

Agenda Item: Master Sign Plan – Matthews Festival

DATE: February 8, 2017

FROM: Mary Jo Gollnitz, Planner

Background/Issue:

Tribek Properties has submitted a Master Sign Plan for the portion of Matthews Festival along US 74/Independence Blvd. The property was rezoned in December 2016. They wish to have the Master Sign Plan in place before redevelopment of the center is underway.

Per the UDO, Master Sign Plans are allowed up to a 15% signage bonus. There is no request for additional sign area allotment at this time. This Master Sign Plan does not include Home Depot, Harris Teeter/Stein Mart shops, Dairy Queen strip of shops Texas Roadhouse, Mattress Firm or shop spaces along Matthews Township Parkway (NC 51).

Additional information:

- Request is to reallocate the total allowable sign area between tenants.
- Once redevelopment is completed, there will be 22 tenants including 2 outparcels.
- 13 existing attached signs in the shopping center total 370 sq ft. and will remain. They are included in all calculations.
- Future outparcel signage is included in the Master Sign Plan.
- In the Independence Blvd Sign Corridor, principal structures/uses in excess of 150' from US 74 right-of-way are allowed up to 150 square feet of signage per establishment.
- No one wall sign will be greater than 150 sq ft.
- Tenants will submit sign applications for attached signage that must meet the Master Sign Plan as well as Matthews UDO sign regulations.
- Freestanding signs at the current entrances along US 74/Independence Blvd and NC 51/Matthews Township Pkwy will remain. They are considered legal non-conforming as long as they are not structurally altered. If Matthews Festival wishes to change those in the future, they will need to request a revised Master Sign Plan and meet current UDO sign regulations.
- Face plate changes without increasing the sign area is allowed on the one freestanding sign.

Proposal/Solution:

The request provides a comprehensive sign plan for all tenants within the shopping center.

Financial Impact:

None.

Related Town Goal(s) and/or Strategies:

Quality of Life: #1 To implement plans, updating each as appropriate, and ensure they coordinate with and fulfill the goals of each other.

Economic Development and Land Use Planning

Recommended Motion/Action:

Staff recommends approval of the Master Sign Plan for Matthews Festival.



February 1, 2017

Ms. Kathi Ingrish
Planning Director
Town Of Matthews
232 Matthews Station
Matthews, North Carolina 28105

Re: Submittal of Matthews Festival Master Sign Plan

Dear Ms. Ingrish:

This correspondence is attached to the submittal of the proposed Matthews Festival Master Sign Plan requesting the review and hopeful approval by the necessary authorities within the Town of Matthews. Please note the proposed Master Sign Plan does not increase the current allowable signage square footage for the shopping center, but re-allocates the square footage based on type of tenant /proposed tenant within the shopping center.

We look forward to discussing the Master Sign Plan with the Town of Matthews and appreciate the Town's support in our redevelopment endeavor.

Sincerely,

A handwritten signature in black ink, appearing to read "Alex Kelly", written over a circular stamp or seal.

Alexander G. Kelly
Development Representative of:
Matthews Festival Limited Partnership/Ziff Properties, Inc.



Master Sign Plan

Architectural Guidelines
For
Development Signage

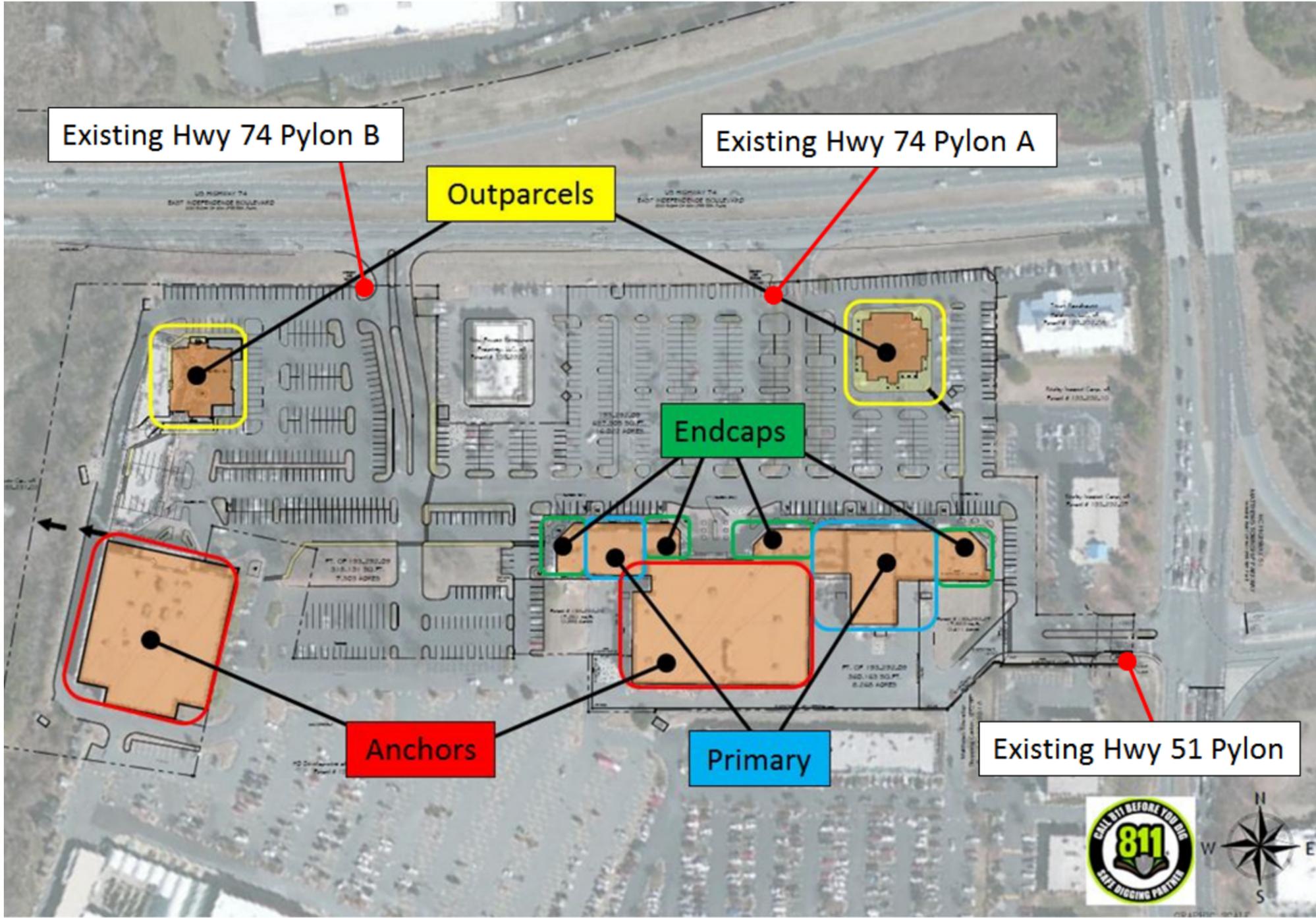
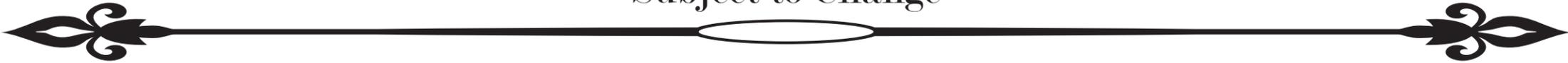
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Proposed Site Plan

Subject to Change



PROPOSED SITE PLAN AND LOCATIONS OF TENANT TYPES ARE NOT BE USED FOR SCALING PURPOSES, SIMPLY TO DEFINE THE APPROXIMATE LOCATIONS OF THE TENANT TYPES AND BUILDING LOCATIONS .

Tenant Type Definitions



Primary - A Primary Tenant is defined as a Tenant occupying less than 14,000 gross square feet of in-line space.

Endcap - An Endcap Tenant is defined as a Tenant occupying an in-line corner space with storefronts on two (2) sides and being less than 14,000 gross square feet of space.

Anchor - An Anchor Tenant is defined as a Tenant occupying greater than 14,000 gross square feet of space.

Outparcel - An Outparcel Tenant is defined as a Tenant occupying a single or two-tenant freestanding building along the frontage of Highway 74 or Highway 51. In the case of an Outparcel Tenant occupying a two-tenant building, the allowable SF under the Outparcel Sign Allocations will be based on the total signage allowed multiplied by the percentage of the gross square footage of the two-tenant building the Tenant occupies.

Zoning Allowances & Sign Allocation Table

Based on B1-SCD and BH Zoning and Independence Sign Corridor Table 2

CURRENT SIGNAGE ALLOWANCES					
Current Number of Tenants Spaces*	Number of Signs Allowed per Tenant	Total SF Allotted Per Tenant (Hwy 74 overlay allowances)	Total SF Allowance		
22	up to 3	150 SF	3,300 SF		
Total Signage Allowed			3,300 SF		
Total Existing Signage (including MOD Pizza Signage)			(370) SF		
Remaining SF to be allocated to Tenants			2,930 SF		
Existing Pylon Signage	-Existing Hwy 74 Pylon Sign A		120 SF		
	-Existing Hwy 74 Pylon Sign B		64 SF		
	-Existing Hwy 51 Pylon Sign		120 SF		
TOTAL FREESTANDING & ATTACHED SIGNAGE SQUARE FOOTAGE			3,234 SF		
*NOTE: 26 Tenant spaces currently exist within the Shopping Center					
MSP SIGNAGE ALLOCATIONS					
NOTE: The contemplated total number of Tenants is 22					
Tenant Type	MSP Signage Allowance	Number of Signs Allowed per Tenant	Number of Tenant Type	Total SF Allowance	
Primary	70 SF	up to 3	13	910 SF	
Endcap	110 SF	up to 3	4	440 SF	
Anchor	310 SF	up to 3	3	930 SF	
Outparcel	325 SF	up to 3	2	650 SF	
Existing Hwy 74 Pylon Sign A	N/A	N/A	N/A	120 SF	
Existing Hwy 74 Pylon Sign B	N/A	N/A	N/A	64 SF	
Existing Hwy 51 Pylon Sign	N/A	N/A	N/A	120 SF	
TOTAL FREESTANDING & ATTACHED SIGNAGE SQUARE FOOTAGE			22	3,234 SF	

-Existing attached signs may remain, but upon approval of this Master Sign Plan ("MSP") , new attached signs must comply with the provisions of this MSP. (SF of existing signs are 370 SF)

-No One (1) attached sign can be greater than 150 SF, with sign being defined as one line of type.

-When the outparcels are occupied by a single tenant, each outparcel receives 325 SF. If those outparcels are made up of individual tenant spaces, SF allotment will be split between tenantwho occupy the same outparcel.

-MSP does not increase the signage area allowed under previous approvals for the existing three (3) pylon signs (Existing Hwy 74 Pylon Sign A, Existing Hwy 74 Pylon Sign B and Existing Hwy 51 Pylon Sign).

Signage Lettering & Typography



For general signs, other than individual tenant logos, corporate, or franchise script or branding, the font to be used is Goudy Old Style Bold or Book Antiqua Bold.

Goudy Old Style

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Upper Case Font To Be Used

abcdefghijklmnopqrstuvwxyz

Lower Case Font To Be Used

1234567890

Numeric Font To Be Used

Book Antiqua

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Upper Case Font To Be Used

abcdefghijklmnopqrstuvwxyz

Lower Case Font To Be Used

1234567890

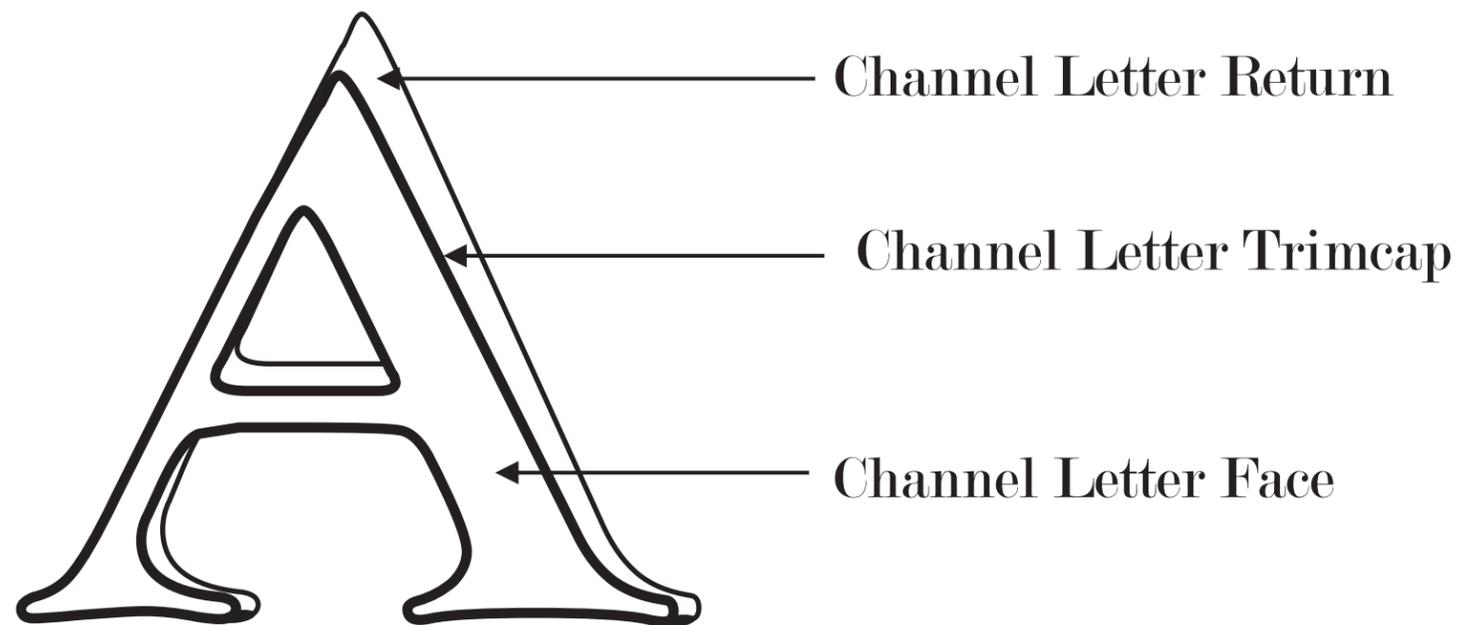
Numeric Font To Be Used

Sign Criteria

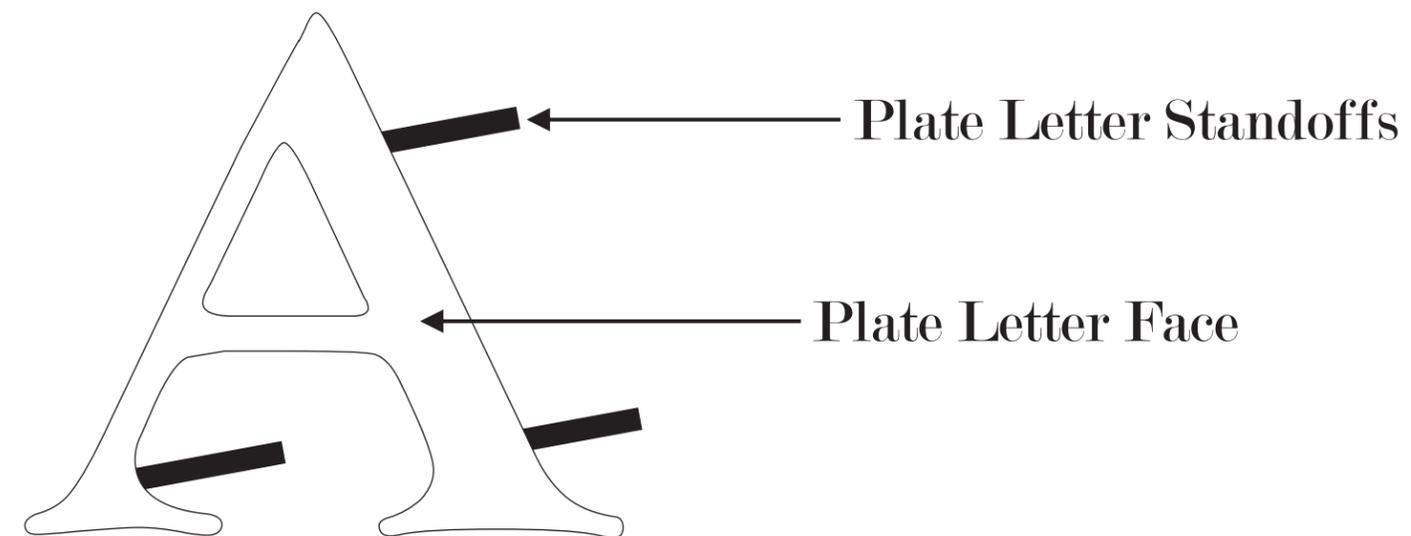


Primary tenant lettering will be composed of aluminum channel letters with 3/16" thick white acrylic faces, 5" deep black returns, 1" thick black trimcap, white LED internal illumination, and raceway painted to match SW 7023 Requisite Gray .

Secondary tenant lettering will be composed of one line of .063 or .090 non-illuminated aluminum plate copy, painted white, mounted to fascia via 1" standoffs painted to match PMS.



Primary Tenant Lettering



Secondary Tenant Lettering

Primary & Endcap Tenant Signage & Identification

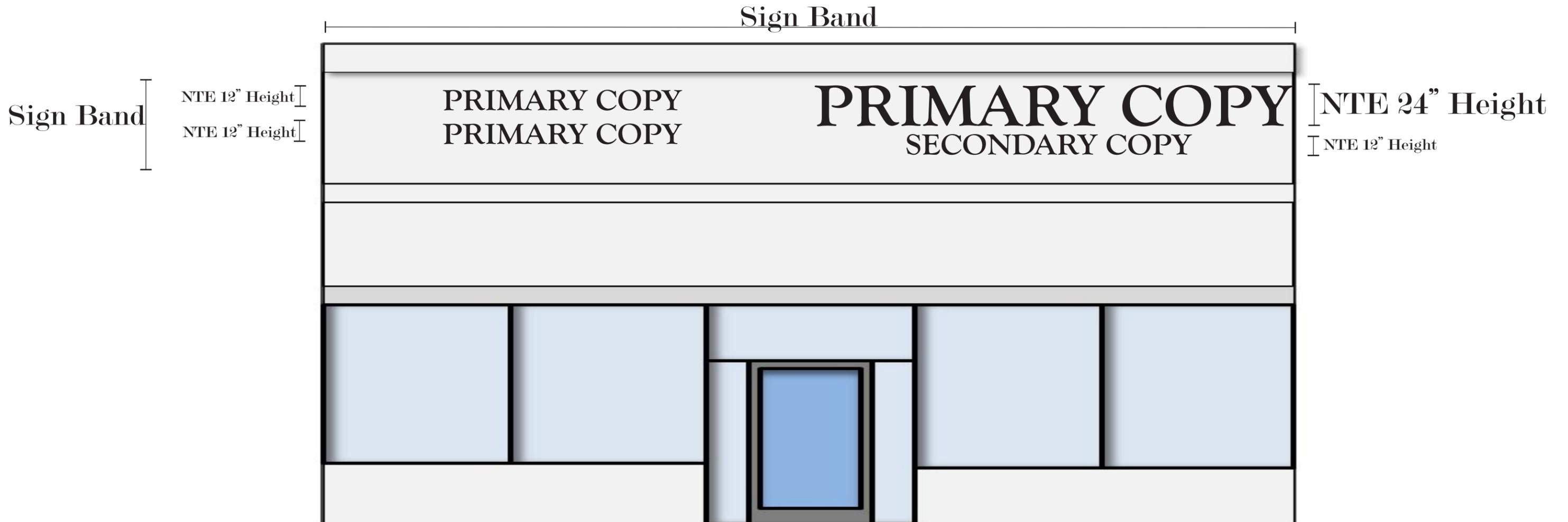


Primary Copy for Primary & Endcap Tenant will comply with the Master Sign Plan's Sign Criteria and shall not exceed a height of 24" with one (1) line of copy or a height of 12" with two (2) lines of copy.

Secondary Copy for Primary & Endcap Tenant will comply with the Master Sign Plan's Sign Criteria, shall not exceed a height of 12" and shall not exceed one (1) line of copy. Secondary copy will only be allowed when one (1) line of Primary Copy is used.

Tenant signage and lettering shall fit within the sign band created by the buildings architectural features.

Tenant signage and lettering shall not exceed a width of 75% of the lineal footage of the store width of the specific tenant.



Anchor Tenant Signage & Identification

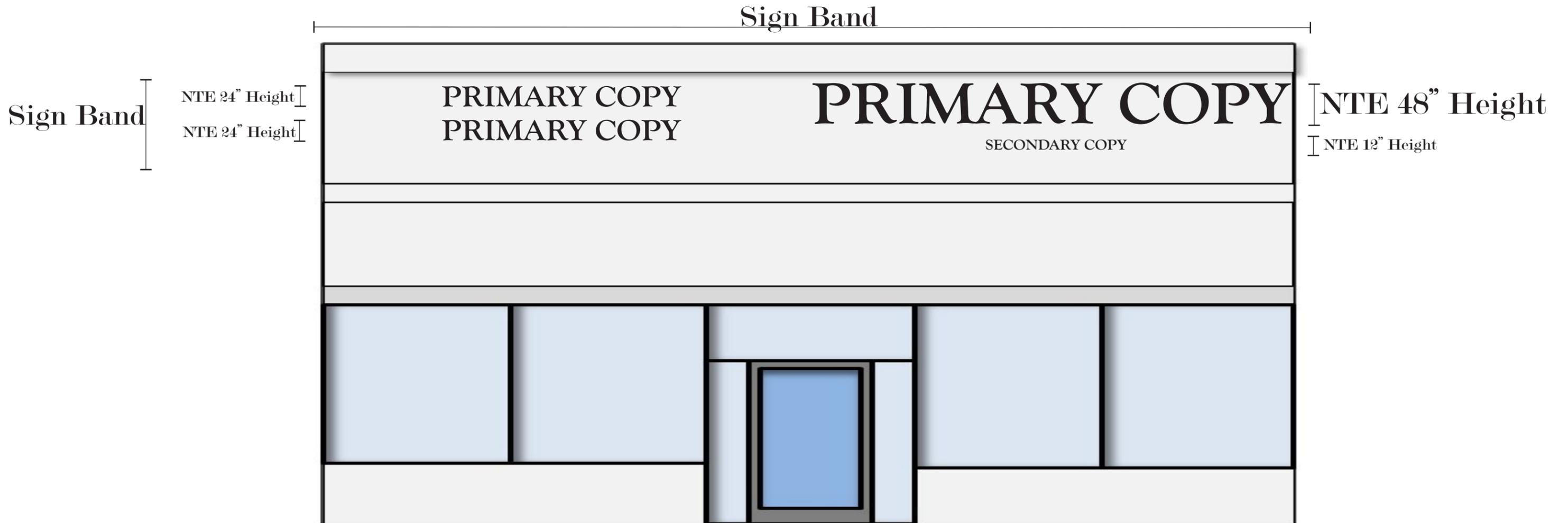


Primary Copy for Anchor Tenant will comply with the Master Sign Plan's Sign Criteria.
 Primary Copy for Anchor Tenant shall not exceed a height of 48" with one (1) line of copy or a height of 24" with two (2) lines of copy.

Secondary Copy for Anchor Tenant will comply with the Master Sign Plan's Sign Criteria, shall not exceed a height of 12" and shall not exceed one (1) line of copy. Secondary copy will only be allowed when one (1) line of Primary Copy is used.

Tenant signage and lettering shall fit within the sign band created by the buildings architectural features.

Tenant signage and lettering shall not exceed a width of 75% of the lineal footage of the store width of the specific tenant.



Outparcel Tenant Signage & Identification



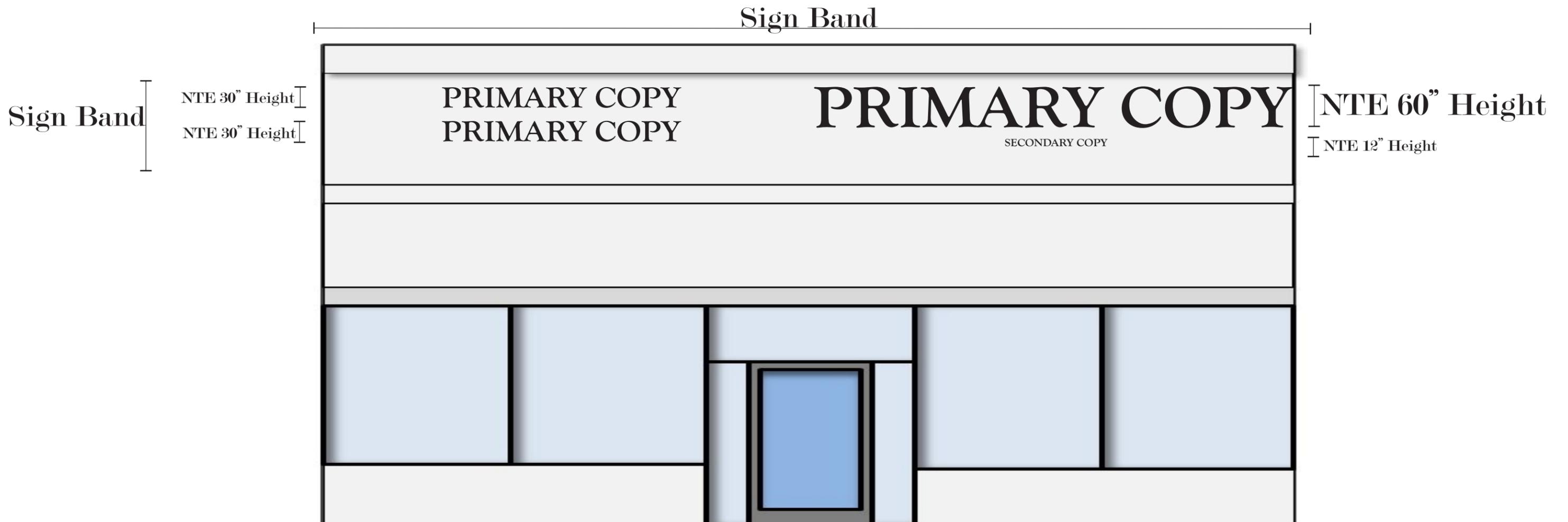
Primary Copy for Outparcel Tenant will comply with the Master Sign Plan's Sign Criteria.

Primary Copy for Outparcel Tenant shall not exceed a height of 60" with one (1) line of copy or a height of 30" with two (2) lines of copy.

Secondary Copy for Outparcel Tenant will comply with the Master Sign Plan's Sign Criteria, shall not exceed a height of 12" and shall not exceed one (1) line of copy. Secondary copy will only be allowed when one (1) line of Primary Copy is used.

Tenant signage and lettering shall fit within the sign band created by the buildings architectural features.

Tenant signage and lettering shall not exceed a width of 75% of the lineal footage of the store width of the specific tenant.



Existing Pylon Signage & Identification



Hwy 74 Existing Pylon A



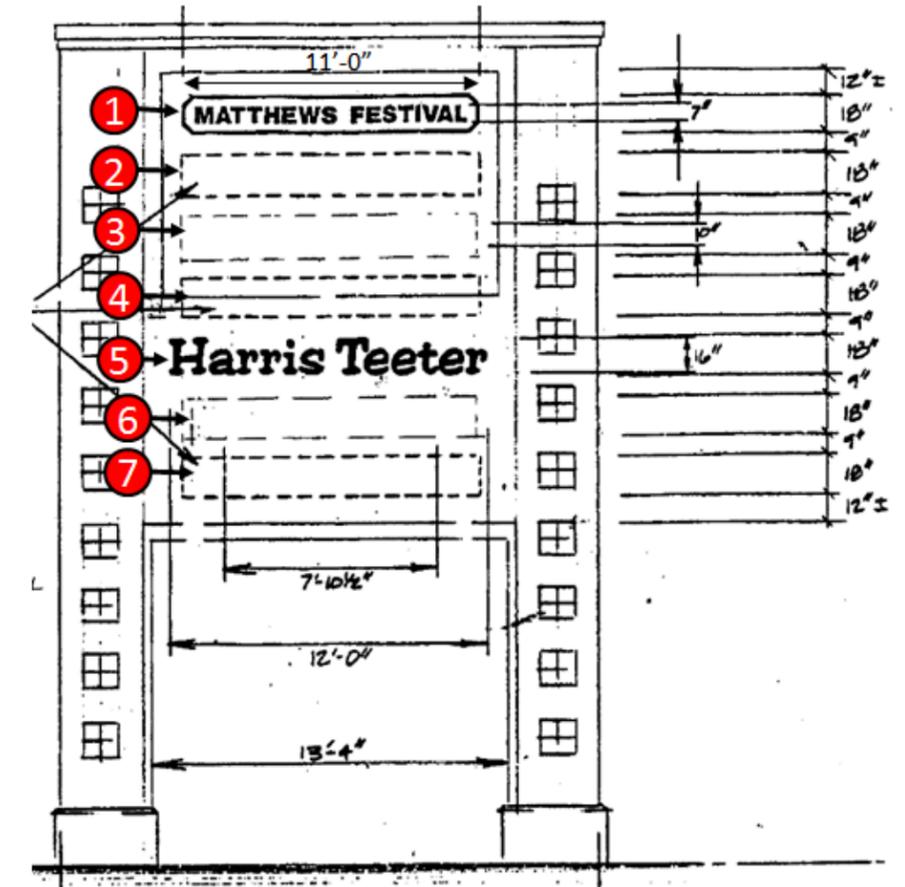
Sign Panel	Area	Width (ft)	Height (ft)	SQ FT
1		12	1.5	18
2		12	1.5	18
3		12	1.5	18
4		11	1.5	16.5
5		11	1.5	16.5
6		11	1.5	16.5
7		11	1.5	16.5
TOTAL SQ. FT.				120

Hwy 74 Existing Pylon B



Sign Panel	Area	Width (ft)	Height (ft)	SQ FT
1		8	8	64
TOTAL SQ. FT.				64

Hwy 51 Existing Pylon



Sign Panel	Area	Width (ft)	Height (ft)	SQ FT
1		11	1.5	16.5
2		11	1.5	16.5
3		11	1.5	16.5
4		11	1.5	16.5
5		12	1.5	18
6		11	1.5	16.5
7		11	1.5	16.5
TOTAL SQ. FT.				117

-PAINT, VISUAL and NON STRUCTURAL MODIFICATIONS TO THE PLYONS IS ALLOWED.

- FOR HWY 74 EXISTING PYLON B, REVISIONS to the SIGN PANEL (SUCH AS SPLITTING THE CURRENT SIGNAGE PANEL TO BE USED BY MULTIPLE TENANTS) WITHOUT INCREASING THE TOTAL SQUARE FOOTAGE OF THE EXSITING SIGN PANEL IS ALLOWED.

-Existing pylon signage as displayed has been previously approved by the Town of Matthews (Petition Number 268, approved 9/11/1995). Master sign plan does not increase the signge area allowed under previous approval(s).

Incidental Signage & Directory Signage



Incidental Signs shall comply with the Town of Matthews Unified Development Ordinance

155.608.6. Special Criteria for Signs Other Than Primary Identification and Advertising

Certain types of signs may be suitable in most areas of the Town jurisdiction, when meeting the provisions of §§155.608.4 and 155.608.5, applicable provisions of adopted building codes and Matthews Town ordinances separate from this Title, and the following criteria. These signs will generally not be counted toward the maximum number or size of signage allowed by the individual use or as any permitted joint identification sign, unless specifically listed.

C. Incidental signs, located within any required setback or yard or within ten feet (10') of any property line, which direct or regulate the movement of pedestrians or vehicles into or within the premises provided that:

1. No more than one such sign is displayed per driveway;
2. The sign does not exceed four (4) square feet in area or three feet (3') in height from finished grade; and
3. No more than fifty percent (50%) of the area of the sign is used to identify the business or service provided on the lot.

D. Incidental signs, when located to the interior of a building site and outside of any required setback or yard and greater than ten feet (10') from any property line, which contain information for persons on-site only, are not easily visible off-site, and are not used to primarily identify establishments or advertise products or services, may be up to twelve (12) square feet in sign area or exceed six feet (6') in height. This includes directory signs which identify only the names and locations of occupants or uses within buildings or complexes, although directory signs in vehicular use areas may not exceed eight feet (8') in height.

Project Contacts



Property Owner



ZIFF PROPERTIES, INC.

Kevin M. Beringer
Director of Leasing & Property Management
843-724-3485 Office
404-259-8012 Mobile
kberinger@zpi.net

Master Sign Plan Design
Preferred Sign Vendor



An Identification Solutions Company

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Marketing Strategist & Project Manager
704-788-9055 Office
704-796-7230 Mobile
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Municipality



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