

**Addendum to
Architectural Design Elements
The Village at Rahling Road
7/2019**

MULTI-TENANT BUILDINGS

Philosophy and Design Concept

The Village at Rahling Road will be a premier shopping center in the Little Rock area. The quality of today's retail environment demand distinctive and high-quality storefronts and presentations to enhance the shopping environment.

Storefront design

The unique characteristics and quality Tenant mix of The Village at Rahling Road calls for bold, dynamic storefronts. Critical to the design integrity and success of the shopping centers image are the individual contributions of each Tenant's store. It is essential that property attention to be paid to proportion, scale, color, and detailing so that the Tenants can enhance the image of the shopping center and themselves.

Storefront Entry Element

Storefronts should be designed to incorporate an entry features at the entrance into each leased space.

For the intent of the criteria, the term "Entry" shall be described as a grand or imposing entrance and shall encompass the whole architectural composition surrounding and including the doorway. A single portal or a series of multiple portals may be featured in the storefront design.

Entry elements shall be attached to the storefront and provide a weatherproof barrier to the public way. Recessed storefront entry elements are permitted. Tenants are required to provide innovative floor and ceiling finishes which are subject to approval by the ACC (Chenal Valley Architectural Control Committee).

Special lighting effects such as cove lights or up lights are subject to approval of the ACC will be reviewed on an individual basis.

Design Criteria

This criterion is a basic "set of tools" that the Tenant is required to work with and expand upon. Criteria are written to encourage freedom of individual expression and to provide a common point of departure for all Tenants. A deliberate effort must be made in blending design elements from the existing Rahling Village to all new buildings. Long stretches of facades are encouraged

to be broken up to add variety and complexity to overall design. Design elements to be based on accurate historical precedents.

Storefronts should emphasize a “sense of entry” and display of merchandise. National or regional Tenants who have typical or recognizable storefront design are expected to review this design criteria of The Village at Rahling Road and adjust their design to ensure compatibility and compliance and work closely with the ACC.

Design Control Zone

The Design Control Zone includes all display windows and retail graphics, display fixtures, signs, materials, finishes, colors, and lighting from the lease line to 4' behind the lease line.

If a Tenant chooses to recess the store closure behind the designated Design Control Line, the Design Control Area will be enlarged accordingly.

The ACC will closely control all elements in the Design Control Zone.

The soffit at the storefront entrances may be finished in the same material as the storefront. The soffit height shall be not less than 10'-0" above the floor. Acoustical tile is not an acceptable ceiling for any part of the Design Control Zone.

Interior ceiling heights in public spaces must be a minimum of 14'-0".

Display Windows

Display windows should be unique and individual. Window displays should thus be integrated into the architectural design and character of the entire storefront. A variety of textures in display and window treatment should be explored, as well as innovative lighting and window designs. Display windows shall be transparent and open to the store.

A minimum of 80% of the storefront width is recommended to be used for display windows.

For greater transparency, a storefront glazing with a minimum use of mullions or frames is required.

Corner Tenants must install display windows and/or store openings on both elevations. Solid walls will not be permitted along the Lease Line without approval from the ACC.

Should storefront glazing extend to the floor, a minimum 6" durable base or frame is required.

Store Closure

The level of the finished floor within the Tenant area must correspond within 1/2" of the level of the public walkway finished floor at the Lease Line and specifically detailed on the plans.

The store closure may be any one of the following:

- Pivoting glass doors.
- Pivoting wood doors
- Electric Sliding doors.
- Revolving doors.

Doors

Sliding doors shall be electric horizontal doors with integrally colored aluminum frames operated by a motor sensor. Doors shall be located so motion sensor will not activate continuous due to passersby. All door tracks are to be recessed and as much as practical hidden from view. No depressions are permitted in the floor slab for his or any other purpose. Pivoting doors may be frameless glass out-swinging doors on pivots.

Out-swinging doors are to be recessed a minimum of the width of the door, as the door swing may not extend beyond the Lese Line. All locking mechanisms shall comply with the ADA.

All door systems shall be weather tight as required for an open-air mall. If the use of an air lock or vestibule is preferred it shall be designed as part of the storefront design and shall be located within the lease premises.

Finishes

Materials for the storefront should suggest quality, craftsmanship, elegance and stability. Innovation and creativity are encouraged. With that in mind, the use of the following materials on the storefront is strictly prohibited:

Imitation or simulated materials (including those available in plastic laminates); i.e., imitation brick, simulated wood, synthetic marble, etc.

Slat wall.

Pegboard in any form.

Vinyl or suede wall covering or wallpaper.

Chain link fencing or rough metal

Softwood storefronts (i.e. rough sawn cedar). Avoid images that are strongly rustic or residential.

Plywood paneling.

Carpet or fabric (except in canvas awnings).

Painted drywall, including Zolitone or Polymix type products.

Metal or plastic laminates.

Awnings — approved on case-by-case basis.

MERCHANDISING AND DISPLAY

Storefront Philosophy

The storefronts shall create an area visible from the shopping center that extends the store beyond the display window into the shopping center. Basically, the entire front portion of the store becomes part of the display design.

The opportunity to display merchandise to shoppers passing by opens a wealth of marketing strategies. It also affects the front layout of the store. Attractive fixtures and appropriate materials are just as crucial in the front part of the spaces as in the display windows itself. Standard light levels should be maintained to adequately light merchandise. As the storefront exposes a portion of the store to view, all lighting and display fixtures should be of exceptional quality and are subject to ACC approval.

Merchandising Opportunity

Fixture layout and lighting can be used to highlight particular merchandise, to attract passing customers, and to enhance the image of the store.

General Store Criteria

With recent trends to store design evolving to more open and transparent storefronts, it is often not possible to differentiate between the storefront and the store interior. The way the Tenant displays their merchandise, the fixturing layout, and the fixtures themselves combine with the storefront architecture to create an image to the public. The ACC is therefore concerned that the store interior be designed with the same care and attention to detail as the storefront itself. Therefore, the following criteria for interior design have been created to guide the Tenant.

Layout, Fixturing and Merchandising

The Tenant is encouraged to use the services of a professional store planner, visual merchandiser and/or fixturing specialty in the design and layout of his store.

A properly designed floor layout will always mean an increase in sales.

Display fixtures should complement the overall design of the store and present the merchandise in an appropriate manner. The Tenant is required to use only new, first quality fixturing throughout his store. Used or reconditioned display fixtures are not permitted; high quality bona fide antique furnishings may be used with prior approval.

The use of pegboard on display fixtures or as a wall finished is not permitted.

The use of standard continuous slat wall is also discouraged.

OUT PARCEL BUILDING DESIGN

General Store Criteria

Main building facades — 35% scored EIFS or stucco minimum. 40% minimum approved masonry materials

Building parapet cap element - prefinished metal. All facades of building.

Entry Facade Element - maintain a minimum of 40% minimum approved masonry materials.

Full masonry around base of building to meet ACC approval.

No pedestrian gates unless approved by ACC.

Other acceptable exterior material - subject to ACC design review and approvals.

Brick Masonry.

Limestone.

Selected stone masonry.

E.I.F.S./Stucco.

Roofs

The roof materials and roofline compositions shall be consistent or compatible with the existing shopping center design and provide an integral part of the individual building design. The following are acceptable roof materials:

Typical EPDM roof with exterior wall screening parapet.

Exposed pitch roofs shall be ACC approved simulated slate or concrete.

All roof slopes and configurations are subject to ACC approval. Down spouts shall not be permitted. Rainwater shall be drained internally. Service or roof ladders shall not be permitted on the outside of the building.

Site Lighting

The Architect should make every effort to create an exciting and functional lighting program for the needs of the Tenant. Therefore, the ACC has established the following requirements for Tenant lighting:

Site lighting shall be as per the shopping center standards. ACC will provide general specifications for tenant design.

Tenant is responsible for all lighting within the entire out parcel premises.

No lighting shall be installed outside the out-parcel premises.

Incandescent pendant units may be used for general exterior lighting only if Tenant has established an identity based on this theme or motif, and only at ACC discretion.

In general, all site lighting shall be as shopping center standards and be shielded to reflect downward or direct light away from residential areas, or any other areas deemed unacceptable by the ACC or the City.

Trash Enclosures

All trash enclosures and service areas shall be appropriately screened to reasonable hide them entirely from public view. All trash enclosures and service areas shall utilize the appropriate and approved masonry materials to match shopping center standards. All gates shall be metal/steel construction. All trash enclosures shall meet the City codes and planning criteria and approvals.

Screening

The following items shall be either located out of direct public view or adequately screened by a screen wall utilizing the appropriately approved masonry materials;

Gas meters and any associated piping.

Electric meters and any associated conduits.

Transformers.

Trash compactors.

Any ground installed equipment.

Trash dumpsters, service areas and recycling bins and grease interceptors.

All roof mounted equipment shall be adequately and completely screened from any property adjacent public right of ways and/or pedestrians views by means of exterior building walls or ACC approved equipment screening. All rooftop screening shall be integrally designed into the building by use of roof parapets and walls. Painting of equipment as a method of screening is not allowed.

Civil/Sitework

This section applies to tenants and/or purchasers of outparcel pad sites for the Village at Rahling Road. Civil/Sitework plans for each outparcel should be prepared and submitted to the ACC in the same manner outlined for the architectural review and approval process.

No construction may proceed on any outparcel pad site prior to receiving notification from the ACC engineer that the Civil/Sitework plans have been approved. Civil/Sitework plans must be submitted directly to the ACC.

No construction may proceed on any outparcel pad site prior to receiving notification from the ACC that the Civil/Sitework plans have been approved.

Civil/Sitework plan submittals shall include, but not be limited to the following plan/profile sheets:

- Site Plan
- Proposed Grading Plan
- Proposed Utility Plan
- Proposed Paving Plans
- Proposed Site Lighting Plan
- Proposed Landscaping Plan

The ACC will review the plans and comments will be issued to the tenant stating either Approved, Approved as Noted, or Returned for Corrections.

Sign Submittal Requirements

All signage is to be submitted as a complete package for review and approval.

Provide a storefront elevation, plan, and or section indicating any additional proposed signage as well as detailed shop drawings indicating sign makeup, dimensions, materials and color. All additional signage and decals shall be reviewed on an individual basis.

Signs Types and Parameters

The following types and amounts of signs will be permitted:

1. Restaurant and Small Shop Tenant Sign Parameters

The maximum height for letters within the sign band shall be 30". Typically, only (1) letter shall be larger than main sign wording.

Maximum one facade/marquee sign per storefront with a maximum of (2) two facade/marquee signs.

Signs shall not extend more than 8" beyond the face of the surface to which the sign is mounted.

All signs must be illuminated and shall derive light from a concealed source. No exposed lamps, globes, tubes, etc. will be permitted.

Double stacked lettering shall be allowed on an individual basis only and are subject to ACC approval. Double stacked letters shall be a maximum 24' high individual letters and shall comfortably fit within the bulkhead as determined by the ACC.

Tag lines shall be allowed on an individual basis only and are subject to ACC approval. Any allowable tag lines shall be individual illuminated letters (no box signs) and shall not exceed 10" in height. The width of the tag, if approved, line shall not exceed the width established for the primary signage.

Marquee Signage; Allowed one (1) per storefront in lieu of Facade sign - 15 sf. Square feet maximum, letters shall be 16" maximum; maximum of two (2) total. Sign shall be individually illuminated letters, pin mounted to existing projected metal marquees. All exposed conduit shall be concealed from public view and painted to match marquee structure. Exposed raceways behind letters are not permitted.

Blade Signs: Required one (1) per Storefront, seven (7) square foot max. Letter height shall be six (6) inches max. Blade sign design shall be submitted with tenant package for review and approval. The blade sign shall be located on an elevation and clear height to bottom of sign shall be indicated. Decorative brackets and sign design are to reflect the qualities of the tenant and the shopping center in a greater entirety.

Signage shall be reverse channel, halo light illuminated individual letters mounted to the building face. A colored opaque face is required. One facade/Marquee sign per facade with a maximum of two total are allowed. One additional 8" over door transom sign are allowed per storefront.

Direct illuminated sign will be considered for approval but will be reviewed on an individual basis.

No logos will be allowed on Tenant storefronts without prior written approval.

2. Major Tenant Sign Parameters (10,000 sq. ft. - 50,000)

Tenant sign area shall be on the building faces above the entrances and as part of the building design.

The maximum height for letters in the body of the sign shall not exceed 36" in height.

The sign areas shall not exceed ten percent (10%) of the area of the storefront.

Maximum one sign per building facade.

Signage shall be illuminated individual letters mounted to the face of the building. The use of a colored or frosted Plexiglas face is required.

Reversed halo lighting may be acceptable but shall be reviewed on an individual basis.

General Sign Parameters

All signs must be made up of individual illuminated letters; conventional box signs will not be approved. Box signs with raised letters will be considered on an individual basis.

Lettering on all store signs shall be limited to business or trade name of the premises as it appears on the lease. No sign manufacturer's name, union labels, or other lettering shall be visible. Logo signs will be reviewed on an individual basis, but in general logos will not be allowed.

No exterior sign or sign panel will be permitted to extend above any roof or parapet line.

Any sign, notice, decal or other graphic or video display, particularly self-illuminated sign, located within the store and which is easily visible from the shopping center must be reviewed prior to installation for approval.

Manufacturers' labels, underwriters' labels, clips, brackets, or any other form of extraneous advertising attachment or lighting devices shall be fully concealed from public view. Labels installed on sign returns are not permitted.

No exposed raceways, crossovers or conduits will be permitted.

All signage returns shall either match face color of sign or blend with adjacent building color.

All cabinets, conductors, transformers and other equipment shall be concealed from public areas, visible fasteners will not be permitted.

All metal letters shall be fabricated using full-welded construction, with all welds ground smooth so as not be visible.

Acrycap or trimcap retainers used at the perimeter of sign letter faces shall match in color and finish the face or the sides of the sign.

Threaded rods or anchor bolts shall be used to mount sign letters, which are spaced out from the building face. Angle clips attached to letter sides will not be permitted. All mounting attachments shall be sleeved and painted.

Except as provided herein, no advertising placards, banners, pennants, names, insignia, trademarks, or other descriptive materials shall be affixed or maintained upon the glass panes and supports of the storefront windows and doors, within 4' of the storefronts, without prior written approval of the ACC.

Any Plexiglas sign faces shall not be clear.

Sign illumination shall be internal, and self-contained.

All electric signs and installation methods must meet UL standards and contain a UL label.

At no time will hand-lettered, non -professional signs, or newspaper advertisements be displayed on the storefronts.

Decals or other signing indicating products lines or credit card acceptability shall not be permitted on the storefront glazing other than stores operating hours.

All illuminated signs must be turned on during the Center's normal operating hours. The use of time clocks for sign and show window lighting is required and should be adjusted and coordinated with the shopping center.

Lighting of signs shall be at hours are required by Landlord and ACC.

One 4'x8' temporary construction sign prior to any opening of any shopping center tenants is allowed. Coordinate location with ACC representative.

Minimum height of all signage shall not be less than 80% of the maximum allowable letter height without prior written approval.

All signage is subject to the approval of the ACC and the local authorities.

Tenants are required to provide a concealed access panel from within the Tenant's leasable area, if applicable, to service and install exterior building signage.

Signs Not Permitted

The following types of signs shall not be permitted;

Signs such as die cut vinyl, gold or silver leaf, or paint.

Boxed pillow or cabinet type.

Formed plastic or injection molded plastic signs.

Signature signage (window sign or sign plate indicating name of shop or good sold) in addition to primary signage.

Cloth, paper, cardboard and similar stickers or decals around or on surfaces on the storefront or within the Design Control Zone, without prior written approval.

Exposed neon signs or any other exposed light source.

Animated, moving, rotating or flashing.

Noise making.

Additional signage of any kind within 4' of storefront windows.

Additional Signage

Service doors to Tenant spaces throughout the project shall be standard 4", identification only (name and address number, or additional as required by local jurisdiction) and shall be installed by the Landlord. The Tenant shall not apply any signage or other wording to service doors.

All signage must be shown to scale on the approved storefront elevation.

All additional signage shall be submitted to the Coordinating Architect for approval.

Any minor deviations to this criterion will be reviewed on an individual basis and subject to Landlord and ACC approval.

Monument Signage - Out Parcel

A single out parcel monument sign is allowed. The sign shall be constructed as indicated below. The actual signage shall be individually illuminated letters on an opaque background as stipulated previously. All monument signs shall have required landscaping at base subject to ACC approval. Monument signs must utilize like materials used on buildings for main structure.