Agenda Item: Revised Master Sign Plan – Windsor Run Retirement Center

DATE: November 1, 2017
FROM: Mary Jo Gollnitz, Planner

Background/Issue:

EMH&T is requesting a revision to Windsor Run Retirement Center Master Sign Plan approved May 8, 2017. At the time of the approval, Erickson/Windsor Run was in the beginning stages of rebranding all their facilities. The rebranding changes are significant and therefore a revised Master Sign Plan is requested.

The applicant is requesting the following changes:

• The shape, text, signage, and size of signs have changed. The applicant is requesting the following note be removed from the Master Sign Plan:

“Windsor Run, LLC is currently rebranding their signage across all campuses. During this process, the shape and sizes of the proposed signage and text shall not be modified. However, the font style and color scheme indicated on the following sign graphics are subject to change.”

• The entrance monument sign is now 32 sq ft in area, a reduction of 20 sq ft from original request.

• The entrance directional sign is reduced from 28 sq ft to 20 sq ft. However, the size is 8 sq ft greater than allowed in the UDO, and can be increased only through a Master Sign Plan.

• No bonus square footage is being requested.

• Total allotted signage for the property remains at 150 sq ft (includes wall, entrance, bulletin board and entrance directional sign), although they will only be using 100 sq ft.

• Signage will meet Matthews UDO requirements for permitting.

Proposal/Solution:

The request will allow reallocation of signage and removal of a note on the original Master Sign Plan.

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.

Recommended Motion/Action:

Staff recommends approval of the revised Master Sign Plan as requested.
October 26, 2017

Mary Jo Gollnitz
Planner II/Zoning Administrator
Planning and Development
Town of Matthews
232 Matthews Station Street
Matthews, NC 28105

Subject: Windsor Run Retirement Center – Phase 1A Master Sign Plan

Submitted: October 26, 2017
Current Zoning – Residential/Institutional (Conditional)

Windsor Run Retirement Center Master Sign Plan requests reallocation of total allowable signage for the community per Section 155.608.9 of Matthews UDO. Total square footage allowed is 150 sq ft and Windsor Run, LLC is requesting 100 sq ft. The Primary Directional sign located at the intersection of Liberty Street and Windsor Run Lane exceeds the allowable square footage by 8 SF, while the remainder of the proposed signs are under the allowable square footage, as listed in the UDO.

- Existing signage will fall under the R/I Guidelines
- Attached table indicates the signage allowed under the ordinance and the total proposed signage.

**SIGNAGE ALLOWED FOR R/I ZONING DISTRICT**

**Attached Signage Chart Allowed (Reference: UDO 155.608.11.D)**

<table>
<thead>
<tr>
<th>USE</th>
<th># Allowed</th>
<th>Allowed SQ FT</th>
<th>Existing # Signs</th>
<th>Proposed # Signs</th>
<th>SQ FT Proposed</th>
<th>SQ FT Existing</th>
</tr>
</thead>
<tbody>
<tr>
<td>CB1.0*</td>
<td>1</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Marketing Center</td>
<td>1</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>RB 1.1*</td>
<td>1</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>RB 1.2*</td>
<td>1</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*5 SF Freestanding Directional Signs (Incidental) are Proposed in-lieu of 20 SF Attached Identification Signage

**Freestanding Perimeter ID Signage Allowed (Reference: UDO 155.608.11.D)**

<table>
<thead>
<tr>
<th>USE</th>
<th># Allowed</th>
<th>Allowed SQ FT</th>
<th>Existing # Signs</th>
<th>Proposed # Signs</th>
<th>SQ FT Proposed</th>
<th>SQ FT Existing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Entrance (Sign 1)</td>
<td>1</td>
<td>40</td>
<td>0</td>
<td>1</td>
<td>32</td>
<td>0</td>
</tr>
</tbody>
</table>

**Bulletin Board Allowed (Reference: UDO 155.608.11.D)**

<table>
<thead>
<tr>
<th>USE</th>
<th># Allowed</th>
<th>Allowed SQ FT</th>
<th>Existing # Signs</th>
<th>Proposed # Signs</th>
<th>SQ FT Proposed</th>
<th>SQ FT Existing</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>1</td>
<td>18</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
**Directory Signage (Reference: UDO 155.608.6.D)**

<table>
<thead>
<tr>
<th>USE</th>
<th># Allowed</th>
<th>Allowed SQ FT</th>
<th>Existing # Signs</th>
<th>Proposed # Signs</th>
<th>SQ FT Proposed</th>
<th>SQ FT Existing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Entrance Directory (Sign 2)</td>
<td>1</td>
<td>12</td>
<td>0</td>
<td>1</td>
<td><strong>20</strong></td>
<td>0</td>
</tr>
</tbody>
</table>

**Total Square Footage**

- **Allowed**: 150 SF
- **Proposed**: 52 SF

**Supplemental Directional Signage (Reference: UDO 155.608.6.D)**

<table>
<thead>
<tr>
<th>USE</th>
<th># Allowed</th>
<th>Allowed SQ FT</th>
<th>Existing # Signs</th>
<th>Proposed # Signs</th>
<th>SQ FT Proposed</th>
<th>SQ FT Existing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gatehouse Vehicle Directional</td>
<td>1</td>
<td>12</td>
<td>0</td>
<td>1</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>CB1.0 Directional</td>
<td>1</td>
<td>12</td>
<td>0</td>
<td>1</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Marketing Center</td>
<td>1</td>
<td>12</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>RB 1.1 Directional</td>
<td>1</td>
<td>12</td>
<td>0</td>
<td>1</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>RB 1.2 Directional</td>
<td>1</td>
<td>12</td>
<td>0</td>
<td>2</td>
<td>5</td>
<td>0</td>
</tr>
</tbody>
</table>

*Per UDO 155.608.6 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 (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.*

**Sign Area Calculations**

- Sign 1 – Monument ID (Full HT with Base = 6’ 0”)
  - Sign 1-22.102 identifies the Windsor Run Retirement Community. Sign graphic does not exceed 40 SF. For additional information, see Sign Details Sheets.
  - Note: Monument wall to receive remote uplighting on both sides.

![Sign Area Diagram](image)
- Sign 2 – Primary Directional - (Full HT with Base = 6’6.75”)
  o Provides direction to CB1.0 (Woodland Commons Clubhouse), Sales Center, RB1.1 (Dogwood Place), RB1.2 (Sycamore Square). For additional information, see Sign Details Sheets.
  o Note: Sign shall receive remote uplighting on one side (facing gatehouse).

- Sign 3 – One-Sided Type D-2 S/F Non Illuminated Sign (Full HT with Base = 5’ 4”)
  o Provides direction to CB1.0 (Woodland Commons Clubhouse) and Sales Center. For additional information, see Sign Details Sheets.

- Sign 4 - One-Sided Type D-2 S/F Non Illuminated Sign (Full HT with Base = 5’ 4”)
  o Provides direction to RB1.1 (Dogwood Place). For additional information, see Sign Details Sheets.
- Signs 5 & 6 - One-Sided Type D-2 S/F Non Illuminated Sign (Full HT with Base = 5' 2")
  - Provides direction to RB1.2 (Sycamore Square). For additional information, see Sign Details Sheets.

- Sign 7 - One-Sided Type S/F Non Illuminated Median Directional Sign (Full HT with Base = 5' 2")
  - Directs traffic at gatehouse entry and displays site address. For additional information, see Sign Details Sheets.
OLD LOGO AND SIGNAGE
FROM MAY 2017

D/F NON-ILLUMINATED MAIN ENTRY - MONUMENT SIGN
SCALE: 1/2" = 1' - 0"

SIDE VIEW - MONUMENT SIGN
SCALE: 1/2" = 1' - 0"

Fabricated aluminum cap, 1/8" thick aluminum face w/ .063" welded aluminum returns; painted to match PMS 2736C Royal Blue (satin finish).

1/8" thick aluminum over 1" aluminum tube frame; Painted to match MRM 220-90 Antique White w/ Propy 50 texture additive.

3/16" thick routed aluminum copy / logo stud mounted to aluminum face; painted to match PMS 2736C Royal Blue & PMS 369C Green & AR 02 White Vinyl.

Tag Line will be masked & painted to match PMS 2736C Royal Blue.

.063" breakformed aluminum cap, painted CM 422 C-2 w/ Propy 50 texture additive.

Stone veneer over 2" stl angle frame El Dorado Bodega Bluffstone (Thickness varies from 1 3/8" - 3 1/2")

Concrete filled footer

4" x 4" x 3/16" thick stl tube supports welded to 2" angle frame.
NEW LOGO AND SIGNAGE

[A] - PANEL
Material: 1/4" thick Recessed Aluminum Panel Face
Background Method: Surface Paint
Background Color: PMS 7527 w/ 50% Matte Finish
Mounting: Removable from Dimensional Aluminum Box Frame

[B] - FRAME
Material: 1" square Dimensional Aluminum Box Frame
Background Method: Surface Painted
Background Color: PMS 7530 Satin Finish
Mounting: Mechanically mount Dimensional Aluminum Box Frame to Masonry w/ Concealed Fasteners. Set Screws on one side of Dimensional Aluminum Box Frame for Sign Face removal

[C] - DIMENSIONAL LETTERS/ RULELINE
Material:
- Header: 3/4" thick Aluminum Letters
- Footer: 1/4" thick Aluminum Letters
- Ruleline: 1/2" thick Aluminum Ruleline
Letter Style:
- Header: Palantino Linotype Bold
- Footer: Futura Medium
Background Method: Surface Painted
Background Color:
- Header & Footer: Black Satin Finish
- Ruleline: PMS 7530 Satin Finish
Mounting: Stud Mounted Flush to [A] Recessed Aluminum Panel Face
OLD LOGO AND SIGNAGE FROM MAY 2017

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S/F NON-ILLUMINATED MAIN ENTRY - DIRECTIONAL SIGN
SCALE: 3/4" = 1' - 0"

SIDE VIEW - DIRECTIONAL SIGN
SCALE: 3/4" = 1' - 0"

Woodland Commons Clubhouse
Sales Center
Dogwood Place
Deliveries
Sycamore Square

"Cap" accent is layered 1/8" thick routed acrylic painted to match PMS 2735C Royal Blue

1/8" thick acrylic painted to match 3M 220-90 Antique White w/ applied 3M 220-196 Apple Green, AR-02 White, & Erickson 230-87 Royal Blue Vinyl

1/8" thick routed aluminum face painted to match 3M 220-196 Apple Green; face will be chemically welded to Aluminum C-Channel frame; at back side, header area will be fixed to frame but copy area will be removable for install access via counter sunk screws; paint screws green to match face

Copy and arrows are applied 3M 220-90 Antique white vinyl

6" x 2½" Aluminum Channel Return finished GGP Satin Black (only at top & sides)

1/8" thick aluminum over 2" aluminum angle frame, base painted to match 3M 220-90 Antique white vinyl w/ Proplytex 50 texture additive

6'-11 3/8" Height (sign cap)
4'-2 3/4" Width (sign cap)
4'-0" Height
3'-10 3/4" Width
NEW LOGO AND SIGNAGE

Material:
- Fabricated Aluminum Cabinet w/ 1/4” thick Cut Aluminum Letters and 1/4” thick Applied Aluminum w/ Cutout Arrows

Graphics Method:
- Header and Footer Letters: Cut Letters
- Cutout Arrow Panels: Laser Applied

Letter Style: Futura Medium
Letter Color: Black Satin Finish

Background Method: Surface Paint
Background Color:
- Fabricated Aluminum Cabinet Trim and Returns: Black Satin Finish
- Fabricated Aluminum Cabinet: PMS 7527 (50% matte finish)

Mounting:
- Aluminum Cabinet: Mechanically Mounted to Masonry Base w/ Concealed Fasteners
- Header and Footer Letters: Stud Mounted Flush to Cabinet
- Applied Aluminum w/ Cutout Letters: Full Sheet Adhesive to Cabinet

SIGN SPECIFICATIONS

Dwg. Type-Sheet C-01
FWO No. / Project No.: Primary Directional

Scale: 1/16” = 1”

Notes:
- Masonry base by others

Revisions

Rev. Date
- 0 11/1/17

Sign Type

Primary Directional

Project

2030 McKee Road
Windsor Run
Matthews, NC
DIRECTIONAL

Material: Square Post capped by an Aurora Titan Aluminum Post Cap (DeckAcc) w/ Square Tubes w/ Closed Finished Ends, and a ¼” thick Aluminum Panel.

Graphics Method: Exterior Grade Surface Vinyl

Letter Style: Univers LT Std Bld

Letter Color: 3M Exterior Grade Black

Background Method: Surface Paint

Background Color:
- Square Tube and Post Cap: Black Satin Finish
- Panel: PMS 7527 (50% matte finish)

Mounting: Direct Burial into Concrete Footing

SIGN SPECIFICATIONS

Dwg. Type-Sheet C-01

FWO No. / Project No.: Single Face

Scale: 1” = 1’

Project

2030 McKee Road
Windsor Run
Matthews, NC

Sign Type
B.1

Thanks for Visiting
SIGN SPECIFICATIONS

DIRECTIONAL

Material: Square Post capped by an Aurora Titan Aluminum Post Cap (DeckAcc) w/ Square Tubes w/ Closed Finished Ends, and a 1/4" thick Aluminum Panel.

Graphics Method: Exterior Grade Surface Vinyl

Letter Style: Univers LT Std 65 Bold

Letter Color: 3M Exterior Grade Black

Background Method: Surface Paint

Background Color:
- Square Tube and Post Cap: Black Satin Finish
- Panel: PMS 7627 (50% matte finish)

Mounting: Direct Bury into Concrete Footing

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2030 McKee Road
Windsor Run
Matthews, NC

Scale: 1" = 1'

Notes:
- DOUBLE SIDED

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Revisions

REV DESCRIPTION BY DATE

Rev: Jon Potter
Orig: Jon Potter

This document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image.
SIGN SPECIFICATIONS

DIRECTIONAL

Material: Square Post capped by an Aurora Titan Aluminum Post Cap (DeckAcc) w/ Square Tubes w/ Closed Finished Ends, and a 1/4" thick Aluminum Panel.

Graphics Method: Exterior Grade Surface Vinyl

Letter Style: Univers LT Std 65 Bold

Letter Color: 3M Exterior Grade Black

Background Method: Surface Paint

Background Color:
- Square Tube and Post Cap: Black Satin Finish
- Panel: PMS 7527 (50% matte finish)

Mounting: Direct Burial into Concrete Footing

Alternate Layouts:

WINDSOR RUN

Woodland Commons Clubhouse

Sales Center

WINDSOR RUN

Dogwood Place

Sycamore Square
SIGN SPECIFICATIONS

DIRECTIONAL

Material: Square Post capped by an Aurora Titan Aluminum Post Cap (DeckAcc) w/ Square Tubes w/ Closed Finished Ends, and (3) 1/4" thick Aluminum Panels.

Graphics Method: Exterior Grade Surface Vinyl

Letter Style: Univers LT Std 65 Bold

Letter Color: 3M Exterior Grade Black

Background Method: Surface Paint

Background Color:
- Square Tube and Post Cap: Black Satin Finish
- Top and Bottom Panel: PMS 7527 (50% matte finish)
- Middle Panel: Black Satin Finish

Mounting: Direct Burial into Concrete Footing
This document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image.

1.) Type 1: MONUMENT ID
2.) Type F: VISITOR / RESIDENT ENTRY SIGN
3.) Type A: PRIMARY DIRECTIONAL
4.) Type D: SECONDARY DIRECTIONAL
5.) Type B.1: (SINGLE FACE)
6.) Type B.1: (SINGLE FACE)
7.) Type B.1: (SINGLE FACE)