

# THE BLOCK



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

## **Master Sign Plan**

**Submitted:  
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Tenants of The Block will contact:

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## THE BLOCK - MASTER SIGN PLAN

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 The Block is subject to the guidelines herein, as well as Holly Springs Zoning Ordinance: Section 7.03: Sign Regulations.

### *EXTERIOR TENANT WALL SIGNAGE*

- All signage must have prior Landlord approval and approved permits from the Town of Holly Springs.
- Raceway mounted signs are not permitted.
- Face lit Signs and Thermoformed Signs are not permitted.

### Lower Level Tenants

#### Requirements:

**Elevations:** North, South, East and West elevations; all signage to be located above the tenant spaces with landlord approval.

**Styles:** There are 3 basic styles of lower level tenant signage. All retail tenants can have hanging signage and may also choose between wall signage or projecting signage.

- Wall Signage: mounted flat to the exterior wall (either direct mounted or mounted to a backer panel).
- Projecting Signage: mounted with brackets and projecting off the exterior wall.
- Hanging Signage: mounted to the canopy/awning over a tenant's frontage.
- 

**Lighting:** All signage must be electric and comply with the following:

- Halo-lit letters/logo
- Colored LEDs are permitted.
- All letters and letter faces will be white or silver unless a Trademarked logo is approved by Landlord.
- Trademarked logos are allowed with Landlord approval and restrictions on size listed herein.

#### **Sizes:**

- For the North, East, and West Elevations - Lower level tenants signs must not exceed 5% of the square footage of their lower level frontage (calculated as the width of their frontage x 18 ft height) nor exceed Holly Springs UDO sign limitations as per the following:
- For the South Elevation - Lower level tenants signs must not exceed 3% of the square footage of their lower level frontage (calculated as the width of their frontage x 18 ft height) nor exceed Holly Springs UDO sign limitations as per the following:

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**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.

**Wall Signage:** Ground floor tenants must have signage directly mounted to the wall and meet the following conditions:

- No tenant signage may cover building architecture elements or features.
- Copy Area: Encompassed in a 30" high x 168" wide "rectangle"
- All tenants are allowed a maximum of 31.3 square feet of signage per elevation or 5% of their frontage square footage (whichever is less).
- Letter Height: Maximum of 24" high and minimum of 6" high.

**Projecting or Hanging Signage:** First floor tenants may choose to have a pedestrian oriented projecting sign in addition to wall signage subject to the following conditions:

- Projecting signage not to exceed 10 sq. ft. with a minimum height and width of 2'.
- 8' minimum clearance required from grade to bottom of sign.
- 4' maximum projection from building.
- Signs may be mounted to the building canopies/awnings with approval of the landlord as long as there is 8' minimum clearance required from grade to bottom of sign
  - 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 fixtures 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.
  - All signs must be maintained and in good repair.
- **Suspended Signage:** First floor tenants may also choose to have a pedestrian oriented suspended signage in addition to wall signage subject to the following conditions:
  - Projecting signage not to exceed 2 sq. ft. with a height of 1' and width of 2'.
  - 8' minimum clearance required from grade to bottom of sign.
  - 4' maximum projection from building.

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- Signs may be mounted to the building canopies/awnings with approval of the landlord as long as there is 8' minimum clearance required from grade to bottom of sign

### Upper Level Tenants

**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.**

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# THE BLOCK - MASTER SIGN PLAN

## TENANT SIGNAGE DEMONSTRATIONS

### Wall Signage



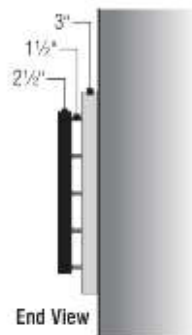
Reverse-Channel Halo Lighted Letters constructed of aluminum (2" deep). Halo illumination via LEDs, 120 Volts. All wiring UL approved. Letters mounted to aluminum sign pan (2 1/2" deep) via 1 1/2" stand-off spacers with non-corrosive fasteners.

**Backplate/Sign Cloud:** Aluminum sign pan (2 1/2" 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**



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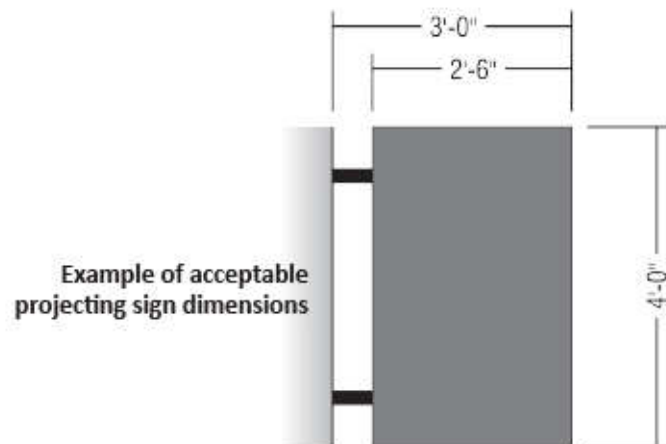
## EXAMPLES OF PERMITTED WALL SIGNAGE



# THE BLOCK - MASTER SIGN PLAN

## PROJECTING or HANGING SIGNAGE

Example of acceptable projecting sign dimensions





# THE BLOCK - MASTER SIGN PLAN

## EAST ELEVATION - AREA A



Main St.

**Upper Elevation: 3222 SQFT**  
**Lower Elevation: 1880 SQFT**  
**TOTAL OVERALL: 5,102 SQFT**

## WEST ELEVATION - AREA A



Avent Ferry Rd

**3<sup>rd</sup> Floor Elevation: 1633 SQFT**  
**2<sup>nd</sup> Floor Elevation: 1143 SQFT**  
**1st Floor Elevation: 1143 SQFT**  
**TOTAL OVERALL: 3,920 SQFT**



# THE BLOCK - MASTER SIGN PLAN

## NORTH ELEVATION



Rogers St.

Upper Elevation: 7837 SQFT  
Lower Elevation: 3227SQFT  
TOTAL OVERALL: 11064 SQFT

## SOUTH ELEVATION

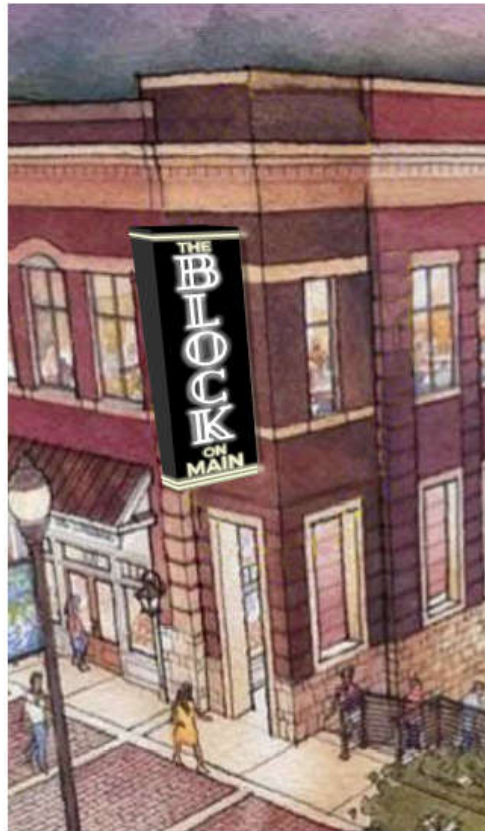
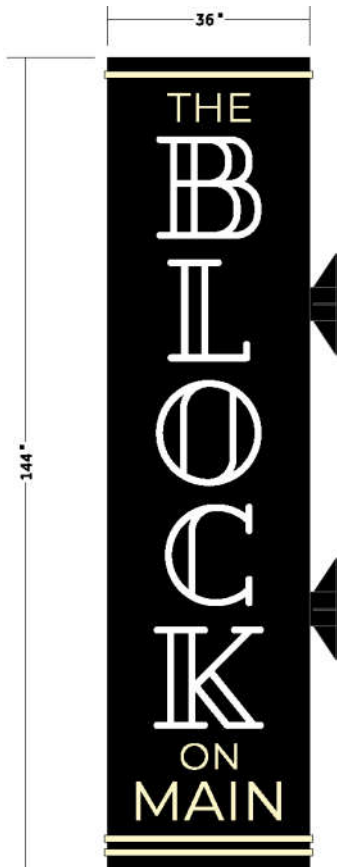


3<sup>rd</sup> Floor Elevation: 3734 SQFT  
2<sup>nd</sup> Floor Elevation: 2529 SQFT  
1st Floor Elevation: 2529 SQFT  
TOTAL OVERALL: 8792 SQFT

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## DEVELOPMENT PROJECTING SIGNS (2)

Vertical internally illuminated projecting signs located on the North East Corner of the building on East Elevation and the South West corner of the building on the West Elevation



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## DIRECTORY SIGNAGE

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



## 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
  - Glass area that is only interrupted by mullions will be considered contiguous for calculation purposes
- 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 Right of Way.
- A frame signs must be stored inside during non-business hours.
- No other free-standing temporary signage is permitted without prior Landlord approval.

## THE BLOCK - MASTER SIGN PLAN

### RESERVED PARKING SIGNAGE

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

### PROJECT CORNERSTONE PLAQUE

- Non-lighted cast plaque or routed sign equal to or less than 4 square feet is permitted

### PROHIBITED SIGNAGE

- Signs installed without prior Landlord approval and approved permits from the Town of Holly Springs
- Fabricated or formed plastic letters
- Paper, cardboard, or plastic corrugated signs
- Animated, flashing, blinking, audible or moving signage of any kind
- Banners, feather flags or pop-up display boards
- Windblown signs

### AMPHITHEATER WALL MURAL

- One wall mural is permitted on the retaining wall of the amphitheater.
- Additional permits and approvals may be required per the Development Plan approval and the Town of Holly Springs Unified Development Ordinance (UDO).