. **Such signs shall be located a minimum of sixty (60) linear feet from any other freestanding monument sign.**

- g. A separate sign permit shall be obtained for each sign.
2. **Center Identification Entry Feature Wall (ST 3).** A sign consisting of individual letters on a wall which is detached from, but architecturally integrated with the site.
- a. One (1), center identification entry feature wall (ST 3) may be permitted in the general location near the Happy Valley Road and Lake Pleasant Parkway intersection as illustrated on attachment Site Plan (SP 1).
  - b. Such signs shall not exceed 6.25 feet in height.
  - c. Sign copy area shall not exceed eighty (80 SF) square feet and shall not cover more than fifty (50%) percent of the background wall surface.
  - d. Such sign feature shall be located a minimum of five (5') feet from any property line.
  - e. Such signs shall consist of only the name of the development.
  - f. Sign feature shall be integrated within a landscaped area.
  - g. A sign permit shall be obtained for the sign copy. Feature wall shall be permitted separately by a general building permit.
  - h. Sign feature may be ground illuminated utilizing approved fixtures.
3. **Building-Mounted Wall Sign.** A permanent sign attached to, painted on, or erected against the wall or fascia of a building with the exposed face of the sign in a plane parallel to the face of the wall or fascia.
- a. The maximum aggregate sign area per suite or establishment shall be calculated by multiplying 1.5 times the length of the tenant's business front footage without limitation as to maximum sign area and/or number of sign elements. Tenants occupying suites that afford sign placements on elevations other than the tenant's business front shall be permitted to calculate maximum aggregate sign area by multiplying 3.0 times the length of the tenant's business front footage. In no instance shall sign area placed on any single elevation exceed an aggregate sign area calculated by multiplying 1.5 times the length of the elevation upon which the sign(s) is/are installed. As a minimum allowance, tenants with less than 33 feet of business front footage shall be permitted a minimum of fifty (50) square feet of sign area. The allowable sign area may be placed onto any elevation affording sign placement.
  - b. For users occupying less than ten thousand (10,000) square feet of floor area, the overall spread of letters shall not exceed 80% of the business front footage. The maximum total letter height shall be no greater than thirty-six inches (36") exclusive of logos. Exception: The maximum total letter height for shop tenants shall be no greater than twenty-four inches (24") exclusive of logos.
  - e. For users occupying more than ten thousand (10,000) square feet of floor area and less than thirty thousand (**30,000**) square feet of floor area, the overall spread of letters shall not exceed 80% of the business front footage. The maximum total letter height shall be no greater than sixty inches (60") exclusive of logos.

- d. For users occupying more than thirty thousand (30,000) square feet of floor area the overall spread of letters shall not exceed 80% of the business front footage. The maximum total letter height shall be no greater than seventy-two inches (72") exclusive of logos.
- e. Such signs shall not project more than fourteen (14) inches from a wall or fascia.
- f. Such signs may be illuminated only by internal or externally indirect lighting; no illuminated signage shall be placed on elevations directly facing abutting a residential district.
- g. Sign permit required.

**4. Under Canopy Projected Signs.**

- a. Such signs shall not exceed eight (8) square feet in area and shall maintain a minimum of eight feet six-inches (8'-6") clearance from the sidewalk to the bottom of the sign. See attachment BS-1 for typical under canopy blade sign design.
- b. Such signs shall not include any advertising copy.
- c. No sign permit required.

**5. Pedestrian Directory Signs (ST 5).** A pedestrian oriented sign integrated throughout the development to assist users with tenant locations.

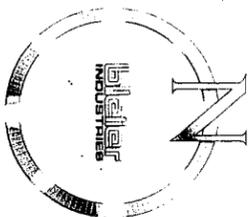
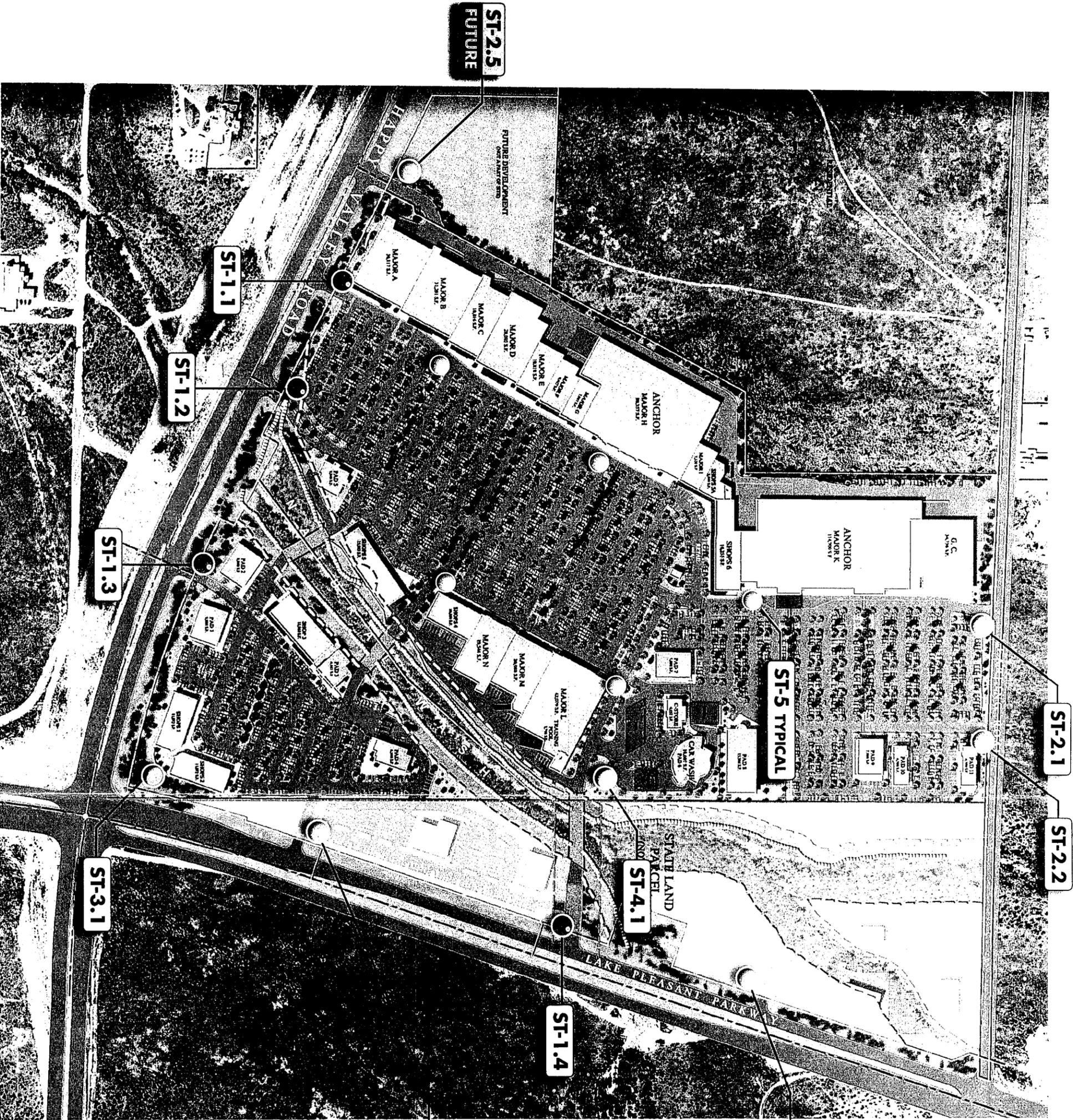
- a. Such signs shall not exceed nine (9) feet in height or twenty-two (22) square feet in area per side as illustrated on attachment ST 5.
- b. No sign permit required.

**6. Temporary Marketing Sign.** A temporary sign used to announce future tenants or a proposed development of property as illustrated on attachment TEMP-1.

- a. Such signs shall not exceed twelve (12) feet in height or ninety-six (96) square feet in area.
- b. Such signs shall be located in accordance with the sight distance requirements as prescribed in the City of Peoria Infrastructure Guidelines.
- c. Such signs shall be non-illuminated.
- d. Only one such sign shall be displayed per frontage (perimeter), with a maximum of two such signs for the development. No such sign may be permitted along the Yearling Road frontage.
- e. Such signs may be maintained for a period of three (3) years or until all of the pads and sites have been developed, whichever comes first.
- f. Sign permit required.

7. Prohibited Signs. Signs that are not specifically authorized are expressly prohibited. Prohibited signs include, but are not limited to the following:

- a. Cloth signs or streamers hanging in front of the business.
- b. All roof-mounted signs.
- c. Iridescent painted signs, animated or moving components, intermittent or flashing signs.
- d. All other prohibited signs pursuant to Section 14-34-8.B of the Peoria Zoning Ordinance.



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**ST-2.3**  
 FUTURE

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SALES@BLEIERINDUSTRIES.COM

PROJECT:

Lake Pleasant Towne Center  
 NWC Happy Valley Rd &  
 Lake Pleasant Pkwy  
 Peoria, Az

TITLE:

Site Plan

DESIGNER:

Dan Horton

DATE:

11/01/05

DESIGN NO.:

2005-A-005

SCALE:

NTS

SHEET NO.:

SP 1

**ST-2.4**  
 FUTURE

APPROVED BY:  
  
 X

**ST-2.5**  
 FUTURE

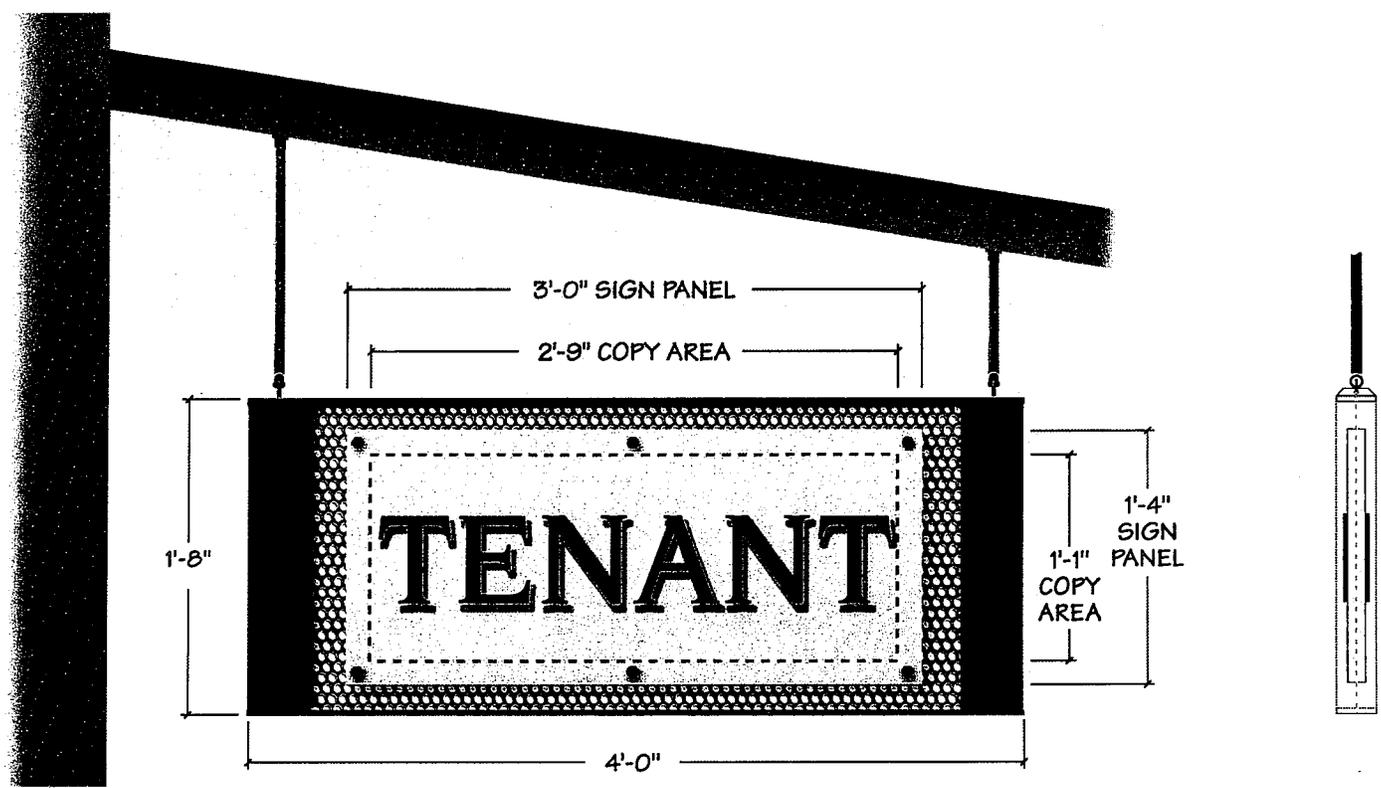
**ST-1** Multi-Tenant Landmark Monument Sign

**ST-2** Multi-Tenant Monument Sign

**ST-3** Center ID Sign / Entry Feature

**ST-4** Gas Price Monument Sign

**ST-5** Pedestrian Directory



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

END VIEW  
 SCALE: 1"=1'-0"

Tenant copy to be FCO 1/4" thick sintra™ or aluminum.  
 Tenant copy to be painted per tenant's corporate colors and flush mounted to background.  
 Developer approval required for all layouts.

Developer:



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 2425 East Camelback Road • Suite 750 • Phoenix, Arizona 85016  
 PHONE: 602-966-0800

Architect:



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 Architects & Planners  
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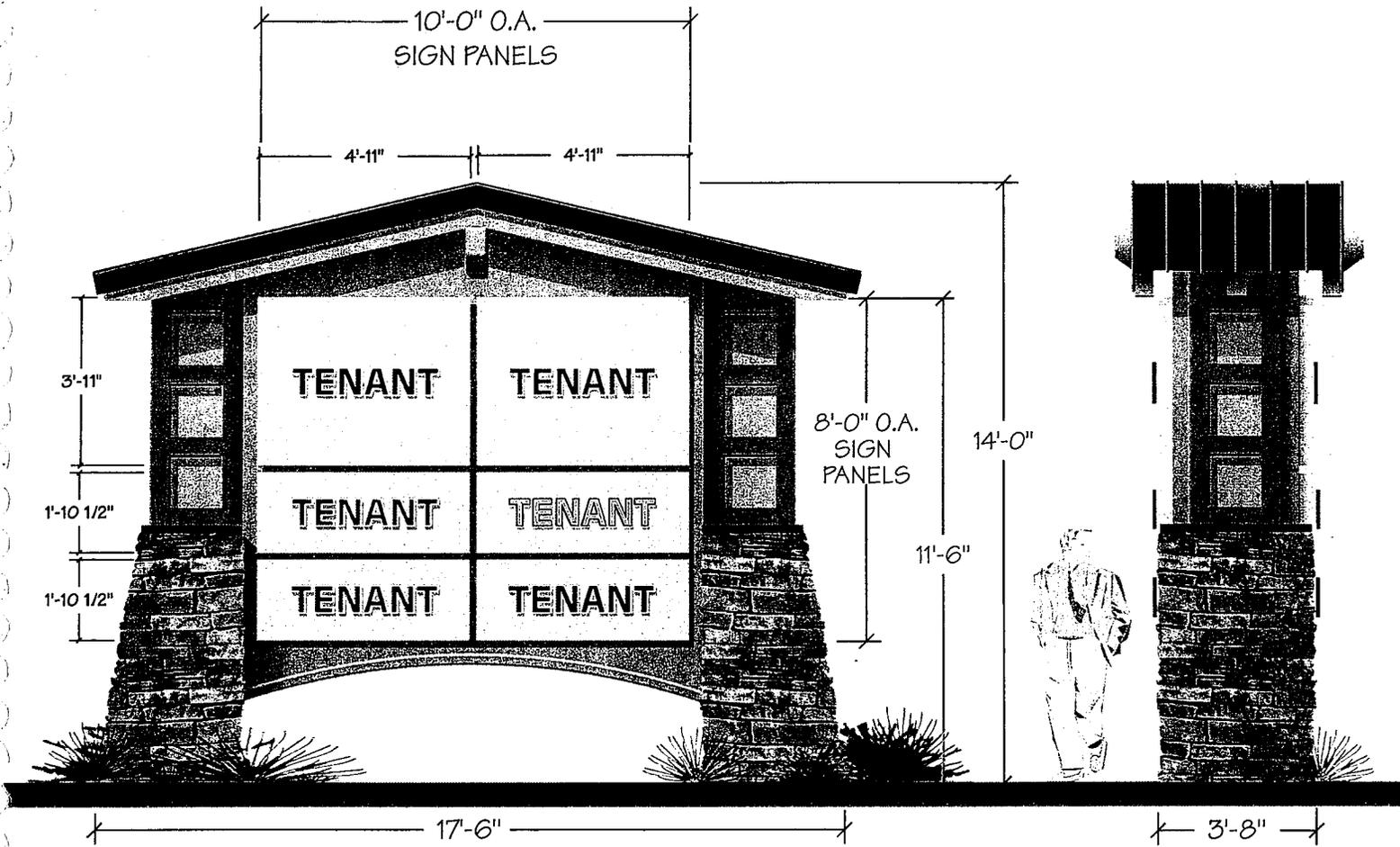
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|   |                       |
|---|-----------------------|
| PROJECT:<br>Lake Pleasant Towne Center<br>NWC Happy Valley Rd &<br>Lake Pleasant Pkwy<br>Peoria, Az |                       |
| TITLE:<br>TYPICAL BLADE SIGN  |                       |
| DESIGNER:<br>Dan Horton   | SALES:<br>Paul Bleier |

|                          |                   |
|--------------------------|-------------------|
| DESIGN NO:<br>2005-A-005 | DATE:<br>11/01/05 |
| SCALE:<br>AS NOTED       | REVISIONS:        |
| SHEET NO:<br>BS-1        |                   |

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### ST-1 Multi-Tenant Landmark Monument Sign

- Tenant Panels will be 2" Pan-formed aluminum textured and painted.
- Tenant copy will be routed with white acrylic back-up, 3/8" FCO clear push-thru with first surface applied colored vinyl per tenant's color requirements.
- Illumination will be internal 800ma flourescent.

Developer



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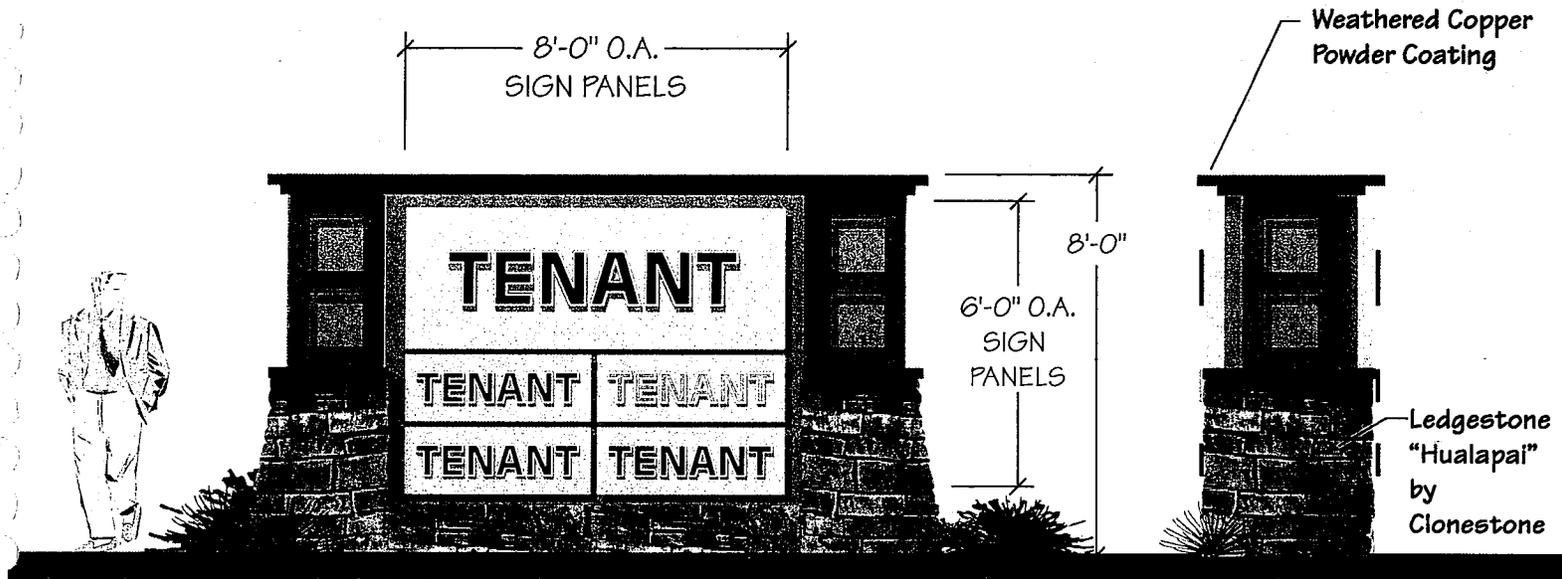
**bleier**  
INDUSTRIES

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

|              |            |
|--------------|------------|
| DESIGN NO:   | DATE:      |
| 2005-A-005   | 11/01/05   |
| SCALE:       | REVISIONS: |
| 1/4" = 1'-0" |            |
| SHEET NO:    |            |
| ST 1         |            |

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APPROVED BY:



**ST-2** Multi-Tenant Monument Sign

- Tenant Panels will be 2" Pan-formed aluminum textured and painted.
- Tenant copy will be routed with white acrylic back-up, 3/8" FCO clear push-thru with first surface applied colored vinyl per tenant's color requirements.
- Illumination will be internal 800ma fluorescent.

Developer:



**Vestar**  
 2425 East Camelback Road • Suite 750 • Phoenix, Arizona 85016  
 PHONE: 602-966-0900

Architect:



**Butler Design Group**  
 Architects & Planners  
 5555 E. Van Buren St.  
 Suite 215  
 Phoenix, Arizona 85008  
 phone 602-957-1800  
 fax 602-957-7722

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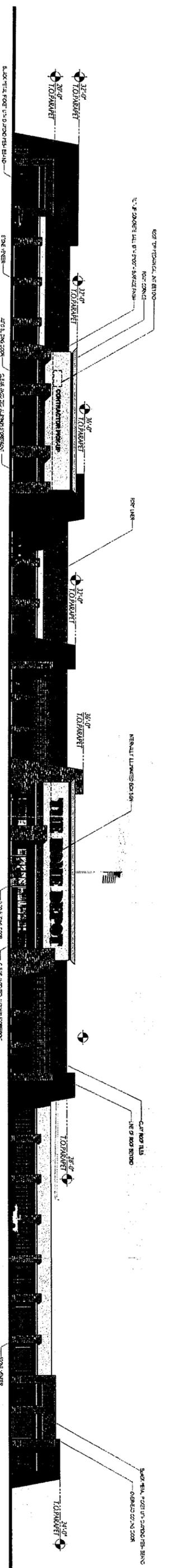
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|---|-----------------------|
| PROJECT:<br>Lake Pleasant Towne Center<br>NWC Happy Valley Rd &<br>Lake Pleasant Pkwy<br>Peoria, Az |                       |
| TITLE:<br>Monument Sign Elevation   |                       |
| DESIGNER:<br>Dan Horton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

|                          |                   |
|--------------------------|-------------------|
| DESIGN NO:<br>2005-A-005 | DATE:<br>11/01/05 |
| SCALE:<br>1/4" = 1'-0"   | REVISIONS:        |
| SHEET NO:<br>ST 2        |                   |

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APPROVED BY:





EAST ELEVATION

TYPICAL ANCHOR TENANT BUILDING SIGNAGE - THE HOME DEPOT

**Building-Mounted Wall Sign.** A permanent sign attached to, painted on, or erected against the wall or fascia of a building with the exposed face of the sign in a plane parallel to the face of the wall or fascia.

- a. The maximum aggregate sign area per suite or establishment shall be calculated by multiplying 1.5 times the length of the Anchor Tenant's business front footage without limitation as to maximum sign area and/or number of sign elements. Anchor Tenants occupying suites that afford sign placements on elevations other than the tenant's business front shall be permitted to calculate maximum aggregate sign area by multiplying 3.0 times the length of the tenant's business front footage. In no instance shall sign area placed on any single elevation exceed an aggregate sign area calculated by multiplying 1.5 times the length of the elevation upon which the sign(s) is/are installed. The allowable sign area may be placed onto any elevation affording sign placement.
- b. For Anchor Tenants occupying more than fifty thousand (50,000) square feet of floor area, the overall spread of letters shall not exceed 80% of the business front footage. The maximum total letter height shall be no greater than seventy-two inches (72") exclusive of logos.
- c. Such signs shall not project more than fourteen (14) inches from a wall or fascia.
- d. Such signs may be illuminated only by internal or externally indirect lighting; no illuminated signage shall be placed on elevations directly facing abutting a residential district.
- e. Sign permit required.

Developer:



2425 East Camelback Road • Suite 750 • Phoenix, Arizona 85016  
PHONE: 602-966-0900

Architect:



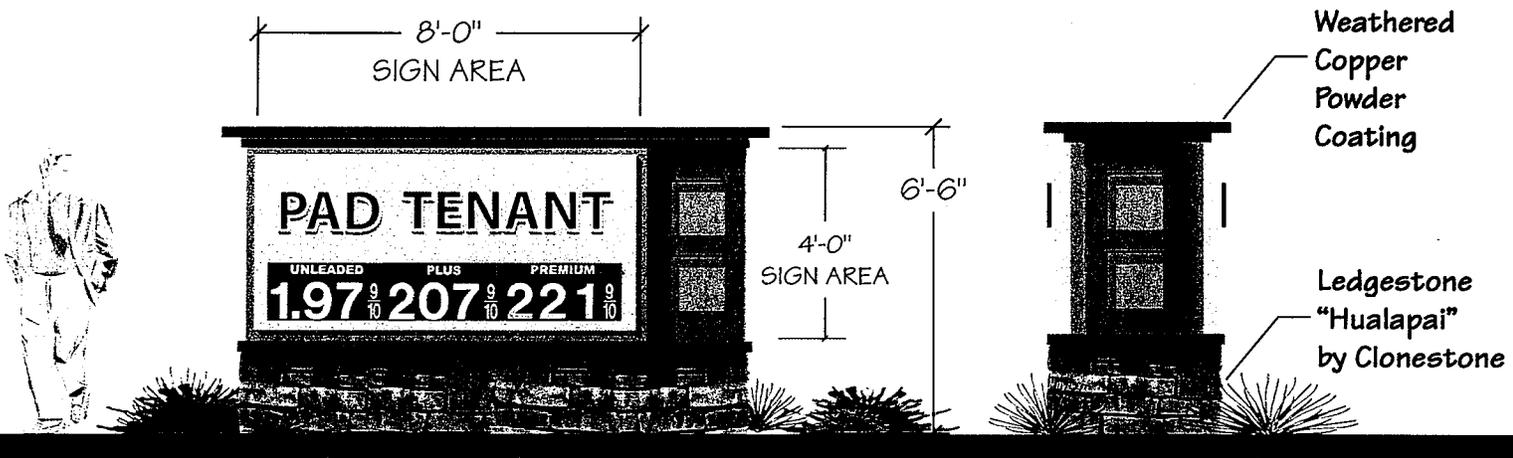
Butler Design Group  
Architects & Planners  
5555 E. Van Buren St.  
Suite 215  
Phoenix, Arizona 85008  
phone 602-957-1800  
fax 602-957-7722

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|            |  |
|------------|--|
| PROJECT    | Lake Pleasant Towne Center<br>NWC Happy Valley Rd &<br>Lake Pleasant Pkwy<br>Phoenix, AZ |
| TITLE      | Typical Building Elevations - THD  |
| DESIGNER   | Falli Blier  |
| DATE       | 11/01/05   |
| DESIGN NO. | 2005-A-005   |
| SCALE      | NTS  |
| SHEET NO.  | ELV-HD1  |

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APPROVED BY:



## ST-4 Gas Price Monument Sign

- Tenant Panels will be 2" Pan-formed aluminum textured and painted.
- Tenant copy will be routed with white acrylic back-up, 3/8" FCO clear push-thru with first surface applied colored vinyl per tenant's color requirements.
- Price change panels per tenant's requirements TBD.
- Illumination will be internal 800ma flourescent.



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INDUSTRIES

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

|                          |                   |
|--------------------------|-------------------|
| DESIGN NO:<br>2005-A-005 | DATE:<br>11/01/05 |
| SCALE:<br>1/4" = 1'-0"   | REVISIONS:        |
| SHEET NO:<br>ST 4        |                   |

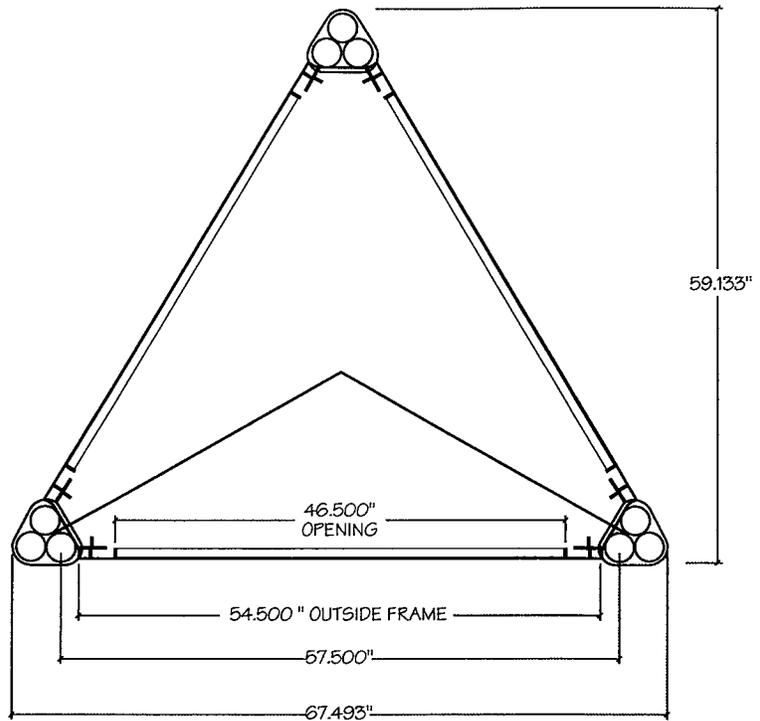
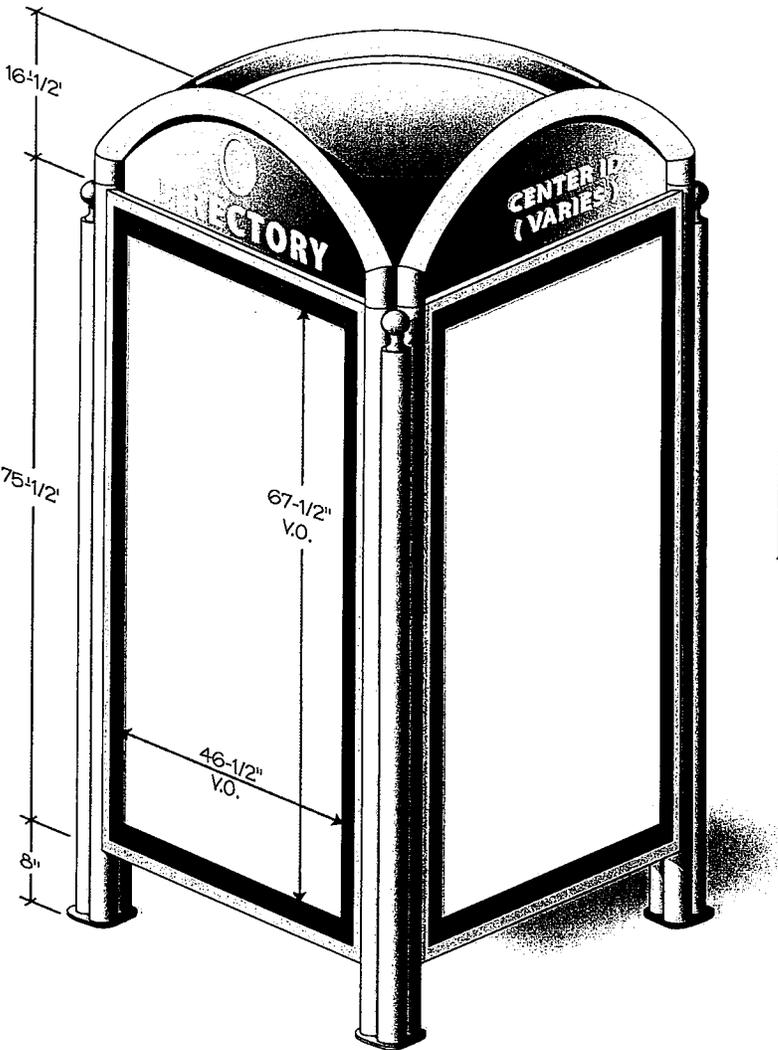
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APPROVED BY:



# 3 SIDED - 3 POST - PEDESTRIAN DIRECTORY

ISOMETRIC VIEW



## FOOT PRINT - 3 SIDED - 3 POST - DIRECTORY SIZE

SCALE: 3/8" = 1'-0"

## DIRECTORY UNIT FURNISHED BY VIACOM

### SPECIFICATIONS

#### ELECTRICAL

BALLAST - 1190-12R ( 250 watts ) OR 71A5793

LAMPS - (1) 250 watts INDOOR / OUTDOOR

VOLTS - 110-120

AMPS - NORMAL DRAW OF 2.3 AMPS

#### LIGHT BOX SECTION INCL. DOOR / FRAMES

DOOR/FRAMES - EXTRUDED ALUMINUM WELDED AND PAINTED

LIGHT BOX STRUCTURE FABRICATED STEEL (INDOOR),

STAINLESS STEEL (OUTDOOR) AND PAINTED.

#### UPRIGHT TUBING

3" OUTSIDE DIAMETER STEEL TUBING / INDOOR.

3" OUTSIDE DIAMETER STAINLESS TUBING / OUTDOOR.

#### ATTACHMENT OF TUBES TO LIGHT BOX

SCREW FROM INSIDE LIGHT BOX INTO STEEL TUBES.

(3) THREE SCREWS PER TUBE

#### ELECTRICAL FEED

FROM LOWER CORNER OF LIGHT BOX DOWN INSIDE

ONE TUBE THRU FLOOR PLATE AND CONNECTED

BY INSTALLERS TO FLOOR PLUG.

3 - PRONG PLUG SUPPLIED

WITH LINE CORD / INDOOR.

HARD WIRED / OUTDOOR.

GRAPHIC SIZE

48" X 70"

VISUAL OPENING

46.50 X 67.50

NOTICE:

COLORS TBD

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|   |                       |
|---|-----------------------|
| PROJECT:<br>Lake Pleasant Towne Center<br>NWC Happy Valley Rd &<br>Lake Pleasant Pkwy<br>Peoria, Az |                       |
| TITLE:<br>PEDESTRIAN DIRECTORY  |                       |
| DESIGNER:<br>R Contreras  | SALES:<br>Paul Bleier |

|                          |                   |
|--------------------------|-------------------|
| DESIGN NO:<br>2005-A-005 | DATE:<br>11/01/05 |
| SCALE:<br>AS NOTED       | REVISIONS:<br>△   |
| SHEET NO:<br>ST 5        |                   |

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APPROVED BY:  
X



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|   |                       |
|---|-----------------------|
| PROJECT:<br>Lake Pleasant Towne Center<br>NWC Happy Valley Rd &<br>Lake Pleasant Pkwy<br>Peoria, Az |                       |
| TITLE:<br>Marketing Sign  |                       |
| DESIGNER:<br>RC   | SALES:<br>Paul Bleier |

|                          |                   |
|--------------------------|-------------------|
| DESIGN NO:<br>2005-A-005 | DATE:<br>11/01/05 |
| SCALE:<br>3/8" = 1'-0"   | REVISIONS:        |
| SHEET NO:<br>TEMP-1      |                   |

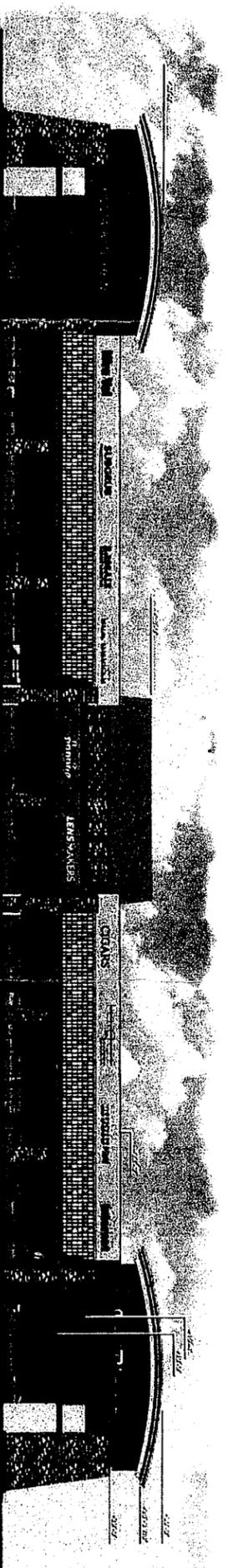
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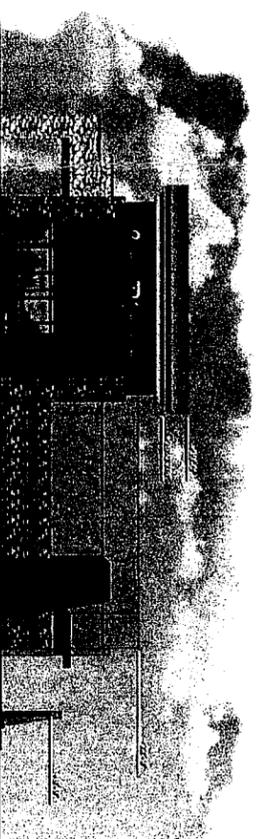


**Building-Mounted Wall Sign.** A permanent sign attached to, painted on, or erected against the wall or fascia of a building with the exposed face of the sign in a plane parallel to the face of the wall or fascia.

- a. The maximum aggregate sign area per suite or establishment shall be calculated by multiplying 1.5 times the length of the Pad and/or Shop Tenant's business front footage without limitation as to maximum sign area and/or number of sign elements. Pad and Shop Tenants occupying suites that afford sign placements on elevations other than the tenant's business front shall be permitted to calculate maximum aggregate sign area by multiplying 3.0 times the length of the tenant's business front footage. In no instance shall sign area placed on any single elevation exceed an aggregate sign area calculated by multiplying 1.5 times the length of the elevation upon which the sign(s) is/are installed. The allowable sign area may be placed onto any elevation affording sign placement. As a minimum allowance, tenants with less than 33 feet of business front footage shall be permitted a minimum of fifty (50) square feet of sign area.
- b. The overall spread of letters shall not exceed 80% of the business front footage. For Pad Tenants, the maximum total letter height shall be no greater than thirty-six (36") inches exclusive of logos. For Shop Tenants, the maximum total letter height shall be no greater than twenty-four (24") inches exclusive of logos.
- c. Such signs shall not project more than fourteen (14) inches from a wall or fascia.
- d. Such signs may be illuminated only by internal or externally indirect lighting; no illuminated signage shall be placed on elevations directly facing abutting a residential district.
- e. Sign permit required.



BUILDING ELEVATION CHARACTER



TYPICAL BUILDING SIGNAGE - SHOP TENANTS



BUILDING ELEVATION - SHOP TENANTS

Developer:



2425 East Camelback Road • Suite 750 • Phoenix, Arizona 85016  
PHONE: 602-966-0800

Architect:



Butler Design Group  
Architects & Planners  
5555 E. Van Buren St., Suite 215  
Phoenix, Arizona 85006  
Phone: 602-957-1800  
Fax: 602-957-7722

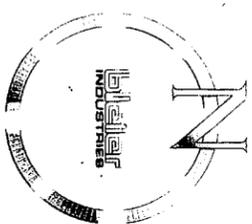
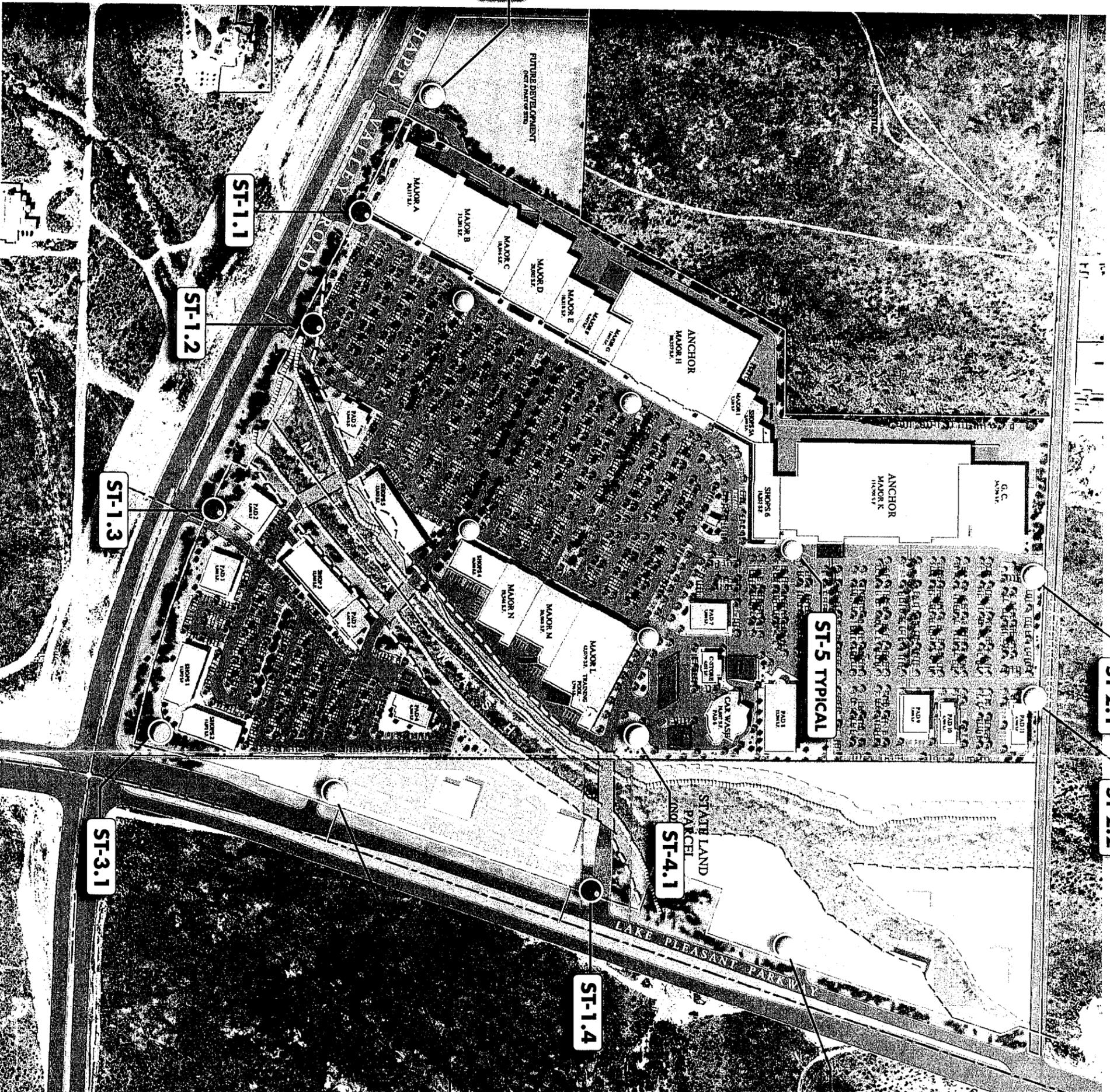
2030 WEST DESERT COVE AVE. • PHOENIX, ARIZONA 85028 • 602.944.3117 • FAX 602.395.0753 • SALES@BLERINDUSTRIES.COM



PROJECT: Large Pleasant Towne Center  
14145 N. 19th Ave., Suite 100 & 101  
Litchfield Park, AZ  
TITLE: Typical Building Elevations - Shops  
DESIGNER: Dan Horton  
SCALE: Paul Bleier

DESIGN NO: 2005-A-005  
SCALE: NTS  
SHEET NO: ELV-51  
DATE: 08/02/05  
REVISIONS:

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Developer:  
**Vestor**  
 2425 East Camelback Road • Suite 750 • Phoenix, Arizona 85016  
 PHONE: 602-966-0900

Architect:  
**Bulter Design Group Inc.**  
 Architects & Planners  
 5555 E. Van Buren St.  
 Phoenix, Arizona 85008  
 Phone 602-957-1900  
 Fax 602-957-7722

**blutler INDUSTRIES**

2030 WEST DESERT COVE AVE.  
 PHOENIX, ARIZONA 85029  
 602.944.3117  
 FAX 802.395.0753  
 SALES@BLEIERINDUSTRIES.COM

PROJECT:  
 Lake Pleasant Towne Center  
 NWC Happy Valley Rd &  
 Lake Pleasant Pkwy  
 Peoria, Az

TITLE:  
 Site Plan  
 DESIGNER:  
 Dan Horton  
 SALES:  
 Paul Bleier

DATE:  
 2005-A-005  
 SCALE:  
 NTS  
 SHEET NO:  
 SP 1

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**ST-2.4**  
 FUTURE

**ST-2.3**  
 FUTURE

**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

**ST-2.5**  
 FUTURE

**ST-1.1**

**ST-1.2**

**ST-1.3**

**ST-3.1**

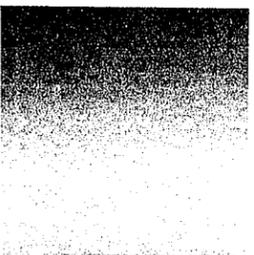
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**ST-4.1**

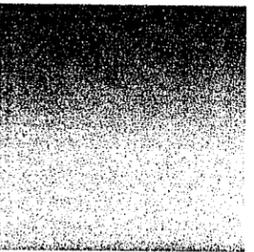
**ST-2.1**

**ST-2.2**

**ST-5 TYPICAL**



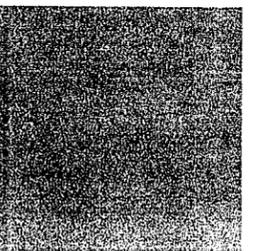
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RATTAN BASKET  
LRV 27



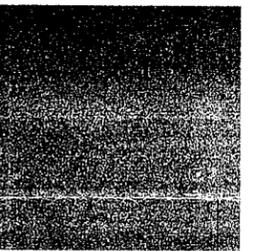
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COURTYARD GREEN  
LRV 25



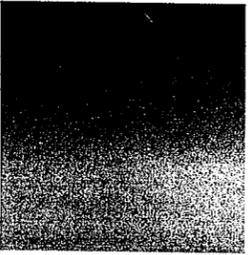
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RUSTIC TAUPE  
LRV 47



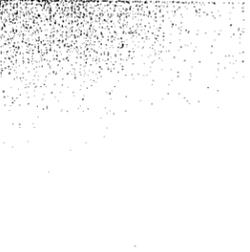
DE6137  
TAN PLAN  
LRV 35



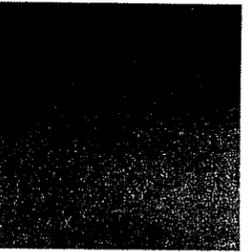
DE6111  
SIMORES  
LRV 23



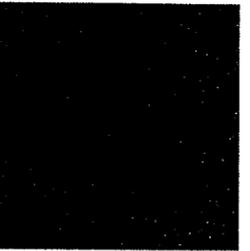
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BADLANDS SUNSET  
LRV 16



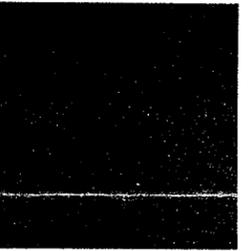
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LRV 55



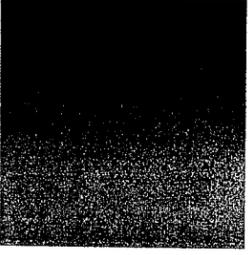
DE6132  
BIG STONE BEACH  
LRV 16



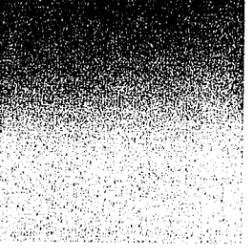
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DARK SEPIA  
LRV 26



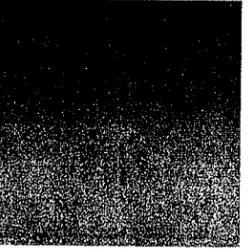
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COCONUT SHELL  
LRV 20



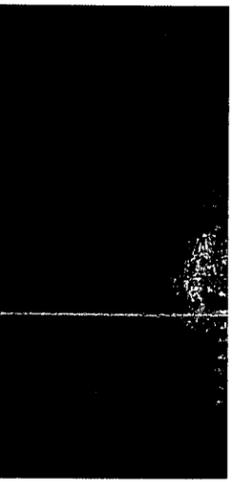
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WANDERING ROAD  
LRV 16



DE6074  
FRONTIER LAND  
LRV 37

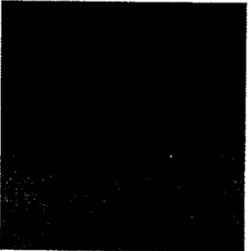


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LRV 24

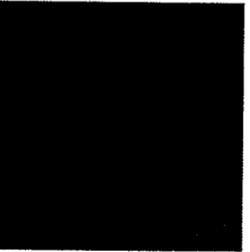


**NATURALLY WEATHERED COPPER**

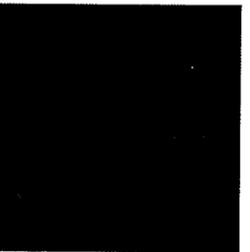
**PRIMARY E.I.F.S. COLORS**



DEA188  
BLACK BAY  
LRV 7



DEA176  
IRON RIVER  
LRV 8



DE6014  
DARK CHOCOLATE  
LRV 7

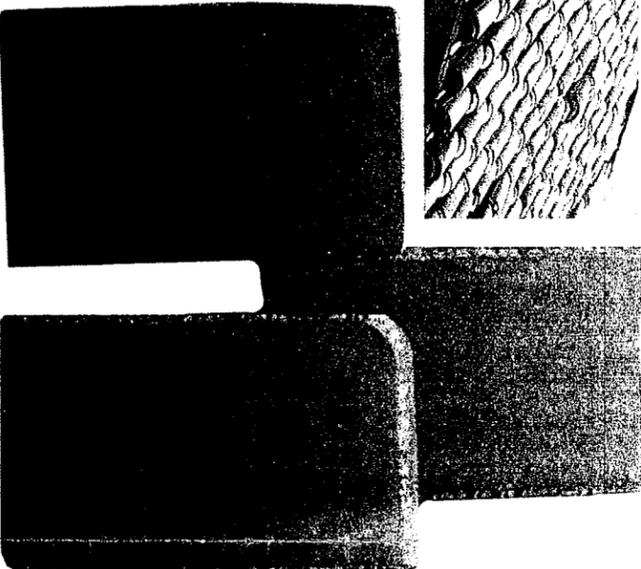


DEC756  
WEATHERED BROWN  
LRV 8

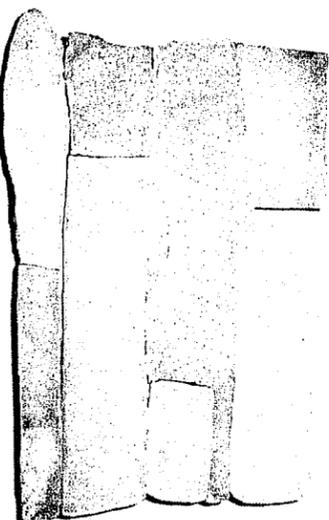


DE6399  
MOLASSES  
LRV 7

**ACCENT COLORS**



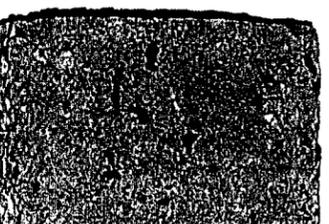
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OLD SAHUARO BLEND  
by M.C.A.



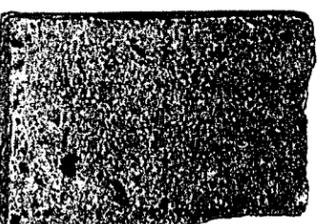
**LEDGESTONE - "HUALAPAI"**  
STONE by CLONESTONE



**AUTUMN**  
by SUPERLITE



**COCOA BROWN**  
by SUPERLITE



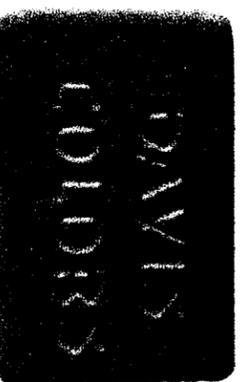
**HARVEST BROWN**  
by SUPERLITE



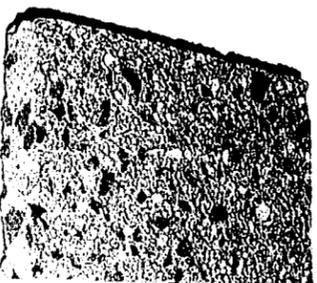
**PLUM**  
by SUPERLITE



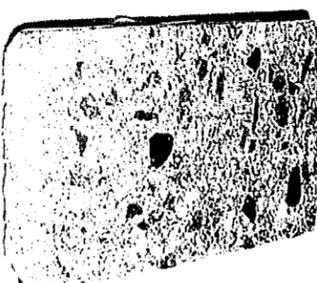
**CLIFFSIDE BROWN**



**KAHLUA**  
**COLORED CONCRETE**



**PLUM**  
by TRENDSTONE



**PEBBLE BEACH**  
by TRENDSTONE