

Signage Plan

NEW HILL PLACE

Holly Springs, North Carolina

Issued September 29, 2008

Revised October 27, 2008

Revised November 17, 2011

Revised August 31, 2012

KRG New Hill Place, LLC

30 South Meridian Street, Suite 1100

Indianapolis, IN 46204

Please refer to your leasing agent for submittals on signage.

Tenants will submit to:

Joy Skidmore

KRG New Hill Place, LLC

30 South Meridian Street, Suite 1100

Indianapolis, IN 46204

317.577.5600

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 New Hill Place. All signage within the project is subject to this Landlord document, as well as Holly Springs Zoning Ordinances Section 7.03 Sign Regulations. This criterion applies to all signage throughout the project.

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 Entrance Freestanding Monument/ Ground 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 sizes

Sign Type B – Outlot Freestanding Monument/ Ground Sign

Provides formal identification of an anchor or out parcel 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. Internal or external illumination is allowed. Out parcel tenants electing to construct a monument sign cannot be included on project pylon sign.

Sign Type C – Building Façade/ Wall Signs (Tenant Storefront Wall Identification Signs)

Identifies anchor (C1), junior anchor (C2), inline shop (C3), and small shop (C4) tenants (see Table A for three sizes). Wall signs may be internally illuminated,

individual channel letters with acrylic faces mounted to backer rails or raceways. Raceways shall be permitted as specifically noted in the table below. 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 and as approved by Town. Please contact Landlord for backer rail details during sign design for coordination.

Sign Type D – Incidental Signs

Interior site way finding signs provide directions to major tenants.

Sign Type E – Out Parcel Building Façade/ 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.

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

Tenant shall be permitted to use their standard color with Landlord approval. The following color guidelines shall apply to the entire project:

1. Signage backer rail shall be painted to match the color of wall in which the rail is mounted. All sign supports shall be painted to match the rail/wall.
2. 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 is allowed for movie theaters and gas stations only. No other tenant will be permitted to have changeable copy. Changeable copy is limited to 40% of the total sign area and shall be digital.

Number of Signs

Tenants that are 15,000 SF or larger are not limited in the number of signs but the sum of all signs must be within the limits of Table A. Tenants less than 15,000 SF are limited to one side per demised elevation and subject to the areas listed in Table A.

Each tenant space is required to have unit identification signage at each entrance and loading door. Unit identification signage shall consist of 6" high white vinyl letters [3M #3650], centered on glass area above front entry doors and centered on rear access door (where applicable) at a height of 5'-6" to bottom of letter. This font shall be Helvetica Medium. Secondary window signage, consisting of white vinyl letters not exceeding 8" in total height, may be permitted on the door or to the immediate left/right of the door on the latch side for the purpose of posting hours of operation, acceptable means of payment and the like. No additional permanent signage will be allowed on the storefront. Use of temporary tenant signage (such as SALE signs) is defined below under Miscellaneous Signs.

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 sale signs is limited to no more than twenty percent (25%) of the window area, or 12 sf which ever is less.

The New Hill Place 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:

Sign Type	Maximum Sign Area	Maximum Letter Height	Maximum Logo Area
A Entrance Freestanding Monument/ Ground Sign	1,280 SF plus 32 SF per out lot with street frontage (approx: 10 outlots – 320 SF); see notes below. Per Sign: 40 SF allowed for single faced sign 40 SF each side allowed for a double-faced Sign 80 SF per side per sign allowed per notes below (see notes and calculations below)	Limited by sign area and Landlord only.	Must be located within allowable sign area
B Outlot Freestanding Monument/ Ground Sign	Not allowed (see note 5)	Not allowed (see note 5)	Not allowed (see note 5)
C1: Building Façade Sign - Anchor Tenant (greater than 40,000 SF)	7% of street façade areas. 3% of side and 1% of rear façade areas. (See notes 3, 4 and 7 for more information)	12"-60" Height	60" in any direction except for the Logo height waiver submitted with this plan.
C2: Building Façade Sign - Jr. Anchor Tenant (15,000 - 39,999 SF)	7% of street façade areas. 3% of side and rear façade areas.	12-60" Height	Must be located within allowable sign area not to exceed 60" in any direction

New Hill Place
Signage Specifications

	(See notes 3 and 4 for more information)		
C3: Inline Building Façade Sign - Shop Tenant (Less than 14,999 SF)	7% of street façade areas. 3% of side and 1% of rear façade areas. (See notes 3, 4, 6c & 9 for more information)	12-36" Height	Must be located within allowable sign area not to exceed 60" in any direction.
C4: Shop Building Façade Sign - Shop Tenant (Less than 14,999 SF)	5% of street & rear façade areas. 3% of side façade areas. (See notes 3, 4 & 9 for more information)	12-24" Height	Must be located within allowable sign area not to exceed 60" in any direction.
D: Incidental Sign	2 square feet per sign	No maximum; as sign area permits	NA
E: Outparcel Building Façade Sign	5% of street and rear façade areas. 3% of side façade areas. (See notes 3 and 4 for more information)	12-30" Height	Must be located within allowable sign area not to exceed 60" in any direction.
F: Theater Poster Boxes	1,944 Square Inches per box; maximum of 1 box per screen.	See note 8	See note 8

Notes:

1. Maximum Sign Area may be exceeded for an individual Sign Type if the additional sign area is transferred from another Sign Type within New Hill Place. Signage allocations for building facades may be transferred to ground signs and vice versa. Signage from outparcels will be borrowed from and transferred to the larger signs located at the major entrance locations and/or main intersections. The total amount of square footage being borrowed from the out lots is 320 SF (this equals 10 signs at 32 SF). The amount of outlots is subject to change. If changes occur the Master Sign Plan will be revised. The Maximum Combined Sign Area, as determined by the criteria above, shall not be increased.
2. Sign square footage, as permitted by the UDO, may be applied to Freestanding Monument / Ground sign area with a waiver.
3. Sign Length shall not exceed 80% of the length of the tenant space.
4. Buildings that face multiple streets are allowed signage for 5% (7% for Building B) of each street façade area. Buildings that face both an internal drive and a public street may be allowed signage for 7% of the façade facing the internal

- drive.
5. Area for signage has been borrowed for square footage allotments from outlots within the center. Lots 13 and 14 retain their allotted signage. Sign only permitted for theater lot.
 6. Landlord approval is required for all signage including but not limited to:
 - a. Transfer of sign areas.
 - b. Sign design
 - c. Unique logo and/or font. Tenant can submit a waiver to Owner to increase the size of their sign based on a unique logo and/or font so long as the increase meets the Town of Holly Springs UDO.
 7. Theaters Signage:
 - a. The sum of all wall signs, logos and marquees shall be within the area limitations in Table A.
 - b. Theaters shall be allowed two (2) marquee signs, logo sign, poster boxes (as defined in table above), and show time display sign with changeable copy (LED display).
 - c. Theaters shall be allowed a single wall mounted sign on each side elevation.
 - d. Theaters shall be allowed one (1) wall sign and one (1) logo on the rear elevation.
 8. Theater poster boxes:
 - a. Shall not exceed thirty-six inches by fifty-four inches (36" X 54") in *sign surface area*
 - b. Shall not be more than ten (10) feet above *grade* the top of such poster boxes
 - c. Such poster boxes shall be permanently mounted to the *building wall*
 - d. Notwithstanding the provisions of this UDO to include all portions of all *signs* within one calculation of *sign surface area*, the *sign surface area* of such poster boxes shall be calculated individually
 - e. Such poster boxes, in combination with all other permitted *building signs* shall not exceed the total *sign surface area* permitted for the *building*.
 - f. The total number of poster boxes shall not exceed the greater of two (2) poster boxes for a theater containing one (1) screen or one (1) stage, or one (1) poster box per screen or stage for each theater containing multiple screens or stages.
 9. Raceways shall be permitted for type C3 and C4 signs but must meet the following requirements:
 - a. Raceways cannot be visible and must be covered by an integrated backing panel to the sign.
 - b. Backing panel must be black.

SIGNAGE CALCULATIONS:

Signage areas allowed and proposed based on the allotted and borrowed square footages:

NC 55 BYPASS ALLOWED SQUARE FOOTAGE:

- 1 sign at each entrance/main intersection equals a maximum of 80 SF per side per sign (80SF per sign per side is allowed due to the linear feet of frontage exceeding 1,000 LF (NC 55 frontage = approx. 4,000 LF).
- Signage Calculation 480 SF total allowed for NC 55 Bypass

NC 55 BYPASS PROPOSED SQUARE FOOTAGE:

- 2 signs proposed: one at the intersection of the main entrance road (Collector A) and Bypass 55 and one at the corner of the intersection of Bypass 55 and New Hill Road.
- Proposed square footage – 2 signs @ 160 SF per side per sign (320 SF each) = 640 SF total
- Borrowed square footage - 160 SF from the outlots
- Leaves 160 left to borrow from the outlots

NEW HILL ROAD ALLOWED SQUARE FOOTAGE:

- 1 sign at 80 SF per side at one entrance into site; or
- 2 signs at each road entrance at 40 SF per side;
- or 4 single faced signs (2 at each entrance)
- Signage Calculation 160 SF total allowed for New Hill Road

NEW HILL ROAD PROPOSED SQUARE FOOTAGE:

- 1 sign at one entrance location into the site onto the Spine Road
- Proposed square footage – 1 sign @ 120 SF per side = 240 SF total
- Borrowed square footage – 80 SF
- Leaves 80 square feet left to borrow from the outlots

NEW THOROUGHFARE ALLOWED SQUARE FOOTAGE:

- 1 sign at each entrance/main intersection equals a maximum of 80 SF per side per sign (80 SF per sign per side is allowed due to the linear feet of frontage exceeding 1,000 LF (frontage = approx. 4,000 LF).
- Signage Calculation 480 SF total allowed for the Thoroughfare

NEW THOROUGHFARE PROPOSED SQUARE FOOTAGE:

- 1 Entrance sign at the intersection of the new thoroughfare with the entrance (Collector A). 1 sign at the entrance into the northern portion of the site onto the Spine Road. 1 Sign reserved for the residential tract to be determined at a later date.
- Proposed square footage – 1 sign @ 160 SF per side per sign = 320 SF total. 1 sign proposed at the northern entrance into the site @ 80 square feet per side. 1 sign for the Residential Tract (R.1) entrance off of the new thoroughfare @ 40 square feet per side for a total of 80 square feet.
- Equals a total square footage of 560 square feet (80 more than 480)
- Borrowed square footage - 80 square feet
- Leaves 0 sf left to borrow from the outlots.

Lots 12 and 13 (West of the New Thoroughfare)

- 1 double faced sign at each entrance equals 40 sf per side; or
- 2 single faced signs at each entrance at 40 SF
- Signage Calculation 160 SF

Residential Entrances:

Residential Lot signage will be determined at the time of the residential development or subdivision plans. We are at this time retaining the square footage for those lots to have ground signs at each entrance.

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.

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>. All signage is to be in compliance with the Town of Holly Springs signage ordinance. If alternatives to signage requirements are necessary, waivers for those alternate designs will be submitted with the Development Plan.

RESPONSIBILITY FOR SIGN

1. Tenant shall lawfully erect any sign at its own risk and expense, including tenant's final electrical connection to landlord provided supply if available.
2. Tenant shall secure all necessary permits from the governing jurisdiction(s) and pay all fees associated with the sign permits. Landlord shall do the same for the center signs.
3. Tenant shall maintain all their signs in good repair at all times.
4. Upon vacating their space, tenant or outlot owner shall remove all signs and repair all damage caused by such removal.
5. The landlord shall have no responsibility whatsoever for any cost, expense, or loss arising out of or in connection with orders for construction, fabrication, or refabrication of signs, whether or not in conformity with the Landlord Sign Program. A permit for erection of desired signage otherwise in conformity with this Sign Program **must first be obtained from the governing jurisdiction(s).**