FOCUS™
PROPERTY GROUP | *Land for Living*

Builder Sign Guidelines

PROVIDENCE
Master Planned Community

REVISED 2.02.07

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General Requirements

Conformance

A sign shall be erected, placed, established, relocated, painted, created, or maintained within the Master Planned Community of Providence only in conformance with the standards, procedures, exemptions and other requirements of Chapter 19.14 of the City of Las Vegas Municipal Code.

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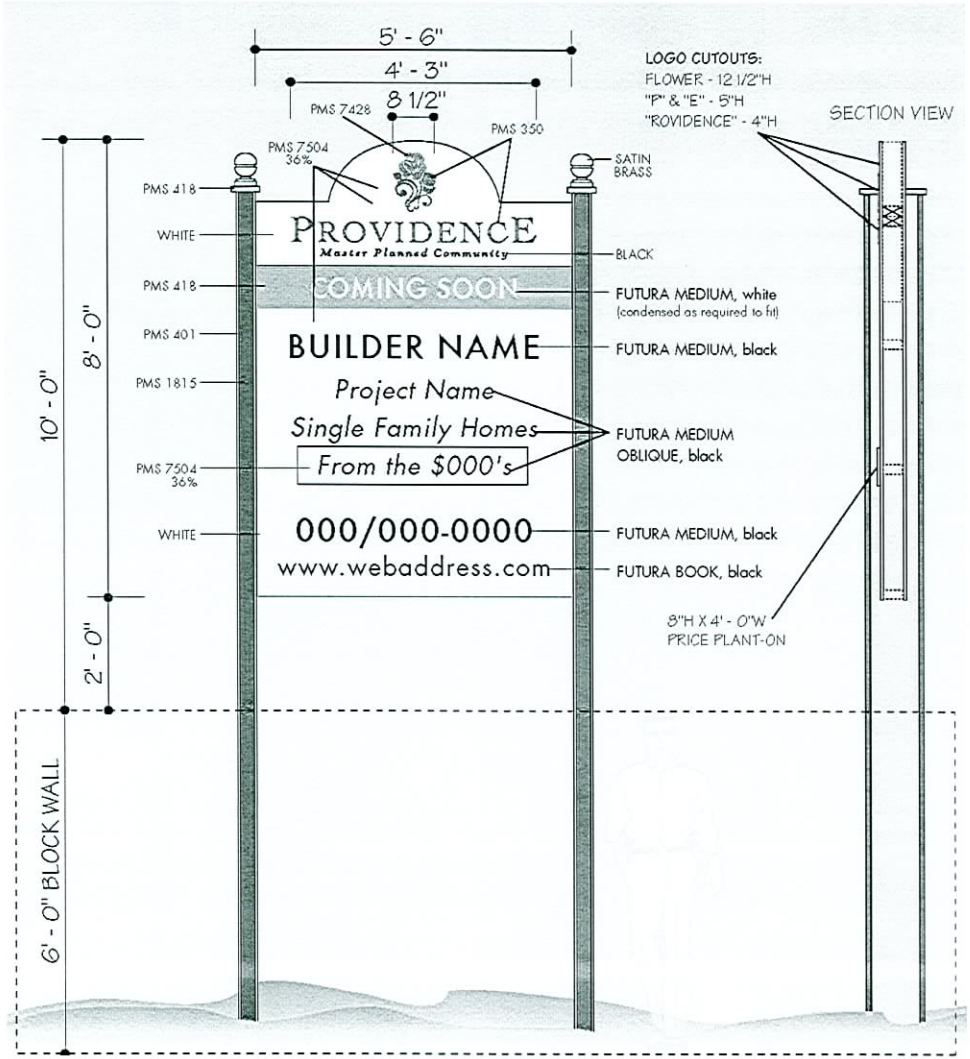

Builder Onsite Community Sign (Project Identification)

Temporary builder onsite community signs will be constructed to inform potential homeowners of projects within the master planned community of Providence, and will be located at the major entrances of the subdivisions with the approval of Focus Property Group, Design Review Committee. The design style of these signs is consistent with the precedent established by the kiosk directional signs. Each builder will be allowed 1 (one) builder onsite community sign. Builder logos are allowed. No community logos are allowed.

SPECS

- Wood face, cut to shape & painted
- Logo: arch & tagline copy are smooth, with 1/4" thick acrylic cutout flower & "Providence"
- Wood posts; cedar Island Post Cap #JT41 jumbo 6" Queen Anne finials painted to match satin brass

LOGO COLORS

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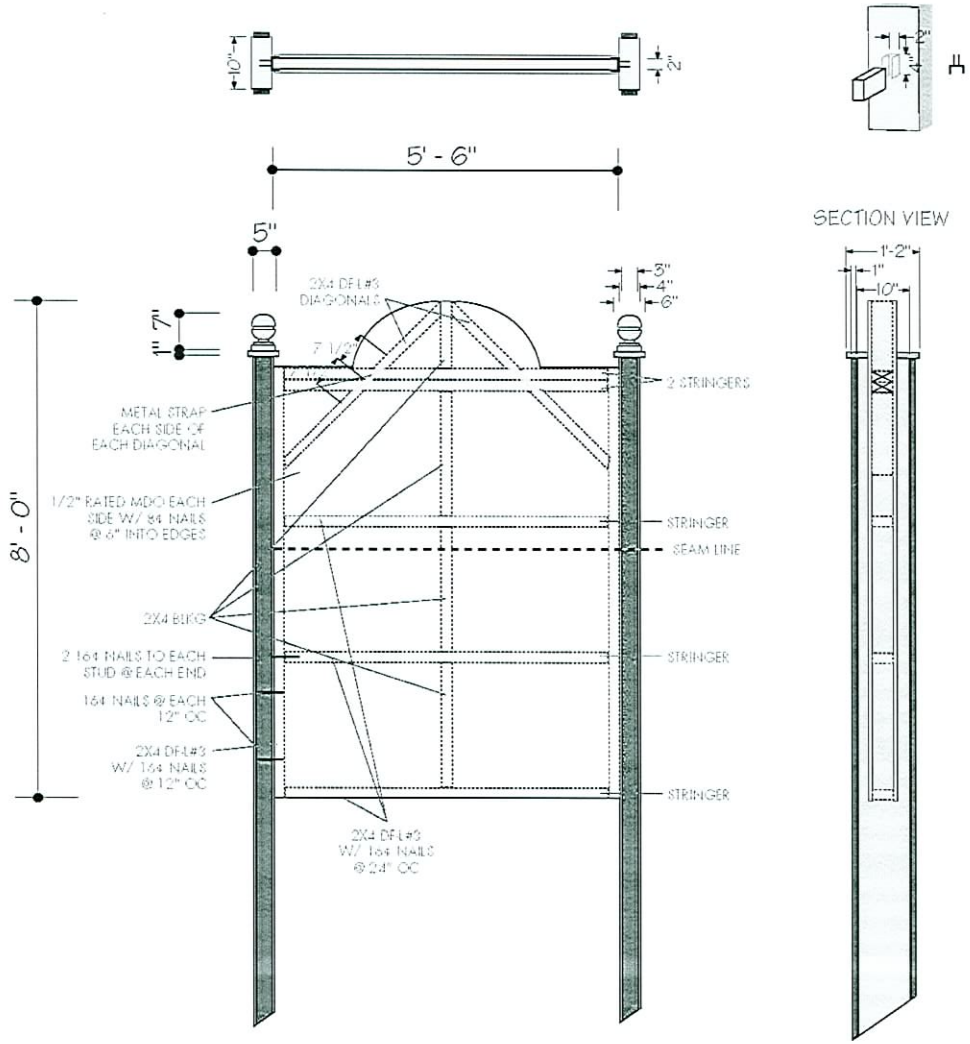

SCALE: 3/8" = 1' - 0"

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Builder Onsite Community Sign (Project Identification)

Construction details. See page 1 for design layout.

Minimum setbacks and separations.

(a) 10 feet from any public right-of-way

(b) 50 feet from any other on-premise, off-premise or subdivision development sale sign.

Additional standards. The sign shall be a freestanding sign that is firmly secured in the ground, as approved by the Building Official.

Illumination permitted. Direct white light or internal illumination only.

Certificate required. Yes. The certificate application shall be accompanied by:

(a) A site plan that clearly depicts the location of the proposed sign; description, drawing or picture of the proposed sign and description of the means by which it will be secured; and

(b) Written authorization of the placement of the sign from the owner(s) of the property or from the owner's duly authorized agent on which the sign is to be located.

Duration of Certificate. The certificate shall be valid for 24 months or until the last unit or lot is sold, whichever occurs first. At the time, the sign shall be removed unless a new certificate has been obtained. The property owner(s) and certificate holder shall each be responsible for maintenance and removal of the sign.

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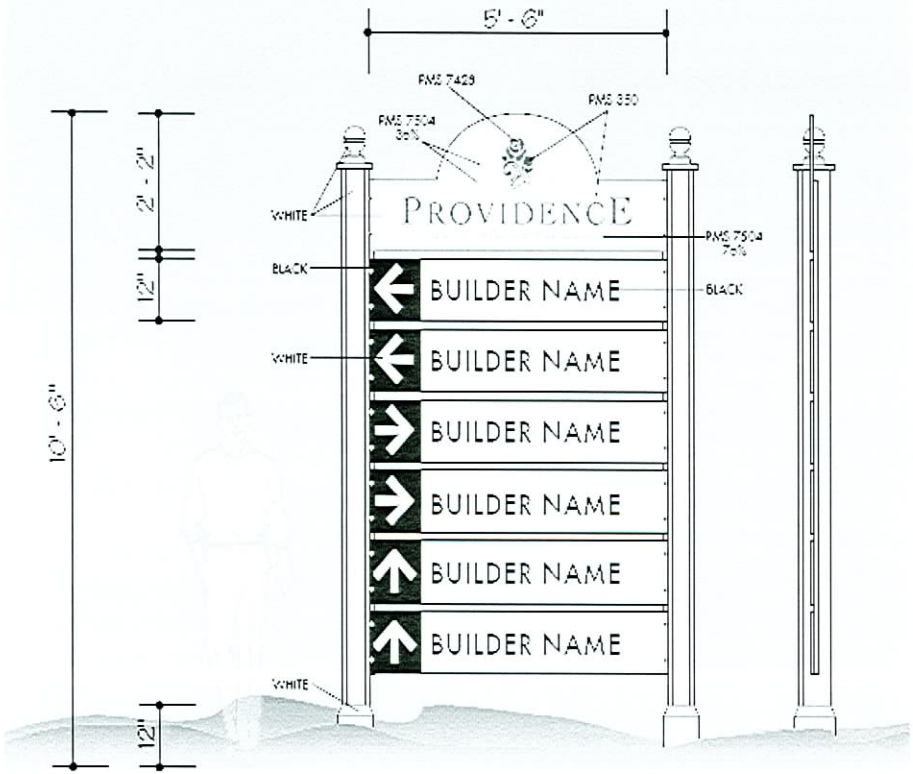
Kiosk Sign

An internal kiosk sign program will be used to not only highlight the individual neighborhood names, but also the guest builders of those neighborhoods. The kiosks will
be located at all critical locations providing direction to all neighborhoods. Structures are constructed of metal and will have removable panels. For safety reasons the hierarchy or order in which the panels will appear on the sign, will be determined by the following system: left turn panels will be installed first or at the top of the sign face, right turn panels will follow, and straight ahead panels will be last or at the bottom. There will be a maximum of six panels per sign face and only one panel per subdivision will be allowed. These kiosks are intended to be temporary and will be removed when the neighborhoods are occupied. Any deviation of these guidelines must be approved by the Focus Property Group, Design Review Committee.

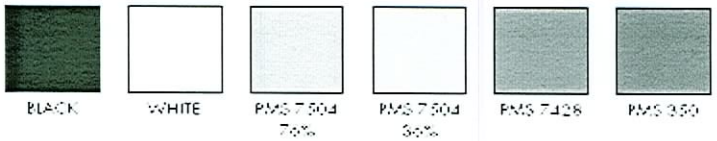
Minimum setbacks and separations.
(a) 50 feet from any other on-premise, off-premise or subdivision development sale sign.
Additional standards. The sign shall be a freestanding sign that is firmly secured in the ground, as approved by the Building Official.
Illumination permitted. Direct white light or internal illumination only.
Certificate required. Yes. The certificate application shall be accompanied by:
(a) A site plan that clearly depicts the location of the proposed sign; description, drawing or picture of the proposed sign and description of the means by which it will be secured; and
(b)Written authorization of the placement of the sign from the owner(s) of the property or from the owner's duly authorized agent on which the sign is to be located.
Duration of Certificate. The certificate shall be valid for 24 months or until the last unit or lot is sold, whichever occurs first. At the time, the sign shall be removed unless a new certificate has been obtained. The property owner(s) and certificate holder shall each be responsible for maintenance and removal of the sign.



SPECS

- Metal structure & panels, powder coated
- Logo arch & tagline copy are smooth, with1/4" thick acrylic cutout flower & "Providence"
- Metal posts & custom metal finials to match Island Post Cap #JT41 jumbo 6" Queen Anne

LOGO COLORS



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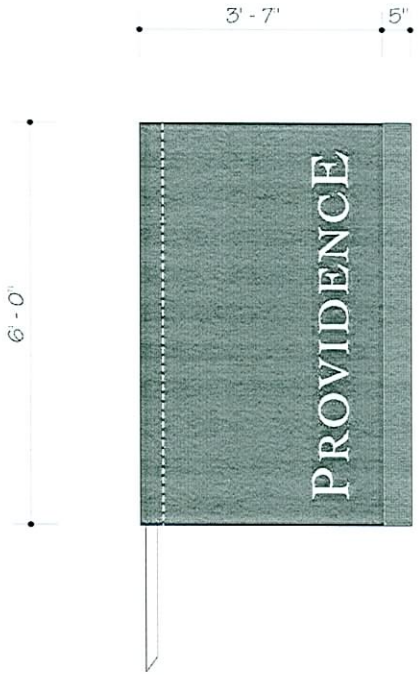
Community Flags



Temporary community flags will be used in clusters around the main community entrances. These flags will serve to alert the public of ongoing sales activity within Providence. The design style of these flags is determined by the builder. Community flags or builder flags may be used. The maximum number of flags allowed per community is 15 (fifteen). Maximum size is 30 (thirty) square feet per flag. Any deviation of these guidelines must be approved by the Focus Property Group, Design Review Committee.

Standards:

1. Minimum setback: five feet from all property lines
2. Illumination permitted: no
3. City of Las Vegas sign certificate required: no

6X4 FLAGS

- SUB -- 2-PANEL NOAH LAMPORT FLAG MATERIAL WITH SCREENPRINTED LOGO & 4" SIDE SLEEVE
- LEFT SIDE -- #UV342/FOREST GREEN
- RIGHT SIDE -- #31521/MAROON
- LOGOTYPE -- WHITE
- POLE -- STANDARD WHITE 21' FLAG POLE

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Banners

No banners are permitted on walls or trailers. Any deviation of these guidelines must be approved by the Focus Property Group, Design Review Committee.

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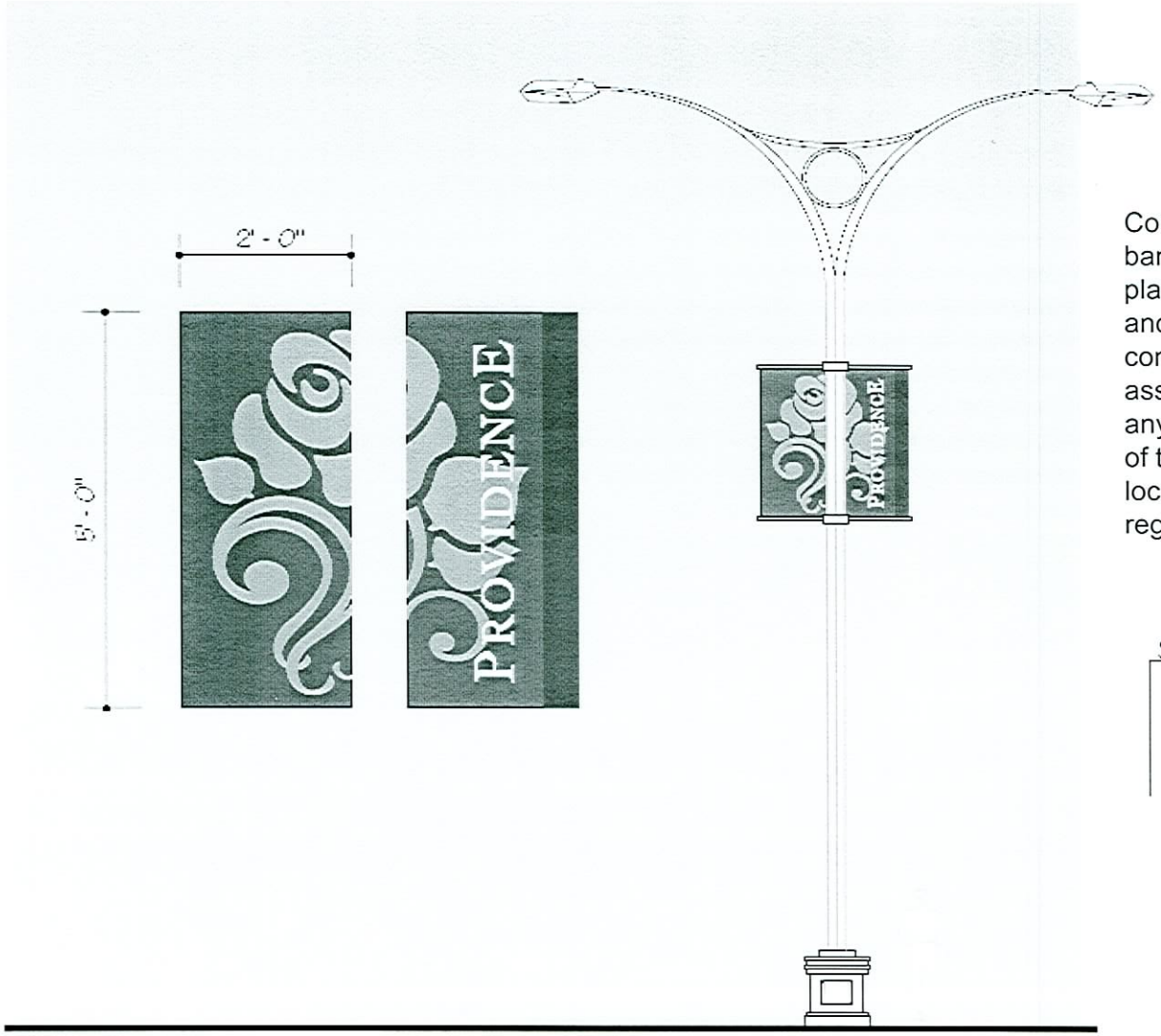
Avenue Banners



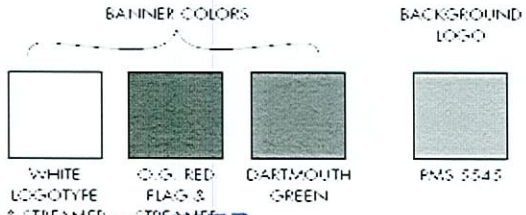
ELEVATION SCALE: 3/16 "= 1' - 0"

SCALE: 1/2" = 1' - 0"

Community avenue banners are changeable banners that line the main streets within the master planned community of Providence. They will identify and decorate the community and help to announce community events, openings and seasons. Banners associated with subdivision opening will not contain any advertising copy other than the name and logo of the builder and/or the subdivision. The use and location of these banners will be regulated by the master developer.

SPECS

- 1 & 2-panel banner material with screenprinted graphics & logotype



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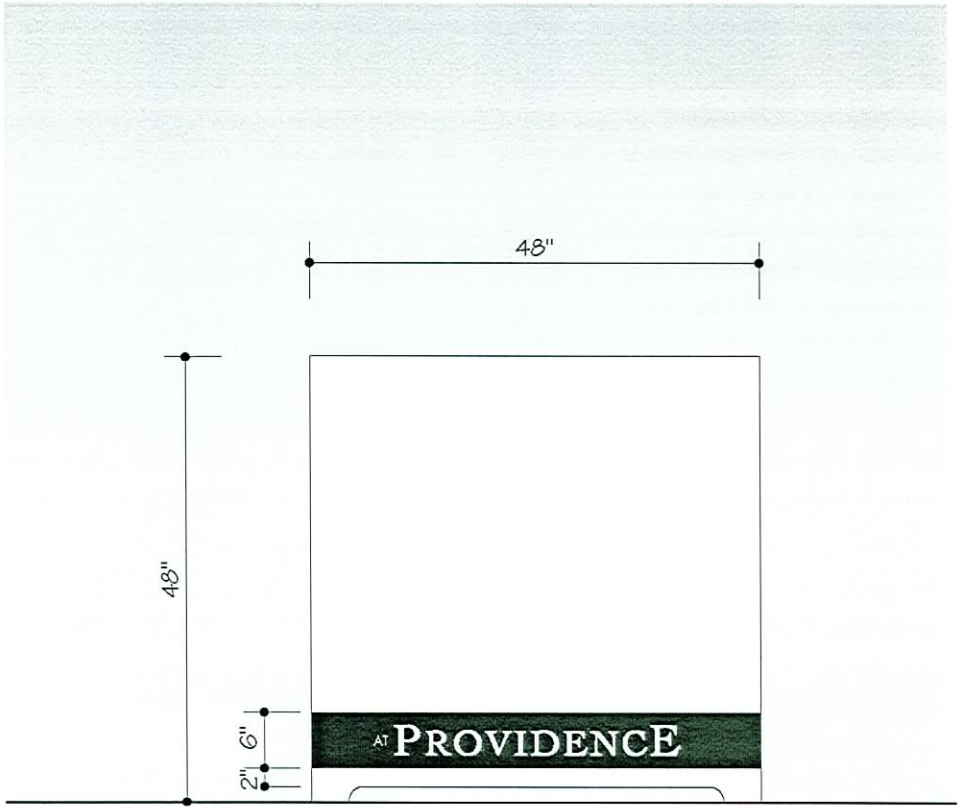
A-Frames



Temporary a-frame signs are allowed at community entrances only. These signs will serve to alert the public of ongoing sales activity within Providence. The design style of these signs, with the exception of the 6 inch high "at Providence" color band, will be determined by the builder, and does not need to be submitted to the Focus Property Group, Design Review Committee for approval. Single- or double – faced a-frame signs are allowed. Required sign size is 4 feet high by 4 feet wide. Any deviation of these guidelines must be approved by the Focus Property Group, Design Review Committee.

City of Las Vegas sign certificate required.

(a) A temporary sign certificate is required for a temporary special event.

(b) The certificate allows the holder to display temporary event signs on the lot where the event is to occur. Temporary special event signs many be displayed by the same business licence holder on the same lot up to four times in any one calendar year. The aggregate time of display of such sign shall not exceed 60 days in any calendar year.

SPECS

- Single- or double-faced wood, cut to shape with boxed-in sides & hand holds
- "at Providence" is white on pms 350/green
- Portions of sign above & below "at Providence" to be determined by builder

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Builder Onsite Signs

Temporary community onsite signs (sales information sign, model identification signs, and parking sign) are allowed at each community. These signs will serve to alert the public of ongoing sales activity within Providence. Each Builder is allowed one (1) sales information, and one (1) parking sign. The quantity of model identification signs and the design style of the onsite signs will be determined by the builder, and does not need to be submitted to Focus Property , Design Review Committee for approval. Any deviation of these guidelines must be approved through the Focus Property Group, Design Review Committee for approval.

SPECS

- To be determined by builder

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Community Onsite Signs

Signs to direct consumer traffic through master plan community and builder communities. Any deviation of these guidelines must be approved by the Focus Property Group, Design Review Committee. Temporary kiosk signs (4 x 2) will be used until completion of landscape/streetscape at which time the permanent kiosks will be placed.

Locations of Signs:
Locations within full streetscapes and or median are allowed and will be determined by master developer as community deployment occurs.

Minimum setbacks and separations.
(a) 50 feet from any other on-premise, off-premise or subdivision development sale sign.
Additional standards. The sign shall be a freestanding sign that is firmly secured in the ground, as approved by the Building Official.
Illumination permitted. Direct white light or internal illumination only.
Certificate required. Yes. The certificate application shall be accompanied by:
(a) A site plan that clearly depicts the location of the proposed sign; description, drawing or picture of the proposed sign and description of the means by which it will be secured; and
(b)Written authorization of the placement of the sign from the owner(s) of the property or from the owner's duly authorized agent on which the sign is to be located.
Duration of Certificate. The certificate shall be valid for 24 months or until the last unit or lot is sold, whichever occurs first. At the time, the sign shall be removed unless a new certificate has been obtained. The property owner(s) and certificate holder shall each be responsible for maintenance and removal of the sign.

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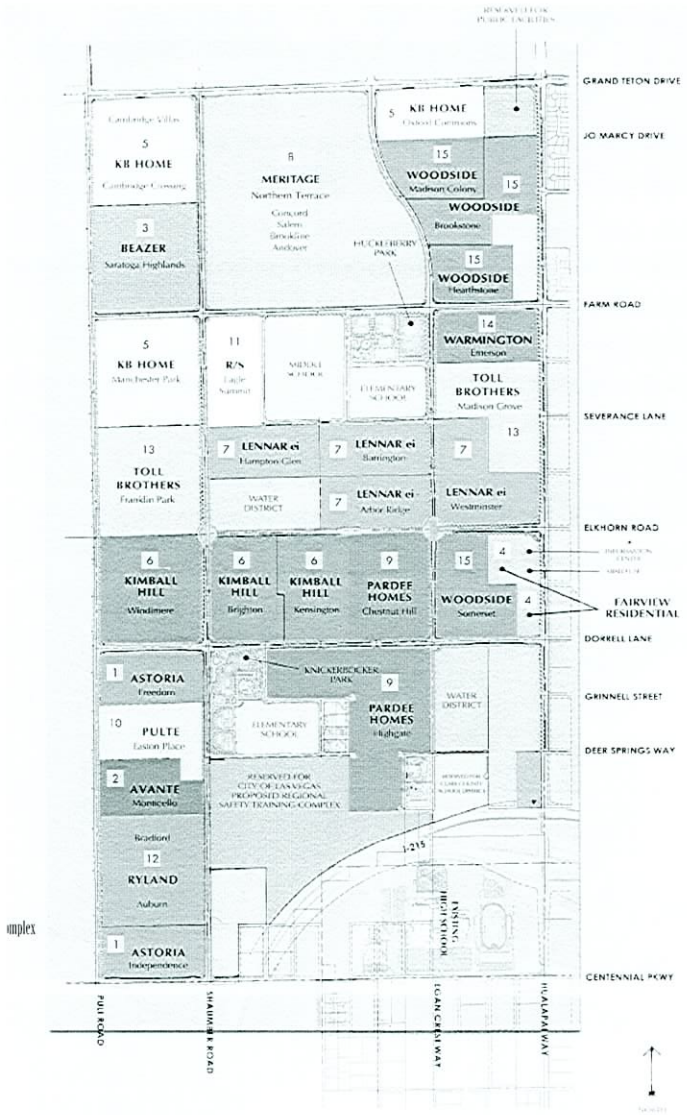

Map of Temporary Community Onsite Signs

Signs to direct consumer traffic through master plan community and builder communities. Any deviation of these guidelines must be approved by the Focus Property Group, Design Review Committee. Temporary kiosk signs (4 x 2) will be used until completion of landscape/streetscape at which time the permanent kiosks will be placed.

Locations of Signs:
Locations within full streetscapes and or median are allowed and will be determined by master developer as community deployment occurs.

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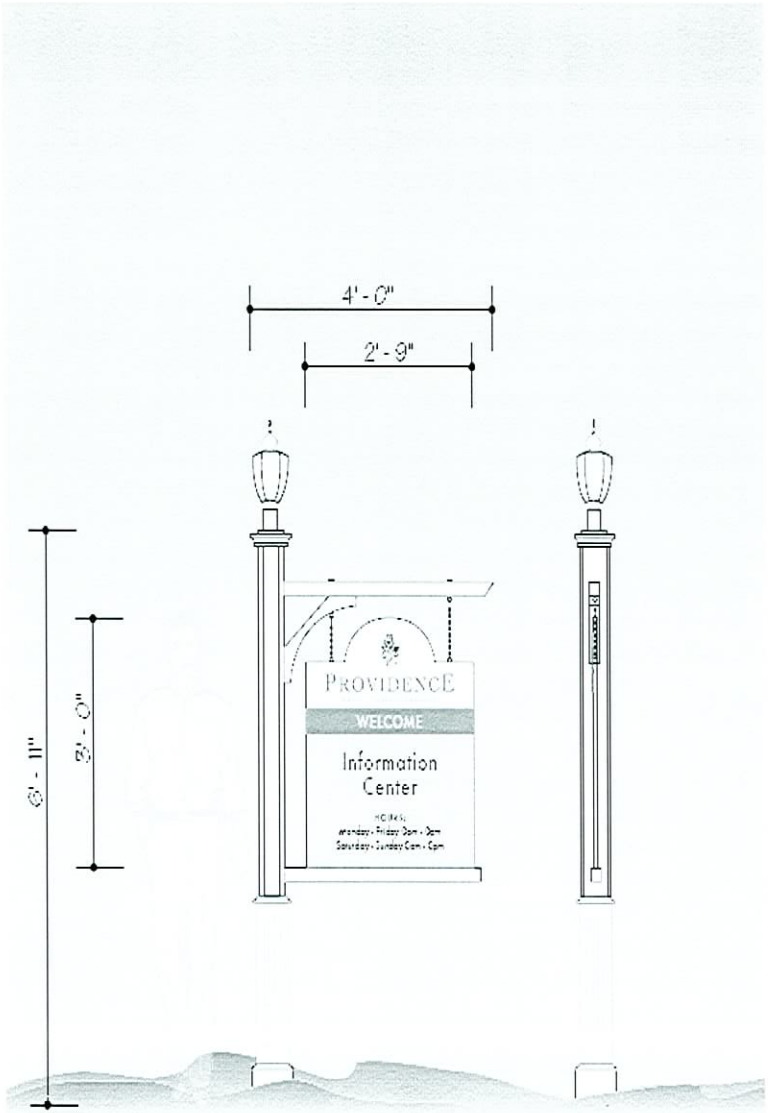

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Minimum setbacks and separations.
10 feet from any public right-of-way
50 feet from any other on-premise, off-premise or subdivision development sale sign.

Additional standards. The sign shall be a freestanding sign that is firmly secured in the ground, as approved by the Building Official.

Illumination permitted. Direct white light or internal illumination only.

Certificate required. Yes. The certificate application shall be accompanied by:

A site plan that clearly depicts the location of the proposed sign; description, drawing or picture of the proposed sign and description of the means by which it will be secured; and

Written authorization of the placement of the sign from the owner(s) of the property or from the owner's duly authorized agent on which the sign is to be located.

Duration of Certificate. The certificate shall be valid for 24 months or until the last unit or lot is sold, whichever occurs first. At the time, the sign shall be removed unless a new certificate has been obtained. The property owner(s) and certificate holder shall each be responsible for maintenance and removal of the sign

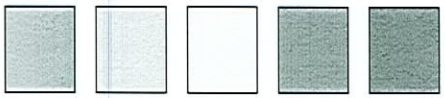
Sales Information Sign

Individual builder sales information signs are per builders specifications and do not need to be approved. This is an example of the style of sign that will be at the Providence Information Center.

SPECS

- Wood post structure painted white, with lantern
- Wood or metal hanging sign face with painted backgrounds
- Logo: arch & tagline copy are smooth, with1/4" thick acrylic cutout flower & "Providence"

LOGO COLORS



PMS 418 | PMS 7504 76% | PMS 7504 36% | PMS 7428 | PMS 350

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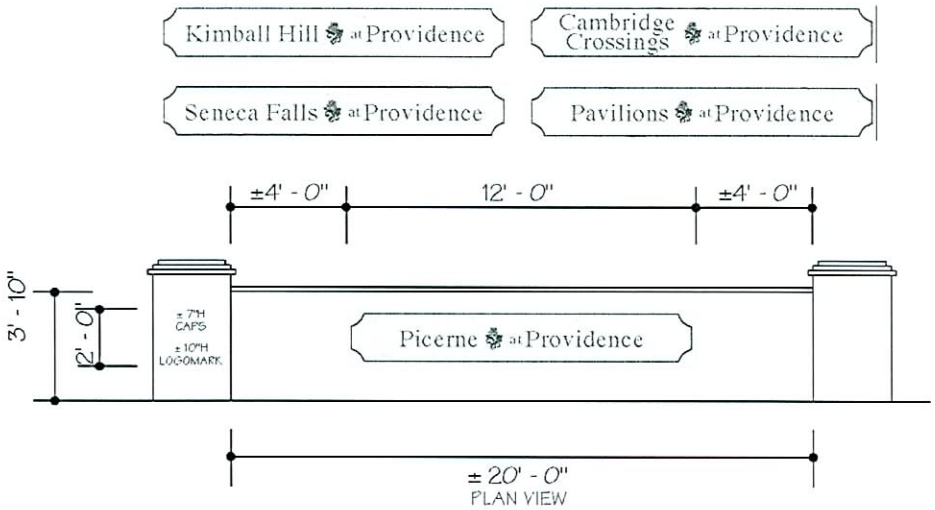
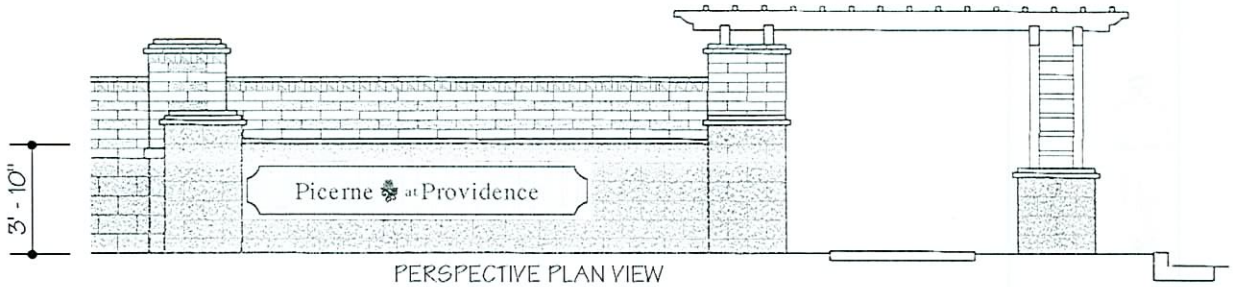
Permanent Community Entry Monumentation

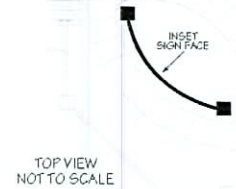


Permanent entry monuments will be located at community entrances within Providence. They will serve to highlight entrance streets leading to the individual communities and will help carry the theme throughout the master plan. This is the only acceptable design allowed for this sign type. All community entry monuments must be approved by the Focus Property Group, Design Review Committee. A City of Las Vegas sign certificate is required.

SPECS

- Radiused, split-faced monument
- 2'h x 6"w white travertine pieces, laid vertically, butt-jointed & inset into cinder block
- Inline border, copy & logo leaves are inblasted & infilled pms 350/dark green
- Logo rose is inblasted & infilled pms 7428/maroon
- Font is Times Roman, tracking 25





SCALE: 3/16" - 1' - 0"

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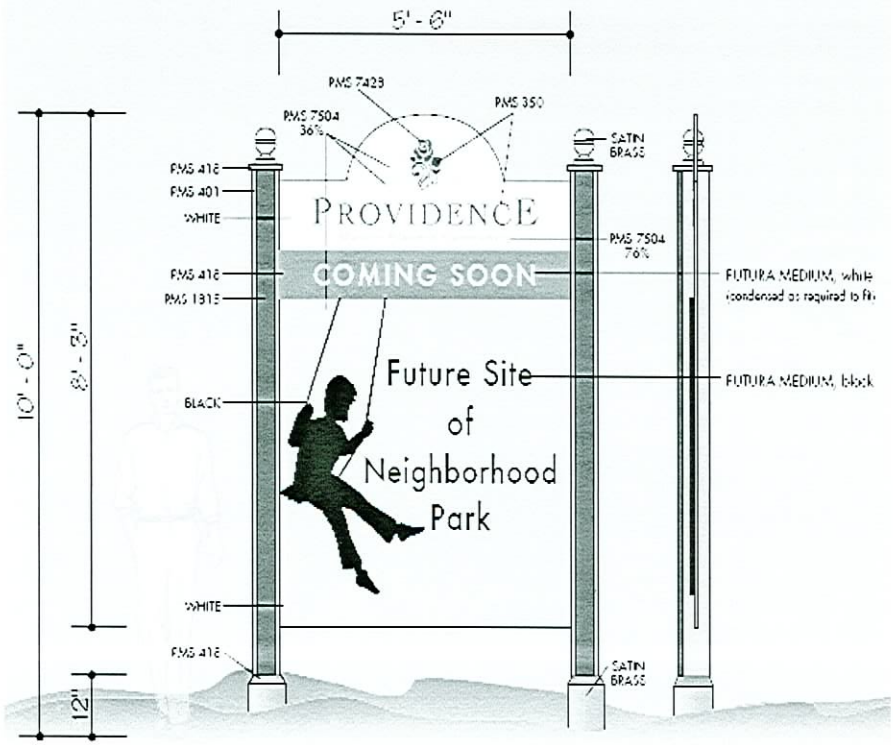
Future Site Sign #1
Neighborhood Park

Temporary future site signs will be constructed to inform potential homeowners of permanent buildings that will be present within the master planned community of Providence. The design style of these signs is consistent with the precedent established by the kiosk directional signs. Each location will be allowed 1 (one) future site sign, and will be regulated by the master developer.



Minimum setbacks and separations.
10 feet from any public right-of-way
50 feet from any other on-premise, off-premise or subdivision development sale sign.

Additional standards. The sign shall be a freestanding sign that is firmly secured in the ground, as approved by the Building Official.

Illumination permitted. Direct white light or internal illumination only.

Certificate required. Yes. The certificate application shall be accompanied by:

A site plan that clearly depicts the location of the proposed sign; description, drawing or picture of the proposed sign and description of the means by which it will be secured; and

Written authorization of the placement of the sign from the owner(s) of the property or from the owner's duly authorized agent on which the sign is to be located.

Duration of Certificate. The certificate shall be valid for 24 months or until the last unit or lot is sold, whichever occurs first. At the time, the sign shall be removed unless a new certificate has been obtained. The property owner(s) and certificate holder shall each be responsible for maintenance and removal of the sign

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SPECS

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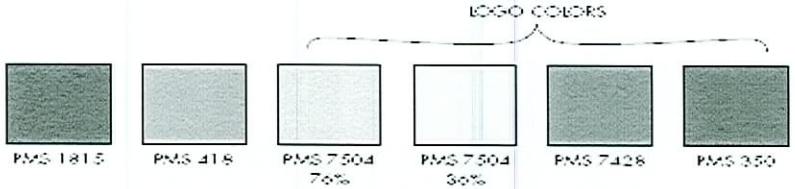

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