

# Signage Plan

## **SOUTHPARK VILLAGE** Holly Springs, North Carolina

Issued October 1, 2007  
October 29, 2007 (rev)  
November 15, 2007 (rev)  
March 20, 2009 (rev)  
September 25, 2009 (rev)  
November 30, 2009 (rev)  
December 17, 2010 (rev)  
**September 16, 2013 (rev)**

Optimus Springs LLC

Please refer to your leasing agent for submittals on signage.  
Tenants on the SouthPark Village, LLC site will submit to:

Michael Mesnard, AIA  
Cline Design Associates PA  
125 N. Harrington St.  
Raleigh, NC 27503  
919.833.6413

## **SIGNAGE HIERARCHY OVERVIEW**

The purpose of the Common Signage Plan is to create a cohesive plan to coordinate signage color, size, material, font and location of signs within South Park Village. All signage within the project is subject to this Landlord document, as well as Holly Springs Zoning Ordinances Section 7.03 Sign Regulations.

This document is divided into eight (8) sections:

- Type
- General Requirements
- Size
- Placement of Signage
- Electrical and Illumination
- Construction
- Installation
- Miscellaneous

## **SIGN TYPE**

### **Sign Type A – Project Monument Sign(s)**

Provides formal identification of the entire project to arterial traffic. It is designed to maximize visibility to vehicular traffic in all directions. The name of the shopping center will be at the top on the monument. Individual tenants may be included at Landlord's discretion on a limited basis. Tenant identification will be limited with respect to height, shape and letter styles. Tenant's logo/font, if such logo/font is registered with the U.S. Patent Office or the North Carolina Secretary of State, may be allowed. See Table A for allowable size. See exhibit 1 for conceptual design.

### **Sign Type B – Entrance Sign (Incidental sign A)**

Provides formal identification of an anchor tenant to arterial traffic. Height, shape and letter styles may be the Tenant's logo/font if such logo/font is registered with the U.S. Patent Office or the North Carolina Secretary of State. See Table A for allowable sizes. Sign structure shall be of similar materials and colors as the retail center. Box or cabinet-type signs are not allowed. Internal or external illumination is allowed. See exhibit 2 for conceptual design.

### **Sign Type C – Wall Signs (Tenant Storefront Wall Identification Signs)**

Identifies anchor, major, and small shop tenants (see Table A for three sizes). Wall signs may be:

- Internally illuminated, individual channel letters with acrylic faces mounted to an aluminum raceway if letters are smaller than 30" in height.

- Letter or logo shape conforming cabinet signs creating the appearance of individual letters. If more than one word, each word shall be an individual cabinet. Cabinets shall utilize a light letter with black surround and a black trim at edge to match the black returns. These signs shall not be a vacuum formed type sign. These shall be mounted to a raceway.
- Non-illuminated individual channel letters.
- Signage may be mounted on a non-illuminated decorative sign backer panel with approval from the landlord and town. The backer panel shall be complementary to the building and may not exceed the allowable square footage allowed for the sign.

Raceways shall be painted to match adjacent material color. Landlord will provide Tenant with raceway color at such time as the colors are selected. Signs shall be installed within sign area illustrated by Landlord's building elevations. Anchor tenant signs shall be individual letters mounted to the building in the approved signage zone.

Blade signs and awning signs maybe used as secondary signs with Landlord's approval.

#### **Sign Type D – Tenant Identification ground sign (Incidental sign B)**

Identifies tenants in the shopping center and outparcels. This sign is to be placed at Landlords discretion and shall only be submitted by landlord for approval to the Town of Holly Springs. Specific tenants shall be allowed to have their names on the signs at Landlords discretion. See Table A for allowable size. See exhibit 3 for conceptual design.

#### **Sign Type E – Out Parcel Wall Signage**

Identifies anchor out parcel tenant (see Table A for size). Wall signs shall be internally illuminated, individual channel letters with acrylic faces mounted to building façade.

#### **Sign Type F – Project Identification sign (Incidental sign C)**

Identifies the name of the project in two locations on Village Walk Dr. on site walls. See Table A for Allowable size. See exhibit 4 for conceptual design.

## **GENERAL REQUIREMENTS**

### **LETTER STYLE**

The logotype copy of tenants will reflect their individual trade style in conformance with the size, area and construction, as well as colors that are part of the uniform color scheme specified herein. Where tenants do not have a registered logo/font, the font shall be Helvetica.

### **UNIFORM COLOR SCHEME**

The following color guidelines shall apply to the entire project:

1. Plexiglass Face Colors: White Acrylic 7328, Red Acrylic 2793, and Brown Acrylic 2418. Signs that are registered trademarks with either federal or State are exempt for the color restrictions.
2. Returns and Trim: Black (Pantone Black 2C).
3. Signage Raceway: Match color of adjacent wall material where no raceway channel exists. Match raceway channel where channel installed. All sign supports shall be painted to match the raceway.
4. Out Parcels are limited to the same colors and conditions listed above.

### **TENANT SIGNAGE**

#### Copy

Tenants may advertise their standard trade style name in their logo style along with a graphic logo in conformance to size and area limitations specified below. Changeable copy will not be allowed.

#### Number of Signs

Tenants having entrances on two (2) or more sides of a building, or a single entrance and a façade facing the Highway 55 bypass, or facing an adjacent public road will be allowed to have one (1) sign over each entrance or side if no entrance is provided, subject to the area described in Table A.

Tenants having a single entrance will be permitted one (1) sign over that entrance.

Each tenant space is required to have unit identification signage at each entrance and loading door. This signage is provided and installed by Landlord at tenant's expense for in-line tenants only.

### Miscellaneous Signs

No roof signs will be permitted. No signs that rotate, revolve, flash, flicker, move or have sound shall be allowed. This includes signs such as OPEN that is located on the interior face of the storefront.

Tenants with outdoor seating or dining are allowed to have umbrellas or awnings however, logos or product advertisement will not be allowed on outdoor amenities.

The temporary use of window signs is limited to no more than twenty five percent (25%) of the window area, or 12 sf whichever is less.

The SouthPark Village logo may be used on site amenities such as benches, trashcans, etc. at the Landlord's discretion.

Light pole banner signs are permitted provided that they meet the Town of Holly Springs sign regulations. Banner signs must be mounted with both top and bottom supports, size can be either 3' wide by 8' high or 3 ½' wide by 5 ½' high; one size shall be used throughout the site. No pole shall have more than two (2) banner signs and must be located immediately across from each other.

## **SIGN AREA**

**Table A**  
**Maximum Signage Area and Size for Tenant Storefront Signage:**

<b>Sign Type</b>	<b>Maximum Sign Area</b>	<b>Maximum Letter Height</b>	<b>Maximum Logo Area</b>
<b>A</b> <b>Project Entrance Sign</b>	See Notes 1 & 2 below	Limited by sign area only	See Notes 1 & 2 below
<b>B</b> <b><u>Entrance Sign</u></b> <b>(Incidental sign A)</b>	See Note 1 below	Limited by sign area only	See Note 1 below
<b>C.1</b> <b>Wall Mounted Sign</b> <b>Anchor Tenant</b> <b>(over 15,000sf)</b>	5% max of demised street frontage wall area. See note 4 & 5	12" to 48" See note 6	Must be located within allowable sign area not to exceed 60" in any direction

South Park Village  
Signage Specifications

<b>C.2 Wall Mounted Sign Major Tenant (2,100 to 15,000sf)</b>	5% max of demised street frontage wall area. See note 4 & 5	12" to 30" See note 6	Must be located within allowable sign area
<b>C.3 Wall Mounted Sign Small Shop Tenant (under 2,100sf)</b>	5% max of demised street frontage wall area. See note 4 & 5	12" to 24" See note 6	Must be located within allowable sign area
<b>D Tenant Identification ground sign (Incidental sign B)</b>	See Note 3 below	6" to 12"	See Note 3 below
<b>E Wall Mounted Sign Out Parcel</b>	2 sf per 1 linear foot, up to 5% of demised street frontage wall area	4'-0"(48")	Must be located within allowable sign area

Notes:

1. See Waiver for increase in allowable Project entrance sign & entrance sign. Allowable signage area per code is 80 sq. ft. The amount of additional signage allowed per waiver is up to 540 sq. ft. The actual amount allowed per the building wall areas is 475 sq ft (this is applied from the wall areas on the rear of building B, Harris Teeter and building I) Therefore the total allowable area is 555 sq. ft.
2. One additional sign shall be permitted when frontage on any one street exceeds 500 ft. See Waiver for increase in allowable Project entrance sign
3. The project is allowed to have 288sf of incidental signs. The possible locations of these signs shall be per exhibit 5
4. Sign length shall not exceed 80% of the length of the tenant space.
5. For signage on buildings that face the internal drive and a public road, a second sign may be placed on the side facing the public road. The secondary sign shall not exceed 3% of the facade area.
6. Landlord retains the right to approve requests for variations from listed letter height requirements as long as the sign design does not conflict with the requirements of the Town of Holly Springs signage regulations.

## **MISCELLANEOUS**

### **Flagpoles:**

Flagpoles maybe allowed for outparcel with the approval of Holly Springs and the owner.

### **Artwork**

Artwork or sculptures maybe allowed at the owners discretion and with the owner's approval of the location.

All signage that is not specifically covered within this document shall be governed by the Town of Holly Springs signage ordinance. To further review the Holly Springs signage ordinance Section 7.03 or go to <http://www.hollyspringsnc.us/dept/planning/policy/udo/udo.htm#7>

## Exhibit 1

4.5' x 20.67' = 93.02 sq. ft.

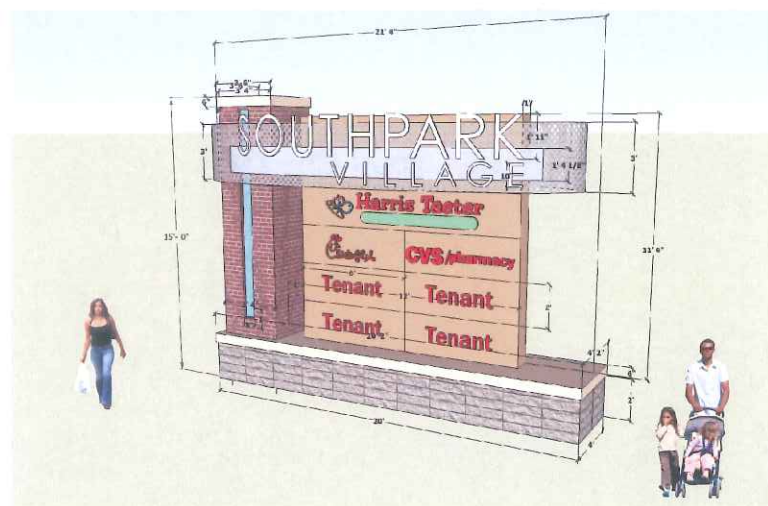
16.25' x 8.17' = 132.76 sq. ft.

1.5' x 20' = 30 sq. ft.

Total signage area = 255.75 sq. ft.

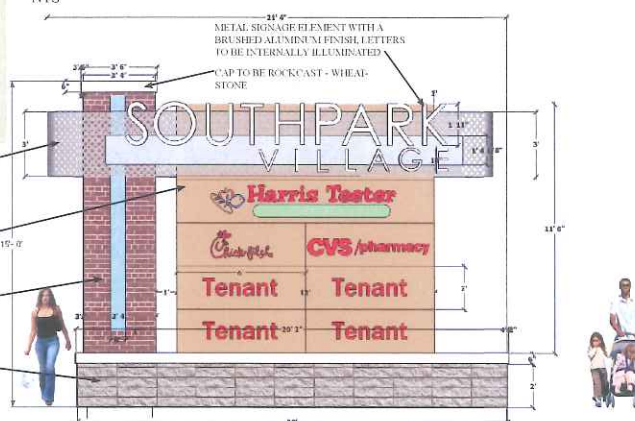
## Area Calculation

NTS



Perspective View

METAL HALO TO BE SIMILAR TO - BANKER WIRE M22-22  
 (http://www.bankerwire.com/product-info.php?id=34&view=34&id=34&id=34)  
 SIGNAGE CABINET TO BE PAINTED TO MATCH P3 - DUCON - EXL029 - RED. SIGNAGE WILL BE ROUTED OUT AND BE INTERNALLY ILLUMINATED.  
 BRICK COLUMN TO BE B1 - PINE HALL - VIENNA  
 BASE AND TRIM TO BE CS2 - ROCKCAST - WHEATSTONE



Front Elevation

NTS



## Monument Sign South Park Village

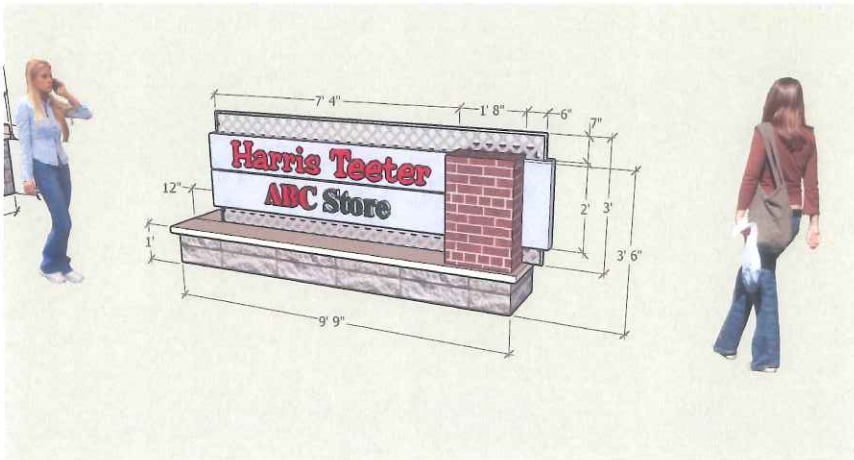
Holly Springs, North Carolina

Date 4/09/09

This plan and/or drawing is for illustrative purposes only and is subject to change.



## Exhibit 2



Perspective View



### Area Calculation

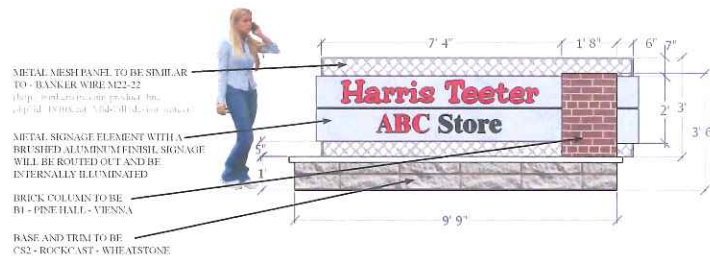
NTS

$$7.33' \times 3.0' = 21.75 \text{ sq. ft.}$$

$$1.67' \times 0.58' = 1 \text{ sq. ft.}$$

$$0.5' \times 3.0' = 1.5 \text{ sq. ft.}$$

$$\text{Total signage area} = 24.25 \text{ sq. ft.}$$



### Front Elevation

NTS

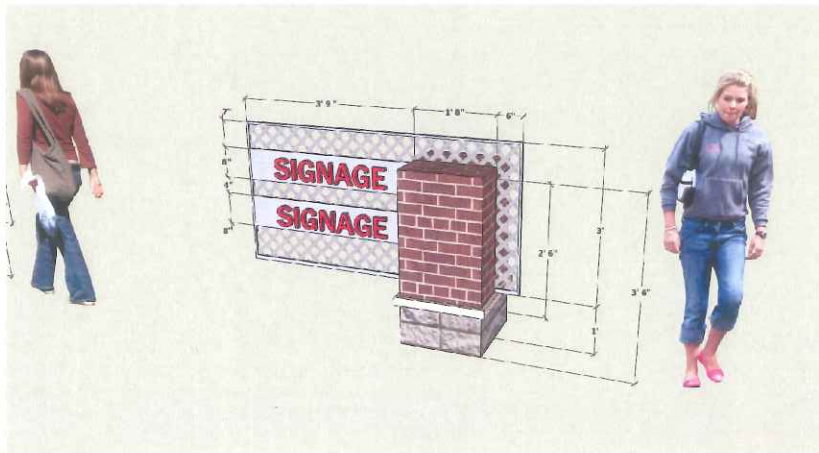


Incidental Sign A  
**South Park Village**  
Holly Springs, North Carolina

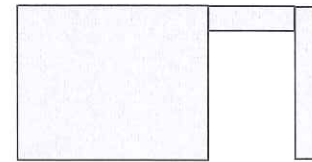
Date 4/09/09

This plan and/or drawing is for illustrative purposes only and is subject to change.

## Exhibit 3



Perspective View



$$3.75' \times 3.0' = 11.25 \text{ sq. ft.}$$

$$1.67' \times 0.5' = .84 \text{ sq. ft.}$$

$$0.5' \times 3.0' = 1.5 \text{ sq. ft.}$$

$$\text{Total signage area} = 13.59 \text{ sq. ft.}$$

### Area Calculation

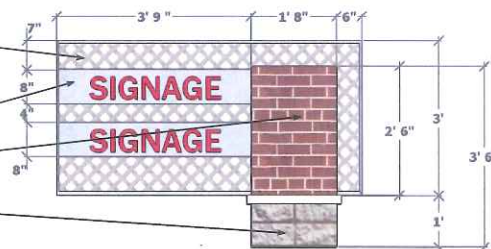
NTS

METAL MESH PANEL TO BE SIMILAR  
TO - DANKER WIRE MESH-22  
(Long - 1/2 inch wire, 2 inch product size,  
plastic - 0.015 inch, 1/2 inch - 1/2 inch - 1/2 inch)

METAL SIGNAGE ELEMENT WITH A  
BRUSHED ALUMINUM FINISH. SIG-  
NAGE TO BE NON-ILLUMINATED

BRICK COLUMN TO BE  
BI - PINE HALL - VIENNA

BASE AND TRIM TO BE  
CS2 - ROCKCAST - WHEATSTONE



### Front Elevation

NTS



Incidental Sign B  
**South Park Village**  
Holly Springs, North Carolina

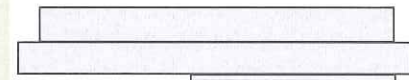
Date 4/09/09

This plan and/or drawing is for illustrative  
purposes only and is subject to change.

# Exhibit 4



Perspective View



$$1.5' \times 15.0' = 22.5 \text{ sq. ft.}$$

$$1.33' \times 16.67' = 22.17 \text{ sq. ft.}$$

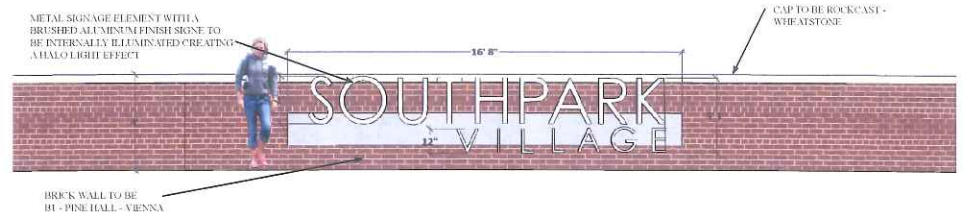
$$0.33' \times 8.67' = 2.86 \text{ sq. ft.}$$

$$\text{Total signage area} = 47.5 \text{ sq. ft.}$$

## Area Calculation

NTS

APPROXIMATE LENGTH OF THE WALL TO WHICH THE SIGN IS MOUNTED IS 96'. THE SIGN IS 17' LONG.



## Front Elevation

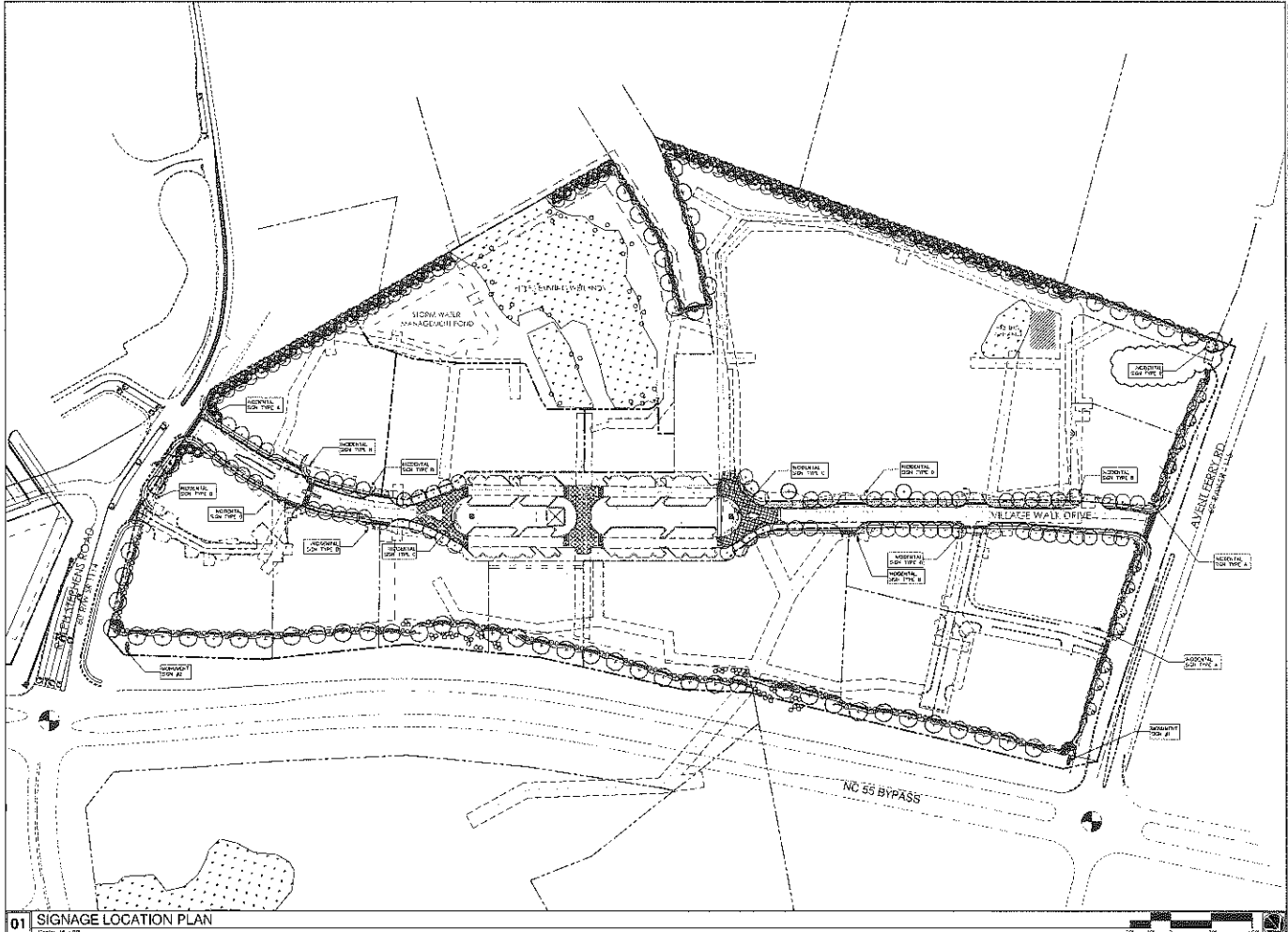
NTS



Incidental Sign C  
**South Park Village**  
Holly Springs, North Carolina

Date 4/09/09

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01 SIGNAGE LOCATION PLAN  
Scale: 1" = 60'



**CLINE  
DESIGN**  
1218 MONROE ST  
RALEIGH, NC 27603  
919.334.4613  
KIMBLE@CLINE.COM  
CLINEDESIGN.COM

The Town of Holly Springs  
**SouthPark Village**  
Perimeter Landscape and Streetscape  
Holly Springs, North Carolina

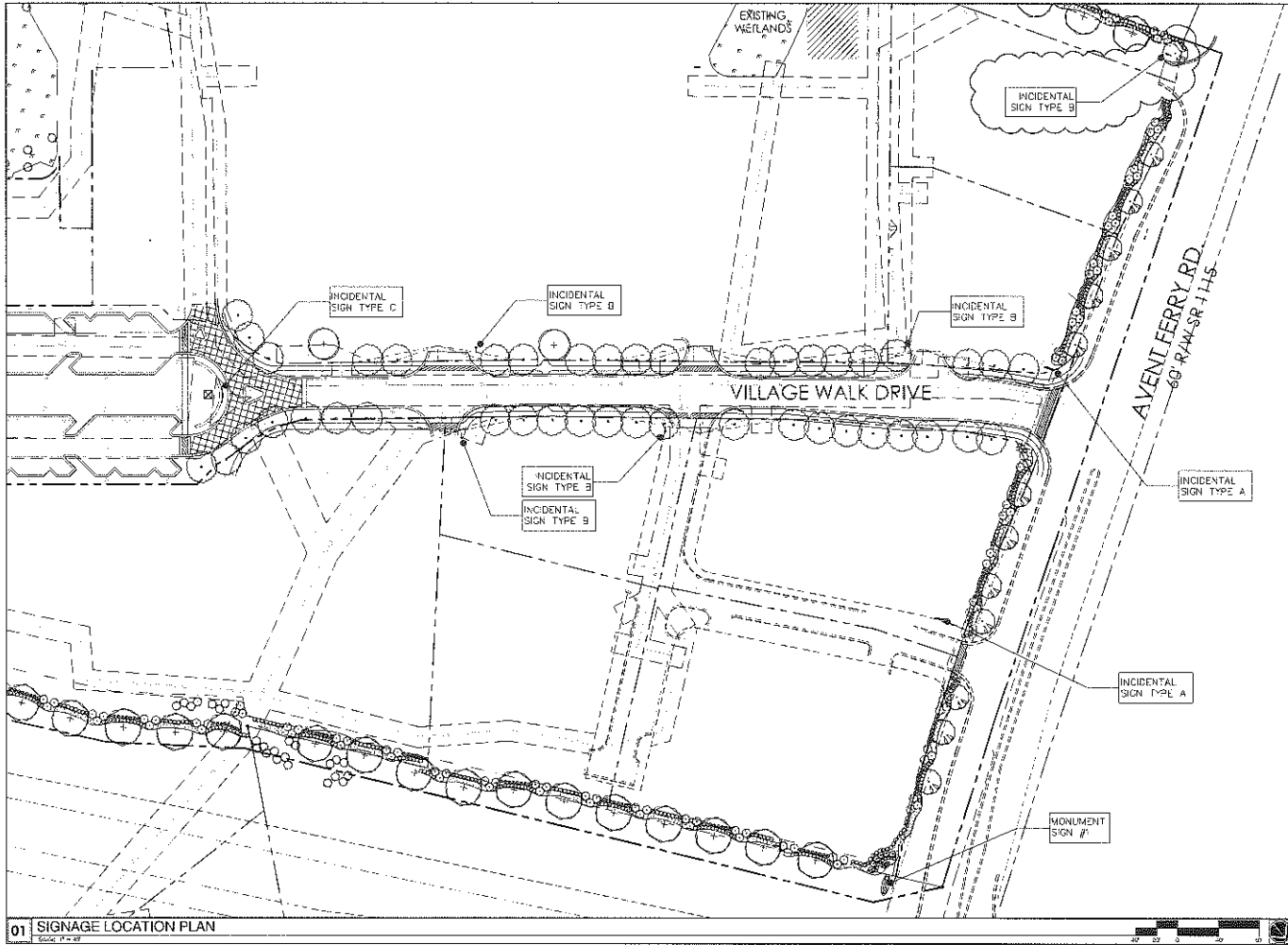
MASTER PLAN  
AMENDMENT



PROJECT: SOUTH  
DATE: 11/2/2017  
DESIGNED: GWT  
CHECKED: JAW  
APPROVED: JAW

SHEET NO. 01  
OF 01 SHEETS

OVERALL SIGNAGE  
LOCATION PLAN  
**SP1.00**





CLINE  
DESIGN

1001 W. 10TH ST. #100  
HOLLY SPRINGS, NC 27540  
PHONE: 1204.44  
C: 1204.44

The Town of Holly Springs  
**SouthPark Village**  
 Perimeter Landscape and Streetscape  
 Holly Springs, North Carolina

MASTER PLAN  
AMENDMENT




PROJECT: 1001

DATE: 11.17.2015

DESIGNED BY: JLM

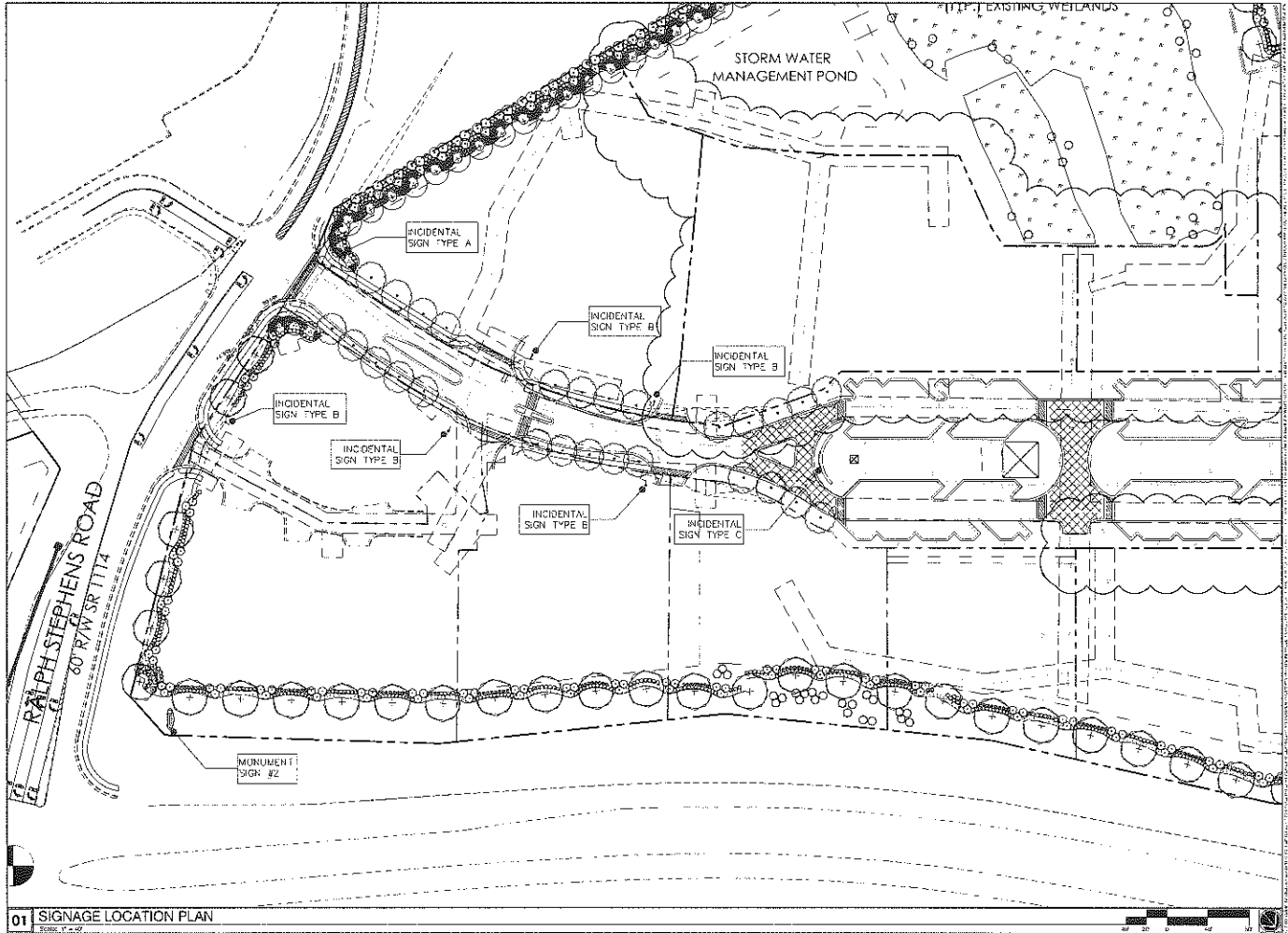
BY: JLM


ENLARGED SIGNAGE  
LOCATION PLAN

**01** SIGNAGE LOCATION PLAN

Scale: 1"=40'

**SP1.10**







12514 Holly Springs Rd  
Raleigh, NC 27615  
919.844.4422  
11600+1222 Fax  
clinedesign.com

**The Town of Holly Springs**  
**SouthPark Village**  
 Perimeter Landscape and Streetscape  
 Holly Springs, North Carolina

MAJOR PLAN  
AMENDMENT

PROJECT LED BY	DATE
DESIGNED BY	DATE
CHECKED BY	DATE
ENLARGED SIGNAGE LOCATION PLAN	

**01 SIGNAGE LOCATION PLAN**

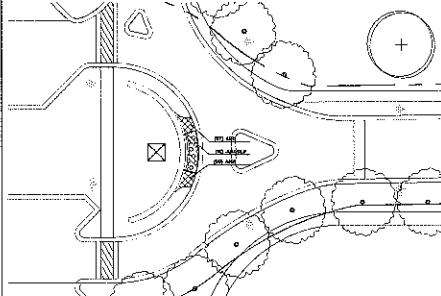
Scale: 1" = 40'

**SP1.20**

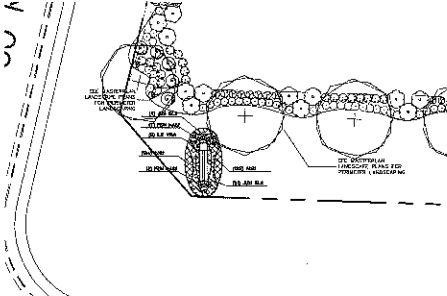
ITEM	DESCRIPTION	QUANTITY	UNIT	PRICE
1.0	1.0' x 1.0' Concrete Sign	10	SQ. YD.	12.00
2.0	2.0' x 2.0' Concrete Sign	10	SQ. YD.	12.00
3.0	3.0' x 3.0' Concrete Sign	10	SQ. YD.	12.00
4.0	4.0' x 4.0' Concrete Sign	10	SQ. YD.	12.00
5.0	5.0' x 5.0' Concrete Sign	10	SQ. YD.	12.00
6.0	6.0' x 6.0' Concrete Sign	10	SQ. YD.	12.00
7.0	7.0' x 7.0' Concrete Sign	10	SQ. YD.	12.00
8.0	8.0' x 8.0' Concrete Sign	10	SQ. YD.	12.00
9.0	9.0' x 9.0' Concrete Sign	10	SQ. YD.	12.00
10.0	10.0' x 10.0' Concrete Sign	10	SQ. YD.	12.00

SIGNAGE PLANT SCHEDULE 06

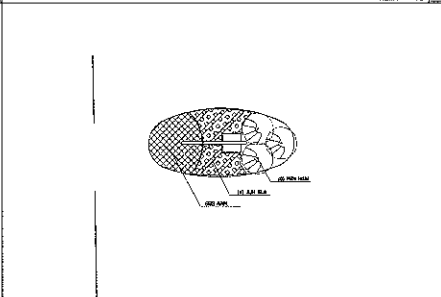
INCIDENTAL SIGN A PLANTING (TYPICAL) 03



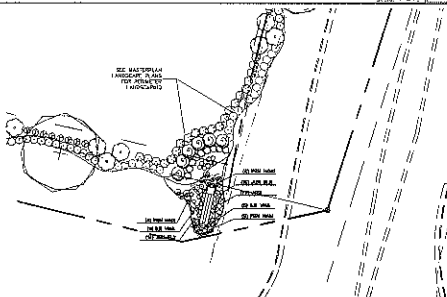
INCIDENTAL SIGN C PLANTING (TYPICAL) 05



MONUMENT SIGN #2 PLANTING 02



INCIDENTAL SIGN TYPE B PLANTING (TYPICAL) 04



MONUMENT SIGN #1 PLANTING 01

DECORATIVE CROSSWALK PAVING 07