

DISTRICT D - The Motorplex at Centerra: Special Conditions



SUPPLEMENTAL DISTRICT

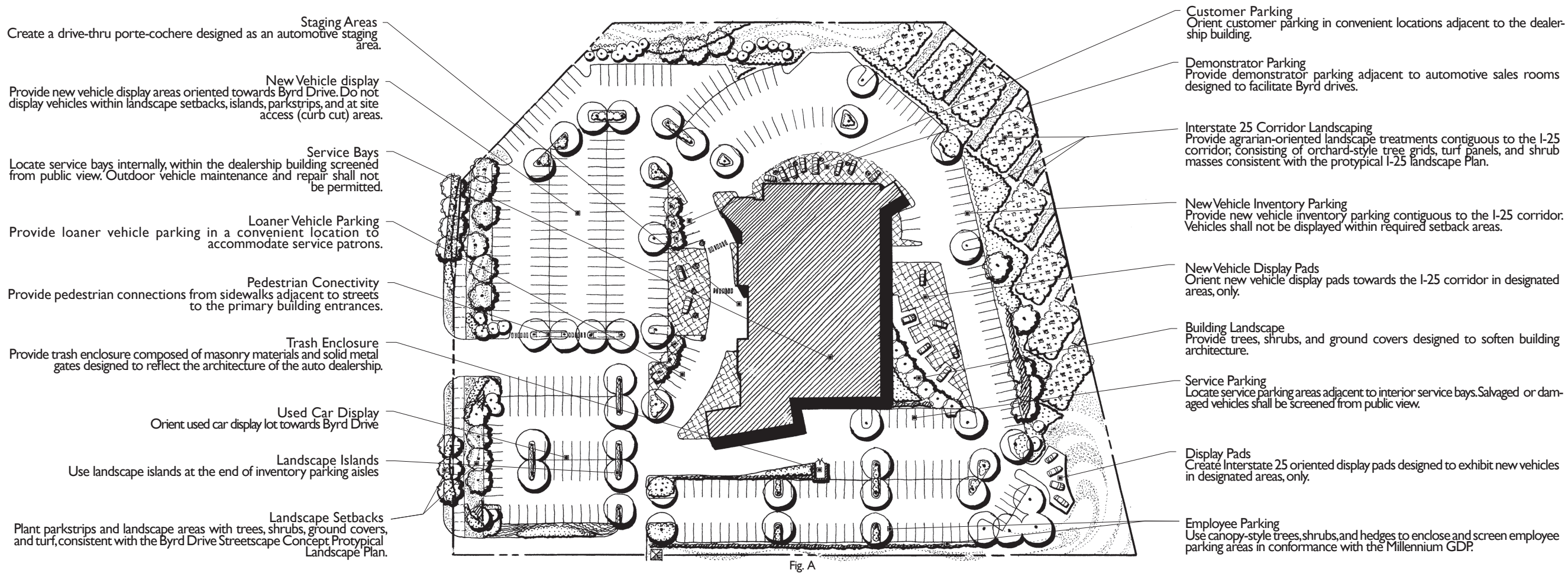


MOTORPLEX
CENTERRA

July 2009



Conceptual Site Plan - Auto Dealership



Principles

1. ORCHESTRATE THE PLACEMENT OF BUILDINGS, LANDSCAPING, AND VEHICLE INVENTORY PARKING IN A BALANCED AND AESTHETIC FASHION.
2. PROMOTE CONTEMPORARY YET CONTEXTUAL ARCHITECTURAL EXPRESSIONS FOR AUTO DEALERSHIP ARCHITECTURE, UTILIZING INDIGENOUS MATERIALS USED IN A MODERN FASHION.
3. PROMOTE MODERN INTERPRETATIONS OF TRADITIONAL AGRARIAN-ORIENTED LANDSCAPE STATEMENTS CHARACTERIZED BY ORCHARD-STYLE TREE PLANTINGS CONTIGUOUS TO THE I-25 CORRIDOR.
4. PROMOTE THE DISPLAY OF AUTOMOBILES IN A DELIBERATE FASHION. CREATE SPECIFIC AUTO DISPLAY PADS CONTIGUOUS TO THE I-25 CORRIDOR, DESIGNED TO ADVERTISE THE MOTOPLEX IN A TASTEFUL FASHION.
5. IMPLEMENT WATER QUALITY/DETENTION POND BEST MANAGEMENT PRACTICES DESIGNED TO PREVENT EROSION, SEDIMENTATION, AND DISCHARGE OF CHEMICAL POLLUTANTS INTO THE STORM SEWER SYSTEM, WHICH ULTIMATELY DISCHARGES INTO HOUTS RESERVOIR AND EQUALIZER LAKE.

Guidelines and Standards (S)

1.0 SITE PLANNING

- 1.1 Align side street curb cuts with auto dealership service drop-off and pick up areas to optimize vehicular circulation within the Motorplex. Design service areas in consideration of after-hours security surveillance needs.
- 1.2 S Locate on-site automotive inventory adjacent to Crossroads Boulevard and Byrd Drive ROW.
- 1.3 S Locate auto display pads towards the I-25 corridor, in designated areas only (fig. A and C).
- 1.4 S Prohibit locating automotive inventory within setback areas, internal parking lot islands, park strips, and at site entrance curb cuts.
- 1.5 S Prohibit outdoor storage. All materials shall be stored within an enclosed building.
- 1.6 S Temporary buildings and trailers shall not be permitted on site.
- 1.7 S Designate all on-site delivery truck routes on the required site plan.
- 1.8 S On site vehicle display pads must be setback a minimum of 60' from the setback line and may not exceed three (3) locations containing not more than twelve (12) vehicles each. (fig. A)

2.0 ARCHITECTURE

- 2.1 S Orchestrate auto dealership building height to discourage large, flat, boxy configurations, based upon the following standards:
 - Minimum Building Height — 24 feet
 - Maximum Building Height — 45 feet (or as restricted by the City of Fort Collins/Loveland Airport flight easements whichever is less)
- 2.2 Integrate parking structure architecture with the primary auto dealership building.

- 2.3 S Screen vehicles located within parking structures from public view.
- 2.4 S Screen rooftop mechanical equipment from public view. Rooftop mechanical screens shall be constructed of durable materials that harmonize with the architectural style of the building. Wood materials shall not be permitted.
- 2.5 S The following building materials shall not be permitted:
 - Concrete CMU (natural gray)
 - Concrete, Unfinished cast-in-place
 - Wood Siding
 - EIFS (unless specifically approved by the DRC)
- 2.6 S Prohibit outdoor automotive repair. All automotive repairs shall occur within an enclosed building.
- 2.7 S Salvage or damaged vehicles shall be screened from public view.

3.0 LANDSCAPE

- 3.1 Refer to the District D Landscape section contained in the Centerra Design guideline document for specific on-site landscape requirements. For general landscape criteria, refer to the General Landscape Design Guidelines contained in the Centerra Design Guideline document.
- 3.2 S Provide low-growing shrubs and groundcovers adjacent to automobile display pads and Byrd Drive to a minimum height of 18 inches (fig B).
- 3.3 S Provide landscape islands at the ends of auto dealership inventory parking lot aisles (fig A).
- 3.4 S Provide landscape islands, peninsulas, and medians within employee, service, and customer parking lots (fig A), in conformance with the Millennium GDP.

- 3.5 S Screen oil disposal areas with a solid decorative masonry wall designed to harmonize with the primary auto dealership building.
- 3.6 S Screen site equipment including, but not limited to, satellite dishes, transformers, generators, and electrical switches with a solid decorative masonry wall or dense landscaping.



Byrd Drive Streetscape Concept

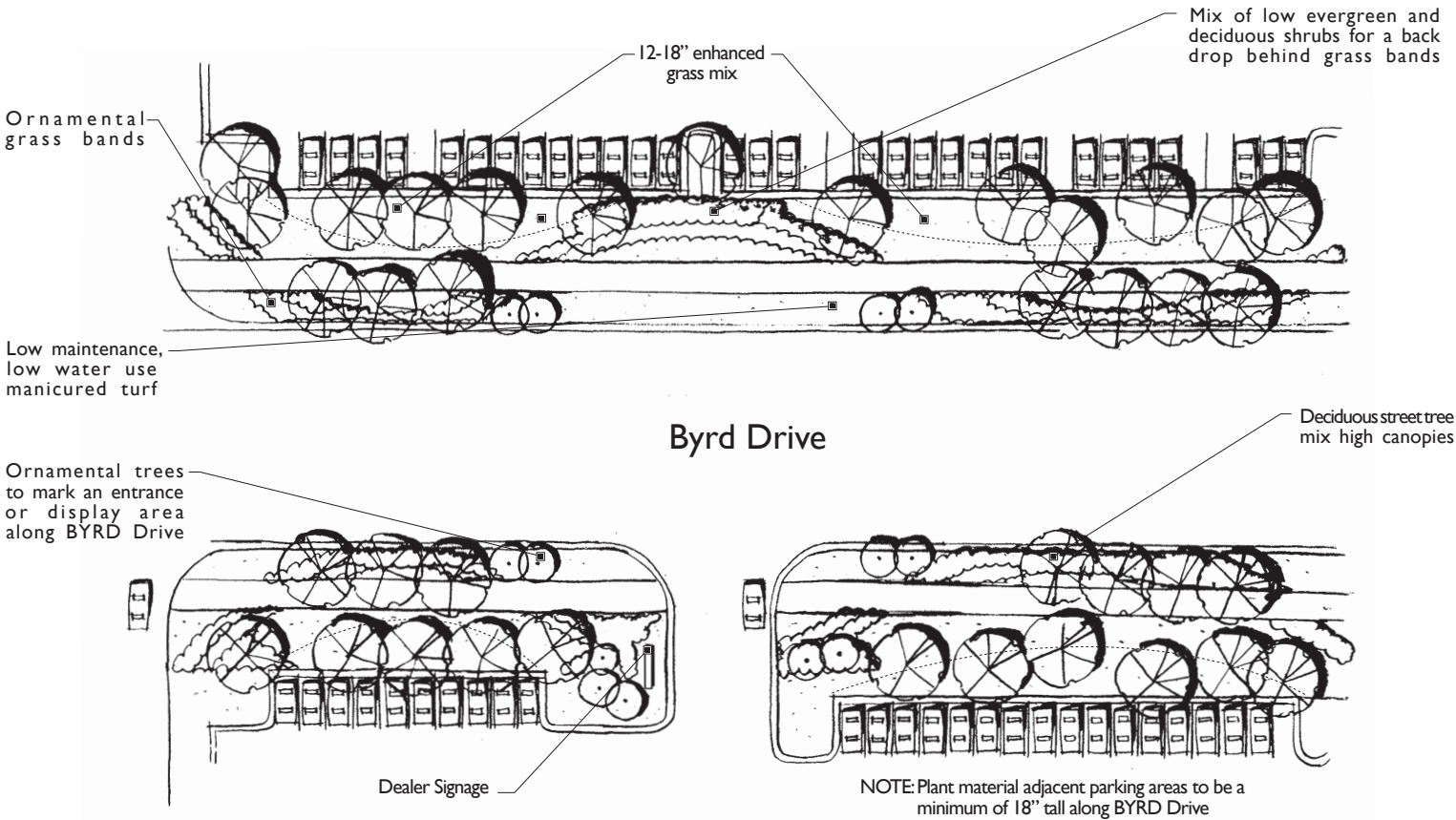


Fig. B

I -25 Prototypical Vehicle Display Pads

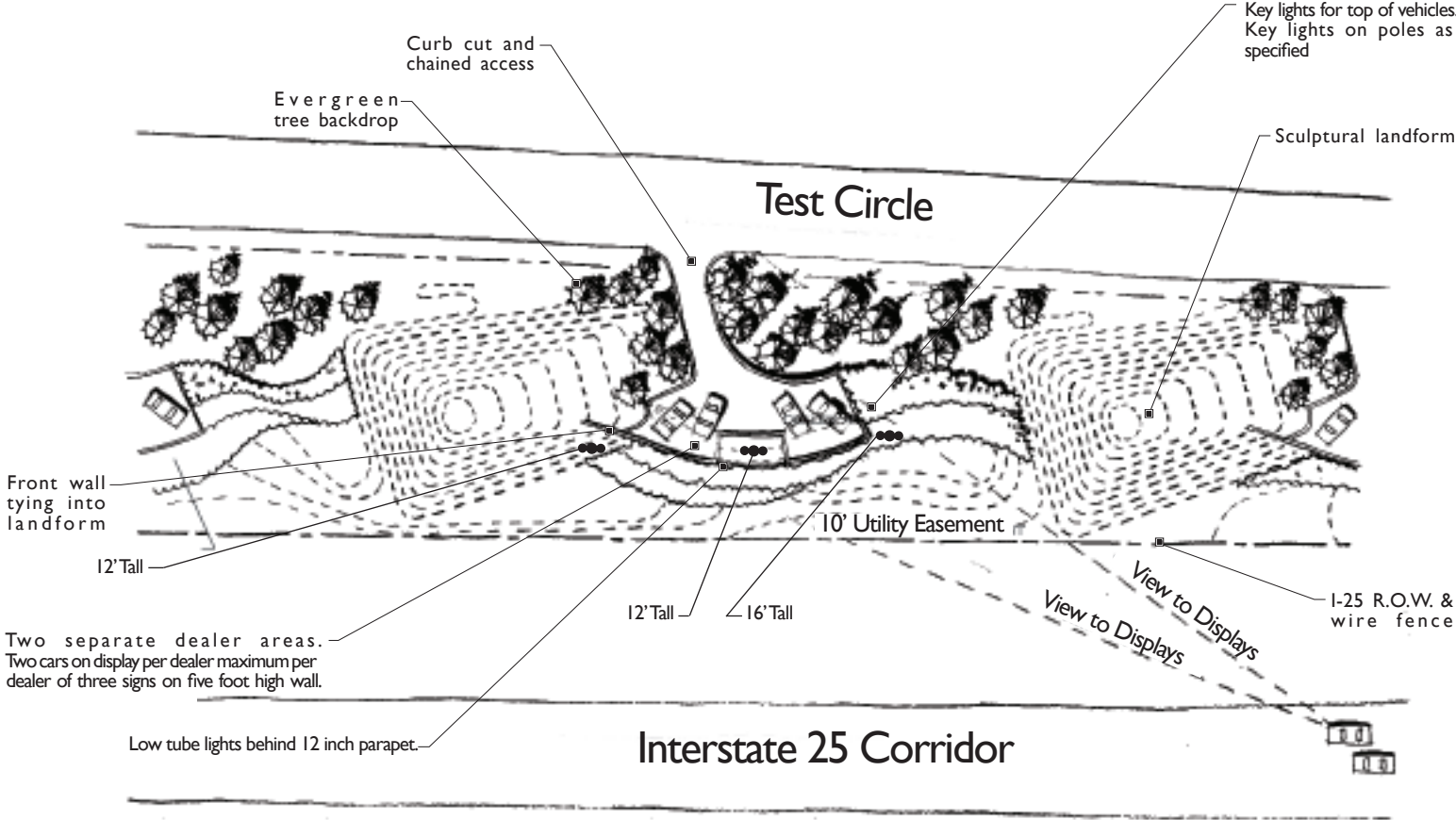


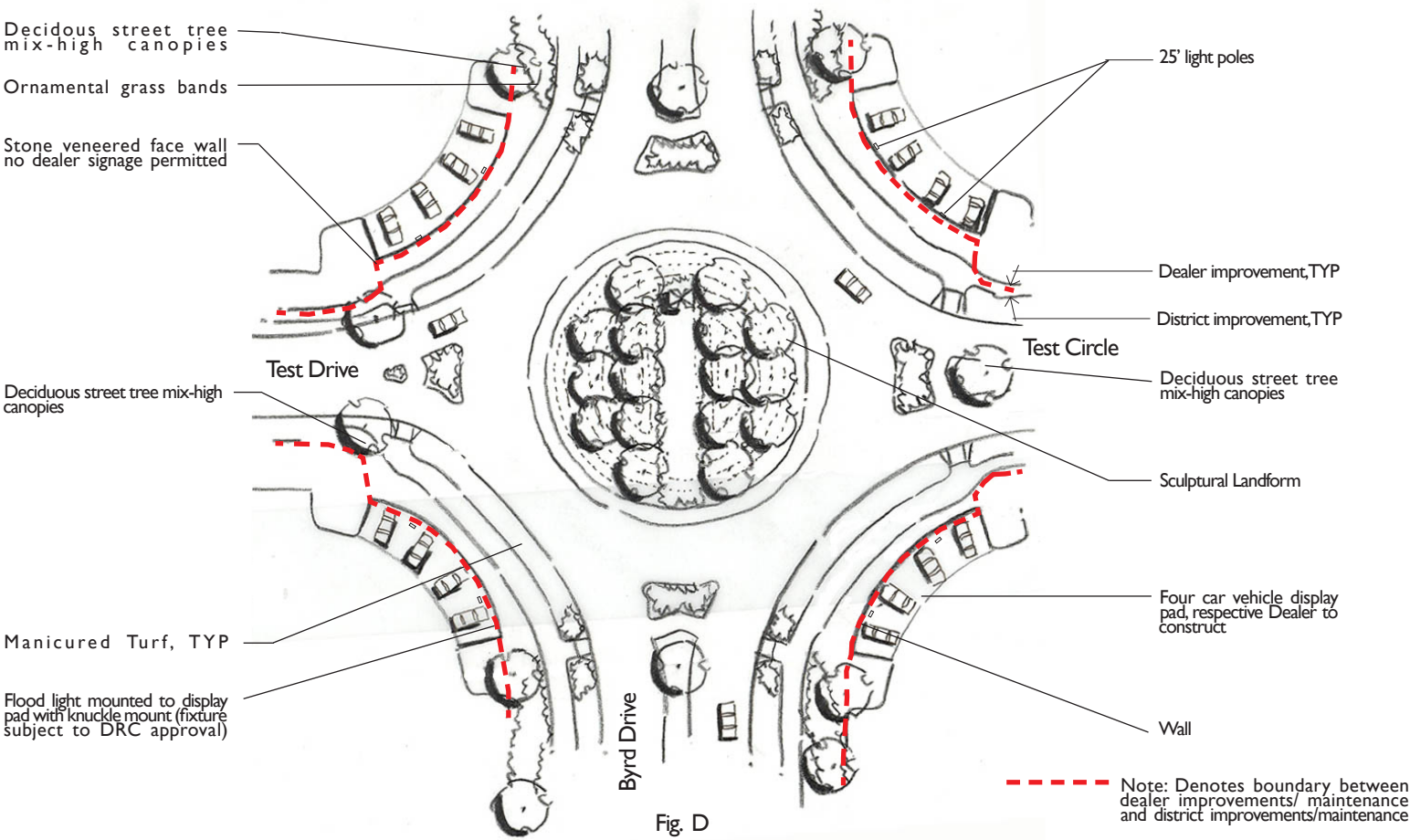
Fig. C

Guidelines and Standards (S)

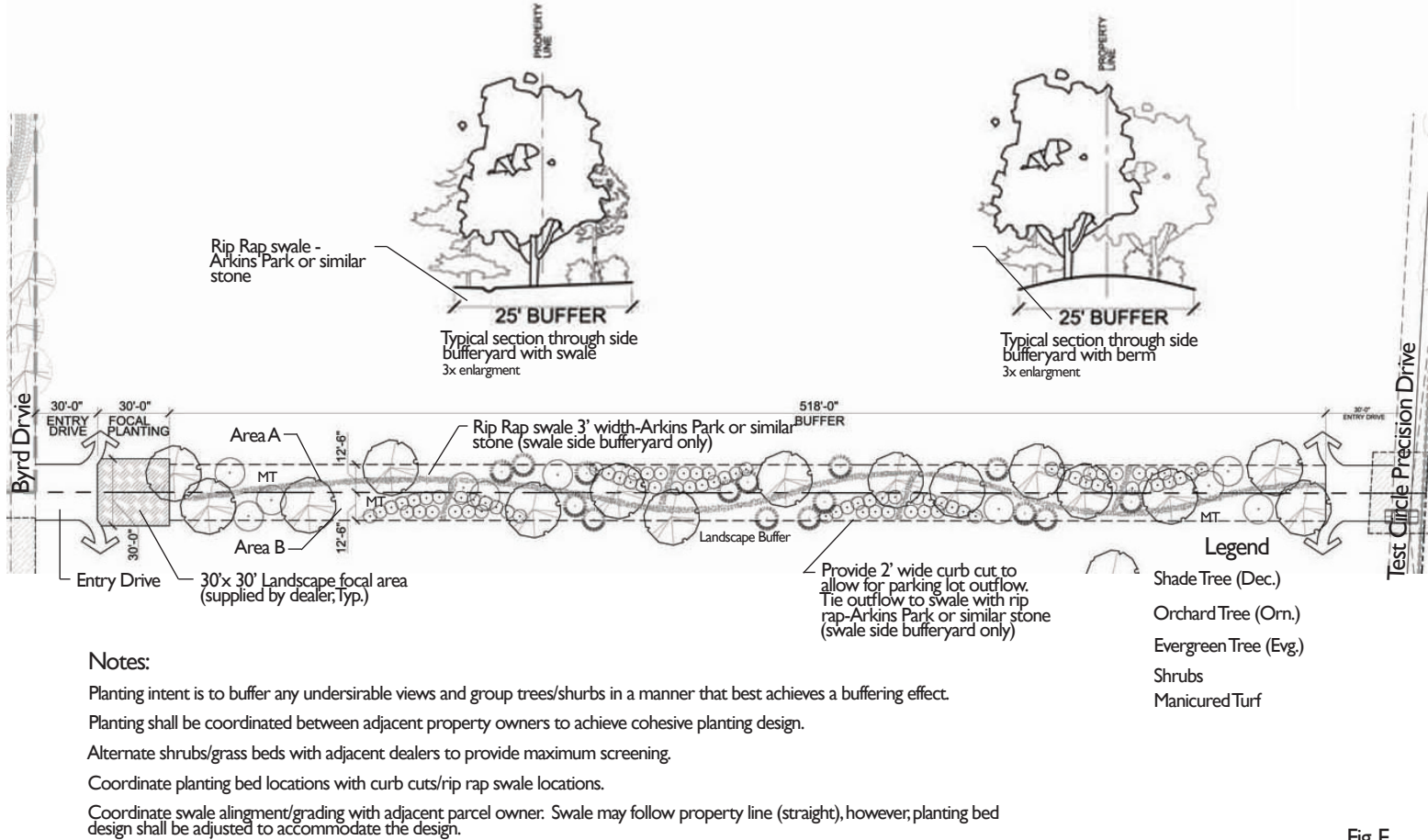
4.0 STORMWATER MANAGEMENT

- 4.1 **[S]** Each parcel shall be required to implement Best Management Practices (BMP) as described in the Urban Drainage and Flood Control District (UDFCD) manual, Volume III.
- 4.2 Each parcel shall implement other recommended Best Management Practices related to water quality structures including Vocotechnics, Stormceptor, Bay Saver, or other water quality solutions acceptable to the Centerra Design Review Committee.
- 4.3 Each parcel's proposed water quality and detention pond facilities shall be reviewed and approved by the Centerra DRC for acceptable performance and application in accordance with section 2.5 of the General Sustainability Design Guidelines.
- 4.4 **[S]** Each parcel's proposed water quality and detention pond facilities shall be reviewed and approved by the City of Loveland.
- 4.5 Each parcel shall provide on-site water quality/detention ponds to increase the water quality of runoff from each parcel in accordance with section 2.5 of the General Sustainability Design Guidelines.
- 4.6 All Best Management Practice water quality/detention ponds solutions shall occur upstream of the parcel's discharge point(s) to the public stormwater collection system.

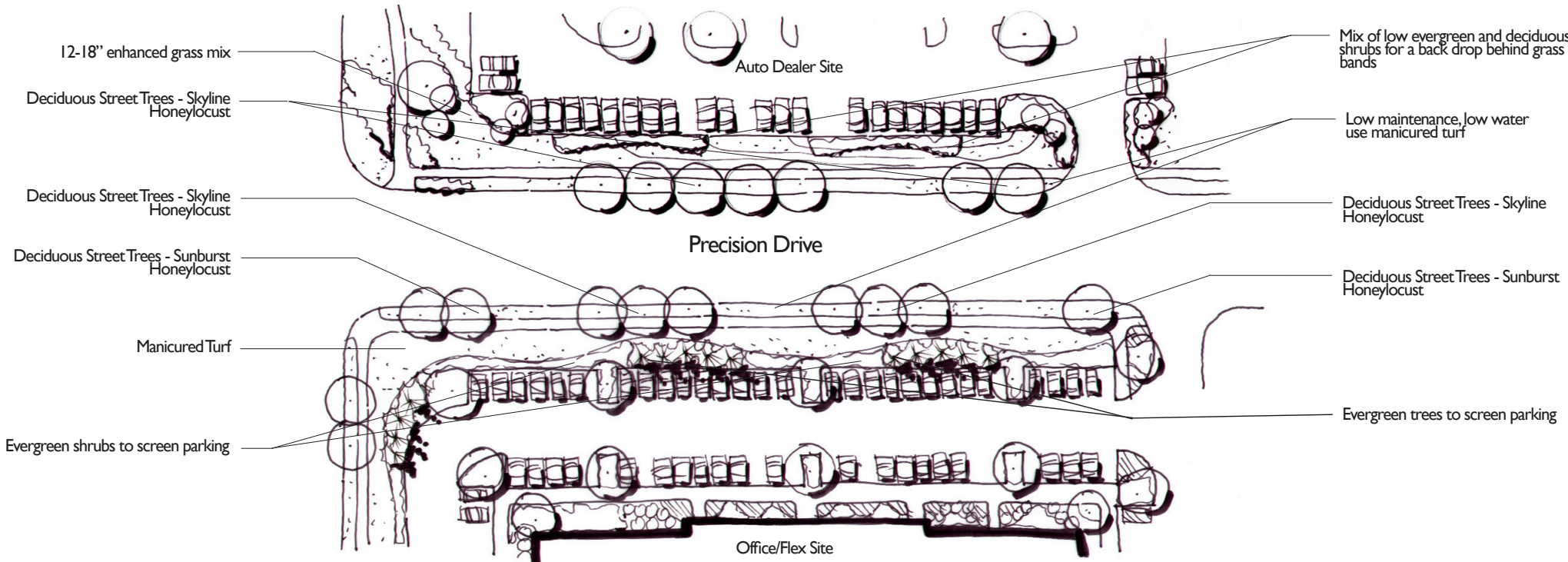
Typical Round About Design



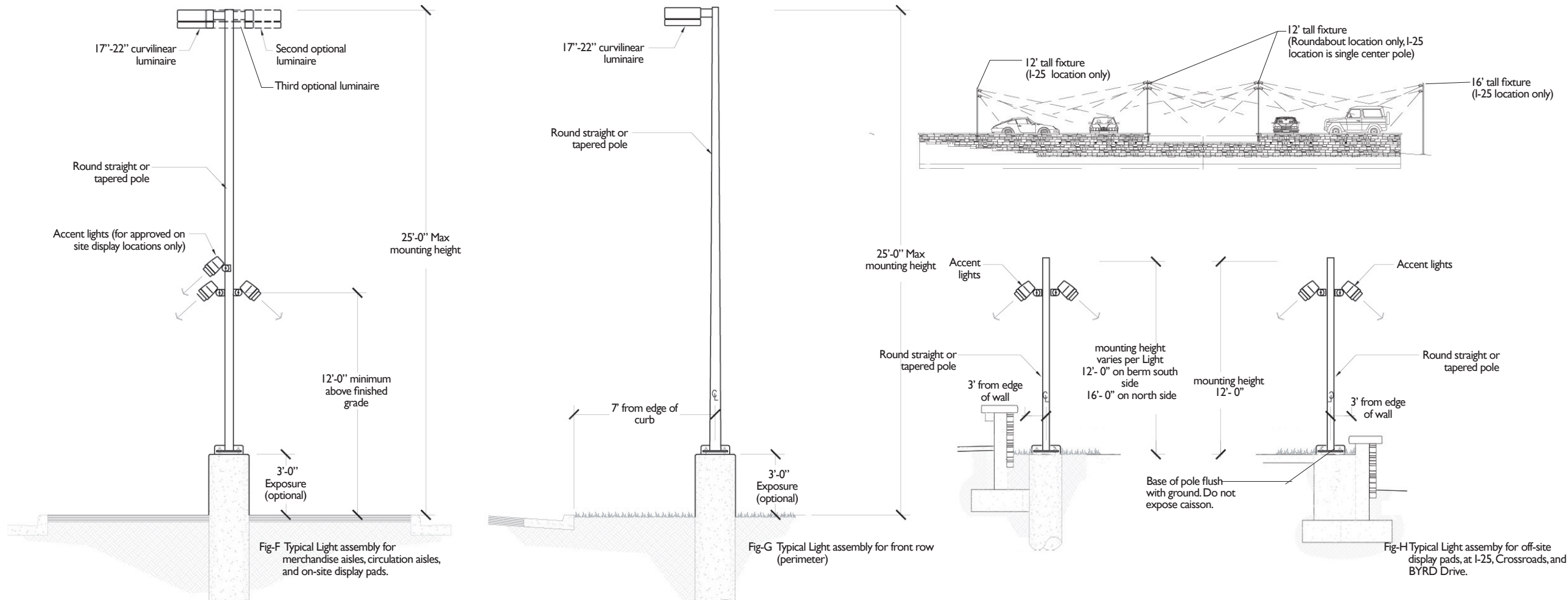
Typical 25' Side Yard Buffer Design



Precision Drive Streetscape Concept



Lighting



Lighting Criteria

5.0 LIGHTING

5.1  Provide special on-site District D Auto Dealership lighting, based upon the following standards:

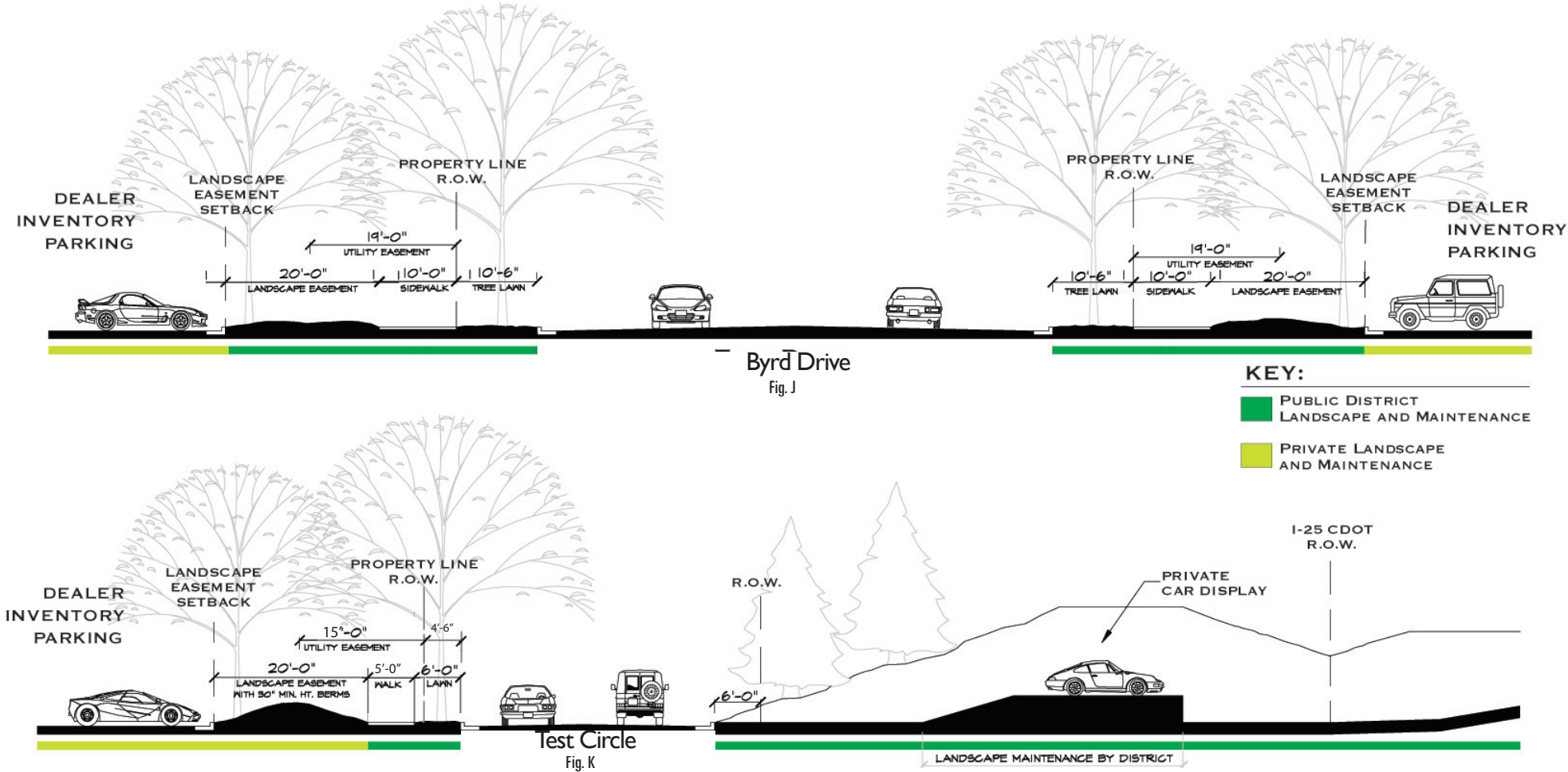
Area of Illumination	Location	Mounting Height (maximum)	Maximum # of Heads per Pole	Average Initial Illuminance (fc)	Maximum Initial Illuminance (fc)	Uniformity (Max:Min)	Lamp Maximum Wattage	Luminaire description
Off-Site Display Pad (along I-25)	Feature display and display pads	12'-0"*	4	10	20	5:1	39W**	*(Up to 4) Fully shielded accent lights per pole - Gardco DSP5-SPM-39W-MH-BRP-CH small profile 10 degree spot light with snoot and glare control louvers, concealed or integral ballast
Off-Site Display Pads (I-25 inside face of walls) (Fig. H)	Feature Display and Display Pad	Tight to wall cap	N/A				28WT5	Small profile linear fluorescent edge light, Paramount C01-28T5-7-K8-M2 Surface K8-120, with internal top mounted reflector tape, white poly carbonate lens, wall mounting straps and through feed wiring, wet listed, low temperature electric ballast
On-Site Display Pad (other) (Fig. F)	On-Site	25'-0"/12'-0"*	1***	10	20	5:1	400W/39W	*(1) Full cutoff hockey-puck style per pole - Gardco CA22 or CA17 and (2) Fully shielded accent lights per pole - Gardco DSP5-SPM-39W-MH-BRP-CH small profile 10 degree spot light with snoot and glare control louvers, concealed or integral ballast
Display (within 20 ft of building)	Feature display	18'-0" unless recessed in canopy	NA, Mounted to Building	10	20	5:1	150W	Applicant proposed full cutoff fixture as approved by the DRC
Merchandise (Fig. F)	New Car Second Row, Pre-Owned Second Row	25'-0"	2	10	20	5:1	400W	Either (1) full cutoff hockey-puck style per pole - Gardco CA22 or (2) full cutoff hockey-puck style per pole - Gardco CA17, dark bronze.
Front Row (Fig. G)	New Car and Pre-Owned Front Row	25'-0"	3	10	20	5:1	400W	Either (1) full cutoff hockey-puck style per pole - Gardco CA22 or (2 or 3) full cutoff hockey-puck style per pole - Gardco CA17, dark bronze.
Building Immediate Surround (Non-Display)	Within 10 feet of building facade	25'-0"	2	5 to 10	20	10:1	400W	(1) Full Cutoff hockey-puck style per pole - Gardco CA22 or CA17
Service & Employee	Service and employee parking	25'-0"	2	1 to 2	5	10:1	400W	(1) Full Cutoff hockey-puck style per pole - Gardco CA22 or CA17
Roundabout Display Pads at Byrd Drive/ Test Circle	Feature display pads	25'-0"	2	10	20	5:1	400W	(2) Full Cutoff hockey-puck style per pole - Gardco CA22, dark broze 2 poles maximum per pad.
Roundabout Display Pads at Byrd Drive/ Test Circle (inside face of walls)	Feature display pads	Ground mounted	N/A				70W	(Up to 8) 70 Watt metal halide ground mount flood lights with adjustable barn doors for glare control, Hydrel 7000, bronze.

*Maximum height from top elevation of display pad - height from base may vary
** Display pad to be illuminated with a combination of linear fluorescents at the low level and adjustable spots from above.
*** Additional accent lights allowed, maximum quantity of 4 per pole at 12' above parking surface

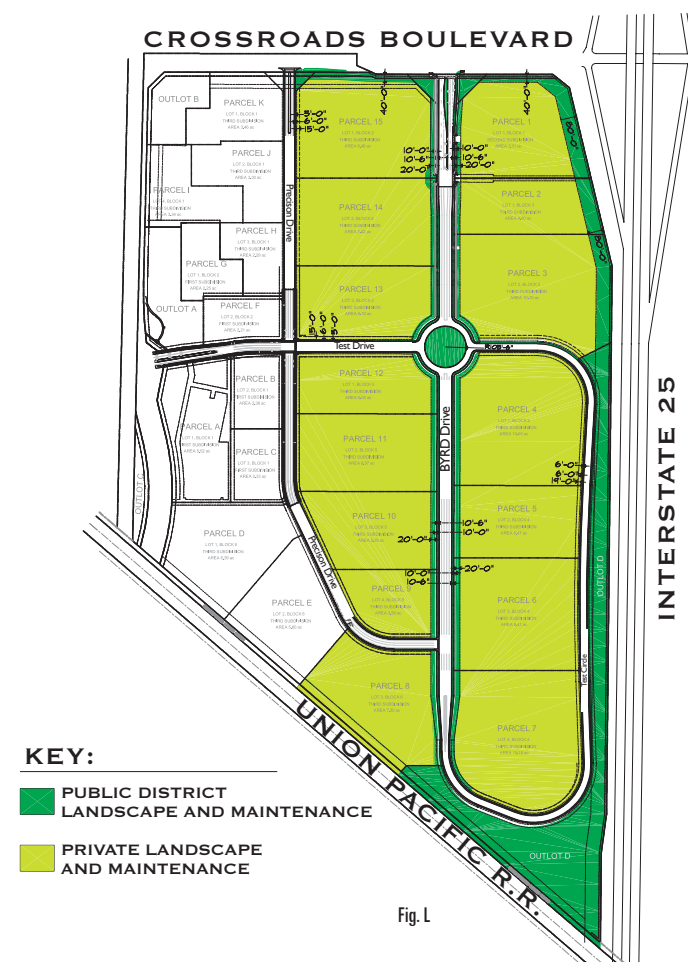
Lighting Controls: Circuit the fixtures so that the provided lighting control systems turns off 25% to 50% of the total number of fixture heads after 10PM
Fixture Style & Color Finish: As established

PROTOTYPICAL PUBLIC/PRIVATE INTERFACE CROSS SECTIONS

Cross Section: Byrd Drive & Test Circle



Public / Private Landscape



Guidelines and Standards (S)

6.0 BYRD DRIVE

6.1 **S** Design the public/private interface based upon the following standards:

- Parkstrip: 10'-6" wide minimum.
- Sidewalk: 10' wide
- Landscaping: Informal clusters of deciduous and evergreen trees.
- Landscape Maintenance Responsibility: Byrd Drive landscaping between street and parking lot shall be the responsibility of the Public Landscape and Maintenance District. On-site landscaping shall be the responsibility of the property owner.
- Curb and Gutter: Vertical curb and gutter
- Parking and Landscape Setback: 30' from the R.O.W.

7.0 TEST CIRCLE

7.1 **S** Design the public/private interface based upon the following standards:

- Parkstrip: 6' wide minimum.
- Sidewalk: 5' wide
- Landscaping: Informal clusters of deciduous and evergreen trees.
- Landscape Responsibility: On-site landscaping shall be the responsibility of the property owner. I-25 landscaping shall be the responsibility of the Public Landscape and Maintenance District.
- Curb and Gutter: Vertical curb and gutter
- Parking and Landscape Setback: 26' from the R.O.W.



Guidelines and Standards (S)

8.0 SITE STONE WALLS

SITE STONE WALL CHARACTER

8.1 S All site stone walls in the motorplex shall be constructed in compliance with the following:

- Obtain stone from a single quarry with consistent yet varied color range and texture throughout the work.
- Furnish “Masonville Bluff Sandstone” from Arkin’s quarry in Masonville, Colorado or approved equal.
- Provide natural broken finish to maintain face irregularities.
- Color mix to be approximately
 - 25% orange
 - 30% tans
 - 30% greys
 - 15% coffee
- Lay walls with as thin a joint as possible, 3/8” typical (no less than 1/4”, no more than 5/8”)
- 5’ width by 4’ high stone sample panels shall be constructed and approved by the DRC prior to start of construction. Sample should be representative of proposed range of color, texture, and workmanship expected in the completed work.



DISTRICT D - Appendix A - Motorplex Planned Sign Program



Motorplex Centerra Planned Sign Program

PURPOSE

The purpose of this sign program is to promote design excellence for Motorplex Centerra’s overall graphic image, and to encourage tenants to create high quality signage that is compatible with their specific brand. Signs in this program are envisioned to represent the automotive retail industry while maintaining a visual link to the overall Centerra environment.

APPLICABILITY

This planned sign program applies to signs within the Motorplex Centerra premise defined as the boundaries of which are denoted on page 2 of 7 and are defined as: Myers Group Partnership #949 2nd Subdivision (Lot 1, Block 1) (Outlots A & B) and Myers Group Partnership #949 3rd Subdivision (Lot 3 - Block 1) (Lots 1,2,3,4,5 - Block 2) (Lots 1,2 - Block 3) (Lots 1,2,3,4,5 - Block 4) (Lots 1,2,3,4,5,6,7 - Block 5) (Outlots A & B), with the exception of signs indicated otherwise. These guidelines supersede section 18.50.100.A of the City of Loveland Sign Code and shall be enforced both by the Centerra Design Review Committee (DRC) and the City of Loveland. The provisions of the Loveland sign code, Chapter 18.50 of the Loveland Municipal Code, shall apply to signage contained within this sign program except to the extent that any such provision is inconsistent or in conflict with the requirements of this Planned Sign Program. In areas where this document is silent, the City of Loveland code will apply.

- The following sign types are addressed in this document:
- Sign Type TM – Motorplex Tenant Monuments - (page 3 of 15)
 - Sign Type TD – Motorplex Tenant Wall Mounted Display Signs - (page 4 of 15)
 - Sign Type TB – Motorplex Tenant Wall Mounted Building Signs - (page 5 of 15)
 - Sign Type E – Motorplex Entry Project ID sign - (page 7 of 15)
 - Sign Type M – Motorplex I-25 Project ID sign - (page 8 of 15)
 - Sign Type TW – Tenant Wayfinding Sign - (page 6 of 15)

TOTAL ALLOWABLE SIGN AREA

Total allowable sign area for each sign type shall be calculated per the individual sign guidelines set forth in this document.

AMENDMENTS OF THE PLANNED SIGN PROGRAM

The City of Loveland Current Planning Manager may approve minor changes to this planned sign program administratively, provided the changes do not result in an increase in the cumulative total allowable sign area by more than 10% or increased sign height or size. All revisions to this planned sign program are subject to approval by the Centerra DRC.

APPROVAL PROCESS

Applications for sign permits shall be submitted to the City of Loveland Building Department.

The City shall review applications for sign permits and provide comments or permit(s) within 7 calendar days of receiving the application.

Applications for sign permits shall include:

1. Complete Millennium sign permit application
2. Sign Location Map (must be scalable and show setback dimensions)
May be one of the following:
 - Plat of property indicating proposed sign location
 - An existing conditions site plan showing existing adjacent roads, sidewalks, grading and proposed sign location
 - Aerial photograph showing proposed sign location
3. Indication of sign type, per this planned sign program, and sign elevation showing text & graphics, sign area and sign height
4. Landscape plan for signs required to be located within landscape areas-per this sign program
5. Letter of approval from the Centerra DRC

NOTE: A licensed sign contractor with the City of Loveland must fabricate all illuminated signs. A licensed contractor or sign contractor with the City of Loveland must install all non-illuminated signs.

The requirement that temporary and permanent community signs be located on a site with a City approved project or City approved development shall be satisfied by the approved Motorplex Centerra premise. Signs located within the Motorplex Centerra shall be considered within the premise for purposes of the Centerra planned sign program.

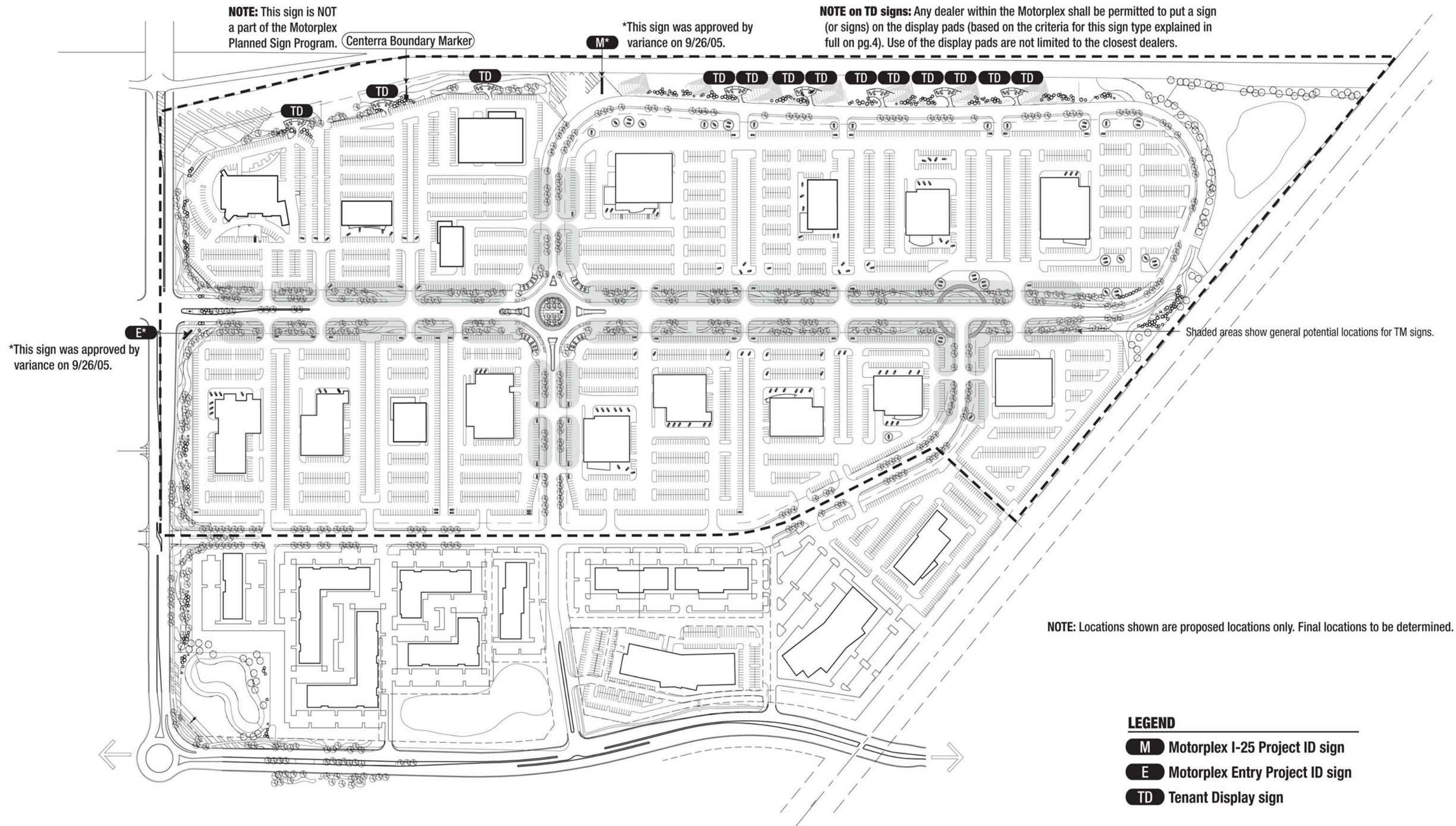
REVISIONS TO MOTORPLEX CENTERRA PLANNED SIGN PROGRAM
December 9, 2008

PURPOSE

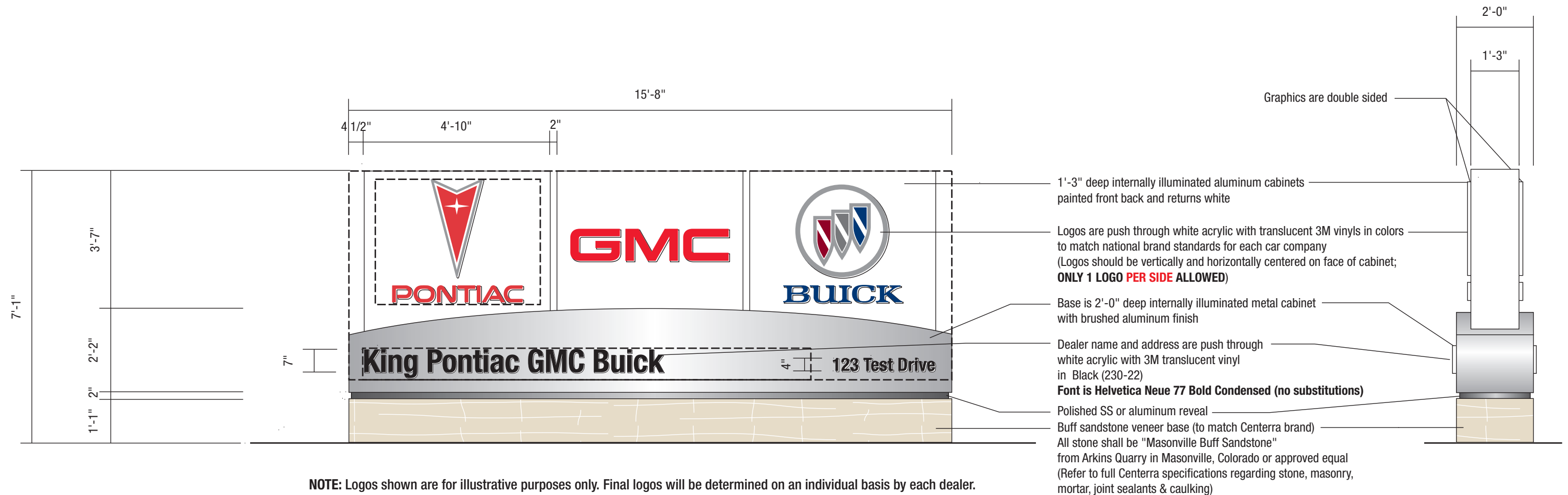
A Marketing Sign Program was amended into the Motorplex Centerra Planned Sign Program December 9, 2008. The purpose of the amendment is to give the dealers at the Motorplex additional tools and more flexibility to market the Motorplex District and their individual dealerships with the intent to increase awareness and traffic to the Motorplex and the individual dealerships. Only the approved sign options A-E are allowed.

- The following sign type addressed in the revised document:
- Sign Type MK – Motorplex Marketing Sign Program - (page 9 -15 of 15)





SISIN TYPE TM - FREESTANDING TENANT MONUMENT SIGN



MAXIMUM DEALER NAME SQUARE FOOTAGE: 9.7
MAXIMUM LOGO SQUARE FOOTAGE (PER MODULE): 14
MAXIMUM SIGN AREA PER SIDE: 85
MAXIMUM TOTAL SIGN AREA: 170 (per double faced sign)

A. UNIFYING ELEMENTS – The following four sign characteristics will be strictly controlled: Materials, illumination, sign type, and shape. By controlling these elements, unity and coordination will be achieved throughout the site.

1. MATERIALS: All Freestanding Tenant Monument Signs will include a stone base matching the Centerra stone masonry specification. All TM signs will also include a brushed aluminum finish internally illuminated cabinet and a maximum of 3 aluminum cabinet logo modules painted white. No color substitutions will be allowed on these finishes so that all logos will appear on the same color background.

2. ILLUMINATION: All Freestanding Tenant Monument Signs will be internally illuminated with white neon. Only copy and logos will illuminate.

3. SIGN TYPE: All copy and logos on Freestanding Tenant Monument Signs shall be white acrylic protruding through openings routed out of the metal face, creating an appearance of individual letters or graphics. Layers of 3M translucent vinyl shall be added to the face of copy and graphics to add color to the illumination.

4. SHAPE: All Freestanding Tenant Monument Signs shall be the same design, size & shape.

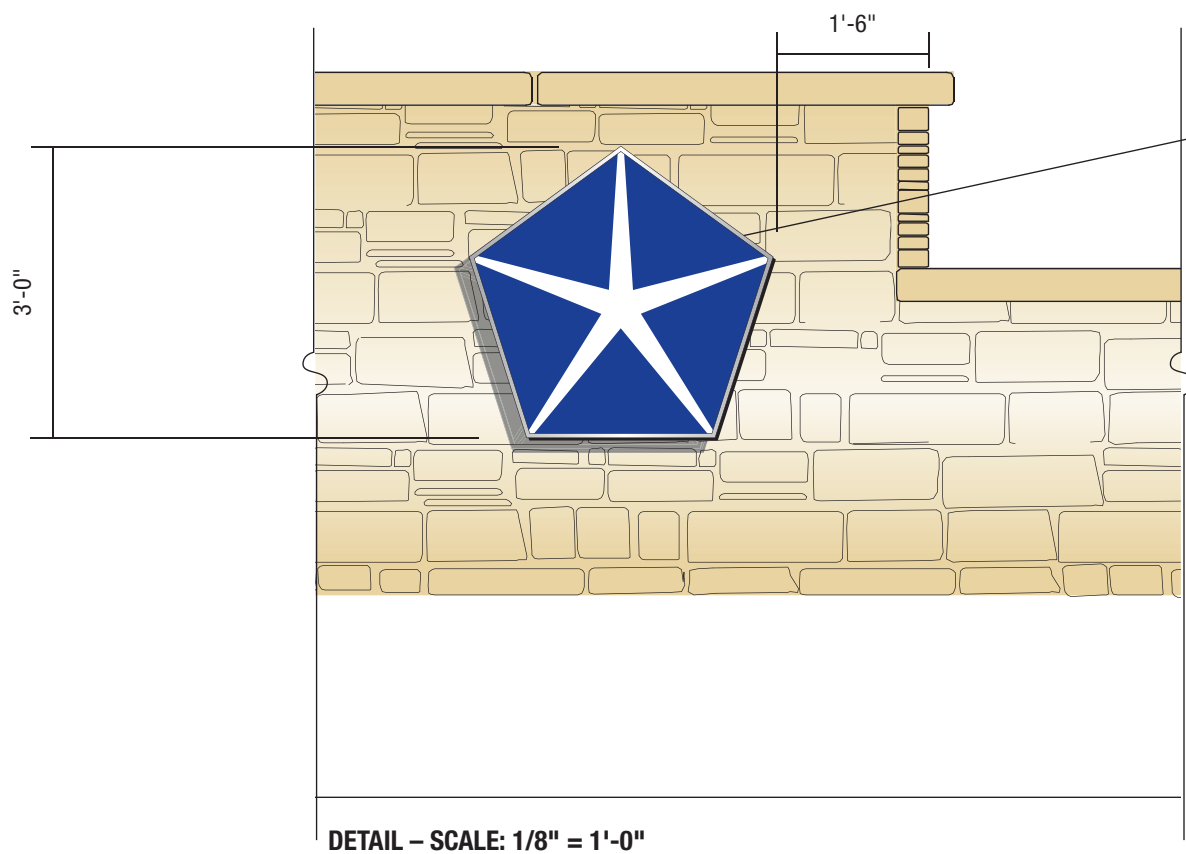
B. NUMBER – One Freestanding Tenant Monument Sign shall be allowed per lot per street frontage or a maximum of two per site.

C. SIGN AREA – The maximum sign area of any Freestanding Tenant Monument Sign shall be eighty five square feet per side and one hundred seventy square feet when double-sided and three hundred forty square feet for sites with two signs

D. LOCATION – All Freestanding Tenant Monument Signs shall be located perpendicular to Byrd Drive or Test Drive (if two buildings are located on one site) twenty-nine and a half feet from the back of the curb at the appropriate Tenant entrance and will be located so as to be compatible with required landscaping, including street trees at maturity, so that the public's view of the sign will not be obstructed.

E. SETBACK – All Freestanding Tenant Monument Signs shall be setback twenty-nine and a half feet from the back of the curb.

F. SEPARATION – A minimum of seventy-five linear feet must be between any two freestanding signs.



6" deep internally illuminated cabinet with push through forms or pan channel form with white acrylic face.
National car brand appropriate colors in translucent vinyl applied to acrylic face.
All returns and trimcaps are brushed aluminum.

Signs installed 1'-6" from edge of display wall
**(Right side car display area – install 1'-6" from LEFT edge;
Left side car display area – install 1'-6" from RIGHT edge)**
and 4" from the bottom of the lip for greatest visibility

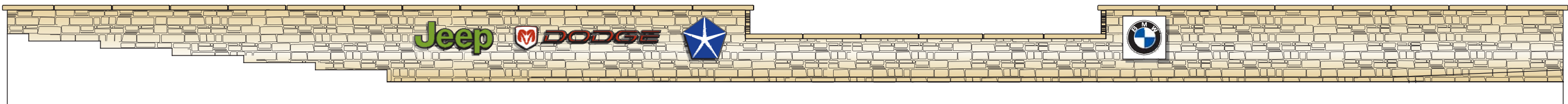
In the case of a multiple brand dealership, the logos should be centered vertically as a group, and mounted 4" from the bottom of the lip to the top of the tallest logo.
A minimum of 1'-0" should be between any two logos

**Signs are a maximum of 3'-0" high
and may not exceed a maximum of 20 sq. ft.**

MAXIMUM SQUARE FOOTAGE (PER SIGN): 20

DETAIL – SCALE: 1/8" = 1'-0"

NOTE: Logos shown are for illustrative purposes only. Final logos will be determined on an individual basis by each dealer.



EXAMPLE CAR DISPLAY WALL FOR TWO TENANTS – FULL ELEVATION – SCALE: 1/8" = 1'-0"

A. UNIFYING ELEMENTS – The following four sign characteristics will be strictly controlled: Materials, illumination, sign type, and location. By controlling these elements, unity and coordination will be achieved throughout the site.

1. MATERIALS: All Freestanding Tenant Vehicle Display Signs shall be internally illuminated aluminum forms with acrylic faces. All Wall-Mounted Tenant Display Signs are mounted on a background of Centerra signature buff stone.

2. ILLUMINATION: All Freestanding Tenant Vehicle Display Signs will be internally illuminated with white neon.

3. SIGN TYPE: All Freestanding Tenant Vehicle Display Signs shall be either an internally illuminated pan channel form with white acrylic faces **OR** an internally illuminated cabinet with push through acrylic forms. Layers of translucent vinyl may be added to the acrylic faces to add color to the illumination. (In either scenario, **ONLY THE LOGO WILL ILLUMINATE.**) Freestanding Tenant Vehicle Display Signs will consist of a Tenant's logomark only without any additional lettering, with the exception of national car brands whose official logomark consists of lettering (i.e. Jeep). No local Dealer names will be allowed. Nationally recognized auto retail brands that are not car brand specific (i.e. Carmax, Autonation) can choose to represent themselves with their national retail logo instead of a specific car brand logo(s). They cannot do both.

4. LOCATION: All Freestanding Tenant Vehicle Display Signs will be located on the face of the Tenant Car Display Wall mounted one foot six inches from the nearest edge and four inches from the lip of the wall cap.

B. NUMBER – A maximum of six Freestanding Tenant Vehicle Display Signs shall be allowed per two-tenant display pad. A maximum of three Freestanding Tenant Vehicle Display Signs shall be allowed per single-tenant display pad. Single car brand tenants shall be allowed a maximum of one sign per display pad. Multiple car brand tenants shall be allowed a maximum of three signs per display pad, with no one logo repeated on a display pad.

C. SIGN AREA – The maximum sign area of any one Freestanding Tenant Vehicle Display Sign shall be twenty square feet. The maximum total sign area of a car display pad shall be one-hundred and twenty square feet and sixty square feet maximum per dealer.

D. HEIGHT – The maximum height of any Freestanding Tenant Vehicle Display Sign shall be three feet.

E. SEPARATION ON DISPLAY WALL – A minimum of one linear foot must be between any two Freestanding Tenant Vehicle Display Signs mounted on the same wall face. (This circumstance shall only occur when there exists multiple car brands under one dealership.)

SIGN TYPE TB - TENANT WALL MOUNTED BUILDING SIGN



EXAMPLE OF WALL MOUNTED BUILDING SIGNS (FOR ILLUSTRATIVE PURPOSES ONLY)



EXAMPLE OF WALL MOUNTED BUILDING SIGNS (FOR ILLUSTRATIVE PURPOSES ONLY)



EXAMPLE OF WALL MOUNTED BUILDING SIGNS (FOR ILLUSTRATIVE PURPOSES ONLY)

A. UNIFYING ELEMENTS – The following two sign characteristics will be strictly controlled: Materials and illumination. By controlling these elements, unity and coordination will be achieved throughout the site.

1. MATERIALS: All Wall-Mounted Tenant Building Signs shall be internally illuminated aluminum forms with white acrylic faces.

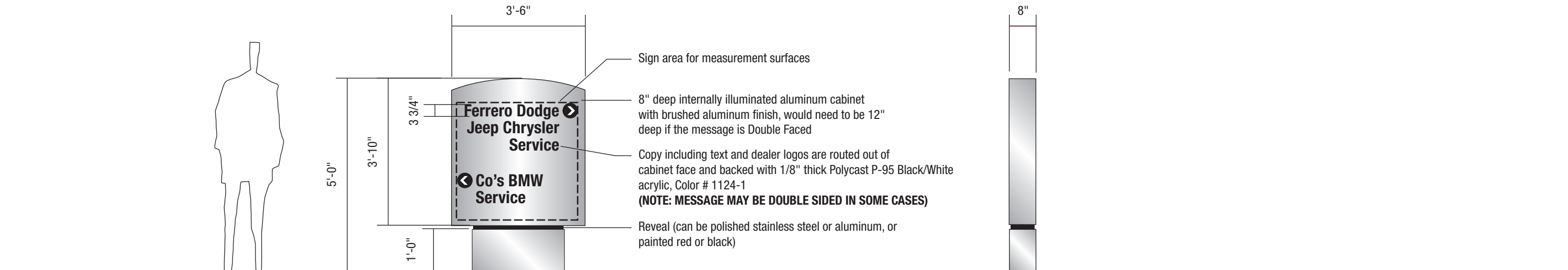
2. ILLUMINATION: All Wall-Mounted Tenant Building Signs shall be internally illuminated with white neon.

B. SIGN TYPE – All Wall-Mounted Tenant Building Signs shall be either internally illuminated pan channel form(s) with acrylic faces **OR** an internally illuminated cabinet with push through acrylic forms. In the case of a cabinet sign type, the face of the cabinet (the background area that the logo and/or lettering push through) must be painted White. Layers of translucent vinyl may be added to either the push through acrylic faces or the pan-channel acrylic faces to add color to the illumination. (In either scenario, **ONLY THE LOGO AND/OR LETTERING WILL ILLUMINATE.**)

C. NUMBER – No logo or dealer name may be repeated on a building elevation.

D. TOTAL ALLOWABLE SIGN AREA – Total allowable maximum sign area shall be 330 square feet. A maximum of 165 square feet of sign area shall be allowed on any one elevation. If a building frontage is less than 82.5 linear feet, then the maximum allowable sign area for that elevation shall be equal to two square feet per one linear foot of building frontage.

E. LOCATION – The Wall Mounted Tenant Building Signs located on a single building elevation may be located centered horizontally on one line of sight or they may be located at differing heights. The Motorplex DRC reserves the right to approve final placement of all Wall Mounted Tenant Building Signs on a case by case basis based on what is visually appropriate for each building facade.



NOTE: Copy shown is for illustrative purposes only. Final copy will be determined on an individual basis by each dealer.

MAXIMUM SIGN AREA PER SIDE: 12.5

MAXIMUM TOTAL SIGN AREA: 25 (per double faced sign)

A. UNIFYING ELEMENTS – The following four sign characteristics will be strictly controlled: Materials, illumination, sign type, and shape. By controlling these elements, unity and coordination will be achieved throughout the site.

- 1. MATERIALS:** All Tenant Wayfinding Signs will include a brushed aluminum finish internally illuminated cabinet. No color substitutions will be allowed.
- 2. ILLUMINATION:** All Tenant Wayfinding Signs will be internally illuminated with white neon. Only copy will illuminate.
- 3. SIGN TYPE:** All copy on Tenant Wayfinding Signs shall be routed out of the metal face and backed with white acrylic. Black 3M translucent vinyl shall be added to the face of copy to add color to the illumination.
- 4. SHAPE:** Tenant Wayfinding Signs shall be the same design, size & shape.

B. NUMBER – One Tenant Wayfinding Sign shall be allowed per entry drive. The number of Tenant wayfinding signs will vary upon individual dealer site plans.

C. SIGN AREA – The maximum sign area of any Tenant Wayfinding Signs shall be twelve and one half square feet per side and twenty-six square feet when double-sided. Total sign area for each dealer's wayfinding sign shall not exceed One Hundred twenty-five square feet.

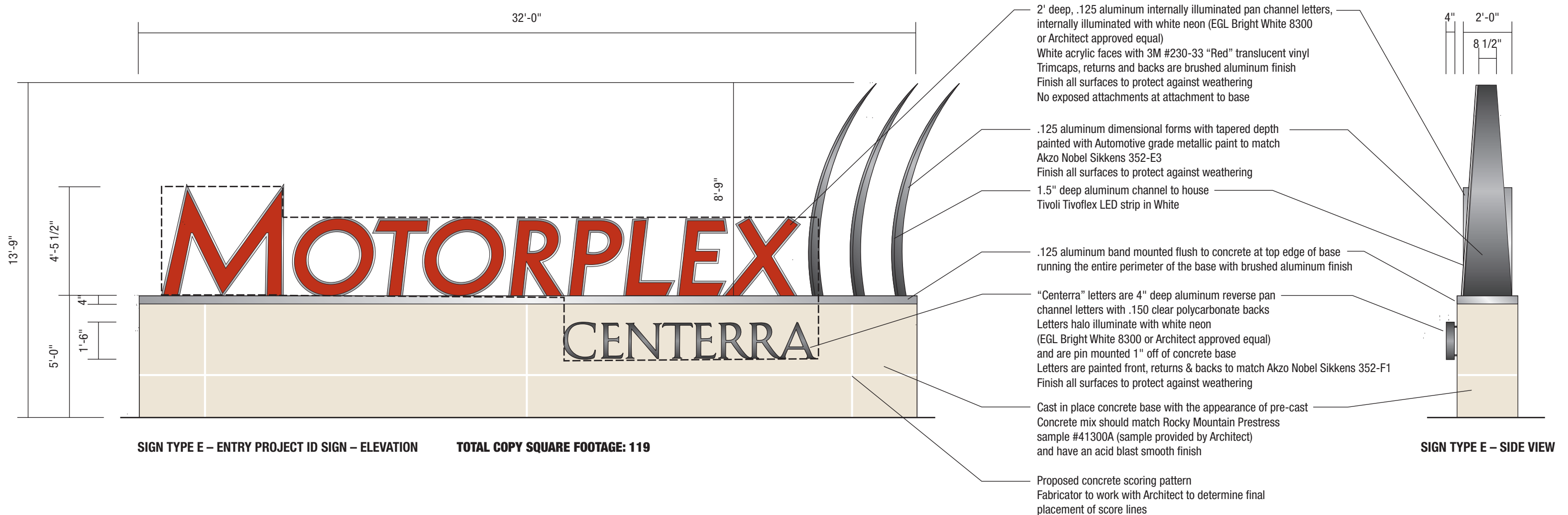
D. LOCATION – All Tenant Wayfinding Signs shall be located at entry drives perpendicular to Byrd Drive, Test Drive, Test Circle and Precision Drive and will be located so as to be compatible with required landscaping, including street trees at maturity, so that the public's view of the sign will not be obstructed. On site sign locations shall be based on individual site plan layouts.

E. SETBACK – All Tenant Wayfinding Signs shall not be located within the public right of way or public utility easements.

F. SEPARATION – A minimum of seventy-five linear feet must be between any two Tenant Wayfinding Signs.

SIGN TYPE E - ENTRY PROJECT ID SIGN

*This sign was approved by variance on 9/26/05.



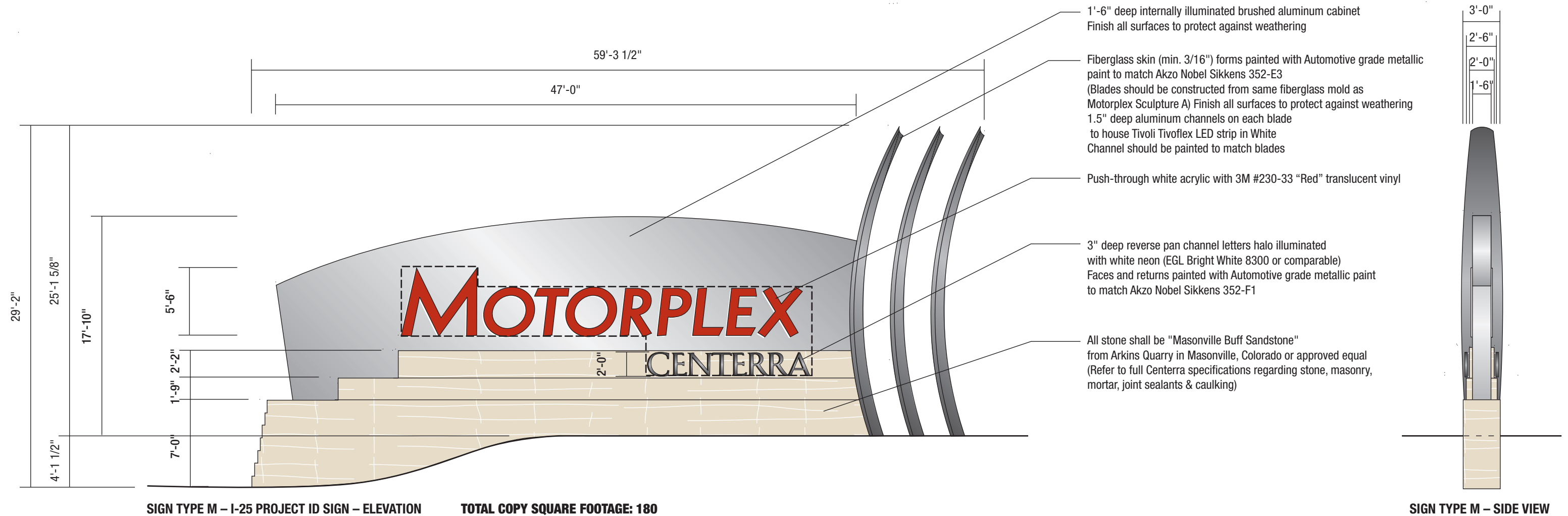
A. SIGN ELEMENTS

- 1. MATERIALS:** The Entry Project ID sign shall consist of internally illuminated aluminum letters with red faces and brushed aluminum trim caps and returns, a natural buff colored concrete base and Automotive Dark Grey painted "Centerra" letters and sculptural blades.
- 2. ILLUMINATION:** The "Motorplex" letters shall be internally illuminated with white neon. The "Centerra" letters shall be halo-illuminated with white neon. The sculptural blades shall be edge-illuminated with White Tivoli Tivoflex LED strips. (A channel will conceal the actual light source so that only a glow can be seen)

B. NUMBER – Only 1 Entry Project ID sign shall be allowed.

C. HEIGHT – The overall height of the Entry Project ID sign shall be thirteen feet nine inches.

***This sign was approved by variance on 9/26/05.**



A. SIGN ELEMENTS

- 1. MATERIALS:** The I-25 Project ID sign shall consist of an internally illuminated brushed aluminum cabinet with push through red acrylic letters, a stone base to match Centerra brand masonry and Automotive Dark Grey painted “Centerra” letters and sculptural blades.
- 2. ILLUMINATION:** The “Motorplex” letters shall be push through letters internally illuminated with white neon. The “Centerra” letters shall be halo-illuminated with white neon. The sculptural blades shall be edge-illuminated with White Tivoli Tivoflex LED strips. (A channel will conceal the actual light source so that only a glow can be seen)

B. NUMBER – Only 1 I-25 Project ID sign shall be allowed.

C. HEIGHT – The overall height of the I-25 Project ID sign shall be twenty-nine feet two inches.

SIGN TYPE MK - MARKETING SIGN PROGRAM

A. Flag Display on I-25 Display Pads



B. Banner Display on Internal Motorplex Streets Display



C. Dealer Parking Lot Banner Display



A. Flag Display on I-25 Display Pads

1. ELEMENTS

a. MATERIALS: Bronze satin finish internal halyard rope or cable system poles. Flags must be made from a durable commercial-grade polyester and be professionally produced. Flags may include any variety of the following: the US, State of Colorado, City of Loveland, Larimer County or Motorplex logo with the intent to add color and motion to the display pads.

b. ILLUMINATION: An American flag displayed at night must be illuminated. Only down lighting is permitted and will be accomplished by installing a Flagpole Beacon-like fixture or similar down lighting fixture approved by the DRC. Only the American flag is approved for illumination.

2. FLAG POLE NUMBER/HEIGHT – Each flag display will contain three flag poles. The center flag pole may be no taller than 25' and the outer two flag poles on each display pad may be no taller than 20'. A maximum of 28 flags, three flags on nine display pads (at full build-out) and one American flag on the King GMC display pad on Crossroads, are permitted.

3. FLAG SIZE - The flag on the 25' pole may not exceed 5' x 8' or 40 sq. ft. The other flags on the 20' poles may not exceed 4' x 6' or 24 sq. ft.

4. REQUIRMENTS - The owner of each display pad must obtain a sign permit from the City of Loveland for each of the display pads to install the flags.

B. Light Pole Banner Display on Internal Motorplex Streets

1. ELEMENTS

a. MATERIALS: Banners may display the Motorplex logo with an artistic background, auto-related imagery or be seasonal in nature, but may not include specific brands, dealer names, advertising or sales messaging. DRC approval of the artwork is not required as long as the banners meet the above requirements. Banners may be changed as often as the dealers see fit. All banners will be identical and made from a commercial-grade durable fabric. All mounting hardware must be painted to match the light pole color.

2. SEPERATION - A minimum of twenty-five feet must be between any two banners.

3. HEIGHT – Banners will be no larger then 36" x 72". Banners should be mounted at least 15' from the ground.

4. LOCATION - The banner program utilizes existing streetlights with the approval of the City of Loveland. Banners are approved for Byrd Drive, Test Drive up to the Precision Drive intersection on Test Circle to the southeast corner of the Davidson Dealership (see figure A).

5. REQUIREMENTS - The banner display owner must obtain a sign permit for the initial installation of the banners. In addition, the owner must obtain an encroachment permit as well as a utility work permit and a use agreement from the City of Loveland Water and Power Department.

C. Dealer Parking Lot Banner Display

1. ELEMENTS

a. MATERIALS: Banners must be professionally produced from a durable material and professionally mounted. All mounting hardware must be painted to match the light pole color.

b. CONTENT: The banners may utilize Motorplex branding, vehicle branding or manufacturer branding and messaging. Messaging can include dealership name, logo, tag line, manufacturer-required signs to distinguish a certain area on the dealership lot (such as Certified Pre-Owned Vehicles) and a dealer-sponsored community events (such as the Susan G. Komen Event). Messaging does NOT include sales content or advertising messages. DRC approval of the artwork is not required as long as the banners meet the above requirements. Banners on each lot do not need to follow or adhere to any overall Motorplex design theme; however, all banners must be professionally produced.

2. HEIGHT – Banners may be no larger then 36" x 72". Banners must be mounted at the same height on each light pole.

4. LOCATION - On-site dealership banners are restricted to the interior of the inventory lots and may not be installed on any front row light poles. Each dealership facility shall be allowed to install a maximum of 33% of approved light poles or up to six banners, whichever is greater (see individual dealership photometric plans indicating approved dealership light poles).

5. RESTRICTIONS - The banner display owner must obtain a sign permit for the initial installation of the banners. The sign area devoted to the proposed dealership light pole banners will be counted against total sign area allowed for the business as counted by the City of Loveland.

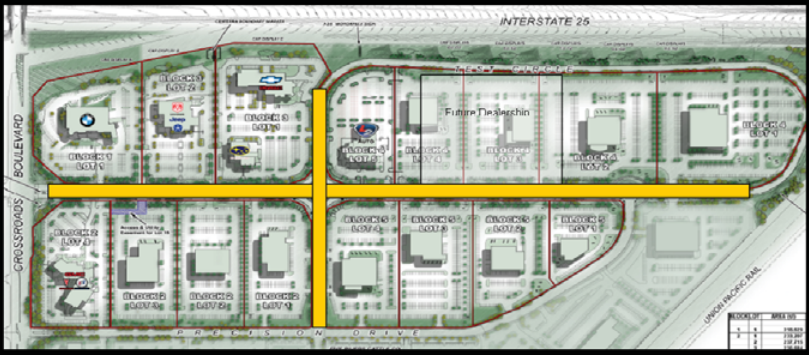


Figure A -
Light Pole
Banner
Display
Locations in
Yellow



D. On-Lot Temporary Manufacturer Banner Display Site



E. On-Vehicle Displays



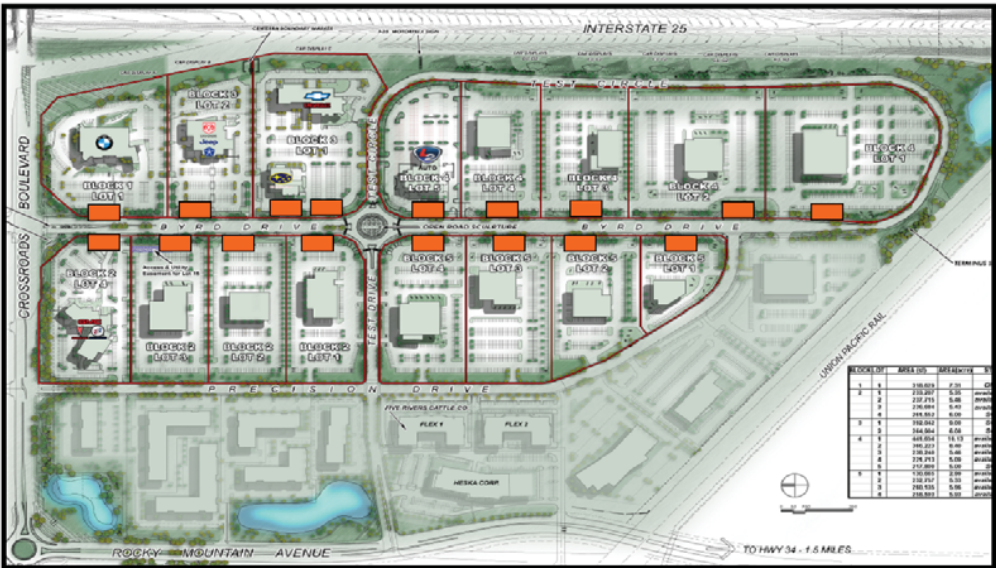
D. On-Lot Temporary Manufacturer Banner Display Site

- 1. DESCRIPTION** - Each dealership facility may have a maximum of one semi-permanent banner location for the express purpose of displaying manufacturer-required promotional banners only. All banners must be professionally produced. Banners are to be hung using zip- ties or ball bungees via eye bolts or strung via cable.
- 2. MATERIALS** - Approved 6' Tuff'n Lite composite posts that stak into the ground as the sign size dictates within the approved location.
- 2. NUMBER** – Banner display pads are limited to one site per dealership facility.
- 3. HEIGHT** – Banners may not exceed 100 sq ft per the City of Loveland sign code. The posts above ground cannot exceed a height of 60". Banners must be kept at ground level to reduce the effects of weather damage.
- 4. CONDITIONS** - Manufacturer-required banners would not need DRC approval as long as they are professionally produced, contain relevant information to a factory/corporate sponsored promotion, do not contain offensive or inappropriate material, and are repaired or removed promptly when they become ragged. In addition, banners must be removed temporarily if weather conditions make the banner a safety hazard, i.e. high winds, blowing snow, etc. Each dealership must obtain a sign permit for the initial installation. The sign designation is temporary and therefore would not be counted against total allowable sign area for each dealership.
- 5. LOCATIONS** - Approved locations are on Byrd Drive only with each banner at a slightly north facing angle (see figure B). The approved location is a 25' x 3' marked box approved by the DRC and marked by the landscaping company to make sure the site does not interfere with irrigation systems.

E. On-Vehicle Displays

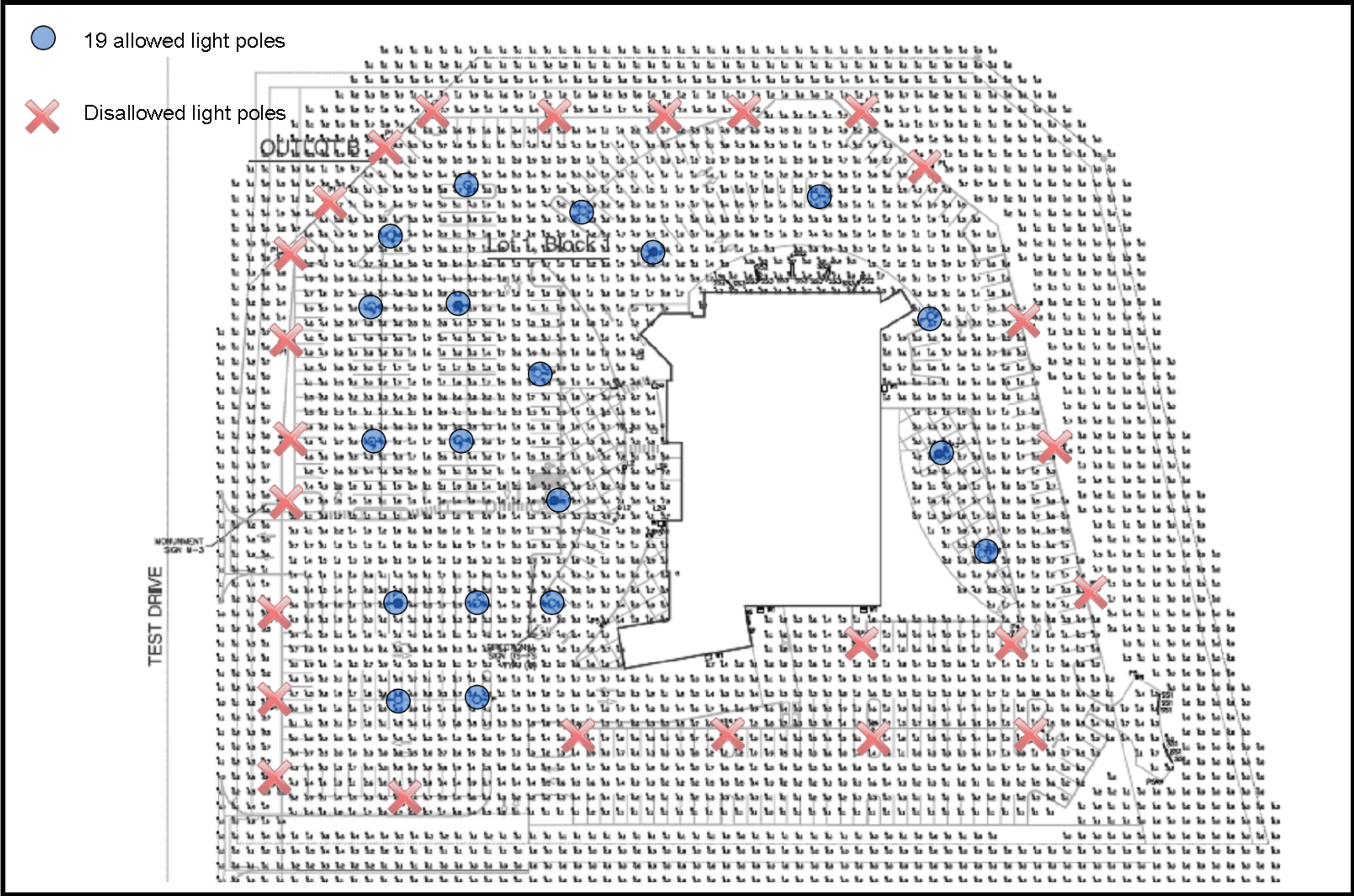
- 1. CAR WINDOW FLAG DISPLAYS** - Car window flags bearing the Motorplex logo, an American flag, or other similar art and that are attached by window holders and keep a uniform appearance are permitted. Sale and or price information would not be permitted on window flags. Flags could be used at any location on the lot at a rate not greater than one per every third vehicle 33% of the vehicles on the lot. One flag per vehicle is permitted.
- 2. WINDSHIELD DISPLAYS** - On car windshield or back windshield promotional messages are permitted provided they are vinyl or cling graphics and will not take up more the 33% of total windshield space. The only items that may be taped to windows are the dealer stock sticker. Paint or numeral cards are not permitted. Interior hang tags are permitted provided they are professionally produced; however, the price information may be written in by hand.
- 3. VEHICLE WRAPS** – wrapped vehicles are permitted on dealer property. These vehicles are primarily used for off-site promotions and for on-the-move advertising on vehicles such as delivery trucks. When they are not in use, vehicles are required to be legally parked at least 50' from the public right of way on dealer property per City of Loveland sign code.

Figure C. -
Approved banner locations for each dealership facility

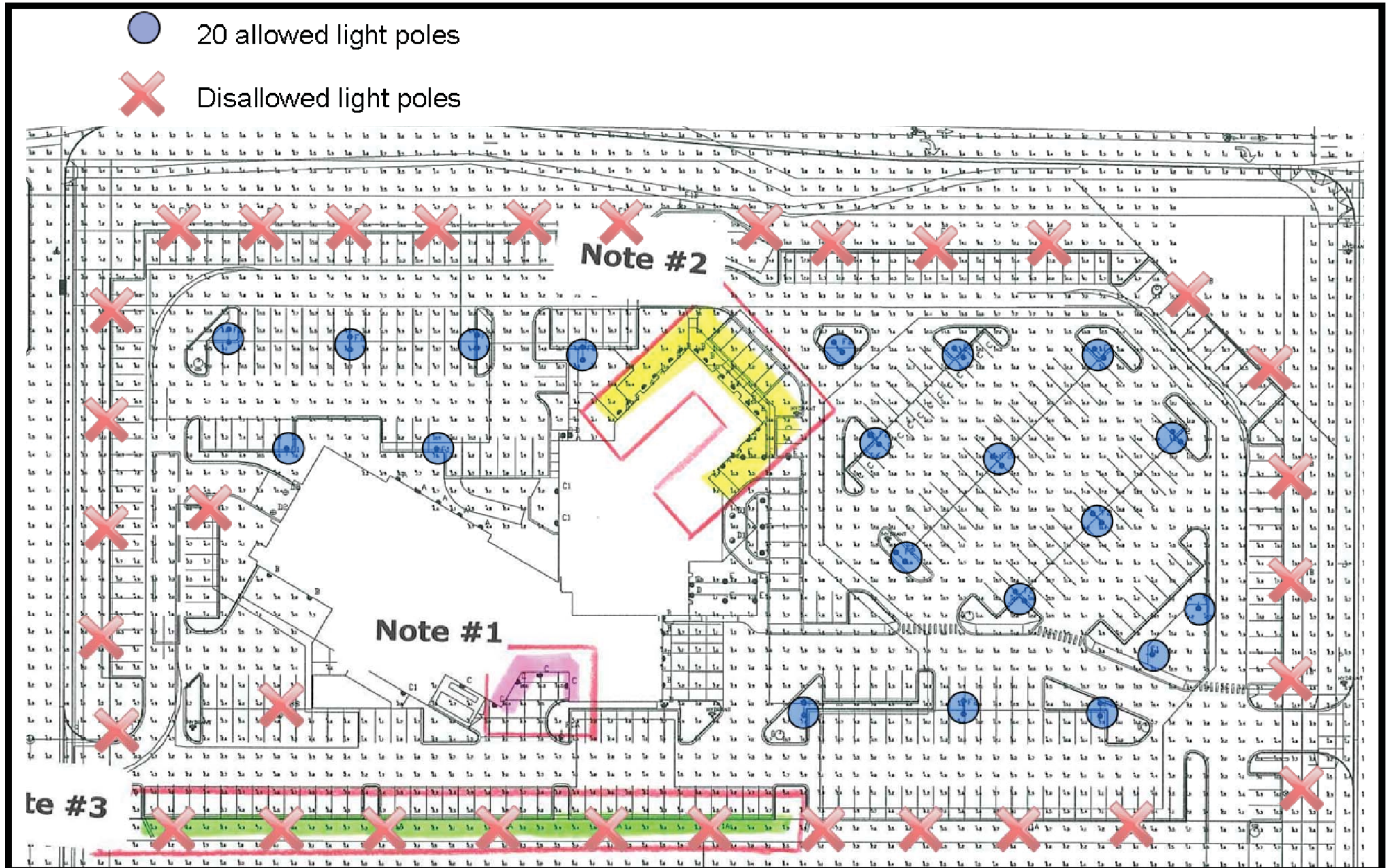


SIGN TYPE MK - MARKETING SIGN PROGRAM

Co's BMW Approved On-Site Light Pole Banner Locations

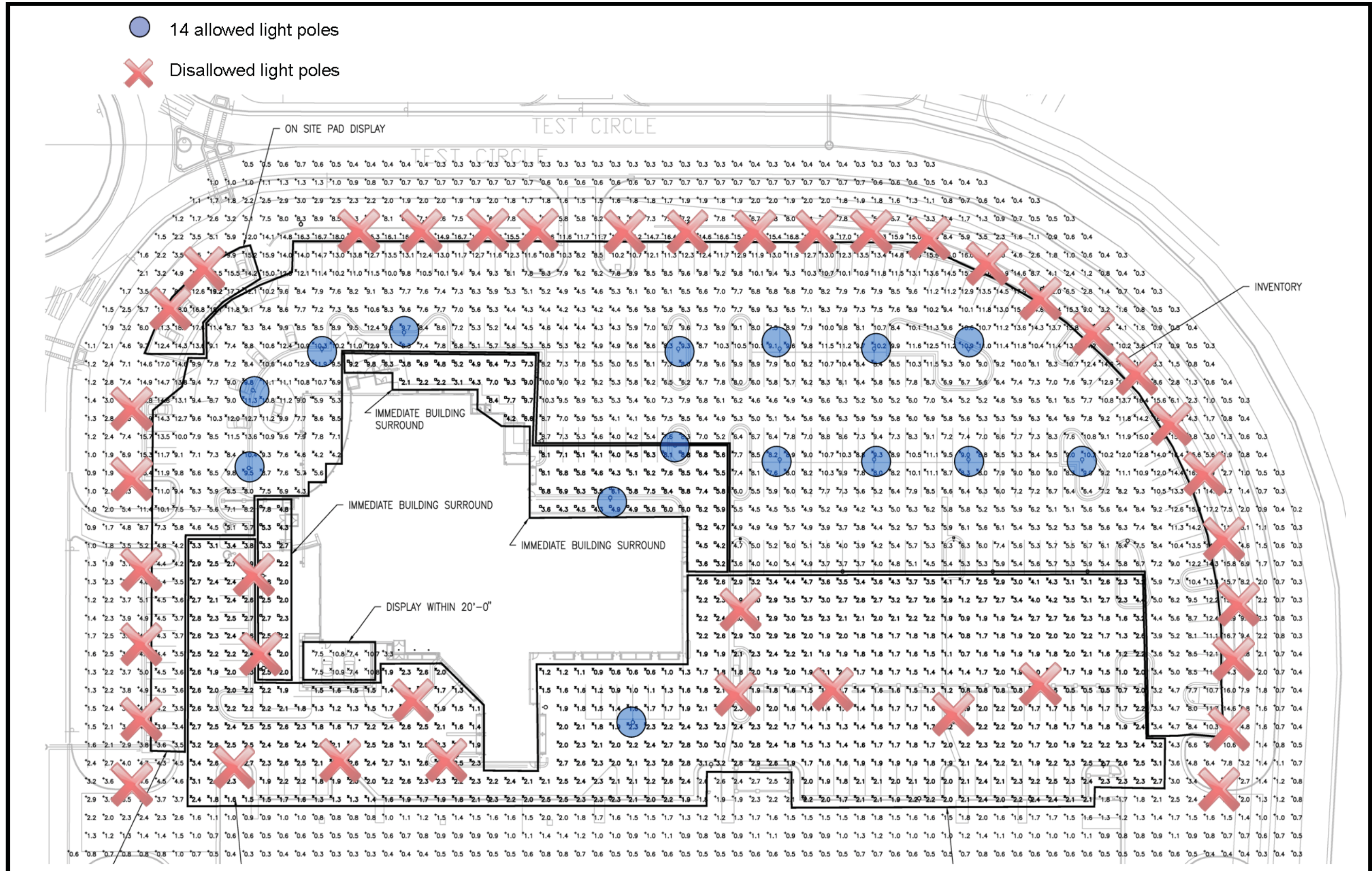


King GMC Approved On-Site Light Pole Banner Locations

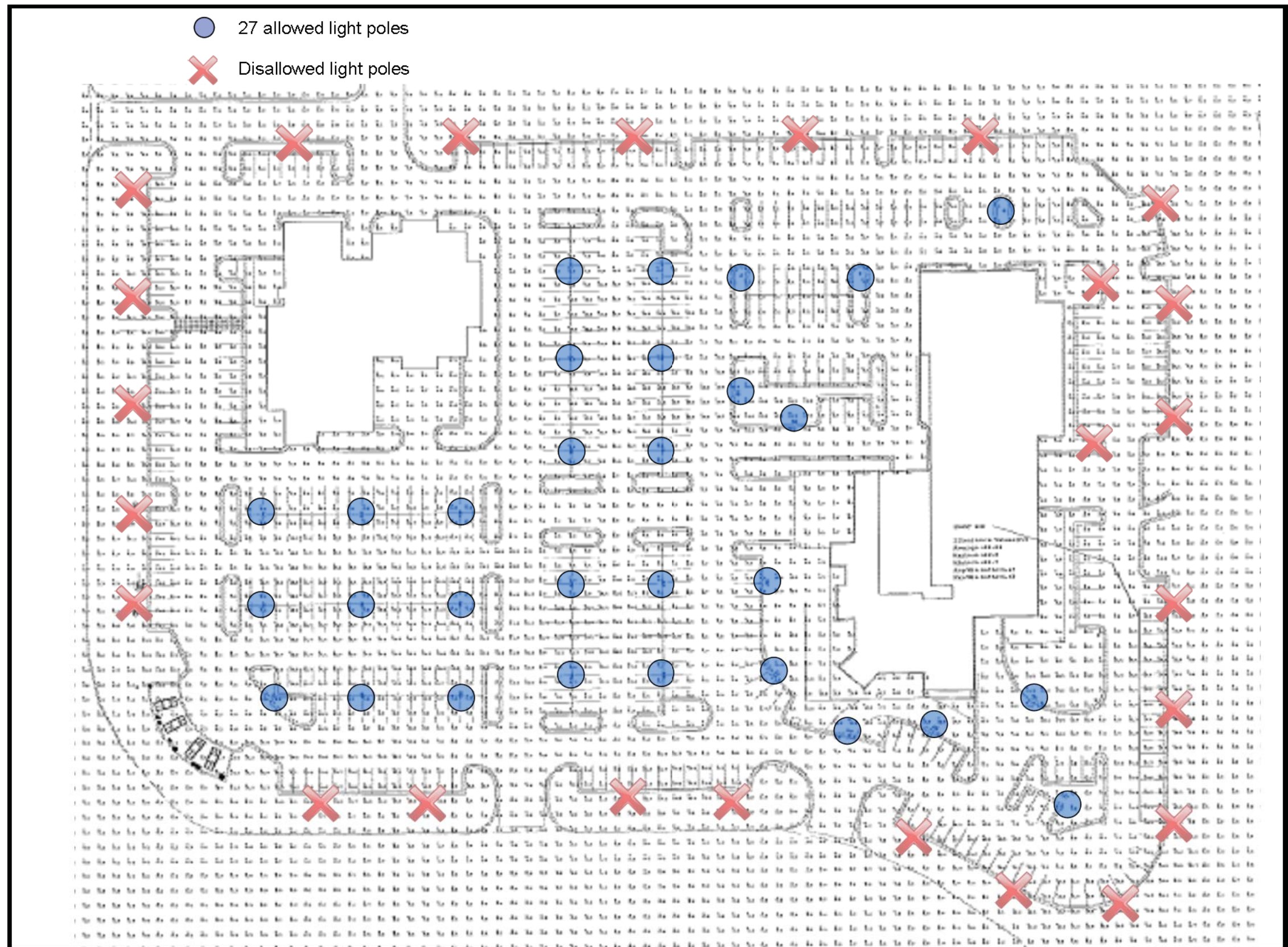


SIGN TYPE MK - MARKETING SIGN PROGRAM

Lithia Approved On-Site Banner Locations



Davidson Gebhardt Chevrolet and Subaru of Loveland
Approved On-Site Light Pole Banner Locations



SIGN TYPE MK - MARKETING SIGN PROGRAM

Ferrero Chrysler Approved On-Site Light Pole Banner Locations

