

# TOWN HALL COMMONS



**242 S. Main Street - Holly Springs, NC 27540**

## **Master Sign Plan**

**Submitted:**

**Revised: November 16, 2018**

**Tenants of Town Hall Commons will contact:**

**Jon Keener**  
**Trustwell Property Group**  
3717 National Drive, Suite 206  
Raleigh, NC 27612  
(919) 371-6208

**Capital Sign Solutions**  
5800 McHines Place, Suite 110  
Raleigh, NC 27616  
(919) 789-1452

The purpose of this Master Sign Plan is to maintain an aesthetically pleasing environment while still allowing tenants to make an attractive statement with their business signage. All signage within Town Hall Commons is subject to the guidelines herein, as well as Holly Springs Zoning Ordinance: Section 7.03: Sign Regulations.

---

### **WALL SIGNAGE**

#### **Lower Level Tenants**

**Location:** East and West elevations; all wall signage to be located above the tenant spaces within the envelope provided by the backer panels.

**Style:** All tenant wall signage will be halo-lit letters/logo mounted on an anodized aluminum backer panel already in place.

- Colored LEDs are permitted.
- Trademarked logos are allowed with Landlord approval and restrictions on size listed herein.

**Size:**

**Backer Panel:** All backer panels will be 30" high x 168" wide

- No tenant sign component may exceed or hang over the edge of the backer panels.
- Only one backer panel allowed per tenant per elevation despite their leased location size.

**Copy Area:** Encompassed in a 24" high x 168" wide "rectangle"

- Centered vertically and horizontally on backer panel.
- Letter size will be no less than 3" vertically or horizontally.
- All tenants are allowed 31.3 square feet per elevation.

**Letter Height:** Maximum of 24" high and minimum of 6" high.

**Font:** Tenants are encouraged to use their own font style

- All fonts are subject to Landlord approval.
- Tenant's chosen fonts must be able to be fabricated into halo-lit letters.

#### **All Upper Level signage requests must be approved by the Landlord**

**\*\*Tenants occupying 3000+ square feet on the upper level may be allowed exterior wall signage at the discretion of the Landlord and only in locations specified by the MSP.**

## TENANT SIGNAGE DEMONSTRATION



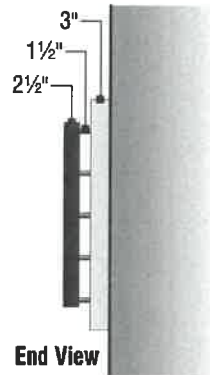
Reverse-Channel Halo Lighted Letters constructed of aluminum (2" deep). Halo illumination via LEDs. 120 Volts. All wiring UL approved. Letters mounted to aluminum sign pan (2½" deep) via 1½" stand-off spacers with non-corrosive fasteners.

**Backplate/Sign Cloud:** Aluminum sign pan (2½" deep) with satin clear coat

**Letter Color:** All colors subject to Landlord approval. Colors must include PMS and Paint Codes to be considered.

**Halo Illumination:** LED lighting can include colors subject to Landlord approval.

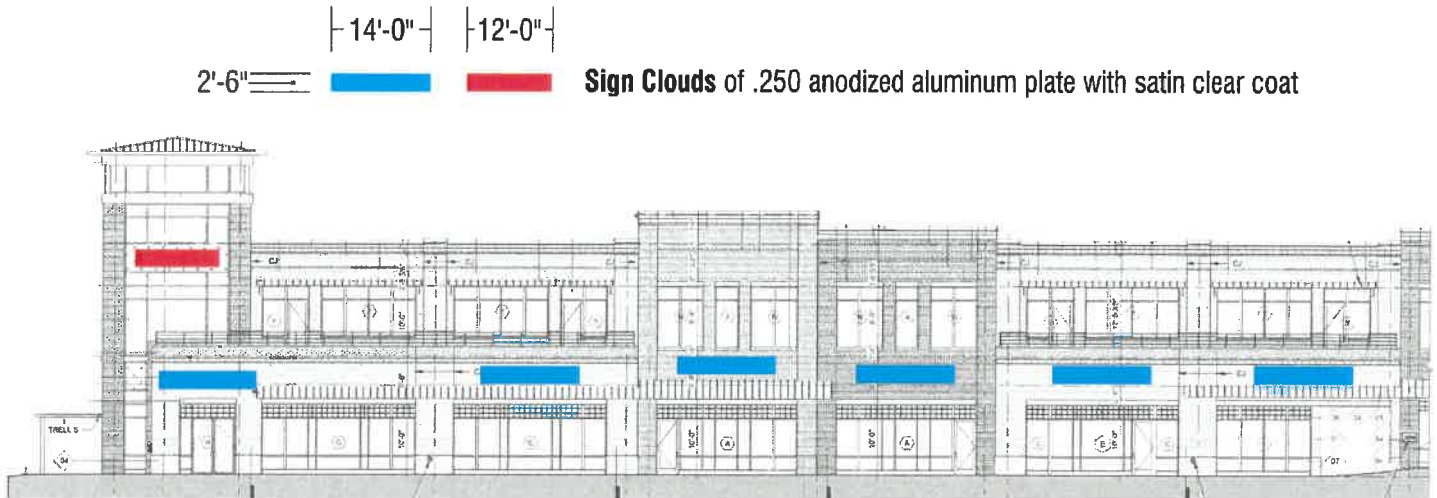
**NO SUBSTITUTIONS WILL BE ALLOWED**



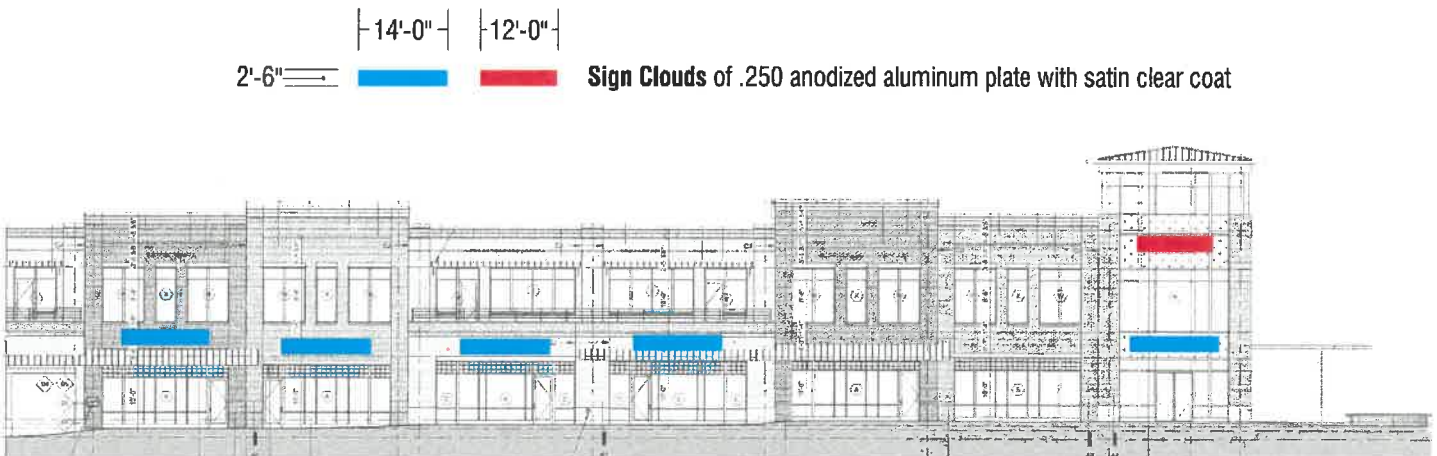
Night View Example



## EAST ELEVATION - AREA A



## EAST ELEVATION - AREA B



<b>TOTAL LOWER:</b>	<b>6591 SQFT</b>
<b>TOTAL UPPER:</b>	<b>6550 SQFT</b>
<b>TOTAL OVERALL:</b>	<b>13,141 SQFT</b>



## WEST ELEVATION - AREA A

| 14'-0" |

2'-6" =



Sign Clouds of .250 anodized aluminum plate with satin clear coat



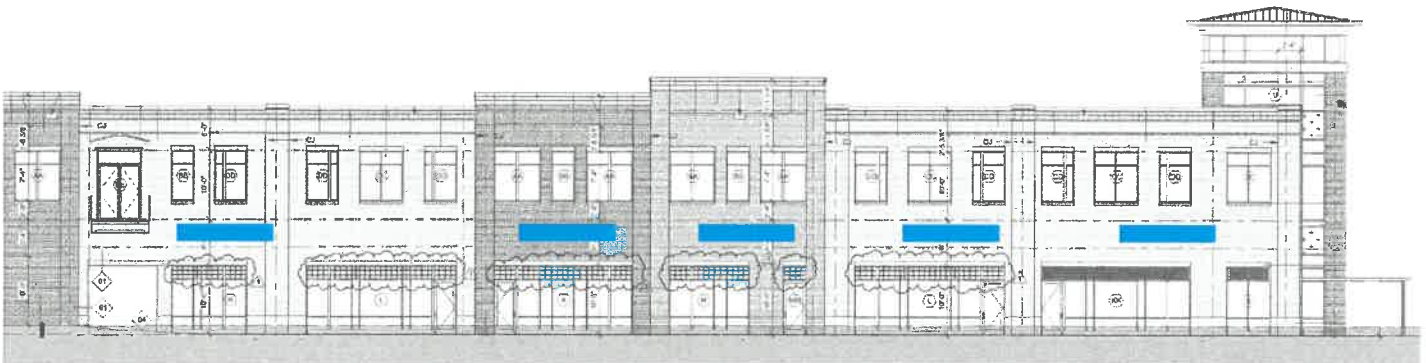
## WEST ELEVATION - AREA B

| 14'-0" |

2'-6" =



Sign Clouds of .250 anodized aluminum plate with satin clear coat



**TOTAL LOWER: 6,292 SQFT**

**TOTAL UPPER: 6,281 SQFT**

**TOTAL OVERALL: 12,573 SQFT**

## NORTH ELEVATION

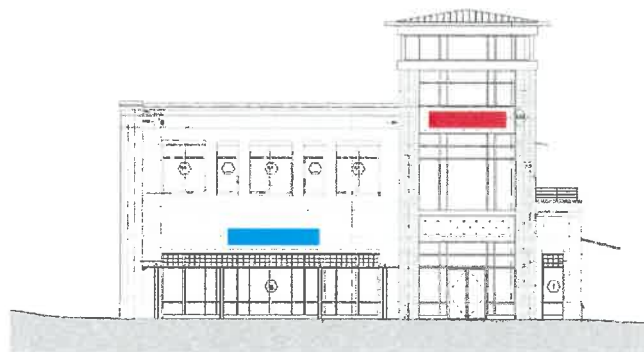
14'-0" 12'-0"  
2'-6" Sign Clouds of .250 anodized aluminum plate with satin clear coat



TOTAL LOWER:	1,248 SQFT
TOTAL UPPER:	1,232 SQFT
TOTAL OVERALL:	2,480 SQFT

## SOUTH ELEVATION

14'-0" 12'-0"  
2'-6" Sign Clouds of .250 anodized aluminum plate with satin clear coat



TOTAL LOWER:	1,272 SQFT
TOTAL UPPER:	1,250 SQFT
TOTAL OVERALL:	2,522 SQFT

## EXAMPLES OF PERMITTED WALL SIGNAGE

All Tenant Wall Signs to be Halo-Lit Letters on Aluminum Sign Backer



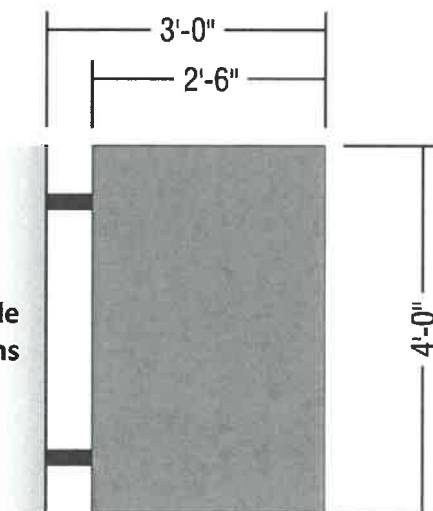
## **PROJECTING SIGNAGE (OPTIONAL)**

First floor tenants may choose to have a pedestrian oriented projecting sign mount along the east façade subject to the following conditions:

- Projecting signage not to exceed 10 sqft with a minimum height and width of 2'.
- 8' minimum clearance required from grade to bottom of sign.
- 4' maximum projection from building.
- The location and height of the projecting signage will be predetermined by the original construction.
- Changes of location and height are strictly prohibited.
- Property Owner will provide various options for mounting brackets for tenants to choose from.
- If tenant chooses not to have a projecting sign, a pre-determined light fixture will mount in place of the sign.
- No additional light fixture will be allowed.
- Electrical wiring will already be at the sign location; final connection of illuminated signage will be the responsibility of the tenant's electrician and/or sign contractor.
- All signs will be aluminum or stainless steel with routed copy.



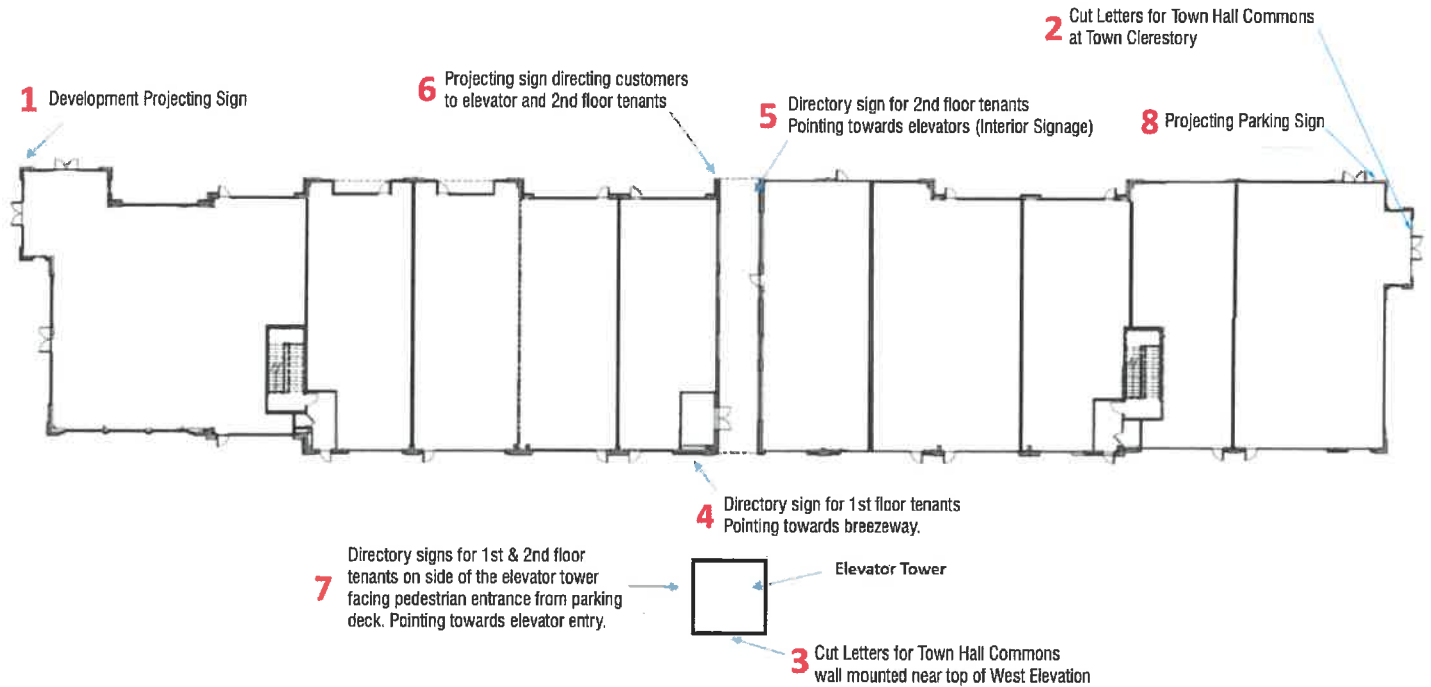
**Example of acceptable  
projecting sign dimensions**



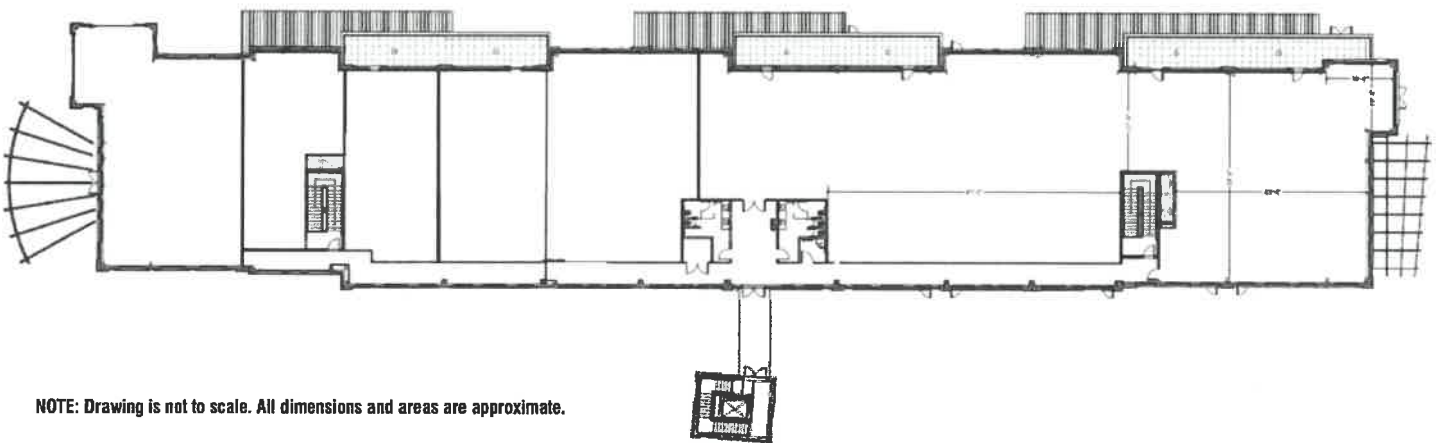


## GENERAL SIGNAGE LAYOUT

### 1st Floor



### 2nd Floor

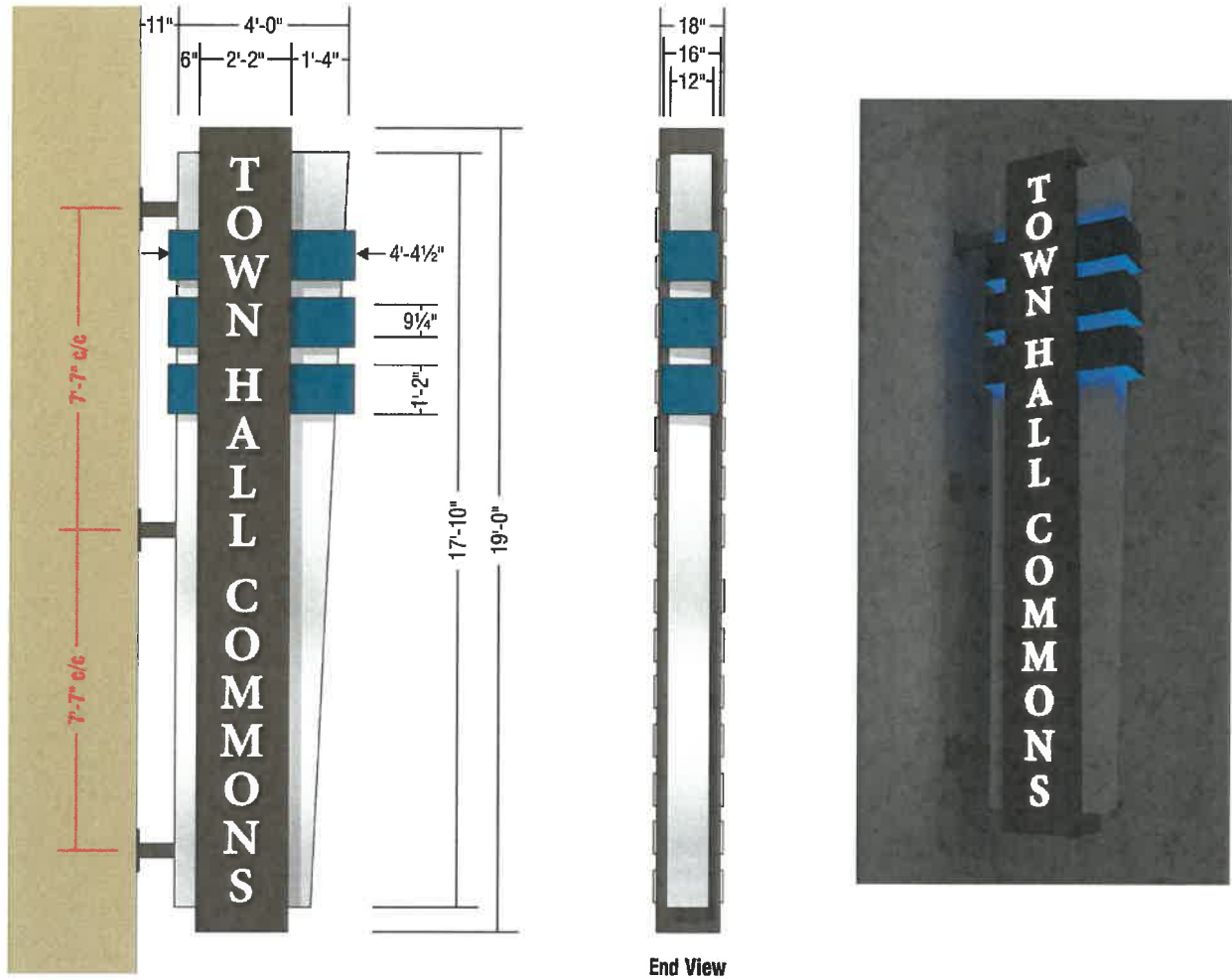


NOTE: Drawing is not to scale. All dimensions and areas are approximate.

1

## DEVELOPMENT PROJECTING SIGN

Vertical internally illuminated projecting sign located on the North Elevation

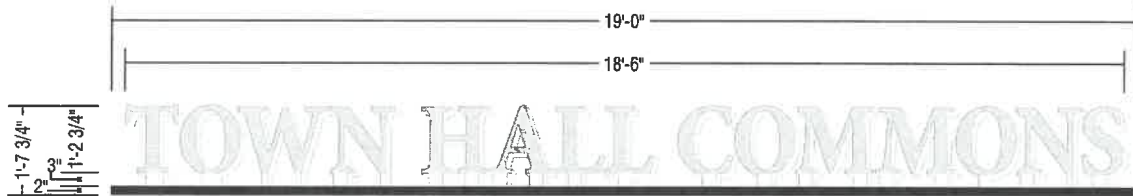


## DEVELOPMENT TOWER SIGNAGE

Painted acrylic letters located on the ledge of South Elevation Clerestory and on the Elevator Tower's West Elevation

### South Elevation Clerestory

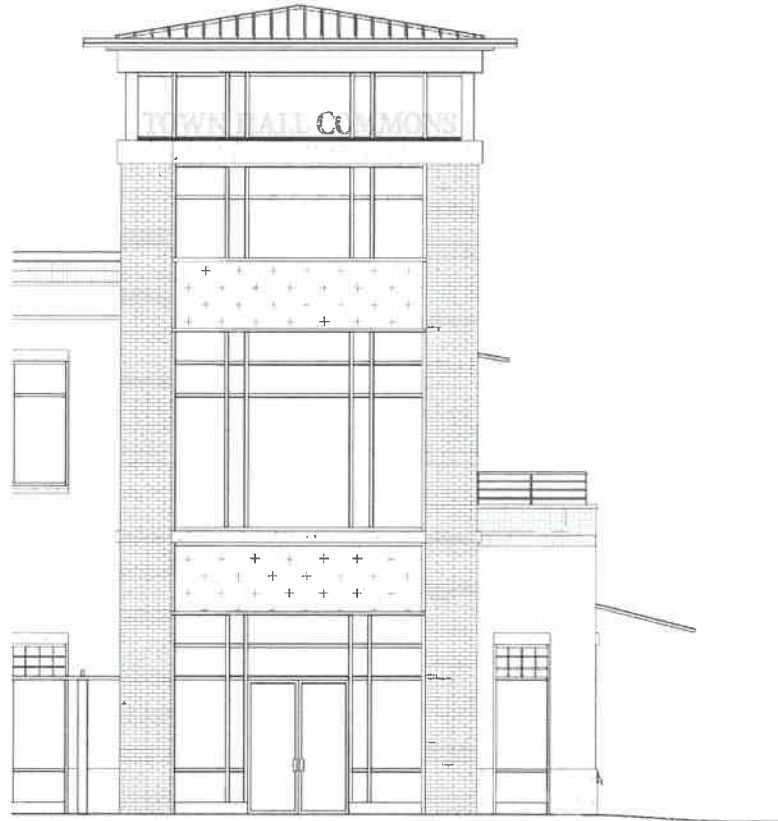
2



(1) Set of 1" thick Acrylic Letters painted to match Aluminum TBD 1st surface with clear base to create "floating" effect.

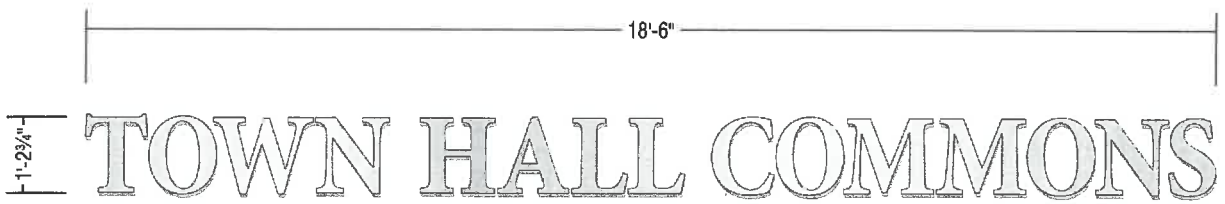
Letters mounted to 2"x4" mounting bar. Mounting Bar mounted flush to clerestory ledge.

☐ Letters: 1" thick Clear Acrylic with Aluminum TBD



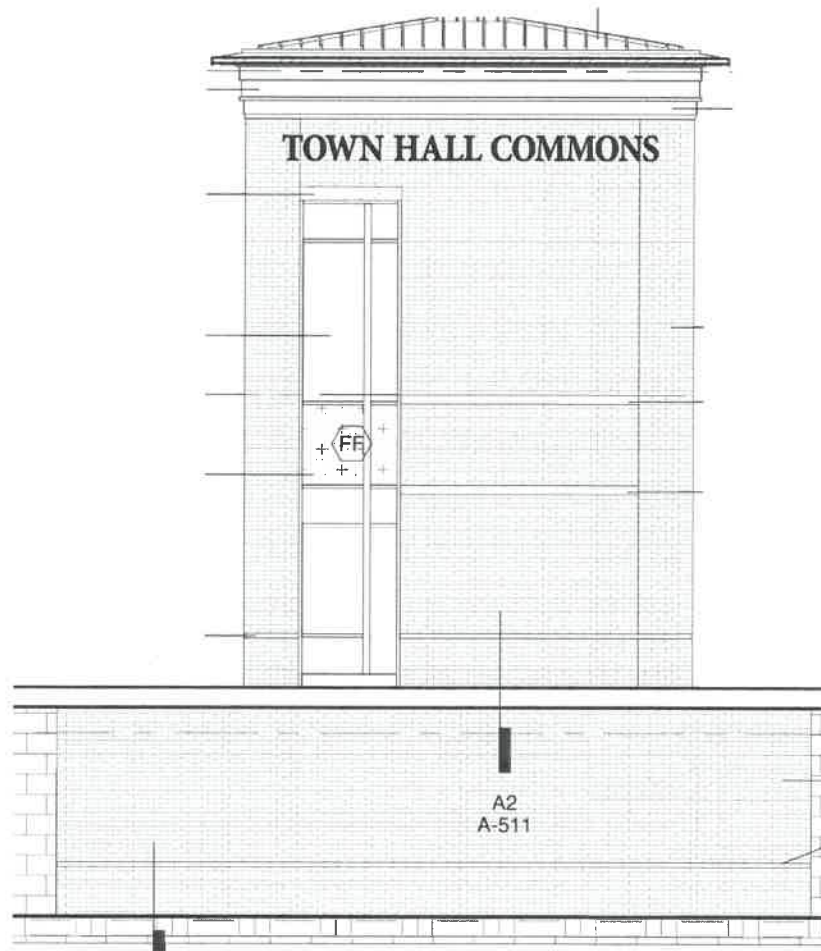
Elevator Tower West Elevation

3



(1) Set of 1" thick Acrylic Letters painted to match Aluminum TBD.  
Letters stud-mounted flush to fascia.

Letters: 1" thick Clear Acrylic with Aluminum TBD

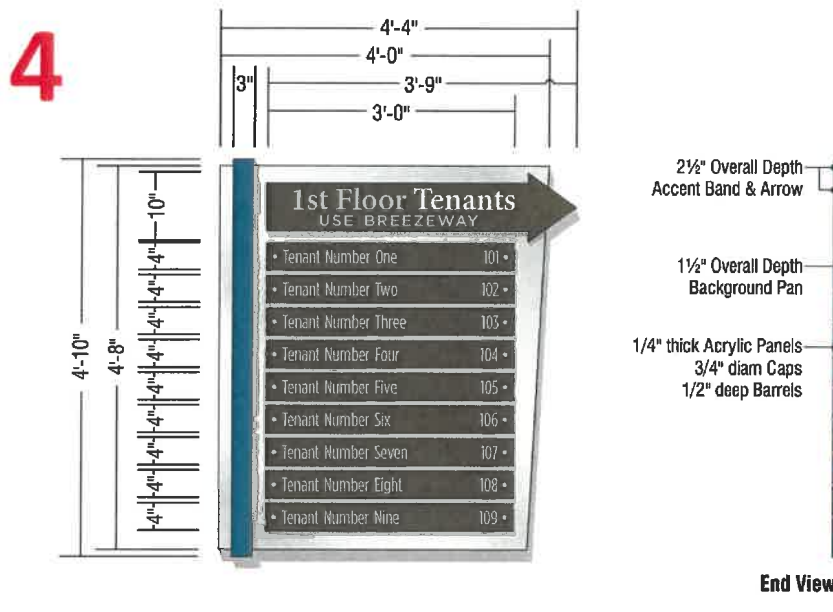




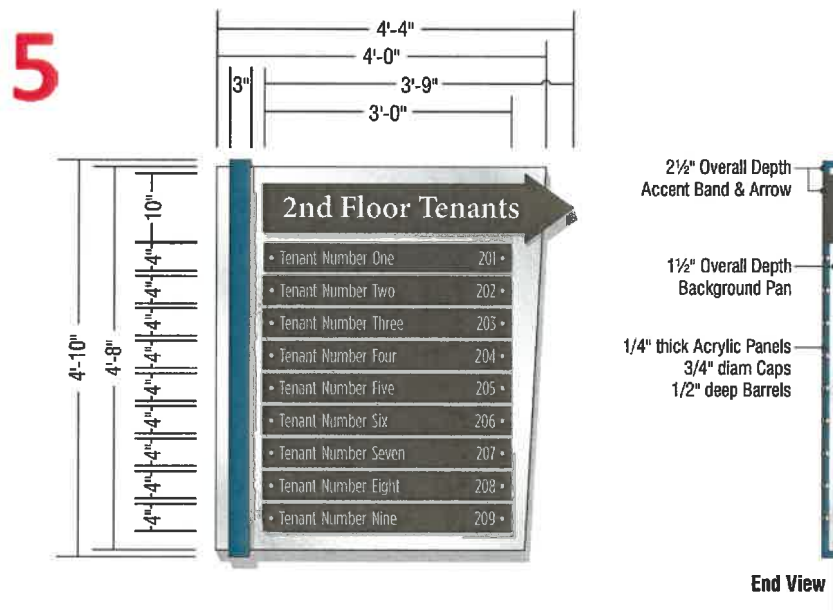
## DIRECTORY SIGNAGE

### West Façade Exterior - Lower Level - North of Breezeway

Non-illuminated painted aluminum with first surface vinyl graphics on removable panels.

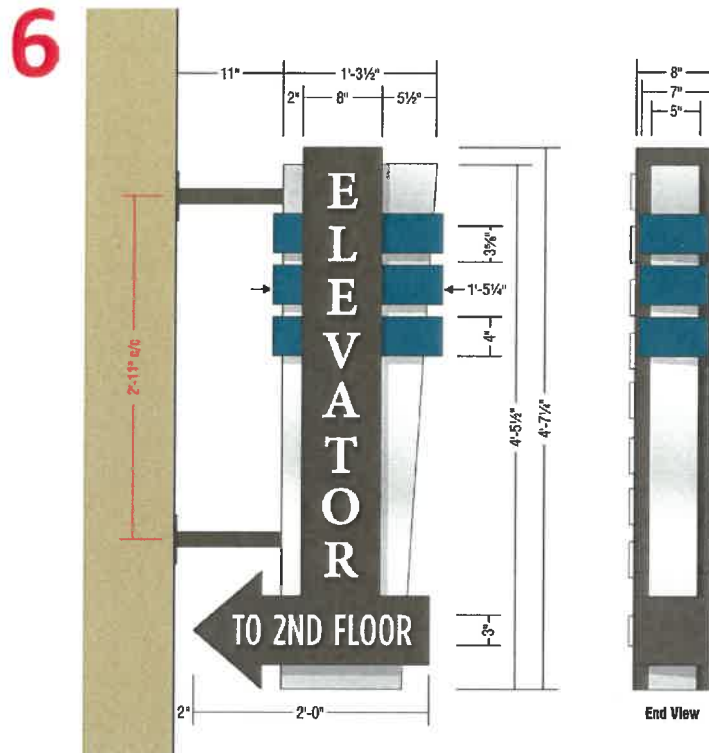


### Breezeway Interior



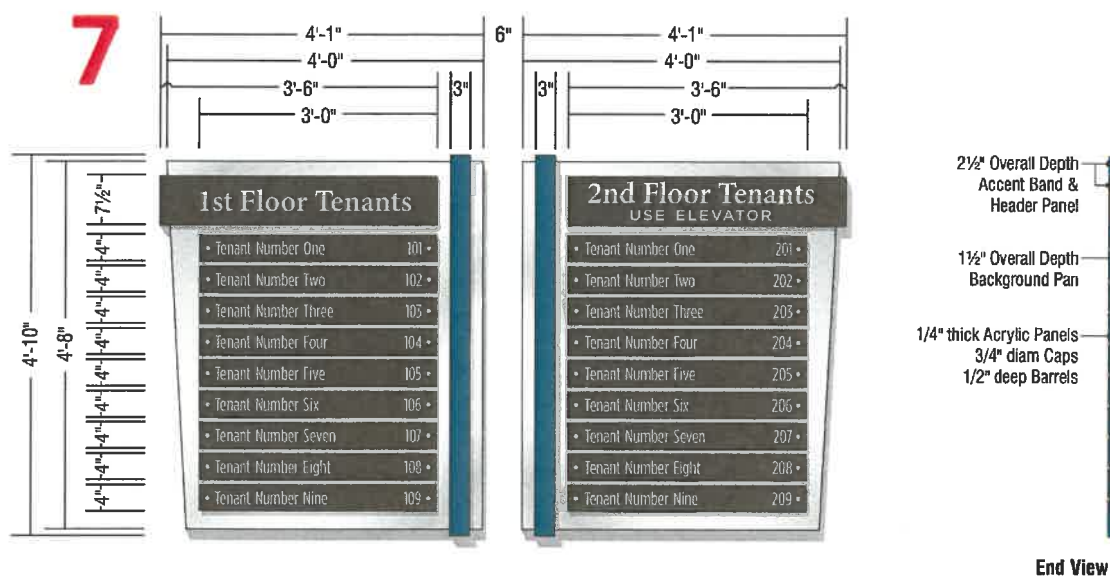
## Breezeway Exterior (East Elevation)

Double-sided Internally Illuminated Projecting Sign



## Elevator Tower (North Elevation)

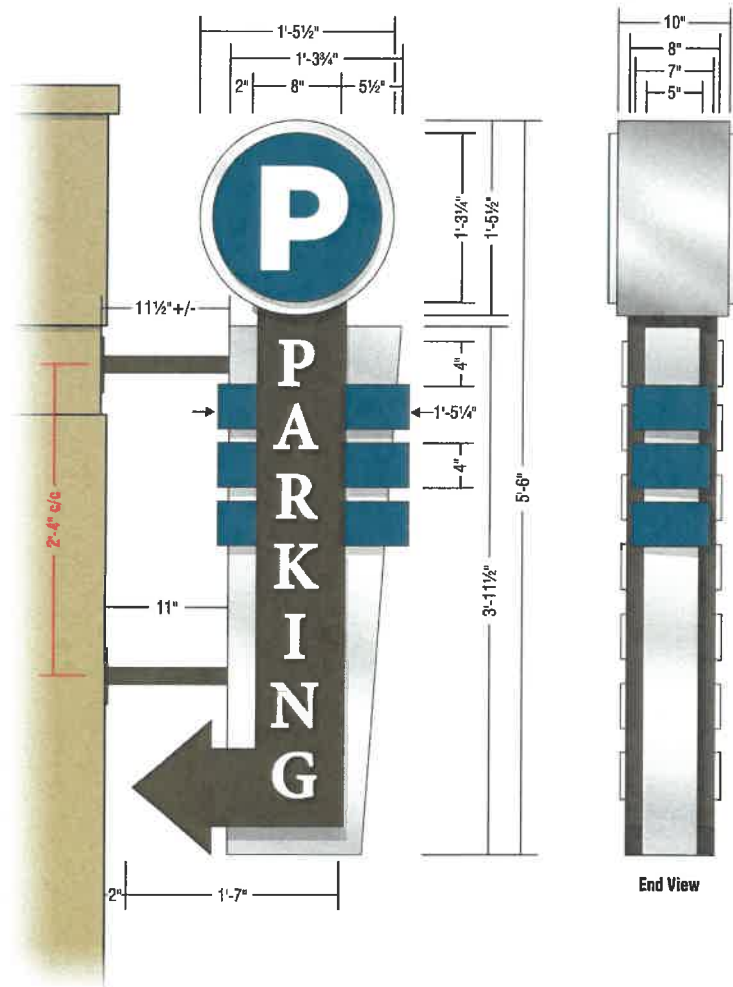
Non-illuminated painted aluminum with first surface vinyl graphics on removable panels.



**Parking Directional (East Elevation)**

Double-sided Internally Illuminated Projecting Sign

8



## **SIGN RESTRICTIONS**

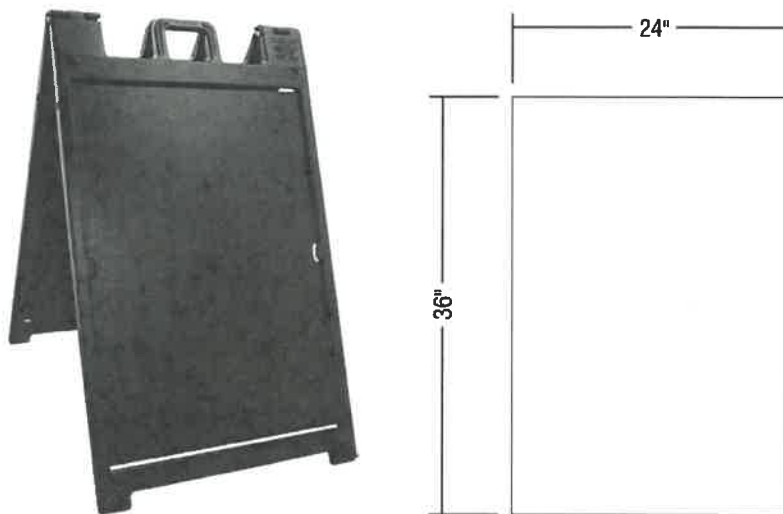
- No signage will be attached to any other part of the structure except for those signs listed in this Master Sign Plan.
- All tenant wall signs will be halo-lit and illuminated with LEDs
- All signs will be made of aluminum
- Paint finish will be satin
- No illuminated interior signage is allowed within 2' of the exterior glass.
- Temporary signage limited to special events; signage allowable with Landlord and Town approval.

## **WINDOW SIGNAGE**

- May not exceed 25% of the square footage of the glazed area
- White vinyl letters with store name/logo/address and business hours are required on main entry door for 1st floor tenants and is limited to 4 square feet.
- No tenant shall install privacy vinyl or obscure visibility over allowed percentage mentioned above without prior approval of Landlord and in accordance with Town of Holly Springs regulations.

## **A-FRAME SIGNAGE**

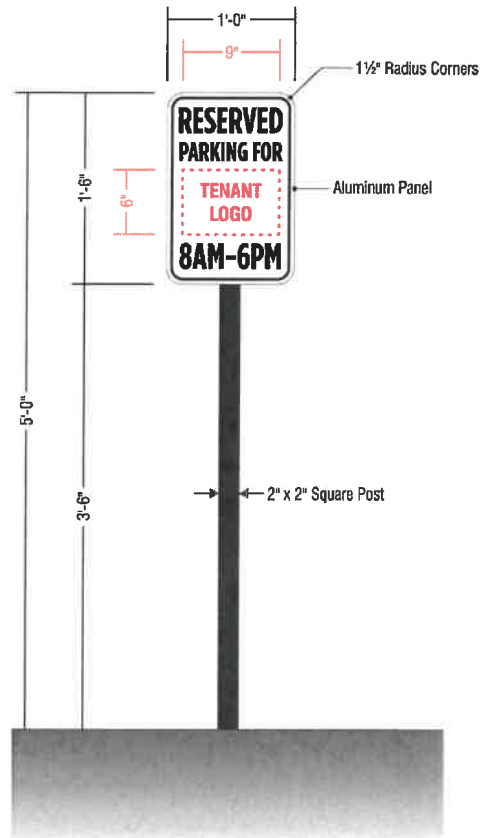
- All A-frame signage must be Black Signicade Deluxe Double-sided A-Frame Display. Inserts are 24" x 36" and should be 1/8" thick substrate.
- A Frame signage must be placed in the area immediately adjacent to the Tenant space it is associated with.
- A frame signs may not be placed in the public ROW.
- A frame signs must be stored inside during non-business hours.
- No other free standing temporary signage is permitted without prior Landlord approval.





## **RESERVED PARKING SIGNAGE**

- Tenant Logo of cut vinyl to fit inside designated 9" x 6" area
- Reserved Parking signs may not be installed without prior Landlord approval



## **PROJECT CORNERSTONE PLAQUE**

- Non-lighted cast plaque or routed sign equal to or less than 4 sqft permitted

## **PROHIBITED SIGNAGE**

- No signs are to be installed without prior Landlord approval and approved permits from the Town of Holly Springs
- No fabricated or formed plastic letters
- No paper, cardboard or plastic corrugated signs are allowed on the grounds.
- No animated, flashing, blinking, audible or moving signage of any kind is permitted
- No banners, feather flags or pop-up display boards are permitted
- No windblown signs