

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

DATE: 01/11/2011

FROM: Mr. [Name]

Background/Issue:

Matthews Retirement Center 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.

[Placeholder text]

- [Placeholder text]

“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.”

- [Placeholder text]

Proposal/Solution:

[Placeholder text]

Financial Impact:

[Placeholder text]

Related Town Goal(s) and/or Strategies:

[Placeholder text]

Recommended Motion/Action:

[Placeholder text]



Engineers, Surveyors, Planners, Scientists

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)						
USE	# Allowed	Allowed SQ FT	Existing # Signs	Proposed # Signs	SQ FT Proposed	SQ FT Existing
CB1.0*	1	20	0	0	0	0
Marketing Center	1	20	0	0	0	0
RB 1.1*	1	20	0	0	0	0
RB 1.2*	1	20	0	0	0	0
<i>*5 SF Freestanding Directional Signs (Incidental) are Proposed in-lieu of 20 SF Attached Identification Signage</i>						

Freestanding Perimeter ID Signage Allowed (Reference: UDO 155.608.11.D)						
USE	# Allowed	Allowed SQ FT	Existing # Signs	Proposed # Signs	SQ FT Proposed	SQ FT Existing
Main Entrance (Sign 1)	1	40	0	1	32	0

Bulletin Board Allowed (Reference: UDO 155.608.11.D)						
USE	# Allowed	Allowed SQ FT	Existing # Signs	Proposed # Signs	SQ FT Proposed	SQ FT Existing
N/A	1	18	0	0	0	0



Engineers, Surveyors, Planners, Scientists

Directory Signage (Reference: UDO 155.608.6.D)						
USE	# Allowed	Allowed SQ FT	Existing # Signs	Proposed # Signs	SQ FT Proposed	SQ FT Existing
Main Entrance Directory (Sign 2)	1	12	0	1	<u>20</u>	0

Total Square Footage	<u>Allowed</u> 150 SF	<u>Proposed</u> 52 SF
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Supplemental Directional Signage (Reference: UDO 155.608.6.D)						
USE	# Allowed	Allowed SQ FT	Existing # Signs	Proposed # Signs	SQ FT Proposed	SQ FT Existing
Gatehouse Vehicle Directional	1	12	0	1	8	0
CB1.0 Directional	1	12	0	1	5	0
Marketing Center	1	12	0	0	0	0
RB 1.1 Directional	1	12	0	1	5	0
RB 1.2 Directional	1	12	0	2	5	0

** 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.

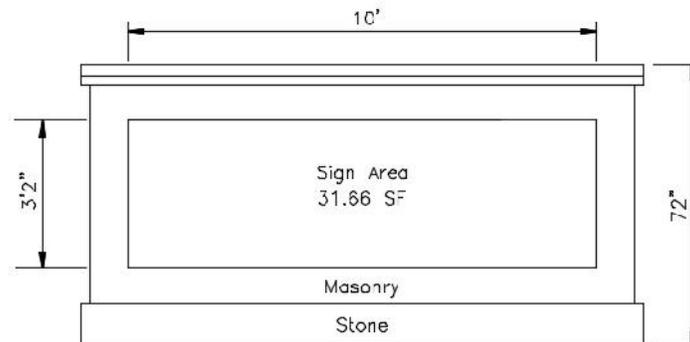


Figure 1

- Sign 2 – Primary Directional - (Full HT with Base = 6'6.75")
 - 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.
 - Note: Sign shall receive remote uplighting on one side (facing gatehouse).

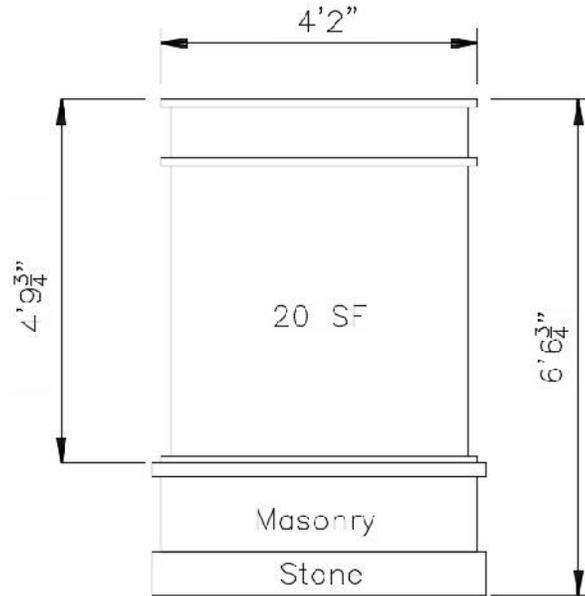


Figure 2

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

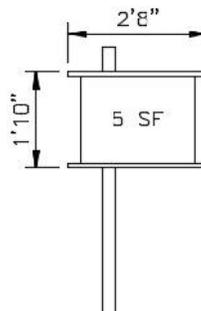


Figure 3

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

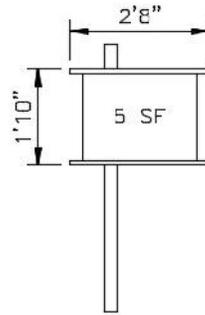


Figure 4

- 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.

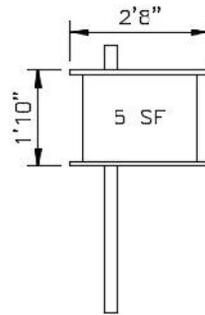


Figure 5

- 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.

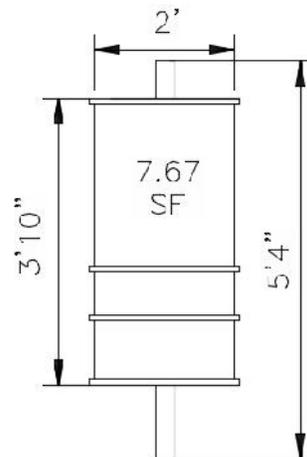


Figure 6

OLD LOGO AND SIGNAGE FROM MAY 2017



A VISUAL SOLUTIONS COMPANY.

7440 Fort Smallwood Road
Baltimore, Maryland 21226
410.255.6400

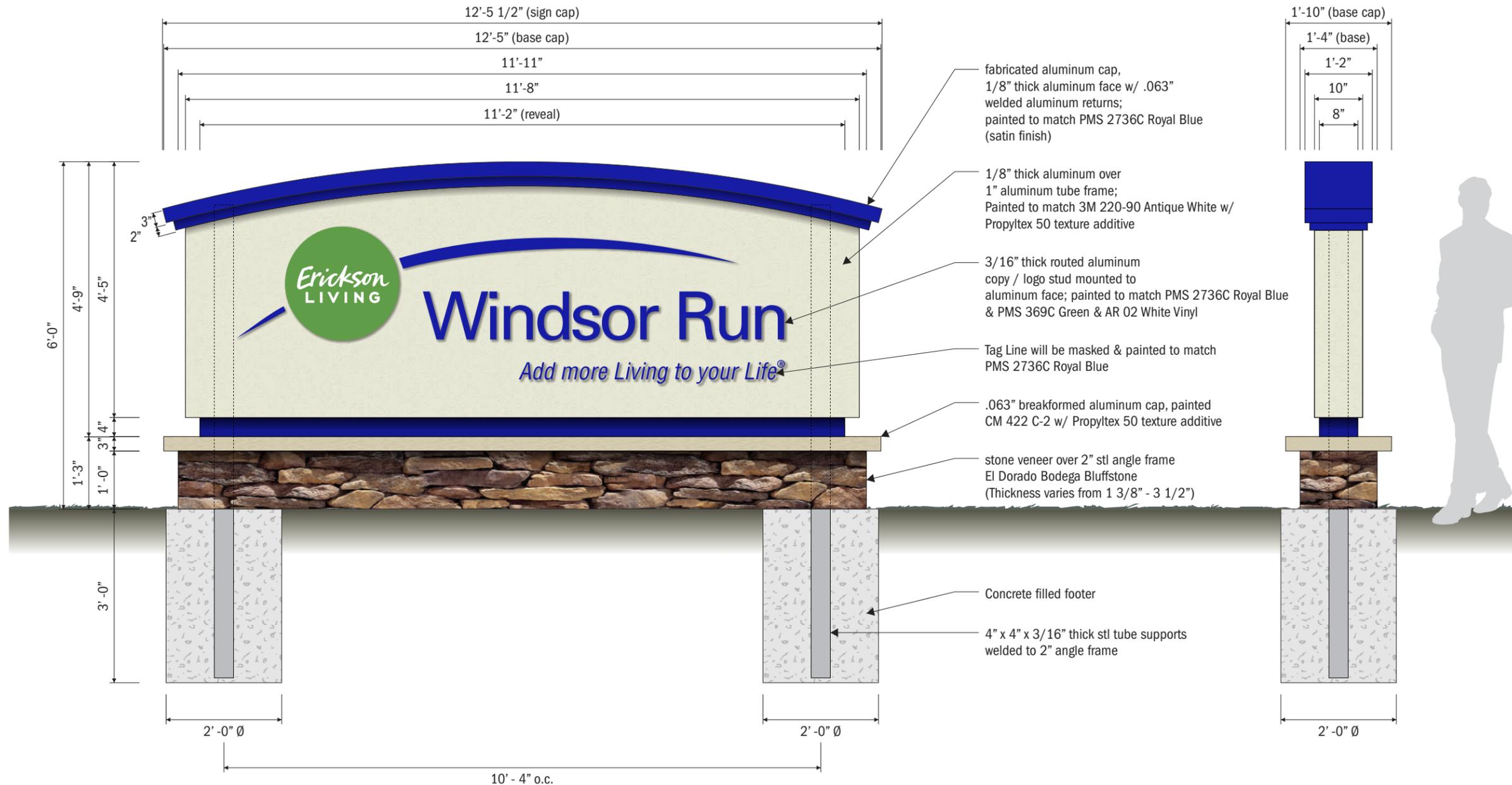
PROJECT TITLE:
Erickson Living

ORDER TITLE:
Windsor Run (Phase 1A)

CITY/STATE: **Matthews, NC** PHONE NUMBER:

DRAWING DATE: **3/24/17** SALES REP: **Warren A** PROJECT MGR.: **SD**

REVISION HISTORY			
NO.	DATE	PREV DRWG	DESCRIPTION



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

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

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SIGN TYPE:
D/F Non-Illuminated Main Entry Monument Sign

DWG. TYPE:
CONCEPTUAL

PROJECT NO.	TASK NO.	QTY.
74557	130679	1
DWG. NO.	SHEET	
11438CH	1 of 1	

SIGN SPECIFICATIONS

[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:

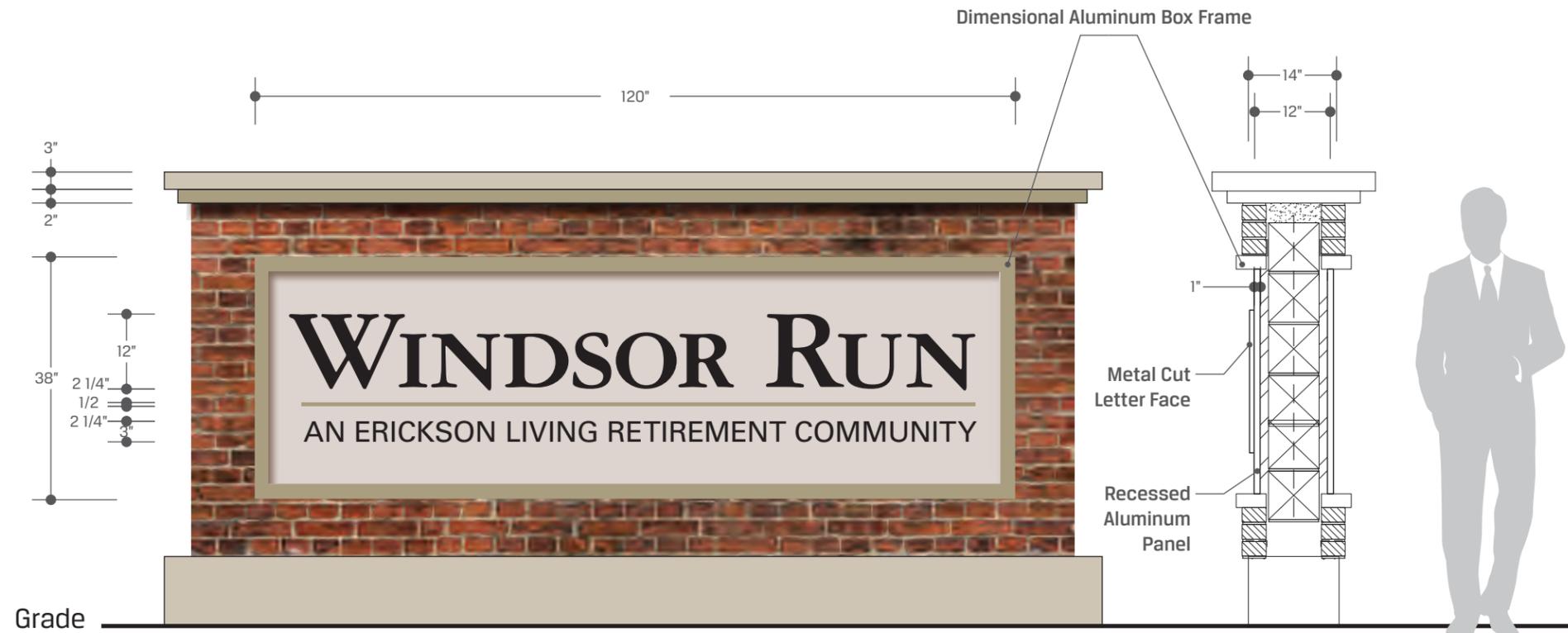
- Header & Footer: Black Satin Finish

- Ruleline: PMS 7530 Satin Finish

Mounting: Stud Mounted Flush to [A]

Recessed Aluminum Panel Face

NEW LOGO AND SIGNAGE



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Project

2030 McKee Road

Windsor Run

Matthews, NC

Scale: 1/2" = 1'

Original Page Size: 11" x 17"

Notes

- Masonry by others

- DOUBLE FACE

Revisions

REV	DESCRIPTION	BY	DATE

Rep.: Brier Gay Orig. Date: 9/15/17
Drawn By: Michael Perlmutter

Sign Type

1
Monument ID

OLD LOGO AND SIGNAGE FROM MAY 2017



A VISUAL SOLUTIONS COMPANY.

7440 Fort Smallwood Road
Baltimore, Maryland 21226
410.255.6400

PROJECT TITLE:
Erickson Living

ORDER TITLE:
Windsor Run (Phase 1A)

CITY/STATE: **Matthews, NC** PHONE NUMBER:

DRAWING DATE	SALES REP	PROJECT MGR.
3/24/17	Warren A	SD

REVISION HISTORY

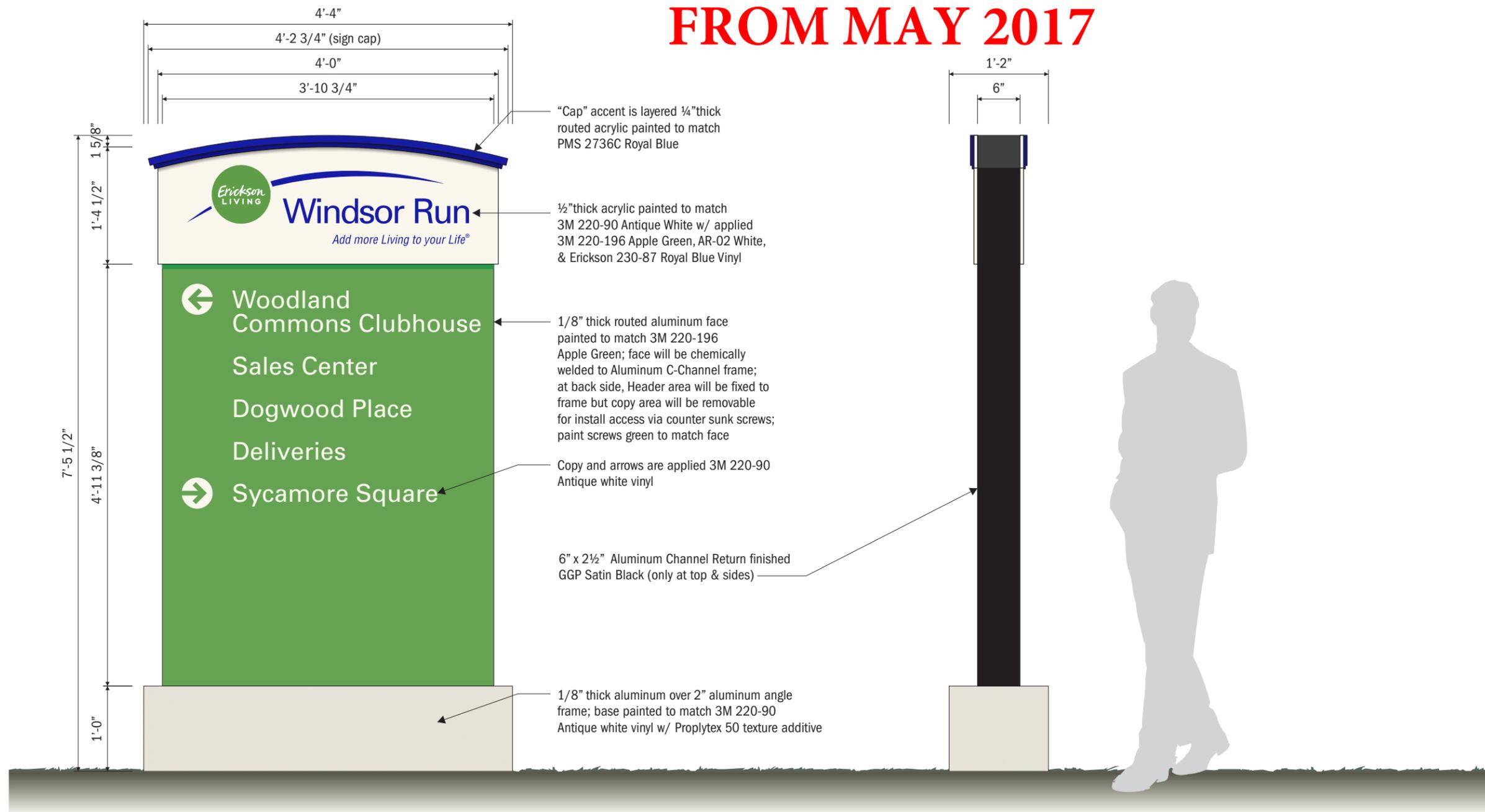
NO.	DATE	PREV DRWG	DESCRIPTION

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SIGN TYPE:
S/F Non-Illuminated Main Entry Directional Sign

DWG. TYPE:
CONCEPTUAL

PROJECT NO.	TASK NO.	QTY.
74557	130679	1
DWG. NO.	SHEET	
11438CH	1 of 1	



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

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

SIGN SPECIFICATIONS

DIRECTIONAL

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

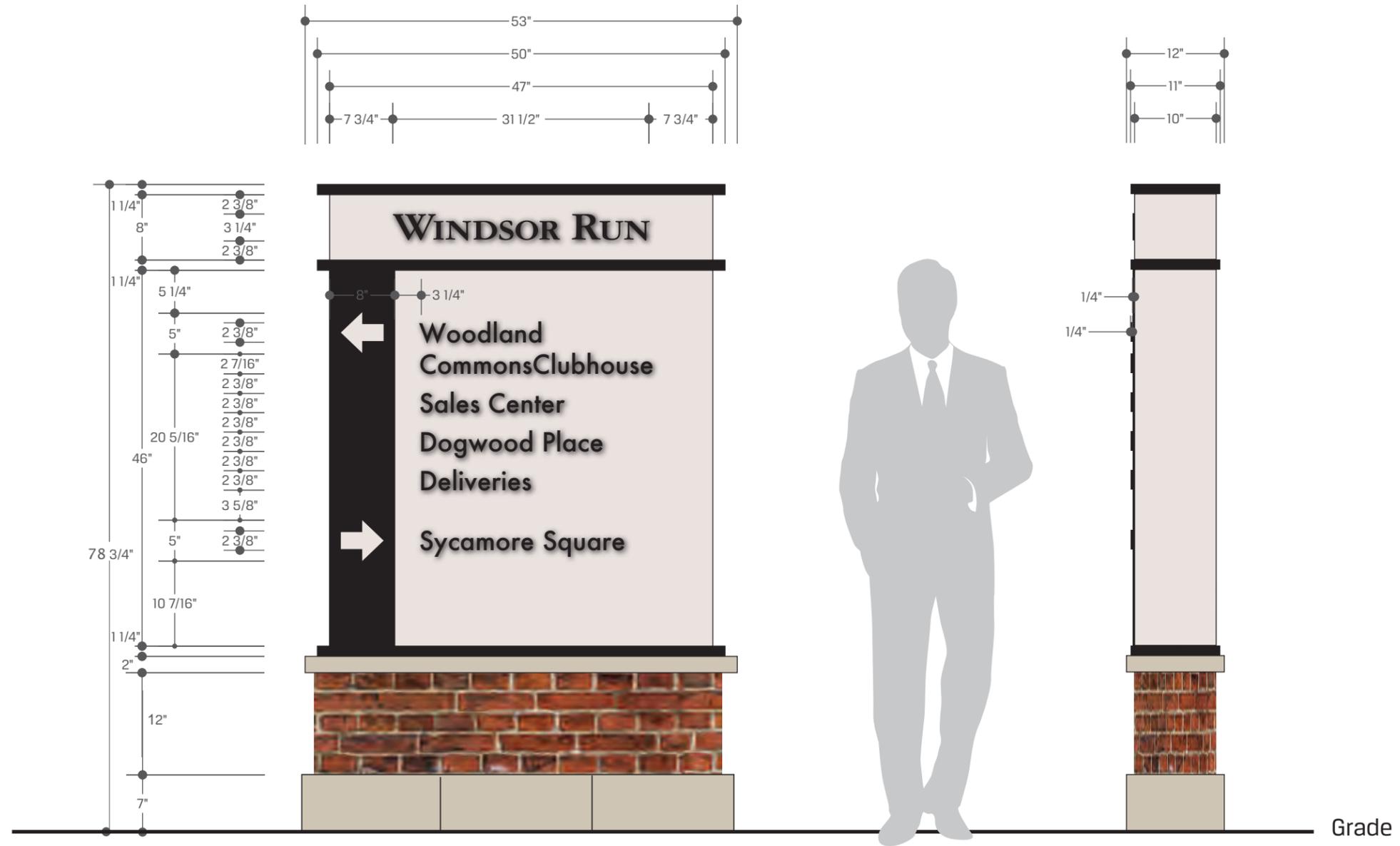
Background Color:

- 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

NEW LOGO AND SIGNAGE



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Project
2030 McKee Road
Windsor Run
 Matthews, NC

Scale: 1/16" = 1"
 Original Page Size: 11" x 17"

- Notes**
- Masonry base by others

Revisions

REV	DESCRIPTION	BY	DATE

Rep: Jon Potter Orig. Date: 9/18/17
 Drawn By: Michael Perlmutter

Sign Type
A
 Primary Directional

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



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Project

2030 McKee Road

Windsor Run

Matthews, NC

Scale: 1" = 1'

Original Page Size: 11" x 17"

Notes

- SINGLE-SIDED

Revisions

REV	DESCRIPTION	BY	DATE

Rep: Jon Potter Orig. Date: 9/18/17

Drawn By: Michael Perlmutter

Sign Type

B.1

Single Face

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



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Project

2030 McKee Road

Windsor Run

Matthews, NC

Scale: 1" = 1'

Original Page Size: 11" x 17"

Notes

- DOUBLE SIDED

Revisions

REV	DESCRIPTION	BY	DATE

Rep: Jon Potter Orig. Date: 9/18/17

Drawn By: Michael Perlmutter

Sign Type

B.2

Double Sided Face

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

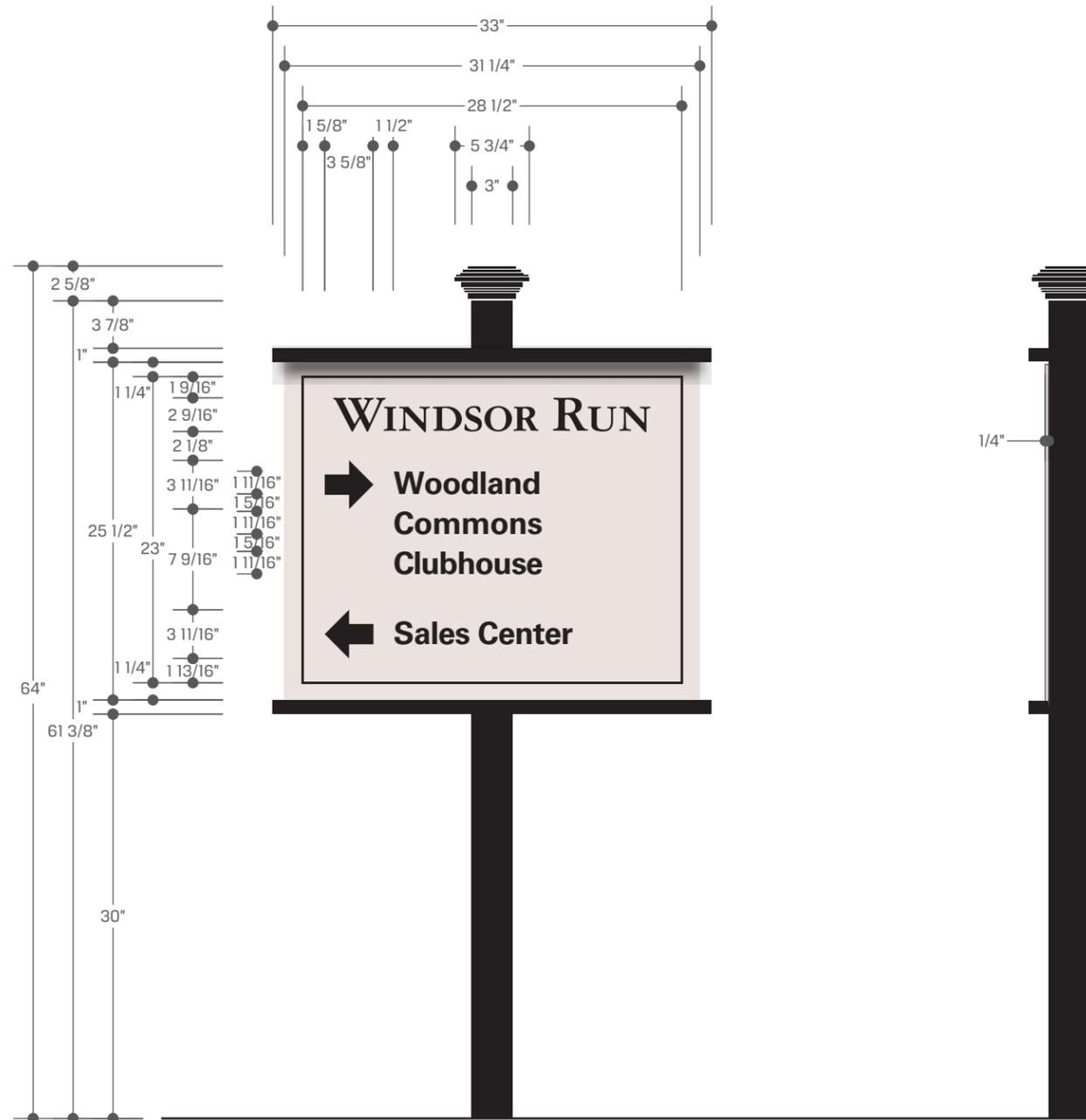
Background Method: Surface Paint

Background Color:

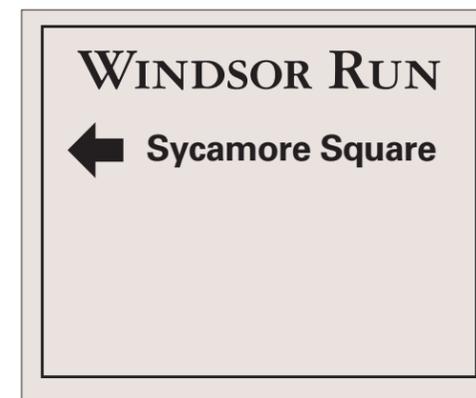
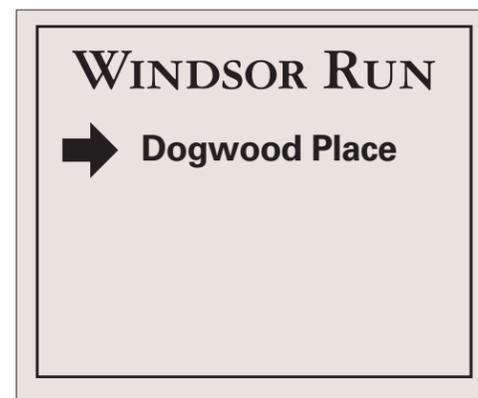
- Square Tube and Post Cap: Black Satin Finish

- Panel: PMS 7527 (50% matte finish)

Mounting: Direct Burial into Concrete Footing



Alternate Layouts:



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Project

2030 McKee Road

Windsor Run

Matthews, NC

Scale: 1" = 1'

Original Page Size: 11" x 17"

Notes

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Revisions

REV	DESCRIPTION	BY	DATE

Rep: Jon Potter Orig. Date: 9/18/17

Drawn By: Michael Perlmutter

Sign Type

D

Secondary Directional

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



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Project

2030 McKee Road

Windsor Run

Matthews, NC

Scale: 1" = 1'

Original Page Size: 11" x 17"

Notes

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Revisions

REV	DESCRIPTION	BY	DATE

Rep: Jon Potter Orig. Date: 9/18/17

Drawn By: Michael Perlmutter

Sign Type

F
Visitor Entry

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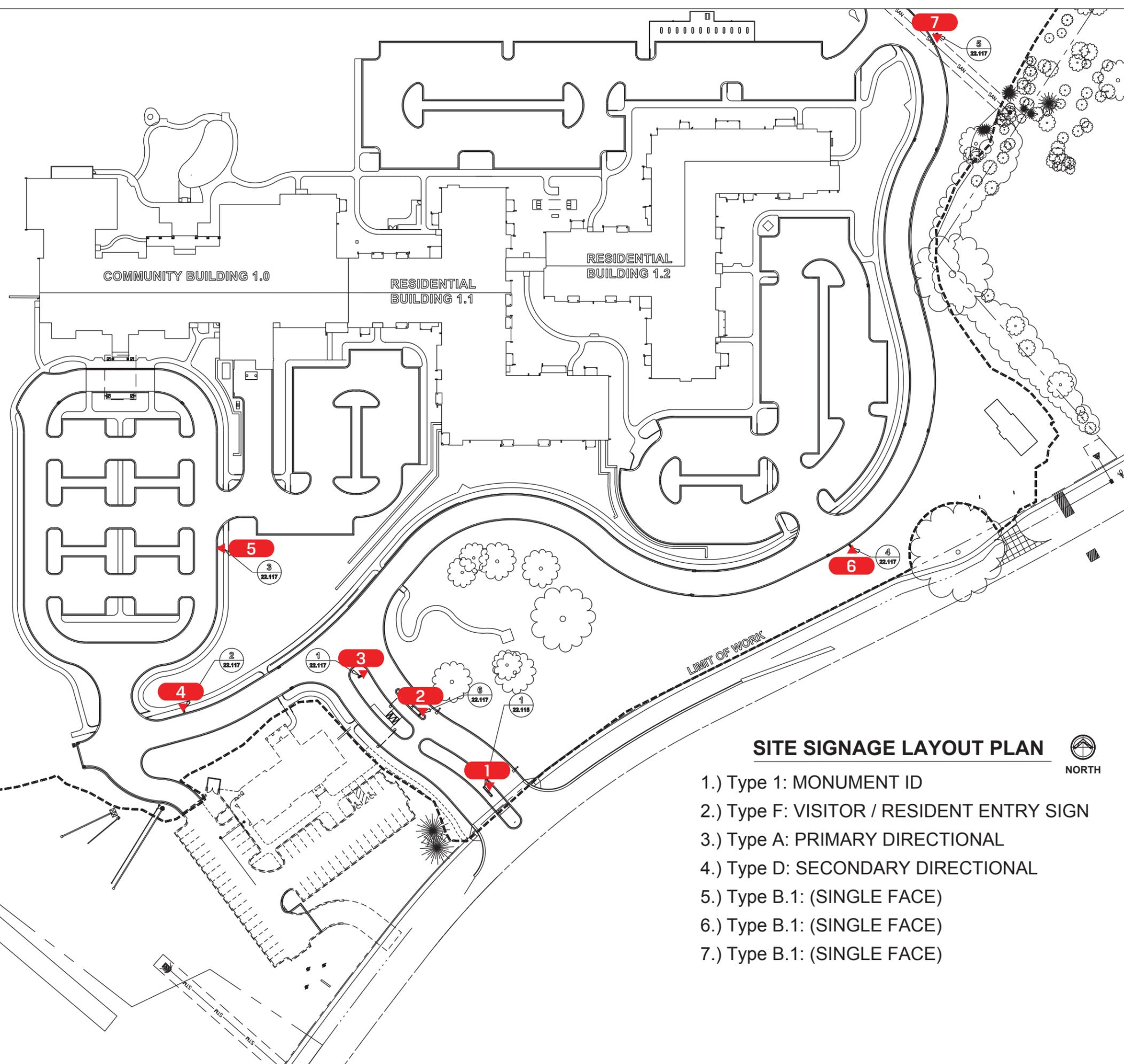
Project

Phase I

Signage Layout

Plan

WINDSOR RUN



SITE SIGNAGE LAYOUT PLAN



- 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)

Sign Location Key