

Community Signage & Wayfinding Design Guidelines

07-26-06

LAUGHLIN RANCH

A MASTER PLANNED GOLF COMMUNITY

Laughlin Ranch is a distinctive community defined by artfulness and beauty. The site, which has extraordinary views and beautiful landscape, is the perfect setting for the harmonious convergence of these ideals.

The guidelines reflect various architecture styles that will create a timeless community with historical relevance and appropriateness. It takes our Valued Developers and or Builder/Owners to create such a community. Herein lies the vision of these guidelines.

The creators of Laughlin Ranch would like to extend our appreciation to the Valued Developers and or Builder/Owners for their interest in helping carry out this vision. We look forward to working with you to bring your dream home to fruition and becoming an instrumental part of this community.

Sincerely,

The Laughlin Ranch Design Team

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LAUGHLIN RANCH

A MASTER PLANNED GOLF COMMUNITY

Section One: *Introduction and Design Philosophy*

The Master Developer for Laughlin Ranch has gone to extreme measures to create the wonderful built environment that is taking shape at Laughlin Ranch. This effort includes every detail of the built environment from roadways and curbs to the careful placement of trees and boulders. In addition, one of the most important aspects of the built environment at Laughlin Ranch will be the placement and design of signage. Often times, signage is an afterthought that turns out to be visual clutter that takes away from the beautiful environment. For Laughlin Ranch, all signage, both permanent and temporary, will be planned and designed to totally integrate with the overall community theme.

Creating a unique visual environment and community identity is a primary objective in planning Laughlin Ranch. To accomplish this, Laughlin Ranch has been designed as a hierarchy of villages, neighborhoods, and special centers that are unique to the overall project. Extreme care has been taken to plan the community to fit the land and to take maximum advantage of the beautiful desert setting. Within this context, the Master Developer has invested significant resources into the project in order to create a visual environment that is beautiful and unique. The overall signage system for the villages, neighborhoods and amenities of Laughlin Ranch will also be planned and designed in a hierarchical nature that balances form and function.

The successful implementation of the signage system for the overall project depends on the participation of all Builder/Owner's and Developers involved in the creation of the Laughlin Ranch. To aid in the implementation process, the Signage Guidelines describe the standards and expectations relative to the Builder/Owner's role and the Master Developer's role with respect to signage and wayfinding.

All signs at Laughlin Ranch must be developed according to these guidelines and submitted to the Laughlin Ranch Design Review Board (LRDRB) for approval before installation. The LRDRB is responsible for the final interpretation of these guidelines and may, at its discretion, modify them to accommodate unforeseen circumstances. In addition to LRDRB approval, sign permits are required through the City of Bullhead City.



Section Two: *Green Building*

Laughlin Ranch is committed to green building principles relative to all improvements on the property including signage. The design, use of materials and construction techniques for any and all signs should be sensitive to the overall commitment to protecting our environment. The basis for this sensitive strategy is to limit the total number of signs throughout the development to absolute minimum necessary to provide the function of wayfinding.

Anymore signs than what is appropriate for wayfinding not only results in visual clutter throughout the development, but also is not in line with the goal of a sustainable design and the planning intent for the overall project.

Environmentally responsible materials should be utilized for the construction of all signs.

- Select materials that are durable and appropriate for our desert climate (won't degrade in the sun/ dryness)
- Select products, components and materials from local manufacturers
- Select materials with recyclable and recycled components

Section Three

Branding

As Laughlin Ranch develops, it will continue to evolve as a unique community with its own special identity and character. The thematic ranch and mining theme established has been strategically carried out to date in numerous ways that range from architectural design to stone wall layout. The identity will be represented by appropriate use of regional materials and building techniques and forms. The single iconic brand element of the project is the “LR” logo itself. As one arrives on the property today, this logo is gracefully incorporated on many different features and fixtures throughout the project. Depending on the design intent, sometimes that logo is the major visual feature and sometimes it is intended as a subtle reminder of the ranch and mining heritage of the southwest desert.

The major branding materials for the project that should also be incorporated and integrated into any and all sign design include:

- Wood
- Rusted steel
- Stone
- Iron
- Vegetation
- Concrete

The Master Developer has begun the process of preparing an overall signage system for the initial phase(s) of development. These built signs (street signs, neighborhood entry signs, etc) express the intent of carrying the brand of Laughlin Ranch into the character of the signage. It is anticipated that over time, different villages, neighborhoods and areas of Laughlin Ranch will have signs that are unique and continue to evoke the brand and theme of the overall development.

While the specific sign types will identify complete signage requirements for the range of acceptable signs for Laughlin Ranch- at a minimum, all signs shall incorporate the LR logo and aspects of the brand as identified above.

Temporary Signs should also incorporate the overall brand and theme into specific design features. This should be continually done through both the brand (“L.R.”) and name (Laughlin Ranch) recognition. In addition, it is expected that temporary signs will incorporate the identified brand materials and color palette identified. While the uniformity and organization of sign features is important for the integration of all project signs, the Master Developer does recognize that each Builder/Owner will look to include their own brand name recognition to project specific signs. Flexibility with colors will be allowed as long as proposed signs are designed within the context of these guidelines (quantities, locations, materials and site).

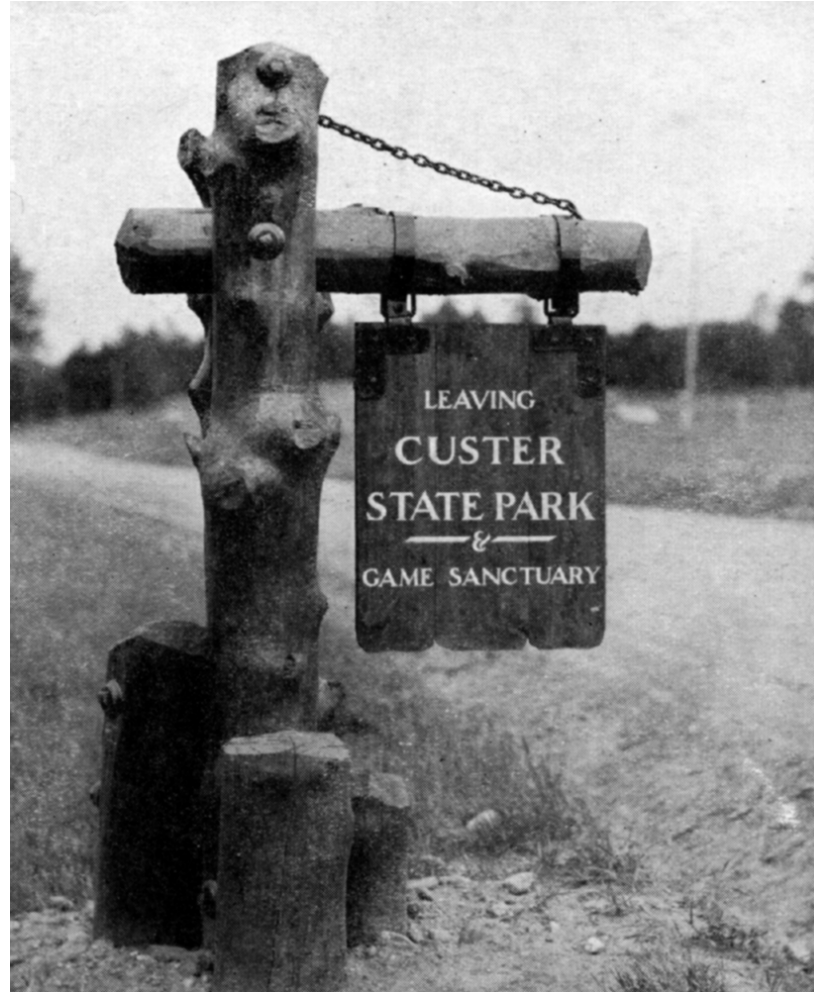
Branding Materials



Stone



Concrete



Wood



Metal

As part of the branding process for all signage, color will play an important role. The color palette shown here shall provide the baseline for signage color schemes. The intention is to not limit all colors for site signage, but rather, to create a framework that compliments other appropriate colors.



COLOR PALETTE

NATURAL STONE COLOR			CONCRETE WITH WHITE STUCCO	SANDBLASTED LOGO PAINTED BLACK	RUSTED STEEL MAIN SIGN PLATE	COLOR RANGE FOR ALL-WEATHER LETTERS		VEGETATION
								

Examples of signage with Laughlin Ranch Branding Characteristics

Section Four: *Sign Types*

Over time, Laughlin Ranch will have a pattern of development that includes a wide variety of uses and users. This complex pattern of growth, based on the organization of the master plan, will certainly result in a wonderful mixed-use community environment. For the purpose of signage and wayfinding, the system can be organized into two major categories: Permanent Signs and Temporary Signs. In general, Permanent Signs are intended to remain in place long after the last construction project is complete within the development. The Temporary Signs are intended to support the permanent sign program specifically for the Builder/Owner's and developers as new residential, commercial and other specialty projects come on line.

Permanent Sign Standards

Monument Identification Signs

Primary Information Signs

Neighborhood Entry Signs

Specialty Signs

Community Street Name Signs

Neighborhood Street Name Signs

Traffic Control Signs and Systems

Temporary Sign Standards

Off-Site Directional Signs

Neighborhood/Builder Wayfinding

New Neighborhood Landmark Sign

Model Home Sales Sign (either attached or detached)

Identification Flag Signs

The intent is always for the Master Developer to prepare the Wayfinding and Signage for the overall framework for development so that visitors know where to look for houses, stores and other specialty events. The Builder/Owner's role and responsibility will be to provide the appropriate level of signage within the new neighborhood in order to accommodate the initial residential sales effort and to provide those permanent signs that may be required within the overall context of the project.

Note:

1. For Commercial projects, a detailed wayfinding sign plan will be required by the LRDRB that articulates the range of signage including: main and secondary access, storefront and building identification, specialty signs, streetscape banners, etc.
2. See Residential Design Standards for limitations regarding home address identification requirements and for allowances relative to for sale signs.
3. No "bandit" signs shall be allowed within the development.



Example of an Integrated Major Entry Sign

Section Five: *Permanent Signs*

Permanent Signs are intended to provide wayfinding and directional information throughout the development and shall be maintained throughout the construction stages of the project and will remain once the development phases are complete. Because these signs are intended to have a significant life cycle, it is critical that the design, construction and installation are done in a manner that compliments the overall visual character of Laughlin Ranch. Any and all signs throughout the development shall be carefully located so as not to impact view sheds for drivers and pedestrians.

Lighting for all Permanent Signs shall be by a ground mounted light source. No neon lighting or colored lighting shall be allowed within the development. Backlit signs may be allowed only at the discretion of the LRDRB.



Examples of Permanent Signs

Monument Identification Signs

These signs will be located at all major access and entrance points into the Laughlin Ranch Development. The signs themselves shall be integrated with adjoining landscape features and elements to help create a significant gateway into the development. While it is not anticipated that every monument Identification Sign will be exact, the palette of materials and design features shall be similar in order to create a cohesive overall character of entry into the development. It is anticipated that these signs will be the responsibility of the Master Developer or another Secondary Project Developer.

Features

- **Materials:** stone, rusted steel, iron, wood, landscape, etc.
- **Quantities:** will vary based on the sequence of development and the total number of entrances into the development. Where appropriate, two-sided signs may be utilized.
- **Locations:** near major intersection (on each side of an entrance) that access the development
- **Size:** Exact sizes may vary- the main sign element shall not exceed 100 square feet and can be oriented in either a vertical or horizontal format.

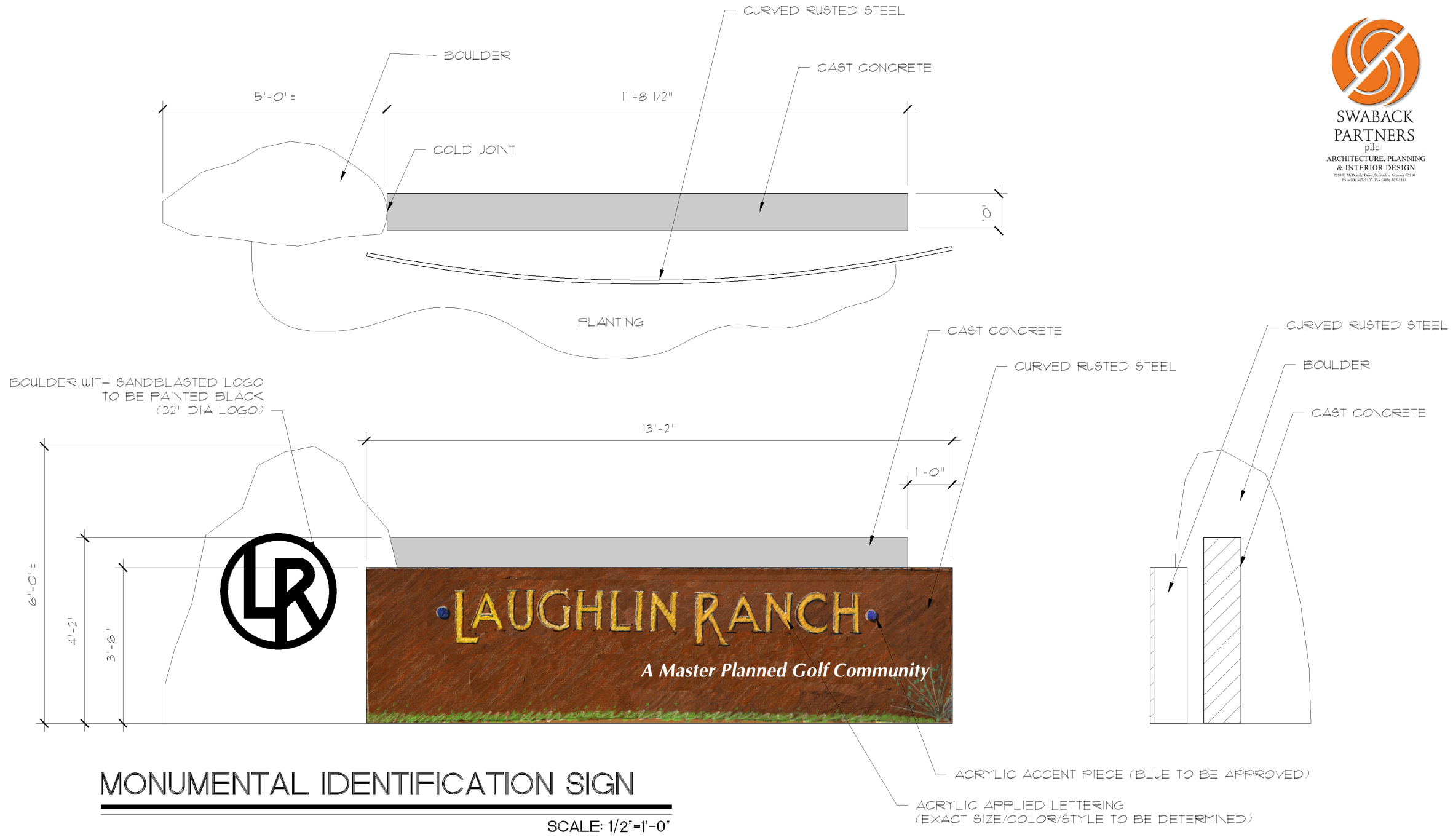
The exact height, font, and style of letters shall be left to the discretion of the applicant and shall be reviewed by the LRDRB in terms of consistency. This shall be so for both permanent and temporary signs. In terms of permanent signs, it is expected that letter characteristics of existing signs shall be continued in future scenarios.



Examples of Successful Monumentation Signs



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Example of Monumentation Signage along Laughlin Ranch Boulevard



Example of Illustration for Monumentation Signage along Laughlin Ranch Boulevard

Primary Information Signs

Primary information signs are intended to compliment the Monument Identification Signs and are typically to be located along major and minor arterial roads and along collector roads. Typically these signs will be located close to an intersection to provide additional wayfinding information to users. Such information provided may include the identification and direction of villages, neighborhoods and other special components of the overall development special components (such as golf club, schools, community centers) etc. It is anticipated that these signs will be the responsibility of the Master Developer or another Secondary Project Developer.

Features

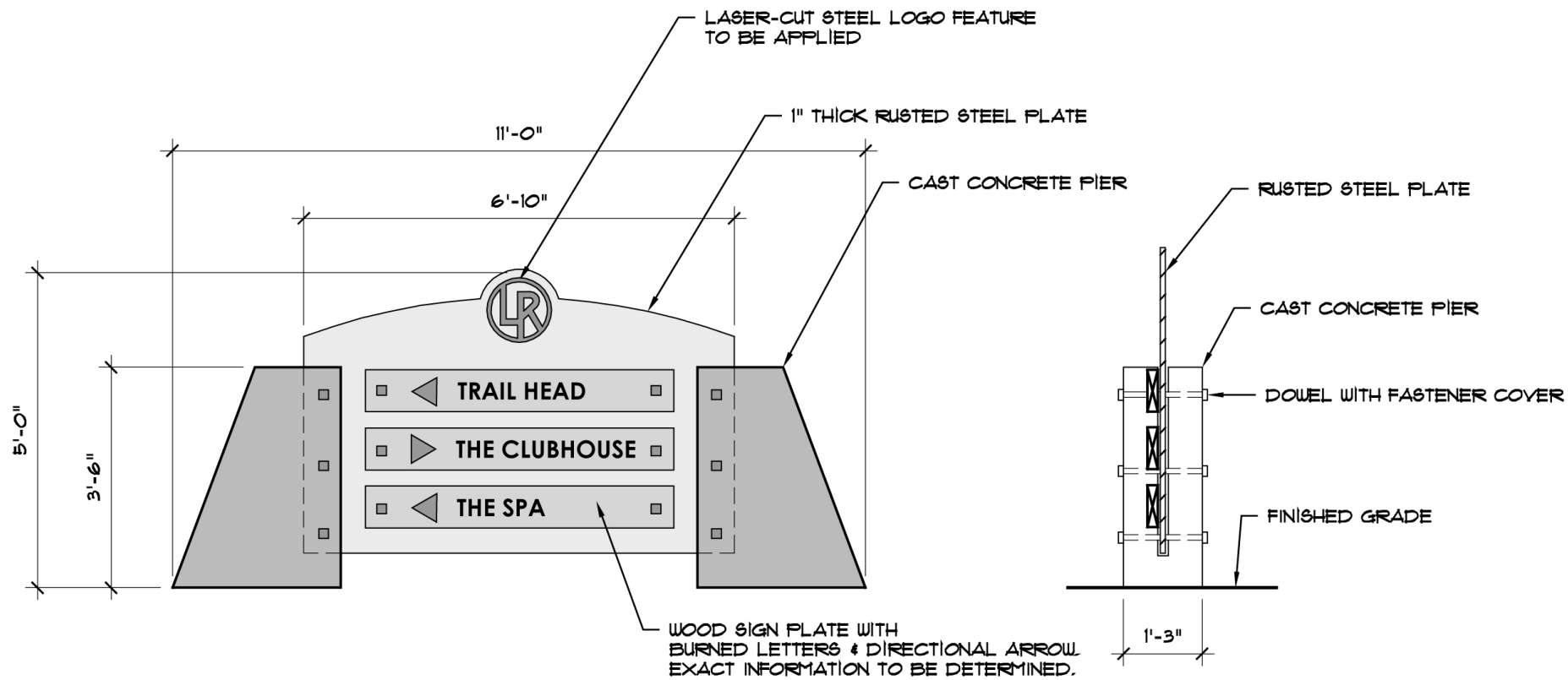
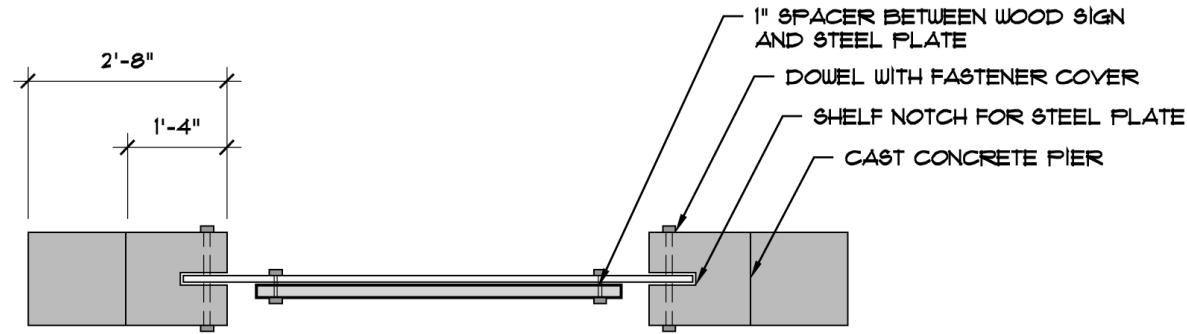
- **Materials:** stone, rusted steel, iron, wood, landscape, etc.
- **Quantities:** will vary based on the sequence of development and the total number special components. Where appropriate, two-sided signs shall be utilized for efficiency.
- **Locations:** along major/ minor arterials, collector roads within the development
- **Size:** Exact sizes may vary- the sign element shall not exceed 75 square feet and can be oriented in either and vertical or horizontal format.



These Examples of Primary Information Signs Compliment Major Identification Signs



Examples of Primary Information Signs Planned for Laughlin Ranch



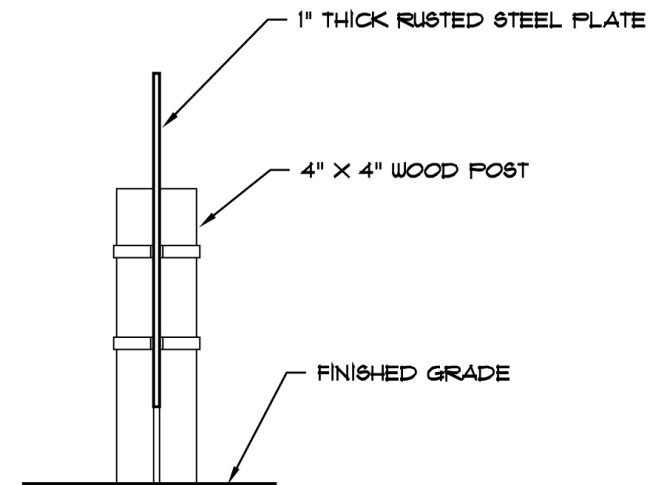
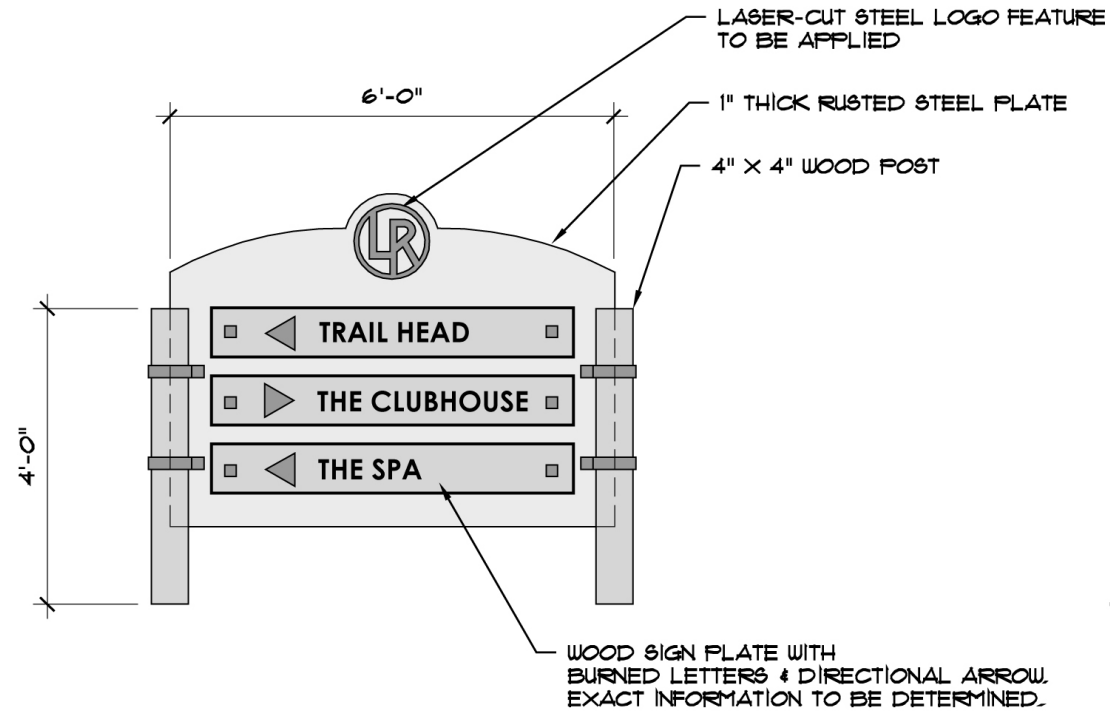
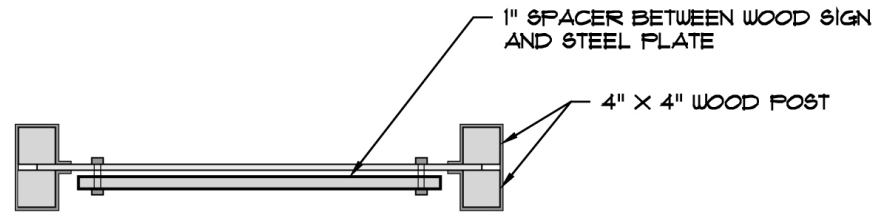
PRIMARY INFORMATIONAL SIGN

SCALE: 1/2"=1'-0"

A Detailed Example of a Planned Primary Information Sign for Laughlin Ranch



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7550 E. McDowell Drive, Scottsdale, Arizona 85268
PH: 480-342-2200 FAX: 480-342-2210



PRIMARY INFORMATIONAL SIGN

SCALE: 1/2"=1'-0"

A Detailed Example of a Planned Primary Information Sign for Laughlin Ranch

Neighborhood Entry Signs

Neighborhood Entry signs are intended to identify the major entrance points to a neighborhood. It is anticipated that these signs will be the responsibility of the Developer and/ or the Builder/Owner depending on the contractual relationship of the land transaction. The signs are anticipated to be located at the entrance area(s) of a neighborhood street and may be located in a center median or on each side of the adjoining curb. These neighborhood signs shall be in keeping with the overall branding of Laughlin Ranch and shall be carefully integrated into the overall adjacent streetscape design including landscape and wall treatments. If entry gates are including in the design of a neighborhood, the Neighborhood Entry Sign shall be totally integrated with such features.

Features

- **Materials:** stone, rusted steel, iron, wood, landscape, etc.
- **Quantities:** no more than three Neighborhood Entry Signs per neighborhood development (assumes one per roadway access- if a neighborhood has more than three points of access, street signage shall be the allowed location indicator).
- **Locations:** at front entrance of neighborhoods at intersection of neighborhood street and collector street. If a median sign is proposed, it shall be two-sided (counted only as one sign).
- **Size:** Exact sizes may vary- the sign element shall not exceed 45 square feet (per face if two-sided and per street edge if sign is on each side of curb) and can be oriented in either and vertical or horizontal format.



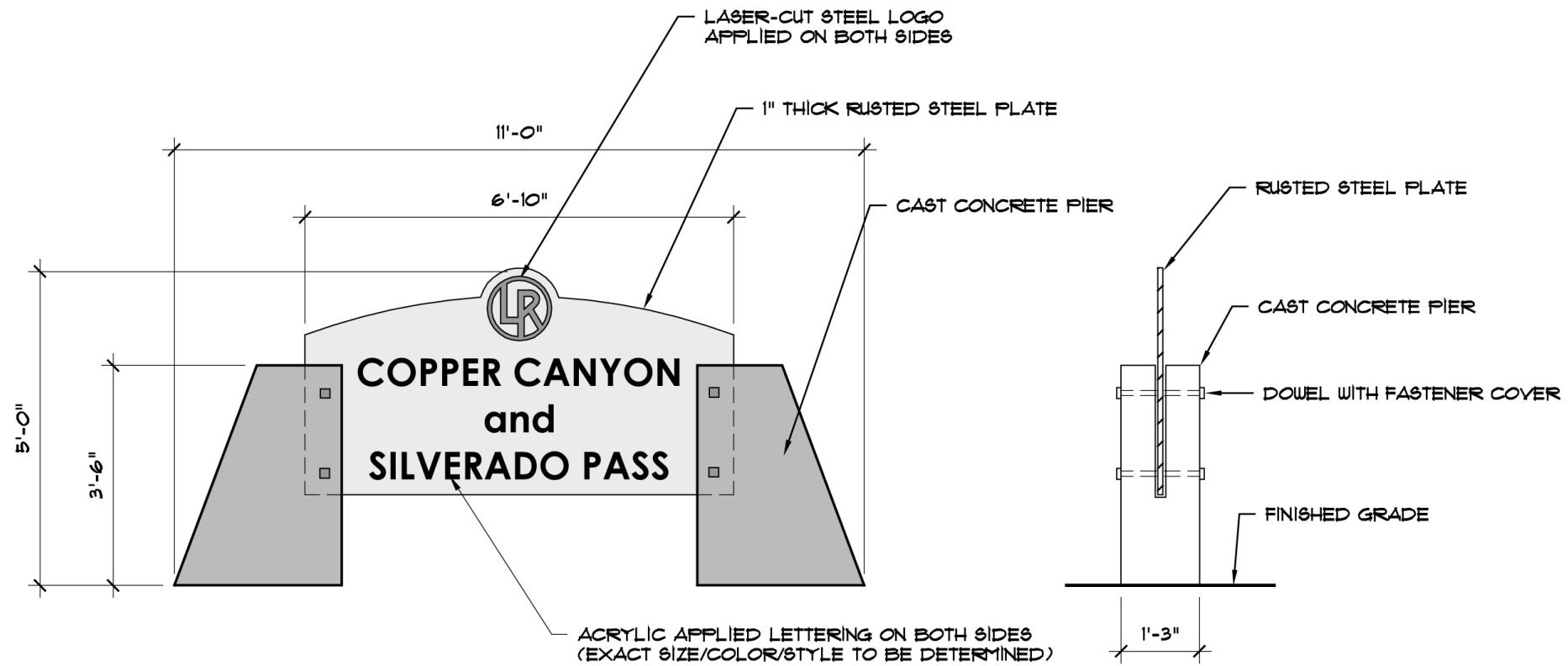
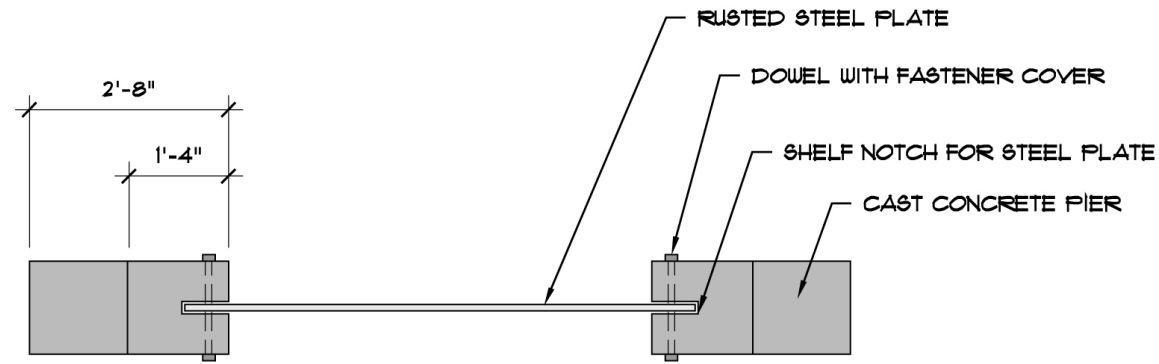
A Nice Example of a Neighborhood Entry Sign Incorporating Logo, Range of Material and Landscape



Diagram Showing Typical Locations for Neighborhood Entry Signs



An Illustration of a Neighborhood Entry Sign for Laughlin Ranch



A Detailed Design for a Neighborhood Entry Sign at Laughlin Ranch

Community and Neighborhood Street Signs

Community and Neighborhood Street Name Signs

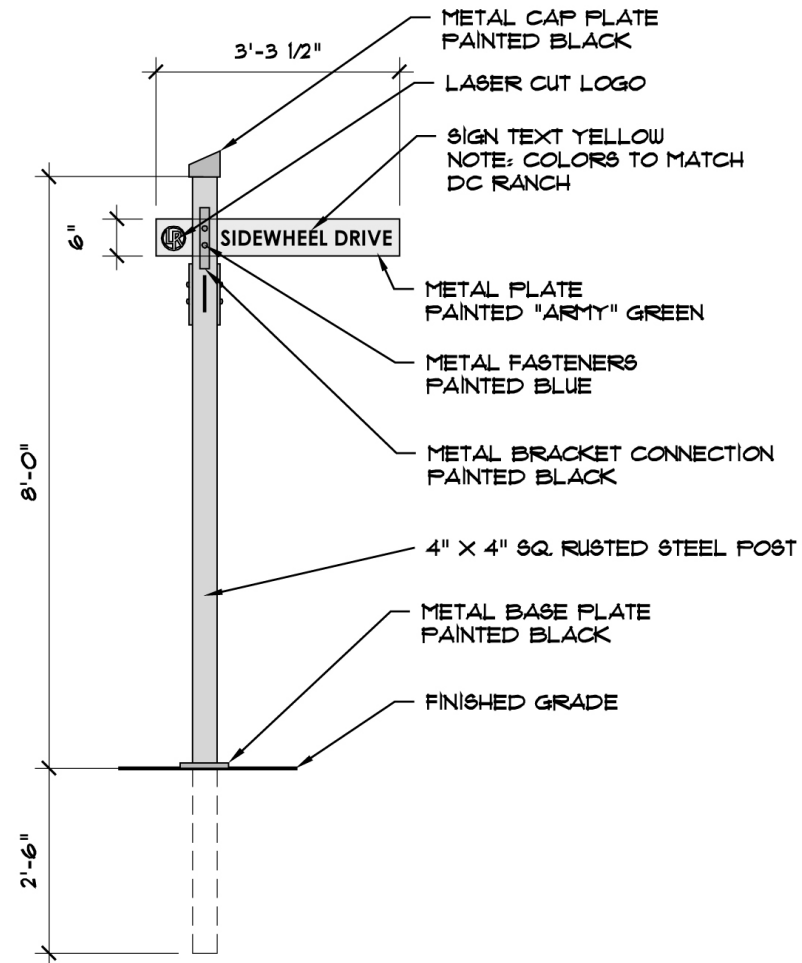
Laughlin Ranch has developed and installed street signs to date throughout the initial stages of development that shall be carried out in the future along all street fronts. These street signs have two sizes. Community Street Signs are the larger signs that shall be located along all arterial and collector roads and the Neighborhood Street Signs that are smaller and shall be located along all neighborhoods street scenes.

Features

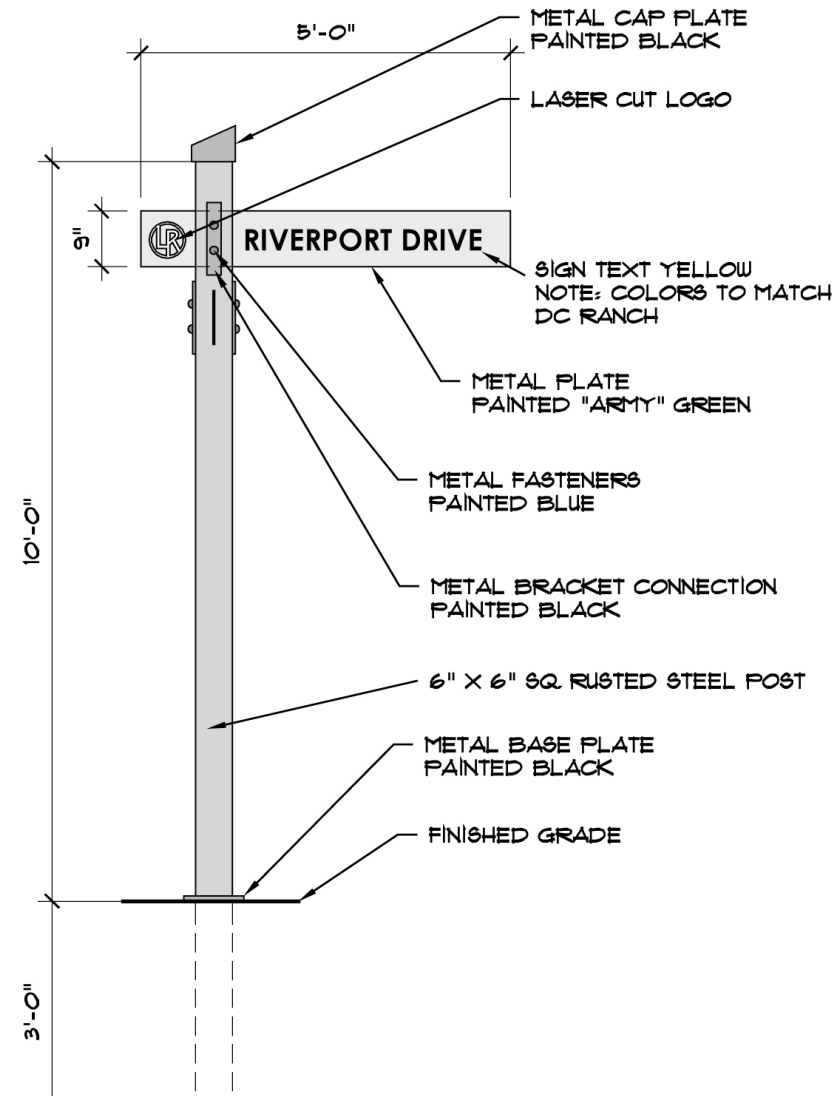
- **Materials:** rusted steel post, black iron base and top plate, metal sign plate(s) with reflective lettering, brass LR logo emblem.
- **Quantities:** will vary depending on conditions, features and elements
- **Locations:** will vary depending on conditions, features and elements.
- **Size:** Per the Laughlin Ranch standards



Examples of Street Signs



*Examples of Laughlin Ranch Neighborhood
Street Name Sign*



Examples of Laughlin Ranch Community Street Name Sign

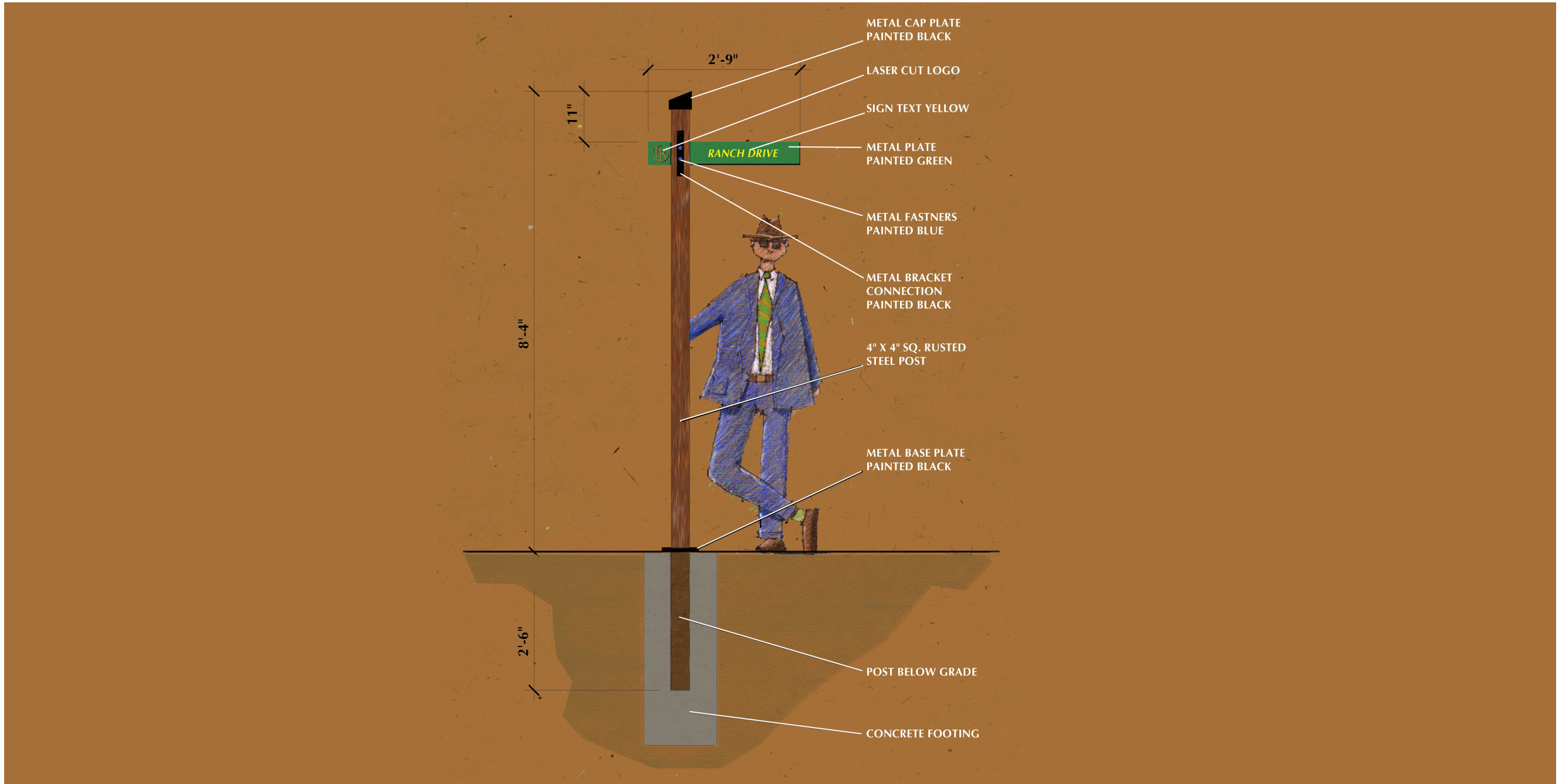


Illustration of Laughlin Ranch Street Sign

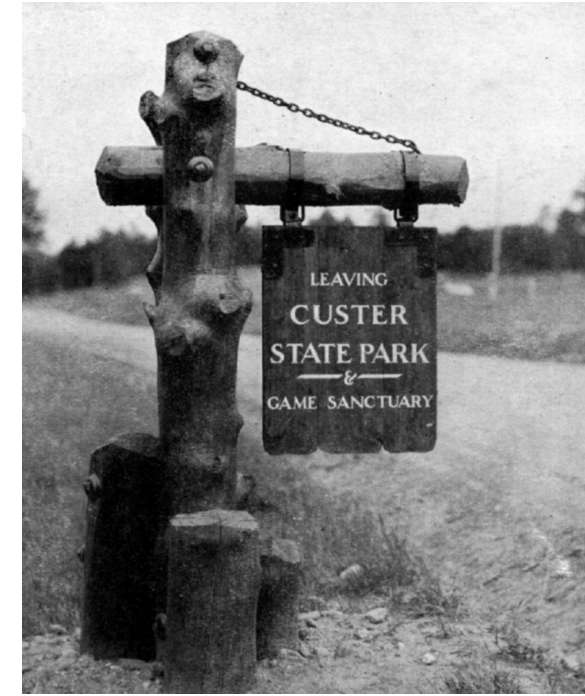
Specialty Signs

While the signage and wayfinding system for Laughlin Ranch is intended to create a functional and efficient use of sign information in order to control visual clutter and to provide appropriate levels of information for users, there will be cases where additional specialty signage can be incorporated throughout the development in order to help improve the environment. Such examples of specialty signage may include: path and trail markers, historical/ cultural marker/ interpretive elements, park identification, etc. While the intent of these signs are subtle, they are meant to enhance the overall experience without adding visual distractions to the beautiful setting.

Within Builder/Owner neighborhoods, it is anticipated that this same array of specialty signs will be incorporated.

Features

- **Materials:** stone, rusted steel, iron, wood, landscape, etc.
- **Quantities:** will vary depending on conditions, features and elements
- **Locations:** will vary depending on conditions, features and elements.
- **Size:** The sign is intended for the pedestrian environment and therefore shall be relatively small in size. The sign marker shall be no more than 5 square feet.



Examples of Specialty Signs



Illustration of Specialty Signs Planned for Laughlin Ranch

Traffic Control Signage and Systems

All traffic control signs and locations shall be per municipal standards except in those cases that the Laughlin Ranch brand has been accepted as a substitute (i.e. Rusted square steel post vs. perforated metal post). Other opportunities to incorporate the brand while maintaining the integrity and municipal requirements are always encourage.



Examples of Traffic Signs with Brand Identity Including Color, Sign Material, Post and Height

Section Six:
Temporary Signs

Off-Site Directional Signs

As part of the Master Developer's commitment to the success of the project, a series of Off-Site Directional Signs have been installed and more will continue to be installed over time as the extent of the project continues to expand. The owner has invested in a detailed marketing campaign for the overall development and these signs play a significant advertising role for Laughlin Ranch. No other off-site Laughlin Ranch related signs will be allowed other than those called for by the Master Developer.

Features

- **Materials:** stone, iron, rusted steel, wood and vegetation
- **Quantities:** will vary depending on conditions, features and elements
- **Locations:** along Bullhead Parkway
- **Size:** to vary



Examples of Laughlin Ranch Off-Site Directional Sign

Neighborhood Builder Wayfinding Signs

As part of the Master Developer's commitment to the success of the project, a series of Neighborhood Builder Wayfinding Signs have been installed and more will continue to be installed over time as the extent of the project continues to expand. The owner has invested in a detailed marketing campaign for the overall development and these signs play a significant advertising role for the project and the Builder/Owner's. These Neighborhood Builder Wayfinding Signs shall be the responsibility of the Master Developer and or Developers.

Features

- **Materials:** stone, iron, rusted steel, wood and vegetation
- **Quantities:** will vary depending on conditions, features and elements
- **Locations:** Along arterial and collector roads
- **Size:** Exact size may vary; maximum square footage per sign area shall be 80 square feet.






Example of Neighborhood Builder Wayfinding Sign



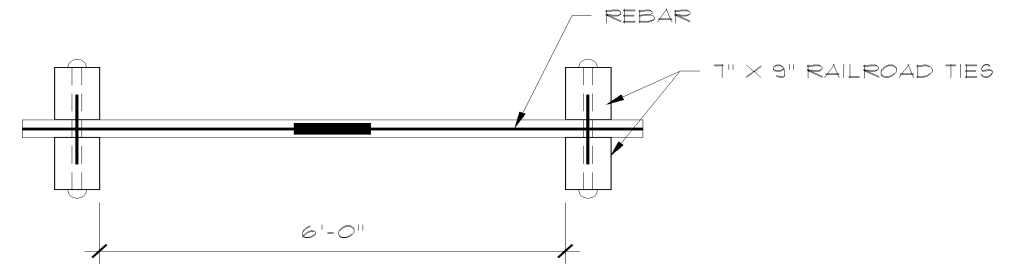
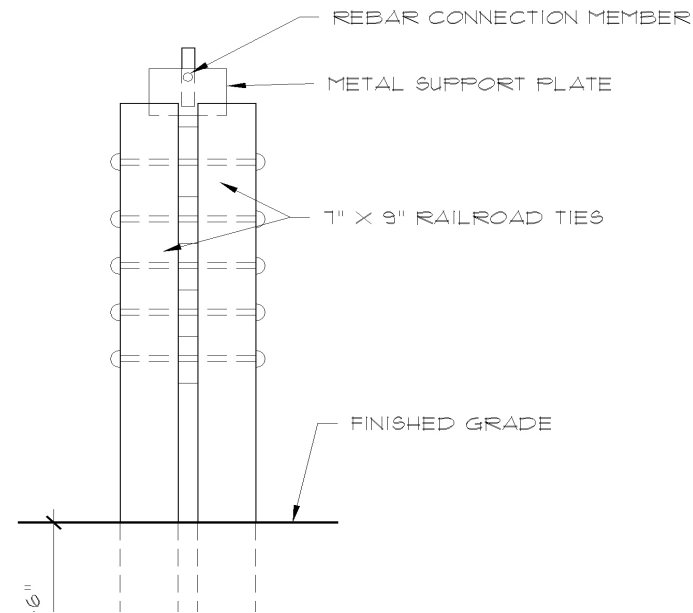
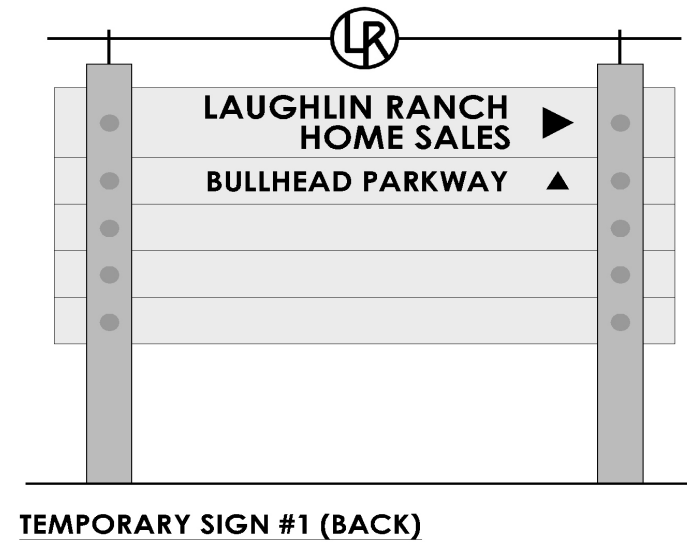
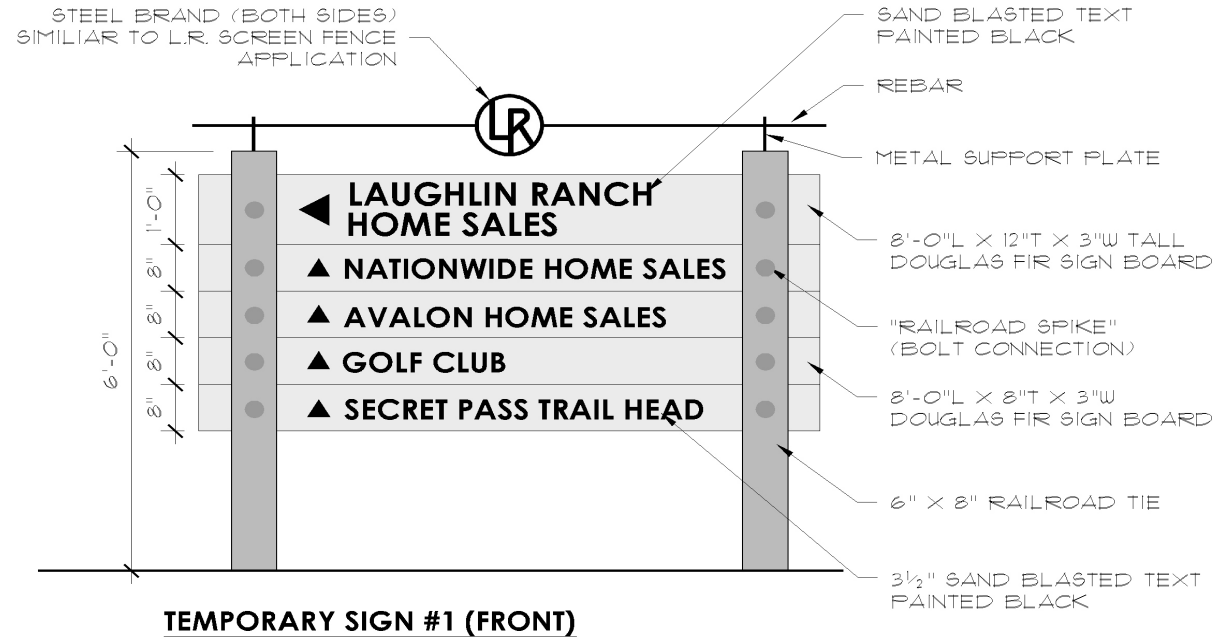
SIGNAGE DESCRIPTION

- 1** STRAIGHT TO
NEIGHBORHOOD CENTER
NEIGHBORHOOD 'A'
NEIGHBORHOOD 'B'
NEIGHBORHOOD 'C'
NEIGHBORHOOD 'D'
NEIGHBORHOOD 'E'
- 2** RIGHT TURN TO
NEIGHBORHOOD 'D'
NEIGHBORHOOD 'C'
NEIGHBORHOOD 'E'
LEFT TURN TO
NEIGHBORHOOD CENTER
NEIGHBORHOOD 'A'
NEIGHBORHOOD 'B'
- 3** LEFT TURN TO
NEIGHBORHOOD 'E'
- 4** STRAIGHT TO
NEIGHBORHOOD CENTER
NEIGHBORHOOD 'A'
NEIGHBORHOOD 'B'
NEIGHBORHOOD 'C'
NEIGHBORHOOD 'D'
NEIGHBORHOOD 'E'

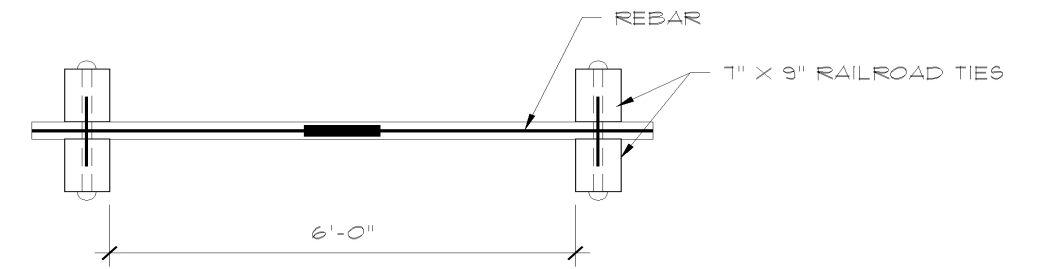
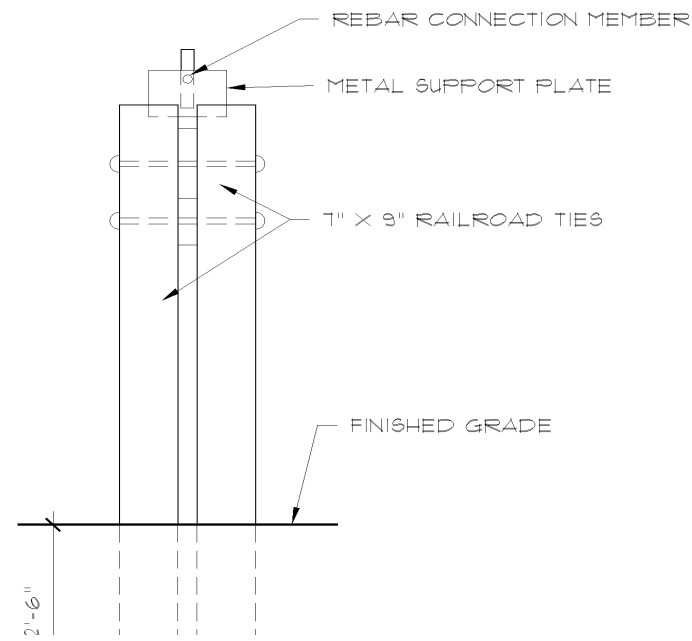
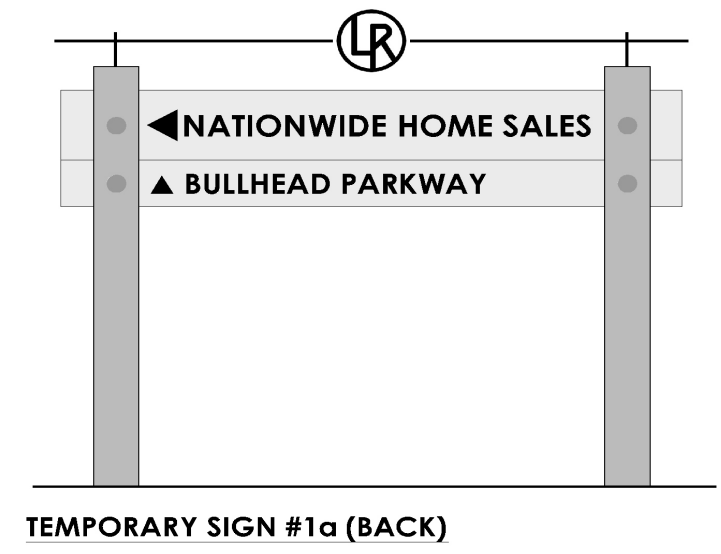
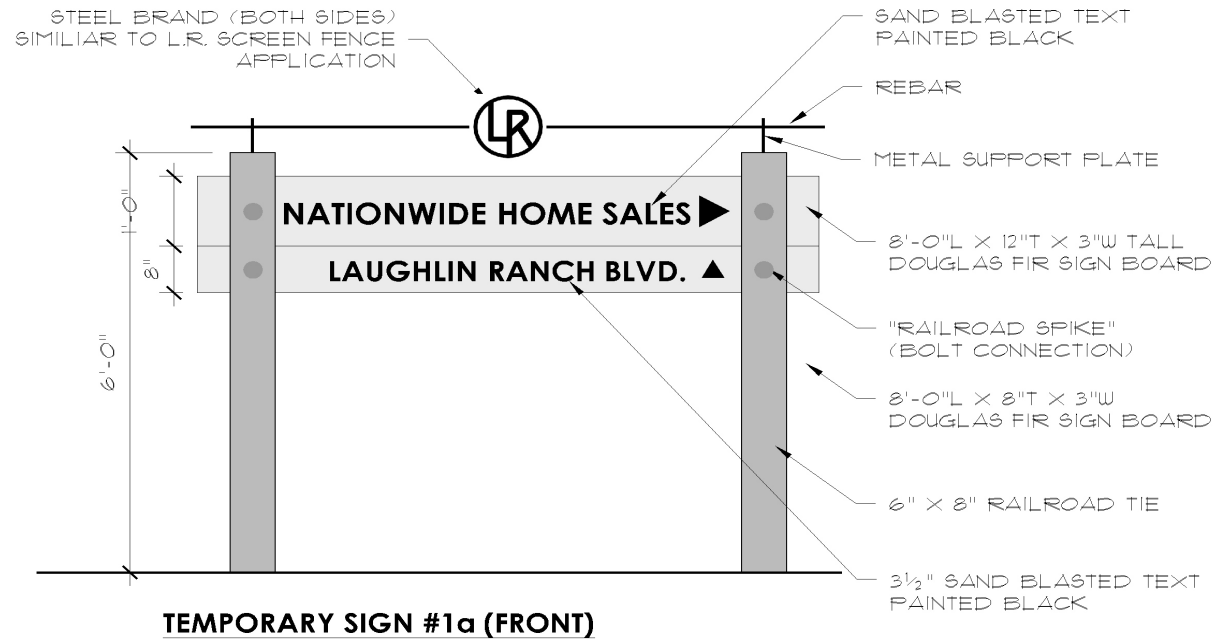
LEGEND

-  SIGN
-  SIGN FRONT
-  DIRECTION OF VEHICLE TRAVEL

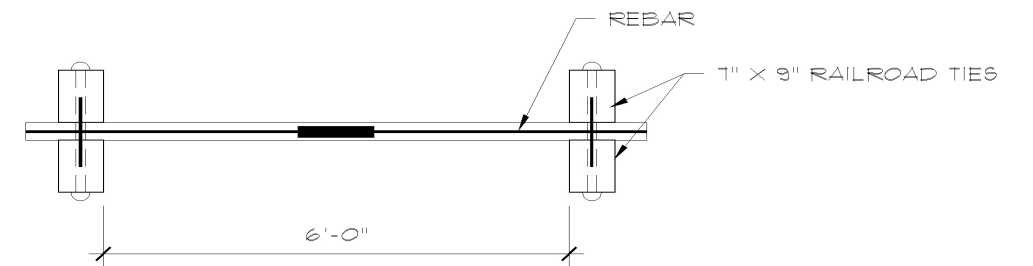
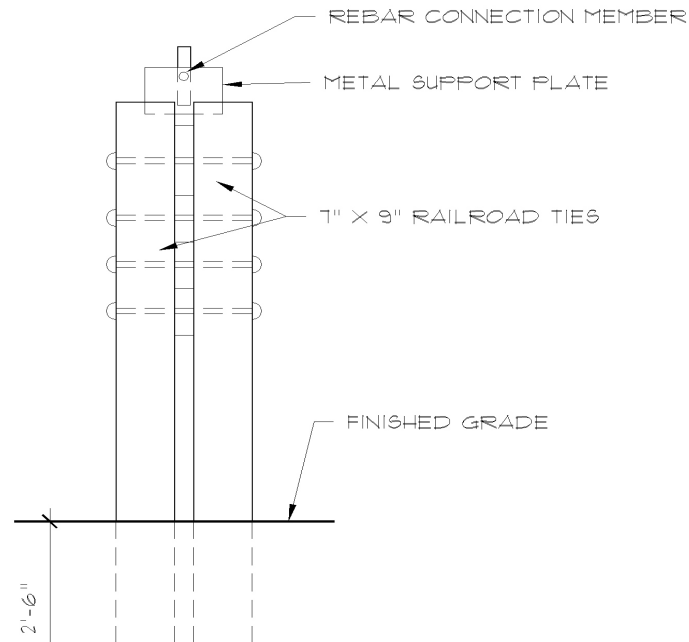
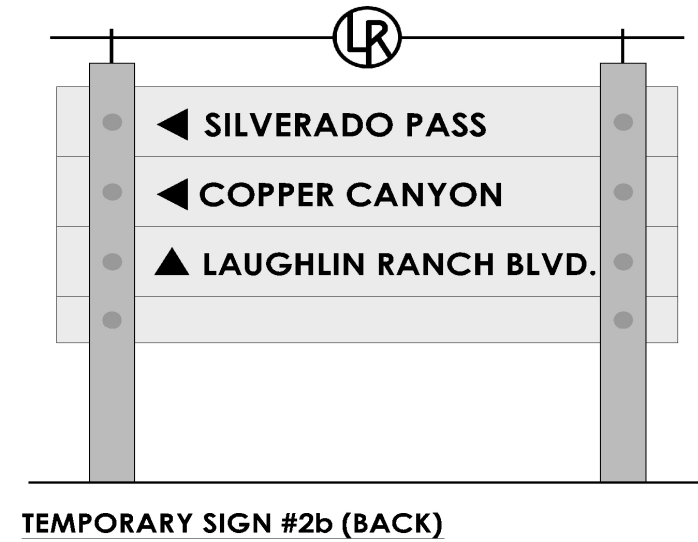
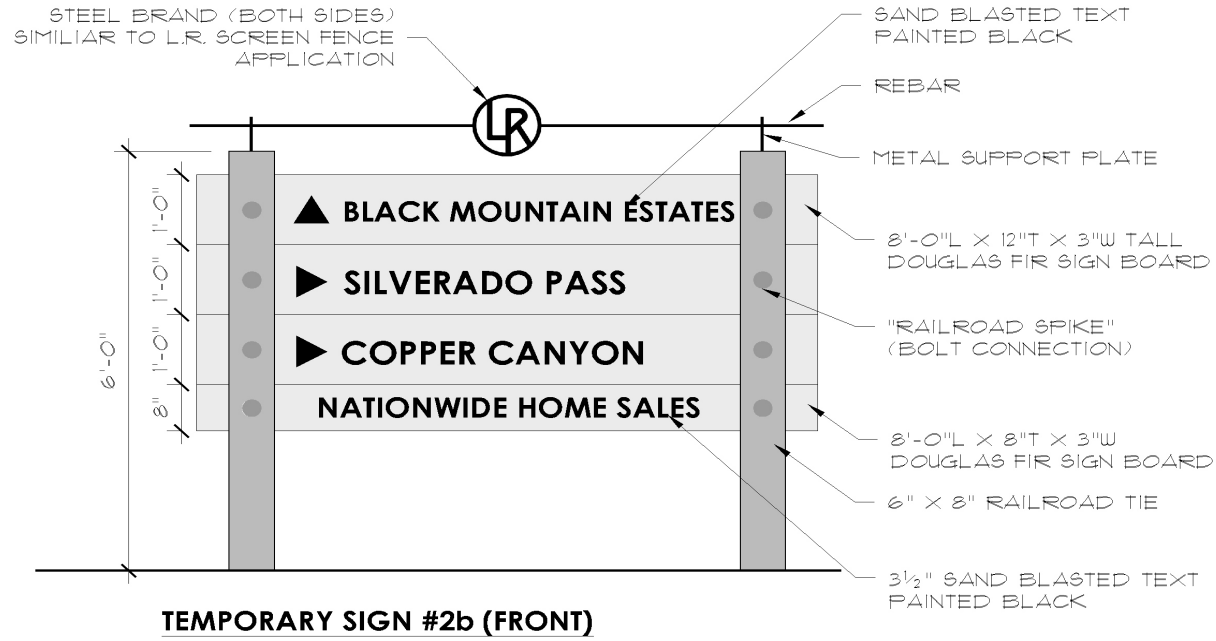
Example of Wayfinding Sign Plan at Laughlin Ranch



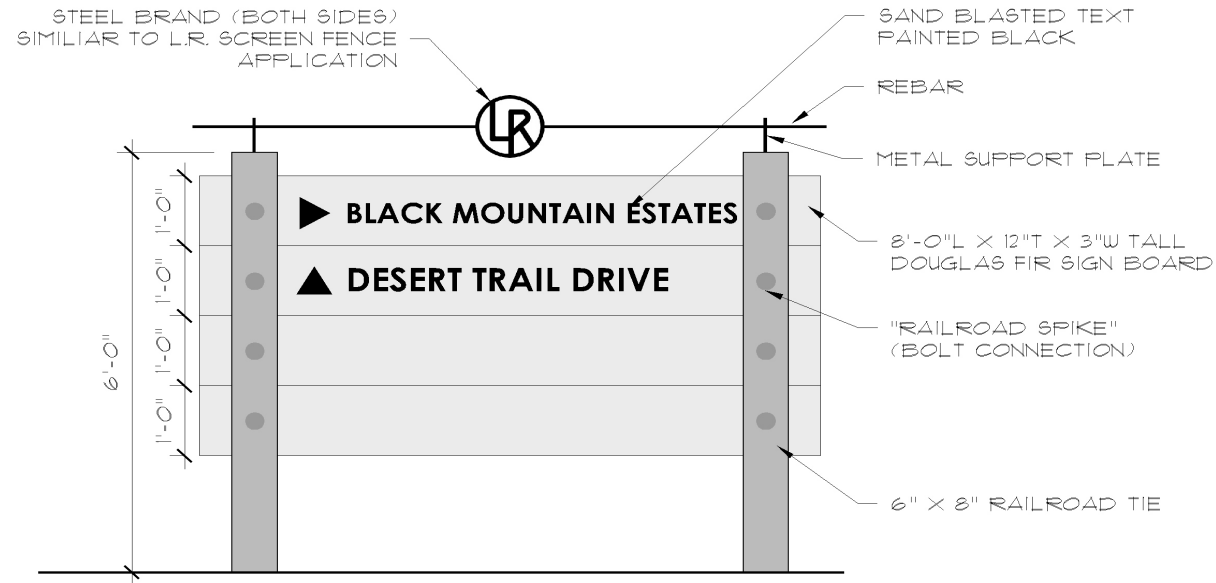
Examples of Design Detail for Laughlin Ranch Neighborhood Builder Wayfinding Signs



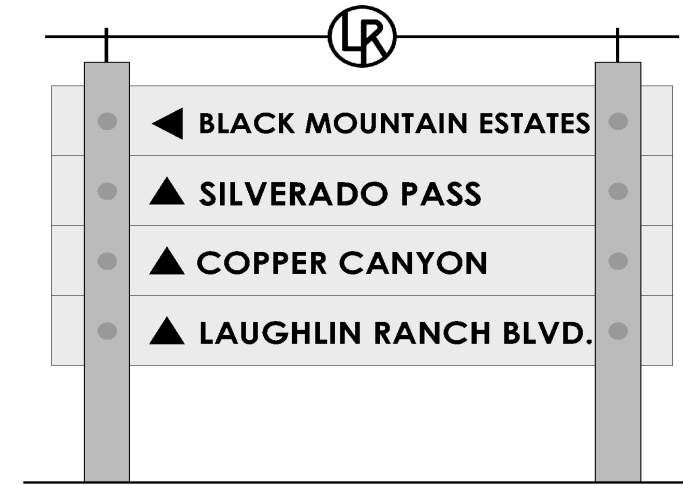
Examples of Design Detail for Laughlin Ranch Neighborhood Builder Wayfinding Signs



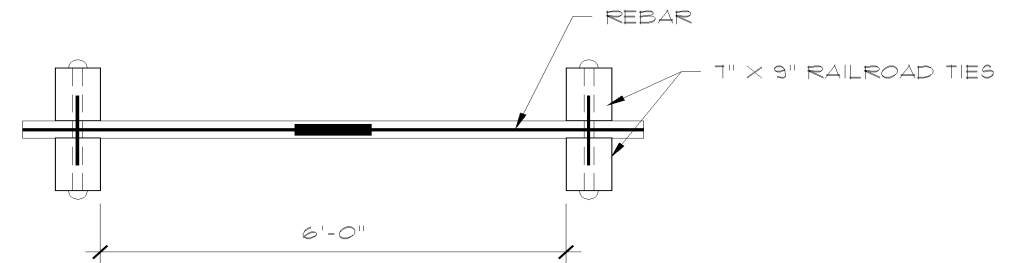
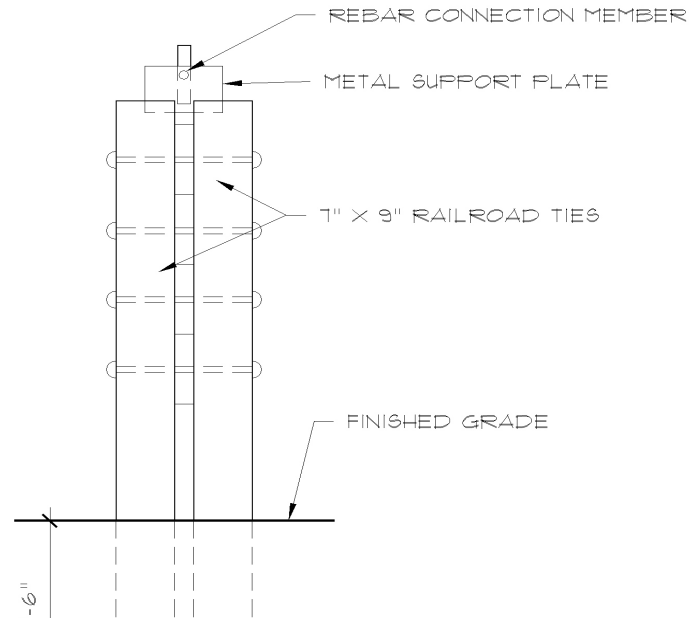
Examples of Design Detail for Laughlin Ranch Neighborhood Builder Wayfinding Signs



TEMPORARY SIGN #2c (FRONT)



TEMPORARY SIGN #2c (BACK)



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Examples of Design Detail for Laughlin Ranch Neighborhood Builder Wayfinding Signs

New Neighborhood Landmark Sign

As part of the development of a new neighborhood area, New Neighborhood Landmark Signs shall be allowed in order to assist the Builder/Owner's with the promotion of new home sales. The intent of these signs is to compliment the Neighborhood Builder Wayfinding signs that will be located along the vehicular circulation routes throughout the development. Although the signs shall be temporary, the construction, installation and adjacent landscape treatment shall take on a "permanent" look and feel so as not to take away from the overall environment.

Features

- **Materials:** stone, iron, rusted steel, wood and vegetation
- **Quantities:** Up to three total
- **Locations:** One sign to be located adjacent to a neighborhood entrance. Two additional signs to be located within the boundaries of the neighborhood at points that provide maximum visibility for the sales effort (this will allow visitors to easily transition from the Neighborhood Builder Wayfinding system to the exact location of the new development)
- **Size:** Exact size may vary; maximum square footage per sign area shall be 25 square feet.



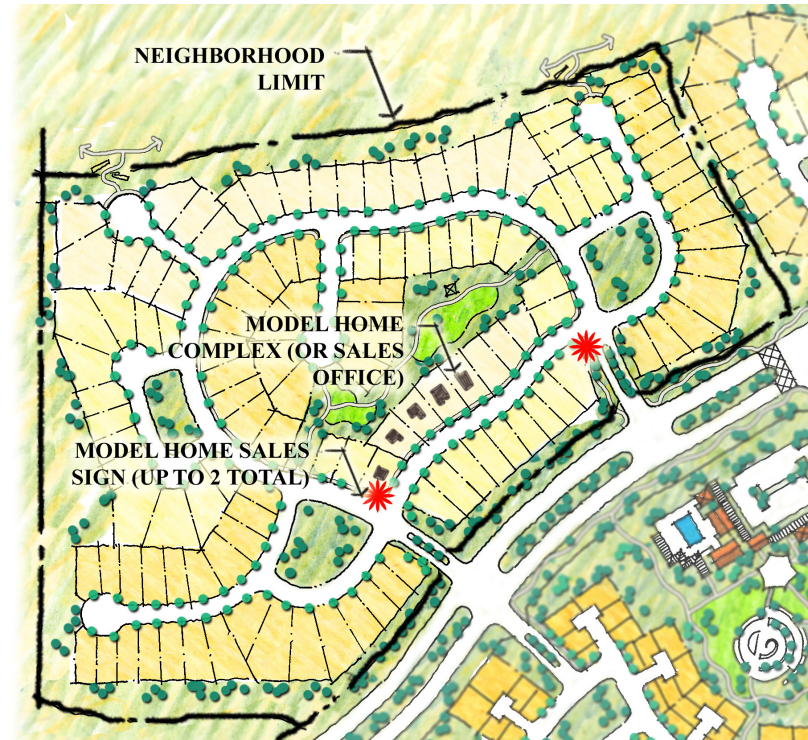
Example of New Neighborhood Landmark Sign

Model Homes Sales Sign

As part of the Builder signage program within a new neighborhood, a Model Homes Sales Sign may be located either adjacent to or directly on the “sales office”. The intent of these signs is that they are complimenting the hierarchy of signage that a potential buyer has already seen in order to arrive at this location (i.e. LR Off-Site Signs, Entry Monument Signs, Neighborhood Builder Wayfinding Signs, New Subdivision Landmark Signs).

Features

- **Materials:** stone, iron, rusted steel, wood and vegetation
- **Quantities:** two signs per model home complex/ sales office (in the case of a neighborhood that has more than one model home complex, additional model homes signs may be allowed).
- **Locations:** Directly adjacent to or directly on a sales office/ model home complex
- **Size:** Exact size may vary; maximum square footage per sign area shall be 25 square feet.



Examples of Model Homes Sales Sign for Laughlin Ranch

Identification Flag Signs

During the course of sales for a new neighborhood, Identification Flags will be allowed adjacent to a sales office and or model home complex. These flags are intended to compliment the extent of planned signage and shall not “overwhelm” the visual environment. Because of the natural winding conditions of the site, any damaged, tattered or ripped flags must be replaced immediately.

Features

- **Materials:** steel post and nylon flag
- **Quantities:** Up to eight flags.
- **Locations:** All directly adjacent to the sales center/ model home complex
- **Size:** Flag to be no more than 10 square feet and mounted no more than 15 feet high.



Examples of Identification Flag Sign for Laughlin Ranch

The preservation of the natural and improved areas of Laughlin Ranch is critical to the community. In order to ensure that the improvements are preserved to the maximum extent possible and the nuisances inherent to any construction process are kept to a minimum, the following regulations shall be strictly enforced during the construction period of all signage improvements at Laughlin Ranch. The Builder/Owner and installer of any sign shall be responsible for violations of the Design Guidelines, including construction regulations contained therein, by any contractor, subcontractor, agent, or employee performing any activities on behalf of the Builder/Owner within Laughlin Ranch.

Section Seven:

Construction Requirements

Location

Because signage is often located at or near property boundaries, it shall be the responsibility of the Builder/Owner to ensure any improvements relative to signage are done within their specific property boundaries. No Builder/Owner signage or related improvements shall be done outside the neighborhood (property) limits.

OSHA Compliance

All applicable Occupational Safety and Health Act (OSHA) regulations and guidelines must be observed at all times.

Construction Trash Receptacles and Debris Removal

Builder/Owner shall clean up all trash and debris at the completion of the sign installation. Trash must be removed on a timely basis to avoid overflow of refuse; disposal shall be at a suitable off-site facility. Builder/Owner's are prohibited from dumping, burying, or burning trash anywhere in Laughlin Ranch. Heavy debris, such as broken stone, wood scrap, or the like must be removed from the site immediately upon completion of the work of each trade that has generated the debris.

Concrete washout in road rights-of-way, setbacks or on adjacent properties is strictly prohibited and subject to a significant fine.

During the construction period, each construction site shall be kept neat and shall be properly policed to prevent it from becoming a public eyesore or detriment to other areas. Any clean-up costs incurred by the Laughlin Ranch Design Review Board or the Association in enforcing these requirements shall be payable by the Builder/Owner. Dirt, mud, or debris resulting from activity on each construction site shall be promptly removed from public or private roads, open spaces and driveways or other portions of Laughlin Ranch.

Vehicles and Parking Areas

Where parking on the shoulder occurs all damage to the shoulder and landscape must be repaired by the contractor continually and not left for the end of construction. Vehicles may not be parked on neighboring homesites, in nearby driveways or on open space. Changing oil or other vehicle maintenance or fixing is prohibited.

Conservation of Native and Improved Landscapes

Trees and all natural areas which are to be preserved must be marked and protected by flagging, fencing, or barriers. The Laughlin Ranch Design Review Board shall have the right to flag major terrain features or plants which are to be fenced for protection. Any trees or branches removed during construction must be promptly cleaned up and removed from the construction site.

Erosion Control

During construction of any signs, measures must be taken to eliminate any potential for erosion.

Dust and Noise Control

The contractor shall be responsible for controlling dust and noise from the construction site, including the removal of dirt and mud from public or private roads that is the result of construction activity on the site.

The sounds of radios or any other audio equipment used by construction personnel must not be audible beyond the immediate sign construction area; repeated violations of this provision will precipitate a total prohibition of any on-site use of radios or audio equipment during construction.

Firearms

The possession or discharge of any type of firearm by construction personnel on Laughlin Ranch property is prohibited. Anyone in possession of a firearm will be permanently restricted from Laughlin Ranch and fined.

Alcohol and Controlled Substances

The consumption of alcohol or use of any controlled substance by construction personnel on Laughlin Ranch property is prohibited and subject to a fine.

Fires and Flammable Materials

Careless disposition of cigarettes and other flammable materials, as well as the build-up of potentially flammable materials constituting a fire hazard, are prohibited.

No on-site fires are allowed, except for small, confined, attended fires for the purposes of heating masonry water.

Pets

No pets, particularly dogs, may be brought into Laughlin Ranch by a member of any construction crew.

Preservation of Property

The use of or transit over any other homesite, common area or amenity, including the golf course, is prohibited. Similarly, the use of or transit over the natural area or setbacks outside a signage construction area is prohibited. Construction personnel shall refrain from parking, eating, depositing of rubbish or scrap materials (including concrete washout) on any neighboring homesite, common area parcel, or right-of-way.

Protection of Subdivision Improvements and Restoration of Property

Each Builder/Owner shall be responsible for the protection of all subdivision improvements, roadways, common areas, golf improvements, or improvements of any other homesite which may be damaged by the activities of such Builder/Owner's sign contractor.

Upon completion of construction, each Builder/Owner shall clean the sign construction area and repair all property which has been damaged, including but not limited to, restoring grades, planting shrubs and trees as approved or required by the LRDRB, and repair of streets, driveways, pathways, drains, culverts, ditches, lighting and fencing.

In addition, the Builder/Owner and sign installer shall be held financially responsible for site restoration/ re vegetation and refuse removal necessitated on any and all adjacent properties as a result of trespass or negligence by their employees or sub-contracted agents.

Daily Operation

Daily working hours shall be from 30 minutes before sunrise to 30 minutes after sunset. Construction activity which generates noise audible from the boundaries of any homesite, such as hammering, sawing, excavation work, concrete delivery, etc..., must be confined to the hours of 7:00 a.m. to 7:00 p.m., Monday through Friday, and 8:00 a.m. to 7:00 p.m. on Saturday. Noisy activity is prohibited on Sunday of each week, particularly during the summer period of high Owner/Visitor occupancy.

The Design Review process begins with an informal design/informational meeting with Members of the LRDRB and concludes with the completion of Construction. All stages of review will include submittal of signage plans that will be carefully reviewed by the LRDRB to ensure compatibility with the Vision, Guidelines, and Design Intent of this development and is applicable for:

- Construction of all new buildings and neighborhoods;
- Major site and/or landscape improvements.

Section Eight:

Approval Process and Submittal Requirements

The LRDRB will evaluate all submittals on the basis of these Guidelines. Various parts are written as broad standards and certain decisions affecting the outcome will be left up to the discretion of the LRDRB. Other Guidelines are absolute requirements such as the number of signs allowed.

The Master Developer will retain competent assistance from at least one Architect, Landscape Architect, and Management Consultant. The makeup of the panel will be rotated on an as need basis.

The LRDRB and Architectural Committee will meet at regular intervals, or on an as need basis due to schedules or submittal overload.

The total fee charged to the homebuilder for all reviews shall be \$400.00 per neighborhood signage package.

The LRDRB will make every effort to comply with the suggested time frames for review. However, they can not be liable for delays caused by circumstances beyond their control. The review schedule is as follows:

- **Pre-Design Conference** – 14 days from the receipt of the request form.
- **Preliminary Design Review** – application documents to be submitted 14 working days prior to next scheduled meeting of the LRDRB. If a meeting has not previously been scheduled, then the LRDRB will schedule a meeting after document submittal. Written comments will be provided within 7 working days from the date of the meeting. A second review may be necessary and will require a submittal 5 working days prior to the next scheduled meeting.

- **Final Design Review** - application documents to be submitted 14 working days prior to next scheduled meeting of the LRDRB. If a meeting has not previously been scheduled, then the LRDRB will schedule a meeting after document submittal. Written comments will be provided within 7 working days from the date of the meeting. A second review may be necessary and will require a submittal 5 working days prior to the next scheduled meeting.
- **Building Permits** - the Builder/Owner applies to the City Building Department for all applicable Building and Use Permits after securing the Final Design Approval for the signage package. Any City required adjustment affecting the approved signage package will have to be resubmitted for review by the panel prior to the start of construction. An additional fee may apply.
- **Construction Observation** – Periodic checks during construction will be made for compliance with approved documents. Notice to Comply will be issued within 3 days of observation of elements are found to change or alter the intent of approved design. Failure to observe non-complying installations by LRDRB does not relieve the Builder/Owner from complying or corrective measures.

A Signage/Wayfinding Submittal Requirements Package is available from the association management agent for each submission. Each submittal must be accompanied by required information, as specified in the application package instructions and these Guidelines. The Builder/Representative must be present at scheduled meetings to respond to questions or explain a submission.

Requested changes must be submitted in writing for review and approval prior to implementation.

The LRDRB recognizes that each Parcel has its own unique characteristics and each Builder/Owner their own needs and desires. For this reason, the LRDRB has the authority to approve variances based on what they would determine meritorious. The LRDRB at its own discretion has the right to waive any requirement not governed by applicable City regulations that the Builder/Owner has demonstrated that there is good cause and its affects are minimal on surrounding property.

The Builder/Owner will notify the LRDRB of Notice of Completion at the appropriate time. The LRDRB will make a final on site inspection and review checklist for compliance within 7 working days of notification. Upon this completion of this observation, the LRDRB, within 7 working days, will issue a Notice of Completion or a Notice of Non-compliance with items that may not be in correct accordance with approved documents.

Prior to the submittal of any prepared materials/plans, the Builder/ Owner is required to request a Pre-Design Conference and obtain a current copy of the Design Guidelines. The purpose of this conference is for the representatives of the LRDRB to review on site any questions or get guidance regarding the following:

- Particular characteristics or restrictions on this particular site.
- Optimal Orientation of the building and outdoor spaces.
- Survey/Civil information.
- Clarifications of Guidelines or Directives.
- Review of Submittal Requirements
- Fees and Schedules.
- Informal review of proposed Design Concepts.

After the Pre-Design Conference, the applicant shall submit a Preliminary Design Review Signage Package. Within this step, the Applicant shall submit a complete package adequately conveying existing site conditions, constraints, sign information and design.

The package shall include two full-size sets.

- Preliminary Design Review Application Form.
(8 1/2" x 11")
- Location Map - Showing context within Laughlin Ranch.
- Temporary Signs - List any sign types per guidelines with total quantities for each.
- Permanent Signs - List of sign types per guidelines with total quantities for each,

- Neighborhood Area – Provided at minimum 1"=100', illustrating property boundaries, all easements of record, 100-year flood plain/404 limits, one-foot contours, and any significant natural and or existing features to be accommodated.
- Signage Wayfinding - Provided at minimum 1" = 100', residential site plan with lots, roads, amenities, etc identified, wayfinding plan identifying the location and types of signs proposed, and site lighting requirements (if any).

After the Preliminary Design Review submittal, the applicant shall submit a Final Design document conforming to the approved preliminary plans and comments. The package shall include two full-size sets.

- Final Design Review Application Form
- Location Map
- Temporary Signs - List of sign types per guidelines with total quantities for each.
- Permanent Signs - List of sign types per guidelines with total quantities for each.
- Neighborhood Area - Provide at a minimum 1:100', illustrating property boundaries, all easements of record, 100- year flood plain/404 limits, one foot contours, and any significant natural and or existing features to be accomodated.
- Sign Wayfinding Plan - Provide at a minimum 1' = 100', residential site plan with lots, roads, amenities, etc identified, wayfinding plan identifying the location and types of signs proposed, and site lighting requirements (if any).
- List of all temporary and permanent signs and quantities.

- Final Sign Plans and Elevations - Provide at a minimum 1/8" = 1'-0", illustrating:
 - Plan section and elevation of each sign type (If signs are two sided, information required for both)
 - Sign materials and color, text size and style along with measurements of each sign
 - One (1) set of color elevations

Design Review Board

Address

The address of the Laughlin Ranch Design Review Board shall be the address established for giving notice to the Association, unless otherwise specified by the Board. Such address shall be the place for the submittal of plans and specifications, and the place where the current Design Guidelines shall be kept.

The present address for the Design Review Board:

Laughlin Ranch Design Review Board
c/o D & E Management
3900 Frontage Road
Suite 1
Bullhead City, Arizona 86442

Resignation of Members

Any member of the Laughlin Ranch Design Review Board may, at any time, resign from the Design Review Board upon written notice delivered the Declarant.

Duties

It shall be the duty of the Design Review Board to consider and act upon such proposals or plans related to the development of Laughlin Ranch that are submitted pursuant to this Design Guidelines to enforce the Design Guidelines, and to amend this Design Guidelines when, and in a manner deemed appropriate by, the Laughlin Ranch Design Review Board.

Meetings

The Laughlin Ranch Design Review Board shall keep on file all submittals and copies of all written responses to Builder/Owner to serve as record of all actions taken.

Compensation

Unless authorized by the Association, the members of the Laughlin

Ranch Design Review Board shall not receive any compensation for services rendered.

The Design Review Board does not have the authority to spend association funds. Therefore, professional consultants and representatives of the Design Review Board retained for assistance in the review process shall be paid such compensation as the Declarant or Board of Directors determines.

Amendment of Design Guidelines

The Laughlin Ranch Design Review Board may, from time to time and at its sole discretion, amend or revise any portion of the Design Guidelines upon approval of the Declarant. All such amendments or revisions shall be appended to and made a part of the Design Guidelines. Administrative changes may be made in like manner by the Design Review Board; the Design Review Board for consideration by the Board of Directors of the Homeowner's Association may recommend changes of a substantial nature and upon approval of the Declarant.

Non-Liability

Neither the Design Review Board, any member thereof, nor the developer, shall be liable to the Association or to any Builder/Owner or other person for any loss or damage claimed on account of any of the following:

- The approval or disapproval of any plans, drawing and specifications, whether or not defective.
- The construction or performance of any work, whether or not pursuant to approved plans, drawings, and specifications regardless of any inspections by the Design Review Board during the course of construction.
- The development, or manner of development of any property within Laughlin Ranch.

Every Builder/Owner or other person, by submission of plans and specifications to the Laughlin Ranch Design Review Board for approval, agrees that he will not bring any action or suit against the Design Review Board management agent, any of its members, nor

the developer, regarding any action taken by the Design Review Board.

Approval by the Design Review Board of any improvement at Laughlin Ranch only refers to the Laughlin Ranch Design Guidelines and in no way implies conformance with local government regulations. It shall be the sole responsibility of the Builder/Owner to comply with all applicable government ordinances or regulations, including but not limited to zoning ordinances and local building codes.

Enforcement

The Laughlin Ranch Design Review Board may, at any time, inspect installed signs and, upon discovering a non-compliance of this Design Guidelines, provide a written notice of non-compliance to the Builder/Owner, including a reasonable time limit within which to correct the non-compliance. The Design Review Board may also record a notice of non-compliance after the expirations of the time limit. If a Builder/Owner fails to comply within this time period, the Design Review Board or its authorized agents may correct the non-compliance at the expense of the Builder/Owner of such sign or signs.

In the event of any violation of this Design Guidelines, the Laughlin Ranch Design Review Board may, at its sole discretion and in addition to restoration expenses, impose without limitation a punitive fine, commensurate with the severity of the violation. In the event the Design Review Board deems it necessary to retain legal counsel in connection with the enforcement of this Design Guidelines, the Builder/Owner against whom such enforcement is sought shall be liable for all legal fees and other out-of-pocket expenses incurred by the Design Review Board in enforcing the Design Guidelines.

Severability

If any provision of the Design Guidelines, or any section, clause, sentence, phrase or word, or the application thereof in any circumstance, is held invalid, or unenforceable, the validity of the remainder of this Design Guidelines, and of the application of any such provision, section, sentence, clause, phrase or word in any other circumstances, shall not be affected thereby, and the remainder of the Design Guidelines shall be construed as if such invalid or unenforceable part were never included therein.

Delegation of Authority

The Laughlin Ranch Design Review Board may delegate one of its members to inspect signs for consistency with the submittal.

Covenants, Conditions, and Restrictions

These Design Guidelines are promulgated pursuant to the terms and conditions of the Declaration of Covenants, Conditions, and Restrictions for Laughlin Ranch. However, in the event of any inconsistency between the provisions of this Design Guidelines and the provisions of such Declaration, the provisions of the Covenants, Conditions and Restrictions shall apply.

As part of any signage installation program, great care should be taken to enhance the visual quality and character of the landscape in and around the sign area. Such planting is strongly encouraged to maintain a common visual character throughout the development.

Section Nine: *Approved Plant List*



Botanical Name

Common Name

Trees

Acacia species	Acacia varieties
Cercidium species	Palo Verde
Chilopsis linearis	Desert Willow
Dahlbergia sissoo	Sissoo Tree (rear yard only)
Dalea spinosa	Smoke Tree
Geijera priflora	Australian Willow
Lysiloma thornberi	Feather Tree
Olneya tesota	Ironwood
Pithecellobium species	Texas Ebony
Propropis chilensis	Chilean Mesquite
Prosopis velutina (juliflora)	Velvet (native) Mesquite
Sophora secundiflora	Texas Mountain Laurel (rear yard only)

Accents

Agave species	Agave
Aloe species	Aloe
Asclepias subulata	Desert Milkweed
Dasyliirion wheeleri	Desert Spoon
Dasyliirion acrotriche	Green Desert Spoon
Hesperaloe Funifera	Giant Hesperaloe
Hesperaloe parviflora	Red yucca
Muhlenbergia rigens	Deer Grass Varieties
Nolina bigelovii	Beargrass
Yucca species	Yucca varieties

Shrubs/ Groundcover/ Vines

Acacia redolens 'D.Carpet'	Desert Carpet Acacia
Ambrosia deltoides, A. dumosa	Triangle-leaf and White Bursage
*Asparagus densiflorus 'Myers'	Foxtail Fern
Bahia absinthifolia	Bahia, Desert Daisy
Baccharis hybrid 'Starn'	Thompson Baccharis
Baileya multiradiata	Desert Marigold
*Bougainvillea 'B. Karst'	Bush Bougainvillea (rear yard only)
Caesalpinia pulcherrima	Red Bird of Paradise
Calliandra californica	Baja red Fairy Duster
Calliandra eriophylla	Pink Fairy Duster

Botanical Name

Common Name

*Carissa grandiflora 'Tuttlei'	Natal Plum
Carnegia gigantea	Saguaro
Cassia Oligophylla	Outback Cassia
Cassia phyllodinea	Silvery Cassia
Celtis pallida	Desert Hackberry
Cereus species	Columnar cacti, (Organ Pipe, etc.)
Chrysactinia mexicana	Damianita
Convolvulus encorum	Bush Morning Glory
Cordia parviflora	Little Leaf Cordia
Dalea capitata 'Sierra Gold'	Sierra Gold Dalea
Dalea frutescens 'Sierra Negra'	Black Dalea
Dalea Greggii	Trailing Indigo Bush
Dyssodia species	Dyssodia
Echinocactus, Ferocactus species	Barrel Cactus
Echinocereus englemannii	Hedgehog cactus
Encelia farinosa	Brittlebush
Ephedra species	Mormon Tea, Ma-huang
Ericameria laricifolia	Turpentine Bush
Erimophila Spp. 'Valentine'	Valentine Bush
Ermophila variety	Silver Streak
Erigonum Fasciculatum	Sulpher Flower
*Ficus Pumila	Creeping Fig (Fig Vine)
Euphorbia myrsinites or rigida	Prostrate Euphorbia
Euphorbia Rigida	Gopher plant
Fouquieria splendens	Ocotillo (credit as 5 gallon shrub)
Gutierrezia sarothrae	Snakeweed
Hibiscus coulteri	Desert Rose-mallow
Hymenoxys acaulis	Angelita Daisy
Justicia species	Chuparosa, etc.
*Lantana camara 'New Gold'	New Gold Lantana
*Lantana montevidensis	Purple Lantana
Leucophyllum laevigatum	Chihuahuan Sage
Leucophyllum frutescens 'heavenly'	Heavenly Cloud Texas Sage
Leucophyllum langmaniae	Rio Bravo Texas Sage
Leucophyllum species	Sage Varieties
Lophocereus schottii	Totem Pole Cactus
Lycium species	Wolfberry
Lupinus species	Lupine

Melampodium leucanthum
 Muhlenbergia species
 Mimosa species
 Mascagnia lilacina
Botanical Name
 Mascagnia macroptera
 *Myrtus communis ‘Microphylla’
 Oenothera caespitosa
 Opuntia species
 Pedilanthus macrocarpus
 Penstemon superbus
 Penstemon palmeri
 Penstemon parryi
 Penstemon superbus
 *Pittosporum tobira dwarf
 Podranea ricasoliana
 *Pyracantha fortunea
 *Rosa banksiae ‘Lutea’
 Rosmarinus officinalis
 *Ruella brittoniana ‘Katie’
 Ruellia peninsularis
 Salvia clevelandii
 *Salvia coccinia
 *Salvia greggii
 Salvia leucantha
 Simmondsia chinensis
 Sphaeralcea ambigua
 Stachys coccinea
 Tagetes palmeri (Lemmon)
 Tecoma stans
 *Tecomaria capensis
 *Trachelospermum jasminoides
 *Tulbaghia violacea
 *Vauquelinia californica
 Verbena gooddingii
 Verbena rigida
 Verbena pulchella
 Viguiera deltoidea
 Wedilia trilobata

Blackfoot Daisy
 Deer Grass
 Mimosa
 Lavender Orchid Vine
Common Name
 Yellow Orchid Vine
 Dwarf Myrtle
 Evening Primrose
 Cactus varieties
 Slipper Plant
 Superb Penstemon
 Palmer’s Penstemon
 Parry’s Penstemon
 Superb Penstemon
 Wheelers Dwarf Pittosporum
 Pink Trumpet Vine
 Pyracantha
 Lady Banks Rose
 Trailing Rosemary
 Ruellia ‘Katie’
 Desert Ruellia
 Chaparral Sage
 Cherry Sage
 Red Salvia
 Mexican Bluesage
 Jojoba
 Desert Globemallow
 Texas Betony
 Mt. Lemmon Marigold
 Yellow Bells
 Cape Homeysuckle
 Star Jasmine
 Society Garlic ‘Purple’
 Arizona Rosewood
 Goodding’s Verbena
 Sandpaper Verbena
 Rock Verbena
 Goldeneye
 Wedelia

Prohibited Plant List

- Palms with a mature height of 6’ max. allowed in rear yards only.
- Fruiting Olive and Mulberry trees are prohibited.
- Fountain Grass is prohibited due to invasive character.
- Common Bermuda is prohibited due to its invasive character.
- Citrus: Dwarf varieties are permitted within screened rear yards only.
- Cupressus and Juniperus, Cypress and juniper: Low varieties permitted within screened rear yards only.
- Oleander species: Dwarf varieties permitted within screened rear yards only.
- Parkinsonia aculeata Mexican Palo Verde
- Phoenix dactylifera Arab Date Palm
- Pinus species Pine
- Populus Cottonwood
- Schinus molle California Pepper
- Tamarisk Salt Cedar
- Turf in front yards is prohibited. Only sterile hybrids are permitted in rear yards.

Prohibited Landscape Materials

Lava rock (except local field stone, permitted), volcanic cinders, white marble or light travertine, and bright, artificially-colored or screened (even-size) gravels are prohibited outside of screened enclosures. Permitted materials include decomposed granite in desert hues, rock and boulders that are reasonably similar in color to regionally indigenous materials.