THE SHOPPES OF FORT WRIGHT

FORT WRIGHT, KENTUCKY

DESIGN GUIDELINES

I. PURPOSE

The purpose of these "Design Guidelines" is to establish the criteria by which the Shoppes of Fort Wright development, in a C-PUD overlay zone, are to be evaluated by the City, pursuant to Fort Wright Zoning Ordinance Section 10.30, paragraph M.

It is the intent that the design of the out parcel buildings follow the guidelines set forth below and the Easements with Covenants and Restrictions (ECR) as well as the applicable Building and Zoning Ordinances of the City of Fort Wright.

Designs are encouraged that create a unique and 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.

It is not the intent of these regulations to prohibit national building identity or trademarked signage established by the out parcel owners' businesses, but to integrate the design and maintain a general theme within the development. To this end the following requirements for the development on these sites are as follows:

II. SUBMISSION REQUIREMENTS

Out parcel owners 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 should be provided.
III. BUILDING ARCHITECTURE, MATERIALS, AND COLOR

The proposed Shoppes of Fort Wright have been master planned to create a retail and commercial center of exceptional quality. 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 creative manner.

All exterior materials will be of high quality in that they are durable, easy to maintain, and provide for longevity of use. The design of each building in the development shall utilize similar materials as incorporated in the Wal-Mart Supercenter. These materials should include a mix of the materials found on the Wal-Mart material specifications board dated 11/17/02 on file at the City of Fort Wright and as referenced in the colors and materials palette attached as Exhibit A. Products by several manufacturers were employed in the Wal-Mart 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 City of Fort Wright.

All buildings on the outlots are considered to be four-sided and consistent materials utilized on all four sides should be utilized. Outlot buildings and exterior walls of outlot buildings shall not be prohibited from incorporating regionally and nationally recognized architecture.

Towers, both incorporating a peaked or a flat-faced elevation are featured architectural elements and shall be incorporated into each building design in the development. Building designs that demonstrate a “Big Box” appearance without towers, exposed roofs and other creative elements will not be approved. All exposed roofing above the towers shall be specified as green standing seam metal roof as shown on the Wal-Mart material specification board on file with the City of Fort Wright, or other materials and colors as approved by the City. Roofs of building structures are generally flat, concealed by parapet walls sufficiently high enough to screen rooftop mechanical 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. Long expanses of mansard roofs are discouraged. Use of parapets, towers and other elements are to break up continuous stretches of roof are encouraged.

Colors are to be selected from the same family of naturally occurring earth tone colors, and colors that are complementary to the earth tone palette. Bright colors are limited to use in signage and accent elements, and when those colors are an integral part of a nationally recognized corporate logo or image. Colors shall be subject to reasonable approval by the City of Fort Wright.
IV. WASTE RECEPTACLE SCREENING

Waste receptacles shall be screened by masonry walls on three (3) sides. The masonry walls shall utilize materials and 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. Traditional galvanized chain link materials will not be approved. The materials submitted will be subject to approval by the City of Fort Wright.

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 Wal-Mart Supercenter. The tapered poles and fixtures shall be painted black. (The fixtures utilized in the Wal-Mart Supercenter are Lithonia KVF Series, black)

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. In all cases, the City of Fort Wright retains final approval of all signage.

Signage on all outlots and multi-tenant buildings (excluding the Wal-Mart Supercenter) 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, 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.

2. APPROVAL

Tenant/Parcel owner shall submit to the City of Fort Wright 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

A sample drawing of the ground-mounted sign is attached as Exhibit B.

4. MULTI-TENANT EXTERIOR BUILDING SIGNAGE

Except as noted herein, 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 of sign for each 1 lineal foot of building frontage along a public street and must be individually illuminated neon channel letters with plastic translucent faces. No “cabinet” style façade sign is permitted unless specifically approved by the City of Fort Wright. 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 and is approved by the City of Fort Wright.

4. Maximum height of sign letters shall be thirty inches (30") high, upper or lower case letters, eight feet or longer (not to exceed sixty percent (60 %) of the store front length. The sign shall be centered on the marquee band facing the street.

5. SINGLE TENANT EXTERIOR BUILDING SIGNAGE

Except as noted herein, 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 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 of sign for each 1 lineal foot of building frontage along a public street and must be individually illuminated neon channel letters with plastic translucent faces. No "cabinet" style façade sign is permitted unless specifically approved by the City of Fort Wright. 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. Signage background heights are to be approved on a case-by-case basis subject to approval of the City of Fort Wright.

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 galvanized sheet metal steel, 22 gauge minimum, or aluminum in minimum thickness of .040. Depth of channels shall be minimum of 4 inches, maximum of 8 inches. All interior surfaces must have a splash coat of white for reflective purposes. All exterior surfaces shall be painted dark bronze color to match approved sample (#739M003 Valspar Industrial Coatings).

   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. Armorply, 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, Approving Parties reserve 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 Jewelite (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 at the discretion of the City.
EXHIBIT A

Shoppes of Fort Wright Colors and Materials Palette Basis of Design

(11/17/02)

1. Brick (in proportionate mixture): “Promenade Blend” as manufactured by Quik-Brik, or an equivalent acceptable to the City.

2. Integral smooth face CMU (for rear elevation of Wal-Mart building only): “Wild Rose” SW #2292 color as manufactured by Quik-Brik 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 “Interactive Cream” SW #6113, 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: “Forest Green” 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, color “Opal”, 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 shall be Ottawa Drystack stone veneer as manufactured by Heritage Stone or an equivalent acceptable to the City.
Per Ft. Wright

Sign size + support dimensions are maximums...

This is a strict guideline/requirement!

Retainer is formal garden green (SW 1455)

Hallmark
Progressive Care Center
Extendicare

Columns Required

Brick to match building

10" Deep Cabinet

Pre-cast concrete

Heritage Veneer Stone
(Ottawa Drystack)

Client: Fort Wright, KY
Sales Rep: Judy Harmon

Approve:

Design No.

Scale: 3/4" = 1'

Date: 2/26/2003

Drawn by: misty
BRICK STRUCTURE WITH INTERNALLY ILLUMINATED CABINET WITH ROUTED FACES. BACKGROUND IS OPAQUE FORMAL GARDEN GREEN (5Y6/146). WAL-MART COPY WILL BE WHITE TRANSLUCENT AND SUPERCENTER COPY WILL BE YELLOW (3630-16) TRANSLUCENT.