

# **MASTER SIGN PLAN**

## **SOUTHERN CROSSROADS**

Holly Springs, North Carolina

Issued July 10, 2017

Southern Crossroads, Inc.

5210 Driftwood Lane

Morehead City, N C 28557

## **SIGNAGE OVERVIEW**

The purpose of the Master Sign Plan is to create a cohesive plan to coordinate signage color, size, material, and location of signs within Southern Crossroads. All signage within the project is subject to this Developer/Landlord document, as well as Holly Spring Zoning Ordinance Section 7.03 Sign Regulations. This criterion applies to all signage throughout the project.

This document is divided into eight sections:

- Monument Signs
- Wall Signs
- Incidental/Directional Signs
- Window Signs
- Temporary Signs
- Miscellaneous
- Submission Requirements
- Responsibilities, Limitations, Liabilities

### **Monument Signs**

Commercial project entrance freestanding signs provide formal identification of the project to the arterial traffic. Its purpose is to maximize visibility to vehicular traffic in all directions. The criteria shall be as follows:

- May be single or double sided
- Preliminary intent is for one monument on Ralph Stephens Rd and one on Main Street Extension. Final locations/sign zones to be designated with commercial Development Plan
- Maximum size shall be 80 square feet per sign. Up to 50% additional surface area is allowed for support structure.
- Maximum height is 8' 0"

- May be illuminated either externally or internally
- Sign base to be constructed of materials (stone, brick, precast, architectural block, or combinations thereof) present in site architecture and be complimentary to other monument signs in the project
- Where multiple signs are chosen, they must have similar/unifying elements

Outparcel project entrance freestanding signs provide formal identification of the project to the arterial traffic. Its purpose is to maximize visibility to vehicular traffic in all directions. Final locations/sign zones to be designated with commercial Development Plan. The criteria shall be as follows:

- Maximum quantity one per outparcel
- May be single or double sided
- Maximum size shall be 32 square feet. Up to 50% additional surface area is allowed for support structure
- Maximum height 6'-0".
- May be illuminated either externally or internally
- Sign base to be constructed of materials (stone, brick, precast, architectural block, or combinations thereof) present in site architecture and be complimentary to other outparcel signs in the project

Residential Multi-family project entrance freestanding signs provide formal identification of the project to arterial traffic. It is designed to maximize visibility to vehicular traffic in all directions. The criteria shall be as follows:

- OPTION 1: Double Sided
  - Maximum quantity one per project
  - Located on residential property along the internal connector road between Ralph Stephens Rd and Main Street Extension. May not be located at the intersections of the internal connector road with Main St Extension or Ralph Stephens Rd
  - Sign surface area cannot exceed 32 square feet
  - Maximum height 6' 0" above grade

- Location shall be within front sign zone as shown on Master Sign Plan Exhibit
- Must incorporate material (stone, brick, precast, architectural block, or combination thereof) present in site architecture and be complimentary to other monument signs in the project
- OPTION 2: Single Sided
  - Maximum quantity shall be two per project
  - Located on residential property along the internal connector road between Ralph Stephens Rd and Main Street Extension. May not be located at the intersections of the internal connector road with Main St Extension or Ralph Stephens Rd
  - Sign surface area cannot exceed 24 square feet
  - Maximum height 6" 0" above grade
  - Location shall be within front sign zone as shown on Master Sign Plan Exhibit
  - Must incorporate material (stone, brick, precast, architectural block, or combination thereof) present in site architecture and be complimentary to other monument signs in the project

## **WALL SIGNS**

Wall signs associated with commercial project buildings must conform to the following criteria:

- On the front building façade, the sign shall not exceed 7 percent of the total area of the tenant storefront
- Primary logo and/or lettering must be internally illuminated: face-lit or reverse channel lettering
- Secondary or tagline lettering can be illuminated or non-illuminated. If non-illuminated, the lettering must be a minimum of ½" thick
- No cabinet "box" style signs are allowed
- Raceways must be painted to match the color of the wall on which the sign is mounted

- Tenants may use their standard color, logo and letter style, with landlord approval
- The maximum length shall be 80 percent of the linear width of the tenant space on which the sign is located
- The maximum letter height shall be 48 inches in any dimension for an individual letter and 60 inches in any dimension for an individual logo
- Rear wall signs are prohibited; through the use of waivers the square footage for rear wall signs is allocated to the increased size of the front façade signs and to the incidental signs

### **Incidental/Directional Signs**

Incidental/Directional Signs within the Southern Crossroads project must conform to the following criteria:

- Incidental sign zones to be designated with each Development Plan
- Signs are not to exceed 4 square feet in sign surface area per sign
- Maximum height of each sign shall be 4'0" above grade
- Nature/open space trails signage shall be similar to example shown on Master Plan Exhibit
- A ground sign located in a drive through sign zone shall not exceed 48 square feet in sign surface area and its maximum height shall not exceed 7'0" above grade

### **Window Signs**

Window signs within the commercial projects must conform to the following criteria:

- Window graphics shall comply with Holly Springs Sign Ordinance
- Illuminated window signs limited are limited to one per tenant space and with a maximum surface area of 4 square feet

## **Temporary Signs**

Temporary signs shall adhere to Town of Holly Springs Sign Regulations

## **Miscellaneous**

Flagpoles: Flagpoles may be allowed for outparcel with the approval of the Town of Holly Springs and the owner

Artwork: Artwork or sculptures may be allowed at the owners discretion and with the owner's approval of the location

## **Submission Requirements**

The tenant must submit the proposed sign design to landlord/owner for approval prior to submitting to the Town of Holly Springs for permits. Following landlord/owner approval of the sign submittal, the tenant or tenant sign contractor shall submit same to the Town of Holly Springs Planning Department for approval and permitting along with the approval letter from the landlord/owner stating that the proposed sign has been reviewed and approved by the landlord/owner. Contact the Planning Department for submittal procedures.

## **Responsibilities, Limitations Liabilities**

- All tenants must have a sign and conforms to these sign criteria. No sign may be erected on any building or property without first securing written approval of landlord/owner and the Town of Holly Springs.
- All permits, as required by local building and/or sign ordinances, shall be obtained by the tenant or their sign contractor.
- All costs for permitting, fabrication, and installation of signs, including electrical connection, shall be borne by the tenant.
- Tenant shall maintain all their signs in good repair at all times