

**VILLAGE OF VERNON HILLS
ORDINANCE 2021-068**

AN ORDINANCE AMENDING ORDINANCE 2013-014 AND 2015-008 AND GRANTING CERTAIN VARIATIONS FROM THE SIGN CODE APPROVING A MASTER SIGN PLAN FOR PROPERTY COMMONLY KNOWN AS HAWTHORN MALL, IN THE VILLAGE OF VERNON HILLS, LAKE COUNTY

WHEREAS, representatives of Hawthorn LP, Hawthorn SP, LLC, Hawthorn Theatre, LLC, Hawthorn Furniture, LLC and Hawthorn CP, LLC, d/b/a, Hawthorn Mall located at 122 Hawthorn Center and legally described in Exhibit A, has petitioned the Village of Vernon Hills for the following:

1. Approval to amend Ordinance 2013-014, as amended, approving material and design changes to existing signs and granting certain variations related to the Sign Code as listed in Exhibit C; and
2. Approval to amend Ordinance 2015-08, approving material and design changes to the existing media pylon signs and granting certain variations related to the Sign Code as listed in Exhibit C.

WHEREAS, upon due notice and after a public hearing held on April 14, 2021 by the Planning and Zoning Commission of the Village of Vernon Hills, and pursuant to the Vernon Hills Zoning Ordinance of 1982, as amended, said Planning and Zoning Commission has filed its report and recommendation concerning said petition referenced herein; and

WHEREAS, based upon the evidence adduced at said hearing and in their application, the petitioner has entered into the record evidence and findings of fact that address the standards in Section 18.3 of the Zoning Ordinance; and

WHEREAS, the Village Board, having considered the Planning and Zoning Commissions report and recommendation at its Committee of the Whole meeting on April 20, 2021, found that sufficient facts were presented which, in its judgment, would justify approving and amendment to Ordinance 2013-014 and 2015-008, approving material and design changes to existing signs and granting certain variations related to the Sign Code as listed in Exhibit C.

NOW, THEREFORE, BE IT ORDAINED BY THE PRESIDENT AND BOARD OF TRUSTEES OF THE VILLAGE OF VERNON HILLS, COUNTY OF LAKE AND STATE OF ILLINOIS:

SECTION I. Pursuant to the Vernon Hills Zoning Ordinance of 1982, as amended, approval of an amendment to Ordinance 2013-014, as amended, approving material and design changes to existing signs and granting certain variations related to the Sign Code as listed in Exhibit C is hereby granted.

SECTION II. Pursuant to the Vernon Hills Zoning Ordinance of 1982, as amended, approval of an amendment to Ordinance 2015-008, as amended, approving material and design changes to the existing media pylon signs and granting certain variations related to the Sign Code as listed in Exhibit C is hereby granted.

SECTION III. Pursuant to the Vernon Hills Zoning Ordinance of 1982, as amended, and the recommendations of the Planning and Zoning Commission, the Terms and Conditions of Approval as set forth in Exhibit B are hereby approved and are made a part of the approvals as listed in the Sections above.

SECTION IV. SEVERABILITY. In the event that any section, clause, provision, or part of this ordinance shall be found and determined to be invalid by a court of competent jurisdiction, all valid parts that are severable from the invalid parts shall remain in full force and effect. If any part of this ordinance is found to be invalid in any one or more of its several applications, all valid applications that are severable from the invalid applications shall remain in effect.

SECTION V. REPEAL AND SAVINGS CLAUSE. All ordinances or parts of ordinances in conflict herewith are hereby repealed; provided, however, that nothing herein contained shall affect any rights, actions or causes of action which shall have accrued to the Village of Vernon Hills prior to the effective date of this ordinance.

SECTION VI. SUCCESSORS AND ASSIGNS. All of the provisions of this Ordinance and the attachments hereto are binding on all successors and assigns of the petitioner and property owner.

SECTION VII. EFFECTIVE DATE. This ordinance shall be in full force and effect from and after its passage, approval and publication as provided by law.

SECTION VIII. ORDINANCE NUMBER. This ordinance shall be known as Ordinance Number 2021-068.

Adopted by roll call vote as follows:

AYES: 7 – Schenk, Takaoka, Oppenheim, Forster, Marquardt. Koch, Byrne

NAYS: 0 - None

ABSENT AND NOT VOTING: 0 – None

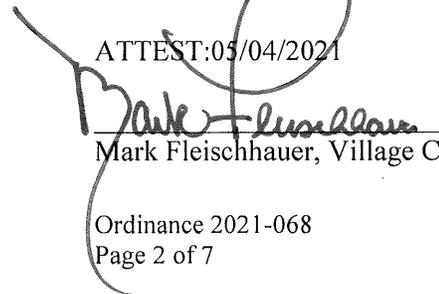

Roger L. Byrne, Village President

PASSED: 05/04/2021

APPROVED: 05/04/2021

PUBLISHED IN PAMPHLET FORM: 05/04/2021

ATTEST: 05/04/2021


Mark Fleischhauer, Village Clerk

Ordinance 2021-068
Page 2 of 7



Exhibit A
Legal Description

That part of Section 33 and that part of Section 34, Township 44 North, Range 11, East of the 3rd Principal Meridian described as follows:

Commencing at the Southwest corner of said Section 33; thence N. $88^{\circ}-36'-26''$ E., along the South line of said Section, 2553.00 feet to the place of beginning; thence continuing N. $88^{\circ}-36'-26''$ E., along the South line of said Section, a distance of 2787.44 feet to the Southeast corner of said Section 33; thence continuing N. $88^{\circ}-36'-26''$ E., along the South line of Section 34, 110.76 feet to the centerline of Milwaukee Avenue, State Route 21; thence N. $8^{\circ}-02'$ W., along the centerline of Milwaukee Avenue, 1862.14 feet; thence N. $89^{\circ}-25'-30''$ W., along a line (deflecting per deed 81 degrees 23 minutes 57 seconds from the aforesaid centerline extended), a distance of 2348.90 feet; thence S. $0^{\circ}-38'-22''$ E., a distance of 550 feet; thence S. $30^{\circ}-14'-04''$ W., a distance of 175.31 feet; thence S. $0^{\circ}-38'-22''$ E., a distance of 500 feet; thence S. $32^{\circ}-43'-31''$ W., a distance of 400 feet; thence S. $0^{\circ}-38'-22''$ E., a distance of 400.00 feet more or less to the place of beginning; containing 112.5408 Acres more or less; subject to Plat of Dedication for Public highway recorded July 9, 1929 per Document No. 339 739, in Lake County, Illinois

Exhibit B

**AMENDED
DEVELOPMENT PERMIT**

For

**Hawthorn, LP, Hawthorn SP, LLC, Hawthorn Theatre, LLC,
Hawthorn Theatre, LLC and Hawthorn CP, LLC, d/b/a Hawthorn Mall
122 Hawthorn Center**

1. General compliance with the Sign plan consisting of thirty two (32) pages, titled “Hawthorn – Environmental Graphics + Wayfinding Signage Master Plan,” dated April 6 2021; and
2. The petitioner shall work with Village staff to verify that appropriate site lines are maintained at all intersections. It is the intent of this condition to permit minor modifications as to sign location for the purpose of eliminating vehicular site line obstructions; and
3. Advertising Totems shall remain under ownership of Hawthorn Mall and shall not be leased or sold to any other entity; and
4. The following conditions shall apply to the Primary Pylon automatic changing copy signs (LED), referenced as S1-01 and S1-02:
 - Sign Duration – Hawthorn shall comply with IDOT regulations except that the media panels will change no more often than every 10 seconds and that there will be no video, motion, or flashing graphics or similar activities.
 - Hours of Operation - The hours of the sign operation for the Site Media Pylon Signs shall be from Monday thru Sunday, 6AM to 12 Midnight. The signs will be turned off from 12 Midnight to 6AM on each day.
 - Sign Illumination & Brightness - For the illumination levels of the Signs, Hawthorn and its sign vendor shall work with Village staff regarding illumination levels to arrive at suitable lighting levels for the signs. The intent with this provision is that the Village will see how the signs operate (i.e. get bright and dim in different times of the day and during changing weather conditions) and approve the appropriate lighting/brightness levels for the signs. Special consideration shall be given as to the impact of lighting levels and brightness on adjoining residential uses.
 - Contact Information - To assist the Village with all operational issues or problems, Hawthorn shall annually provide a contact name for the Hawthorn staff member and the vendor responsible for the sign. These individuals must have the

authority and immediate ability to deal with and respond to problems such as the need to adjust illumination levels, etc.

- On-Site Advertisement – Advertising on media panels shall be limited to on-site products and/or services offered at Hawthorn Mall, 122 Hawthorn Center, Vernon Hills. Off-site advertising shall be prohibited. Hawthorn shall display on each site media pylon sign, a statement that recognizes the goods and services advertised on the LED panel can be purchased at Hawthorn Mall. By way of example, but not as a limitation, the following or similar language shall be displayed on the sign: “Products sold on premises”. The statement shall be displayed at all times that advertising takes place on the panel.
- Summary Log - Hawthorn will provide a quarterly summary log of all product advertisers and the stores in the Mall in which the products are sold.
- Community Events - Hawthorn will provide the Village with 720, 10 second slides/signs annually to advertise special community event whenever there is space available. Hawthorn will provide a minimum of 12 viewings per day when requested. Hawthorn will further provide assistance and direction on the technical requirements for preparing the slides/signs to insure compatibility with the sign vendor and Daktronics systems for displaying the slide/signs.
- Emergency Events – In the event of a public emergency, i.e. public safety or natural disaster, Hawthorn and/or its sign vendor will allow the immediate broadcast, using the media panels, of information to the general public regarding the event.
- Compliance - Failure to comply with these conditions may result in Hawthorn being required to appear at a public meeting before the Village Board and possible revocation of the approvals allowing the media panel signs to operate.

Exhibit C

Approved Sign Variations Hawthorn, LP, Hawthorn SP, LLC, Hawthorn Theatre, LLC, Hawthorn Theatre, LLC and Hawthorn CP, LLC, d/b/a Hawthorn Mall 122 Hawthorn Center

S1 – Primary Pylon (2):

- *Amendment to Ordinance 2015-08:* Allowing material and design changes on two (2) Primary Pylon signs; and
- *Sections 19-5(8), 19-5(9) and 19-7(9):* Allowing automatic changing copy display panels (LED) and/or manual copy display panels (Static panels) on two (2) Primary Pylon signs which is otherwise not permitted.

S2 – Secondary Pylon (2):

- *Amendment to Ordinance 2013-014:* Allowing material and design changes on two (2) Primary Pylon signs.

S3 – Monument Identity (1):

- *Section 19-3(6):* to allow the size of the sign to be 283 square feet rather than the maximum permitted size of 50 square feet.

S4 – Primary Vehicular Directional (10):

- *Amendment to Ordinance 2013-014:* Allowing material and design changes on five (5) Primary Vehicular directional signs (S4-01 – S4-03), (S4-08) and (S4-10)); and
- *Section 19-5(3):* To allow the size of each sign to be 18.65 square feet rather than the maximum permitted size of 3 square feet (S4-04 – S4-07) and (S4-09); and
- *Section 19-5(3):* To allow the display of tenant names which is otherwise not permitted (S4-04 – S4-07) and (S4-09).

S5 – Secondary Vehicular Directional (5):

- *Amendment to Ordinance 2013-014:* Allowing material and design changes on five (5) Secondary Vehicular directional signs (S5-01 – S5-05).

S6 – Pedestrian Directory/Directional (7):

- *Section 19-3(9)b:* To allow the height of each sign to be 8'-5" rather than the maximum permitted height of 8' (S6-01 – S6-07); and
- *Section 19-5(3):* To allow the size of each sign to be 21 square feet rather than the maximum permitted size of 3 square feet (S6-01 – S6-07); and

- *Section 19-5(3)*: To allow the display of tenant names which is otherwise not permitted (S6-01 – S6-07).

S9 – District Identity (1):

- *Section 19-3(6)*: to allow the size of the sign to be 138 square feet rather than the maximum permitted size of 50 square feet.

S10 – Advertising Totem (5):

- *Section 19-3(9)b*: To allow the height of each sign to be 9’ rather than the maximum permitted height of 8’(S10-01 – S10-05).
- *Sections 19-5(8) and 19-7(9)*: Allowing automatic changing copy display panels (LED) on five (5) Advertising Totems which is otherwise not permitted (S10-01 – S10-05).

S11 – Mall Entry Identity (5):

- *Amendment to Ordinance 2013-014*: Allowing material and design changes on four (4) Mall Entrance Identity signs (S11-01 – S11-05).
- *Section 19-3(7)a*: Allowing two wall signs rather than the maximum permitted number of one (S11-01 – S11-05).
- *Section 19-3(6)*: to allow the size of the signs on the new east mall entrance to be 86 square feet square feet rather than the maximum permitted size of 62 square feet (S11-05).



HAWTHORN

ENVIRONMENTAL GRAPHICS + WAYFINDING

Signage Master Plan

April 6, 2021

rsmdesign

PROJECT VISION

ROOTING THE DESIGN IN CONTEXT & MEANING



THE ARCHITECTURE

INDUSTRIAL MODERN

MATERIALITY BREAKS UP MASSING

LARGE GLASS WINDOWS

TALL ENTRY POINTS

BRICK AND STONE MATERIAL





THE LANDSCAPE

URBAN PLAZA

DAPPLED LIGHT

MIX OF STONE PAVERS

SEATING CLUSTERS

DAY TO NIGHT TRANSITION



DESIGN PRINCIPLES

AESTHETIC, FEATURES & PERFORMANCE

DESIGN PRINCIPLES

AESTHETIC, FEATURES & PERFORMANCE

The signage system plays many roles in the project; wayfinding, identity, informational and regulatory functions all contribute to a successful user experience. Design palettes feature ingredients and attitudes that contribute to the functionality of the system as well as its ability to achieve a symbiotic relationship with the architecture and uses across the site.

SEAMLESS

INTEGRATION

Well-orchestrated signage systems become integral to the site, the architecture, and the experience. Signage should be woven into the fabric of the site through form, materiality, and use.

THOUGHTFULLY

MODULAR

Over time, the signage system should provide for both variety and flexibility in the ability to update key components of the signs without the need to replace the core elements and structures.

AUTHENTICALLY

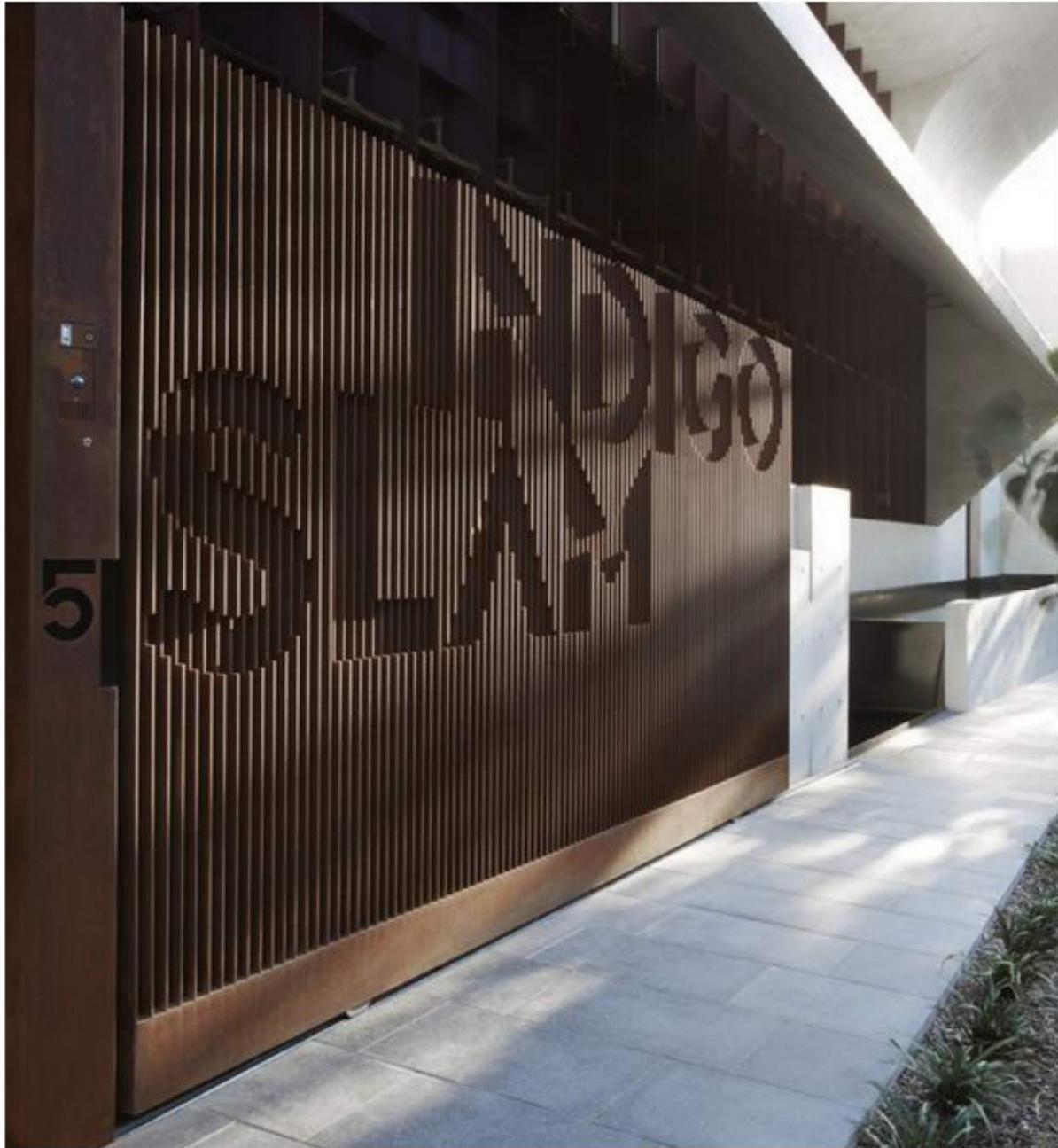
MODERN

In accordance with the vision for the project's architectural expression, the signage should utilize clean materials in modern applications to achieve an attitude representing the spirit of place.

SITE-WIDE

CONSISTENCY

A project site featuring multiple uses, buildings, and architectural styles needs continuity to weave the site together which helps define the limits of the site and also contributes to the overall project identity.



COORDINATION **HOLISTIC** DIALOGUE **HARMONY** RELATIONSHIP

SEAMLESS INTEGRATION

In accordance with the vision for the project's architectural expression, the signage should utilize clean materials in modern applications to achieve an attitude representing the spirit of place.



METALS JUXTAPOSITION NEUTRALITY SIMPLICITY

THE URBAN AESTHETIC

The signage system should align with the vision for the project's architectural concepts and utilize clean materials in modern application to achieve an attitude representing the spirit of place.



VARIETY UPDATABILITY ECO-FRIENDLY FLEXIBILITY

THOUGHTFULLY MODULAR

Over time, the signage system should provide for both variety and flexibility in the ability to update key components of the signs without the need to replace the core elements and structures.



NAVIGATION INTERSTITIAL SPACES **CONNECTIVITY** CLARITY **IDENTITY** WAYFINDING **LINKAGE**

SITE-WIDE CONSISTENCY

A project site featuring multiple uses, buildings, and architectural styles needs continuity to weave the site together which helps define the limits of the site and also contributes to the overall project identity.

SIGNAGE PALETTE

FUNCTION AND USAGE, MATERIALS AND FONTS

EXTERIOR SITE SIGNAGE | Overview

DESCRIPTION

Site signage and vehicular wayfinding signs serve many purposes. These signs play an important role in establishing the character of the site, creating a strong perceived “edge” that separates the project from other areas adjacent to it and guiding people to vehicular entrances and on to parking. In addition, they may provide important advertising opportunities and may also allow for visitor engagement.

Pedestrian wayfinding signs aid site visitors in locating themselves in and navigating through the project. These signs answer two questions: “Where am I in relation to my destination?” and “Which way do I go to reach my destination?” Often they include maps, symbols, colors, tenant or site directories, and other communications. Increasingly, they integrate digital displays and interactivity, all with the goal of helping guests to understand the site and navigate more comfortably.

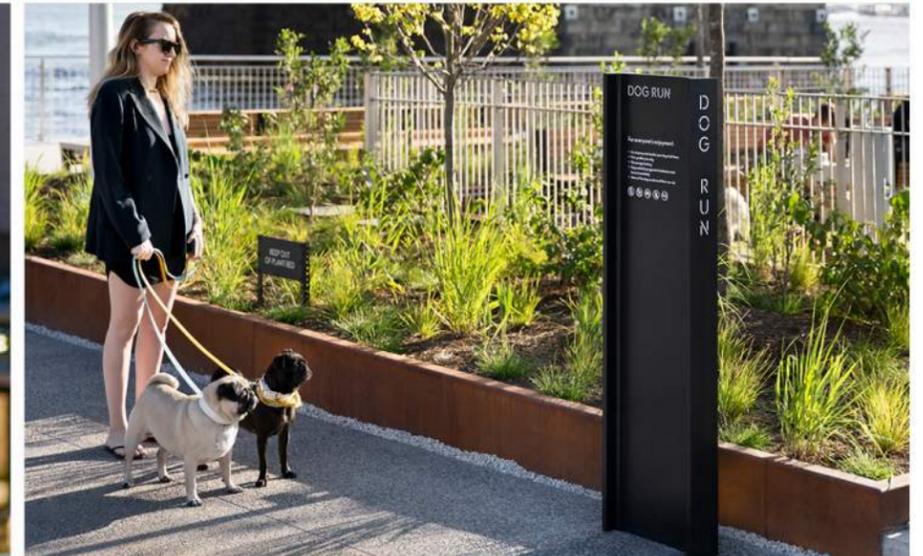
PRINCIPLES

Site signage & vehicular wayfinding should:

- Help visitors to become oriented by identifying the project, its extents, its entries and its various sub-elements
- Appropriately account for maximum legibility from moving vehicles, at a distance, through or around landscaping or other objects that may be present
- Assist with decision making by providing the right information at the right time
- Integrate with and complement the site’s branding, architecture, lighting, and landscape

Pedestrian wayfinding signage should:

- Utilize clear messaging to direct to important destinations
- Feature maps, diagrams, symbols, and other visual representations to improve quality of information being communicated as appropriate
- Take advantage of digital integration as appropriate
- Be located at key decision points along pedestrian paths, creating a sense of clarity
- Integrate with and complement the site’s branding, architecture, lighting, and landscape





Dark Metal Frame



Smooth Cut Limestone

SIGN MATERIALS

DARK NEUTRALS

PRECAST CONCRETE

NATURAL BRICK/STONE TEXTURE

HIGH CONTRAST GRAPHICS

ARCHITECTURAL INTEGRATION



Dark/Glazed Brick



Halo-Illumination



Black & White Graphics



Neutral Color Palette

Aa

ACUMIN - MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

SIGN FONTS

MODERN & CLEAN

SAN-SERIF

VARIETY OF WEIGHTS & CONDENSED

TALL X-HEIGHT FOR LEGIBILITY

ARCHITECTURAL STRUCTURE

Aa

ACUMIN - LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Aa

ACUMIN CONDENSED - MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

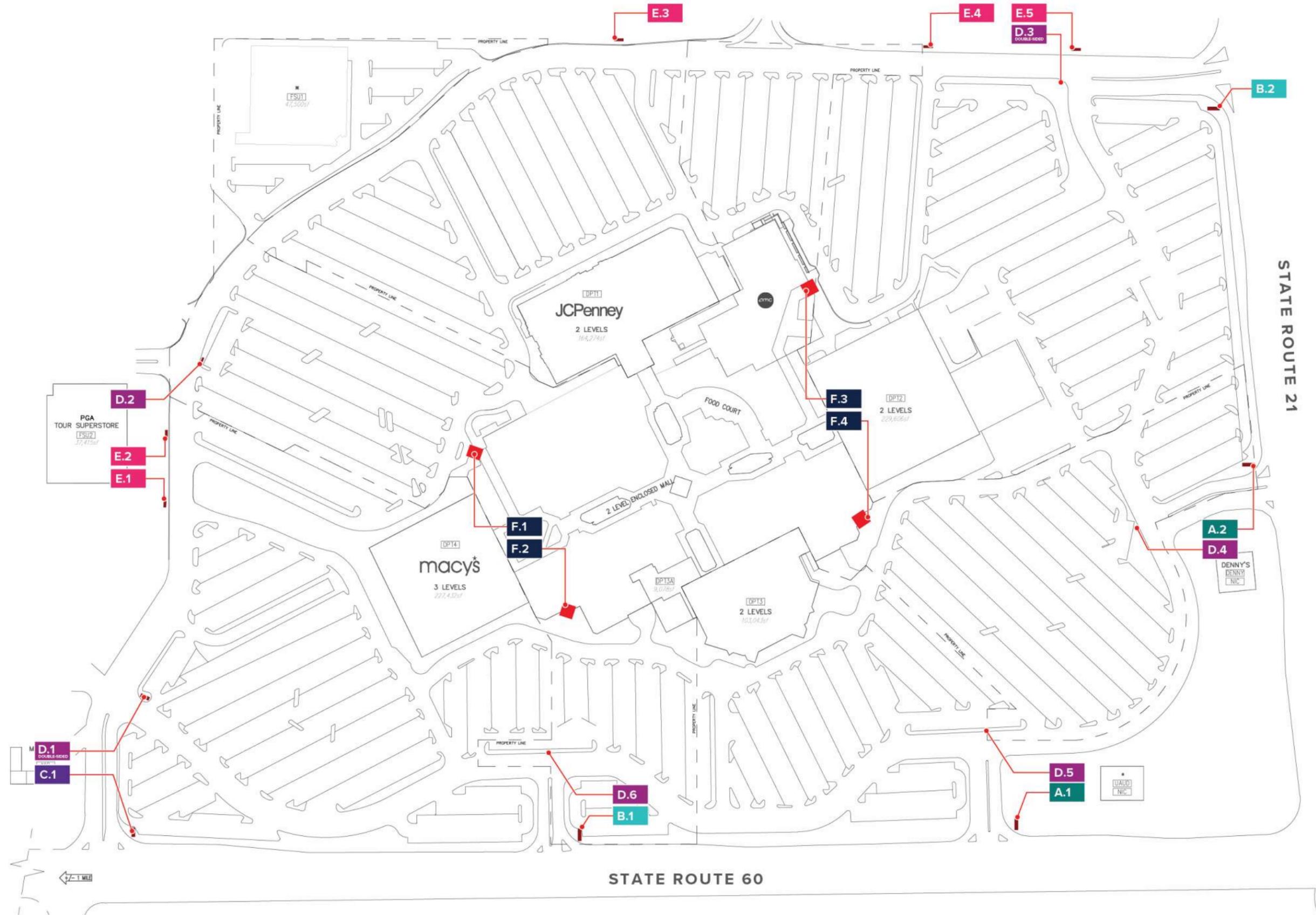
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SIGNAGE PROGRAMMING

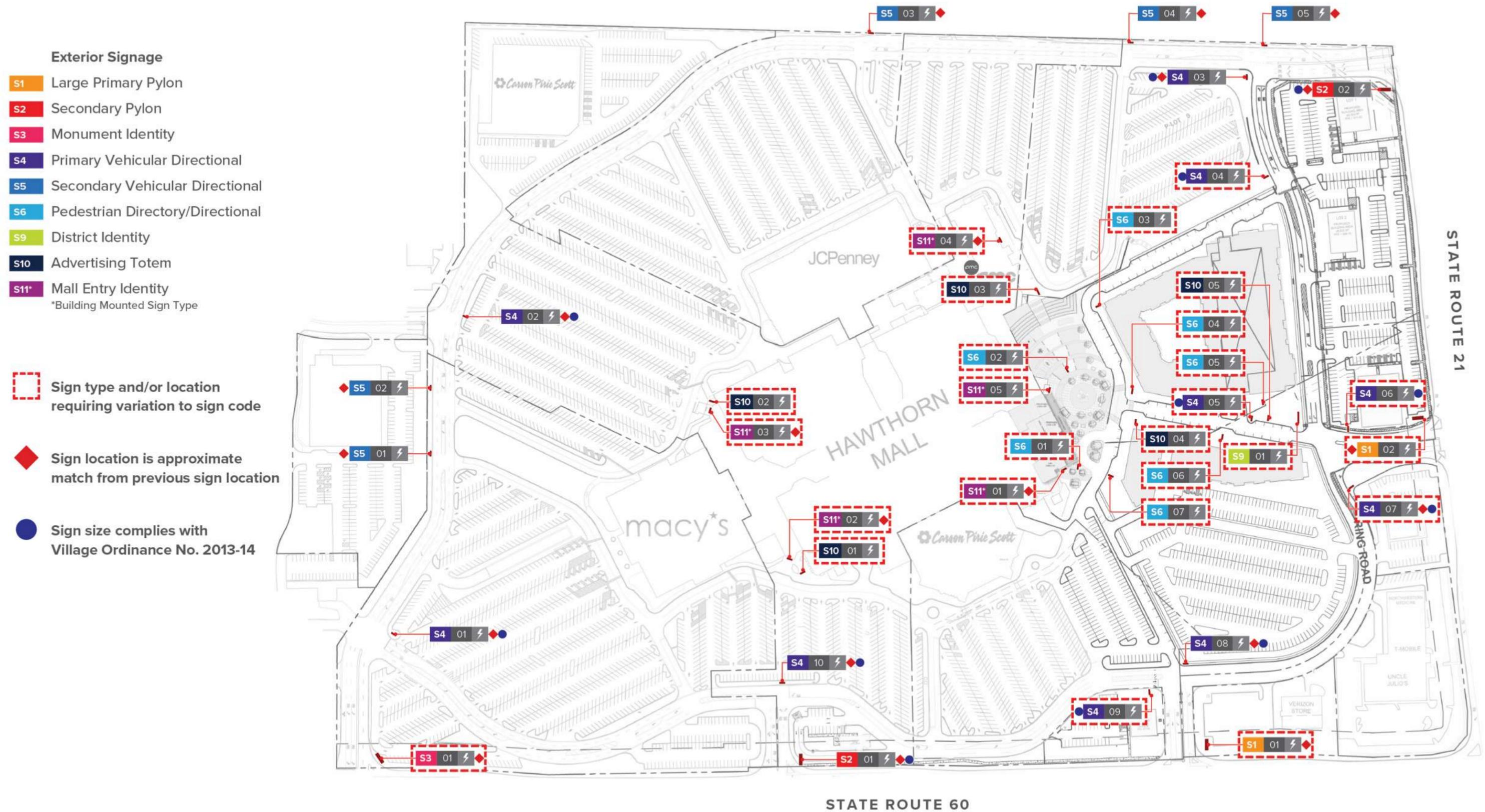
SIGNAGE PROGRAMMING PLAN | EXISTING CONDITIONS

EXTERIOR SIGNAGE

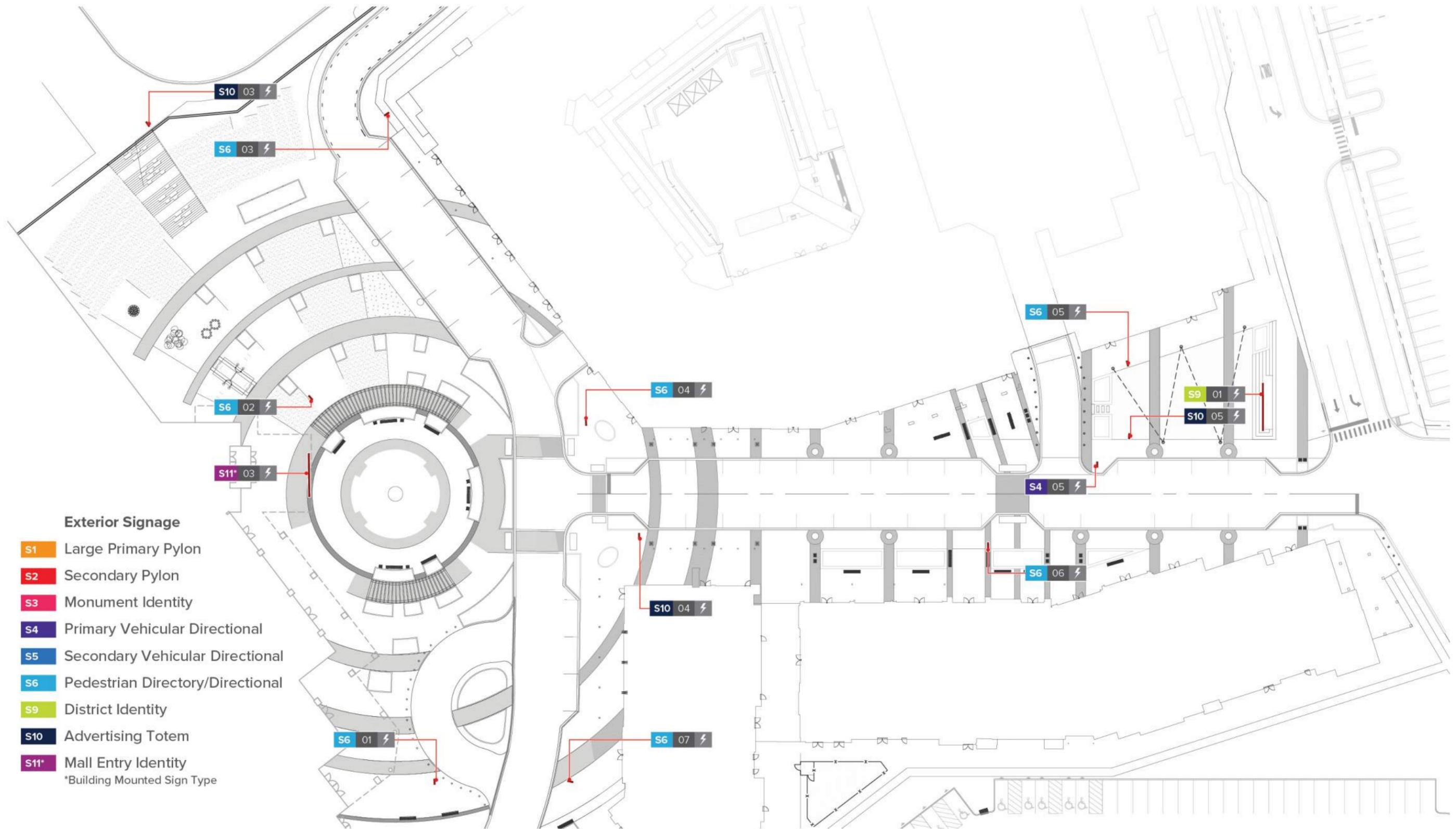
- A** LARGE PRIMARY PYLON
- B** SECONDARY PYLON
- C** MONUMENT IDENTITY
- D** VEHICULAR DIRECTIONAL
- E** SECONDARY DIRECTIONAL
- F** BUILDING ENTRY



SIGNAGE PROGRAMMING PLAN | 2021 MASTER PLAN



SIGNAGE PROGRAMMING PLAN | HAWTHORN ROW DETAIL PLAN



Exterior Signage

- S1 Large Primary Pylon
- S2 Secondary Pylon
- S3 Monument Identity
- S4 Primary Vehicular Directional
- S5 Secondary Vehicular Directional
- S6 Pedestrian Directory/Directional
- S9 District Identity
- S10 Advertising Totem
- S11* Mall Entry Identity
*Building Mounted Sign Type

SIGN SCHEDULE | 2021 MASTER PLAN

SIGN ID	SIGN TYPE	2020 QUANTITY	LIGHTING	DATA	FOUNDATION/MOUNTING	NOTES/COMMENTS
EXTERIOR SITE SIGNAGE						
S1	Large Primary Pylon	2	Internal Illumination	None	Foundation	- Two (2) options provided. - Amendment to Ordinance 2015-08: Allowing material and design changes on two (2) Primary Pylon signs Variation Requested: - Sections 19-5(8) and 19-7(9): Allowing automatic changing copy display panels (LED) on two (2) Primary Pylon signs which is otherwise not permitted.
S2	Secondary Pylon	2	Internal Illumination	None	Foundation	- Amendment to Ordinance 2013-014: Allowing material and design changes on two (2) Primary Pylon signs.
S3	Monument Identity	1	Internal Illumination	None	Foundation	- Amendment to Ordinance 2013-014: Allowing material and design changes on one (1) monument identity sign. Variation Requested: - Section 19-3(6): to allow the size of the sign to be 283 square feet rather than the maximum permitted size of 50 square feet.
S4	Primary Vehicular Directional	10	Internal Illumination	None	Foundation	- Amendment to Ordinance 2013-014: Allowing material and design changes on five (5) Primary Vehicular directional signs (S4-01 – S4-03), (S4-08) and (S4-10). Variations Requested: - Section 19-5(3): To allow the size of each sign to be 18.65 square feet rather than the maximum permitted size of 3 square feet (S4-04 – S4-07) and (S4-09); and - Section 19-5(3): To allow the display of tenant names which is otherwise not permitted (S4-04 – S4-07) and (S4-09).
S5	Secondary Vehicular Directional	5	Internal Illumination	None	Foundation	- Amendment to Ordinance 2013-014: Allowing material and design changes on five (5) Secondary Vehicular directional signs (S5-01 – S5-05).
S6	Pedestrian Directory/Directional	7	Internal Illuminated	None	Foundation	Variations Requested: - Section 19-3(9)b: To allow the height of each sign to be 8'-5" rather than the maximum permitted height of 8' (S6-01 – S6-07); and - Section 19-5(3): To allow the size of each sign to be 21 square feet rather than the maximum permitted size of 3 square feet (S6-01 – S6-07); and - Section 19-5(3): To allow the display of tenant names which is otherwise not permitted (S6-01 – S6-07).
S7	Sign Type Omitted					
S8	Sign Type Omitted					
S9	District Identity	1	Internal Illumination	None	Foundation	Variation Requested: - Section 19-3(6): to allow the size of the sign to be 138 square feet rather than the maximum permitted size of 50 square feet.
S10	Advertising Totem	5	Internal Illuminated	Yes, Digital LED	Foundation	Variations Requested: - Section 19-3(9)b: To allow the height of each sign to be 9' rather than the maximum permitted height of 8' (S10-01 – S10-05). - Sections 19-5(8) and 19-7(9): Allowing automatic changing copy display panels (LED) on five (5) Advertising Totems which is otherwise not permitted (S10-01 – S10-05).
S11	Mall Entry Identity	5	Internal Illuminated	None	Backing as required	- Amendment to Ordinance 2013-014: Allowing material and design changes on four (4) Mall Entrance Identity signs (S11-01 – S11-04). Variation Requested: - Section 19-3(7)a: Allowing two wall signs rather than the maximum permitted number of one (S11-01 – S11-05).

SIGN TYPE DIAGRAMS

The following pages are intended to represent the sign types appropriate for the plan provided 11/01/2019. As the site plan and architecture continues to evolve, these sign types may also be subject to change.

SIGN TYPE S1 | Large Primary Pylon (Digital)

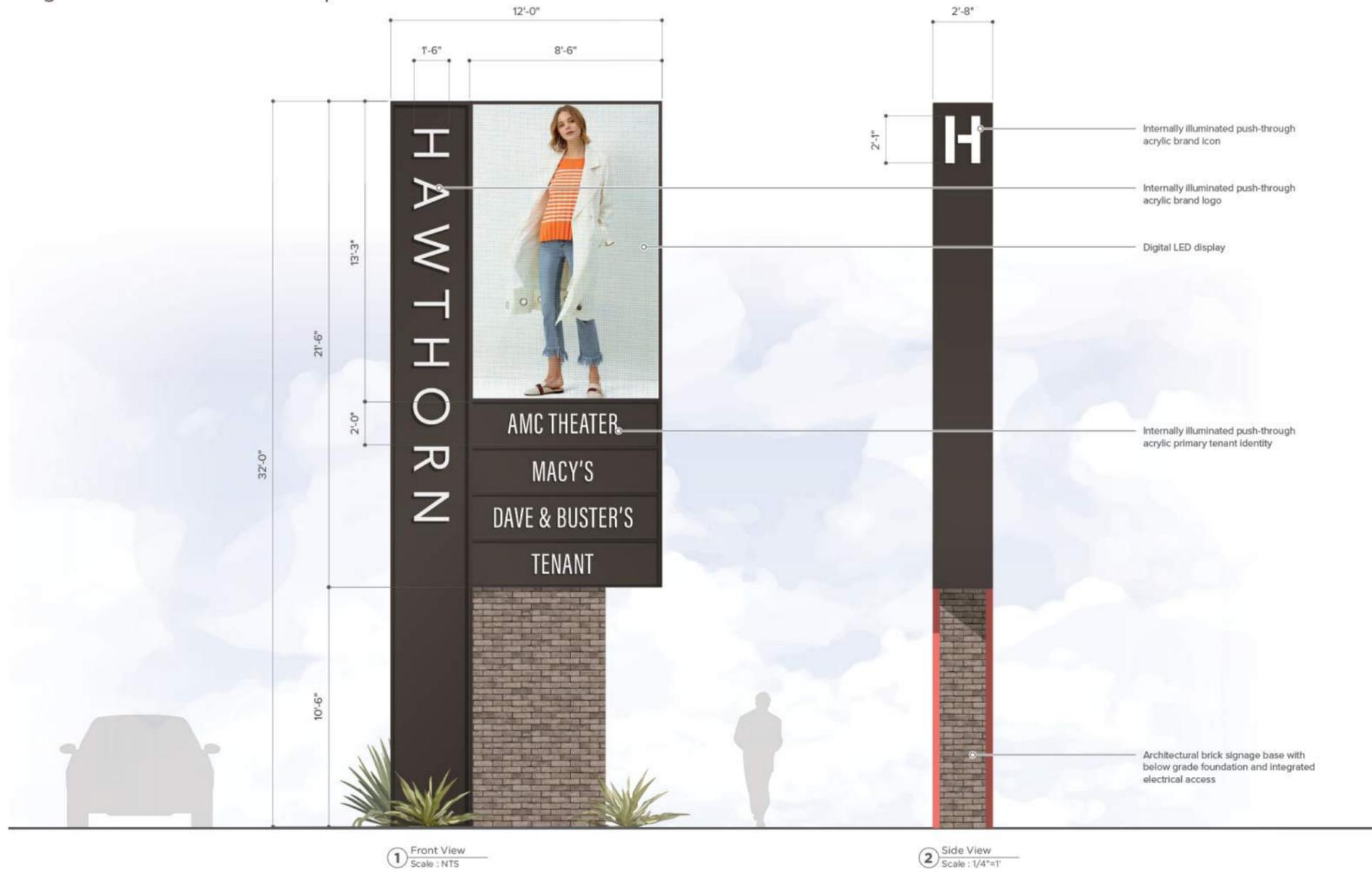
Sign Description / Additional Info:

Two-sided project identity sign that includes digital LED display and internally illuminated tenant identity panels. Located adjacent to primary entries for vehicular visibility from Route 60 and Route 21.

- Amendment to Ordinance 2015-08: Allowing material and design changes on two (2) Primary Pylon signs

Variation Requested:

- Sections 19-5(8) and 19-7(9): Allowing automatic changing copy display panels (LED) on two (2) Primary Pylon signs which is otherwise not permitted.



Proposed Maximum Height	32'-0"
Proposed Maximum Sign Area	385 Sq.Ft. (face)
Proposed Maximum LED Screen Area	115 Sq.Ft. (face)
Proposed Maximum Tenant Panel Area	17 Sq.Ft. (face)
Illumination	Internal / External
Digital/Media	Yes
Installation Location	Ground Mounted



SIGN TYPE S1 | Large Primary Pylon (Non-Digital)

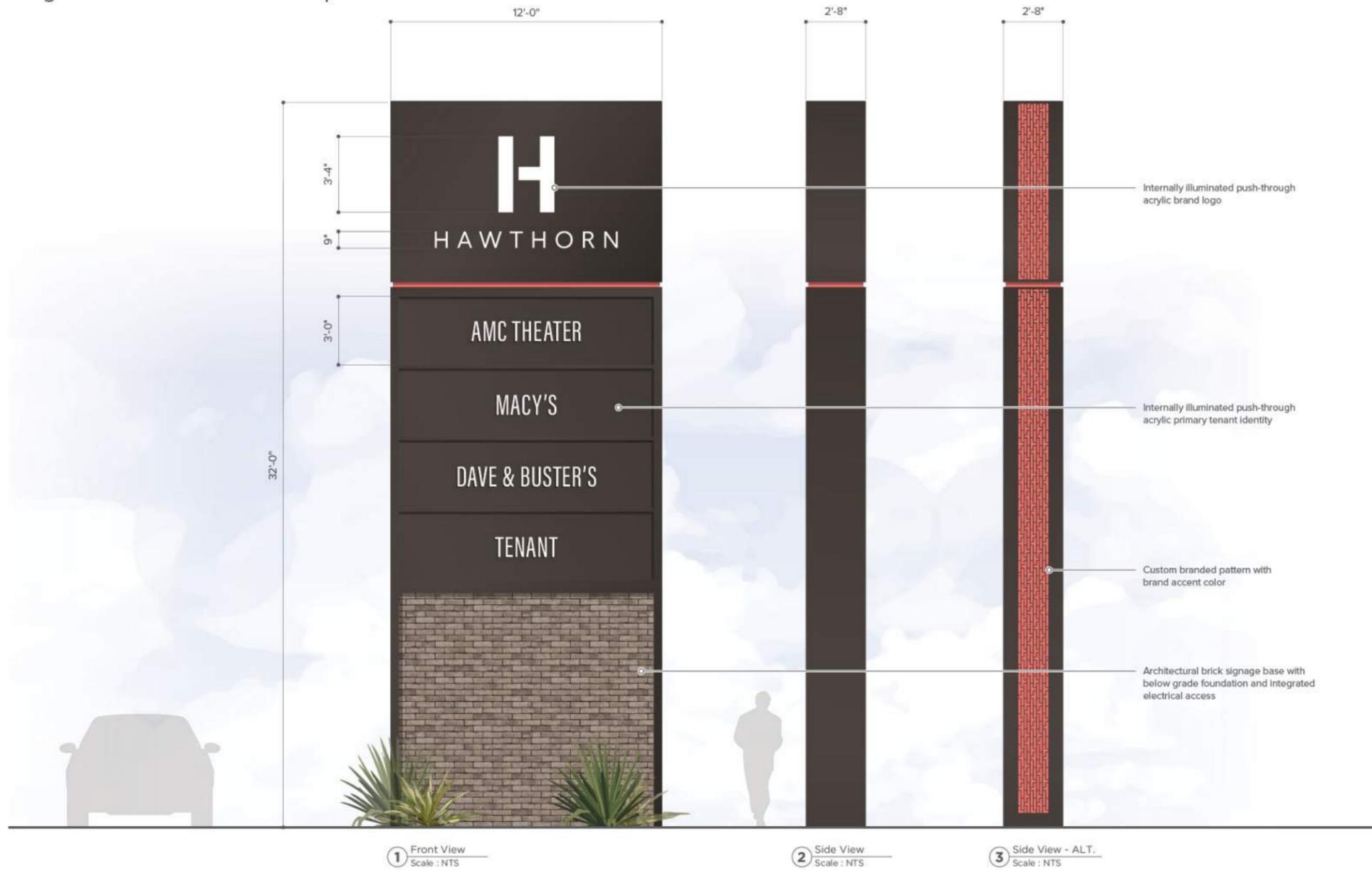
Sign Description / Additional Info:

Two-sided project identity sign that includes digital LED display and internally illuminated tenant identity panels. Located adjacent to primary entries for vehicular visibility from Route 60 and Route 21.

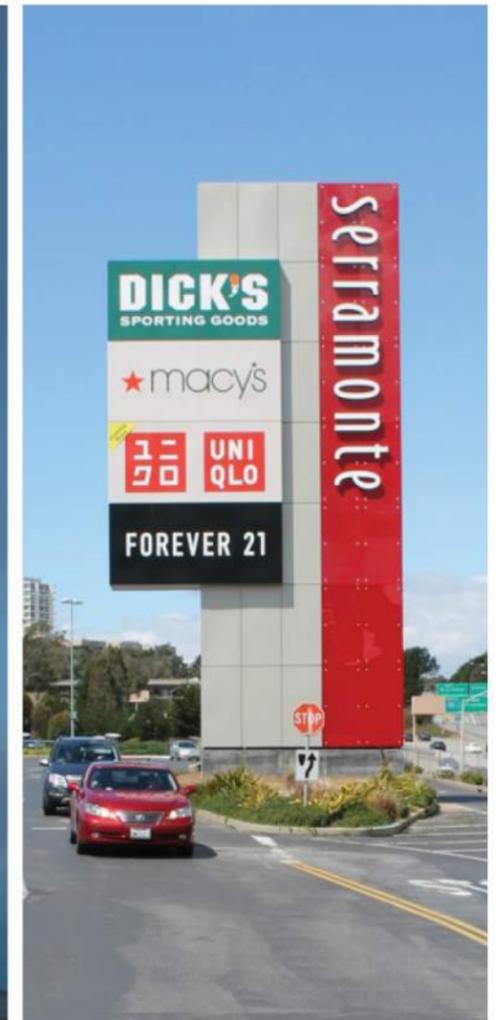
- Amendment to Ordinance 2015-08: Allowing material and design changes on two (2) Primary Pylon signs

Variation Requested:

- Sections 19-5(8) and 19-7(9): Allowing automatic changing copy display panels (LED) on two (2) Primary Pylon signs which is otherwise not permitted.



Proposed Maximum Height	32'-0"
Proposed Maximum Sign Area	385 Sq.Ft. (face)
Proposed Maximum Tenant Panel Area	36 Sq.Ft. (face)
Illumination	Internal / External
Digital/Media	No
Installation Location	Ground Mounted



Sign Type Image Reference

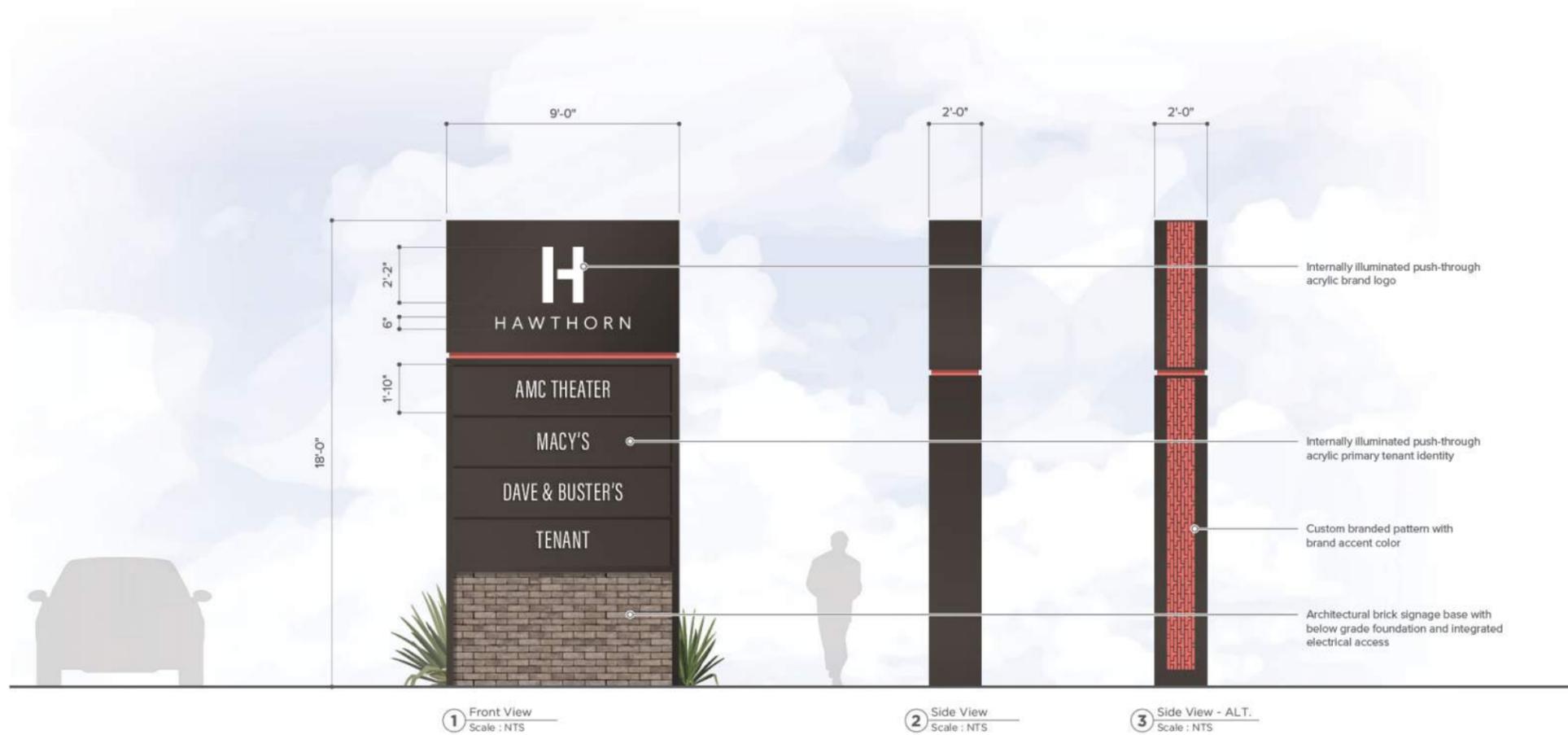
SIGN TYPE S2 | Secondary Pylon

Sign Description / Additional Info:

Two-sided project identity sign that includes internally illuminated tenant identity panels. Located adjacent to secondary entries for vehicular visibility from Route 60 and Route 21.

- Amendment to Ordinance 2013-014: Allowing material and design changes on two (2) Primary Pylon signs.

Proposed Maximum Height	18'-0"
Proposed Maximum Area	165 Sq.Ft. (face)
Illumination	Internal / External
Digital/Media	No
Installation Location	Ground Mounted



Sign Type Image Reference

SIGN TYPE S3 | Monument Identity

Sign Description / Additional Info:

Single-sided internally illuminated project identity sign. Located western edge of project for vehicular visibility from Route 60.

- Amendment to Ordinance 2013-014: Allowing material and design changes on one (1) monument identity sign.

Variation Requested:

- Section 19-3(6): to allow the size of the sign to be 283 square feet rather than the maximum permitted size of 50 square feet.

Proposed Maximum Height	7'-3"
Proposed Maximum Area	150 Sq.Ft. (face)
Illumination	Internal / External
Digital/Media	No
Installation Location	Ground Mounted



Conceptual Rendering

SIGN TYPE S4 | Primary Vehicular Directional

Sign Description / Additional Info:

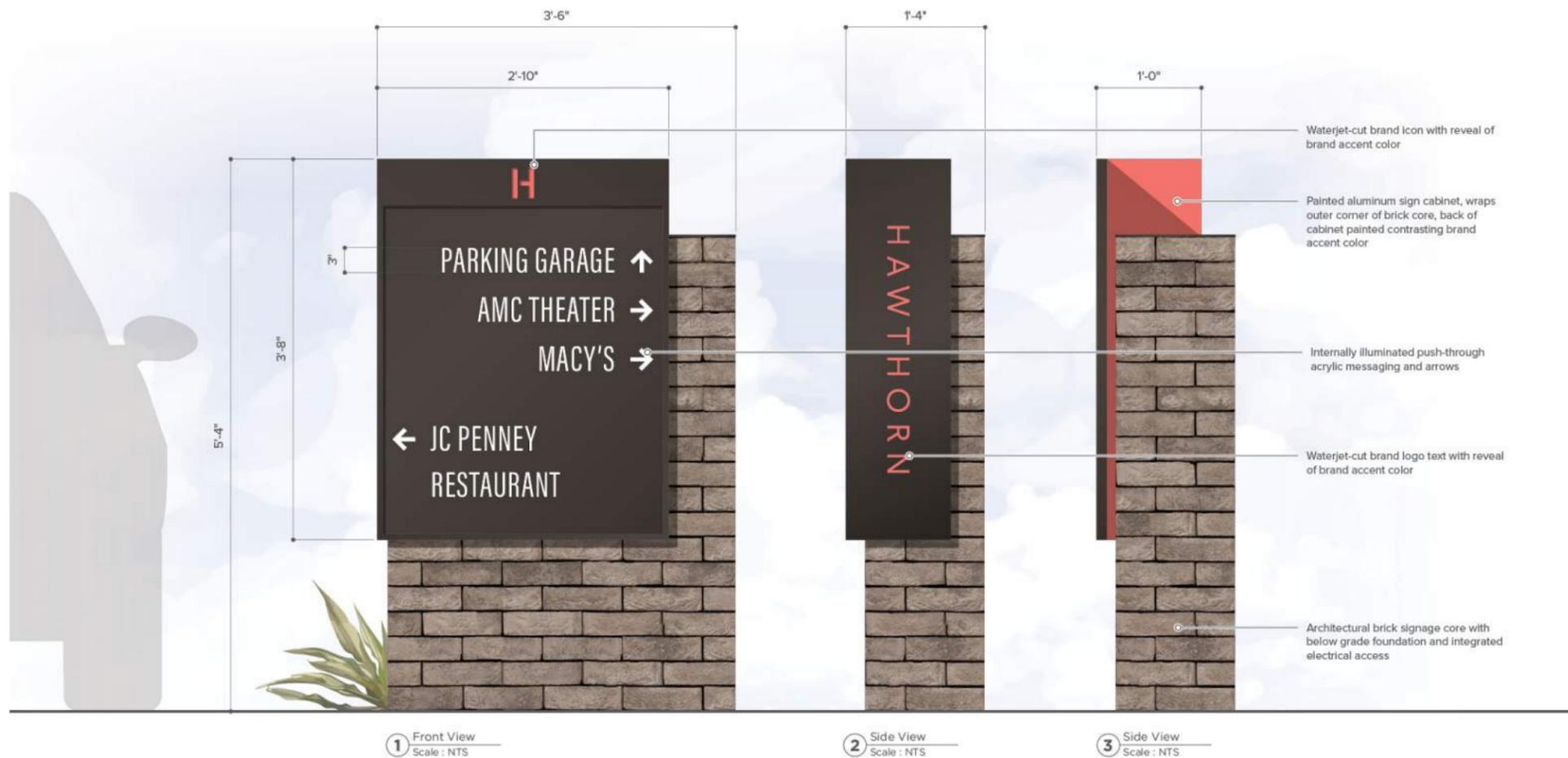
Two-sided internally illuminated directional, listing up to five project destinations and/or anchor tenants.

- Amendment to Ordinance 2013-014: Allowing material and design changes on five (5) Primary Vehicular directional signs (S4-01 – S4-03), (S4-08) and (S4-10)).

Variations Requested:

- Section 19-5(3): To allow the size of each sign to be 18.65 square feet rather than the maximum permitted size of 3 square feet (S4-04 – S4-07) and (S4-09); and
- Section 19-5(3): To allow the display of tenant names which is otherwise not permitted (S4-04 – S4-07) and (S4-09).

Proposed Maximum Height	5'-4"
Proposed Maximum Area	20 Sq.Ft. (face)
Illumination	Internal / External
Digital/Media	No
Installation Location	Ground Mounted



Conceptual Rendering

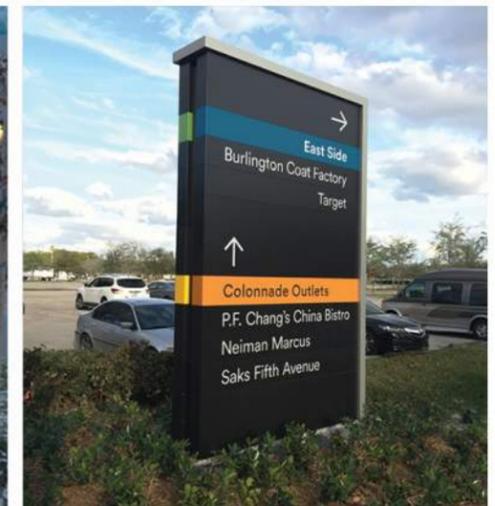
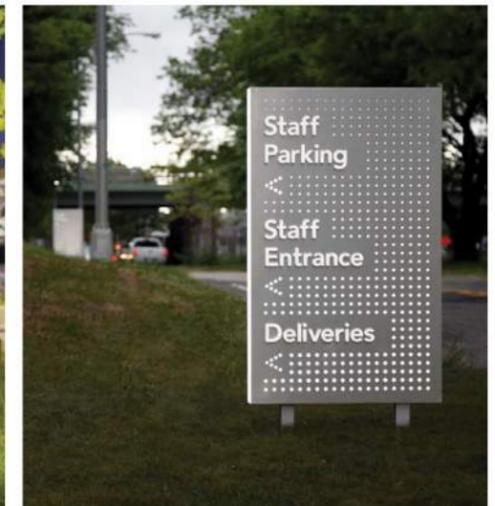
SIGN TYPE S5 | Secondary Vehicular Directional

Sign Description / Additional Info:

Single-sided internally illuminated directional, located on Ring Dr. for directing exiting traffic to Route 60 or Route 21.

- Amendment to Ordinance 2013-014: Allowing material and design changes on five (5) Secondary Vehicular directional signs (S5-01 – S5-05).

Proposed Maximum Height	3'-9"
Proposed Maximum Area	22 Sq.Ft. (face)
Illumination	Internal / External
Digital/Media	No
Installation Location	Ground Mounted



Sign Type Image Reference

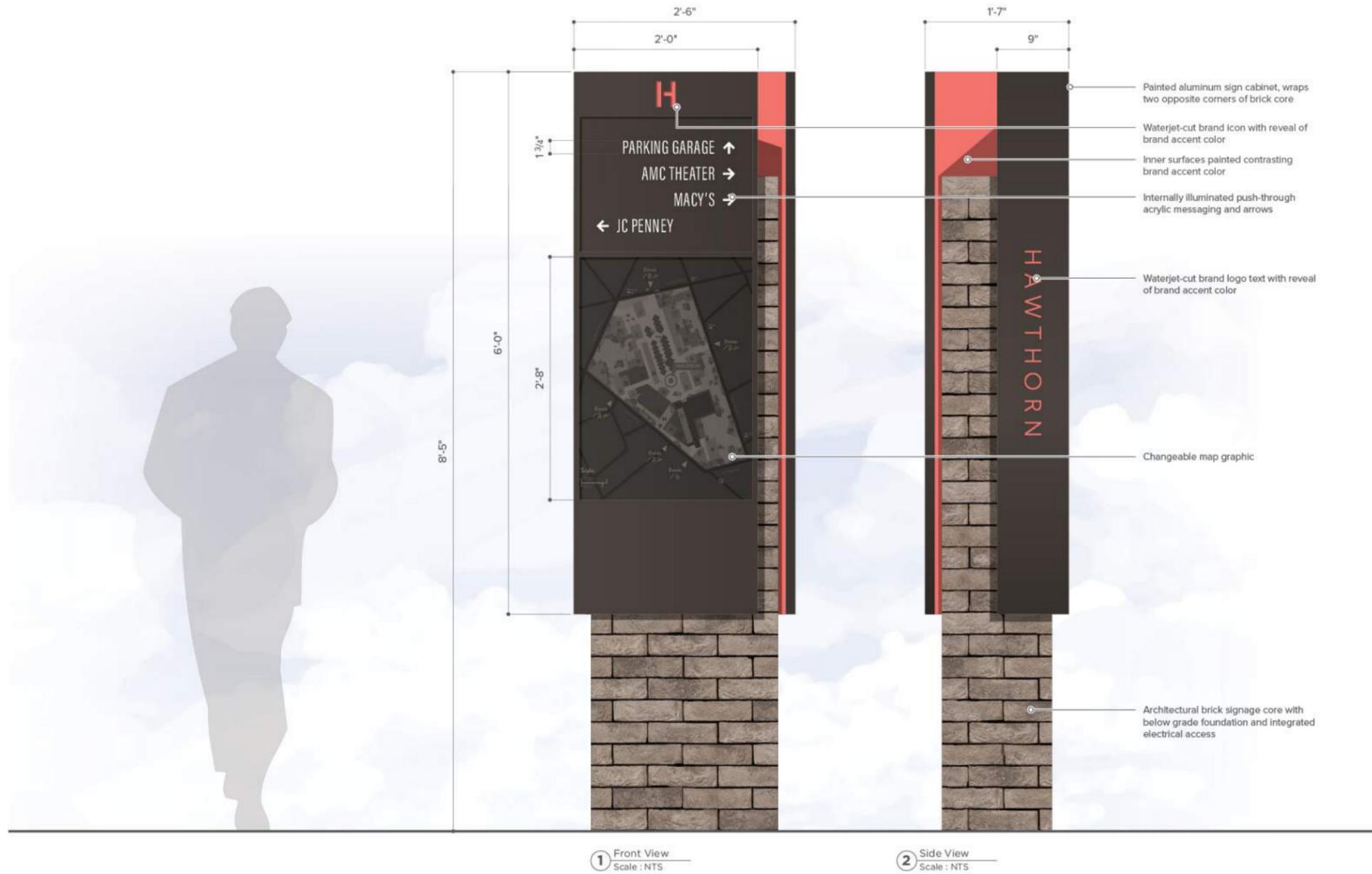
SIGN TYPE S6 | Pedestrian Directory/Directional

Sign Description / Additional Info:

Two-sided internally illuminated pedestrian directional sign with changeable site directory map. Directional information for up to four project destinations and/or anchor tenants.

Variations Requested:

- Section 19-3(9)b: To allow the height of each sign to be 8'-5" rather than the maximum permitted height of 8' (S6-01 – S6-07); and
- Section 19-5(3): To allow the size of each sign to be 21 square feet rather than the maximum permitted size of 3 square feet (S6-01 – S6-07); and
- Section 19-5(3): To allow the display of tenant names which is otherwise not permitted (S6-01 – S6-07).



Proposed Maximum Height	8'-5"
Proposed Maximum Area	22 Sq.Ft. (face)
Illumination	Internal / External
Digital/Media	No
Installation Location	Ground Mounted



SIGN TYPE S9 | District Identity

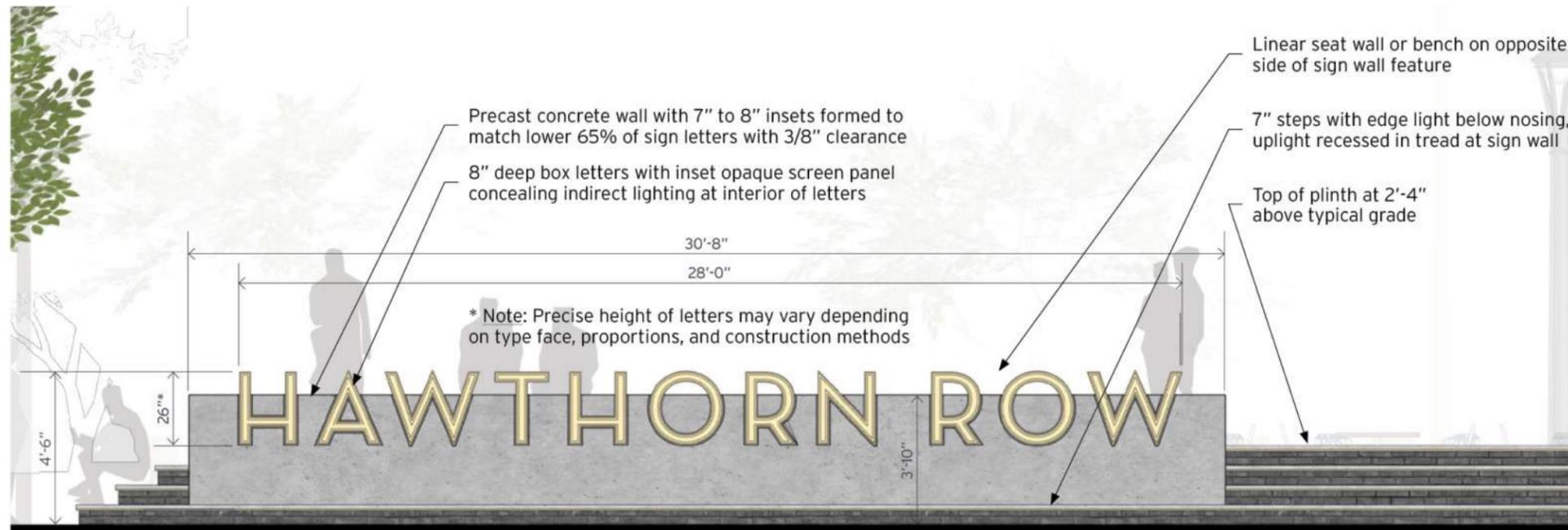
Sign Description / Additional Info:

Sculptural identity letters with internal and/or external illumination. Located within landscaping adjacent to district primary vehicular entrance.

Variation Requested:

- Section 19-3(6): to allow the size of the sign to be 138 square feet rather than the maximum permitted size of 50 square feet.

Proposed Maximum Height	4'-6"
Proposed Maximum Area	150 Sq.Ft. (face)
Illumination	Internal / External
Digital/Media	No
Installation Location	Ground Mounted



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SIGN TYPE S10 | Advertising Totem

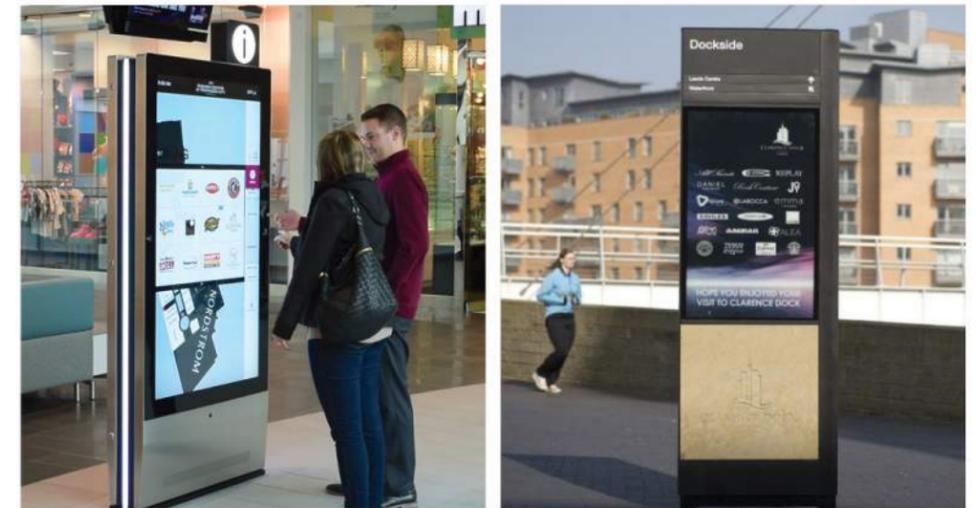
Sign Description / Additional Info:

Digital advertising kiosks and directories can provide shoppers with more information about what the site has to offer while also promoting off-site goods and services.

Variations Requested:

- Section 19-3(9)b: To allow the height of each sign to be 9' rather than the maximum permitted height of 8'(S10-01 – S10-05).
- Sections 19-5(8) and 19-7(9): Allowing automatic changing copy display panels (LED) on five (5) Advertising Totems which is otherwise not permitted (S10-01 – S10-05).

Proposed Maximum Height	9'-0"
Proposed Maximum Area	33 Sq.Ft. (face)
Proposed Maximum LED Screen Area	28 Sq.Ft. (face)
Illumination	Internal / External
Digital/Media	Yes
Installation Location	Ground Mounted



Sign Type Image Reference

SIGN TYPE S11 | Mall Entry Identity

Sign Description / Additional Info:

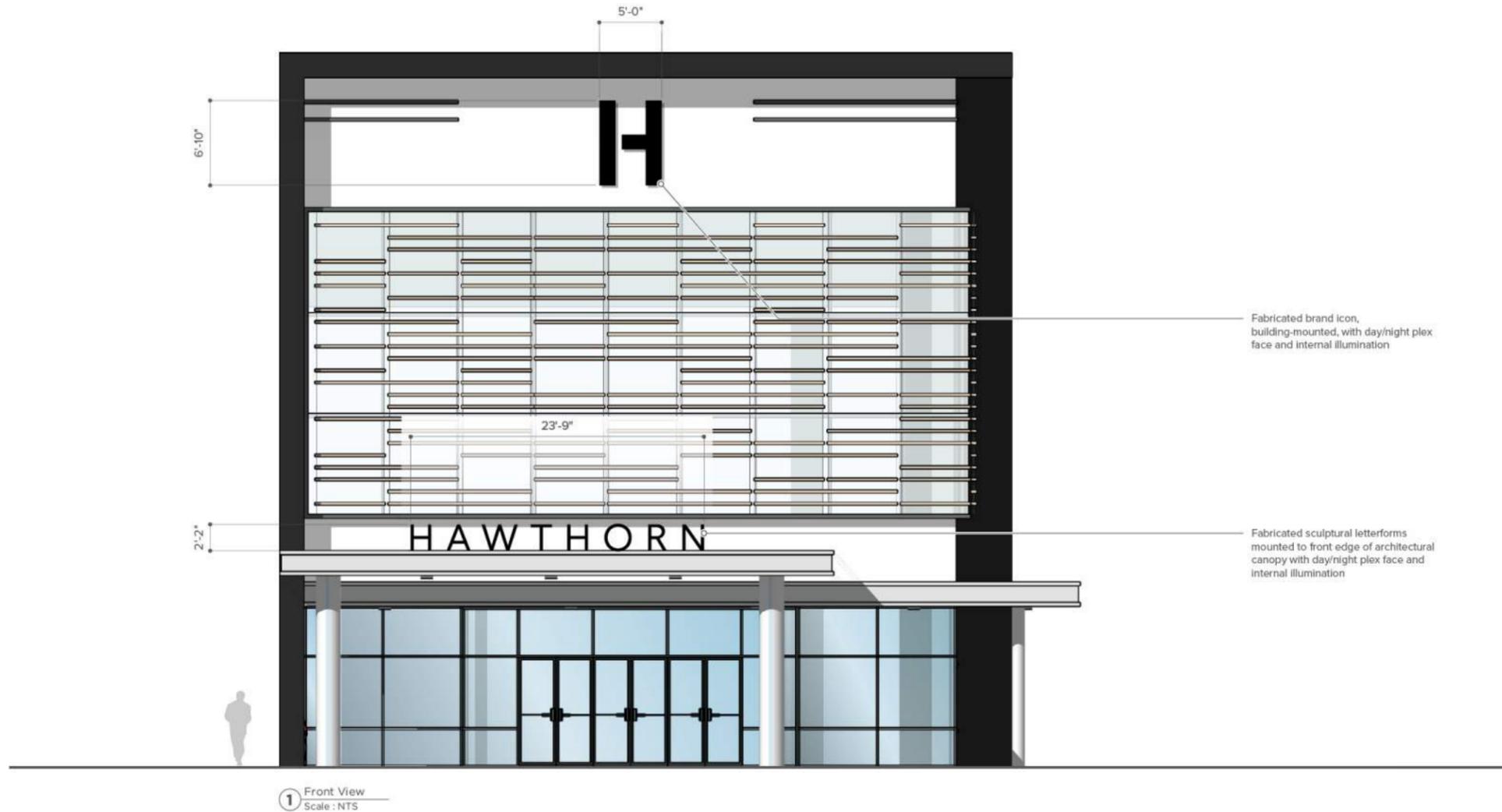
Internally illuminated project identity as wayfinding focal for primary mall entries.

- Amendment to Ordinance 2013-014: Allowing material and design changes on four (4) Mall Entrance Identity signs (S11-01 – S11-04).

Variation Requested:

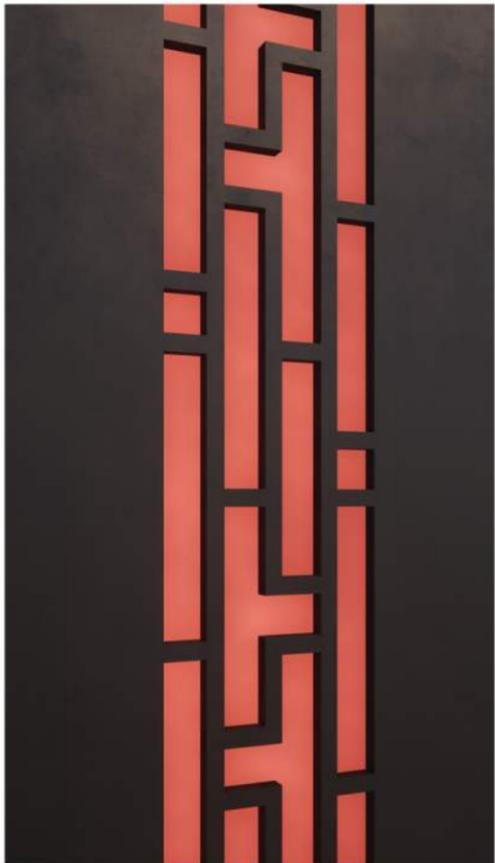
- Section 19-3(7)a: Allowing two wall signs rather than the maximum permitted number of one (S11-01 – S11-05).

Proposed Maximum Height	7'-0"
Proposed Maximum Area	90 Sq.Ft. (face)
Illumination	Internal / External
Digital/Media	Yes
Installation Location	Building Mounted



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EXTERIOR SITE SIGNAGE | Summary



THANK YOU

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