SIGNAGE

Silo Ridge's signage will be simple and elegant. The entry sign on Route 22 will incorporate natural stone with subtle lettering. Custom directional, street name and traffic regulatory signs will be developed as a coordinated program. Signs will be mounted on low-rise or mid-rise painted or stained wood poles as necessary for visibility. Sign poles may utilize a natural stone base. Sign plaques may utilize a combination of materials such as wood, wrought iron, corten or other metal materials. Different neighborhoods may utilize distinctive graphics, ornament or details to lend a specific character and sense of uniqueness.

The front entry identity sign, Winery Restaurant identity sign and neighborhood signs will be illuminated by an external shielded light fixture aimed at the sign from the ground or from a concealed flange within the sign. Signs visible from public roads will be executed in an understated and elegant manner using high quality materials. Internally illuminated signs (backlit or internally lit) will not be used. There will be compliance with the Dark Skies standards discussed in Appendix E. Final sign designs will be submitted as part of Site Plan review.

Signs will be in compliance with Section 121-39 of the Town Zoning Law, which states:

"The purpose of this section is to control the location, size, quantity, character, and lighting of signs in order to maintain the attractive appearance of the Town and avoid conditions of clutter and unsightliness. Through these regulations the Town seeks to:

1. Protect public health and safety by ensuring that signs do not create dangerous conditions, obstruct vision necessary for traffic safety, or confuse, distract, or mislead motorists, bicyclists, or pedestrians; and

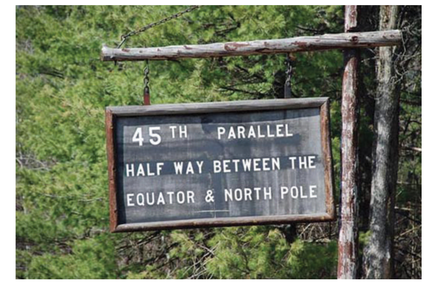
2. Promote the general welfare by creating a more attractive visual environment that preserves the Town's historic and rural character, protects property values, encourages economic growth, enables businesses and other establishments to identify themselves, and minimizes negative impacts of signs on adjoining properties."

Signage designed for Silo Ridge will welcome residents and guests while providing functional, directional, and informational resources. Signage should complement the landscape and architectural design of the community. Signs should be designed with other street amenities in establishing the character of the overall club while clearly portraying intended information. A comprehensive approach to signage will contribute to the atmosphere at Silo Ridge. Typical signage may include:

- Project Identification (Primary & Secondary)
- Project Facility Identification
- Project Circulation Identification
- Project Informational Signs
- Regulatory Signage
- Vehicular Directional
- Pedestrian Directional

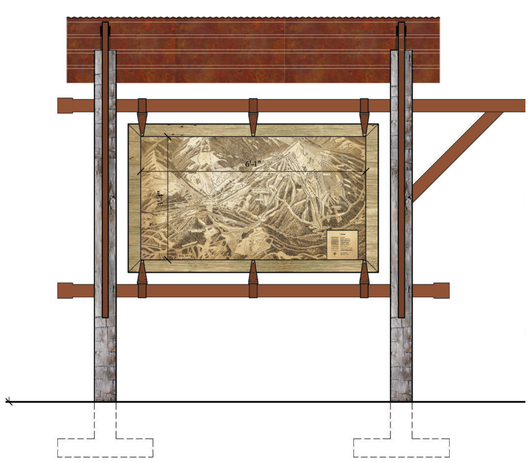
An example of Discovery Land Company's comprehensive approach to site design is illustrated in the signage examples for the Yellowstone Club and other Discovery projects included here. These images are intended to illustrate an approach to signage and are not intended to specify design.

Project Informational Signs

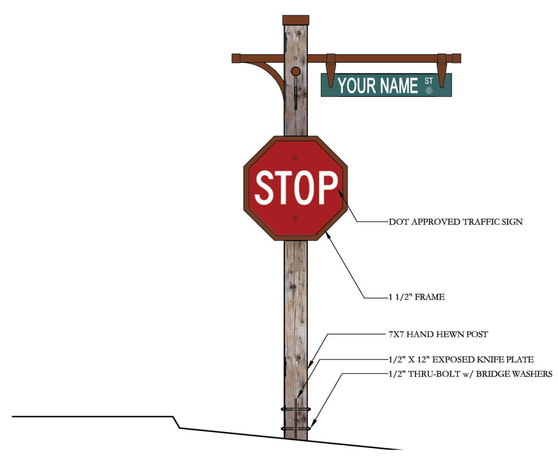


Project Circulation Identification

Pedestrian Directional



Regulatory Signage



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845.373.8020

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E-mail: NY@harthowerton.com

GOLF COURSE DESIGNERS:
FAZIO DESIGN
401 N. Main St., Ste. 400
Hendersonville, North Carolina 28792
828.693.0052 • FAX 828.693.0071

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Transportation
Land Development
Environmental Services
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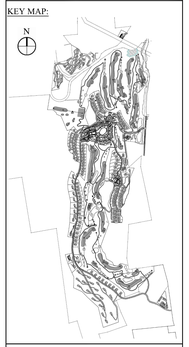
North Creek, NY 518.251.5160

PROJECT SURVEYOR:
Kirk K. Horton, Land Surveyor
NYS License No. 049954
9 Broadway
Amenia, New York 12501
845.373.7809

KEY MAP:



No.	Revision	Date	Approd.
1	PER TOWN COMMENTS	6/19/14	ACD

Designed by NE | Drawn by NE | Checked by TT
CAD checked by MB | Approved by TT
Scale AS SHOWN | Date March 3, 2014

Project Title
Silo Ridge
Resort Community
Master Development Plan
4561 Route 22
Amenia, New York

Issued for
Amended Special Use Permit/
Master Development Plan
Approval
Not Issued for Construction

Drawing Title
SITE SIGNAGE

Drawing Number
LA-4

Sheet of

Project Number