Agenda Item: Master Sign Plan Amendment – Matthews Corners

DATE: March 21, 2018
FROM: Mary Jo Gollnitz

Background/Issue:

Viking Partners submitted a revised Master Sign Plan for Matthews Corners that was reviewed by the Town Board on March 12, 2018. At that meeting, the Board instructed the applicant, Academy Sports and staff to work together to bring back a plan that would be agreeable to all.

Since that meeting the Master Sign Plan has been changed to reflect the following:

- Academy Sports has reduced their front wall sign request to approximately 310 sq ft. (Exhibit Pg. #10)
- Academy Sports is no longer requesting any signage on the side of their building along Northeast Parkway.
- Shopping Center name Matthews Corners has been added back onto the freestanding signs along Matthews Township Parkway and Northeast Parkway as requested by the Board (Exhibits M-1 & M-2).
- Freestanding sign along Hwy 74 does not currently have the shopping center name on it. Applicant will not be adding the name.
- The future building wall signage allotment has been changed to allow each tenant to have 2 wall signs totaling 80 sq ft. with a maximum of 40 sq ft per sign (Exhibit Pg. #2).
- Changes are highlighted in yellow in the spreadsheet and purple lettering in the verbiage sheet.

Proposal/Solution:

- The Master Sign Plan amendment now more closely reflects wall signage allotment that is available to other large tenants within other shopping centers in Matthews.
- Future requests for increased wall signage or allotted number of signs per tenant would require a Master Sign Plan revision be presented to the Board.

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:

Review the Master Sign Plan as currently amended for Matthews Corners, and discuss any additional changes with applicant. Approve Master Sign Plan as revised.
January 30, 2018

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

RE: Revised Master Sign Plan Submission – Matthews Corners

This letter shall serve as confirmation that United-Mailer Signs is authorized to submit the revised master sign plan for Matthews Corners Shopping Center on behalf of Viking Partners Matthews Corners, LLC (Owner).

Viking Partners Matthews Corners, LLC has reviewed the revised master plan and approve of its submission.

Should you have any questions please let me know.

Viking Partners Matthews Corners, LLC  
An Ohio Limited Liability Company  

Jeffrey A Garr, Director of Construction

CC: Stephen Horner, Viking Partners

Exhibit C-1
Proposed Revised Master Sign Plan
Matthews Corners Shopping Center
Submitted: 1/30/98 Revised 3/26/18

Section 2409155.608.9

(A) Matthews Corners is currently designed to accommodate up to thirteen (13) individual business/tenants. The Center is presently under construction with completion scheduled for early Summer 1996.

(1) A Site Plan is attached as Exhibit “A”.

(2) N/A. (No existing signs) Computation of total sign area of each freestanding sign is shown on attached Exhibits M-1, M-2 and M-3. Computation of sign area of attached signage is shown on Exhibit “A-2”.

(3) N/A. (No existing signs)

(4) Elevations of each storefront are attached as Exhibit “BA-1”, pages 1-4. The general area within which an “attached” sign may be located is delineated on such elevations. Also attached is Exhibit A-1 and Exhibit A-2 outlining square footage of storefront signage.

(5) The general area within which each “detached” sign (a/k/a freestanding identification sign) may be located is delineated on Exhibit “A-1, page 1”. There are three (3) proposed detached sign areas referred to as Areas A, B & CM-1, M-2 & M-3. Each DDetached signs shall:

(a) Be limited to a total maximum sign area of 240-326-360 square feet. This uses 86-120 sq ft of the bonus allotment;

(b) Shall not exceed a height of twenty feet (20’); The freestanding identification sign located at the main entrance will be brought to compliance. See Exhibit M-2 for detail; and

(c) Shall include identification of only the name of the center and up to four (4)five (5) other tenants. The Side Monument Sign along Northeast Parkway, the panel with name of center will convert to a tenant panel. Will remain unchanged except face replacement. The Main Entrance Pylon the center name letters will be removed at the top and replaced with a single tenant panel. New plate letters will be added for the center name at the bottom of sign on the existing brick. A new tenant cabinet will be added to the Expressway Ramp Pylon. See attached Exhibit M-1, M-2 and M-3 for details.
An example of the detached sign for Sign Area A is attached as Exhibit “C”, pages 1-2. See Exhibit M-1, M-2 and M-3 for the details on the freestanding identification signs.

(6)(5) A bonus of fifteen percent (15%) in total sign area is being requested.

(B) In the event a window sign to be installed is likely to be visible from the streets-fronting the center, then the window(s) which may be covered (partially or entirely) by window sign(s) are identified on Exhibit “B” by the symbol “WS”. Provided, however, each tenant/business may substitute a different window as a window sign location so long as the total number of windows allocated to such tenant/business for window signs does not exceed the number so allocated under Exhibit “B”; and any window sign which is determined not to be visible from such streets shall have no Restrictions imposed under the Master Sign Plan, but may be subject to Landlord’s prior approval.

(C)(B) Additional standards for “Bonus” signage under a Master Sign Plan.

(1) One detached/freestanding sign is permissible per street front for the center. The center has frontage on Matthews Township Parkway (Highway 51 Bypass), East Independence Boulevard (Hwy 74) and Northeast Parkway. A total of up to three (3) such signs may be installed and may only be located within the area so delineated on Exhibit “AM” as Detached Sign Area A, B or C-M-1 M-2 or M-3.

(2) Design restrictions imposed by the center include:

(a) Color scheme for tenants that will occupy less than 2,500 square feet (“Local Shops”) shall be limited to choice of red, blue, yellow, white or off-white/beige.

(b) Attached signage for tenants that will occupy less than 2,500 square feet (“Local Shops”) shall be mounted on a raceway(s), which raceway(s) shall be painted color to match the fascia on which it is to be mounted. (Signage for tenants that will occupy more than 2,500 square feet (“non-Local Shops”) may or may not be mounted on a raceway).

(c) Location of all tenant “attached” signage shall fall within the area delineated by a bold dashed line on the fascia of each storefront per Exhibit “BA-1” attached hereto. For the signage locations not designated, the placement of new tenant building signage will be vertically and horizontally centered on the fascia band. In cases where the signage will be installed on the brick fascia area, the sign will be centered vertically and horizontally in the red brick fascia area. In cases where the signage is to be installed on the eifs/dryvitt tan fascia area, the sign will be centered vertically and horizontally between the
decorative reveals and elements at top and bottom of eifs/driyvitt fascia area.

(d) Tenant “attached” signage shall consist of individual illuminated channel letters; provided, however, tenant’s logo may consist of a “cabinet” design in the event the same cannot be designed and fabricated as individual letters/graphics, or it is impractical to fabricate such logo by any method other than a “cabinet” design.

(e) All tenant signage is subject to Landlord’s prior approval in writing. See attached letter marked Exhibit C-1.

(f) Restriction on the number of permitted attached signs and the total maximum sign area for each tenant/business shall be governed as follows:

(Please refer to Exhibit “A & BA-1” for locations that correspond to the following symbols.)

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Attached Signs/Maximum Sign Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-1, A-2 &amp; A-3</td>
<td>Not more than two (2) signs per establishment</td>
</tr>
<tr>
<td></td>
<td>Not more than 150 sf total per establishment</td>
</tr>
<tr>
<td></td>
<td>Attached signage for this outparcel user/business shall be limited to not more than three (3) signs with total maximum sign area not to exceed 150 square feet</td>
</tr>
<tr>
<td>A-2</td>
<td>Not more than one (1) sign per establishment</td>
</tr>
<tr>
<td></td>
<td>Not more than 150 sf total per establishment</td>
</tr>
<tr>
<td>B-1 &amp; B-2</td>
<td>Not more than two (2) signs per establishment</td>
</tr>
<tr>
<td></td>
<td>Not more than 230-207 sf total per establishment*</td>
</tr>
<tr>
<td>B-2C</td>
<td>Not more than one (1) sign per establishment</td>
</tr>
<tr>
<td></td>
<td>Not more than 262-286 sf total per establishment*</td>
</tr>
<tr>
<td>B-3D-1 &amp; D-2</td>
<td>Not more than two (2) signs per establishment</td>
</tr>
<tr>
<td></td>
<td>Not more than 200-80 sf total per establishment (removed *)</td>
</tr>
<tr>
<td>B-4E</td>
<td>Not more than one (1) sign per establishment</td>
</tr>
<tr>
<td></td>
<td>Not more than 200-40 sf total per establishment (removed *)</td>
</tr>
<tr>
<td>F</td>
<td>Not more than one (1) sign per establishment</td>
</tr>
<tr>
<td></td>
<td>Not more than 150 sf total per establishment</td>
</tr>
</tbody>
</table>
Not more than 44 sf total per establishment

H-1 & H-2  Not more than two (2) signs one (1) sign per establishment
Not more than 632-308 sf total per establishment*

Cl-1, I-2, & I-3  This designates the outparcel properties only, not the building area or elevations. (Refer to only Exhibit “A”).

Attached signage for each this outparcel user/business shall be limited to not more than three (3) signs per establishment with total maximum sign area not to exceed 150 square feet. Exact size and placement of signage to be determined.

J (V2-V5)  This designates the outparcel property. Attached signage for the outparcel user/business shall be limited to one (1) two (2) signs per establishment, maximum 40 sq ft per sign with a total maximum sign area not to exceed 40–80 sq ft per establishment. Exact size and placement of signage to be determined.

V-1a & V-1b  Not more than two (2) signs per establishment
Not more than 40 sq ft per sign and not more than 80 sf total per establishment. Exact size and placement of signage to be determined.

See attached Exhibit A-1 and Exhibit A-2 listing current tenants and square footage of signage.

*Includes allocation of “Bonus” area. Total “Bonus” area derived as follows:

13-14 businesses x 150 sf = 1,9502.100 sf x 15% bonus = 292.50315 sf
## Matthews Corners Shopping Center

### Signage Allocation Table

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>A-1</strong></td>
<td>Verizon 2218 Matthews Township Pkwy</td>
<td>Matthews</td>
<td>NC</td>
<td>Verizon Wireless</td>
<td>146</td>
<td>150</td>
</tr>
<tr>
<td><strong>A-2</strong></td>
<td>Verizon 2218 Matthews Township Pkwy</td>
<td>Matthews</td>
<td>NC</td>
<td>Verizon Wireless</td>
<td>146</td>
<td>150</td>
</tr>
<tr>
<td><strong>A-3</strong></td>
<td>Verizon 2218 Matthews Township Pkwy</td>
<td>Matthews</td>
<td>NC</td>
<td>Verizon Wireless</td>
<td>146</td>
<td>150</td>
</tr>
<tr>
<td><strong>B-1</strong></td>
<td>Ollie's 2308 Matthews Township Pkwy</td>
<td>Matthews</td>
<td>NC</td>
<td>Ollie's Bargain Outlet</td>
<td>207</td>
<td>207</td>
</tr>
<tr>
<td><strong>B-2</strong></td>
<td>Ollie's 2308 Matthews Township Pkwy</td>
<td>Matthews</td>
<td>NC</td>
<td>Ollie's</td>
<td>207</td>
<td>207</td>
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<tr>
<td><strong>C</strong></td>
<td>Hobby Lobby 2310 Matthews Township Pkwy</td>
<td>Matthews</td>
<td>NC</td>
<td>Hobby Lobby Crafts Seasonal Home Accents</td>
<td>286</td>
<td>286</td>
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<tr>
<td><strong>D-1</strong></td>
<td>Signs By Tomorrow 2326-A Matthews Township Pkwy</td>
<td>Matthews</td>
<td>NC</td>
<td>Signs by Tomorrow</td>
<td>40</td>
<td>80</td>
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<tr>
<td><strong>D-2</strong></td>
<td>Signs By Tomorrow 2326-A Matthews Township Pkwy</td>
<td>Matthews</td>
<td>NC</td>
<td>Signs by Tomorrow</td>
<td>40</td>
<td>80</td>
</tr>
<tr>
<td><strong>E</strong></td>
<td>Barefoot Nail Bar 2326-B Matthews Township Pkwy</td>
<td>Matthews</td>
<td>NC</td>
<td>Barefoot Nail Bar</td>
<td>40</td>
<td>40</td>
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<tr>
<td><strong>F</strong></td>
<td>Marshalls 2330 Matthews Township Pkwy</td>
<td>Matthews</td>
<td>NC</td>
<td>Marshalls</td>
<td>133</td>
<td>150</td>
</tr>
<tr>
<td><strong>G</strong></td>
<td>Jersey Mike's 2332-A Matthews Township Pkwy</td>
<td>Matthews</td>
<td>NC</td>
<td>Jersey Mike's</td>
<td>44</td>
<td>44</td>
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<tr>
<td><strong>H-1</strong></td>
<td>Academy (proposed) 2332 Matthews Township Pkwy</td>
<td>Matthews</td>
<td>NC</td>
<td>Academy Sports + Academy</td>
<td>308</td>
<td>308</td>
</tr>
<tr>
<td><strong>H-2</strong></td>
<td>Academy (proposed) 2332 Matthews Township Pkwy</td>
<td>Matthews</td>
<td>NC</td>
<td><strong>Sign removed</strong></td>
<td>0</td>
<td>0</td>
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<tr>
<td><strong>I</strong></td>
<td>Vacant (Burger King) 2210 Matthews Township Pkwy</td>
<td>Matthews</td>
<td>NC</td>
<td></td>
<td>150</td>
<td>150</td>
</tr>
<tr>
<td><strong>J/V-2</strong></td>
<td>Vacant 2312-A Matthews Township Pkwy</td>
<td>Matthews</td>
<td>NC</td>
<td>Max 40 sf per sign</td>
<td>80</td>
<td>80</td>
</tr>
<tr>
<td><strong>J/V-3</strong></td>
<td>Vacant 2312-B Matthews Township Pkwy</td>
<td>Matthews</td>
<td>NC</td>
<td>Max 40 sf per sign</td>
<td>80</td>
<td>80</td>
</tr>
<tr>
<td><strong>J/V-4</strong></td>
<td>Vacant 2312-C Matthews Township Pkwy</td>
<td>Matthews</td>
<td>NC</td>
<td>Max 40 sf per sign</td>
<td>80</td>
<td>80</td>
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<tr>
<td><strong>J/V-5</strong></td>
<td>Vacant 2314 Matthews Township Pkwy</td>
<td>Matthews</td>
<td>NC</td>
<td>Max 40 sf per sign</td>
<td>80</td>
<td>80</td>
</tr>
<tr>
<td><strong>V-1</strong></td>
<td>Vacant 2332-B Matthews Township Pkwy</td>
<td>Matthews</td>
<td>NC</td>
<td>Max 40 sf per sign</td>
<td>80</td>
<td>80</td>
</tr>
</tbody>
</table>

**Total building signs:** 1086 1815

**Freestanding Signs**

<table>
<thead>
<tr>
<th>Freestanding Signs</th>
<th>M-1</th>
<th>M-2</th>
<th>M-3</th>
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<tbody>
<tr>
<td>Side Monument</td>
<td>31</td>
<td>113</td>
<td>110</td>
</tr>
<tr>
<td>Main Entrance</td>
<td>46</td>
<td>176</td>
<td>138</td>
</tr>
</tbody>
</table>

**Total freestanding:** 254 360

**TOTAL SQ. FT.** 1340 2175

**Bonus Allocation** 14 x 150 = 2100 x 15% bonus = 315 sq. ft.

**Total sq ft available:** 2100 + 315 sq ft. = 2415 sq ft.
POSSIBILITY OF 4 FUTURE TENANTS, LIMITED TO 2 WALL SIGNS EACH, MAX 40 SFT PER SIGN - TOTAL OF 80 SFT PER BUSINESS WITH EXACT SIZES AND LOCATION TO BE DETERMINED.
This sign will be Labeled Ul or equal.
The installation Will meet national Electrical code Requirements

EXHIBIT: A-1 & A-2 & A-3 - (48 SQ/FT EA. = 144 SQ/FT )

Do not use printed drawing for exact color representation. Colors shown represent design intent only.
This sign will be labeled Ul or equal. The installation will meet national Electrical code Requirements.

Do not use printed drawing for exact color representation. Colors shown represent design intent only.

EXHIBIT: B-1 & B-2 - (206 SQ/FT TOTAL)

SKETCH NUMBER 53946
JOB NAME MATTHEWS CORNER
ADDRESS MATTHEWS, NC
SALES TONY MAIER
DESIGNER R.A.LINES
DATE 01-11-18
DRAWING ID MATTHEWS CORNER_53946_01-11-18

CUSTOMER APPROVAL

SIGNED ________________________ DATE __________

LANDLORD APPROVAL

SIGNED ________________________ DATE __________

PAGE 4
This sign will be labeled "C or equal."

The installation will meet national Electrical code Requirements.

01-30-18

CHANGE LABELS ADD SIGNAGE

www.United-Maier.com

1030 Straight St.

Cincinnati, OH 45214

513-681-6600 Office

513-681-0818 Fax

877-681-6600 Toll Free

PROUD MEMBERS

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**EXHIBIT: D-1 & D-2 - (40 + 40 = 80 SQ/FT TOTAL)**

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<tbody>
<tr>
<td>JOB NAME</td>
<td>MATTHEWS CORNER</td>
</tr>
<tr>
<td>ADDRESS</td>
<td>MATTHEWS, NC</td>
</tr>
<tr>
<td>SALES</td>
<td>TONY MAIER</td>
</tr>
<tr>
<td>DESIGNER</td>
<td>R.A. LINES</td>
</tr>
<tr>
<td>DATE</td>
<td>01-11-18</td>
</tr>
<tr>
<td>DRAWING ID</td>
<td>MATTHEWS CORNER_53946_01-11-18</td>
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**CUSTOMER APPROVAL**

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<td>DATE</td>
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**LANDLORD APPROVAL**

<table>
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This sign will be labeled ul or equal. The installation will meet national Electrical code requirements.

SIGNED: 01-30-18

CHANGE LABELS ADD SIGNAGE

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EXHIBIT: E - (40 SQ/FT)

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This sign will be labeled as equal.
The installation will meet national Electrical code requirements.

EXHIBIT: F - (132.5 SQ/FT)

SKETCH NUMBER: 53946
JOB NAME: MATTHEWS CORNER
ADDRESS: MATTHEWS, NC
SALES: TONY MAIER
DESIGNER: R.A.LINES
DATE: 01-11-18
DRAWING ID: MATTHEWS CORNER_53946_01-11-18
This sign will be Labeled ul or equal.
The installation Will meet national Electrical code Requirements

EXHIBIT: G - (44 SQ/FT)
Academy
SPORTS + OUTDOORS

“ACADEMY” Self-Contained Channel Letters

“SPORTS + OUTDOORS” Self-Contained Channel Letters

NOTE: BACKSIDE OF PARAPET IS AN ENCLODED AREA

TOTAL PROPOSED SFT - 307.2

DRAWING IS FOR CONCEPTUAL PURPOSES ONLY. DUE TO CONSTRUCTION CONSTRAINTS, SIZES AND OR LAYOUTS MAY CHANGE SLIGHTLY.

CLIENT: ACADEMY SPORTS

LOCATION: MATTHEWS, NC

SCALE: AS NOTED

DRAWN BY: Amy Burns

DATE: 1-23-17

ACCOUNT REP: LACY

DRAWING #: ASO-MATTHEWS NC-FRONT ELEV

REV #: R9 3-19-18 ABS

TOTAL PROPOSED SFT - 307.2 SQ.FT.
EXHIBIT: I - (150 SQ/FT ALLOWANCE)

SKETCH NUMBER: 53946
JOB NAME: MATTHEWS CORNER
ADDRESS: MATTHEWS, NC
SALES: TONY MAIER
DESIGNER: R.A. LINES
DATE: 01-11-18
DRAWING ID: MATTHEWS CORNER_53946_01-11-18

CUSTOMER APPROVAL

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EXHIBIT: V-1 - (80 SQ/FT ALLOWANCE)
EXHIBIT M-1 (TENANT AREA 30.45 SFT & MATTHEWS CORNER 15.29 SFT = 45.74 SFT)

EXHIBIT M-1 = 45.74 SFT
EXHIBIT M-2 (TENANT AREA 112.2 sq/ft & MATTHEWS CORNER 17.25 sq/ft)

DRAWING IS FOR CONCEPTUAL PURPOSES ONLY. DUE TO CONSTRUCTION CONSTRAINTS, SIZES AND OR LAYOUTS MAY CHANGE SLIGHTLY.

CLIENT: ACADEMY SPORTS
LOCATION: MATTHEWS, NC
ACCOUNT REP: LACY

DRAWN BY: Amy Burns
DATE: 1-23-17

ACADEMY SPORTS + OUTDOORS
MATTHEWS CORNERS

REMOVE TOP HORIZONTAL BRICK AND METAL CAP

18" = 138" = 17.25 sq/ft

INSTALL NEW METAL CAP OVER TOP ROW OF VERTICAL SOLDIER ROW BRICKS

NEW TENANT CABINET *REMAINDER OF SIGN TO STAY AS IS

EXHIBIT M-2 (TENANT & MATTHEWS CORNERS = 175.3 SFT)

DRAWING IS FOR CONCEPTUAL PURPOSES ONLY. DUE TO CONSTRUCTION CONSTRAINTS, SIZES AND OR LAYOUTS MAY CHANGE SLIGHTLY.

CLIENT: ACADEMY SPORTS
LOCATION: MATTHEWS, NC
ACCOUNT REP: LACY

DRAWN BY: Amy Burns
DATE: 1-23-17

ACADEMY SPORTS + OUTDOORS
MATTHEWS CORNERS

REMOVE BOTH SETS OF "MATTHEWS CORNERS" COPY REPLACE WITH NEW ACADEMY TENANT PANELS

TENANT & MATTHEWS CORNERS = 175.3 SFT

1/2" = 1'-0"

R9 3-19-18 ABS
This sign will be labeled UL or equal.
The installation will meet national Electrical code Requirements.

01-22-18 CHANGES
01-30-18 SEPARATE EACH SIGN ONE PER PAGE
EXISTING vs PROPOSED

EXHIBIT M-3 (TENANT AREA 109.3 sq/ft)

EXHIBIT M-3 (137.25 sq/ft)

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