

Master Sign Plan

Architectural Guidelines For Development Signage

Board of Commissioners
APPROVED

1/8/2018
Lori Canapinno

Lori Canapinno, Town Clerk

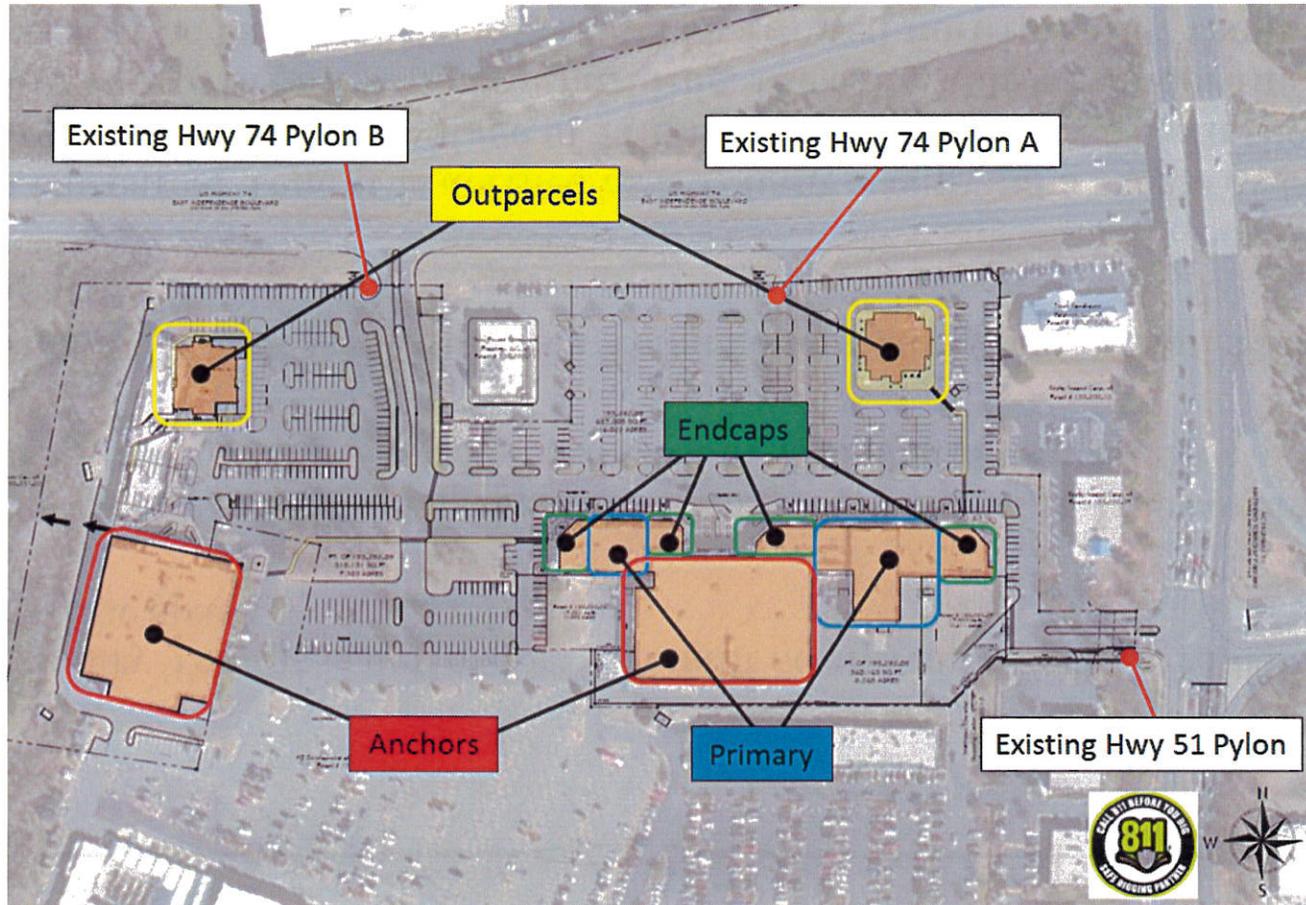
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Proposed Site Plan

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

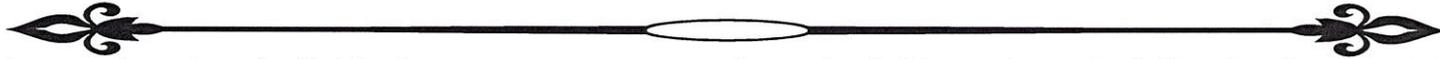
-Existing attached signs may remain, but upon approval of this Master Sign Plan ("MSP"), new attached signs must comply with the provisions of this MSP. (SF of existing signs are 370 SF)

-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 tenant who 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 corporate trademarks (with trademark defined as logo and/or script), 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

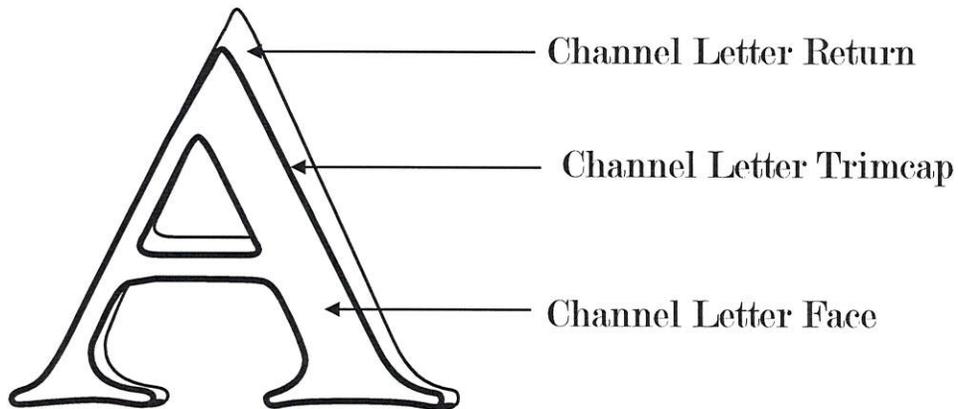
Numeric Font To Be Used

Sign Criteria

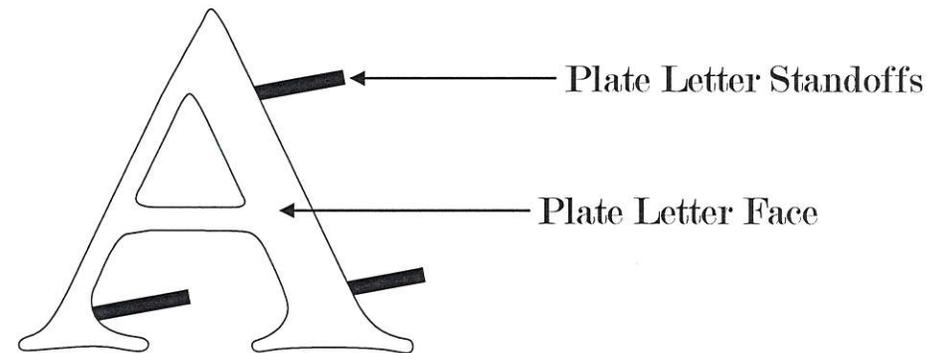
-For non-corporate trademark logos and/or scripts-

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

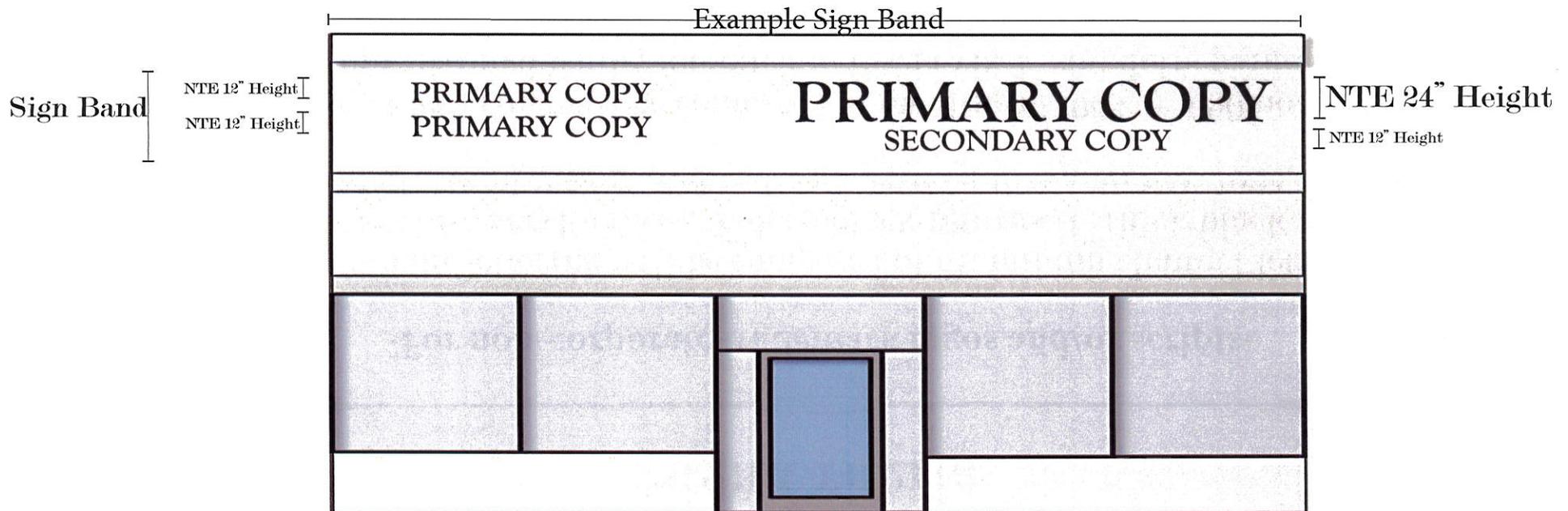
Primary Copy for Primary & Endcap Tenant will comply with the Master Sign Plan's Sign Criteria and shall not exceed a height of 24" with one (1) line of copy or a height of 12" with two (2) lines of copy.

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.

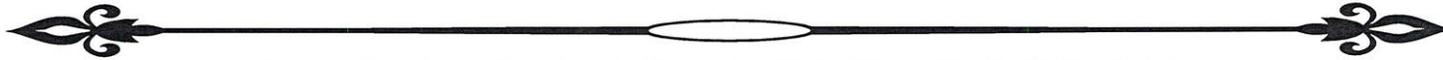
If architectural sign band is present, all Primary & Endcap signage and lettering shall fit within the subject sign band.

Primary Tenants of 5,000 SF or greater and Endcap Tenants have the right to place signage on the rear building store face so long as the total Allocated Signage SF (as noted in the table found on page 5) is not exceeded. Primary Tenants occupying less than 5,000 SF are not allowed to place signage on the rear building store face.

Primary and Endcap 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.

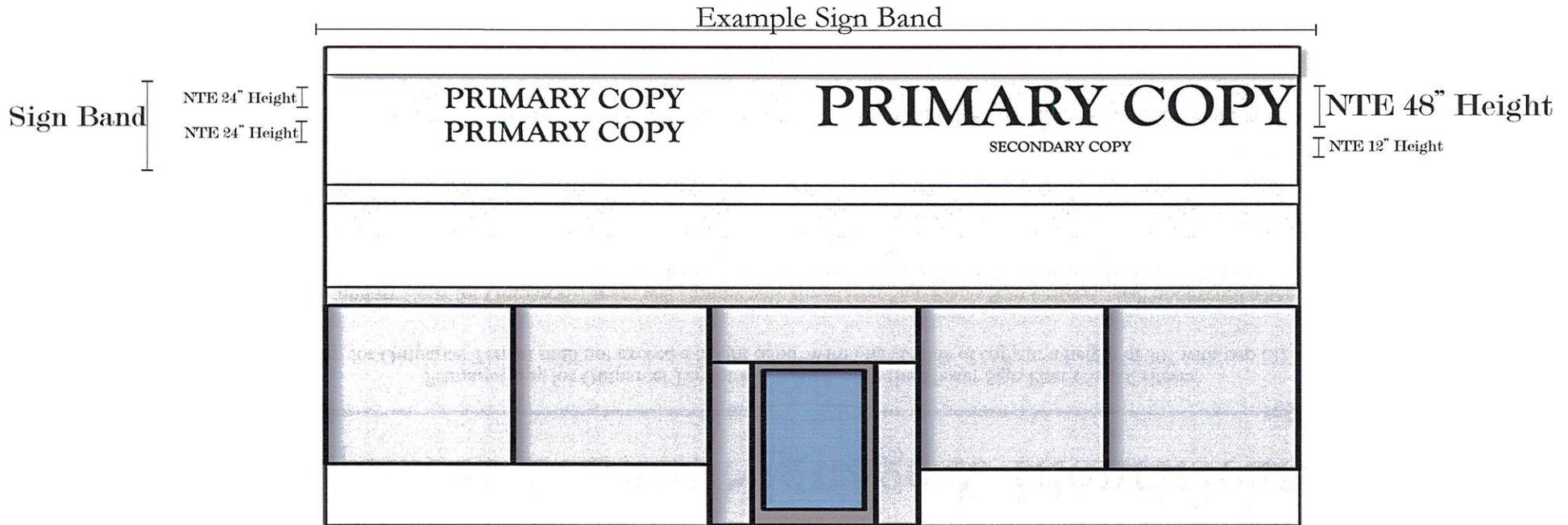
Primary Copy for Anchor Tenant shall not exceed a height of 48" with one (1) line of copy or a height of 24" with two (2) lines of copy.

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.

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

If architectural sign band is present, Anchor Tenant signage and lettering shall fit within the subject sign band.

Anchor Tenants have the right to place signage on the rear and/or sides of the store face so long as the total Allocated Signage SF (as noted in the table found on page 5) is not exceeded.



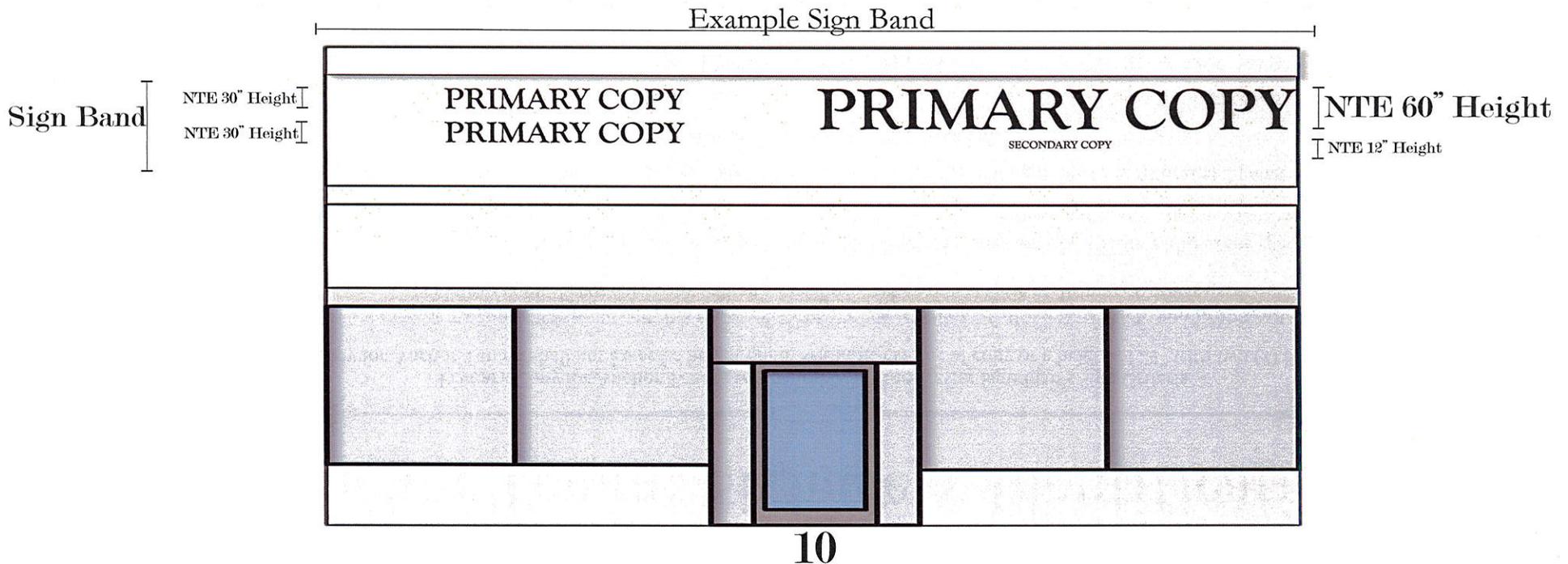
Outparcel Tenant Signage & Identification

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.

If architectural sign band is present, Outparcel Tenant signage and lettering shall fit within the subject sign band. Outparcel Tenant have the right to place signage on the rear and/or sides of the store face so long as the total Allocated Signage SF (as noted in the table found on page 5) is not exceeded.

Outparcel 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



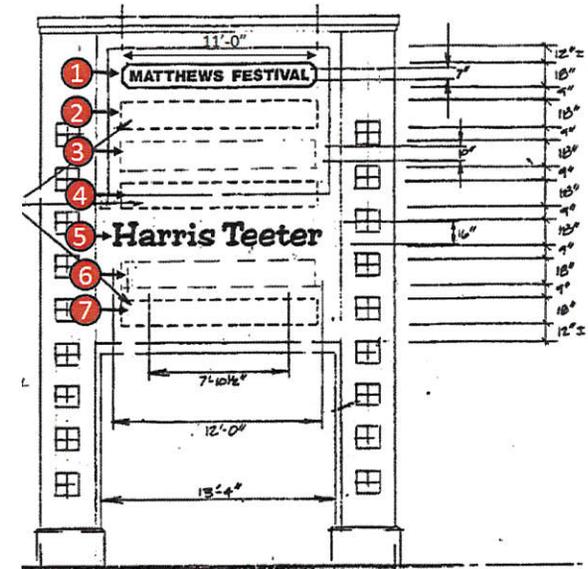
Sign Panel Area	Width (ft)	Height (ft)	SQ FT
1	12	1.5	18
2	12	1.5	18
3	12	1.5	18
4	11	1.5	16.5
5	11	1.5	16.5
6	11	1.5	16.5
7	11	1.5	16.5
TOTAL SQ. FT.			120

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 signage 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

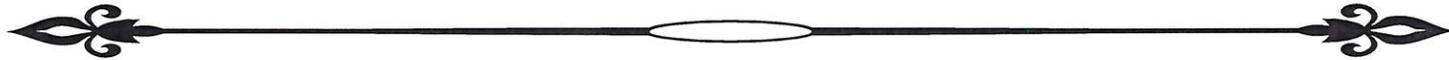
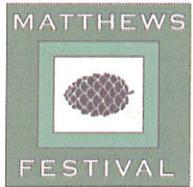
Certain types of signs may be suitable in most areas of the Town jurisdiction, when meeting the provisions of §§155.608.4 and 155.608.5, applicable provisions of adopted building codes and Matthews Town ordinances separate from this Title, and the following criteria. These signs will generally not be 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



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