

MASTER SIGN DEVELOPMENT PLAN  
For  
**Riverbrook Marketplace**  
Hall County, GA

August 30, 2021

Requested Amendment August 21, 2023

This Master Sign Development Plan is being submitted for a proposed new shopping center located on 14.28 +/- Acres just north of the intersection of Thompson Bridge Road and Price Road (on a portion of Parcel 10100000156156). The development will include a grocery store, retail shops and several outparcels.

This Master Sign Development Plan offers Hall County the opportunity to review, in comprehensive presentation, the signage which is proposed for the development. The plan establishes a quantity and sign area limit of the freestanding signs and wall signs for the project.

The intent of the Master Sign Development Plan is to provide the general public with information about, and directions to, this shopping center being built in Hall County, Georgia. Along with general advertising, this Master Sign Development Plan is designed to provide decision making information to the motoring public in time for them to make safe traffic decisions regarding ingress and egress to the development and its various tenants. The plan also is intended to control the overall number and size of allowable signs that within the project.

The attached exhibit dated 08/24/2021 will give visual reference to the plan more fully detailed herein, as follows:

FREESTANDING SIGNAGE

The general character and design for all freestanding signs (i.e. Principal Identification Signs and Outparcel Monument Signs as described below) will be consistent with and compliment the architecture of the overall development. In as much as possible, the material (i.e., masonry, paint, trim, etc..) for each sign will be from the same source as the buildings. Outparcel tenants will submit their final design of the Outparcel Monument Signs for approval and any variations to dimensions and/or design must be approved by Hall County.

With this Master Sign Development Plan, we propose the following freestanding signage:

- To construct one Principal Identification Sign "P1":

The proposed Principal Identification Sign "P1" will be located at the main entrance into the Shopping Center located on the frontage of Thompson Bridge Road. The double faced internally

Request to relocate Sign P1 to the center of the entrance median

illuminated sign will identify the center and its major and secondary tenants. This sign is 12.66' OAH above grade and has 87 square feet of copy area on each side of the double-faced sign for identification. In order to address any topographical variation in base of sign elevations, we propose that Principal Identification Signs indicated herein be limited to 15' in height above road grade. Request increase in total sign face area to allow for the addition of the residential identification cabinets

- To construct one, Principal Identification Sign "P2":

The proposed Principal Identification Sign "P2" will be located at the secondary entrance into the center along the frontage of Price Road / SR 136. The double faced internally illuminated sign will identify the center and its major and secondary tenants. This sign is 12.66' OAH above grade and has 87 square feet of copy area on each side of the double-faced sign for identification. As with sign P1 above, in order to address any topographical variation in base of sign elevations, we propose that Principal Identification Signs indicated herein be limited to 15' in height above road grade. Request increase in total sign face area to allow for the addition of the residential identification cabinets

The two above noted Principal Identification Signs will be the major identification markers for the center and as such, it is critical that these signs be located as close to the principal vehicular entries into the project as practicable, as is indicated on the attached exhibits (i.e. at the Price Road and Thompson Bridge Road entries).

- To allow each outparcel to one Outparcel Monument Sign ("O1", "O2", "O3", and "O4"):

The proposed O1 Monument Sign is internally illuminated and is 8' OAH above grade with 48 square feet of copy area on each side of the double-faced sign for identification. The proposed O2, O3, and O4 Monument Signs are internally illuminated and 7' OAH above grade with 32 square feet of sign copy are on each side of the double-faced sign for identification. The architectural character of the Outparcel monument signs will match and compliment the shopping center principal identification signs. Each use will be allowed to incorporate its own unique graphics for the sign panel. The intent of this Sign Program is that outparcels with buildings of less than 10,000 SF will be permitted one freestanding sign of up to 32 square feet of signage copy area, and outparcel uses with buildings exceeding 10,000 SF will be permitted 48 square feet of signage copy area.

## BUILDING/WALL SIGNAGE

With this Master Sign Development Plan, we propose the following building façade/wall signage:

### Major Tenant:

The Major Tenant shall be permitted to install the comprehensive, coordinated package of primary, secondary, directional and departmental signs, (including the number, type and area of such signs), as is depicted on the attached Building Elevations and Signage Exhibits. Said signage may be internally illuminated. Major Tenants are identified as those tenant spaces with 40,000 or more square feet of gross floor space.

Outparcel and Secondary Tenants:

Outparcel Users and Secondary Tenants (i.e. Tenants of less than 40,000 SF) are allowed one (1) internally illuminated wall sign or internally illuminated marquee sign for each building user or leased premises, **provided however, that Outparcel Users and Secondary Tenants located on a corner, in an end-cap space, or in a freestanding building, shall be permitted a second wall sign. The maximum sign area for each user or leased premises shall be 100 square feet, or one square foot per linear foot of primary storefront building elevation, whichever is greater.** In the event that a second sign is warranted as noted above, said sign may be installed on a secondary elevation of the building (regardless of whether or not that side of the building includes a primary or secondary entrance).

Notwithstanding anything contained herein, the above requirements shall not be construed to restrict a user, tenant or occupant of a leased space from displaying its standard trade dress, trade colors, logo or commercial graphics on an otherwise permitted wall sign, sign face, or sign panel, provided that such signage shall be limited to the size and quantity of signage as outlined herein.

In summary, this Master Sign Development Plan is submitted to provide the following:

- A reduction of sign clutter by establishing controls for the design, size, and number of signs on the property
- Provides for an upscale, uniform design and style.
- Provides the necessary information to the public.