

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 spread sheet 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.



VIKING PARTNERS

4901 Hunt Road, Suite 102
Cincinnati, Ohio 45242
O 513-793-9919
F 513-793-9929

January 30, 2018

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

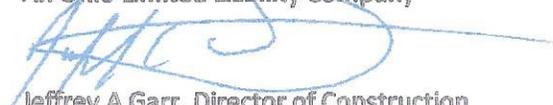
RE: Revised Master Sign Plan Submission – Matthews Corners

This letter shall serve as confirmation that United-Maier 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: ~~1/303/7/18~~ Revised 3/26/18

Section ~~2109~~155.608.9

- (A) Matthews Corners is currently designed to accommodate up to thirteen (13) individual business/tenants. The Center ~~is presently underwas~~ constructed in with completion scheduled for early Summer 1996.
- (1) A Site Plan is attached as Exhibit ~~“A”~~ “A-1”.
 - (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)~~(3) 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)~~(4) 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 & C~~ M-1, M-2 & M-3. ~~Each d~~ Detached 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~~ 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.

~~(5)~~ (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.~~

~~(B)~~ (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 eifis/dryvitt tan fascia area, the sign will be centered vertically and horizontally between the

decorative reveals and elements at top and bottom of eifis/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 & B~~A-1” for locations that correspond to the following symbols.)

<u>Symbol</u>	<u>Attached Signs/Maximum Sign Area</u>
<u>A-1, A-2 & A-3</u>	Not more than two (2) signs per establishment Not more than 150 sf total per establishment <u>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.</u>
<u>A-2</u>	Not more than one (1) sign per establishment Not more than 150 sf total per establishment
<u>B-1 & B-2</u>	Not more than two (2) signs per establishment Not more than 230-207 sf total per establishment*
<u>B-2C</u>	Not more one (1) sign per establishment Not more than 262-286 sf total per establishment*
<u>B-3D-1 & D-2</u>	Not more than two (2) signs per establishment Not more than 200-80 sf total per establishment (removed *)
<u>B-4E</u>	Not more than one (1) sign per establishment Not more than 200-40 sf total per establishment (removed *)
<u>F</u>	Not more than one (1) sign per establishment Not more than 150 sf total per establishment
<u>G</u>	Not more than one (1) sign per establishment

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*

CI-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 = 1,950,100 sf x 15% bonus = 292.50315 sf

Matthews Corners Shopping Center							
Signage Allocation Table							
	Tenant	Address	City	State	Sign Text	Existing - Sq. Ft.	Future -Sq. Ft.
A-1	Verizon	2218 Matthews Township Pkway	Matthews	NC	Verizon Wireless	146	150
A-2	Verizon	2218 Matthews Township Pkway	Matthews	NC	Verizon Wireless		
A-3	Verizon	2218 Matthews Township Pkway	Matthews	NC	Verizon Wireless		
B-1	Ollie's	2308 Matthews Township Pkway	Matthews	NC	Ollie's Bargain Outlet	207	207
B-2	Ollie's	2308 Matthews Township Pkway	Matthews	NC	Ollie's		
C	Hobby Lobby	2310 Matthews Township Pkway	Matthews	NC	Hobby Lobby Crafts Seasonal Home Accents	286	286
D-1	Signs By Tomorrow	2326-A Matthews Township Pkway	Matthews	NC	Signs by Tomorrow	40	80
D-2	Signs By Tomorrow	2326-A Matthews Township Pkway	Matthews	NC	Signs by Tomorrow	40	
E	Barefoot Nail Bar	2326-B Matthews Township Pkway	Matthews	NC	Barefoot Nail Bar	40	40
F	Marshalls	2330 Matthews Township Pkway	Matthews	NC	Marshalls	133	150
G	Jersey Mike's	2332-A Matthews Township Pkway	Matthews	Nc	Jersey Mike's	44	44
H-1	Academy (proposed)	2332 Matthews Township Pkway	Matthews	NC	Academy Sports + Academy		308
H-2	Academy (proposed)	2332 Matthews Township Pkway	Matthews	NC	**Sign removed**		0
I	Vacant (Burger King)	2210 Matthews Township Pkway	Matthews	NC		150	150
J/V-2	Vacant	2312-A Matthews Township Pkway	Matthews	NC	Max 40 sf per sign		80
J/V-3	Vacant	2312-B Matthews Township Pkway	Matthews	NC	Max 40 sf per sign		80
JV-4	Vacant	2312-C Matthews Township Pkway	Matthews	NC	Max 40 sf per sign		80
J/V-5	Vacant	2314 Matthews Township Pkway	Matthews	NC	Max 40 sf per sign		80
V-1	Vacant	2332-B Matthews Township Pkway	Matthews	NC	Max 40 sf per sign		80
					TOTAL building signs:	1086	1815
		Freestanding Signs					
M-1		Side Monument				31	46
M-2		Main Entrance				113	176
M-3		Expressway Pylon				110	138
					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.					



CURRENT TENANTS @ MATTHEW'S CORNER - 2332 Matthews Township Pkwy, Matthews, NC 28105

PAGE 1 EXHIBIT A-1

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

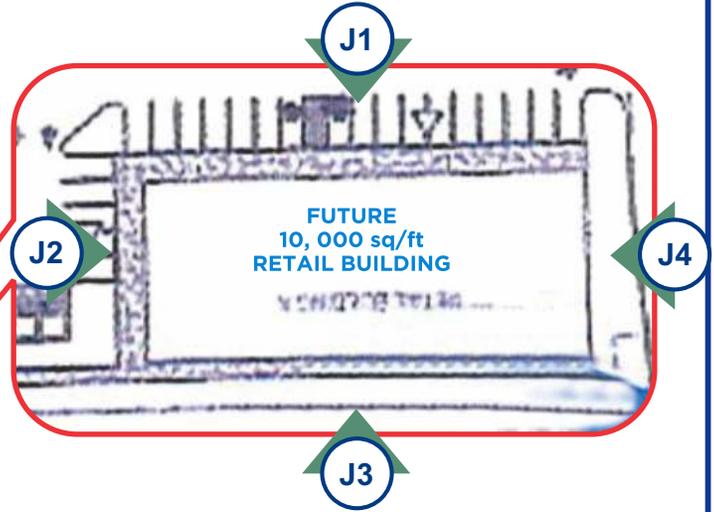
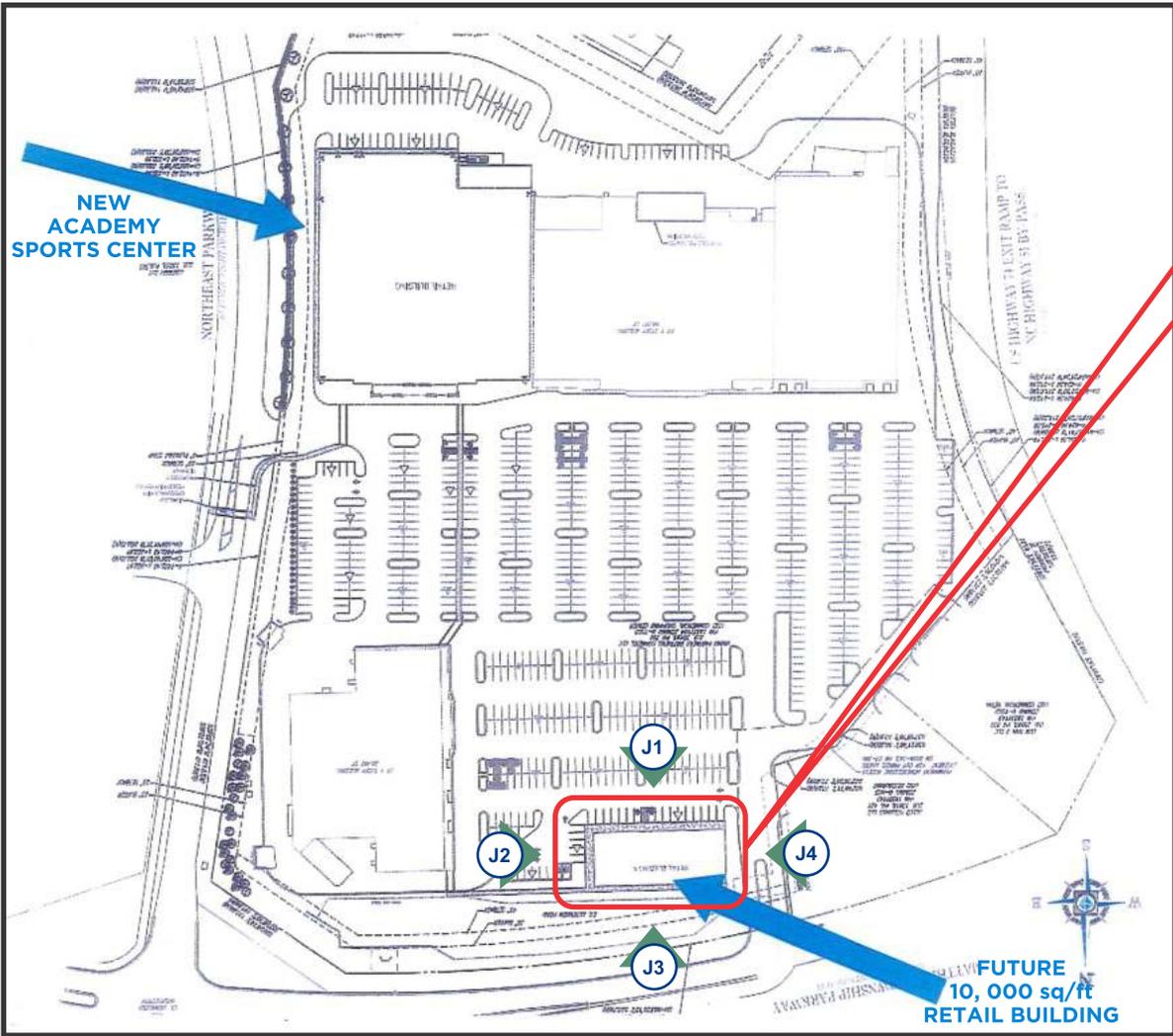
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CLIENT: **ACADEMY SPORTS**
 LOCATION: **MATTHEWS, NC**
 ACCOUNT REP: **LACY**

STORE #: _____
 SCALE: **AS NOTED**
 DRAWING #: **ASO-MATTHEWS NC-SITE**

DRAWN BY: *Amy Burns*
 DATE: **1-23-17**
 REV #: **R8 3-15-18 ABS**



**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**

FUTURE TENANTS @ MATTHEW'S CORNER - 2332 Matthews Township Pkwy, Matthews, NC 28105

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

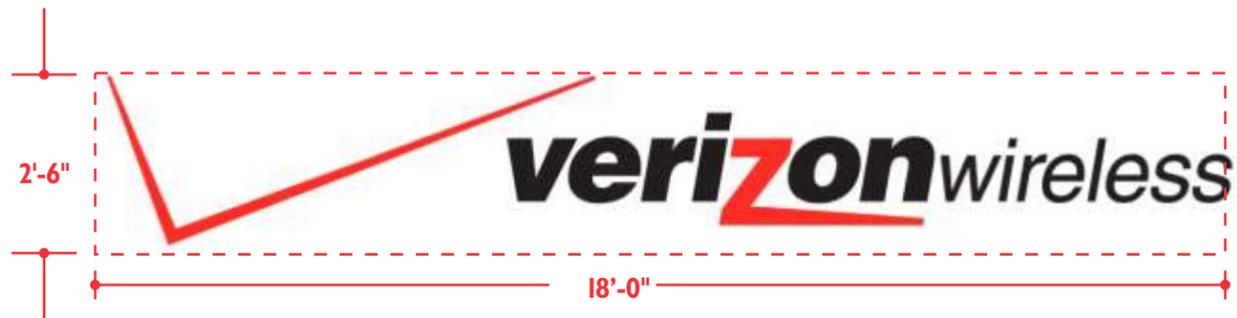
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CLIENT: ACADEMY SPORTS
LOCATION: MATTHEWS, NC
ACCOUNT REP: LACY

STORE #:
SCALE: AS NOTED
DRAWING #: ASO-MATTHEWS NC-SITE

DRAWN BY: Amy Burns
DATE: 1-23-17
REV #: R8 3-15-18 ABS



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This sign will be Labeled ul or equal.

The installation Will meet national Electrical code Requirements

REVISIONS

01-30-18
CHANGE LABELS ADD SIGNAGE

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

CUSTOMER APPROVAL

SIGNED: _____ DATE: _____

LANDLORD APPROVAL

SIGNED: _____ DATE: _____

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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

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EXHIBIT: C - (285.3 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

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EXHIBIT: D-1 & D-2 - (40 + 40 = 80 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

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The installation
Will meet national
Electrical code
Requirements

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01-30-18
CHANGE LABELS ADD
SIGNAGE

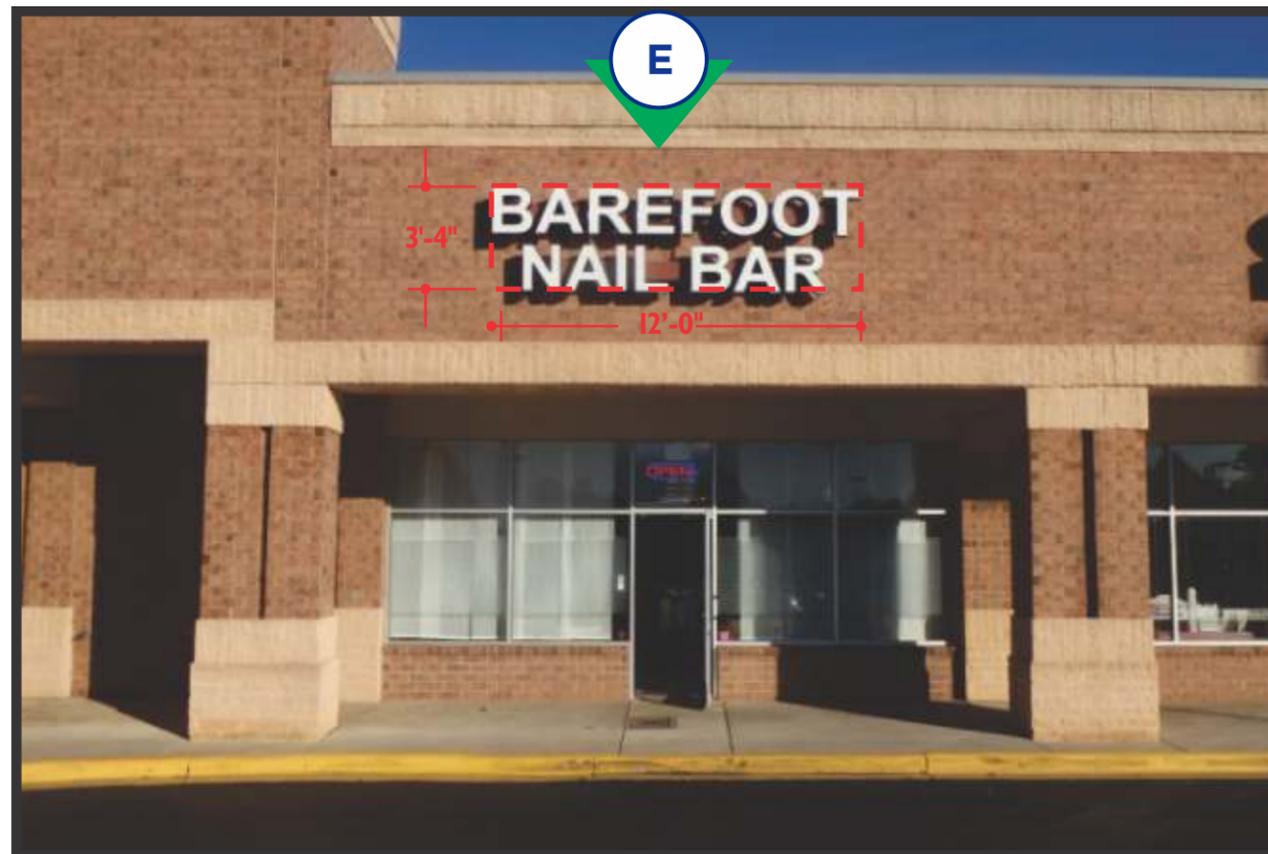


EXHIBIT: E - (40 SQ/FT)

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

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01-30-18
CHANGE LABELS ADD SIGNAGE



EXHIBIT: F - (132.5 SQ/FT)

SKETCH NUMBER	53946
JOB NAME	MATTHEWS CORNER
ADDRESS	MATTHEWS, NC
SALES	TONY MAIER
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DATE	01-11-18
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REVISIONS

01-30-18
CHANGE LABELS ADD SIGNAGE



EXHIBIT: G - (44 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

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NOTE: BACKSIDE OF PARAPET IS AN ENCLOSED AREA



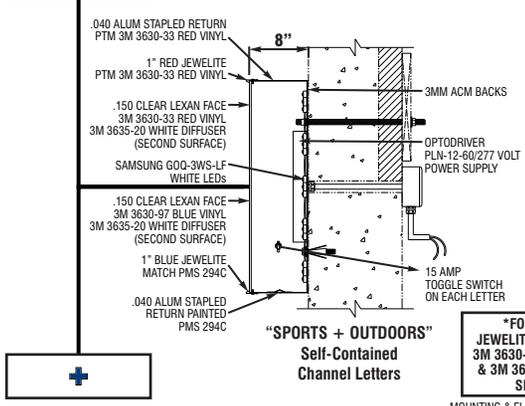
FRONT ELEVATION
Scale: 1/32" = 1'-0"

TOTAL PROPOSED SFT - 307.2

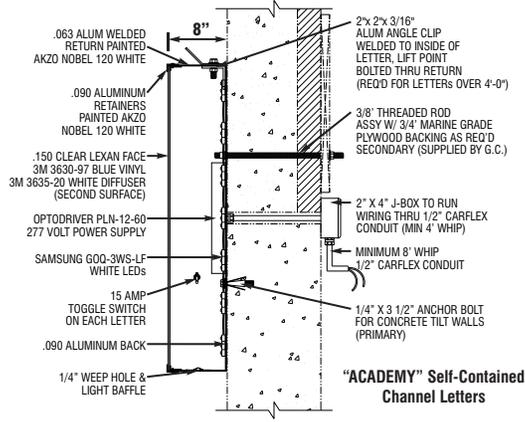


Academy:
5/8" RETAINER FACE -
5/8" SHOW-THRU OUTLINE
TAGLINE:
5/8" SHOW-THRU OUTLINE
307.2 SQ.FT.

**SPORTS
OUTDOORS**



*FOR "+" RETURNS & JEWELITE TO MATCH PMS 294C. 3M 3630-97 BRISTOL BLUE VINYL & 3M 3635-20 WHITE DIFFUSER SECOND SURFACE.
MOUNTING & ELECTRICAL SAME AS MAIN LETTERS



"ACADEMY" Self-Contained Channel Letters

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PAGE 10 EXHIBIT H-1

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PH (888) 303-5534 · FAX (334) 836-1401
www.idassociatesinc.com



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

STORE #:
SCALE: AS NOTED
DRAWING #: ASO-MATTHEWS NC-FRONT ELEV

DRAWN BY: Amy Burns
DATE: 1-23-17
REV #: R9 3-19-18 ABS



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This sign will be Labeled ul or equal.

The installation Will meet national Electrical code Requirements

REVISIONS

01-30-18
CHANGE LABELS ADD SIGNAGE

03-07-18
ADD PAGE I3 (V-1)
ADD 2 SIGNS FOR (I)

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

SIGNED: _____ DATE: _____

LANDLORD APPROVAL

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PAGE
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V-1a



V-1b



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This sign will be Labeled ul or equal.

The installation Will meet national Electrical code Requirements

REVISIONS

01-30-18
CHANGE LABELS ADD SIGNAGE

03-07-18
ADD PAGE 13 (V-1)
ADD 2 SIGNS FOR (I)

EXHIBIT: V-1 - (80 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

SIGNED: _____ DATE: _____

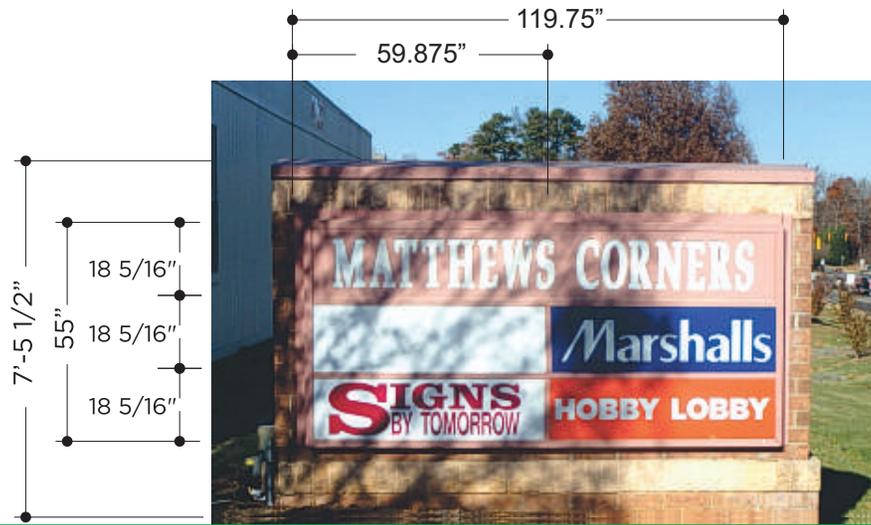
LANDLORD APPROVAL

SIGNED: _____ DATE: _____

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SIDE MONUMENT - EXISTING



SIDE MONUMENT - PROPOSED

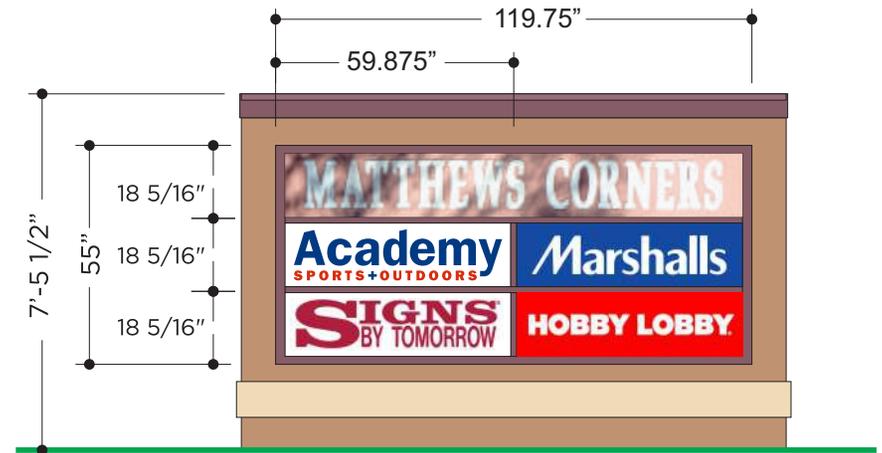


EXHIBIT M-1 (TENANT AREA 30.45 SFT & MATTHEWS CORNER 15.29 SFT = 45.74 SFT)

EXHIBIT M-1 = 45.74 SFT

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

I.D. ASSOCIATES

1771 INDUSTRIAL ROAD • DOTHAN, ALABAMA • 36303
PH (888) 303-5534 • FAX (334) 836-1401
www.idassociatesinc.com



CLIENT: **ACADEMY SPORTS**

LOCATION: **MATTHEWS, NC**

ACCOUNT REP: **LACY**

STORE #:

SCALE:

DRAWING #:

ASO-MATTHEWS NC-OPT 2

DRAWN BY: *Amy Burns*

DATE: **1-23-17**

REV #: **R8 3-14-18 ABS**

3/4" = 1'-0"

MAIN ENTRANCE PYLON - EXISTING



MAIN ENTRANCE PYLON - PROPOSED

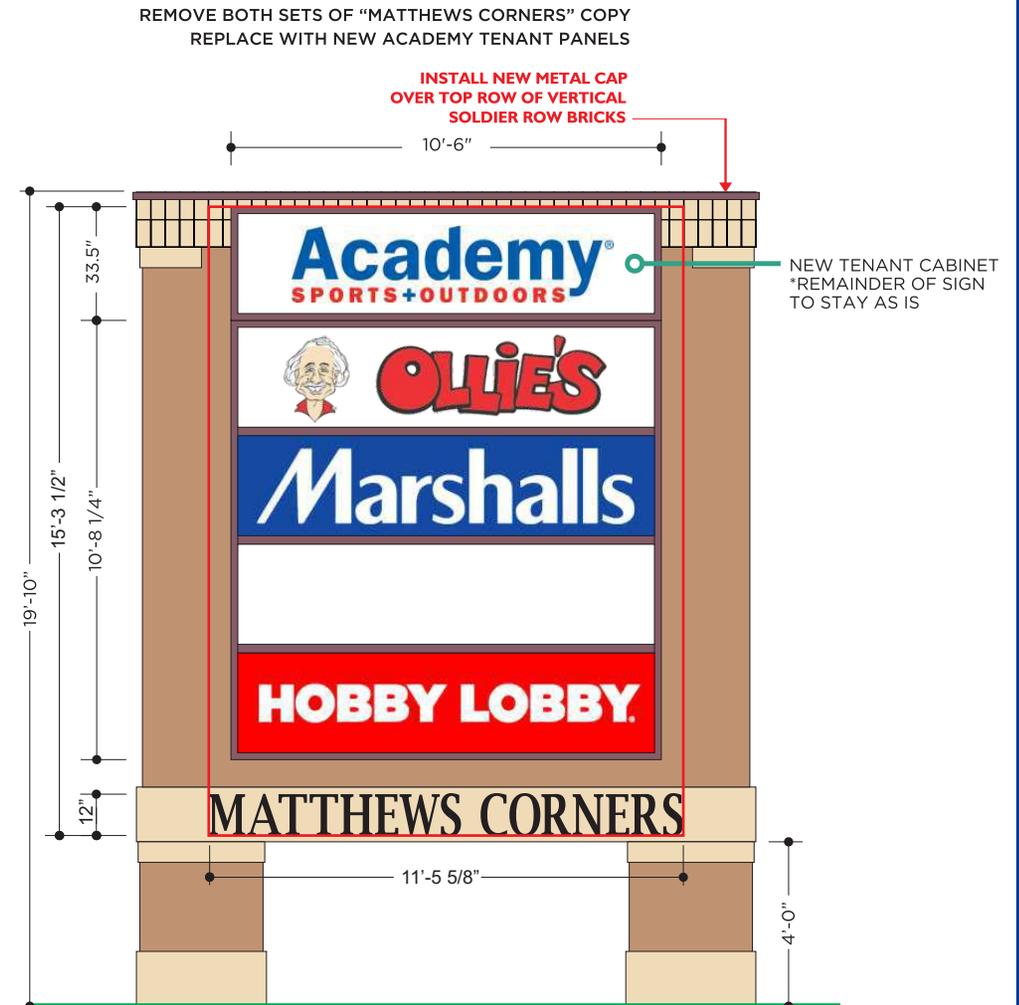


EXHIBIT M-2 (TENANT AREA 112.2 sq/ft & MATHEWS CORNER 17.25 sq/ft)

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

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

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 www.idassociatesinc.com



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

STORE #:	
SCALE:	1/2" = 1'-0"
DRAWING #:	ASO-MATTHEWS NC-M2

DRAWN BY:	<i>Amy Burns</i>
DATE:	1-23-17
REV #:	R9 3-19-18 ABS

EXPRESSWAY RAMP PYLON - EXISTING

EXPRESSWAY RAMP PYLON - PROPOSED

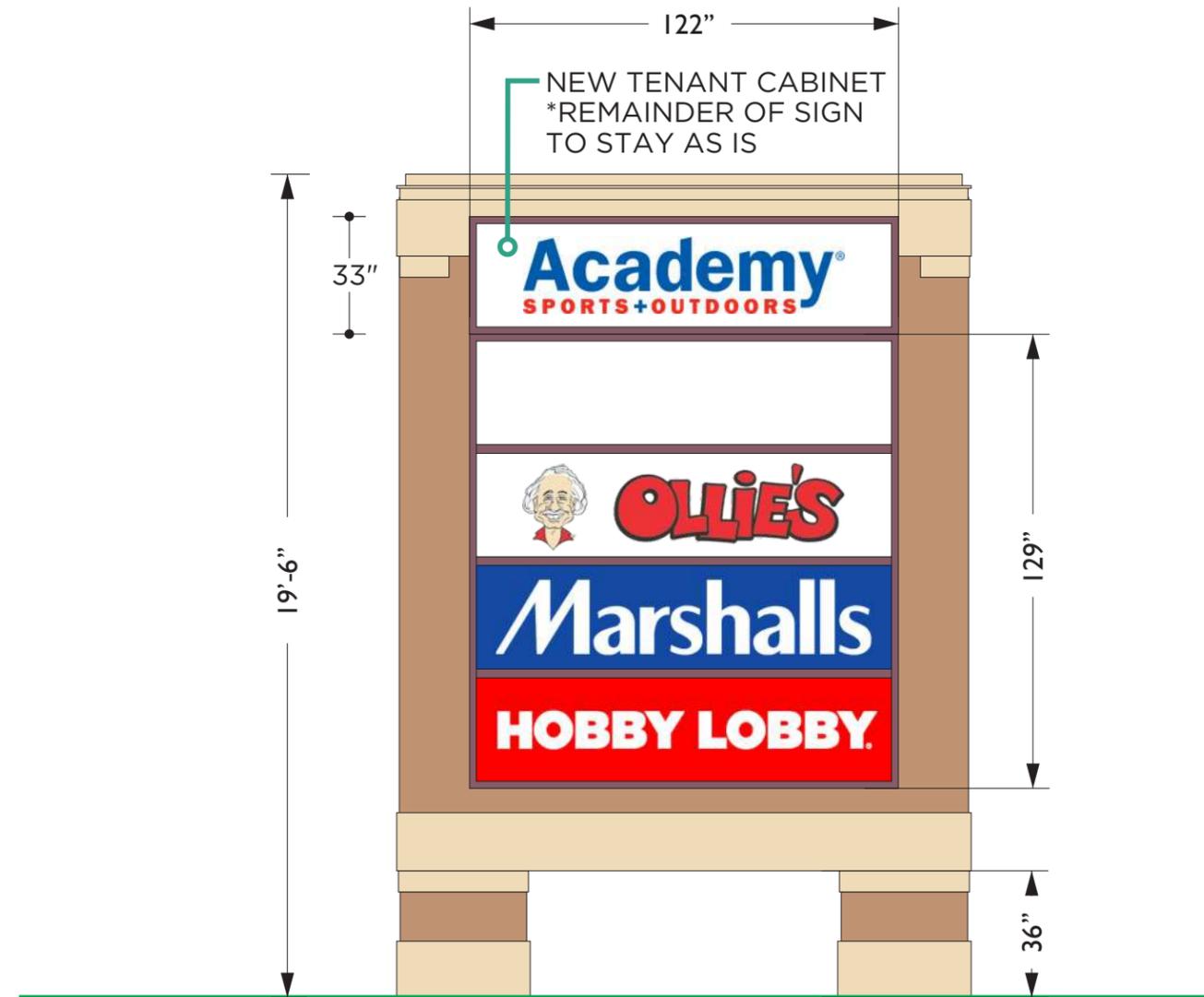
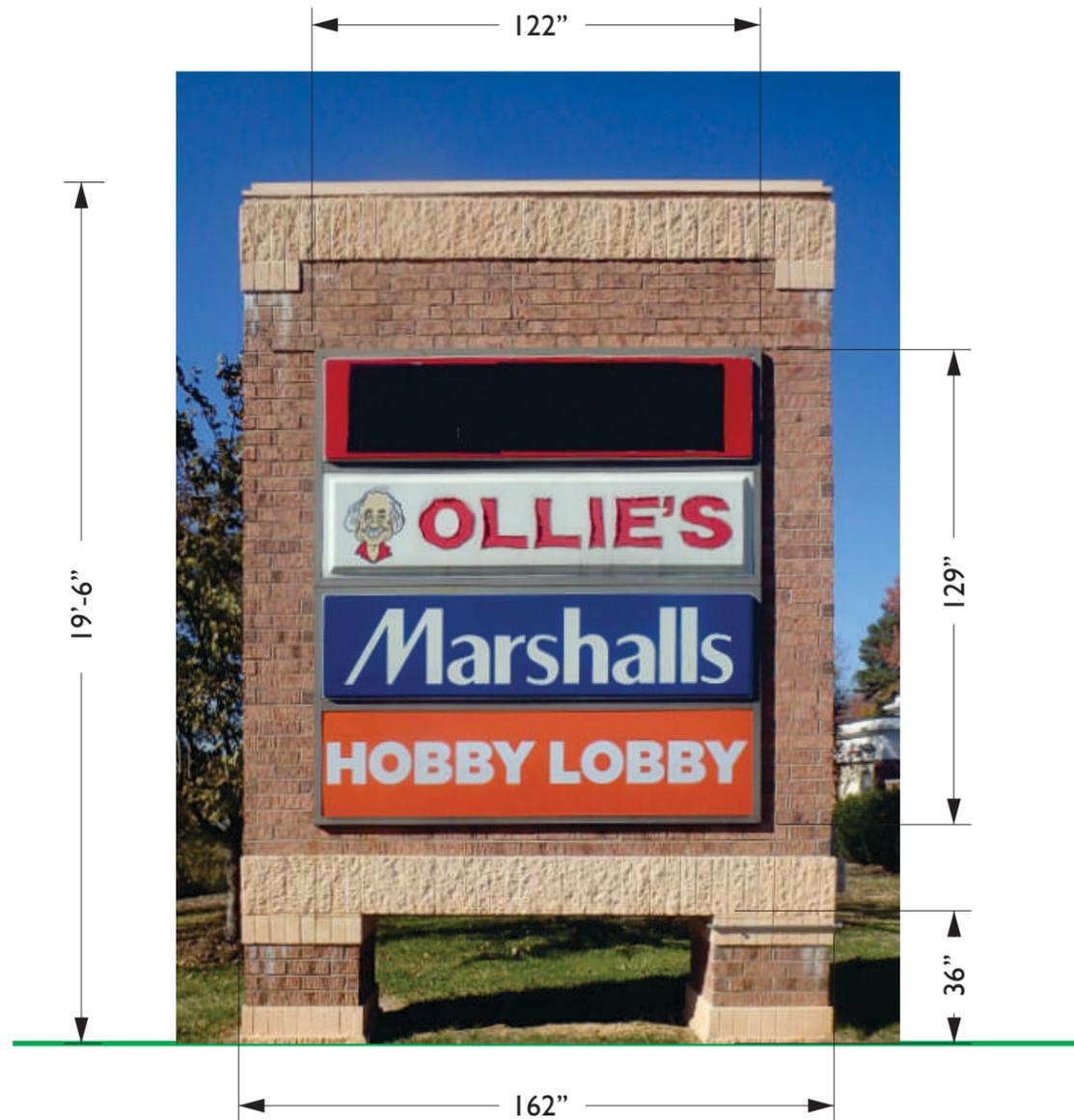


EXHIBIT M-3 (TENANT AREA 109.3 sq/ft)

EXHIBIT M-3 (137.25 sq/ft)

SKETCH NUMBER	53951
JOB NAME	MATTHEWS CORNER
ADDRESS	MATTHEWS, NC
SALES	TONY MAIER
DESIGNER	GREG ESSERT
DATE	01-17-18
DRAWING ID	MATTHEWS CORNER_53951_01-17-18

CUSTOMER APPROVAL

SIGNED: _____ DATE: _____

LANDLORD APPROVAL

SIGNED: _____ DATE: _____

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Cincinnati, Oh 45214
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www.United-Maier.com

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 The installation Will meet national Electrical code Requirements

REVISIONS

01-22-18
CHANGES

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

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