

G. Parking Area Screening.

In general in the Main Street Square Planned Unit Development, parking lots are typically screened by buildings and shared between adjoining uses. For these reasons, it is often unnecessary and undesirable to provide additional vegetative screening. Only the portions of the parking lots in Main Street Square not bordered by buildings but sharing a common border with Highway 55 will be required to have vegetative screening. In segments where required parking lot screening overlaps with required buffering along Highway 55, vegetation may be used to meet both plant unit value calculations.

**Sign Regulations (UDO Section 7.03)
Main Street Square Master Sign Plan**

Purpose:

The following Master Sign Plan criteria for Main Street Square, a Planned Unit Development, attempts to achieve consistency, visual harmony, and a complimentary graphic image within the development as well as to advance the visual impact of the Town of Holly Springs. Signage issues not explicitly addressed in this section should be deferred to the Sign Regulations of the Town of Holly Springs.

Procedure:

Signs within Main Street Square shall comply with the sign criteria for the Main Street Square Master Sign Plan as outlined below. All proposed signage within the PUD shall submit a sign design proposal to the developer and or the architectural review committee (if there is no architectural review committee then this responsibility will reside with the master HOA) for review and approval. The developer at any time can transfer its approval authority to another party for the approval of signage plans. Proposal should provide the type, number, materials, location, colors, illumination and overall sign dimensions.

Proposals that meet the approved criteria of the master sign plan shall require a written approval from the subdivision developer and or the architectural review committee (if there is no architectural review commit-

tee then this responsibility will reside with the master HOA) indicating that the proposal meets the criteria of the Main Street Square Master Sign Plan. Upon receiving the written approval from the subdivision developer and or the architectural review committee (if there is no architectural review committee then this responsibility will reside with the master HOA), the builder or tenant must then apply for an individual sign permit from the Town of Holly Springs. The written approval must accompany the sign permit application.

Changes to the Master Sign Plan:

Any changes or variation in a sign design from the Master Sign Plan will cause a uniform change in the entire Master Sign Plan and will require the developer and or the architectural review committee (if there is no architectural review committee then this responsibility will reside with the master HOA), or the community's legal representative (s) to approve the extent to which the variation is in keeping with the intent and goals of the Master Sign Plan.

Proposed changes shall then be submitted to the Town of Holly Springs Department of Planning and Zoning, who shall determine whether the changes are major or minor according to the Town of Holly Springs Unified Development Ordinance. Said amendments shall be processed accordingly by the Town of Holly Springs Department of Planning and Zoning.

Plan Update:

In order that the Master Sign Plan stays current with the changes in public taste and the marketing images desired by the subdivision developer, a periodic review of the Master Sign Plan will be made every three years. Any changes to the Master Sign Plan shall be submitted by the developer or the community's legal representatives and then to the Town of Holly Springs according to the process listed above under "Changes to the Master Sign Plan."

Permits:

The developers, builders, and tenants or owners within Main Street Square shall be responsible for obtaining a sign permit from the Town of Holly Springs. All sign permits submitted to the Town of Holly Springs shall

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include a letter of approval from the developer and or owner or HOA or Architectural Review Committee stating that the proposed signage meets the Master Sign Plan criteria and consistency of design of Main Street Square.

Temporary Signs:

All Temporary signs are required to obtain a permit from the Town of Holly Springs Department of Planning and Zoning.

1. **Sales Model Identification Signs:** In front of each of the sales models are permitted to be one sign that identifies the sales model, its hours of operation and the neighborhood logo and builder name and any other information the builder deems important to the marketing effort. The sign may not exceed six (6) square feet per side.
2. **Model Home Identification Signs:** Each model home is permitted to have an identification sign located in the front yard identifying the name of the model, the builder's name along with the neighborhood logo and including any other information deemed necessary to the builder's marketing effort. The sign may not exceed six (6) square feet per side.
3. **Amenity Identification Sign:** Near the location of the proposed Amenity Site, an identification sign may be erected showing the name, features and an artist's rendering of the facility along with the logo and contact information and any other information deemed important by the builder. The size of the amenity identification sign may not exceed eight (8) square feet per side and five (5) feet in height.
4. **Directional:** Within the neighborhood, directional signs may be erected to help prospective buyers and renters locate the model homes, new phases, amenities, and apartments. The area of the directionals may not exceed 8 square feet per side unless mentioned as an exception (below)

Apartment Building Exceptions: These signage exceptions pertain only to the Apartment buildings in Main Street Square. The exceptions do not pertain to any retail, office, townhome, Single Family or amenity spaces.

- a. **Directional Signage –** The apartment building owner, property manager, or property management representative of an apartment building within the development may place directional signs that are no more than 8 sq. ft. per side on HOA owned property (excluding the Village Green) or on the private property of the apartment building. No more than 6 of these signs are allowed at any one time.
- b. **Property Identification -** The apartment building owner, property manager, or property management representative may place no more than 2 property identification signs that may indicate the name of the development / property, contact information, rental / sales information, and a colored rendering. Such signs may not exceed 24 sq. ft. per side and a height of 8 ft. These signs may be placed on HOA owned property (excluding the Village Green) or on the apartment building's private property. These signs are allowed during both the construction, lease-up and stabilization periods.

Monument Signs:

1. **Location:** The number of Monument signs shall be limited to two for each major site entrance (one entrance is located off the Highway-55 Bypass and another off South Main Street).
2. **Single and Double Signs:** Monument signs can be either double or single face. There can be either one double faced sign per entrance or two single faced signs per entrance.

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3. Orientation: Monument signs may be oriented in any manner.
4. Structure and Sign Area: Monument signs cannot exceed 240 sq. ft. in total front facade area and 100 sq. ft. per side in signage area.



View of proposed Main Street Square Monument Sign

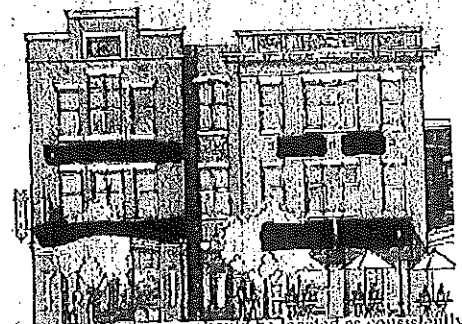
Flagpoles:

1. Flag poles are limited to one per residential house or townhome.
2. Flag poles are prohibited for use on apartment buildings.
3. Flag poles in the commercial center must be approved by the developer, architectural review committee or master HOA. This also covers light post poles.
4. Flag poles must conform to Town of Holly Springs UDO §7.03., 5.

Building Signs:

Building signs for ground floor commercial units should be placed on awnings or on sign boards if supplied by the builder. If neither one of these options is feasible then the first floor tenant must ensure the sign does not encroach above the bottom window sill of a 2nd floor unit. *The previous mentioned design criteria do not apply to Buildings 1, 5, and 6 or the parcel located at the intersection of Highway 55 Bypass and S. Main St. No more than one sign per facade is permitted for each

tenant regardless of the amount or contiguousness of rented space. Illumination of Front, Side and Rear Facades is of Buildings 1,2,3,4,5,6,7,8 is permitted except for buildings facades prohibited from using signage (please note highlighted areas of the site plan for actual locations). All signs must either be placed on awnings or sign boards (if provided) or under areas specifically lit for signage (i.e. areas where up or down gooseneck lighting is supplied).



Where possible signage should be located as consistently in the manner of the highlighted areas above.

Wall Sign Surface Area:

1. Front Façade –
 - a. Signage is limited based on the floor the tenant occupies.
 - i. First Floor Signage: limited to 30 sq. ft. and a max height of 2'
 - ii. Second & Third Floor Signage: limited to 15 sq. ft. and a max height of 18" per tenant
2. Side and Rear Façades – The following highlighted side and rear facades are prohibited from using signage of any kind (picture on next page). All other rear and side facades signs are limited to 21 sq. ft. and a max height of 2'. Buildings 1, 5, and 6 are excluded from any side and rear façade restrictions as set forth in the Main Street Square master sign plan and must conform to Town of Holly Springs signage guidelines.

RECEIVED Building Identification Sign - The developer or builder may place cornerstone and

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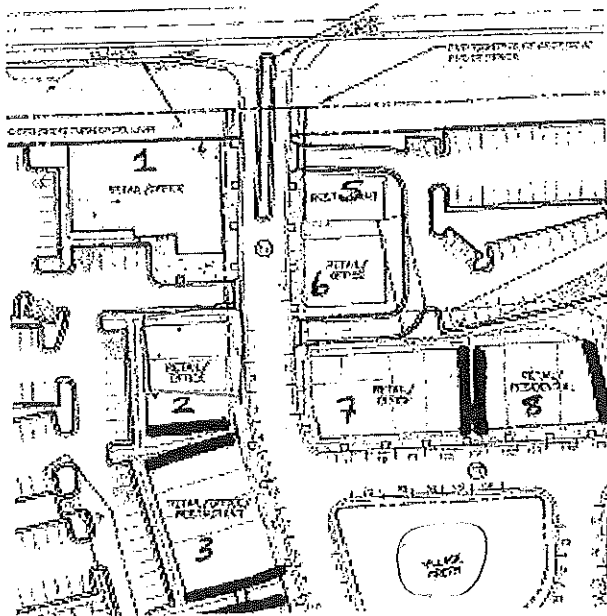
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or cornice treatments that identify the building by address number or name. This type of identification is limited to one per unique front façade and cannot exceed six (6) square feet, which includes the signage element and material treatments surrounding the sign. Unique indicates that the building exterior is different from another building exterior, even if the two façades are part of the same building.

requirements; 3) driveway stem requirements shall not apply,

7.04E shall be superseded by the Shared Parking Program Design Criteria herein,

Table 7.04-D shall only be used to determine the number of spaces required for a particular use, the number which shall be incorporated into the Shared Parking Program Criteria herein to determine the actual number of necessary spaces, whether on or off-street, with adjustments allowed for internal trip capture as approved by the Director of Planning & Zoning.



Building # Locations: The highlighted building façades are prohibited from employing signage.

The Shared Parking Program Design Criteria is outlined on the following two pages. On-street parking spaces shall be allowed to fulfill the parking requirements throughout the development, including the shared parking areas. The Shared Parking Program Design Criteria shall be based on a peak-hour demand calculation, incorporating referenced data from the Institute of Transportation Engineers (ITE) and/or the National Parking Association (NPA). Proximity analysis to insure that each intended use is no more than 400' from a portion of the parking allocated to said use shall also be required in conjunction with final development plans.

Off-Street Parking Regulations (UDO Section 7.04)

On-street parking is a critical and highly desirable element in the design of low-speed, pedestrian-scaled streetscapes. As such, the Off-Street Parking Regulations within the UDO shall be modified as follows:

- 7.04A shall be superseded by the PUD,
- 7.04B does not apply within the PUD,
- 7.04C shall be superseded by the Shared Parking Program Design Criteria herein,
- 7.04D shall generally apply with the following exceptions: 1) criteria for driveway entrances and details shall be replaced by the alley standards of the PUD; 2) landscaping standards shall be per the PUD

Parking requirements shall be generated and submitted with development plans for review and approval by the Director of Planning & Zoning based on the Shared Parking Program Design Criteria for the Main Street Square PUD. The parking requirements shall be based on a calculated total of required spaces using Table 7.04-D, corresponding to the respective uses contained within each proximal portion of the development, adjusted according to alternative design standards based on the unit types, mixes, and characteristics of the Main Street Square development. The subtotal shall then be adjusted according to the Shared Parking Program Design Criteria to determine a peak-hour demand. On-street parking shall be counted as part of the spaces provided for each proximal area.

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