MASTER SIGN PLAN

APPROVED
TOWN OF MATTHEWS

Date: [Signature]

[Signature]

Trammell Crow Company
## Table of Contents

<table>
<thead>
<tr>
<th>Paragraph</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>SITE PLAN-DEVELOPMENT AND TENANT IDENTIFICATION</td>
<td>2</td>
</tr>
<tr>
<td>SITE PLAN-TRAFFIC REGULATORY</td>
<td>3</td>
</tr>
<tr>
<td>GENERAL SIGN SPECIFICATIONS:</td>
<td>4</td>
</tr>
<tr>
<td>A. PRIMARY IDENTITY MONUMENT</td>
<td>5, 6</td>
</tr>
<tr>
<td>B. SECONDARY IDENTITY MONUMENT</td>
<td>7, 8</td>
</tr>
<tr>
<td>C. VILLAGE CENTER TENANT IDENTIFICATION</td>
<td>9, 10</td>
</tr>
<tr>
<td>D. DEVELOPMENT IDENTIFICATION</td>
<td>11, 12</td>
</tr>
<tr>
<td>E. PEDESTRIAN DIRECTORY (OPTIONAL)</td>
<td>13, 14</td>
</tr>
<tr>
<td>F. TRAFFIC REGULATORY</td>
<td>15</td>
</tr>
<tr>
<td>G. CRESCENT SHOPS TENANT IDENTIFICATION</td>
<td>16</td>
</tr>
<tr>
<td>H. ANCHOR TENANTS TENANT IDENTIFICATION</td>
<td>17</td>
</tr>
<tr>
<td>I. FREE-STANDING RETAIL</td>
<td>18</td>
</tr>
<tr>
<td>J. WINDOW SIGNS</td>
<td>18</td>
</tr>
</tbody>
</table>

TrammellCrowCompany
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
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

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

TrammellCrowCompany
A. PRIMARY IDENTITY MONUMENT - SIGN AREA

PRIMARY IDENTITY MONUMENT

Sign Face Total Square Footage = 285 S.F.

TrammellCrowCompany
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

Trammell Crow Company
SECONDARY IDENTITY MONUMENT (2-SIDED)

TENANT "A"  TENANT "E"
TENANT "B"  TENANT "F"
TENANT "C"  TENANT "G"
TENANT "D"  TENANT "H"

Sign Face Total Square Footage = 129 S.F.

TrammellCrowCompany
C. VILLAGE CENTER
TELENT IDENTIFICATION

Description
For the purpose of identifying individual tenants within the development, Tenant signs will be composed of aluminum channel letters, with plexiglass 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: None
Bonus Requested: None

Sign Type C.2.a
Size Permitted: 150 Sq. Ft./Sign
Size Proposed: 120 Sq. Ft./Sign
Bonus Requested: None

(Continued on next page)
C. VILLAGE CENTER
TELEANT IDENTIFICATION
- SIGN AREA

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

TrammellCrowCompany
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
SPECIAL DEVELOPMENT IDENTITY - ATTACHED BUILDING

Sign Face Total Square Footage = 70 S.F.
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

TrammellCrowCompany
E. PEDESTRIAN DIRECTORY

DIRECTORY

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

TrammellCrowCompany
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.
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 sign 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

TrammellCrowCompany
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 plexiglass faces, internally illuminated or primed 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

ANCHOR TENANTS - SIGN TYPE H.1
ANCHOR TENANTS - SIGN TYPE H.2
1. 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