

## **Agenda Item: Master Sign Plan Amendment – Sycamore Commons**

**DATE:** March 31, 2017

**FROM:** Mary Jo Gollnitz, Planner

### **Background/Issue:**

Providence Group Capital is developing the last parcel (Parcel E) at Sycamore Commons and requests a change to the Master Sign Plan. The development was originally named Matthews Market.

Signage allotment within the shopping center is determined on location and classification of tenant based on size of their retail space. The original plans were for a single anchor tenant, Barnes & Noble, to be located on Parcel E. As an anchor store, the allotment for signage would have been 400 sq ft.

The applicant is requesting that the Master Sign Plan be revised to allow for four tenants to share allotment of 500 sq ft.

#### Additional information:

- Similar request was approved in 2014 for the building currently occupied by Sleepy's, Dental Works, and Sprint.
- Sign bands will have a maximum of 24" in height same as the Village Center Tenants (C.1 sign type).
- Current sign plan allows up to 100 sq ft per sign for each C.1 designations.
- Endcap tenants will be allowed up to 3 signs, with a maximum of 50 sq ft per sign.
- Interior tenants will be allowed up to 2 signs, with a maximum of 50 sq ft per sign.
- Sign composition will be aluminum channel letters, with plexiglas faces that are internally illuminated.
- Signage will meet Matthews UDO requirements for permitting.

### **Proposal/Solution:**

The request will allow proportionate signage based on store frontage.

### **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 Master Sign Plan amendment as requested.

Building location of 2014  
reallotment of signage





March 16, 2017

Kathi Ingrish  
Planning Director  
Town of Matthews  
232 Matthews Station Street  
Matthews, NC 28105

**Re: Request for Master Sign Plan Amendment  
Matthew's Market (Sycamore Commons)**

Dear Ms. Ingrish:

This letter is to serve as a request for an amendment to the Master Sign Plan Change for Matthews Market (Sycamore Commons), with respect to Parcel E in the shopping center.

The reason for this request is on July 28, 2015 the current owner of Parcel E was successful in rezoning the property from a single tenant anchor building to a multi-tenant shop building. The building is currently under construction. We are proposing signage that is consistent with the existing multi-tenant shop buildings throughout the development.

Attached, please find a comparison chart of what is currently approved with supporting language from the Master Sign Plan and the proposed amended signage for the new building on Parcel E, examples (pictures) of existing C.1 signage throughout the development on multi-tenant shop buildings, the approved rezoning petition dated July 28, 2015 and elevations of the building depicting the proposed C.1 signage.

Below is a list of signs that corresponds to the attached pictures.

**Examples of Out-Parcel "E" comparable signs (C.1) include:**

America's Best, Starbucks, McAlister's Deli, The UPS Store, Batteries & Bulbs.

Please let us know of any comments or desired revisions to the above request. We appreciate your consideration.

Best regards,



J.Q. Freeman  
FHN Sycamore, LLC  
Petitioner/Owner

Enclosure: 1- Chart comparing existing approved signage and proposed amended signage; 2- Examples of existing signage; 3- Approved rezoning petition; 4- Elevations

Current Signage Allowance		
Sign Type	Description	Sign Characteristics
H	Anchor Stores	[No maximum height]; each sign shall not exceed 375-400 SF and "For the purpose of identifying anchor tenants within the development"



## H. ANCHOR TENANTS TENANT IDENTIFICATION

### Description

For the purpose of identifying anchor tenants within the development. Tenant signs will be composed of aluminum channel letters, with plexiglas faces, internally illuminated or pin-mounter letters externally illuminated..

Each tenant's primary sign will be located within the area determined by the building's facade.

### Sign Type H.1.

**Size Permitted:** 375 Sq. Ft. total

**Size Proposed:** 400 Sq. Ft. total

**Bonus Requested:** 25 Sq. Ft. total

Proposed Tenant Allocation					
Tenant	Tenant Type	Sign Type	SF Allowance	# of Signs Allowed	Total SF
1	Endcap	C.1	50 SF per sign	3	150 SF*
2	Interior	C.1	50 SF per sign	2	100 SF*
3	Interior	C.1	50 SF per sign	2	100 SF*
4	Endcap	C.1	50 SF per sign	3	150 SF*
					<b>Total: 500 SF*</b>

All signage will meet Matthews UDO requirements and will be individually permitted.



### C. VILLAGE CENTER TENANT IDENTIFICATION

#### Description

For the purpose of identifying individual tenants within the development. Tenant signs will be composed of aluminum channel letters, with plexiglas faces, internally illuminated.

A "sign band" is created by the building's architectural features as indicated on the drawings. The sign bands occur on different levels depending on the tenant's location. The lowest sign band has a maximum height of 20" for tenant signs and a maximum of 40 square feet for each sign face. Signs located above the lowest awnings are not to extend beyond the width of the awnings.

\* On upper level sign bands there is a maximum height of 24" for tenant signs and a maximum of 50 square feet for each sign face. For any signs located on the sides or rear of a building, the same restrictions apply.

#### Sign Type C.1.

**Size Permitted:** 150 Sq. Ft./sign  
**Size Proposed:** 100 Sq. Ft./sign  
**Bonus Requested:** None



# PROVIDENCE GROUP CAPITAL

## SYCAMORE COMMONS - MATTHEWS, NC

AERIAL VIEW LABELED





# PROVIDENCE GROUP CAPITAL

## SYCAMORE COMMONS - MATTHEWS, NC

### EXAMPLES OF EXISTING C.1 SIGNAGE





# PROVIDENCE GROUP CAPITAL

## SYCAMORE COMMONS - MATTHEWS, NC

### EXAMPLES OF EXISTING C.1 SIGNAGE





**APPROVED**  
**TOWN OF MATTHEWS**  
 Date July 28, 2015  
 By Matthews Planning Board  
Kathi Ingrish

July 9, 2015

Kathi Ingrish  
 Planning Director  
 Town of Matthews  
 232 Matthews Station Street  
 Matthews, NC 28105

**Re: Request for Administrative Amendment  
 Matthew's Market (Sycamore Commons)  
 Rezoning Petition No. 368: Approved 11/13/00**

Dear Ms. Ingrish:

This letter is to serve as a request for an Administrative Amendment to the Matthews Market Rezoning Petition No. 368 Conditional Notes / Development Standards, as approved by the Town of Matthews on November 13, 2000.

General Notes of the Development Standards, Paragraph 2(c) currently reads:

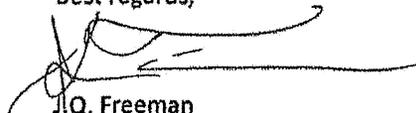
"The Petitioners agree that Barnes & Noble, the national book store chain, must be the first occupant of any building constructed on Parcel E depicted on the Technical Data Sheet."

The Petitioner requests that the above paragraph be deleted in its entirety and replaced with:

"The Petitioners agree that permitted uses of any occupants on Parcel E of the Technical Data Sheet shall be all uses allowed in the B-1 SCD District under the Town of Matthews Zoning Ordinance, except those uses prohibited in Paragraph 2(b) of the Development Standards for Rezoning Petition No. 368, as approved on November 13, 2000."

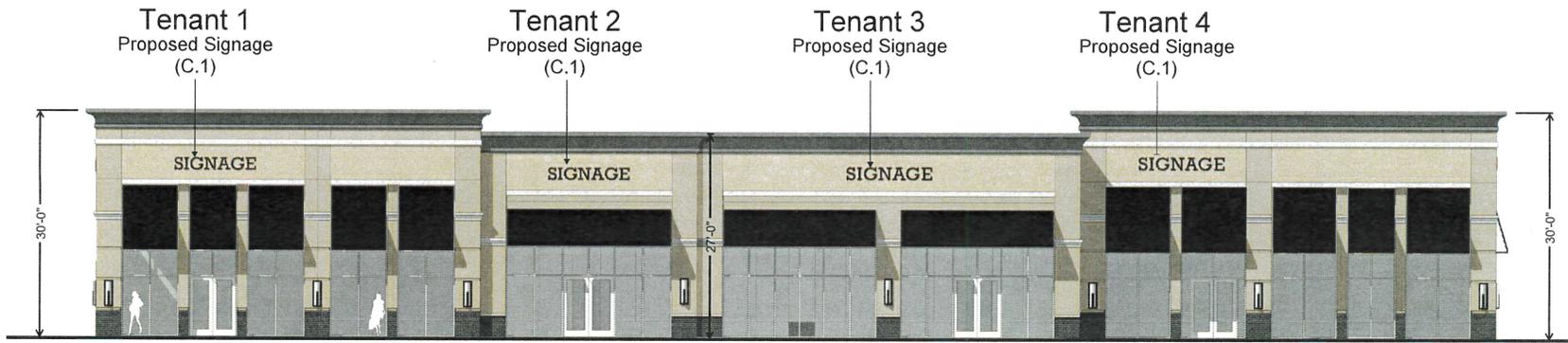
Please let us know of any comments or desired revisions to the above request. We appreciate your consideration.

Best regards,

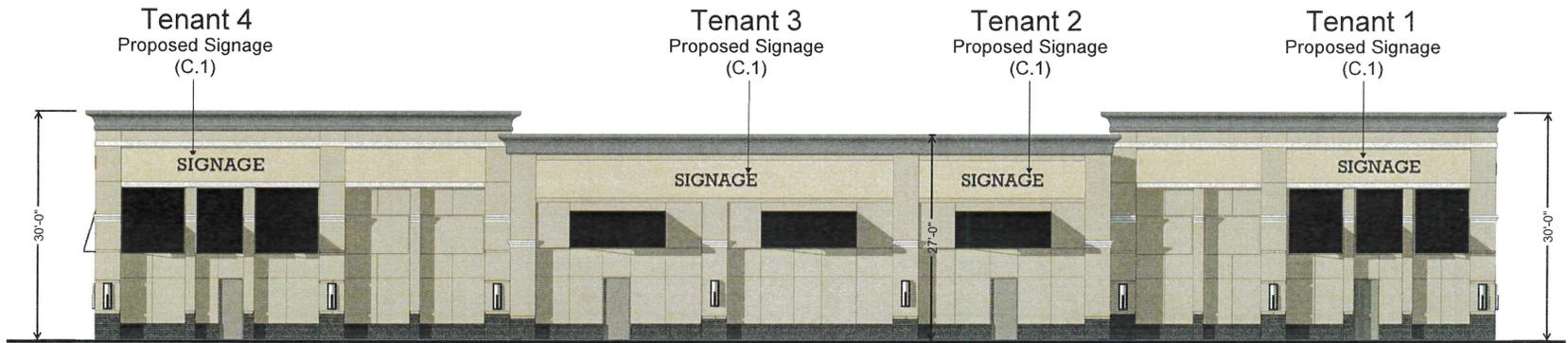
  
 J.Q. Freeman  
 MPV Properties, LLC  
 Petitioner

  
 Adam Ford  
 Matthews Market, LLC  
 Property Owner





NORTH ELEVATION: FRONT VIEW TO INTERIOR OF SHOPPING CENTER



SOUTH ELEVATION: BACK VIEW FACING HWY 51

Tenant 4  
Proposed Signage  
(C.1)



WEST ELEVATION: SIDE VIEW FACING JIMMY JOHNS

Tenant 1  
Proposed Signage  
(C.1)



EAST ELEVATION: SIDE VIEW FACING NORTH EAST PARKWAY