

## **Agenda Item: Revised Master Sign Plan – Windsor Run Retirement Center**

**DATE:** February 5, 2018

**FROM:** Mary Jo Gollnitz, Planner

### **Background/Issue:**

EMH&T is requesting a revision to Windsor Run Retirement Center Master Sign Plan approved November 11, 2017. At the time of the approval, Erickson/Windsor Run was in the beginning stages of rebranding all their facilities. The rebranding changes are significant and therefore a revised Master Sign Plan is requested.

The applicant is requesting the following changes:

- The shape, size, and signage area of monument sign has changed.
- Uplighting has been added on both sides of the entrance monument sign.
- The entrance monument signage area is now 36 sq ft in area, an increase of 4 sq ft from the November 2017 request.
- The overall dimensions of the entrance monument is approximately 1 sq ft increase.
- The entrance directional sign remains 20 sq ft. However, the size is 8 sq ft greater than allowed in the UDO, and can be increased only through a Master Sign Plan.
- No bonus square footage is being requested.
- Total allotted signage for the property remains at 150 sq ft (includes wall, entrance, bulletin board and entrance directional sign), although they will only be using 100 sq ft.
- Signage will meet Matthews UDO requirements for permitting.

### **Proposal/Solution:**

The request will allow reallocation of signage and design changes of the existing Master Sign Plan.

### **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:**

Staff recommends approval of the revised Master Sign Plan as requested.



January 16, 2018

Mary Jo Gollnitz  
 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: January 16, 2018  
 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 Primary Directional sign located at the intersection of Liberty Street and Windsor Run Lane exceeds the allowable square footage by 8 SF, while the remainder of the proposed signs are under the allowable square footage, as listed in the UDO.

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

<b>SIGNAGE ALLOWED FOR R/I ZONING DISTRICT</b>						
<b>Attached Signage Chart Allowed (Reference: UDO 155.608.11.D)</b>						
USE	# Allowed	Allowed SQ FT	Existing # Signs	Proposed # Signs	SQ FT Proposed	SQ FT Existing
CB1.0*	1	20	0	0	0	0
Marketing Center	1	20	0	0	0	0
RB 1.1*	1	20	0	0	0	0
RB 1.2*	1	20	0	0	0	0
<i>*5 SF Freestanding Directional Signs (Incidental) are Proposed in-lieu of 20 SF Attached Identification Signage</i>						

<b>Freestanding Perimeter ID Signage Allowed (Reference: UDO 155.608.11.D)</b>						
USE	# Allowed	Allowed SQ FT	Existing # Signs	Proposed # Signs	SQ FT Proposed	SQ FT Existing
Main Entrance (Sign 1)	1	40	0	1	36	0

<b>Bulletin Board Allowed (Reference: UDO 155.608.11.D)</b>						
USE	# Allowed	Allowed SQ FT	Existing # Signs	Proposed # Signs	SQ FT Proposed	SQ FT Existing
N/A	1	18	0	0	0	0



Engineers, Surveyors, Planners, Scientists

Directory Signage (Reference: UDO 155.608.6.D)						
USE	# Allowed	Allowed SQ FT	Existing # Signs	Proposed # Signs	SQ FT Proposed	SQ FT Existing
Main Entrance Directory (Sign 2)	1	12	0	1	<u>20</u>	0

<b>Total Square Footage</b>	<u>Allowed</u>	<u>Proposed</u>
	150 SF	52 SF

Supplemental Directional Signage (Reference: UDO 155.608.6.D)						
USE	# Allowed	Allowed SQ FT	Existing # Signs	Proposed # Signs	SQ FT Proposed	SQ FT Existing
Gatehouse Vehicle Directional	1	12	0	1	8	0
CB1.0 Directional	1	12	0	1	5	0
Marketing Center	1	12	0	0	0	0
RB 1.1 Directional	1	12	0	1	5	0
RB 1.2 Directional	1	12	0	2	5	0

*\* 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 – Monument ID (Full HT with Base = 5' 6")
  - Sign 1- Identifies the Windsor Run Retirement Community. Sign graphic does not exceed 40 SF. For additional information, see the Sign Detail Sheet.
  - Note: Monument wall to receive remote uplighting on both sides.

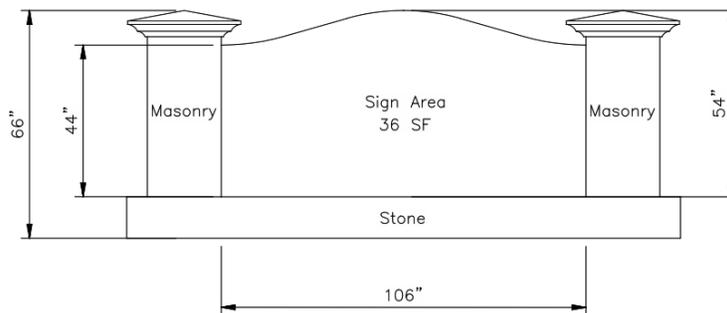
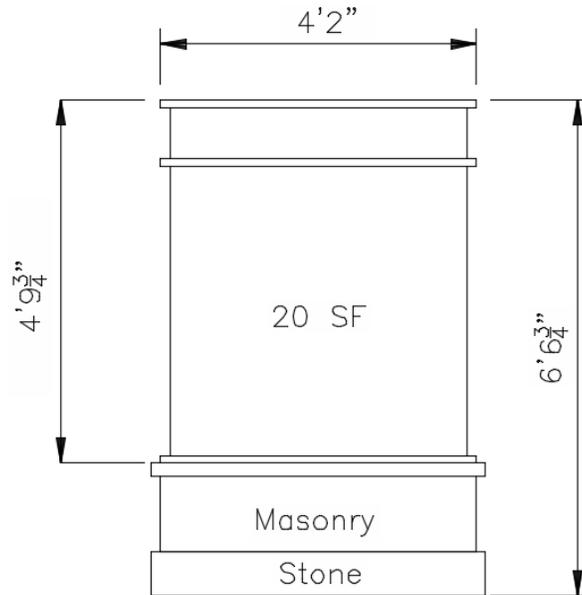


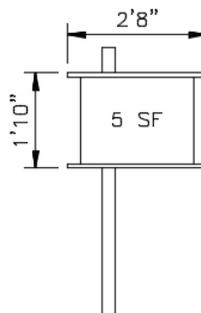
Figure 1

- Sign 2 – Primary Directional - (Full HT with Base = 6'6.75")
  - Provides direction to CB1.0 (Woodland Commons Clubhouse), Sales Center, RB1.1 (Dogwood Place), RB1.2 (Sycamore Square. For additional information, see Sign Details Sheets.
  - Note: Sign shall receive remote uplighting on one side (facing gatehouse).



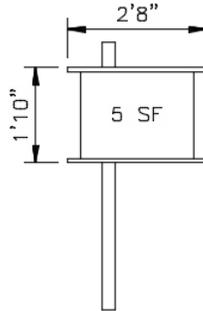
**Figure 2**

- Sign 3 – One-Sided Type D-2 S/F Non Illuminated Sign (Full HT with Base = 5' 4")
  - Provides direction to CB1.0 (Woodland Commons Clubhouse) and Sales Center. For additional information, see Sign Details Sheets.



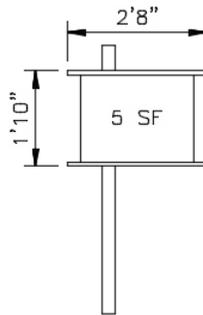
**Figure 3**

- Sign 4 - One-Sided Type D-2 S/F Non Illuminated Sign (Full HT with Base = 5' 4")
  - Provides direction to RB1.1 (Dogwood Place). For additional information, see Sign Details Sheets.



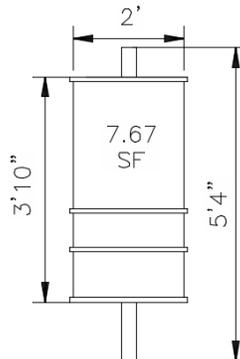
**Figure 4**

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



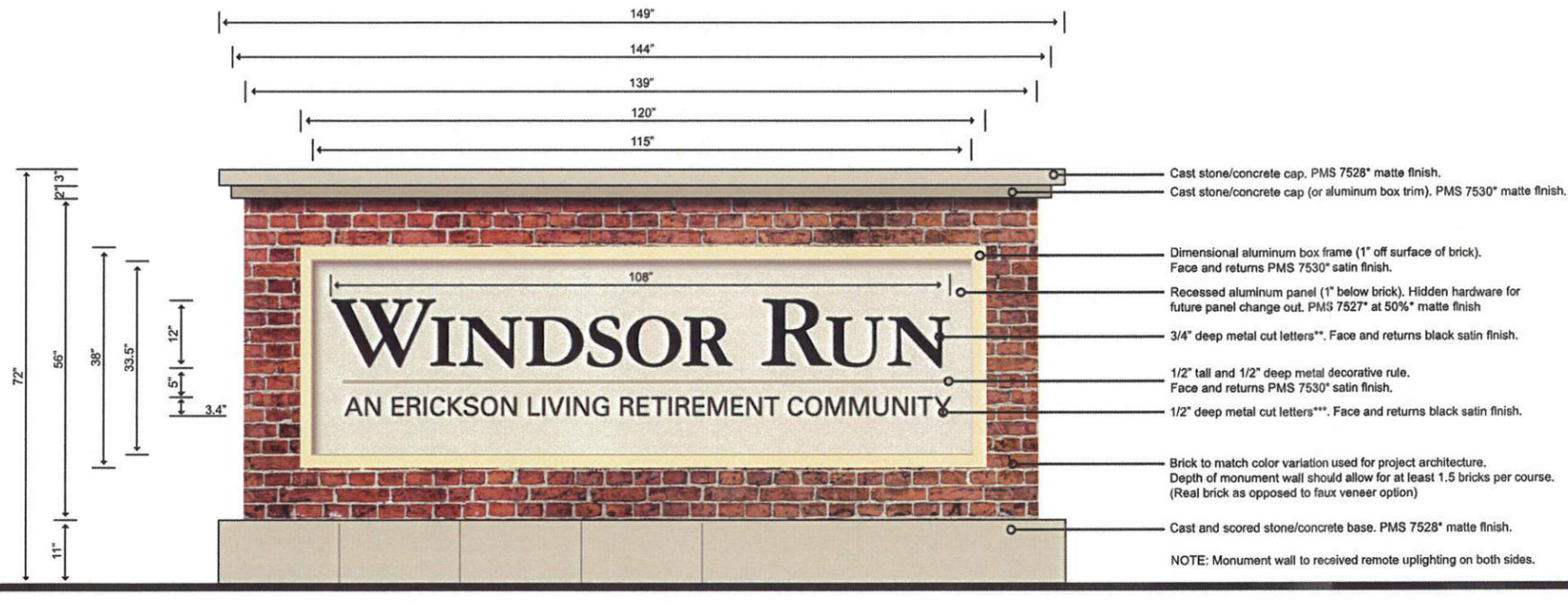
**Figure 5**

- Sign 7 - One-Sided Type S/F Non Illuminated Median Directional Sign (Full HT with Base = 5' 4")
  - Directs traffic at gatehouse entry and displays site address. For additional information, see Sign Details Sheets.



**Figure 6**

## MONUMENT SIGN FROM NOVEMBER 2017



## Windsor Run Signage

Scale: 1" = 1'-0"

### NOTES:

- \* PMS color codes are for desired color direction only.  
Final signage colors to be selected and approved from the fabricator's preferred paint  
supplier's sample chips.
- \*\* WINDSOR RUN copy to be Garamond 3 LT Std Bold
- \*\*\* AN ERICKSON LIVING RETIREMENT COMMUNITY copy to be Univers LT Std 55 Roman
- \*\*\*\* All messaging to be Univers LT Std 65 Bold (address and no smoking signs use 55 Roman)
- \*\*\*\*\* WINDSOR RUN vinyl will have to be removed in the future once enterprise rebrand is complete.

## NEW MONUMENT SHAPE AND SIZE

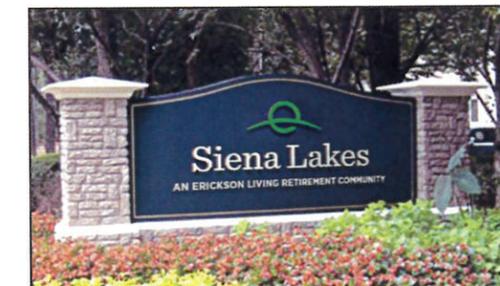


## Windsor Run Signage - NEW

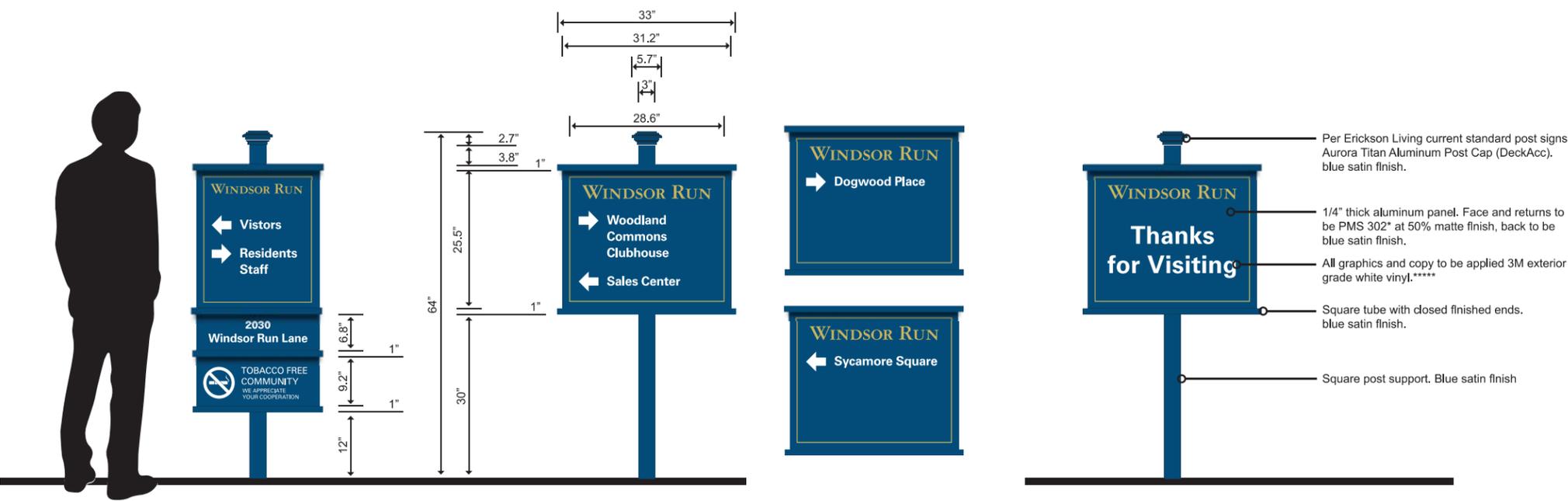
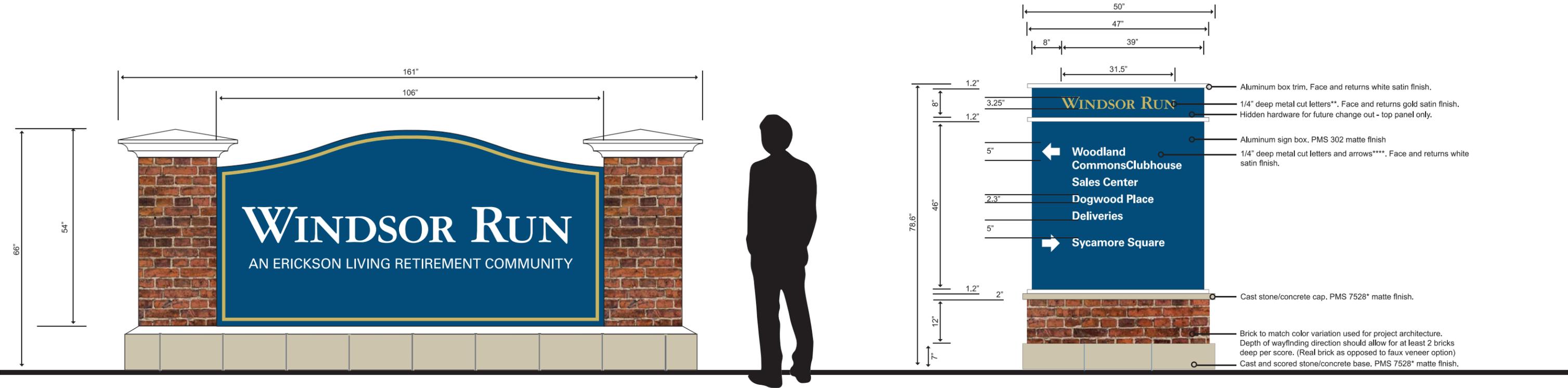
Scale: 1" = 1'-0"

### NOTES:

Entire blue sign panel is 39.75sqft



INSPIRATION



## Windsor Run Signage

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