

MASTER SIGN PLAN

APPROVED

TOWN OF MATTHEWS

Date 11/13/00 *Jill Plimmon*  
Town Clerk



**MATTHEWS MARKET**

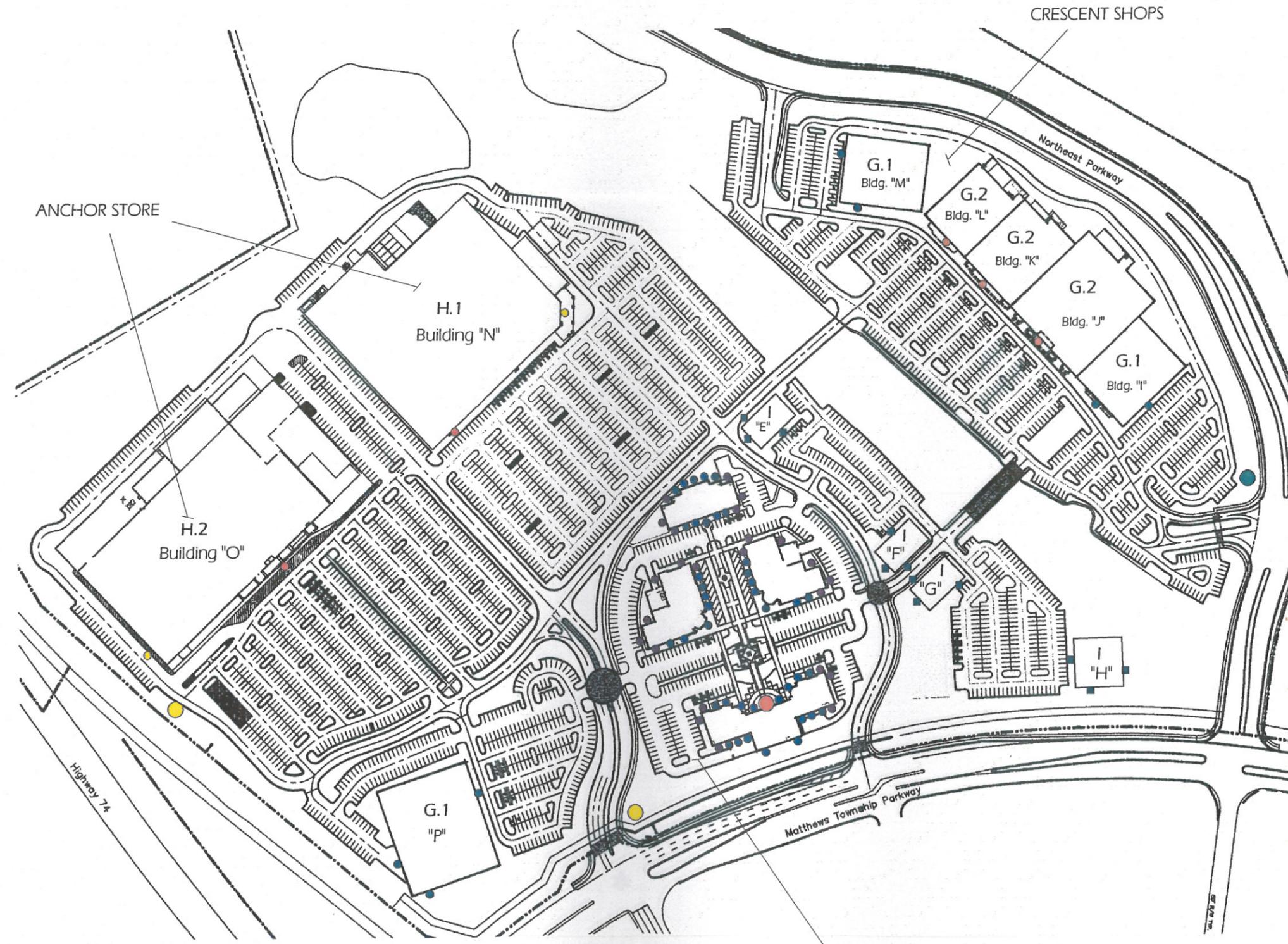
**MATTHEWS MARKET**

TrammellCrowCompany



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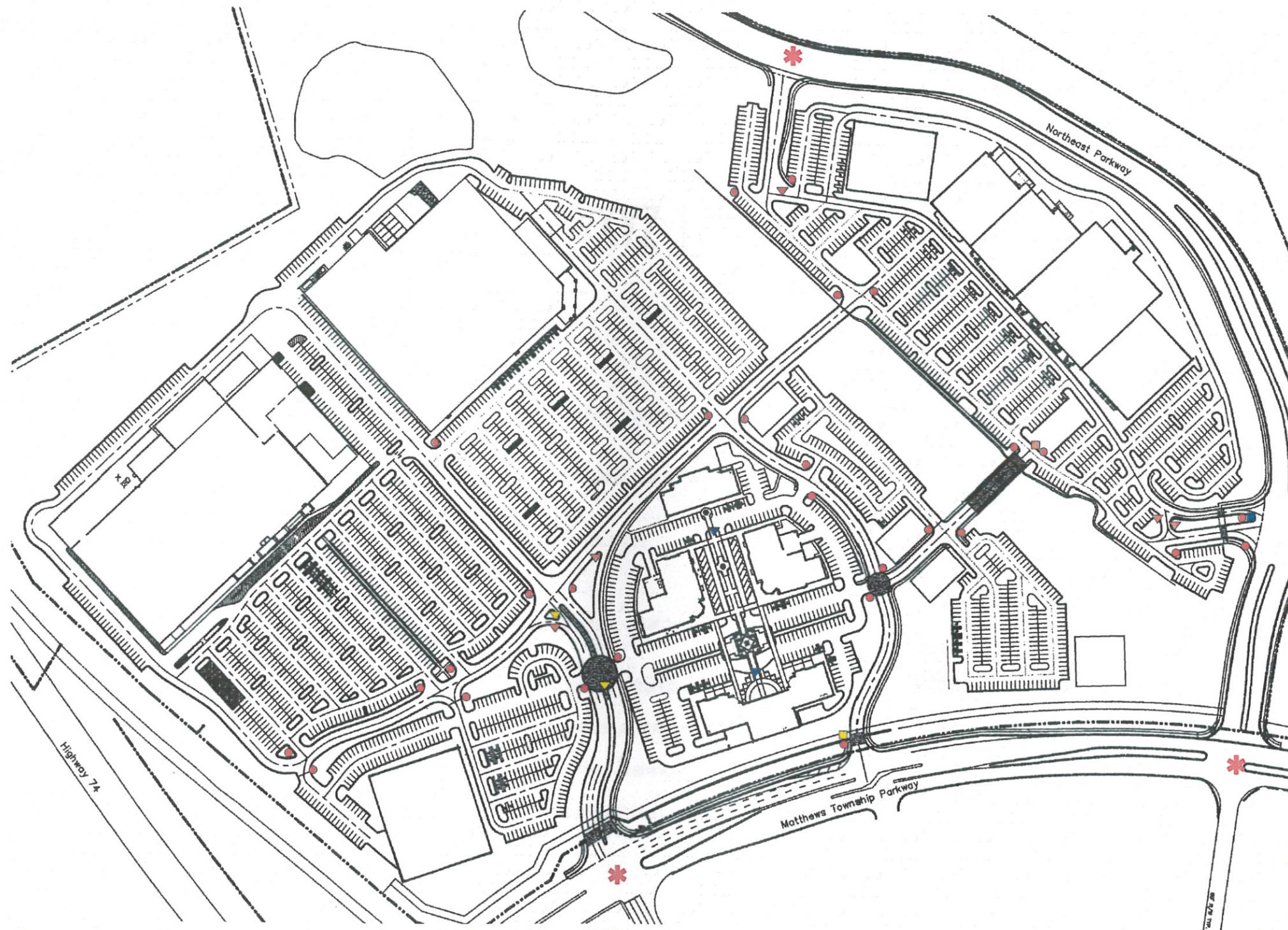


**SITE PLAN-  
DEVELOPMENT AND  
TENANT IDENTIFICATION**

LEGEND	
<b>VILLAGE SHOPS</b> (SIGN TYPE C)	
●	SIGN TYPE C.1
●	SIGN TYPE C.2.a
●	SIGN TYPE C.2.b
<b>CRESCENT SHOPS</b> (SIGN TYPE G)	
●	SIGN TYPE G.1
●	SIGN TYPE G.2
<b>ANCHOR STORES</b> (SIGN TYPE H)	
●	PRIMARY IDENTIFICATION
●	SECONDARY IDENTIFICATION
■	<b>FREESTANDING RETAIL</b> (SIGN TYPE I)
●	<b>PRIMARY IDENTITY MONUMENT</b> (SIGN TYPE A)
●	<b>SECONDARY IDENTITY MONUMENT</b> (SIGN TYPE B)
●	<b>DEVELOPMENT IDENTIFICATION</b> (SIGN TYPE D)

SITE PLAN-  
TRAFFIC REGULATORY

LEGEND	
●	STOP SIGN
▼	YIELD SIGN
▼	PEDESTRIAN DIRECTIONAL
▼	KEEP RIGHT SIGN
▼	RIGHT TURN ONLY
■	TRAFFIC DIRECTIONAL
■	DO NOT ENTER
■	NO LEFT TURN
*	STOP LIGHT





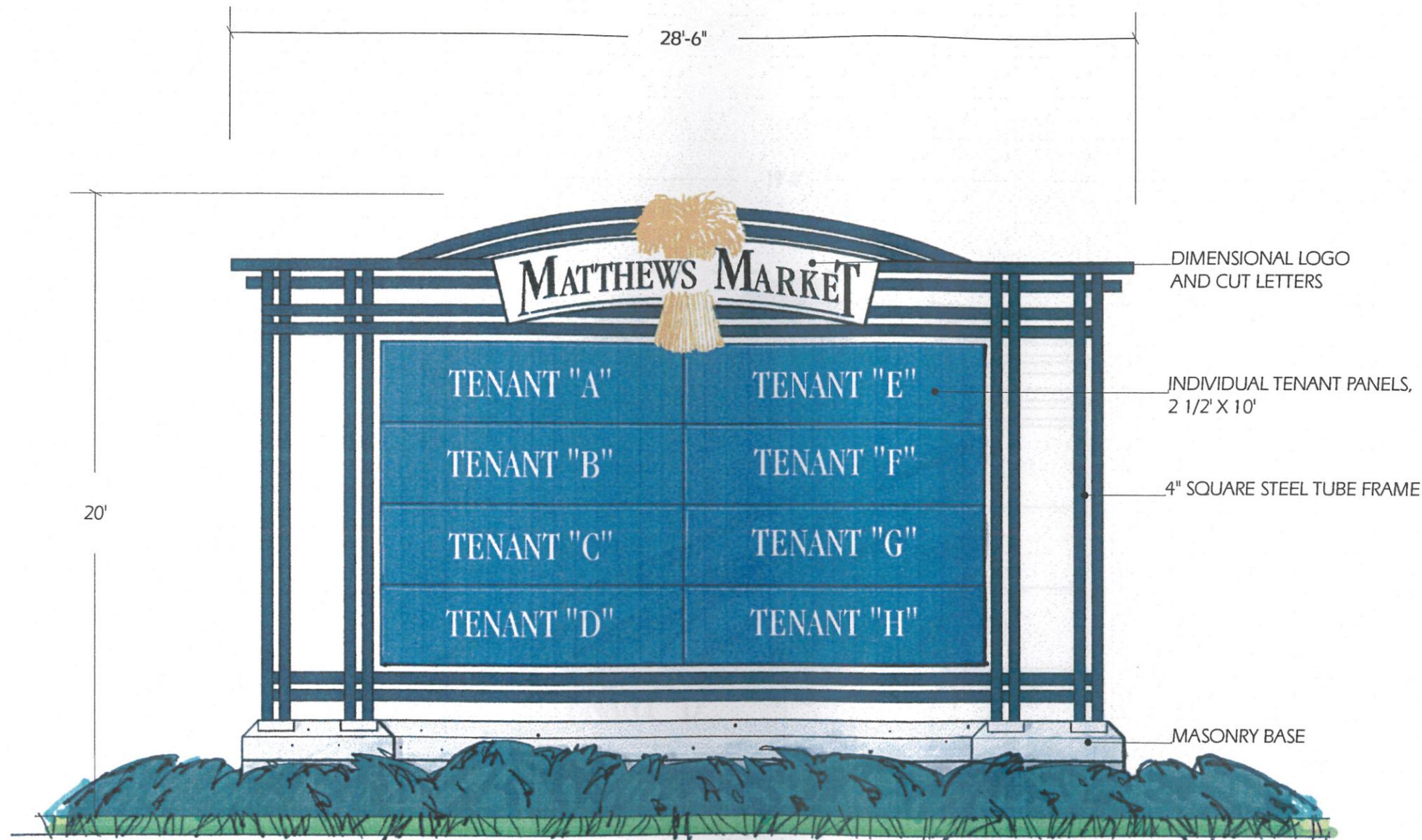
## General Sign Specifications:

Typography: For general signs other than individual tenant's logotypes the font to be used is Futura Medium Condensed.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz 1

### Color Specifications:

- Sign Type A - Frame - Matthews Paint, semi-gloss, match PMS 5467, Sign Face - Matthews Paint, semi-gloss, match PMS 491
- Sign Type B - Frame - Matthews Paint, semi-gloss, match PMS 5467, Sign Face - Matthews Paint, semi-gloss, match PMS 491
- Sign Type C - Channel letters, aluminum returns, painted dark bronze, acrylic faces
- Sign Type D - Match logo colors
- Sign Type E - Frame - Matthews Paint, semi-gloss, match PMS 5467, Sign Face - Matthews Paint, semi-gloss, match PMS 491
- Sign Type F - Frame - Matthews Paint, semi-gloss, match PMS 5467, Sign Face - Standard D.O.T. Sign faces
- Sign Type G - Channel letters, aluminum returns, acrylic faces or pin-mounted aluminum cut letters
- Sign Type H - Channel letters, aluminum returns, acrylic faces or pin-mounted aluminum cut letters
- Sign Type I - Channel letters, aluminum returns, acrylic faces or pin-mounted aluminum cut letters
- Sign Type J - N/A



FRONT ELEVATION

**PRIMARY IDENTITY MONUMENT (2-SIDED) LOCATIONS:** 1. Independence Blvd. 2. Highway 51

**A. PRIMARY IDENTITY MONUMENT**

**Description**

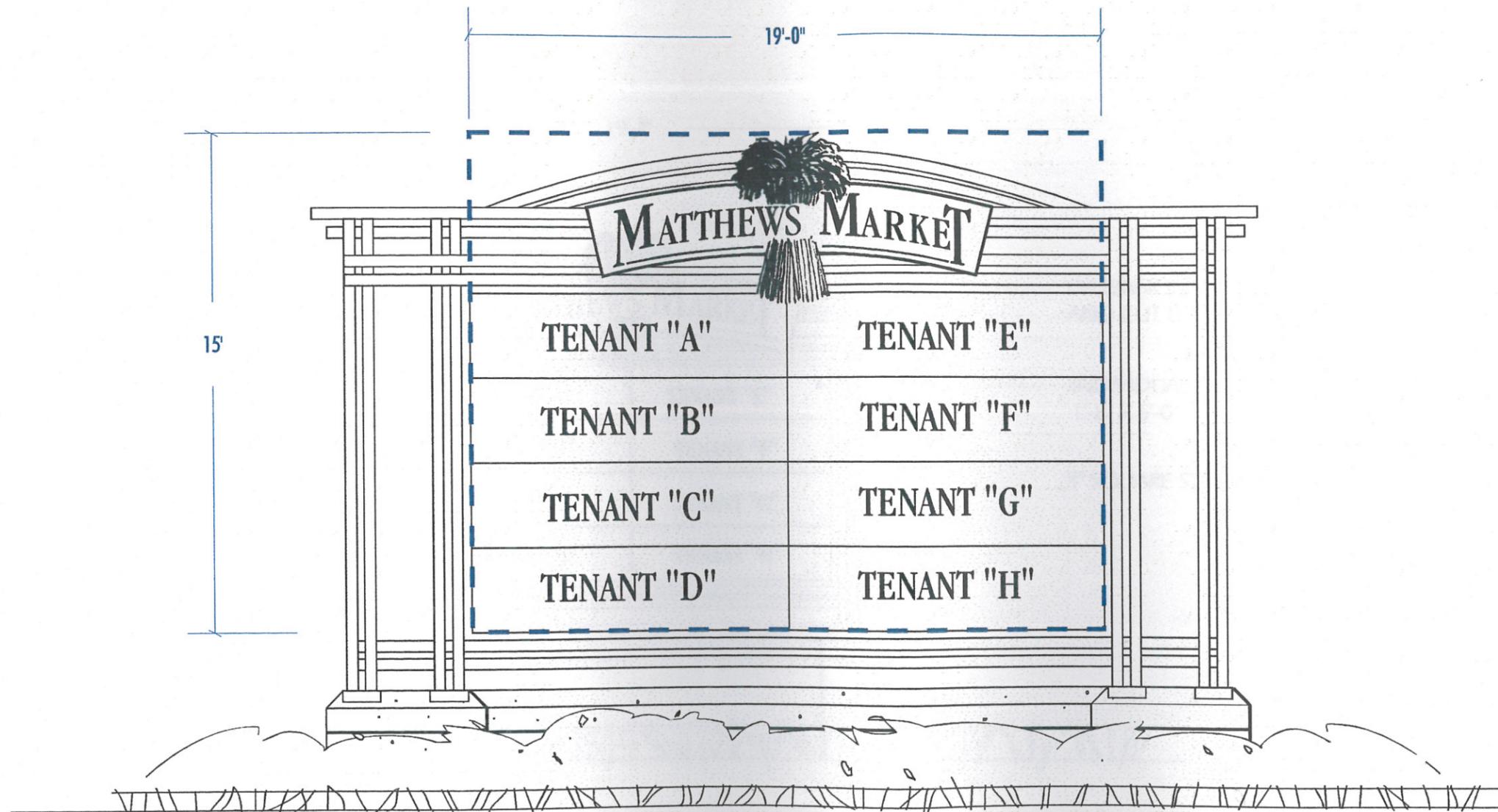
For the purpose of identifying Matthews Market development and primary tenants. The sign structures (2) will be located at the main entrance located on Highway 51 and on Highway 74/Independence Blvd.

The sign is two sided, with a dimensional logo (reverse bas-relief), welded square steel tube framing and masonry base.

- Size Permitted:** 240 Sq. Ft./sign
- Size Proposed:** 285 Sq. Ft./sign
- Bonus Requested:** 45 Sq. Ft./sign



A. PRIMARY IDENTITY  
MONUMENT - SIGN AREA



PRIMARY IDENTITY MONUMENT

Sign Face Total Square Footage = 285 S.F.

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**B. SECONDARY IDENTITY MONUMENT**

**Description**

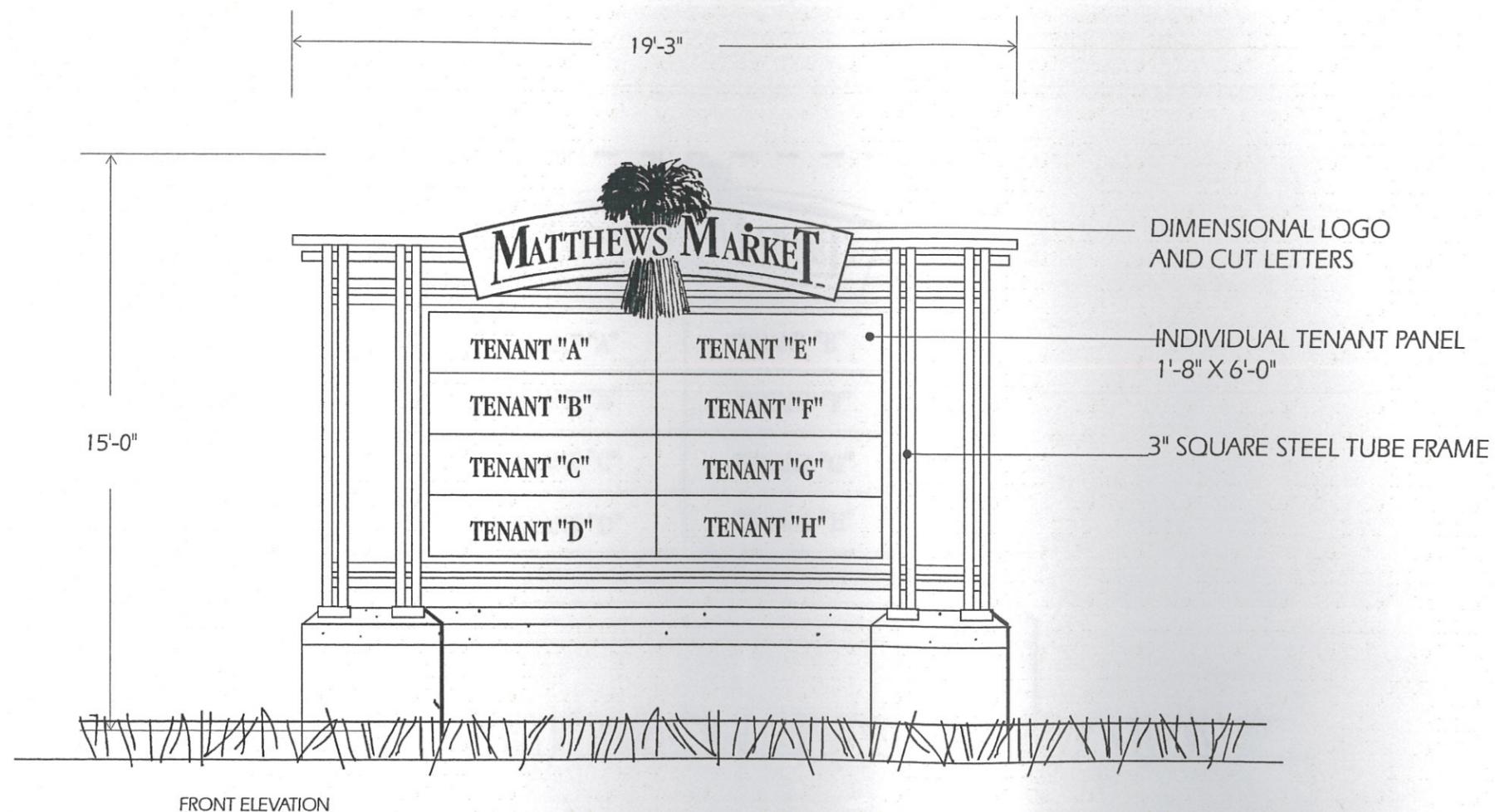
For the purpose of identifying Matthews Market development and primary tenants. The sign structure (1) will be located at the secondary entrance located on Northeast Parkway.

The sign is two sided, with a dimensional logo (reverse bas-relief), welded square steel tube framing and masonry base.

**Size Permitted:** 240 Sq. Ft.

**Size Proposed:** 129 Sq. Ft./sign

**Bonus Requested:** None

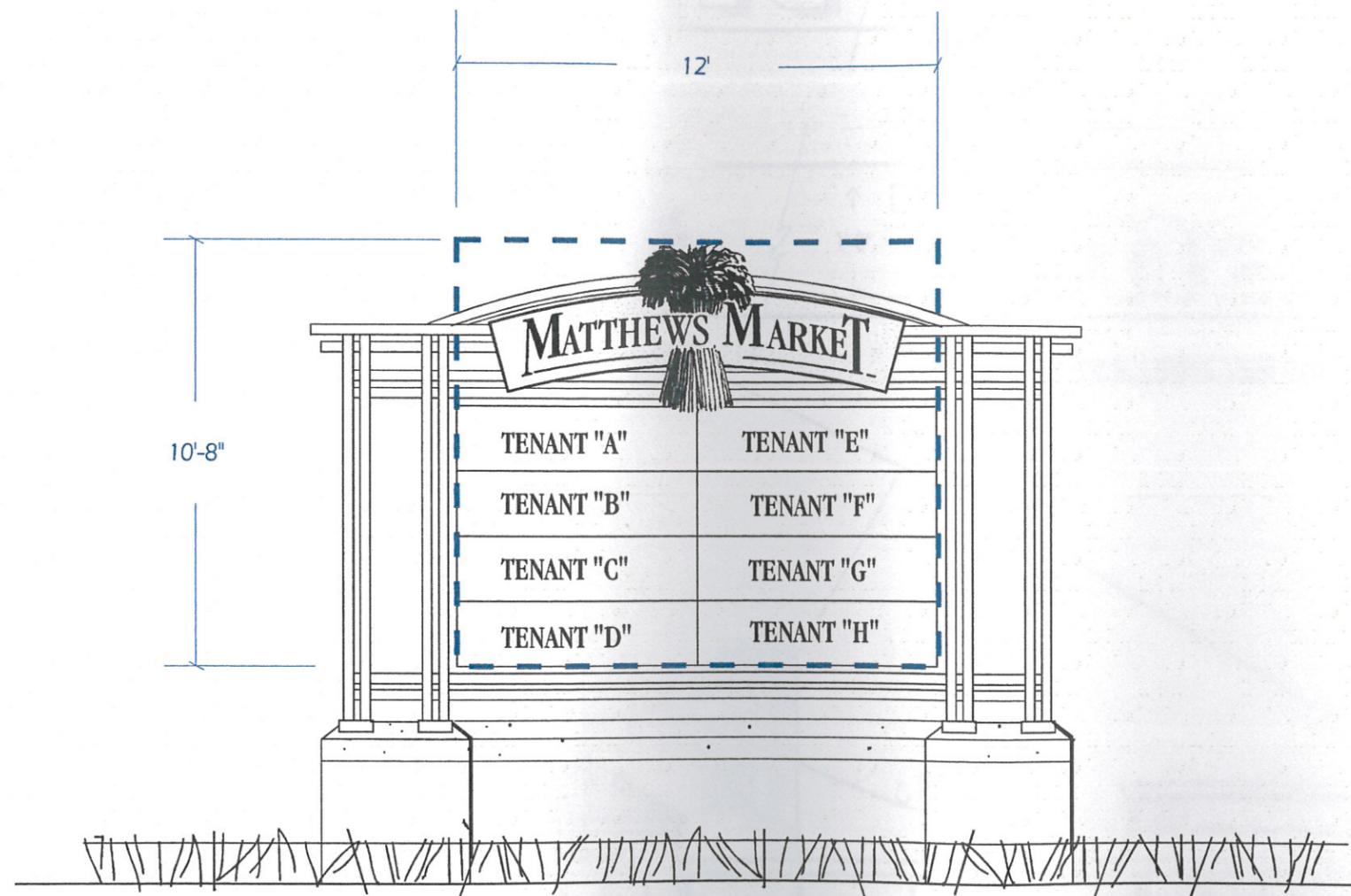


**SECONDARY IDENTITY MONUMENT (2-SIDED)**

LOCATIONS: 1. Northeast Parkway



B. SECONDARY IDENTITY  
MONUMENT - SIGN AREA



FRONT ELEVATION

**SECONDARY IDENTITY MONUMENT (2-SIDED)**

Sign Face Total Square Footage = 129 S.F.

### C. VILLAGE CENTER TENANT IDENTIFICATION

#### Description

For the purpose of identifying individual tenants within the development, Tenant signs will be composed of aluminum channel letters, with plexiglas faces, internally illuminated.

A "sign band" is created by the building's architectural features as indicated on the drawings. The sign bands occur on different levels depending on the tenant's location. The lowest sign band has a maximum height of 20" for tenant signs and a maximum of 40 square feet for each sign face. Signs located above the lowest awnings are not to extend beyond the width of the awnings.

On upper level sign bands there is a maximum height of 24" for tenant signs and a maximum of 50 square feet for each sign face. For any signs located on the sides or rear of a building, the same restrictions apply.

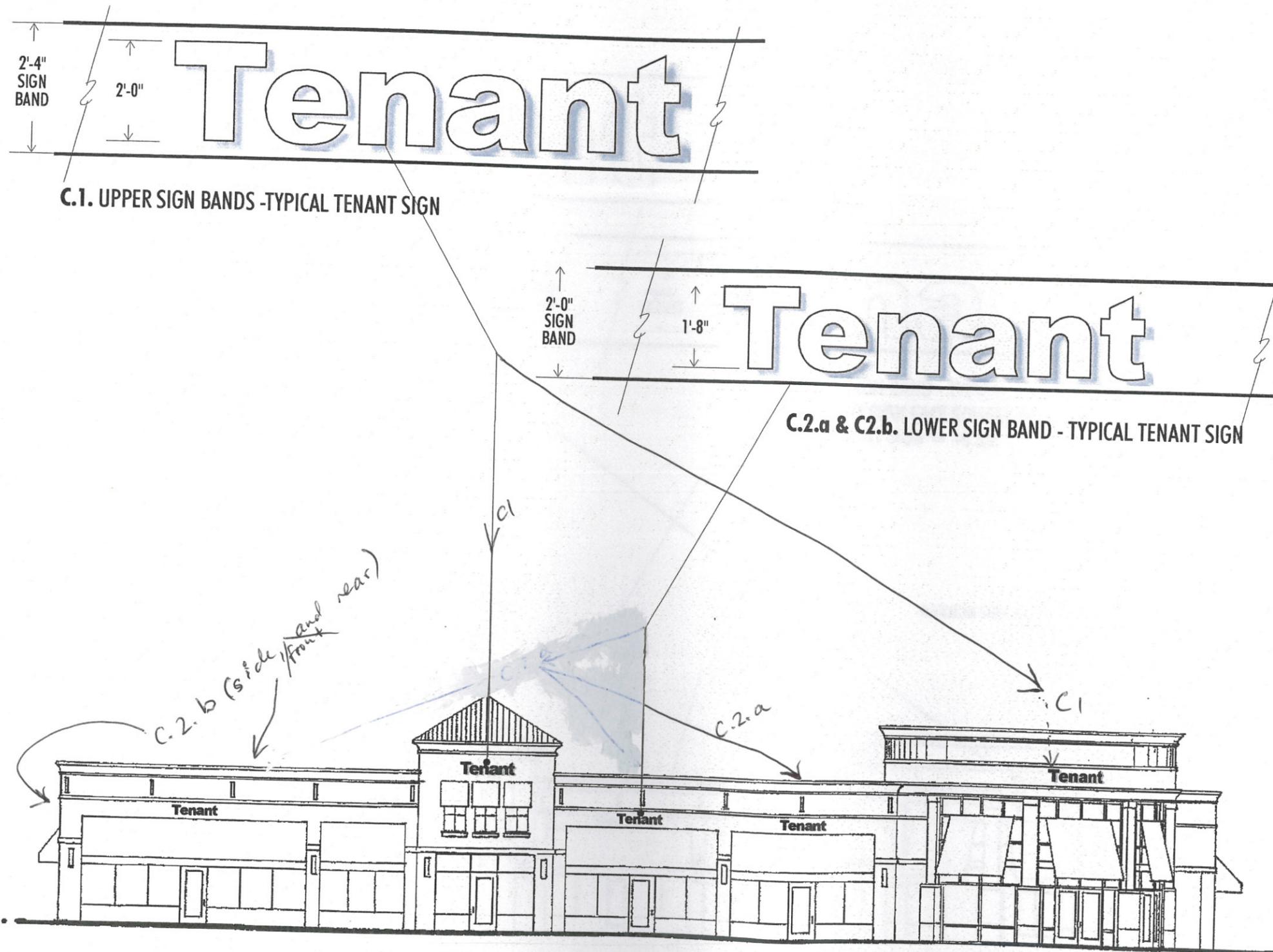
#### Sign Type C.1.

**Size Permitted:** 150 Sq. Ft./sign  
**Size Proposed:** 100 Sq. Ft./sign  
**Bonus Requested:** None

#### Sign Type C.2.a

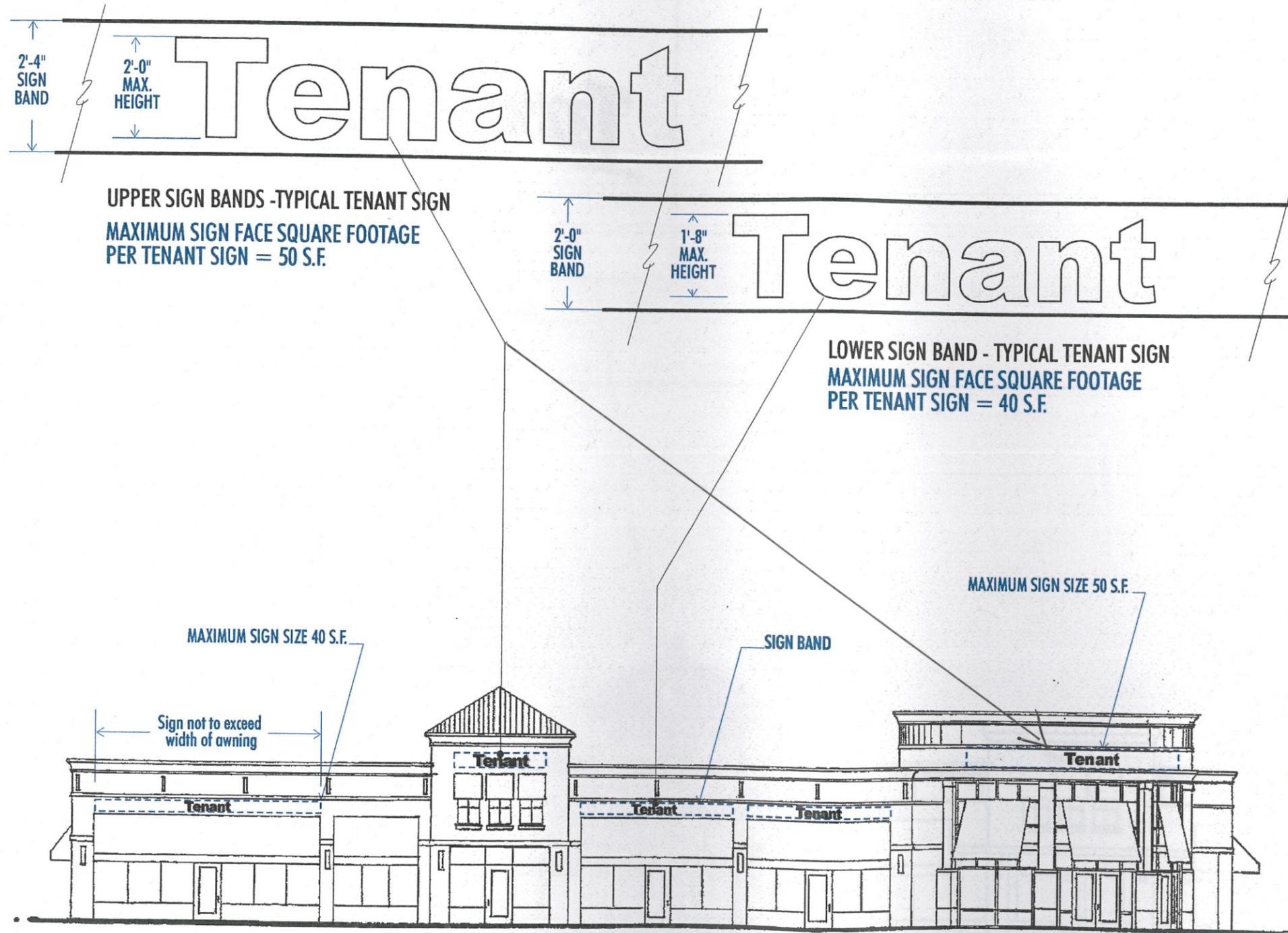
**Size Permitted:** 150 Sq. Ft./sign  
**Size Proposed:** 120 Sq. Ft./sign  
**Bonus Requested:** None

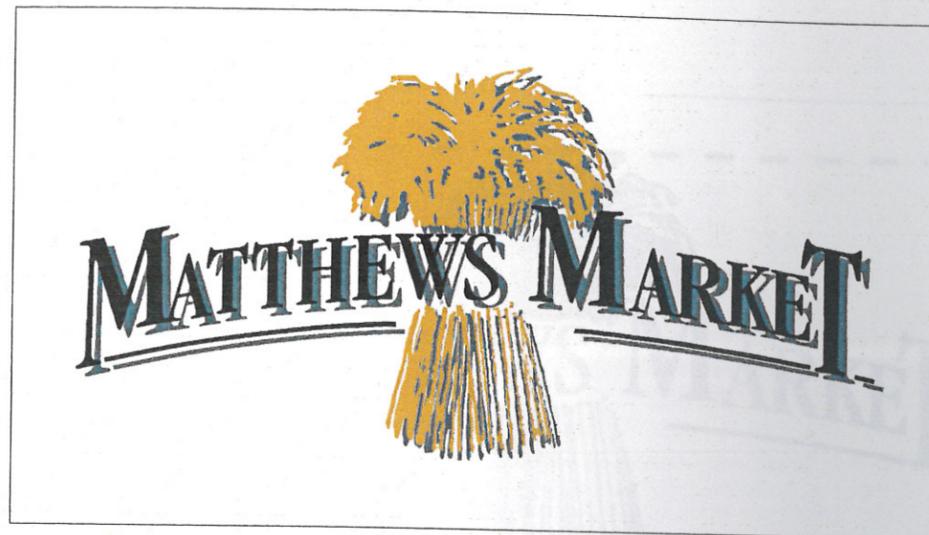
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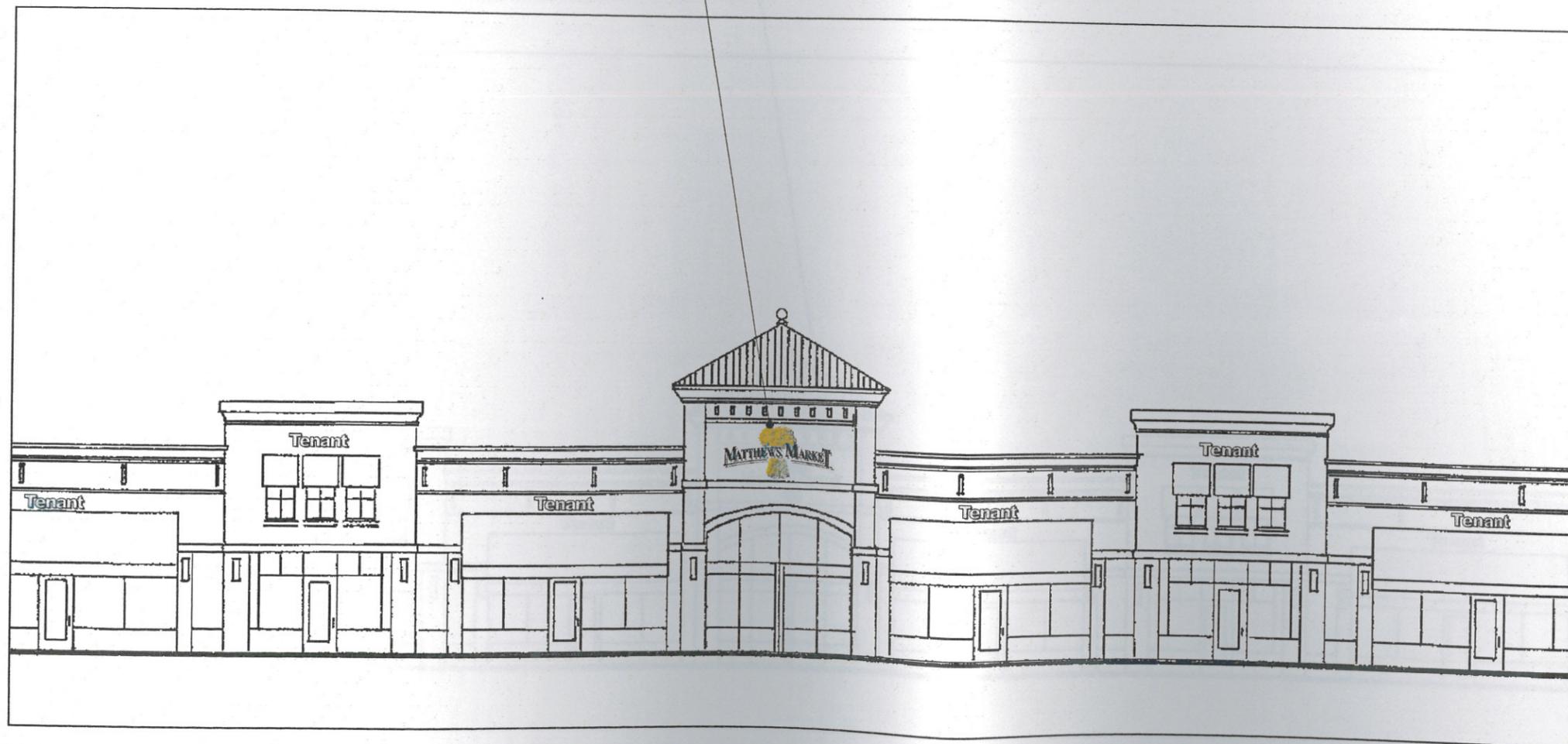
C. VILLAGE CENTER  
TENANT IDENTIFICATION  
- SIGN AREA

**Sign Type C.2.b.**  
**Size Permitted:** 150 Sq. Ft./sign  
**Size Proposed:** 80 Sq. Ft./sign  
**Bonus Requested:** None





SPECIAL DEVELOPMENT IDENTITY - ATTACHED BUILDING



**D. DEVELOPMENT IDENTIFICATION**

**Description**

For the purpose of reinforcing the developments identity within the multiple retail space.

The sign will be fabricated from cut sheet aluminum and will be externally illuminated.

**Size Permitted:** 150 Sq. Ft.

**Size Proposed:** 70 Sq. Ft./sign

**Bonus Requested:** None

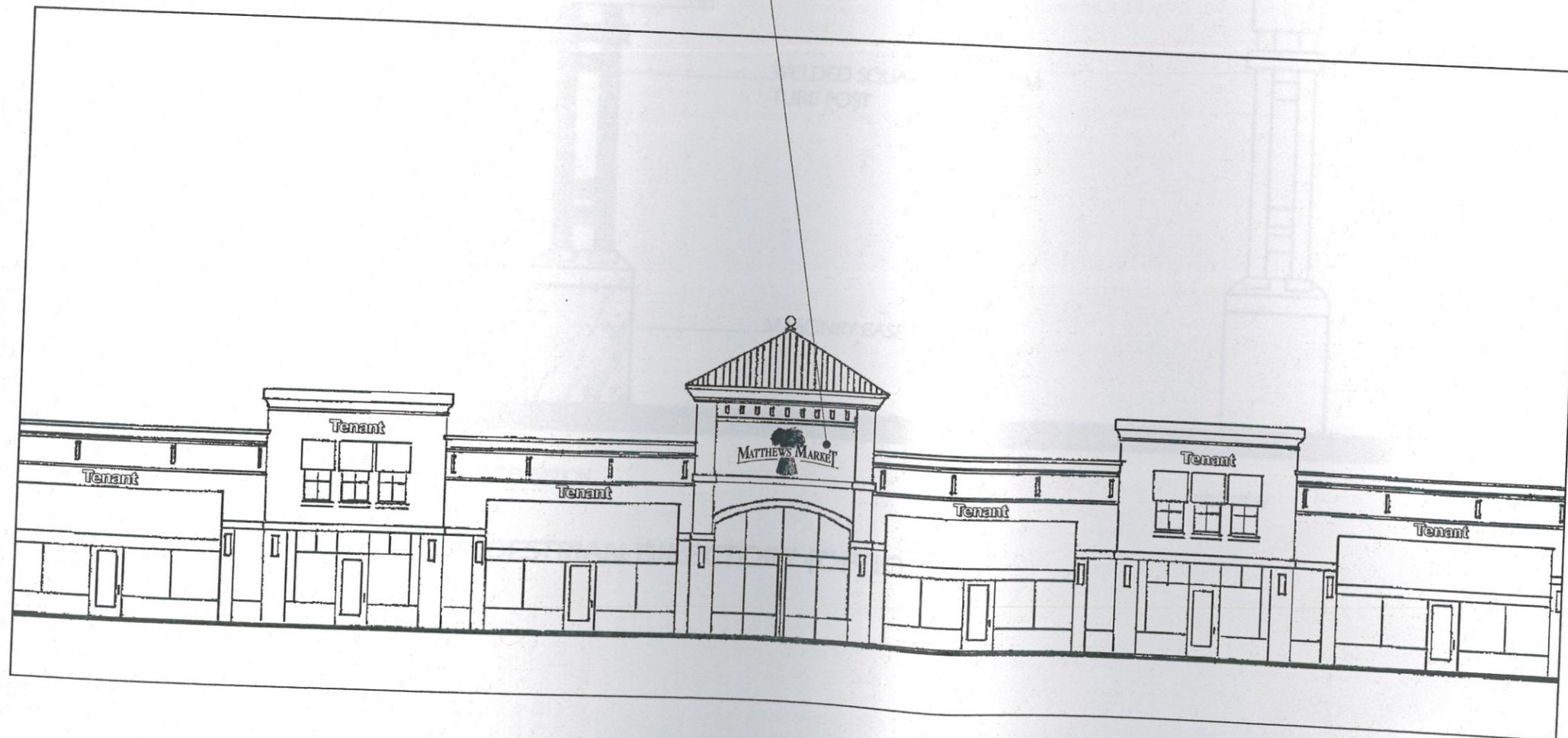


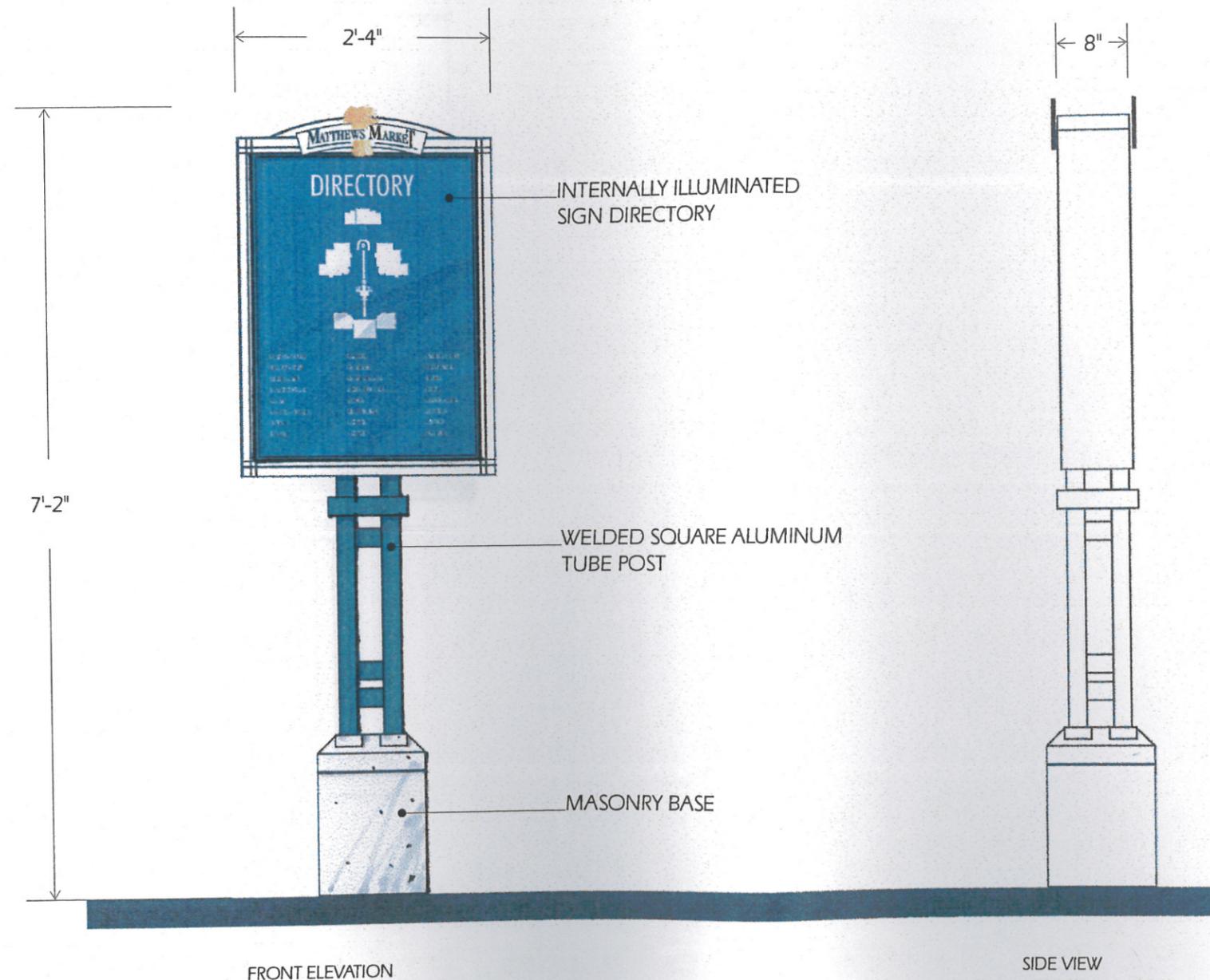
D. DEVELOPMENT  
IDENTIFICATION  
- SIGN AREA



SPECIAL DEVELOPMENT IDENTITY - ATTACHED BUILDING

Sign Face Total Square Footage = 70 S.F.





**PEDESTRIAN DIRECTORY (OPTIONAL)**

NET SQUARE FOOTAGE = 6.25 SF

**E. PEDESTRIAN DIRECTORY (OPTIONAL)**

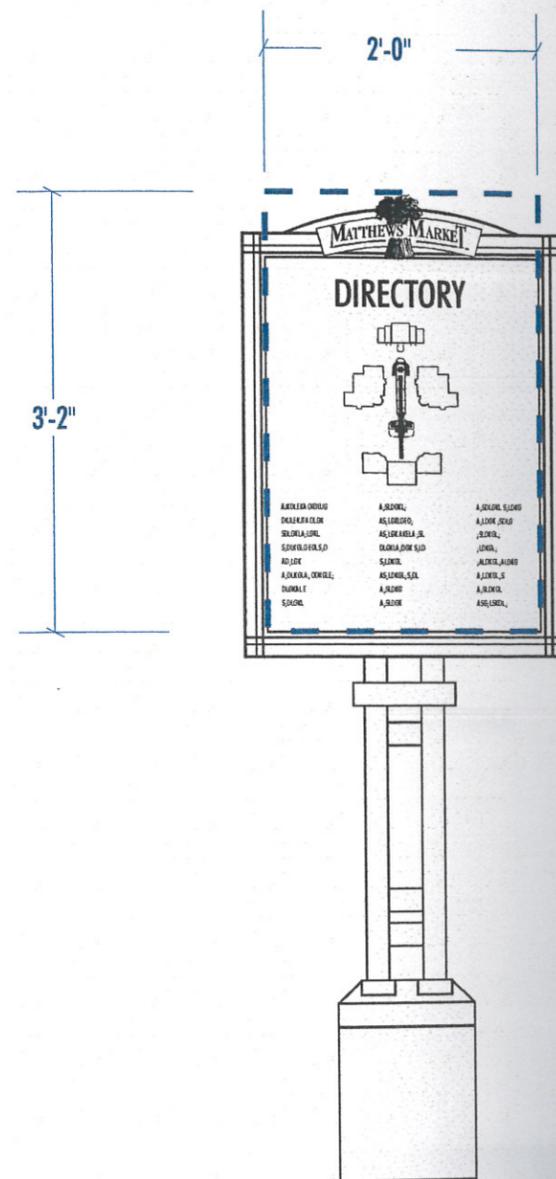
**Description**

For the purpose of directing and informing pedestrians to shops and other amenities within the development. The sign has a map of the site and a bottom panel with interchangeable graphics for individual tenants.

The sign is aluminum with an internally illuminated directory panel. The sign posts are square aluminum tubing mounted to a masonry base.

- Size Permitted:** 12 Sq. Ft./sign
- Size Proposed:** 6.25 Sq. Ft./sign
- Bonus Requested:** None

E. PEDESTRIAN DIRECTORY



FRONT ELEVATION

**PEDESTRIAN DIRECTORY**

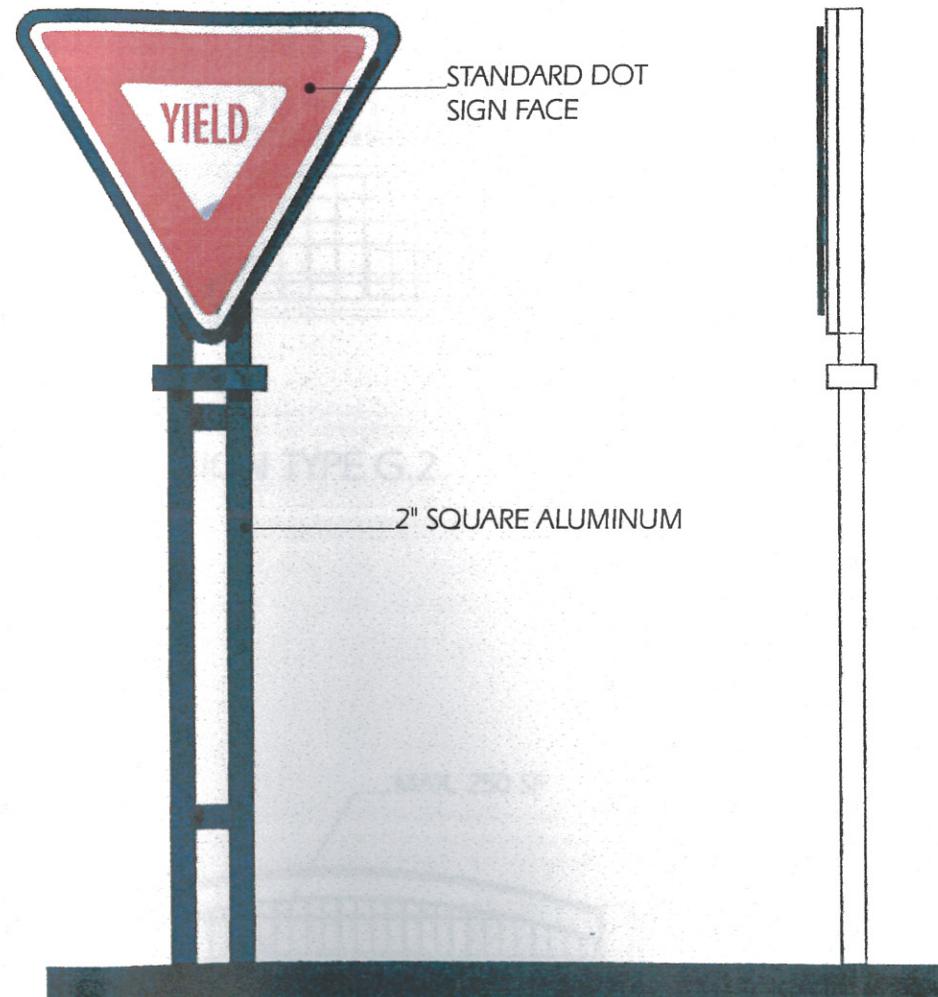
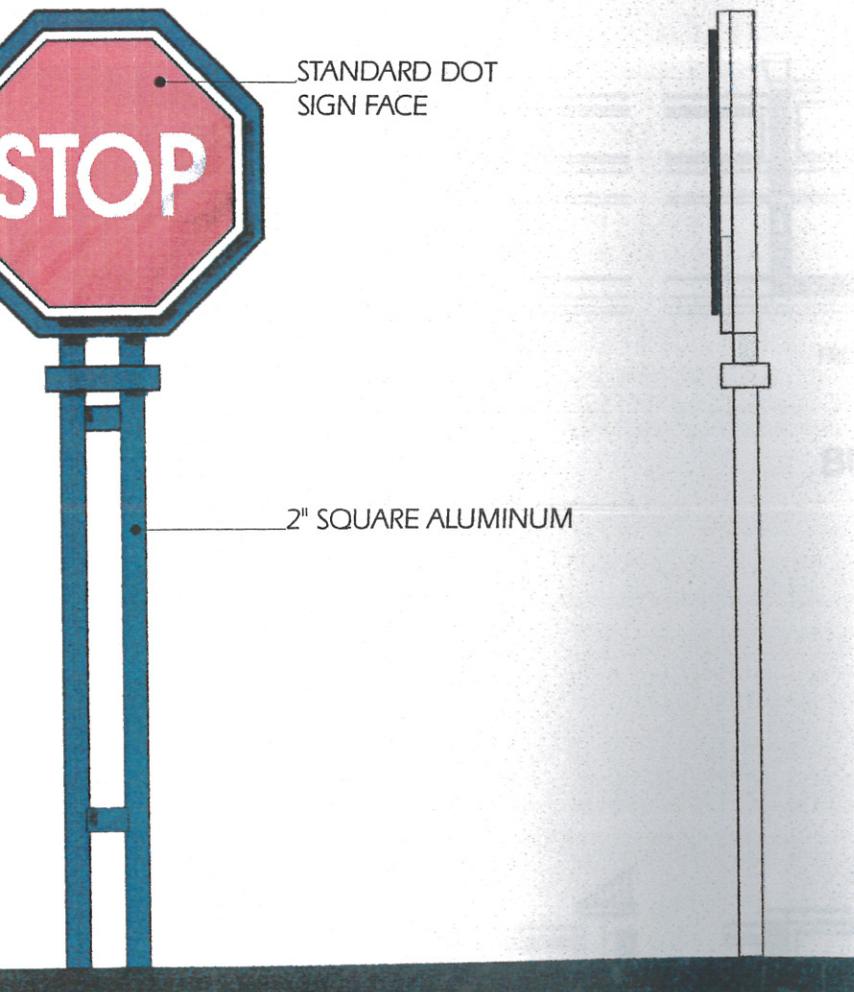
SIGN FACE SQUARE FOOTAGE = 6 1/3 S.F.

F. TRAFFIC REGULATORY

**Description**

For the purpose of traffic control within the development. The signs consist of custom posts and backer panels with standard DOT sign faces. Locations of the signs will be consistent with NCDOT standards.

The sign posts will be welded square aluminum tubing with an aluminum backer panel.





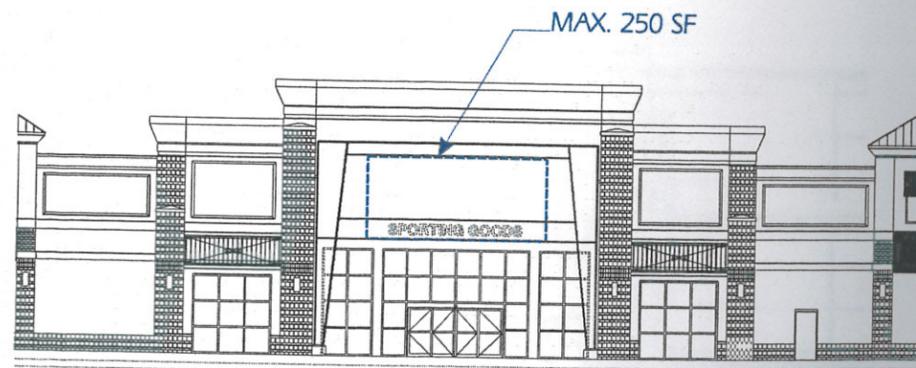
FRONT ELEVATION

**BUILDING "L" - SIGN TYPE G.2**



FRONT ELEVATION

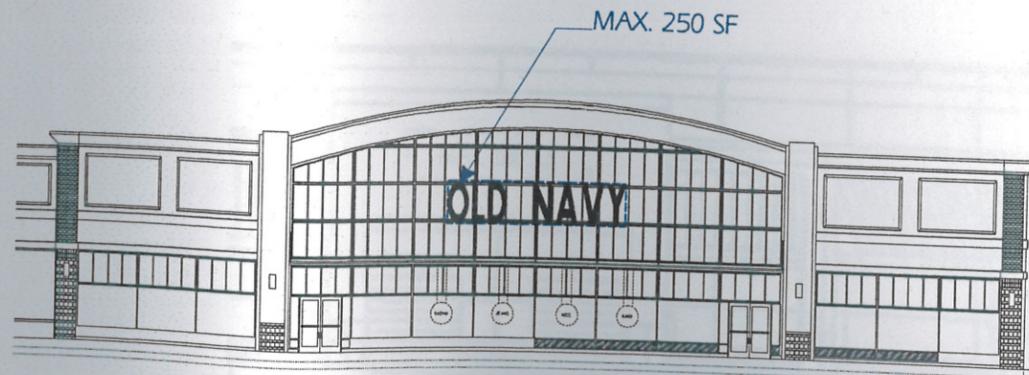
**BUILDING "K" - SIGN TYPE G.2**



FRONT ELEVATION

**BUILDING "J" - SIGN TYPE G.2**

SCALE: NTS



FRONT ELEVATION

**BUILDING "I" - SIGN TYPE G.1**

**G. CRESCENT SHOPS  
TENANT IDENTIFICATION**

**Description**

For the purpose of identifying primary tenants whose stores range in size from 18,000 sf to 50,000 sf. Tenant signs will be composed of aluminum channel letters, with plexiglas faces, internally illuminated.

Each tenant's primary sign will be located within the area determined by the building's facade. The maximum sign face for the primary identification signs is 250 square feet. Note that the elevations shown are schematic in nature, but the general location of the signs shown will not change.

**Sign Type G.1.**

**Size Permitted:** 150 Sq. Ft./sign

**Size Proposed:** 400 Sq. Ft./sign  
(Primary Identification - 250 Sq. Ft.  
Secondary Identification - 150 Sq. FT.)

**Bonus Requested:** 250 Sq. Ft./sign

**Sign Type G.2.**

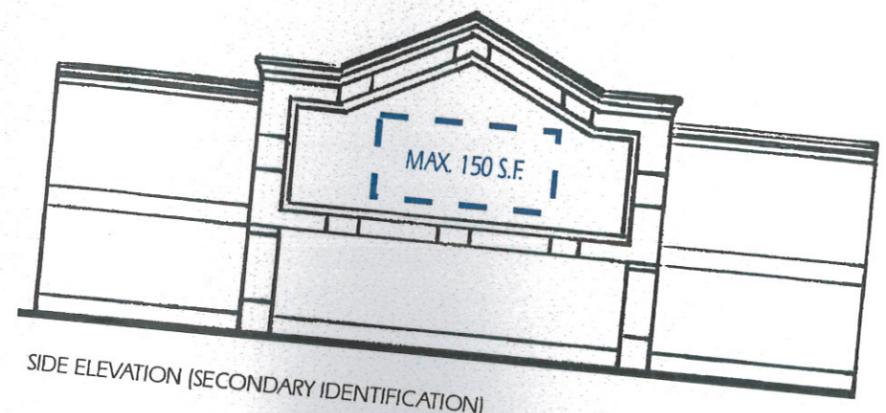
**Size Permitted:** 150 Sq. Ft./sign

**Size Proposed:** 250 Sq. Ft./sign  
(Primary Identification only)

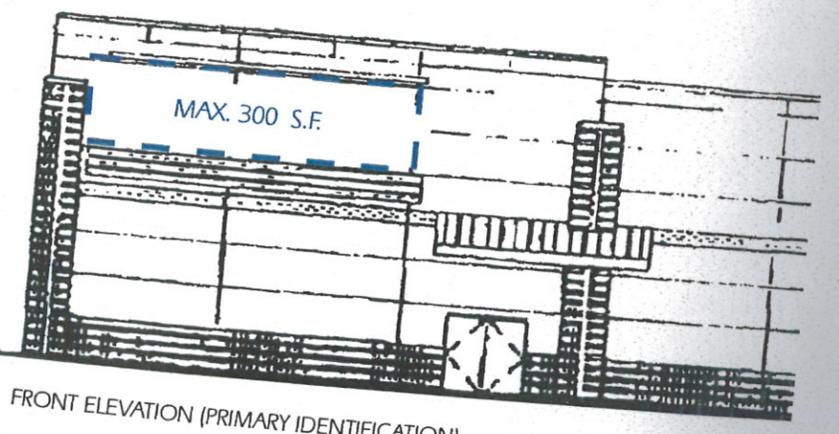
**Bonus Requested:** 100 Sq. Ft./sign



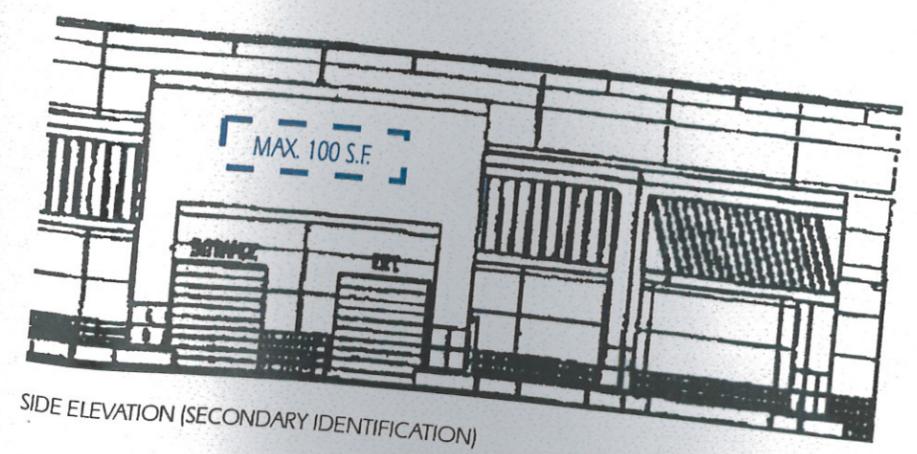
FRONT ELEVATION (PRIMARY IDENTIFICATION)  
**ANCHOR TENANTS - SIGN TYPE H.1**



SIDE ELEVATION (SECONDARY IDENTIFICATION)



FRONT ELEVATION (PRIMARY IDENTIFICATION)  
**ANCHOR TENANTS - SIGN TYPE H.2**



SIDE ELEVATION (SECONDARY IDENTIFICATION)

**H. ANCHOR TENANTS  
 TENANT IDENTIFICATION**

**Description**

For the purpose of identifying anchor tenants within the development. Tenant signs will be composed of aluminum channel letters, with plexiglas faces, internally illuminated or pin-mounter letters externally illuminated..

Each tenant's primary sign will be located within the area determined by the building's facade.

**Sign Type H.1.**

- Size Permitted:** 375 Sq. Ft. total
- Size Proposed:** 400 Sq. Ft. total
- Bonus Requested:** 25 Sq. Ft. total

**Sign Type H.2.**

- Size Permitted:** 225 Sq. Ft. total
- Size Proposed:** 400 Sq. Ft. total
- Bonus Requested:** 175 Sq. Ft. total



## I. FREE-STANDING RETAIL (Buildings)

### Description

For the purpose of identifying the freestanding retailers. Tenant signs will be composed of aluminum channel letters, with plexiglass faces, internally illuminated.

The maximum sign face and total square footage is 250 square feet. The square footage can be allocated on maximum of three building elevations with only one sign per building elevation.

**Size Permitted:** 150 Sq. Ft. Total

**Size Proposed:** 250 Sq. Ft. Total

**Bonus Requested:** 100 Sq. Ft. Total

## J. WINDOW SIGNS

### Description