BUTTERMILK TOWNE CENTER
CRESCE NT SPRINGS, KENTUCKY

DESIGN GUIDELINES

I. PURPOSE

The purpose of these "Design Guidelines" is to establish the criteria by which the Buttermilk Towne Center is to be evaluated by the City of Crescent Springs, Kentucky, (the "City").

It is the intent that the design of the buildings follow the guidelines set forth below as well as the applicable Building and Zoning Ordinances of the City of Crescent Springs. The developer referenced here is Bear Creek Capital, LLC, or its assigns.

Designs are encouraged that create an attractive image for each business while respecting the design parameters of its neighbors' façade. Facades should relate to their surroundings and provide a sense of cohesiveness in the district without strict uniformity. Facades should present a visually balanced composition. High design standards and creativity are encouraged; however, solutions that achieve the goals of the guidelines are also encouraged, so that business and property owners are benefited rather than burdened by conforming to the Guidelines. The Developer reserves the right to approve Tenant's Prototype, Signage, Elevations and Colors. With respect to Signage, it is subject to final approval by the City.

It is not the intent of these regulations to prohibit national building identity or trademarked signage or colors established by the Tenant. To this end the following requirements for the development on these sites are as follows:

II. SUBMISSION REQUIREMENTS

Each applicant shall submit three (3) full size plans drawn to scale. These drawings must show:

1. A Site Plan showing site and buildings, landscaping, parking, and lighting.
2. Full specifications and a palette of all materials and colors.
3. Signage intended to be used including elevations and full specifications of materials and colors and construction.
4. Architectural elevations for all sides of the proposed buildings including any accessory structures.
5. Details and design of any proposed ornamental fencing.
III. BUILDING ARCHITECTURE, MATERIALS, AND COLOR

The proposed Buttermilk Towne Center has been master planned to create a retail and commercial center. To create a unified feeling to the center, the plan calls for elements of compatible colors, shapes and materials to provide a high degree of visual harmony throughout the buildings and site elements. Different size and scale of tenants are brought together by incorporating common theme elements in a different manner.

The design of each building on the outlots in the development shall utilize a small percentage of similar materials as incorporated in the Buttermilk Towne Center. These materials should include a mix of the materials found on the Buttermilk Towne Center material specifications on file at the City of Crescent Springs and as referenced in the colors and materials palette attached as Exhibit A. Products by several manufacturers were employed in the Towne Center design and the colors in the palette reflect those selections and are intended to illustrate the design options available.

NOTE: The listing of brand names is for illustrative purposes only. This listing is not intended, nor should it be construed, as an endorsement of the manufacturer's or their product lines. The determination of the acceptability of the substitutions from other manufacturers shall be at the discretion of the Developer.

The Town Center Building is considered to be four-sided and the rear elevation shall be consistent with and in substantially conformity as shown on the elevation drawings in attached Exhibit “B”. All buildings on the outlots are considered to be four-sided and consistent materials on all four sides should be utilized. Outlot buildings and exterior walls of outlot buildings shall be allowed, which, will incorporate regionally and nationally recognized architecture.

Towers, both incorporating a peaked or a flat-faced elevation are featured architectural elements and shall be incorporated into the building design in the development unless national prototypical design is required. All exposed roofing above the towers shall be specified as standing seam metal roof as shown on the Buttermilk Towne Center material specification board on file with the city of Crescent Springs, or other materials and colors as approved by the City. Roofs of building structures on the front elevations are generally flat, concealed by parapet walls sufficiently high enough to screen rooftop mechanical equipment from viewing from the ground. Sloped roofs of a residential scale between 3:12 and 6:12 pitch are also acceptable provided that they screen rooftop mechanical equipment from viewing from the ground from all viewing points around the building and from the building's parking lot.

Colors of the outlot buildings are to be selected from the same family of bright pastel colors, and colors that are complementary to the Buttermilk Towne Center palette. Bright colors are allowed to be used in signage on the building as accent elements, when those colors are an integral part of a nationally recognized corporate logo or image. Building Elevations are attached as Exhibit "B."
IV. WASTE RECEPTACLE SCREENING

Waste receptacles shall be screened by walls on three (3) sides. The masonry walls shall utilize colors to match that of the building. The gate (or gates) shall be constructed with quality materials consisting of wood slats or vinyl coated chain link with full vinyl inserts to provide screening of the opening.

V. EXTERIOR LIGHTING DESIGN STANDARDS

In order to integrate the outlot building designs into the general theme of the development, outlot owners are responsible for providing a design that integrates the following exterior lighting design standards into the proposed designs:

1. Lighting Standards – Light poles and fixtures shall match or exceed the exterior lighting design standards in the Buttermilk Towne Center.

VI. SIGNAGE

The submitted sign drawings shall ensure that all signs in the development are tasteful, constructed of quality materials and conform to the basic standards of the development.

Signage on all outlots and multi-tenant buildings (and the Buttermilk Towne Center) shall follow the following signage criteria requirements as outlined in Section A, “Signage Criteria”.

A. SIGNAGE CRITERIA

1. GENERAL

The signage criteria as set forth herein, together with the provisions of the City of Crescent Springs Zoning Code shall govern all signage to be used or displayed. This will ensure quality signage throughout, while maintaining pleasing architectural standards and fairness to all. Consideration will be given to allowing maximum flexibility of sign design, individuality and creativity within the limits described below. The terminology of “signage” and “lettering” used in this text are to be construed as one in the same. Freestanding Signage for the Buttermilk Towne Center is attached as Exhibit “C.”

2. APPROVAL

Applicants for the Outlot Parcels shall submit to both the Developer and the City of Crescent Springs for Stage II approval, three (3) drawings indicating storefront elevation, location of signage, graphics, colors, construction and attachment details for written approval prior to the fabrication of any sign.
3. OUTPARCEL IDENTIFICATION SIGNAGE

Outlot parcels shall use the ground-mounted sign submitted to the City of Crescent Springs and as approved for the Stage II – Buttermilk Towne Center Plan. Ground mounted signage is to be constructed on a masonry base to match materials used in the Buttermilk Towne Center.

4. MULTI-TENANT AND BUTTERMILK TOWNE CENTER EXTERIOR BUILDING SIGNAGE

Except as noted herein, or approved by the City, all signs must be designed, fabricated and installed to comply with the following criteria and specifications:

1. No Occupant identification sign attached to the exterior of a building shall be:

   a. placed on canopy roofs extending above the Building roof, placed on penthouse walls, or placed so as to project above the parapet, canopy, or top of the wall upon which it is mounted;

   b. placed at any angle to the building;

   c. painted on the surface of any building;

   d. flashing, moving or audible signs;

   e. signs employing exposed neon tubes, exposed ballast boxes, or exposed transformers; or

   f. paper or cardboard signs, temporary signs (exclusive of contractor signs), stickers or decals; provided, however, the foregoing shall not prohibit the placement at the entrance of each Occupant’s space a small sticker or decal, indicating hours of business, emergency telephone numbers, acceptance of credit cards, and other similar pieces of information. For purposes of store identification, tenant will be permitted to place upon each entrance to its demised premises not more than 144 sq. in. of decal application lettering not to exceed 2” in height, indicating hours of business, emergency telephone, etc.

Address numbers shall be applied to the top of the glass door or door transom by the tenant during regular course of construction.

2. All building mounted façade signs are restricted in total square footage to no more than 2 square feet for each 1 lineal foot of building frontage along a public street, loop road or access drive must be individually illuminated neon channel letters with plastic translucent faces. Notwithstanding the criteria set
forth in the preceding sentence, the number of building mounted façade signs that a tenant in the main shopping center shall be permitted to use depends upon the location of that tenant within the building and the number of tenants within the specific building space. The end tenants in the main shopping center building shall be permitted to place a maximum of signs on two (2) separate walls of the building, one being the front and the second being on the wall of the building facing one of the roadways specified above. The interior tenants of the main shopping center building shall be limited to signage facing the roadway in front of that tenant’s space. On the multi tenant building that is part of the main shopping center building complex and which is located immediately next to the main shopping center building and adjacent to Anderson Road shall be allowed the following number of building mounted façade signs: The interior tenant or tenants of this building shall be allowed signage facing the roadway in front of that tenant’s space. Tenants located on the end of this building shall be permitted to have signs on two sides of the building. No “cabinet” style façade sign is permitted unless specifically approved initially by the Developer and subject to the final approval of the City. Painted faces are not acceptable.

3. Signs shall be limited to the wording necessary to describe the business trade name and/or logo, or logo-type. Logos will be considered on a case-by-case basis. Type styles will not be unreasonably restricted, providing that they are legible, or within the size limitations described below, unless approved by the Developer and approved by the City consistent with the City Zoning Code.

4. Maximum height of sign letters for the outlot buildings shall be thirty six inches (36") high, upper or lower case letters, and not to exceed sixty percent (60%) of the store front length. The sign shall be centered on the marquee band facing the street, loop road or access drive.

5. SINGLE TENANT EXTERIOR BUILDING SIGNAGE

Except as noted herein, or approved by the City, all signs must be designed, fabricated and installed to comply with the following criteria and specifications.

1. No Occupant identification sign attached to the exterior of a building shall be:

a. placed on canopy roofs extending above the Building roof, placed on penthouse walls, or placed so as to project above the parapet, canopy, or top of the wall upon which it is mounted;

b. painted on the surface of any Building;

c. flashing, moving or audible signs;

d. signs employing, exposed ballast boxes, exposed neon tubes, or exposed transformers; or
e. paper or cardboard signs, temporary signs (exclusive of contractor signs),
stickers or decals; provided, however, the foregoing shall not prohibit the
placement at the entrance of each Occupant's space a small sticker or decal,
indicating hours of business, emergency telephone numbers, acceptance of
credit cards, and other similar pieces of information. For purposes of store
identification, tenant will be permitted to place upon each entrance to it's
demised premises not more than 144 sq. in. of decal application lettering not
to exceed 2' in height, indicating hours of business, emergency telephone,
etc.

Address numbers shall be applied to the top of the glass door or door transom by
the tenant during regular course of construction.

2. On the outlot parcels all building mounted façade signs are restricted in total
square footage to no more than 2 square feet of sign for each 1 lineal foot of
building frontage along a public street, loop road or access drive and must be
individually illuminated neon channel letters with plastic translucent faces.
The buildings on these outlot parcels which have a single tenant shall be
limited to building mounted façade signs on two sides of the building. On a
multi-tenant building located on an outlot parcel shall be allowed the following
number of building mounted façade signs: The interior tenant or tenants of
this building shall be allowed signage facing the roadway in front of that
tenant's space. Tenants located on the end of this building shall be permitted
to have signs on two sides of the building. No "cabinet" style façade sign is
permitted unless specifically approved initially by the Developer and subject to
the final approval of the City. Painted faces are not acceptable.

3. Signs shall be limited to the wording necessary to describe the business trade
name and/or logo-type. Logos will be considered on a case-by-case basis.
Type styles will not be unreasonably restricted, providing that they are legible,
or within the size limitations described below. Signage background heights
are to be approved on a case-by-case basis subject to approval of the City of
Crescent Springs.

4. Overall length of signs shall be based on frontage measurement as follows
(15' – 25' maximum of 75%; 25' - 50', maximum of 65% over 50 ft., maximum
of 50%).

VI. SPECIFICATIONS FOR EXTERIOR BUILDING SIGNAGE

1. The physical construction of all building mounted façade signs shall
adhere to the standard sign industry construction practices as follows.

a. Letter Channels (Returns): All letter returns shall be formed from a
galvanized sheet metal steel, 22-guage minimum, or aluminum in
minimum thickness of .040. Depth of channels shall be a minimum
of 4 inches, maximum of 8 inches. All interior surfaces must have a
splash coat of white for reflective purposes.
b. **Letter Backs:** Letter backs are to be made of galvanized sheet metal steel or aluminum of the same or greater thickness as that of the letter channels. Armoply, plymetal, foam, styrene, or any other inflammable material shall not be used under any circumstances.

c. **Letter Faces:** All letter faces are to be pigmented plexiglass, or equal acrylic sheets with a minimum thickness of .125 inches. Colors are not specifically restricted herein; however, the City of Crescent Springs reserves the right to reject colors that are objectionable and not consistent with the design concept of the center in their judgment or as an addendum to this document may establish specific colors allowed.

d. **Face Retainers:** All letter faces must be attached to the letter channels using trim cap material commonly known as Jewellite (1 inch minimum, 2 inch maximum), gold color preferred where appropriate with face color.

**VII. DIRECTIONAL SIGNAGE**

There shall be no directional signage permitted on any parcels except as approved by the City.
Exhibit A

Buttermilk Towne Center Colors and Materials Palette Basis of Design

1. Brick (in proportionate mixture): “Roanoke Utility #165” as manufactured by Lee Brick, or an equivalent acceptable to the City.

2. Applied stone veneer, “Natural Buff Limestone” by River Valley Stone or an equivalent acceptable to the City.

3. Integral smooth face CMU (Concrete Masonry Unit) Foundation Bands and Accents: “Ivory” color, manufactured by “Adams”, or an equivalent acceptable to the City.

4. EIFS (Exterior Insulation Finish System) fascias painted with the following colors by Dryvit Systems; “Sundance” #435”, “Pearl Ash #106”, “Sunset Yellow #107”, “Dutch Blue #575”, “Spiced Beet #328” or an equivalent acceptable to the City, with moderate finish texture. (Specify if added to EIFS finish or painted on)

5. EIFS cornice trim, roof coping, and medallions, to be factory-finished painted “White” SW 2123 color, or an equivalent acceptable to the City.

6. Standing-seam metal roofs: “Terra-Cotta” or, “Copper-Cote”, color as manufactured by Berridge, or an equivalent acceptable to the City.

7. Translucent wall panels with “Crystal” exterior face and “White” internal face, as manufactured by Kalwal, or an equivalent acceptable to the City.

8. Polycarbonate canopy or an equivalent acceptable to the City.

9. Ornamental metal fencing is to be factory-finished black color, or an equivalent acceptable to the City.

10. Parking Lot lighting poles and fixtures are to be factory-finished black color, or an equivalent acceptable to the City.

11. Retaining Walls should be New Castle Retaining Wall System or an equivalent acceptable to the City.
Exhibit B

Buttermilk Towne Center Building Elevations (West, South, North)
Exhibit C

Buttermilk Towne Center Freestanding Signage

Anderson Road – 1
Clock Tower – 2
Outlot Signage – 3
MAIN PYLON

- CABINETS TO BE FRAMED ANGLE IRON FRAMES SKINNED WITH .063 ALUMINUM
- MAIN ID FACE TO BE .125 ALUMINUM WITH ROUTED GRAPHICS AND BACHED WITH DAY-NIGHT ACETATE
- TENTANT CABINETS TO BE FRAMELESS WITH DIGITALLY PRINTED OR APPLIED TRANS VYNL GRAPHICS
- POLE COVERS AND ACCENTS TO BE CUSTOM FOAMED .060 ALUMINUM
- ALL CABINETS TO BE ILLUMINATED WITH HOLOTHANE FIXTURES
- TOPPER TINS TO BE PAINTED TO MATCH ARCHITECT'S COLOR (RGP 143 * 51 * 34)
- POLE COVER COLORS TO BE DETERMINED AND SHOULD MATCH BUILDING DESIGN
- ED MASONRY WORK TO MATCH ARCHITECT SPECIFICATIONS