A. General Requirements.
    1. Computation of sign area and height shall be as stated in Section 15.33.050, Computations, of the CBMC (Zoning Ordinance).
    2. Unless otherwise noted within the adopted River's Edge development plan, all signs listed in Section 15.33.080, Exempt Signs, of the CBMC (Zoning Ordinance) shall be considered exempt.
    3. Unless otherwise noted within the adopted River's Edge development plan, all signs listed in Section 15.33.070, Prohibited Signs, of the CBMC (Zoning Ordinance) shall be prohibited.
    4. All applicable tenant signage shall be removed within 30 days of a tenant closing. Signage remaining after 30 days of a tenant closing shall be considered abandoned and is subject to removal per Section 13.40.460, Abandoned Signs, of the CBMC.

B. Signage Types.
    1. Attached.
        i. Wall Signs.
            1. Each tenant of a mixed commercial/residential building shall be allowed a maximum of 50 square feet of wall signage. Commercial/office buildings and garage structures shall be allowed a maximum square footage equal to fifteen (15) percent of the building façade for wall signage. Wall signage totals shall not include exempt signage types, per Section 15.33.080, Exempt Signs, of the CBMC.
            2. The maximum height for letters within the sign band for multi-family and mixed commercial/residential buildings shall be 36 inches. The maximum height for letters within the sign band for commercial/office buildings and garage structures shall be 60 inches.
            3. Commercial buildings or mixed commercial residential buildings where each commercial tenant has their own public entrance shall mount wall signage directly to the fascia or wall area above the primary public entrance to the tenant space and shall coordinate with storefront awnings and canopies, the character of the base of the building façade and other contextual design features.
            4. Commercial buildings or mixed commercial residential buildings where each commercial tenant uses a common public entrance shall be allowed to mount signage on any exterior façade that faces a public and/or private street, or pedestrian oriented area such as: trail, park, sidewalk, etc. No attached signs shall extend beyond the roof or wall of any building façade.
            5. Wall signage on the Block 7 River's Edge District garage structure shall be limited to the advertisement of public events until such time the property is privately owned.
            6. All attached wall signs shall be illuminated from a concealed source. No exposed lamps, globes, tubes, etc. shall be permitted.

DRAFT

ii. Blade Signs.
    1. Each tenant shall be allowed one blade sign per storefront with each sign allowed a maximum of eight (8) square feet and shall be mounted in a manner, which coordinates with storefront awnings and canopies, the character of the base of the building façade and other contextual design features.
    2. Blade signs shall be attached to the façade with a permanent decorative metal bracket, which coordinates with the overall architecture and design of the development.
    3. Blade signs that project from the building face shall provide a minimum vertical clearance of ten (10) feet from any adjacent sidewalk or pedestrian walkway and shall be placed no closer than ten (10) feet to another blade sign. Blade signs shall have a maximum horizontal projection of four (4) feet and a minimum horizontal projection of one (1) foot. Any sign projecting over the public right-of-way shall require a separate right-of-way lease.

iii. Window Signs. Window signs shall be limited to professionally designed window lettering or logos. 50 percent of the upper half of the window area shall remain unobstructed by signage, at minimum. Window graphics shall be constructed of perforated adhesive backed vinyl or individual letters constructed of adhesive backed vinyl.

2. Detached. All detached signage shall be located on private property or shall require a separate approval, including a right-of-way lease or license to occupy, from the City of Council Bluffs. The following detached sign types shall be allowed.
    i. Development monument signs. These signs are intended to mark entries to the development for placemaking and visual arrival, and may or may not identify tenants within the development. Development monument signs shall be subject to the following:
        1. A maximum of fifteen (15) feet in height and ten (10) feet in total width for a maximum of 150 square feet per sign face.
        2. Maximum height of lettering on facades or walls shall not exceed four (4) feet in height.
        3. Electronic changeable signs shall be allowed subject to a maximum of 50 percent of the development monument sign area.
    ii. Building monument signs. These signs are intended to mark entries and tenants of individual buildings and shall be subject to the following:
        1. A maximum of six (6) feet in height and five (5) feet in total width per building monument sign.
        2. Building monument signs shall be designed to display a minimum of two (2) tenants at any given time.
        3. Each lot within River's Edge shall be limited to two (2) building monument signs with the exception of Lot 1, Replat 1, which may have up to three (3) monument signs.

DRAFT

4. Electronic changeable signs shall be allowed subject to a maximum of 50 percent of the building monument sign area.

iii. Directional signs. Directional signs for the purpose of pedestrian and vehicular traffic control may be installed per Section 15.33.080, Exempt Signs, of the CBMC (Zoning Ordinance).

iv. Wayfinding signs. These signs are intended to provide a means to direct visitors to parking, retailers, and key public spaces and shall be subject to the following:
    1. A maximum of eight (8) square feet per sign face and a maximum height of eight (8) feet.
    2. Electronic changeable signs shall be allowed subject to a maximum of 50 percent of the wayfinding sign area.

v. Parking Lot/Streetlight Banner. Banner signs not exceeding two (2) feet in width and four (4) feet in height may be attached to light poles located in private parking lots and on the streetlights in the City's right-of-way with City approval. Parking lot/streetlight banner signs shall be utilized to promote River's Edge District or City of Council Bluffs events. Parking lot/streetlight banner signs shall not be utilized for commercial purposes, unless to display a logo as part of a sponsorship of River's Edge Development or City of Council Bluffs temporary or seasonal events.

vi. A-frame signs. Each non-residential tenant shall be allowed one A-frame sign with a maximum size of four (4) feet in height and three (3) feet in width. The sign shall not be placed in such a manner, which impedes public access to any building, sidewalk, trail or other pedestrian walkway and shall allow for maintenance of required ADA sidewalk widths. The A-frame sign shall be placed within six (6) feet of the exterior wall of the building on private property. The A-frame sign shall also be made primarily of wood, metal, or a like material. No plastic A-frame signs shall be allowed.

DRAFT

Proposed Signage Locations

- DEVELOPMENT MONUMENT SIGN
- BUILDING MONUMENT SIGN
- TENANT SIGNAGE
- WAYFINDING

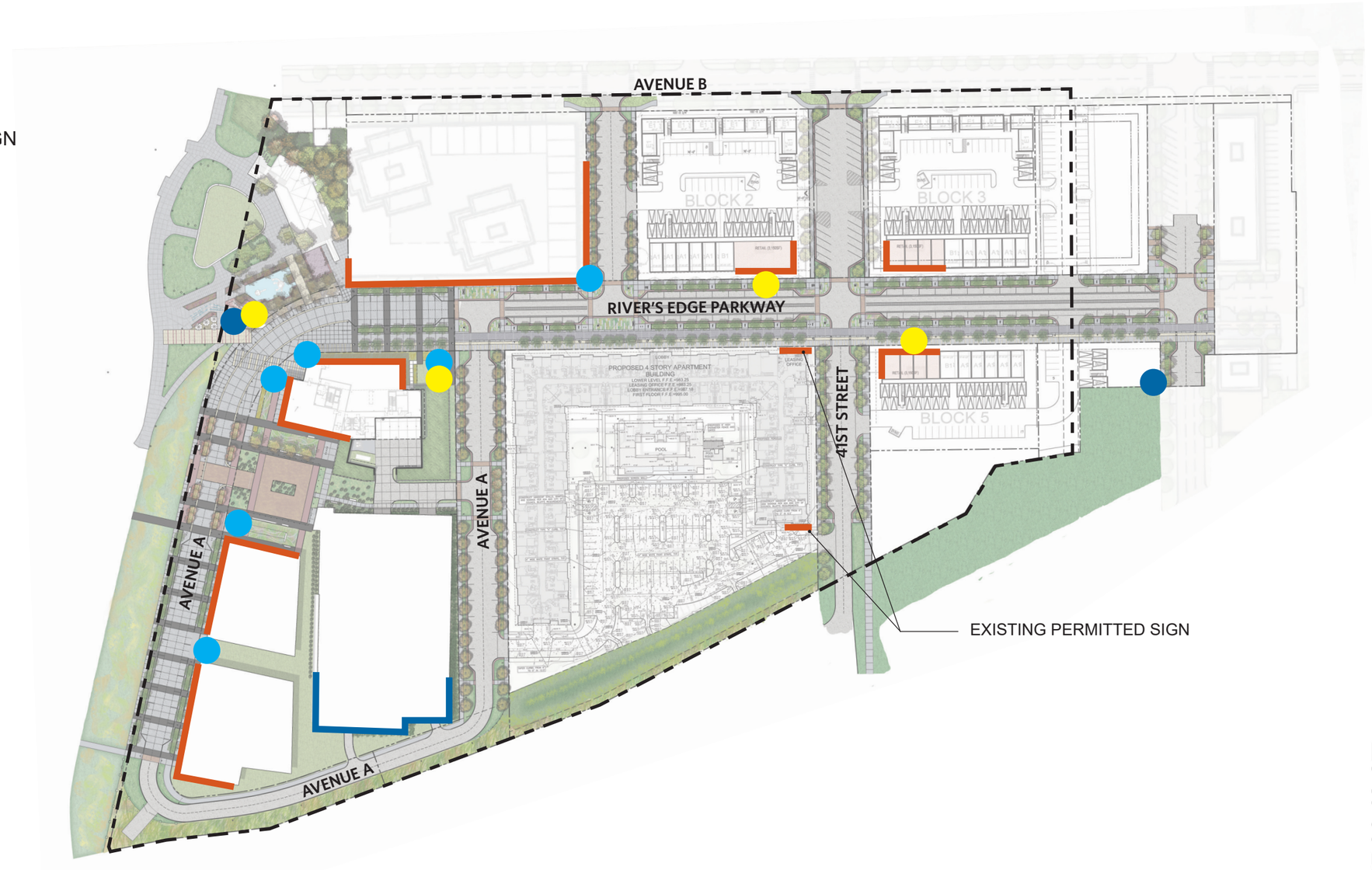


EXHIBIT A

Signage Type 1: Development Monument

This signage is intended to mark entries to the development for placemaking and visual arrival. The design should impart a sense of place and create opportunities for interaction, while maintaining development design standards . If more than one sign is implemented, they should relate to one another.

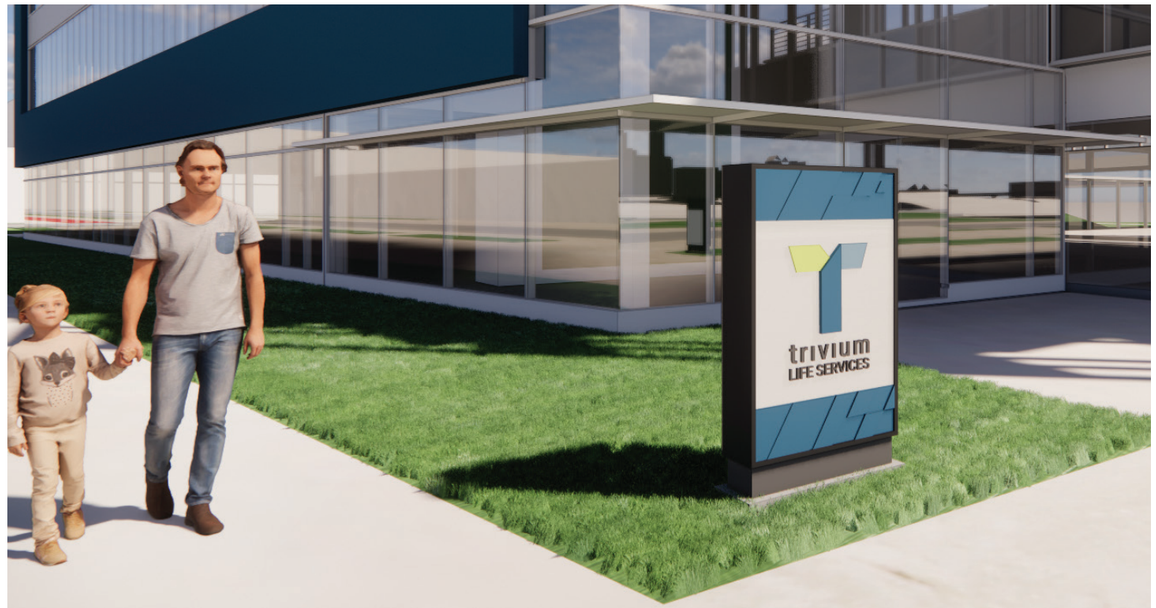






Signage Type 2: Building Monument

This signage is intended to mark entries to individual buildings and identify tenants in the building. These signs should be internally lit and provide a clean, legible way of displaying tenant names.







Signage Type 3: Tenant Signage

This signage is comprised of 4 types:

1. Building Facade Signage

   This signage provides key office tenants a way to display their brand on a visible portion of the facade. Sign size and color should complement the building design, and be limited to the size and quality outlined in the guidelines. The signage should be illuminated in some way.

2. Level 1 Tenant Signage

   This signage is intended for spaces on Level 1. The signage should attempt to center on the entry point if possible. This signage should be 3-dimensional lettering that is illuminated in some way.

3. Blade Signs

   Blade signs may be added to Level 1 to created extra visibility for Level 1 Tenants. If a standard sign has been designed for the building, that must be used. If not, the design of the sign will need approval by the building architect or developer.

4. Window Film

   This application is limited to Level 1 and is intended to enhance the branding and signage for the tenant. Film will be limited in overall coverage, and will need approval from the building owner.



LEVEL 1 TENANT SIGNAGE



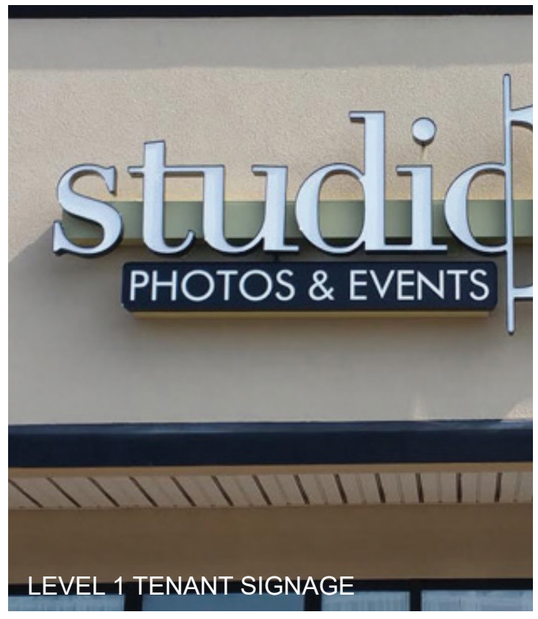
WINDOW FILM



BLADE SIGN



BUILDING FACADE SIGN



LEVEL 1 TENANT SIGNAGE

Signage Type 4: Wayfinding

This signage is intended to provide a means to direct visitors to parking, retailers, and key public spaces. The design should be consistent within each property. The display of information should be legible and appropriately sized. Each building owner/developer should review the design for consistency and quality.





