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 reallocation 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,

[Signature]

J.O. 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
<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Description</th>
<th>Sign Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>H</td>
<td>Anchor Stores</td>
<td>[No maximum height]; each sign shall not exceed 375-400 SF and &quot;For the purpose of identifying anchor tenants within the development&quot;</td>
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**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 pinmounter 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

<table>
<thead>
<tr>
<th>Tenant</th>
<th>Tenant Type</th>
<th>Sign Type</th>
<th>SF Allowance</th>
<th># of Signs Allowed</th>
<th>Total SF</th>
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<tbody>
<tr>
<td>1</td>
<td>Endcap</td>
<td>C.1</td>
<td>50 SF per sign</td>
<td>3</td>
<td>150 SF*</td>
</tr>
<tr>
<td>2</td>
<td>Interior</td>
<td>C.1</td>
<td>50 SF per sign</td>
<td>2</td>
<td>100 SF*</td>
</tr>
<tr>
<td>3</td>
<td>Interior</td>
<td>C.1</td>
<td>50 SF per sign</td>
<td>2</td>
<td>100 SF*</td>
</tr>
<tr>
<td>4</td>
<td>Endcap</td>
<td>C.1</td>
<td>50 SF per sign</td>
<td>3</td>
<td>150 SF*</td>
</tr>
<tr>
<td></td>
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<td><strong>Total: 500 SF</strong></td>
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</tbody>
</table>

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

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MATTHEWS MARKET

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.

A * 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

EXAMPLES OF EXISTING C.1 SIGNAGE
PROVIDENCE GROUP CAPITAL
SYCAMORE COMMONS - MATTHEWS, NC
EXAMPLES OF EXISTING C.1 SIGNAGE
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