
THE CROSSING
AT FISHERS DISTRICT



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CROSSING
AT FISHERS DISTRICT**

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PROJECT

The Crossing
at Fishers District

NARRATIVE

The Crossing at Fishers District is a mixed use development proposed on 62 acres within Fishers Exit Five Development located south of Fishers District on USA Parkway south of 116th Street and north of 106th Street.

The existing property is being redeveloped with an indoor event center, office, spaces, retail spaces, potential hotel, and multifamily housing. The development is expected to provide 85,000 square feet of space for retail, office, and food uses featuring roof top patio space. In addition to shopping and work spaces, there will be an outdoor plaza area with a portable stage and lawn for gatherings and entertainment space for food trucks and the indoor event center.

PROPERTY MASTER DEVELOPER

Thompson Thrift Development Inc.
111 Monument Circle
Suite 1500
Indianapolis, IN 46204
(800) 687-0012

LOCATION

The Crossing
at Fishers District

SIGNAGE CONSULTANT

Large Ink LLC
5176 N Clinton Street
Terre Haute, IN 47805
www.largeink.com
(812) 514-7636

NOTE: The following definitions are used throughout this Comprehensive Signage Plan (CSP), and are exclusive to this document.

AGGREGATE SIGN AREA

The total area of all permitted signs pertaining to any one tenant, which includes Street-front signage and storefront signage (arcade and window signage/graphics).

ARCHITECTURAL FRONTAGE

The portion of the building frontage of the leased space which has been delineated through use of reveals, patterning, materials, finishes, column breaks, etc., that creates a special area for signage.

BUILDING LEASED FRONTAGE

The overall lineal foot frontage of a leased space.

STREET FRONT SIGNAGE

Signage installed parallel to the building fascia, typically located along the front of the building on a parapet, fascia, awning or building wall intended for the viewing by vehicular traffic.

STOREFRONT SIGNAGE & GRAPHICS – PERMANENT SIGN BAND

Signage located along the storefront portion, oriented to the pedestrian. It includes the transparent portion of storefront (windows) and/or solid wall areas used for merchandise display and permanent graphics.

This includes awnings, tenant suite number, logo and name identification, secondary name modifiers, hours of operation, services or name brand marketing, menu cabinets, etc.

STOREFRONT SIGNAGE & GRAPHICS – TEMPORARY

Any sign, banner, pennant, valance or advertising display constructed of vinyl, cloth, canvas, light fabric, cardboard, wallboard or other like material, with or without frames.

ARCHITECTURAL AWNINGS

Elements which are constructed of permanent type of materials and are an integral part of the building elevation design.

CUSTOM CABINET

Metal box-like structure that is internally illuminated, with multiple surface planes, colors, finishes and unique shapes and forms. Typically includes dimensional illuminated letters and opaque backgrounds.

GRAPHICS

Lettering, symbols, and logos used for name identification (primary identification), and for identification of product and services (secondary identification or modifiers).

SIGN BAND

A physical architectural feature on a building surface, often above building entrances, designed to accommodate wall signage.

SIGN ENVELOPE

A designated area on a building elevation that defines the outer-most reaches that a sign can occupy. The area of a sign envelope is usually determined by ascribing a percentage of available horizontal and vertical wall space to be the sign envelope. A sign envelope does not necessarily define the allowable sign area for a sign. A sign envelope can be located within a sign band.

SIGN AREA

The area of a sign structure in which copy and graphics may be placed. Sign area shall be computed by surrounding each graphic element with a rectangle calculating the area.

MARQUEE/ VERTICAL BLADE SIGN

A permanent sign structure in a vertical format attached to and supported by the building and projecting over public walkways.

A vertical marquee is completely supported by the building and has no support poles or columns that extend down to the ground.

CANOPY

An overhanging structure affixed to a wall, or superimposed upon any roof like structure, and extending over a sidewalk, walkway, or vehicle access area.

GENERAL SIGN STANDARDS AND REQUIREMENTS

All signs within The Crossing must be compatible with the standards outlined in these CSP Standards. The purpose of the sign standards is to ensure a professional environment and to protect the interests of the surrounding neighborhood, owner, and tenants of all parcels within The Crossing. Conformance will be strictly enforced, and any installed non-conforming or unapproved signs will be brought into conformance at the sole expense of the tenant. Before designing signs, all tenants will receive a copy of these signage standards. Sign plans submitted to the Master Developer, Owner or Owner’s Representative for approval must conform to these standards. The Master Developer, Owner or Owner’s Representative may administer and interpret the criteria as it applies to signage designs. All signs must be approved in writing by the Master Developer, Owner or Owner’s Representative prior to application to City of Fishers for permitting.

This criterion is intended as a guideline for all signage for all buildings in The Crossing development. The tenant’s sign(s) shall be limited to the tenant’s approved name as stated in the lease or as otherwise approved in writing by the Master Developer, Owner or Owner’s Representative. The use of a corporate logo or other established corporate insignia is permitted only if specifically approved in writing by the Master Developer, Owner or Owner’s Representative. Taglines or identifications of specific products or services are not permitted. All signage will conform to the Comprehensive Sign Plan, placement, location, area, etc.

For Master Developer, Owner or Owner’s Representative review, send signage drawings to:

Thompson Thrift Development Inc.
 Attn: The Crossing
 Brad Bisser Sr. VP of Property Management
 111 Monument Circle
 Suite 1600
 Indianapolis, IN 46204

Thompson Thrift Development Inc.
 Attn: Property Mgnt.
 901 Wabash Ave.
 Suite 300
 Terre Haute, IN 47807

SIGNAGE PROPOSAL

Each tenant must submit to the Master Developer, Owner or Owner’s Representative three (3) sets of detailed shop drawings (or a PDF Electronic Copy) showing locations (on buildings and/or property), dimensions, sizes, design, colors, materials, lettering, graphics, conduits, junction boxes, sleeves, and other mounting apparatus of all proposed freestanding, wall, window, and rear door signs. This submittal must be made at least fifteen (15) days prior to submitting requests for permits or manufacturing.

SIGN CONTRACTOR’S RESPONSIBILITIES

Prior to preparation of signage drawings and specifications, the tenant’s sign contractor must review all architectural, structural, and electrical documents as they relate to the building wall and/or storefront at the proposed signage location.

In addition, the sign contractor should visit the project site to become familiar with as-built conditions and to verify all dimensions.

SIGN SHOP DRAWINGS

Sign shop drawings submitted by the tenant shall provide complete information for the Master Developer, Owner or Owner’s Representative to understand the signage design, installation and appearance. Sign shop drawings shall:

- 1) Provide an elevation, in scale, of the storefront facade illustrating each sign’s location and size.
- 2) Provide a section or sections through the sign.
- 3) Identify the materials and construction.
- 4) Provide complete information on installation.
- 5) Provide electrical specifications for signage.

TENANT RESPONSIBILITIES FOR OTHER REGULATIONS

The Master Developer, Owner or Owner’s Representative’s approval of a tenant’s signage plan does not constitute an implication, representation, or certification by the Master Developer, Owner or Owner’s Representative that those plans are in compliance with applicable statutes, codes, ordinances, or other regulations. Compliance with other regulations is the sole responsibility of the tenant for all work performed on the premises by, or for the tenant.

Master Developer, Owner or Owner’s Representative REVIEW

After review of the signage proposal, the Master Developer, Owner or Owner’s Representative will return one of the three sets of drawings (or a PDF Copy) to the tenant, marked either “Approved,” “Approved as Noted,” or “Revise and Resubmit.”

“APPROVED”

If drawings are marked “Approved,” the tenant is allowed to proceed with sign permitting. Upon permit approval, construction and installation in accordance with the drawings may commence.

“APPROVED AS NOTED”

If drawings are marked “Approved as Noted,” the tenant is allowed to proceed with sign permitting and then construction and installation, provided that any modifications noted are incorporated into the design.

An applicant that takes exception to the noted modifications may revise and resubmit, as explained below.

“REVISE AND RESUBMIT”

If drawings are marked “Revise and Resubmit,” the plans will be returned to the tenant with comments. The drawings must be revised and resubmitted for the Master Developer, Owner or Owner’s Representative approval.

INSTALLATION / SEALING OF BUILDING

WALL PENETRATIONS

All mounting is to be performed by the tenant's sign company.

Facade penetrations should be kept to a minimum.

All penetrations of the building wall structure required for sign installation shall be neatly sealed in a watertight fashion.

No roof penetrations are allowed.

RACEWAYS

No exterior raceways are permitted.

Tenant's building signage must be mounted directly to the building facade or canopy as shown on the elevations.

OPENINGS IN BUILDING WALLS

Locations of all openings for conduit and sleeves in building walls must be indicated by the sign contractor on the drawings submitted. The contractor shall install the sign in accordance with the approved drawings. All penetrations made shall be sealed during the sign installation to prevent damage to the building walls/ materials.

DAMAGE CAUSED BY OR DURING INSTALLATION

The sign contractor and/or tenant will pay for any damage to a building's fascia, canopy, structure, roof, building elements or flashing caused by sign installation.

UPKEEP AND MAINTENANCE

Each tenant is fully responsible for the upkeep and maintenance of its sign(s), including any individual pylon or monument signage, and tenants are to repair any sign defects within five (5) days of notification. If a tenant does not repair said sign(s), the owner, at the tenant's sole cost and expense, may repair and/or replace sign(s). A penalty of 100% of the owner's cost to repair said signage, in addition to the cost of the repair, may be assessed to the tenant if the Master Developer, Owner or Owner's Representative or building owner is required to provide the necessary maintenance due to the tenant's non-compliance following notification.

OWNER'S RIGHT TO MODIFY REQUIREMENTS

The Master Developer, Owner or Owner's Representative has the right to modify the sign design standards and requirements for any tenant.

REQUIRED INSURANCE FOR SIGN CONTRACTORS

All sign contractors must carry workers' compensation and commercial liability insurance against all damages suffered or done to any and all persons and/or property while engaged in the construction or installation of signs, with a combined single limit in an amount not less than two million and no/100 dollars (\$2,000,000.00) per occurrence. Every sign contractor must hold a current contractor's license in the State of Indiana and the City of Fishers. The Master Developer, Owner or Owner's Representative or building owner must be named as additionally insured in the workers' compensation and commercial liability insurance. Contact the Master Developer, Owner or Owner's Representative for this information.

PERMITTING

The City of Fishers requires permits for all signs. It is the tenant's sole responsibility to secure these and any other permits that may be required, and to remain in compliance with these approvals and permits.

ILLUMINATION TIMER

Power to illuminate the tenant's sign is to be from tenant's electrical meter, switched through a time clock and photo cell, set in accordance with schedules determined by the owner and shopping center manager.

FREESTANDING SIGNS

All freestanding signs must meet applicable setbacks, and their installation must comply with all local building, zoning, and electrical codes.

MONUMENT / PYLON SIGN

Pylon/monument signs are located as shown on the site plan exhibit. Panel allocation is by consent of the Master Developer, Owner or Owner's Representative and is based on availability and square footage of tenant's leased space. Tenant to pay an additional fee for signage space on the monument. The tenant will be responsible for providing and installing tenant's own panel via the original sign contractor used to construct the sign or another reputable sign company approved by the Master Developer, Owner or Owner's Representative. Sign panel dimensions vary depending on their location and must be field verified prior to fabrication. Notwithstanding the above, the Master Developer, Owner or Owner's Representative reserves the right, in the Master Developer, Owner or Owner's Representative's sole and absolute discretion, to relocate or adjust the size of a tenant's sign panel on the pylon/monument sign at any time in the future in the event it is necessary to accommodate other tenants at the Crossing.

WALL SIGNS

Permitted tenant/corporate logos shall be a maximum, per PUD or UDO, of 96 inches in height and shall be reviewed in conjunction with the adjacent architecture for massing and proportions. Conflicts in appearance or architectural intent may constitute an adjustment in the allowable height as deemed necessary by the Master Developer, Owner or Owner's Representative. Maximum length of a logo excluding individual letters shall not exceed 50% of the overall lineal footage of the tenant space.

Logo size shall be calculated into the total allowable length of signage.

Box signs are not permitted for logo presentation. Logo signage construction must follow the outline of tenant/corporate logo.

MARQUEE / VERTICAL BLADE SIGNS

Where the architecture allows, and subject to the Master Developer, Owner or Owner's Representative direction, certain tenants may be allowed to place a marquee sign on the face of their tenant space or building.

Not all tenant spaces can allow a marquee sign.

CANOPY SIGNS

Where the architecture allows, and subject to the Master Developer, Owner or Owner's Representative direction certain tenants may be allowed to place a canopy sign on the face of their tenant space or building.

Not all tenant spaces can allow a canopy sign.

BUILDING SIGNAGE - FRONT FACADE PER PUD OR UDO

- In all cases, the tenant's signage shall be proportional to the scale of the overall building facade. Overall sign lengths shall not be greater than 75% of the lineal footage of the retailer's space as measured from the centerline of the adjacent tenant(s) demising wall(s).
- Overall tenant signage shall be limited to 96 inches from the bottom of the lowest letter to the top of the highest letter.
- If the signage is primarily (50% of letters or greater) or entirely composed of upper case letters, the maximum height of all letters shall be 78 inches.
- If the sign is composed of one upper case letter per word, with the remainder of the letters being lower case, then the size of the letters shall be as follows:
 - Upper case letters shall be a maximum of 90 inches tall.
 - Lower case letter "f", "g", "p", "q" and "y" shall extend a maximum of six (6) inches above or below than the overall 90 inches height, so that the total letter height shall be 96 inches. This includes signs written in script.

BUILDING SIGNAGE - SIDE & REAR FACADE PER PUD OR UDO

Signage may be allowed on the side and/or rear facade of a tenant's leased space at the discretion of the Master Developer, Owner or Owner's Representative. A tenant's total wall signage package must meet the stricter of this criterion, local governing ordinance, or subdivision/shopping center covenants, where applicable.

SIGN AREA

To calculate the size and area of a sign, the following shall apply:

- If the sign is enclosed by a shaped or outline area, the calculated size and area of the sign includes that portion of the sign comprised of the shape or outline.
- If the sign consists of individual letters attached directly to the building or wall, the size and area is determined by drawing a rectangle around all lines of copy and logo (including all spaces between letters and logo). More than one rectangle can be used in defining the sign size and area as long as each rectangle is conjoined to an adjacent rectangle. If more than one rectangle is used, they must all be conjoined in some way. The sign size is determined by the full vertical and horizontal extents of all rectangles. The sign area is determined by the sum total of all drawn rectangles.
- If the sign is on a background such as a blade sign then the entire background is included in the calculation. If only one face of the sign is visible at a time, then only one face is counted toward the total allowable sign area.

SIGN ENVELOPE PER PUD OR UDO

- The sign envelope is a defined area within the vertical and horizontal background of the building surface upon which the sign is to be installed.
- Each sign envelope shall be permitted one (1) tenant sign. The sign envelope does not define the total allowable sign area.
- The sign envelope defines the outermost reaches that a sign can occupy.
- No sign is allowed to exceed the boundaries of the sign envelope.
- In the event that a sign envelope is not specified by size, the horizontal and vertical dimensions of any fascia sign may not exceed eighty percent (80%) of the wall surface of the building, or, if a tenant is at a corner location, the sign may not exceed eighty percent (80%) of the distance from the corner to the lease line.

TEMPORARY SIGNS PER PUD OR UDO

Temporary Signs shall require a permit unless otherwise stated below.

- Each temporary sign shall be permitted through the city and approved by the owner. The fee and duration of each permit shall be as established by the city as well. Permit fees shall be paid to the city prior to sign placement.
- With the exception of buildings allowed a 0-foot front setback, temporary signs shall be located on private property outside of city and county right-of-way. Temporary signs shall not be located closer than five (5) feet from the property line, or ten (10) feet from the pavement edge, whichever distance is farther from the city’s right-of-way. Temporary signs shall not be located within medians.
- Temporary signs, greater than eight (8) square feet in sign area, which are displayed longer than six (6) months shall be required to install landscaping around the base equal to the sign area. The landscaping shall be at least fifty (50%) percent evergreen.
Landscaping plans must be included for review as part of the sign permit application.
- Temporary signs shall be non-illuminated unless otherwise stated herein.
- No signs shall be placed on vehicles or trailers which are parked or located for the primary purpose of displaying said sign. This does not apply to lettering on vehicles operating during the normal course of business.
- No sign shall be placed within the right-of-way of any public street without the approval of the city.
- Feather Banners and Inflatables are not permitted.

PERMIT LENGTHS FOR TEMPORARY SIGNS PER PUD OR UDO

Horizontal Banners (Wall Mounted or Freestanding)

- Permits may be granted for a thirty (30) day period and may be renewed for one consecutive thirty (30) day period. After another thirty (30) day period, during which the banner is not displayed, the applicant may apply for another permit.

Grand Openings

- A one-time Grand Opening permit may be issued for new businesses. The Grand Opening permit may be granted for seventeen (17) days

For-Sale Signs (town homes)

- No greater than 90 days prior to opening

Except as otherwise provided in this section, temporary signs shall be limited to use for up to thirty (30) consecutive days with at least fifteen (15) days between each use and a maximum cumulative display time of one hundred and eighty (180) days per calendar year. Temporary signs shall be maintained in good condition throughout the duration of use. Failure to maintain a temporary sign in good condition, as determined by the city or owner, shall be grounds for the revocation for any TSP.

APPROVED TEMPORARY SIGN TYPES PER PUD OR UDO

Banners

- Banners shall be no greater than fifty percent (50%) of the permanent sign area

On-site A-Frame Signs

- Placement must allow for a minimum 3 foot pedestrian pathway to/from all building entrances and exists.
- Shall not exceed 4 feet in height and 3 feet in width.
- Shall be constructed of durable materials with a stable, weighted base.
- Shall be limited to 1 per business or tenant per public street frontage.
- Shall not be illuminated or animated in any way.
- Except as otherwise specified in this section, a-frame signs shall only be displayed during normal business hours of operation.

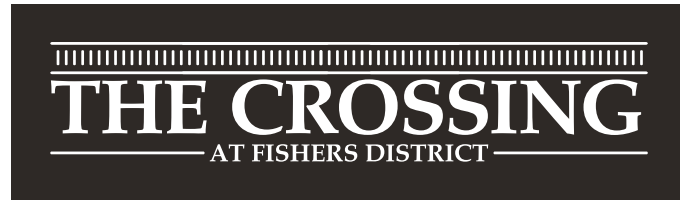
Balloons

- Permitted on the retail lot ONLY
- Shall not exceed the allowed building height for the zoning district in which the business is located.
- Shall not occupy any required parking spaces.
- Shall be securely tethered or anchored and shall not be affixed or attached to any traffic signals, street signs, or other public safety device.
- Shall not be located on the roof of the building.

Freestanding Pennants

- Shall have a maximum area of 16 square feet and a maximum height of 12 feet.
- Shall be constructed of durable materials with a stable, weighted base.
- Shall be located on-site and in an area free of pedestrian or vehicular traffic.
- Unless no other practical alternative is available, pennants shall not be located adjacent to public right-of-way.
- Shall not occupy any required parking spaces.
- Shall be limited to 2 pennants per business.

PRIMARY LOGO



SECONDARY LOGO



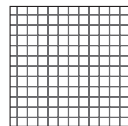
MATERIALS, COLORS, & FINISHES



Paint to Match
SW 9162 African Gray



Paint to Match
SW 6990 Caviar



1" Steel Mesh



Brick or Masonry Material to Match
Existing Fishers District Signs
Final Color / Type to be Approved By
Master Developer

TYPE FAMILIES

Baskerville Regular
0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova Bold
0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

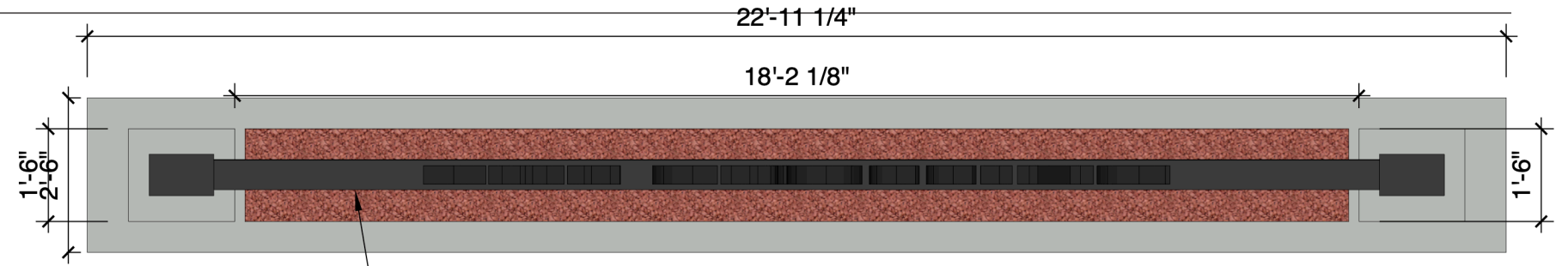
Phase One Key

- A** Signature Feature Entry Signs
Phase One Scope QTY: 4
- B** Multi-Tenant Entrance Monument
(9) Tenants Each Side
Phase One Scope QTY: 1
- E** Wayfinding Signs
Phase One Scope QTY: 11

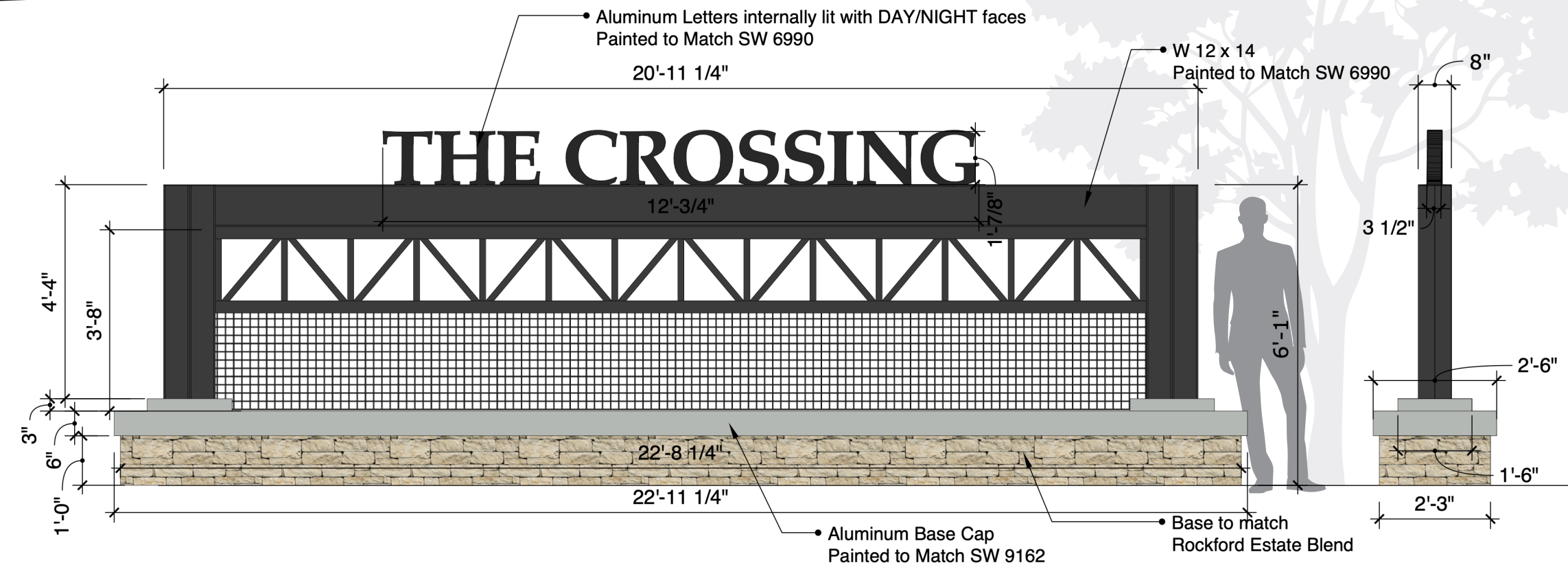
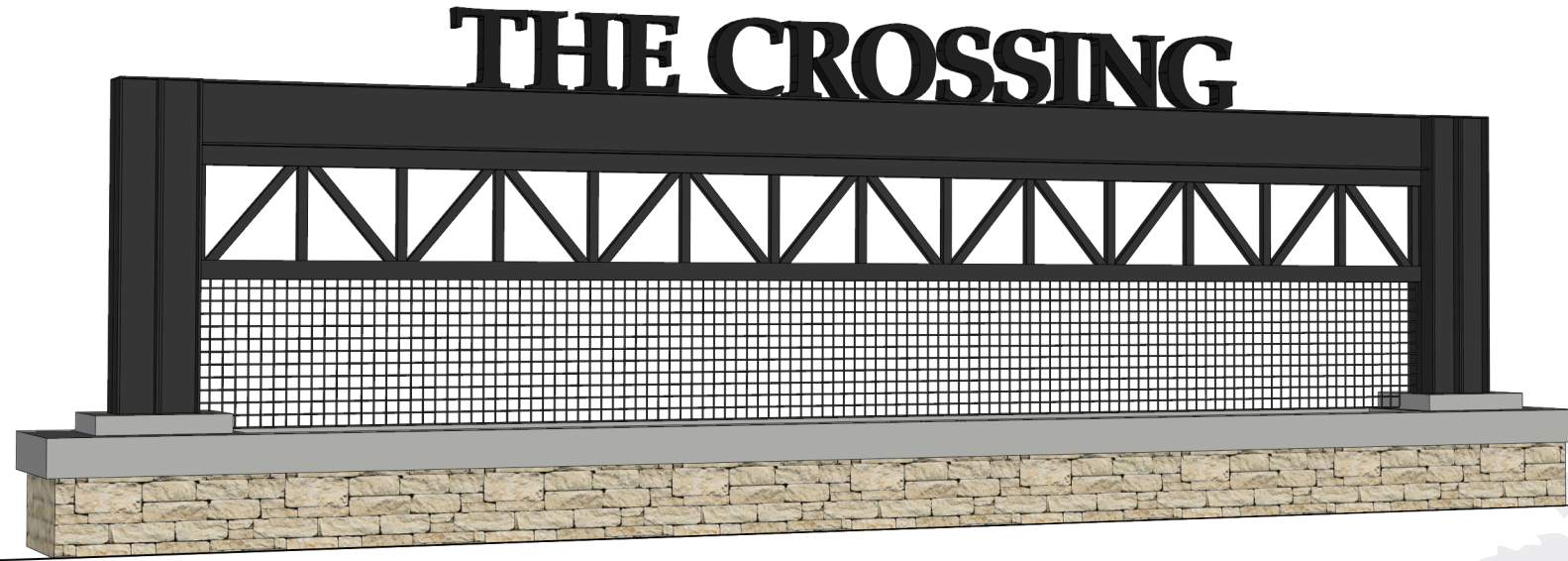
Phase Two Key

- A** Alternative Corner Sign Option
Phase Two Scope or
Alternate Sign A
- A** Signature Feature Entry Signs
Phase Two Scope QTY: 2
- C** Single Tenant Monument
Optional Locations
Phase Two Scope
- D** Multi-Tenant Monument
(6) Tenants Each Side
Phase Two Scope QTY: 2






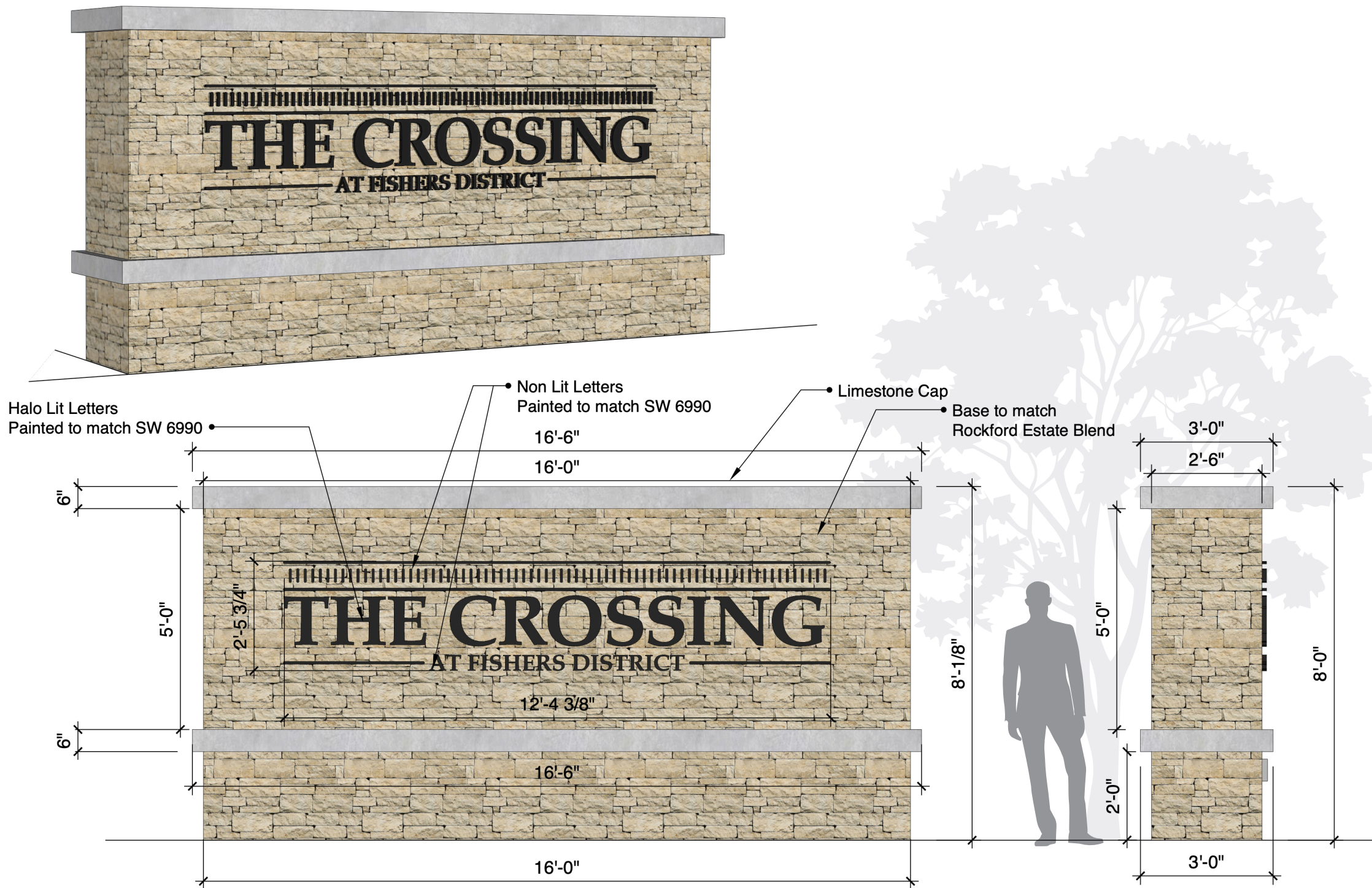


• Include drain within structure to daylight 6" above grade.
 Raised bed to be filled with planting soil mix by others.



Materials, Colors, and Finishes




-  Paint to match SW 9162 African Gray
-  Paint to match SW 6990 Caviar
-  Brick or Masonry Material to Match Existing Fishers District Signs
Final Color / Indiana Limestone Rockford Estate Blend

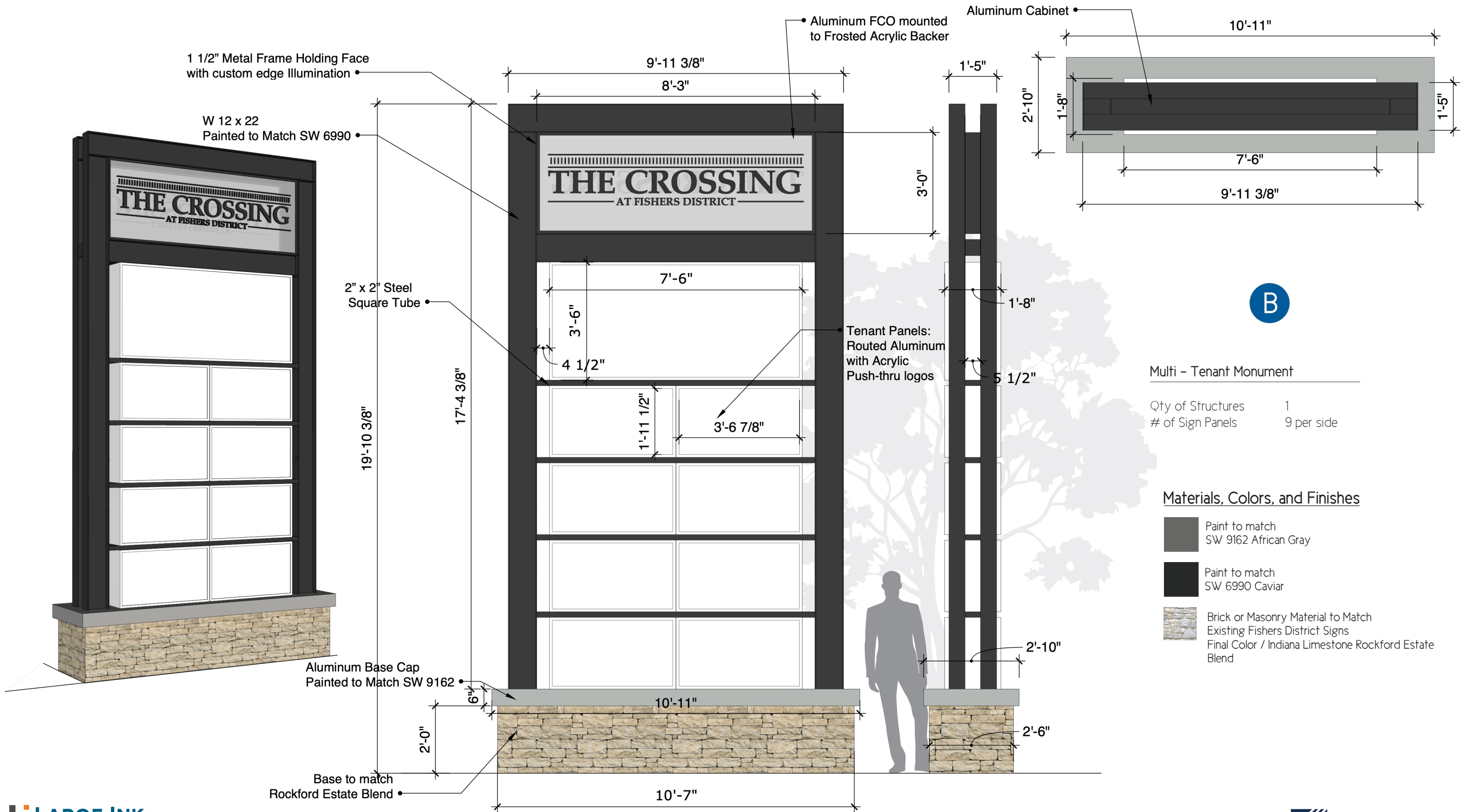


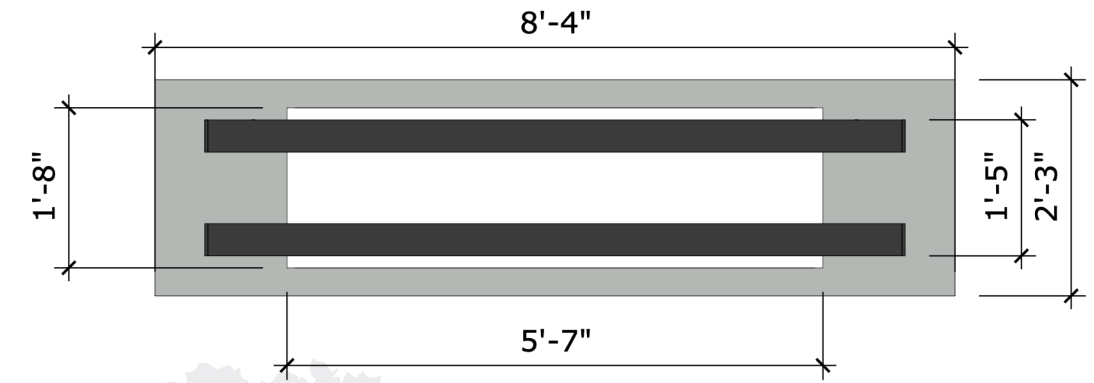
Entrance Monument

Qty of Structures 7

Materials, Colors, and Finishes

-  Paint to match SW 9162 African Gray
-  Paint to match SW 6990 Caviar
-  Brick or Masonry Material to Match Existing Fishers District Signs
Final Color / Indiana Limestone Rockford Estate Blend






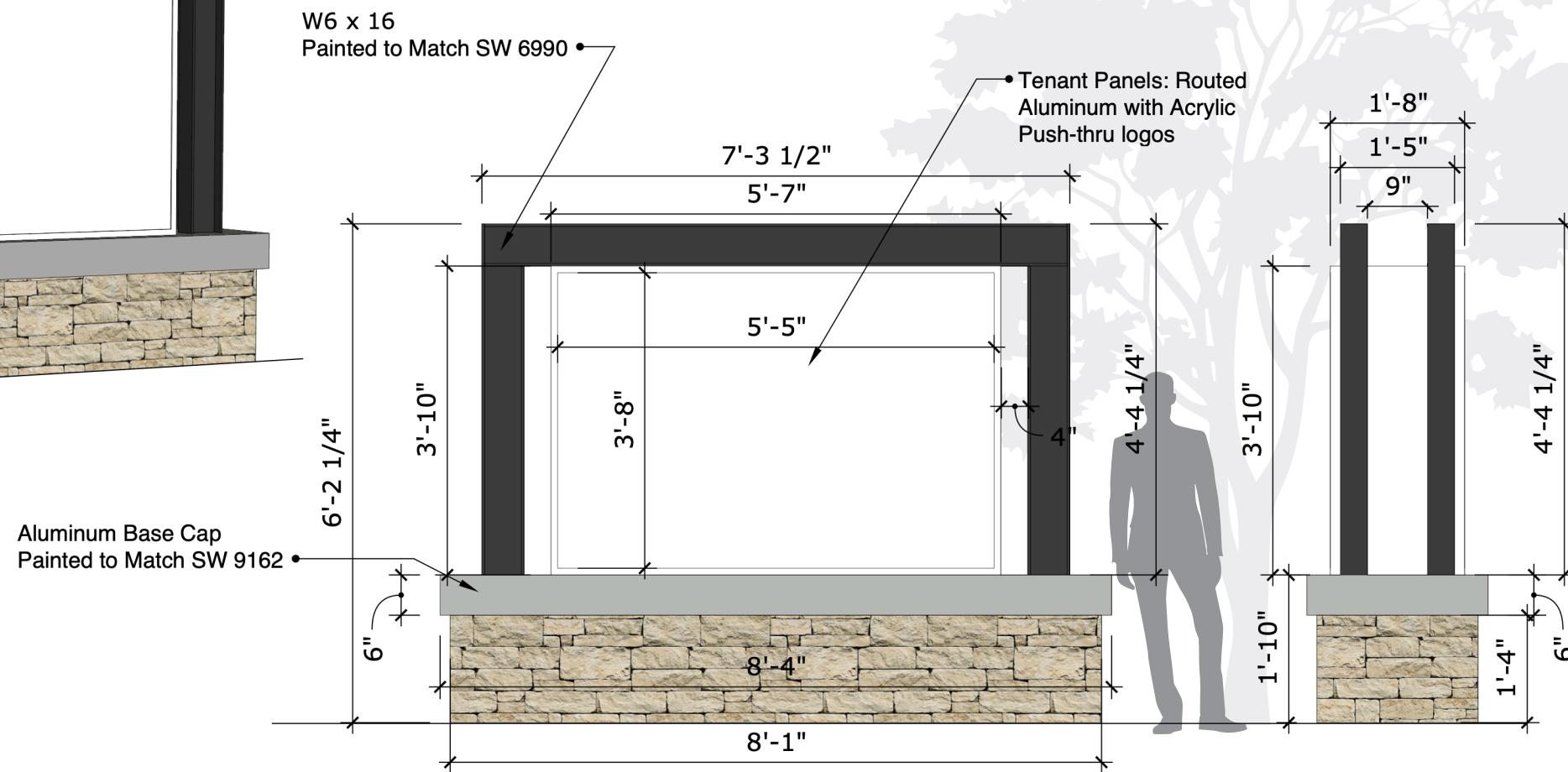
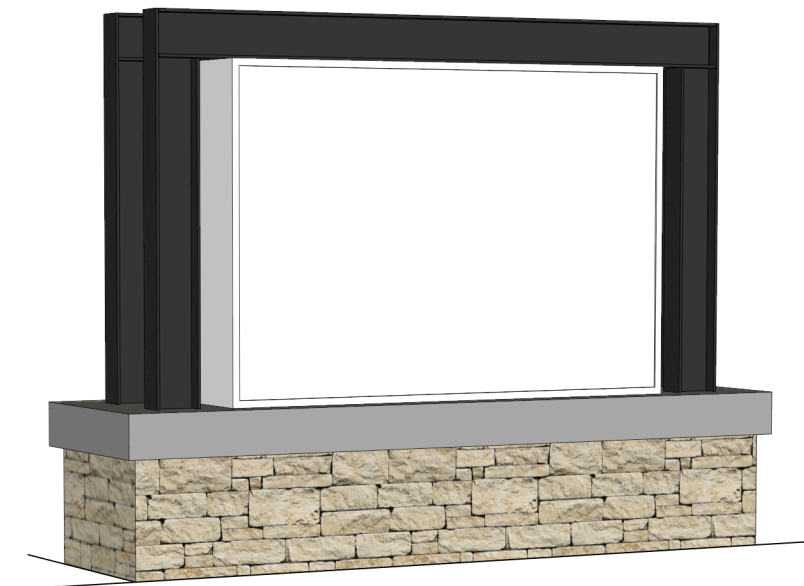


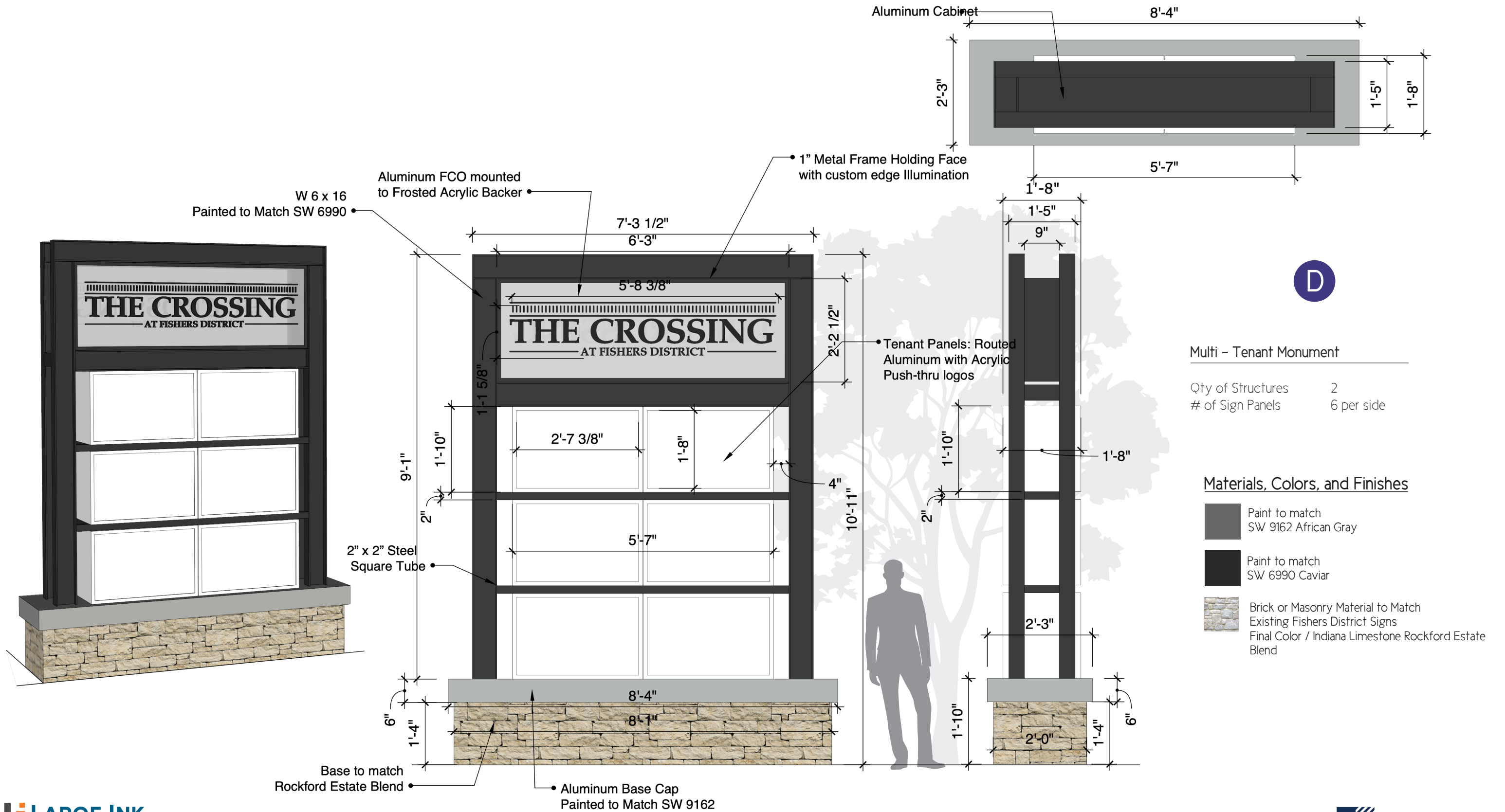
Single- Tenant Monument

Qty of Structures	TBD
# of Sign Panels	1 per side

Materials, Colors, and Finishes

-  Paint to match SW 9162 African Gray
-  Paint to match SW 6990 Caviar
-  Brick or Masonry Material to Match Existing Fishers District Signs
Final Color / Indiana Limestone Rockford Estate Blend








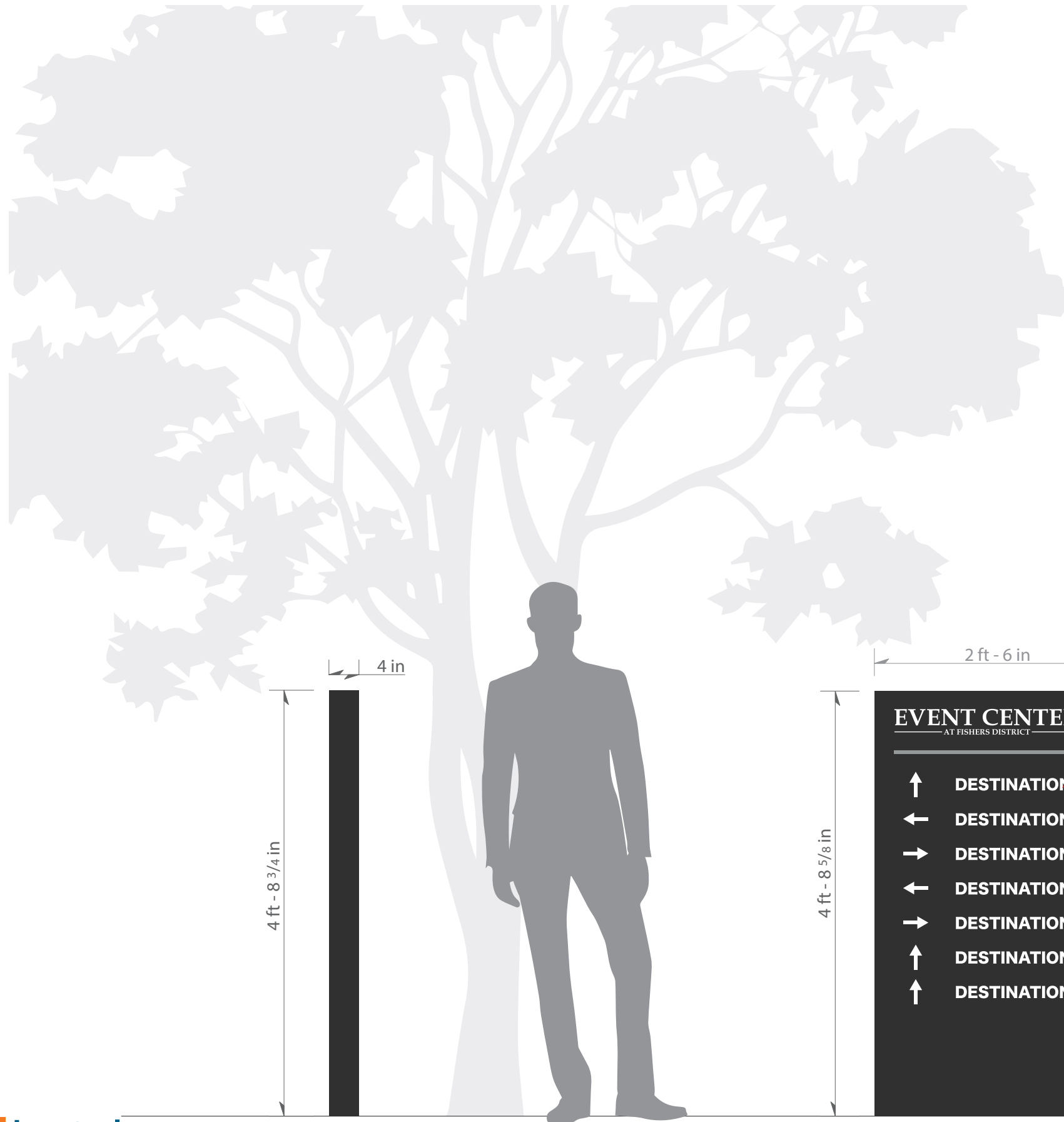
D

Multi - Tenant Monument

Qty of Structures	2
# of Sign Panels	6 per side

Materials, Colors, and Finishes

-  Paint to match SW 9162 African Gray
-  Paint to match SW 6990 Caviar
-  Brick or Masonry Material to Match Existing Fishers District Signs
Final Color / Indiana Limestone Rockford Estate Blend



Wayfinding Sign

Qty of Structures 11

Materials, Colors, and Finishes

- Paint to match SW 9162 African Gray
- Paint to match SW 6990 Caviar

3/16" Aluminum face and back

White Reflective Vinyl Letters

4" Aluminum Tube Inner Frame

Inner Frame Anchored to Concrete

Concrete Footer