

January 10, 2022

Celoni Hospitality, LLC
DBA: RECREO
28 S. San Marcos Place
Chandler Arizona, 85225
Attention: Chris Field and/or Niels Kreipke
Email: nkreipke@desertvikingaz.com
Phone: 480-216-1195

RE: Tenant Signage for RECREO in Downtown Chandler

To whom it may concern,

RECREO restaurant, bar, patio and entertainment venue is designed as a throwback, fun and vibrant expression of recreo (meaning recess). Throughout the interior and patio, there are numerous specific design concepts, memorabilia and vintage décor that hints and plays with the memories of sitting in class and waiting for recess to start so one can run out to the playground to escape the everyday routine.

Branding is vital to the concept and the expression of what the business is about. As you will see in the logo, the VW Bug is the center point of the concept and a representation of a weeble wobble/rocker that one often finds in a playground or park setting. The use of a real historic 1967 VW Bug cut in half and retro fitted into a building sign, is not only consistent with the business logo and branding, but it also tells a story right from the start that RECREO is a fun and creative establishment worth discovering and exploring.

Since the Downtown Chandler redevelopment efforts started approximately 25 years ago, social media has played a larger and larger role in the success of businesses every year. This sign package will be a wonderful opportunity for visitors and customers to take pictures, post and comment on, drawing not only greater attention to RECREO but the Downtown Chandler area as a whole.

The car itself is no larger in scale than the neighboring Santan Brewery neon bird sign, smaller than The Uncommon and Topsy Egg signs, and is consistent with the objective of making the area an entertaining fun and vibrant area with an array of signage setting Downtown Chandler apart from other areas. The proposed signage also helps stay competitive with Gilberts downtown area. Furthermore, the antique store on Arizona Avenue has already utilized a historic vehicle in the sign package for the BBQ concept creating a unique and creative first impression for that business.

Regarding the signage installation, the exposed neon RECREO letters will be attached to a raceway that will be hung to the underside of the roof overhang, thereby not creating additional penetrations into the brick and stucco building façade. The raceway will be 90-95% covered by the letters and more than likely not seen. The VW Bug will be cut in half, engine removed and will sit on the exterior of the façade using four $\frac{3}{4}$ " thru bolts and one $\frac{1}{2}$ " hole for the power source, which is easily repairable should the concept change in the future. All electric transformers and wiring will be internal to the vehicle and not visible. The colors as shown in the attachment is consistent with the logo and branding of the concept, while complimenting the building colors.

Regarding the signage request for the alley side of the property, the Downtown Chandler Community Partnership and property owners are working hard on a plan to clean up the alley to make it more pedestrian friendly. The hope is to consolidate and relocate trash and kitchen oil bins, add string lights, add public art installations and enhance the overall esthetics. This is one of the main reasons we installed the shipping container, Santan Brewery added wall art, and efforts have already started to relocate trash. RECREO also added a large opening in the alley side wall so that it can activate the alley with a food truck, have events or come up with other fresh and inviting ideas to activate the alley side of the properties. With this in mind, it is beneficial to add building signage that is consistent in quality on the back as it is in the front. We are therefore proposing an exposed neon letter RECREO sign identical to the front building sign to be installed on top of the shipping container. Locating the sign on top is consistent with the "OVERSTREET" sign already in Downtown Chandler and since the shipping container is not historic but a current installation, setting the signage more consistent with new development makes more sense. Improving the back side of the properties and connecting to the developments and businesses to the west is a key component in expanding the overall customer and visitors experience.

Thank you for your consideration and support.

Best,

A handwritten signature in black ink, appearing to read 'Niels Kreipke', written in a cursive style.

Niels Kreipke