ATTACHMENT B

Amendment to Signage Plan for The Plaza at the M.A.R.C.C.

Iowa West Foundation, property manager of The Plaza at the M.A.R.C.C., proposes to amend the Signage Plan specifics of the Development Plan for the property. Maintaining awareness of the property as well as awareness of the individual tenants situated on the property is a goal of Iowa West Foundation. By amending the Signage Plan, Iowa West Foundation endeavors to increase that awareness through the use of modern signage design and construction for each tenant leasing space within the property.

Amending the Signage Plan will raise awareness to the function of the properties at 20-40 Arena Way. Identifying existing tenants with proper signage allows potential customers to be aware of who and what businesses offer goods and services at 20-40 Arena Way. With proper signage, existing tenants can be more visible to the community, and as such, potential tenants can view The Plaza at M.A.R.C.C. as a viable option for opening a new business or secondary location to expand business. The potential for development on the property will be increasing with the addition of newly constructed businesses now in place, as well as current new and future construction. With new businesses, comes new customers. Allowing those new customers to see what The Plaza at the M.A.R.C.C. has to offer. Properly constructed and placed signage will only add to the potential for growth of the development itself, and the area in general.

The Amendment includes the following,

1. Signs will be mounted directly on the fascia or wall area above the public entrance to the tenant space, which appears to be 4' high.

2. Individual, internally illuminated channel letters and logo identifying the tenant. Front lit or Halo lit channel letters only, utilizing modern internal illumination. Day/Night channel letters are allowed.

3. Maximum height of lettering/logo is 36".

4. Maximum length is 65% of the linear frontage of the fascia/wall area above the bay and between brick columns.

5. The owner shall approve the design of all tenant signs, including colors and size, prior to submitting sign permit applications to the City.

6. Each bay shall be limited to a TOTAL of 70 square feet of signage to be split between front and rear of the building.

7. Signage on the rear of the building shall match the signage on the front entrance to each bay. Size of the signage on the rear of the building shall be sized as to fall within the maximum allowable square footage of signage. Signage on the rear of the building can be larger than the front of the building, provided it falls within the maximum allowable square footage

8. Signs shall be measured from top to bottom of the letter, extending the length of the sign. The open space between the individual letters is included in the measurement. The logo, if applicable, shall be measured separately from the letters.

9. The use of temporary mobile signage placed at or near the front or rear entrance shall be allowed, to be in place only during operating hours of the tenant. The temporary signage shall be limited to ONE 'sandwich board' A-frame type sign with a maximum **sign area** of 3 feet in height and 2 feet in width. The temporary signage shall be limited to an overall dimension of 4 feet high by 3 feet wide. The temporary signage may NOT be placed in such a manner as to impede patrons walking throughout The Plaza. The temporary signage must be placed within 6 feet of the exterior wall of the building.

10. Entrance door glass signage is allowed to identify the proper entrance for each tenant. To be constructed of adhesive backed vinyl only. The entrance door glass signage can be multi-colored and include the stylized type and logo of the tenant, phone number, as well as hours of operation. Each bay/suite number must be placed at the top of the entrance door glass using adhesive backed WHITE vinyl that is no more than 4 inches in height.

11. The use of window graphics is allowed, provided it does not totally block the view to the outside, from the inside of the building. The window graphics can be constructed of perforated adhesive backed vinyl or individual letters constructed of adhesive backed vinyl. The use and design of window graphics must be approved by the owner of the property prior to installation.

12. No additional signage shall be allowed without consideration by the Planning Commission and City Council approval.

It is with this Amendment, that Iowa West Foundation hopes to provide the entire area surrounding the Mid-America Center with new economic growth. With new businesses being constructed on the surrounding properties, and the potential for visitors to the area, fully developing The Plaza at the M.A.R.C.C will provide the City a destination for travelers, and residents alike.