

EXHIBIT “B”
SPECIAL SIGN DISTRICT FOR FOX VALLEY MALL GENERALLY LOCATED SOUTH OF
NEW YORK STREET, WEST OF ROUTE 59, NORTH OF MCCOY DRIVE, AND EAST OF
COMMONS DRIVE

In addition to any signs permitted by City ordinance, pursuant to Chapter 41, Section 41-14 of the City Code of Ordinances, the City hereby establishes a special sign district for the Subject Property and adopts the special sign district regulations and specifications in this Exhibit “B”. The regulations in this Exhibit “B” shall supplement the regulations in the City sign ordinance. In the case of a conflict between the regulations in the City sign ordinance and this Exhibit “B”, the Special Sign District provisions shall apply.

A. General Regulations

1. Approval

Developer shall submit for approval, at the time of building permit, a proposed sign package identifying size, type and location permanent non-residential development identification within the Subject Property.

2. Construction Type

Permanent signs shall be monument style, with consistent architectural elements on all signs, with any combination of wood, masonry, concrete, panels, prefabricated aluminum, and landscaping with illumination; signage itself may be with any combination of backlit pin letters or paneling.

3. Easements

Any signage that is located within any other property must adhere to easement requirements.

4. Lighting

Signs may be internally and/or externally illuminated.

5. Location

The sign locations shall be pursuant to the attached Signage Programming Plan.

6. Quantity

The sign locations shall be pursuant to the attached Sign Schedule.

B. Permitted Signs:

1. Permanent – Residential Development Identification

a. Projecting (LL-01A) Sign(s):

- 1) Area: The maximum sign area shall be 35 sq. ft. on each side,
- 2) Height: The maximum height shall not exceed 31 feet
- 3) Setback: The minimum setback of 10 feet from any property line

- 4) Clearance: The minimum clearance of 8 ½' feet from grade.
- 5) Projection: Such signs shall project no more than 4 feet from the building.

b. Residential Parking Entry ID (S6) Sign(s) at

- 1) Area: The maximum area shall not exceed 10 sq. ft. each side, sign must contain directional panels for vehicular navigation within the allowed signage area.
- 2) Height: The maximum height shall not exceed 7 feet
- 3) Setback: Setback shall not apply

2. Permanent – Non-Residential Development Identification

a. Overall Shopping Center Signage:

i. Large Primary Pylon (S1) Sign(s):

- 1) Area: The maximum area shall not exceed 300 sq. ft. each side; sign shall only have the overall shopping center name within the allowed signage area; an Electronic Messaging Center is not allowed.
- 2) Height: The maximum height shall not exceed 35 feet
- 3) Setback: Setback shall not apply

ii. Secondary Monument (S2) Sign(s):

- 1) Area: The maximum area shall not exceed 127.5 sq. ft. each side, sign shall only contain the overall shopping center name within the allowed signage area; an Electronic Messaging Center is not allowed.
- 2) Height: The maximum height shall not exceed 10 feet
- 3) Setback: The minimum setback shall be at least 5 feet from the public right of way.

iii. Digital Pylon (S3) Sign(s):

- 1) Area: 300 sq. ft. each side, sign must contain the overall shopping center name within the allowed signage area; an Electronic Messaging Center is allowed but may not exceed 30% percent on each side of the sign face
- 2) Height: The maximum height shall not exceed 30 feet
- 4) Setback: The minimum setback shall be at least 5 feet from the public right of way.

iv. District Identity (S7) Sign(s):

- 1) Area: The maximum area shall not exceed 120 sq. ft. each side, sign shall only contain the overall district name within the allowed signage area; an Electronic Messaging Center is not allowed.
- 2) Height: The maximum height shall not exceed 5 feet
- 3) Setback: Setback shall not apply

b. Directional / Wayfinding Signs

i. Primary Vehicular Directional (S4) Sign(s)

- 1) Area: The maximum area shall not exceed 25 sq. ft. each side, sign must contain changeable directional panels for project tenants and/or amenities within the allowed signage area.
- 2) Height: The maximum height shall not exceed 7 feet
- 3) Setback: Setback shall not apply

ii. Secondary Vehicular Directional (S5) Sign(s):

Area: The maximum area shall not exceed 25 sq. ft. each side, sign must contain directional panels for vehicular navigation within the allowed signage area.

Height: The maximum height shall not exceed 6 feet

Setback: Setback shall not apply

iii. Advertising Totem (S8) Sign(s):

- 1) Area: The maximum area shall not exceed 34 sq. ft. each side, sign must contain the overall shopping center name within the allowed signage area; an Electronic Messaging Center may be 100% on each side of the sign face.
- 2) Height: The maximum height shall not exceed 12 feet
- 3) Setback: Setbacks shall not apply

iv. Pedestrian Directory/Directional (S9) Sign(s)

- 1) Area: The maximum area shall not exceed 20 sq. ft. each side, sign must contain the overall shopping center name within the allowed signage area. Electronic Messaging Center is not allowed.
- 2) Height: The maximum height shall not exceed 10 feet
- 3) Setback: Setback shall not apply.

FOX VALLEY

SIGNAGE MASTER PLAN

MARCH 25, 2021

rsmdesign

ARCHITECTURAL CONTEXT

ROOTING THE DESIGN IN CONTEXT & MEANING



THE ARCHITECTURE

- INDUSTRIAL MODERN
- MATERIALITY BREAKS UP MASSING
- NEUTRAL COLOR PALETTE
- DARK PAINTED METAL
- BRICK AND STONE MATERIALS



SIGNAGE 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.

URBAN SIGN

CLARITY

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.

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.



METALS JUXTAPOSITION NEUTRALITY SIMPLICITY

URBAN SIGN CLARITY

The signage system should align with the vision for the project’s architectural concepts and utilize simple 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



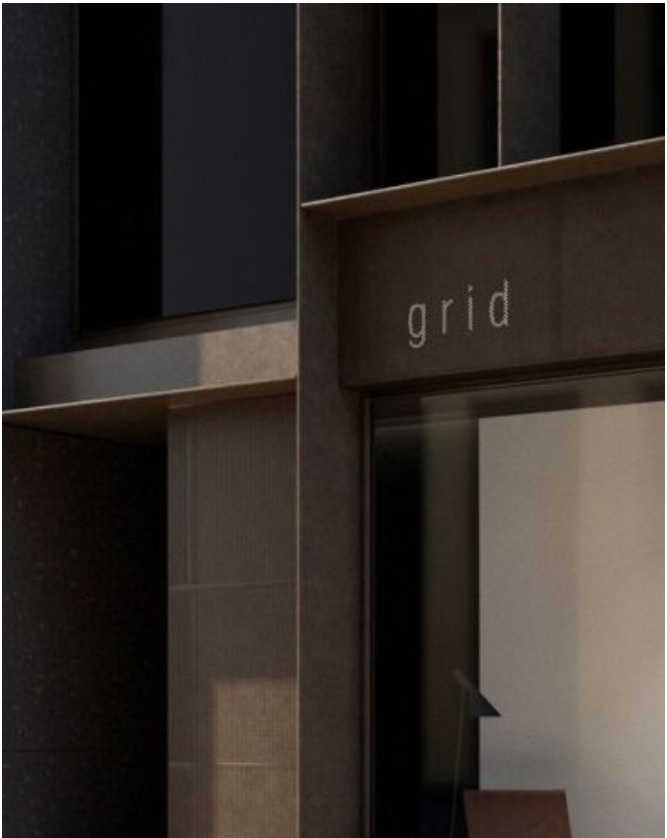
Dark/Glazed Brick



Halo-Illumination



Black & White Graphics



Neutral Color Palette

Aa

ACUMIN - MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Aa

ACUMIN - LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

SIGN FONTS

MODERN & CLEAN

SAN-SERIF

VARIETY OF WEIGHTS & CONDENSED

TALL X-HEIGHT FOR LEGIBILITY

ARCHITECTURAL STRUCTURE

Aa

ACUMIN CONDENSED - MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

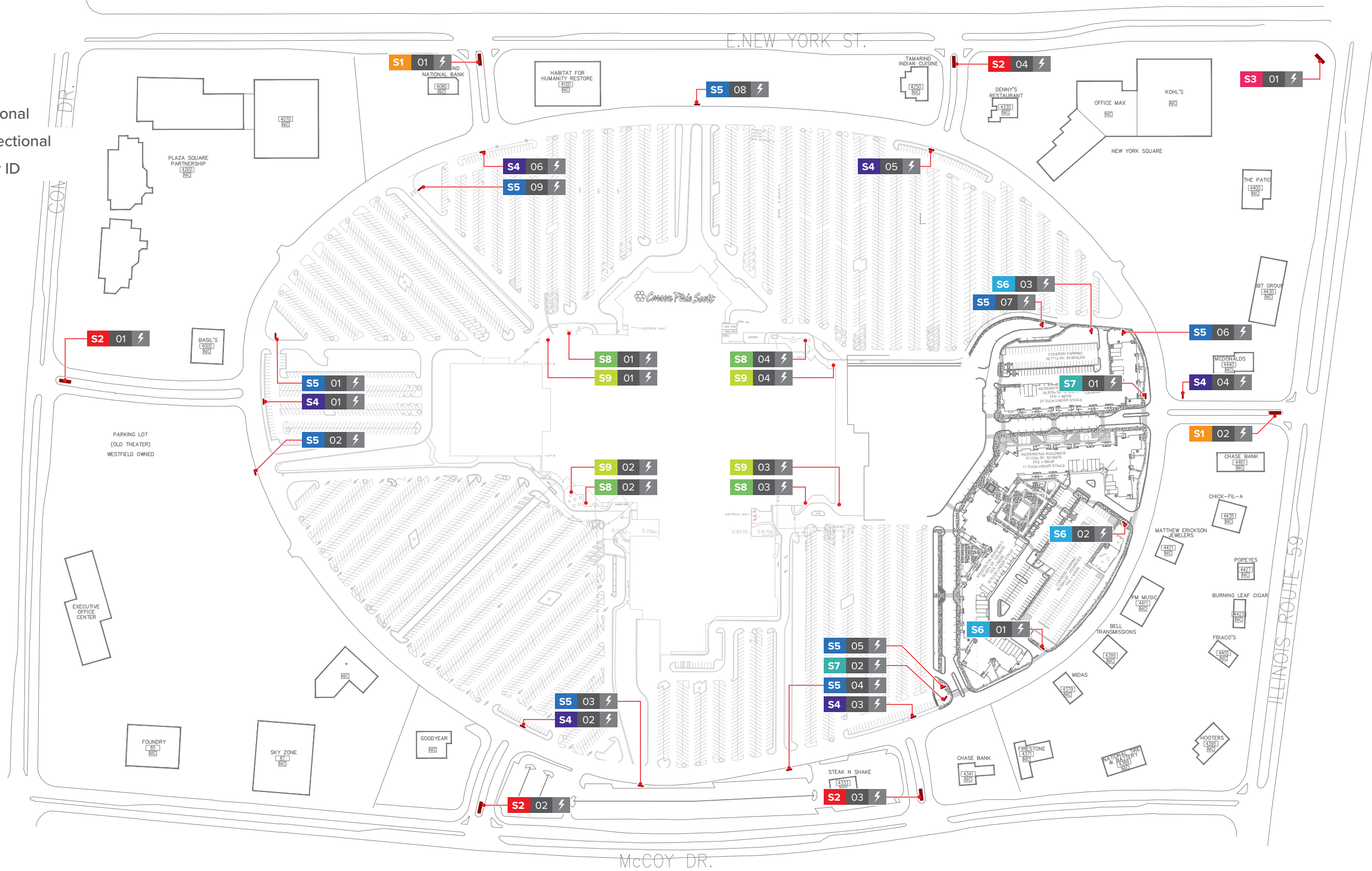
1234567890

SIGNAGE PROGRAMMING

SIGNAGE PROGRAMMING PLAN | 2020 MASTER PLAN

Exterior Signage

- | | |
|----|---------------------------------|
| S1 | Large Primary Pylon |
| S2 | Secondary Monument |
| S3 | Digital Pylon |
| S4 | Primary Vehicular Directional |
| S5 | Secondary Vehicular Directional |
| S6 | Residential Parking Entry ID |
| S7 | District Identity |
| S8 | Advertising Totem |
| S9 | Pedestrian Directional |



SIGN SCHEDULE | 2020 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 | -- |
| S2 | Secondary Monument | 4 | Internal Illumination | None | Foundation | -- |
| S3 | Digital Pylon | 1 | Internal Illumination | Yes, Digital LED | Foundation | -- |
| S4 | Primary Vehicular Directional | 6 | Internal Illumination | None | Foundation | -- |
| S5 | Secondary Vehicular Directional | 9 | Internal Illumination | None | Foundation | -- |
| S6 | Residential Parking Entry ID | 3 | Internal Illuminated | None | Foundation | -- |
| S7 | District Identity | 2 | Internal Illumination | None | Foundation | -- |
| S8 | Advertising Totem | 4 | Internal Illumination | Yes, Digital LED | Foundation | -- |
| S9 | Pedestrian Directory/Directional | 4 | Internal Illumination | None | Foundation | -- |

SIGN TYPE DIAGRAMS

The following pages are intended to represent the sign types appropriate for the plan provided 8/19/2020. As the site plan and architecture continues to evolve, these sign types may also be subject to change.

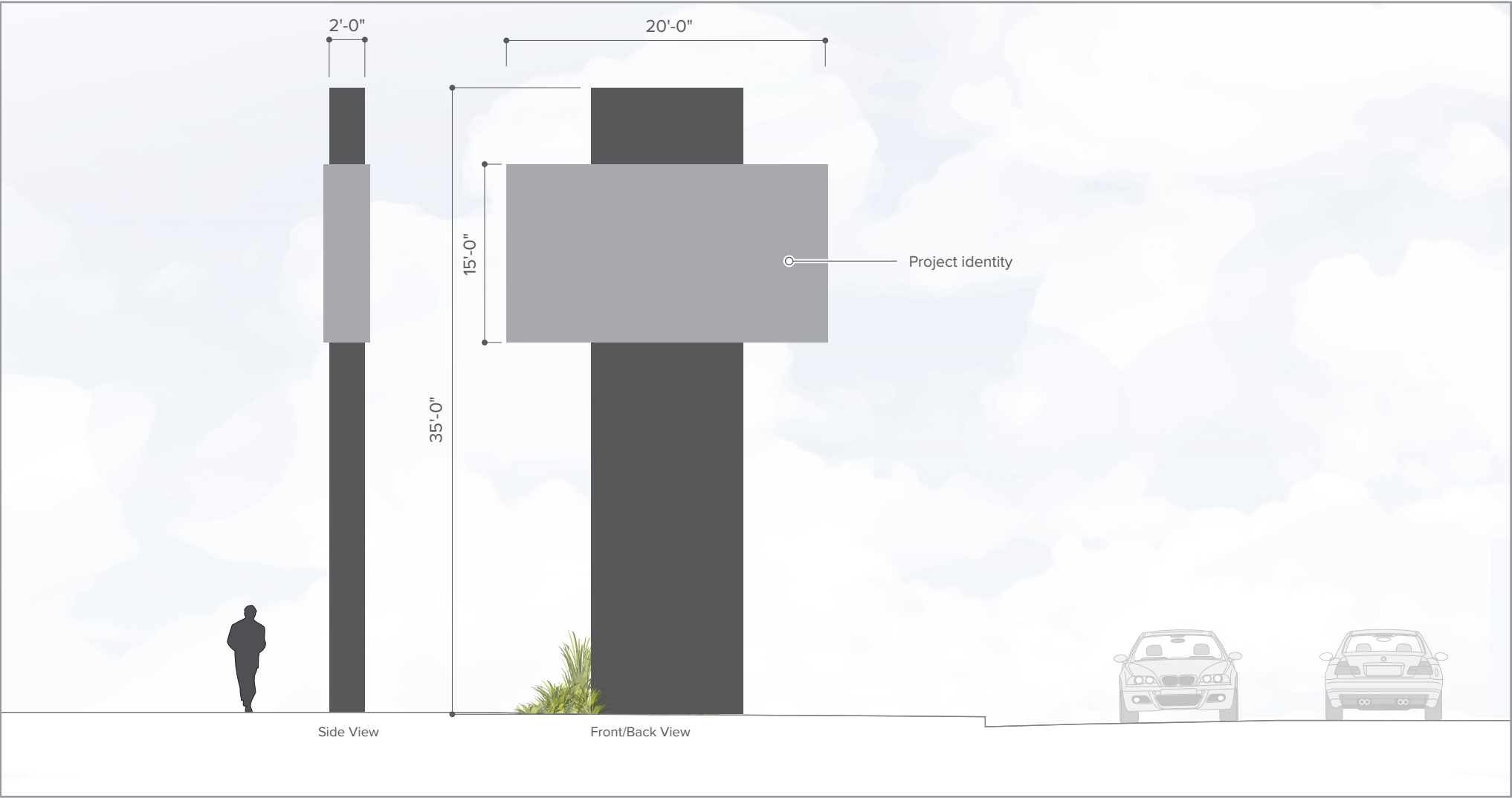
SIGN TYPE S1 | Large Primary Pylon (Retrofit Existing)

Sign Description / Additional Info:

Two-sided project identity sign, located within the median at primary entries for vehicular visibility from surrounding streets.

Signs to replace existing locations, reusing existing foundation and/or re-skinning existing structure.

| | |
|-------------------------|---------------------|
| Proposed Maximum Height | 35'-0" |
| Proposed Maximum Area | 300 Sq.Ft. (face) |
| Illumination | Internal / External |
| Digital/Media | No |
| Installation Location | Ground Mounted |



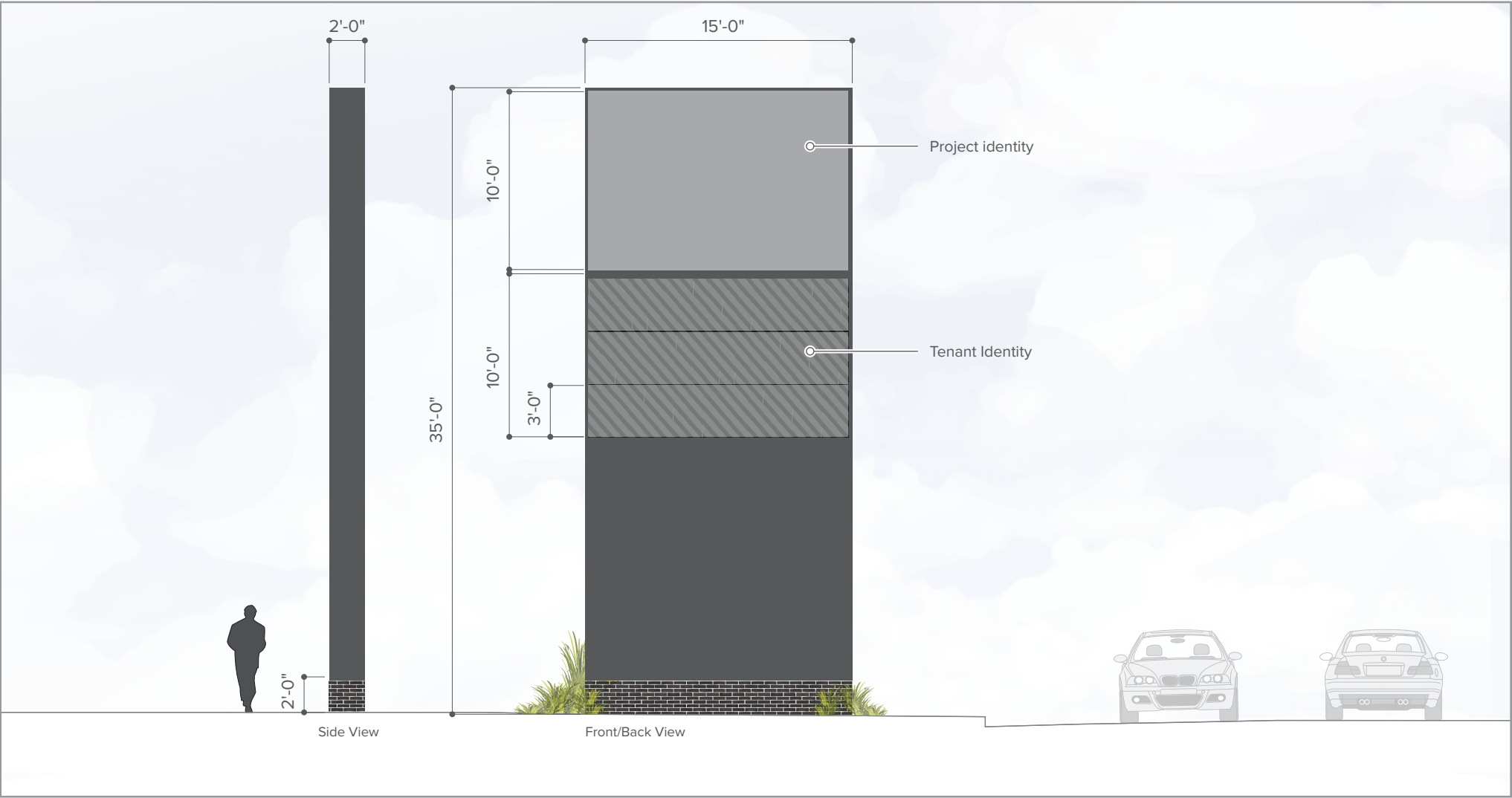
SIGN TYPE S1 | Large Primary Pylon (New Build)

Sign Description / Additional Info:

Two-sided project identity sign, located within the median at primary entries for vehicular visibility from surrounding streets.

Signs to replace existing locations, reusing existing foundation and/or re-skinning existing structure.

| | |
|-------------------------|---------------------|
| Proposed Maximum Height | 35'-0" |
| Proposed Maximum Area | 300 Sq.Ft. (face) |
| Illumination | Internal / External |
| Digital/Media | No |
| Installation Location | Ground Mounted |

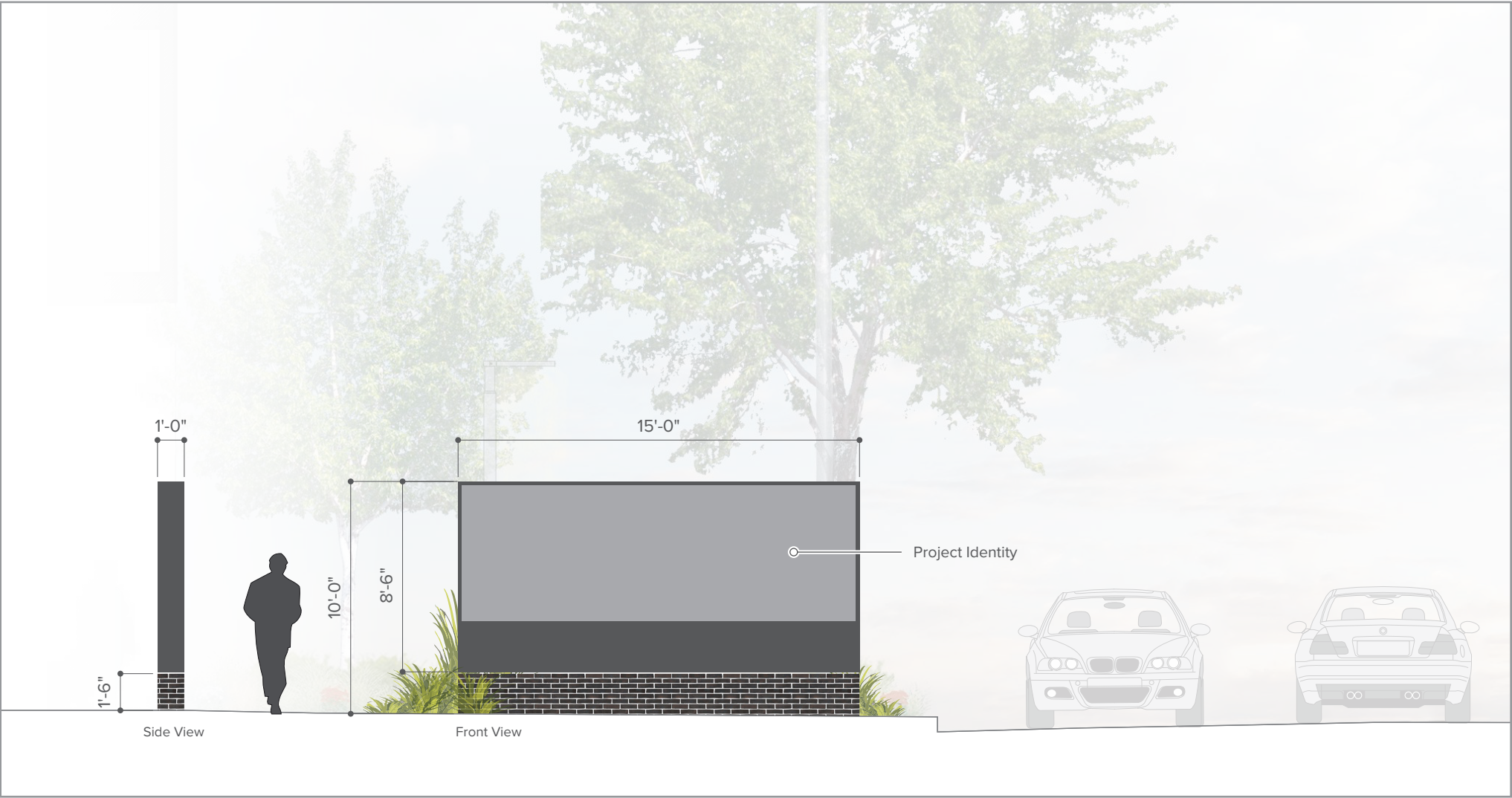


SIGN TYPE S2 | Secondary Monument

Two-sided project identity sign, located within the median at secondary entries for vehicular visibility from surrounding streets.

Signs to replace existing locations, reusing existing foundation and/or re-skinning existing structure.

| | |
|-------------------------|---------------------|
| Proposed Maximum Height | 10'-0" |
| Proposed Maximum Area | 127.5 Sq.Ft. (face) |
| Illumination | Internal / External |
| Digital/Media | No |
| Installation Location | Ground Mounted |

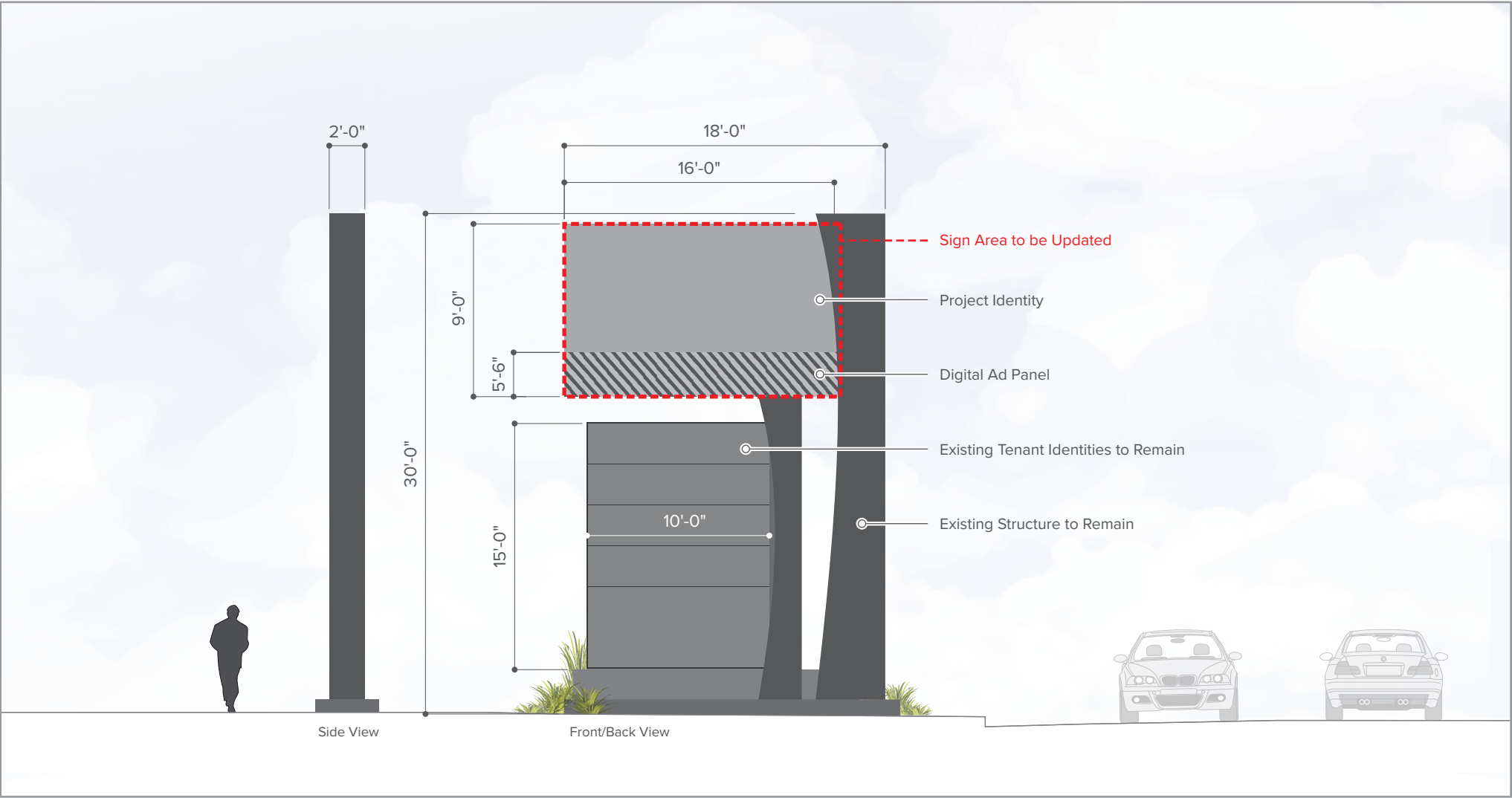


SIGN TYPE S3 | Digital Pylon

Sign Description / Additional Info:

Single-sided project identity sign that includes digital LED display and internally illuminated tenant identity panels. Located at northeast project corner.

Signs to replace existing locations, reusing existing foundation and/or re-skinning existing structure.



| | |
|--|---------------------|
| Proposed Maximum Height | 30'-0" |
| Proposed Maximum Area | 294 Sq.Ft. (face) |
| Proposed Maximum Digital Screen Area | 88 Sq.Ft. (face) |
| Maximum Digital Screen Area Percentage | 30% |
| Illumination | Internal / External |
| Digital/Media | Yes |
| Installation Location | Ground Mounted |



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.

| | |
|-------------------------|---------------------|
| Proposed Maximum Height | 7'-0" |
| Proposed Maximum Area | 22 Sq.Ft. (face) |
| Illumination | Internal / External |
| Digital/Media | No |
| Installation Location | Ground Mounted |



SIGN TYPE S5 | Secondary Vehicular Directional

Sign Description / Additional Info:

Single-sided internally illuminated directional, located on Ring Dr. for directing exiting traffic.

| | |
|-------------------------|---------------------|
| Proposed Maximum Height | 5'-0" |
| Proposed Maximum Area | 24.5 Sq.Ft. (face) |
| Illumination | Internal / External |
| Digital/Media | No |
| Installation Location | Ground Mounted |



SIGN TYPE S6 | Residential Parking Entry ID

Sign Description / Additional Info:
Double-sided internally illuminated directional, located at vehicular entries to residential parking.

| | |
|-------------------------|---------------------|
| Proposed Maximum Height | 7'-0" |
| Proposed Maximum Area | 13.75 Sq.Ft. (face) |
| Illumination | Internal / External |
| Digital/Media | No |
| Installation Location | Ground Mounted |



SIGN TYPE S7 | District Identity

Sign Description / Additional Info:

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

| | |
|-------------------------|---------------------|
| Proposed Maximum Height | 5'-0" |
| Proposed Maximum Area | 120 Sq.Ft. (face) |
| Illumination | Internal / External |
| Digital/Media | No |
| Installation Location | Ground Mounted |



SIGN TYPE S8 | Advertising Totem (Round)

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.

| | |
|--------------------------------------|---------------------|
| Proposed Maximum Height | 10'-0" |
| Proposed Maximum Area | 34 Sq.Ft. (face) |
| Proposed Maximum Digital Screen Area | 34 Sq.Ft. (face) |
| Illumination | Internal / External |
| Digital/Media | Yes |
| Installation Location | Ground Mounted |

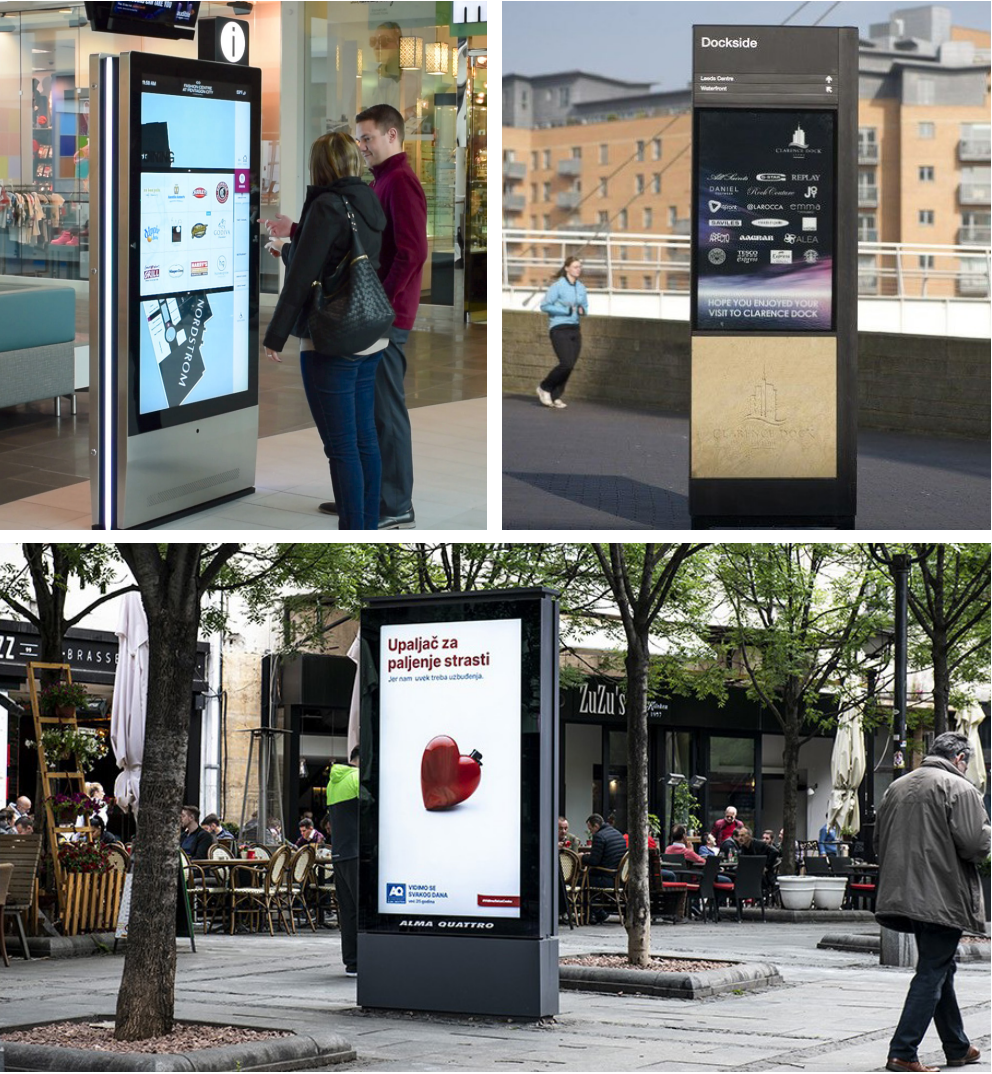


SIGN TYPE S8 | Advertising Totem (2-Sided)

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.

| | |
|--------------------------------------|---------------------|
| Proposed Maximum Height | 10'-0" |
| Proposed Maximum Area | 34 Sq.Ft. (face) |
| Proposed Maximum Digital Screen Area | 34 Sq.Ft. (face) |
| Illumination | Internal / External |
| Digital/Media | Yes |
| Installation Location | Ground Mounted |



SIGN TYPE S9 | Pedestrian Directory/Directional

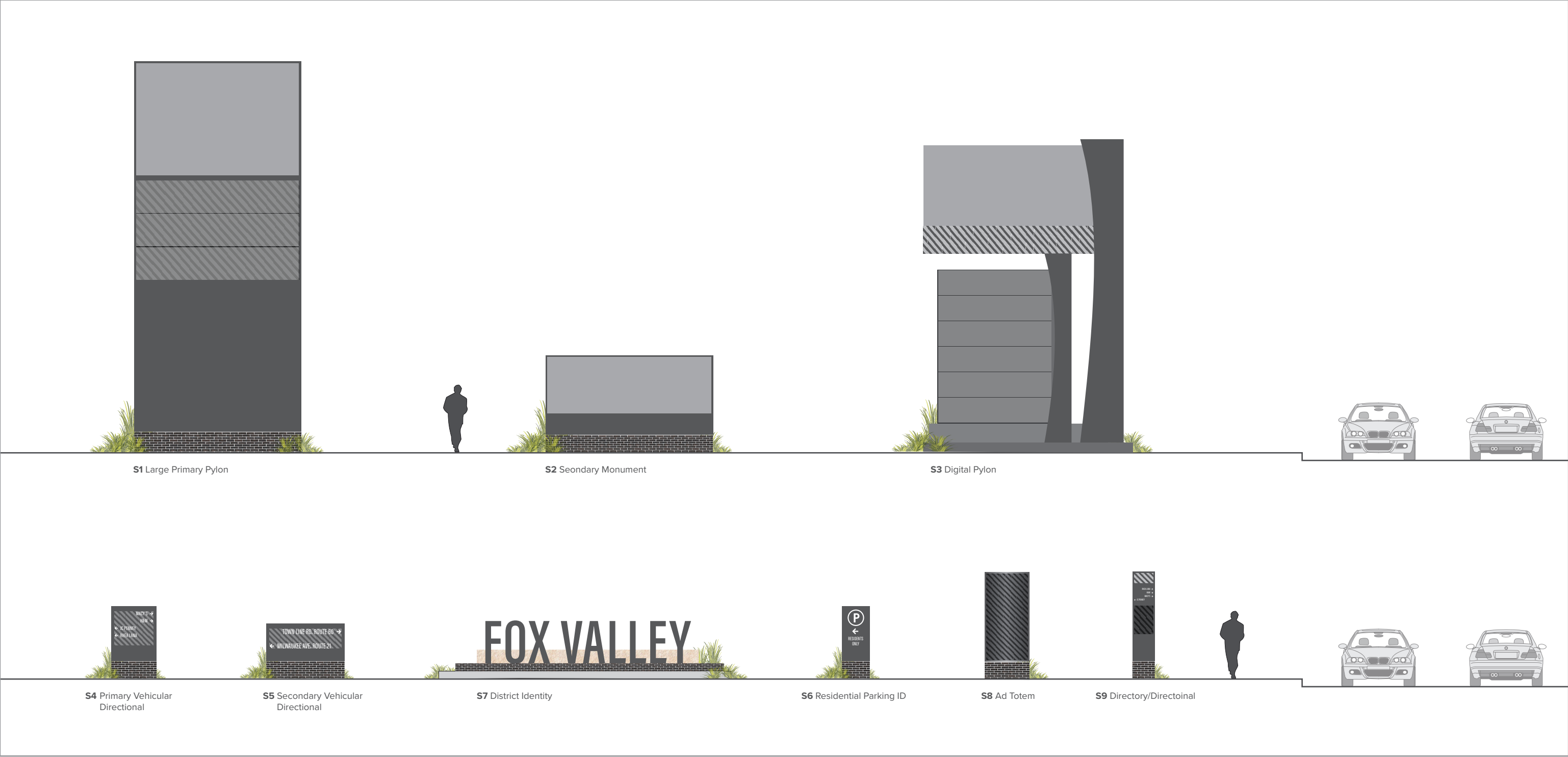
Sign Description / Additional Info:

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

| | |
|-------------------------|---------------------|
| Proposed Maximum Height | 10'-0" |
| Proposed Maximum Area | 17 Sq.Ft. (face) |
| Illumination | Internal / External |
| Digital/Media | No |
| Installation Location | Ground Mounted |



EXTERIOR SITE SIGNAGE | Summary



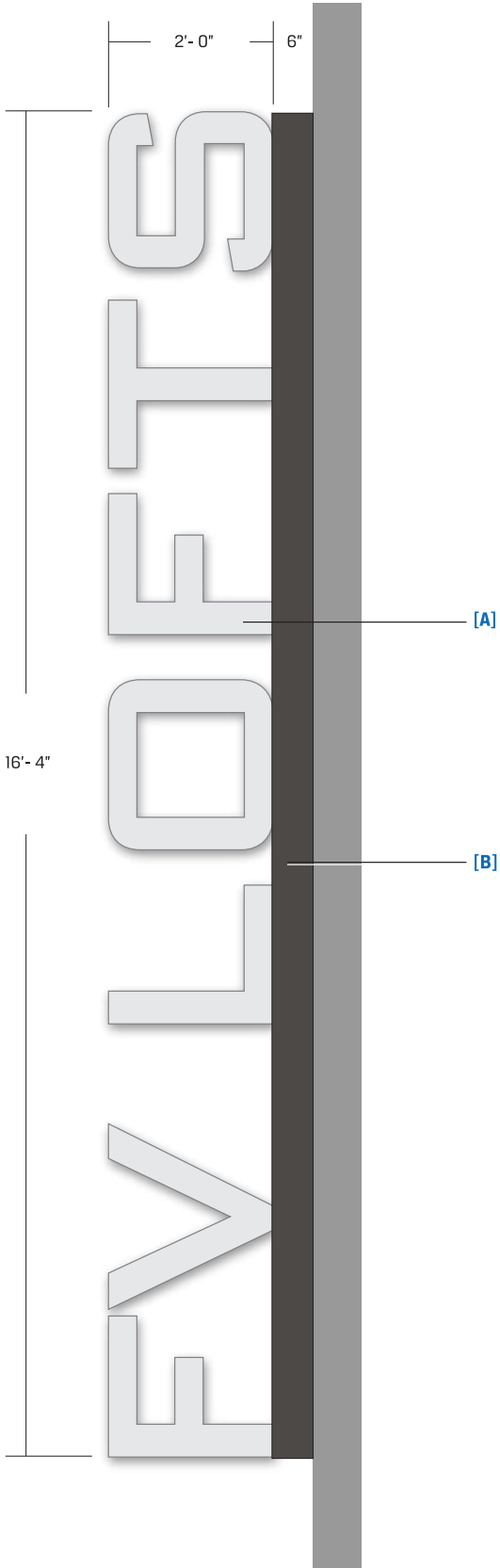
SIGN SPECIFICATIONS

[A] - ILLUMINATED LETTERS

Lighting: LED
Voltage: TBD
Description: Face-Lit [Acrylic]
Face Color: TBD
Return Color: Painted - TBD
Trimcap Color: TBD
Installation: Flush to Raceway - Projecting

[B] - RACEWAY - VERTICAL

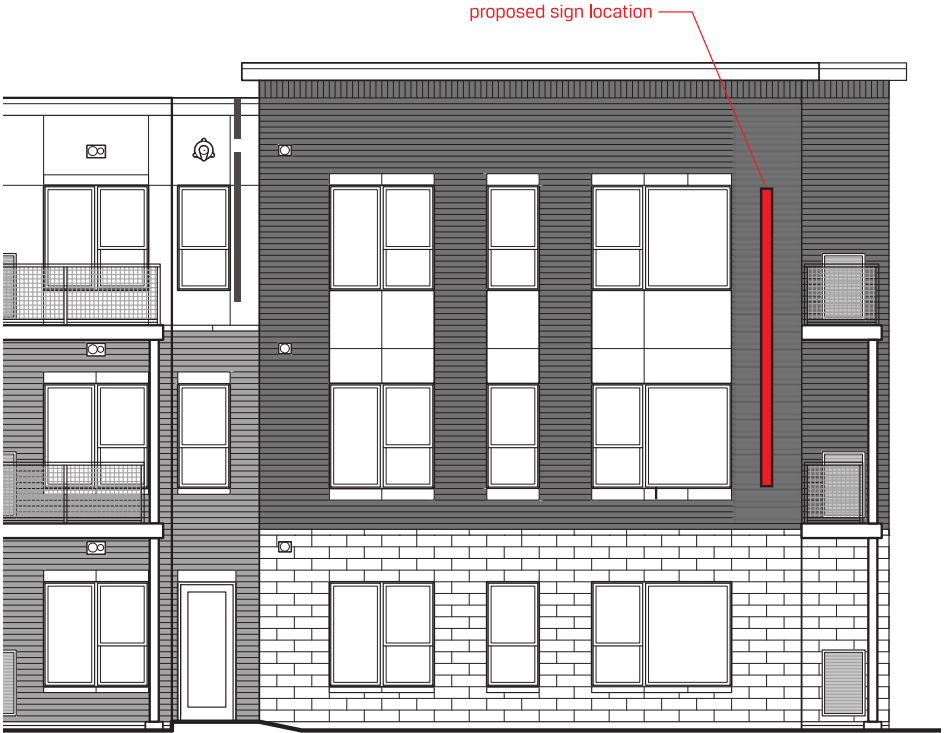
Material: Aluminum
Color: TBD



SIGNAGE



proposed night view [NTS]



proposed elevation [NTS]

| Wall Sign # | Description | Value | Unit |
|-------------|---|----------|-------------|
| A | i) Width of Façade - on which Sign is Located | 126.00 | Feet |
| | ii) Height of Façade - on which Sign is Located | 14.50 | Feet |
| | iii) Square Footage of Façade - on which Sign is Located | 1,827.00 | Square Feet |
| | vi) Width of Sign Face | 2.00 | Feet |
| | v) Height of Sign Face | 16.40 | Feet |
| | vi) Square Footage of Sign Face | 32.80 | Square Feet |
| | vii) Percent of Sign Coverage - Façade on which Sign is Located | 2% | Percent |



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Project

FV LOFTS

Aurora, IL

Scale: 1/2"=1'

Original Page Size: 11" x 17"

Notes

VERIFY COLORS

VERIFY FONT

Revisions

| REV | DESCRIPTION | BY | DATE |
|-----|-------------|-----|----------|
| 01 | elevation | RJE | 02.11.21 |
| 02 | location | RJE | 03.08.21 |

Rep.: Blair Benes

Drawn By: Ron Erickson Orig. Date: 12/04/20

Sign Loc. No. Sign A

LL-01

Lit Letters

Sign. Type

90405

OPP - Project - Job No.

C01

Design

THANK YOU

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