April 26, 2017

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Planner II/Zoning Administrator  
Planning and Development  
Town of Matthews  
232 Matthews Station Street  
Matthews, NC 28105

Subject: Windsor Run Retirement Center – Phase 1A Master Sign Plan

Submitted: April 26, 2017  
Current Zoning – Residential/Institutional (Conditional)

Windsor Run Retirement Center Master Sign Plan requests reallocation of total allowable signage for the community per Section 155.608.9 of Matthews UDO. Total square footage allowed is 150 sq ft and Windsor Run, LLC is requesting 100 sq ft. The freestanding identification sign at the main entrance and the main directory sign both exceed the allowable square footage, while the building identification signs are under the allowable square footage.

- Existing signage will fall under the R/I Guidelines
- Attached table indicates the signage allowed under the ordinance and the total proposed signage.

**SIGNAGE ALLOWED FOR R/I ZONING DISTRICT**

<table>
<thead>
<tr>
<th>USE</th>
<th># Allowed</th>
<th>Allowed SQ FT</th>
<th>Existing # Signs</th>
<th>Proposed # Signs</th>
<th>SQ FT Proposed</th>
<th>SQ FT Existing</th>
</tr>
</thead>
<tbody>
<tr>
<td>CB1.0*</td>
<td>1</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Marketing</td>
<td>1</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Center</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>RB 1.1*</td>
<td>1</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>RB 1.2*</td>
<td>1</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*5 SF Freestanding Directional Signs (Incidental) are Proposed in-lieu of 20 SF Attached Identification Signage

**Freestanding Perimeter ID Signage Allowed (Reference: UDO 155.608.11.D)**

<table>
<thead>
<tr>
<th>USE</th>
<th># Allowed</th>
<th>Allowed SQ FT</th>
<th>Existing # Signs</th>
<th>Proposed # Signs</th>
<th>SQ FT Proposed</th>
<th>SQ FT Existing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Entrance (Sign 1)</td>
<td>1</td>
<td>40</td>
<td>0</td>
<td>1</td>
<td>52</td>
<td>0</td>
</tr>
</tbody>
</table>

**Bulletin Board Allowed (Reference: UDO 155.608.11.D)**

<table>
<thead>
<tr>
<th>USE</th>
<th># Allowed</th>
<th>Allowed SQ FT</th>
<th>Existing # Signs</th>
<th>Proposed # Signs</th>
<th>SQ FT Proposed</th>
<th>SQ FT Existing</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>1</td>
<td>18</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Directory Signage (Reference: UDO 155.608.6.D)

<table>
<thead>
<tr>
<th>USE</th>
<th># Allowed</th>
<th>Allowed SQ FT</th>
<th>Existing # Signs</th>
<th>Proposed # Signs</th>
<th>SQ FT Proposed</th>
<th>SQ FT Existing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Entrance Directory</td>
<td>1</td>
<td>12</td>
<td>0</td>
<td>1</td>
<td>28</td>
<td>0</td>
</tr>
<tr>
<td>(Sign 2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Square Footage**

- **Allowed**: 150 SF
- **Proposed**: 80 SF

Supplemental Directional Signage (Reference: UDO 155.608.6.D)

<table>
<thead>
<tr>
<th>USE</th>
<th># Allowed</th>
<th>Allowed SQ FT</th>
<th>Existing # Signs</th>
<th>Proposed # Signs</th>
<th>SQ FT Proposed</th>
<th>SQ FT Existing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gatehouse</td>
<td>1</td>
<td>12</td>
<td>0</td>
<td>1</td>
<td>6.5</td>
<td>0</td>
</tr>
<tr>
<td>Vehicle Directional</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CB1.0</td>
<td>1</td>
<td>12</td>
<td>0</td>
<td>1</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Directional Marketing</td>
<td>1</td>
<td>12</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Center</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RB 1.1</td>
<td>1</td>
<td>12</td>
<td>0</td>
<td>1</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Directional</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RB 1.2</td>
<td>1</td>
<td>12</td>
<td>0</td>
<td>2</td>
<td>5</td>
<td>0</td>
</tr>
</tbody>
</table>

* Per UDO 155.608.6 D: Incidental signs, when located to the interior of a building site and outside of any required setback or yard and greater than ten feet (10') from any property line, which contain information for persons on-site only, are not easily visible off-site, and are not used to primarily identify establishments or advertise products or services, may be up to (12) square feet in sign area or exceed six feet (6") in height. This includes directory signs which identify only the names and locations of occupants or uses within buildings or complexes, although directory signs in vehicular use areas may not exceed eight feet (8") in height.

Sign Area Calculations

- Sign 1 – Main Entrance Sign (Full HT with Base = 6’ 0’’)
  - Sign 1-22.102 identifies the Windsor Run Retirement Community, displaying the site address. Sign graphic does not exceed 40 SF. For additional information, see Sign Details Sheets.

![Diagram](image-url)
• Sign 2 - Main Entry Wayfinding Sign - (Full HT with Base = 7'5.5")
  o Provides direction to CB1.0, Marketing Center, R81.0, R81.2. For additional information, see Sign Details Sheets.

![Figure 2](image)

• Sign 3 - One-Sided Type D-2 S/F Non Illuminated Sign (Full HT with Base = 5' 2")
  o Provides direction to CB1.0 and Marketing Center. For additional information, see Sign Details Sheets.

![Figure 3](image)

• Sign 4 - One-Sided Type D-2 S/F Non Illuminated Sign (Full HT with Base = 5' 2")
  o Provides direction to R81.1. For additional information, see Sign Details Sheets.

![Figure 4](image)
- Signs 5 & 6 - One-Sided Type D-2 S/F Non Illuminated Sign (Full HT with Base = 5' 2")
  - Provides direction to RB1.2. For additional information, see Sign Details Sheets.

- Sign 7 - One-Sided Type S/F Non Illuminated Median Directional Sign (Full HT with Base = 5' 2")
  - Directs traffic at gatehouse entry. For additional information, see Sign Details Sheets.

Note: Windsor Run, LLC is currently rebranding their signage across all campuses. During this process, the shape and sizes of the proposed signage and text shall not be modified. However, the font style and color scheme indicated on the following sign graphics are subject to change.
12'-5 1/2" (sign cap)
12'-5" (base cap)
11'-11"
11'-8"
11'-2" (overall)
10' x 2' x 1'-10"
1'-4" (base)
1'-2"
2' x 2' x 2' x 4' x 3' 3/4"
2' x 2' x 2' x 4' x 3' 3/4"
2' x 2' x 2' x 4' x 3' 3/4"
2' x 2' x 2' x 4' x 3' 3/4"
2' x 2' x 2' x 4' x 3' 3/4"
2' x 2' x 2' x 4' x 3' 3/4"
2' x 2' x 2' x 4' x 3' 3/4"
2' x 2' x 2' x 4' x 3' 3/4"
2' x 2' x 2' x 4' x 3' 3/4"
2' x 2' x 2' x 4' x 3' 3/4"
2' x 2' x 2' x 4' x 3' 3/4"
2' x 2' x 2' x 4' x 3' 3/4"
2' x 2' x 2' x 4' x 3' 3/4"
2 S/F NON-ILLUMINATED MAIN ENTRY - DIRECTIONAL SIGN
SCALE: 3/4" = 1'-0"

SIDE VIEW - DIRECTIONAL SIGN
SCALE: 3/4" = 1'-0"

"Cap" accent is layered 1/4"thick routed acrylic painted to match PMS 2735 C Royal Blue

1/8" thick acrylic painted to match 3M 220-90 Antique White w/ applied 3M 230-190 Apple Green, A-R-02 White, & Erickson 230-67 Royal Blue Vinyl

1/8" thick routed aluminum face painted to match 3M 220-90 Apple Green; face will be chemically welded to Aluminum C-Channel frame; at back side, header area will be fixed to frame but copy area will be removable for install access via counter sunk screws; paint screws green to match face

Copy and arrow are applied 3M 220-90 Antique white vinyl

6" x 2 1/2" Aluminum C-Channel Return finished GDF Satin Black (only at top & sides)

1/8" thick aluminum over 2" aluminum angle frame; base painted to match 3M 220-90 Antique white vinyl w/ Propylene 50 Texture additive

Woodland Commons Clubhouse
Sales Center
Dogwood Place
Deliveries
Sycamore Square

Windsor Run
Add more living to your life

Gable
A VISUAL SOLUTIONS COMPANY.
3400 Fort Smallwood Road
Baltimore, Maryland 21226
410.255.6400
MESSAGE SCHEDULE

1. Woodland Commons Clubhouse
   Sales Center
   AT COMMUNITY BUILDING / MARKETING BUILDING
   DIRECTIONAL PANEL
   SCALE: 1" = 1'-0"
   QTY: 1

2. Dogwood Place
   AT RESIDENTIAL BUILDING 1.1
   DIRECTIONAL PANEL
   SCALE: 1" = 1'-0"
   QTY: 1

3. Sycamore Square
   AT RESIDENTIAL BUILDING 1.2
   DIRECTIONAL PANEL
   SCALE: 1" = 1'-0"
   QTY: 1

A VISUAL SOLUTIONS COMPANY.
3440 Fort Smallwood Road
Baltimore, Maryland 21230
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