

## **Agenda Item: Master Sign Plan – Sportsplex Matthews**

**DATE:** January 12, 2017  
**FROM:** Mary Jo Gollnitz, Planner

### **Background/Issue:**

Mecklenburg County, the developer of the Sportsplex Matthews, is requesting a Master Sign Plan for the Regional Park. The project is in Phase II of development which they anticipate opening later this year.

Per the UDO, Master Sign Plans are allowed up to a 15% signage bonus. There is no request for additional sign area.

Additional information:

- Monument sign at Tank Town Road entrance will have the face plate removed and replaced with the new design/color scheme.
- A new monument sign at the entrance off of Brigman Road will be installed.
- The request includes 2 wayfinding pole mounted signs within the Sportsplex Rd right-of-way (road to be dedicated to the Town once completed). Request for easements will need to be completed before installation.
- All other signs throughout the complex identify buildings and fields; or direct visitors, as well as emergency personnel to fields and associated parking locations.
- A revised Master Sign Plan will need to be submitted once the County determines their stadium signage requirements.
- Signage will meet Matthews UDO.

### **Proposal/Solution:**

The request provides a comprehensive sign plan for all the facilities within the complex.

### **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.

Economic Development and Land Use Planning

### **Recommended Motion/Action:**

Staff recommends approval of the Sportsplex Master Sign Plan.