

# **HALL COUNTY PLANNING COMMISSION STAFF REPORT**

**Applicant** ..... Todd Mathes

**Request** ..... Use Subject to County Commission Approval |  
Amend existing conditions of Planned Commercial  
Development (PCD, [17.180.080](#))

**Proposed Use** ..... Master sign plan

**Size** ..... 39.56± acres

**Zoning** ..... Planned Commercial Development (PCD,  
[17.180.080](#)), Planned Residential Development  
(PRD, [17.180.060](#)) and Gateway Corridors Overlay  
District (GCOD, [17.420](#))

**Location** ..... **3715 Wahoo Falls Trace, 100 Treesort View, and 0  
Price Road** | Tax Parcels 10100 000156B, 000158,  
& 000156C

**Commission District** ..... Two

**Planning Commission Date** ..... November 6, 2023

**Staff Recommendation** ..... **Approval, with conditions** as the proposed use is  
consistent with the [Comprehensive Plan](#) future  
land use classification of Activity Center.

**Recommended Conditions, if approved:**

1. The amended master sign plan is approved, as presented in the application documents, and shall be subject to the conditions of zoning approved by the Hall County Commission on December 9, 2021:
  - a. The development shall conform substantially with the proposed site plan and narrative, modified as necessary for compliance with current development standards at time of site plan approval. This includes architectural standards and sign standards as presented in the Master Sign Development Plan.

- b. The proposed development standards, master sign development plan and narrative are approved. Any development standards that are not addressed in the applicants project narrative or Master Sign Development Plan shall be governed by the standards set forth by the Official Code of Hall County.
- c. The total building square footage for the proposed development shall be limited to a maximum of 85,000 square feet.
- d. Access to the development shall be approved by Hall County Traffic and/or the Georgia Department of Transportation, whichever applies.
- e. Any necessary access modifications must be approved and permitted by the Georgia Department of Transportation (GDOT). All costs associated with any required improvements shall be the developer's responsibility.
- f. Building height shall be limited to 3-stories/45 feet.
- g. No outdoor storage shall be allowed for any use, with the exception of the grocery store and associated display of seasonal items along the front entrance of the store.
- h. The following uses shall require a conditional use permit:
  - i. Full service car wash. Car washes associated with a gas station shall be permitted.
  - ii. Self-storage facilities.
- i. The following uses shall not be permitted:
  - i. Tire sales, automobile repair and maintenance businesses with the exception of an autoparts and quick oil change services, which shall be allowed by right.
- j. The applicant shall submit architectural renderings, including building materials and colors, to be approved by the Planning Director prior to any issuance of any building permits.
- k. All conditions of zoning shall be made part of any new plat created for the property.
- l. The development shall adhere to the Hall County Erosion Control Ordinance Best Management Practices for Large Developments, which included the 3 BMPs from the County-approved list, even if the phase of development is less than 20 acres.
- m. Hall County supports a traffic signal on Thompson Bridge Road provided the signal is permitted and approved by GDOT, and paid for by the developers.

2. Monument signs placed within the median of any public or private street shall be constructed of a breakaway material, subject to review and approval of the Traffic Engineer. Signs located within the right-of-way of state routes shall be subject to GDOT regulations and permitting requirements.

### Summary Analysis

The applicant is requesting to amend conditions of a Planned Commercial Development (PCD, [17.180.080](#)) to modify the master sign plan on a 39.56± acre parcel. The master sign plan was approved as part of the PCD rezoning which was approved by the County Commission on December 9, 2021 and is currently under development. The applicant is requesting an amendment to the PCD standards to modify the master sign plan dated August 30, 2021, and is included as part of the application of Fuqua Acquisitions, LLC. **The requested modifications to the master sign plan to install additional signage cabinets within the primary monument signs and to adjust the location of a monument sign.**

The Hall County sign code ([17.270](#)) establishes sign standards to maintain public safety, prevent traffic hazards and promote the welfare of the County. The property falls within the Gateway Corridors Overlay District, (GOCD, [17.420](#)) which provides supplemental design standards for non-residential property development, including signage ([17.420.060](#)). The proposed signage standards and the existing code requirements are detailed in the table below.

Sign Type	Code Requirement	Previous Proposal	New Proposal
Monument Sign "P1"	<ul style="list-style-type: none"> <li>Signs prohibited within any street right-of-way (<a href="#">17.270.100(B)</a>)</li> <li>Maximum sign area of 64 square feet ((<a href="#">17.420.060(1)</a>)</li> <li>Internally illuminated signs, automatic changeable copy signs, and externally mounted neon signs are prohibited. (<a href="#">17.420.050(F)</a>)</li> </ul>	<ul style="list-style-type: none"> <li>Sign placement outside of right-of-way</li> <li>Tenant sign face area of 64 square feet</li> <li>LED internal illumination*</li> </ul>	<ul style="list-style-type: none"> <li>Sign placement <u>within</u> right-of-way in the entrance median at Thompson Bridge Road*</li> <li>Tenant sign face <u>area of 72 square feet</u> with addition of residential cabinets*</li> <li>LED internal illumination*</li> </ul>
Monument Sign "P2"	<ul style="list-style-type: none"> <li>Maximum sign area of 64 square feet ((<a href="#">17.420.060(1)</a>)</li> <li>Internally illuminated signs, automatic changeable copy signs, and externally mounted neon signs are prohibited. (<a href="#">17.420.050(F)</a>)</li> </ul>	<ul style="list-style-type: none"> <li>Tenant sign face area of 64 square feet</li> <li>LED internal illumination*</li> </ul>	<ul style="list-style-type: none"> <li>Tenant sign face <u>area of 72 square feet</u> with addition of residential cabinets*</li> <li>LED internal illumination*</li> </ul>

Note: items marked with an asterisk (\*) do not conform to [17.270.100\(B\)](#) or [17.420](#).



Specifically, the GCOD guidelines state that a non-residential building with a gross floor area of 84,362 square feet (derived from the developer's 2021 proposal) may not erect a monument sign with over 64 square feet of sign area per each side ([17.420.060\(1\)](#)). The requested amendment would permit the applicant to enlarge each principal monument sign face from 64 to 72 square feet, with the additional eight square feet to be used as residential identification cabinets towards the bottom of each monument, under the commercial cabinets.

Additionally, the applicant is proposing to relocate a monument sign ("P1") from the entrance street corner into the median. Sign Standards ([17.270.100\(B\)](#)) prohibit commercial signage within any street right-of-way. It should be noted that the monument sign will fall within private street right-of-way. Typically, private streets are required to adhere to the standards of the Official Code of Hall County, though variances to these standards may be granted for Planned Developments. Finally, the request for internal illumination is continued from the previous proposal, though GCOD guidelines prohibit internally illuminated signs.

The remainder of the master sign plan from the 2021 proposal remains unchanged.

As referenced earlier, the current Planned Commercial Development (PCD, [17.180.080](#)) was approved by the Hall County Commission on December 9, 2021, subject to the following conditions:

1. The development shall conform substantially with the proposed site plan and narrative, modified as necessary for compliance with current development standards at time of site plan approval. This includes architectural standards and sign standards as presented in the Master Sign Development Plan.
2. The proposed development standards, master sign development plan and narrative are approved. Any development standards that are not addressed in the applicants project narrative or Master Sign Development Plan shall be governed by the standards set forth by the Official Code of Hall County.
3. The total building square footage for the proposed development shall be limited to a maximum of 85,000 square feet.
4. Access to the development shall be approved by Hall County Traffic and/or the Georgia Department of Transportation, whichever applies.
5. Any necessary access modifications must be approved and permitted by the Georgia Department of Transportation (GDOT). All costs associated with any required improvements shall be the developer's responsibility.
6. Building height shall be limited to 3-stories/45 feet.
7. No outdoor storage shall be allowed for any use, with the exception of the grocery store and associated display of seasonal items along the front entrance of the store.
8. The following uses shall require a conditional use permit:
  - a. Full service car wash. Car washes associated with a gas station shall be permitted.



- b. Self-storage facilities.
9. The following uses shall not be permitted:
- a. Tire sales, automobile repair and maintenance businesses with the exception of an autoparts and quick oil change services, which shall be allowed by right.
10. The applicant shall submit architectural renderings, including building materials and colors, to be approved by the Planning Director prior to any issuance of any building permits.
11. All conditions of zoning shall be made part of any new plat created for the property.
12. The development shall adhere to the Hall County Erosion Control Ordinance Best Management Practices for Large Developments, which included the 3 BMPs from the County-approved list, even if the phase of development is less than 20 acres.
13. Hall County supports a traffic signal on Thompson Bridge Road provided the signal is permitted and approved by GDOT, and paid for by the developers.

#### **GCOD Analysis**

With regard to the Gateway Corridor Overlay District (GCOD, [17.420](#)) staff has developed a chart to summarize recommendations for establishing or bringing properties into compliance with the standards in the Corridor. Decision makers may use the assessment in developing conditions that warrant compliance based on the scale and scope of proposed development.

<b><u>Standard</u></b>	<b><u>Compliance</u></b>	<b><u>Notes</u></b>
<a href="#">17.420.050.C</a> – Transitional buffers	Unknown	Applicant has not specified plans to modify proposed transitional buffers.
<a href="#">17.420.050.D</a> – Other landscape and screening standards	Unknown	Applicant has not specified plans to modify proposed landscaping and screening.
<a href="#">17.420.050.E</a> – Parking lot design	Unknown	Applicant has not specified plans to modify proposed parking lot design.
<a href="#">17.420.050.F</a> – Outdoor lighting	Deficient	Five internally illuminated monument signs are proposed at a total of four development access points.
<a href="#">17.420.050.G</a> – Interparcel access	Likely	Vehicular access throughout the commercial development shown in the site plan within the master sign package.
<a href="#">17.420.050.H</a> – Architectural	Unknown	Applicant has not specified plans to modify proposed building or signage architecture.

standards for non-residential buildings		
<a href="#">17.420.060</a> – Signs	Deficient	Monument signs P1 and P2 exceed maximum sign area by 8 square feet per each face.

Based on the future land-use plan, staff finds the requested zoning designation is consistent with the Hall County [Comprehensive Plan](#). The [Comprehensive Plan's](#) future land use designation for the subject parcel is "Activity Center." The intent of this land use category is to enhance and create a concentrated mixture of uses connected by a pedestrian- and car-friendly network. As this location falls within the broader "Lake Area Residential" Character Area, future land uses include retail, offices, open space, and higher density residential uses.

### Zoning Analysis

When considering a zoning amendment to the zoning maps, the following items must be considered by Planning Commission and the Hall County Commission pursuant to [17.380.060](#):

1. Whether the zoning proposal will permit a use that is suitable in view of the use and development of adjacent and nearby property; **The proposed use associated with the master sign package update request is consistent with the future land use designation of Activity Center. Other shopping centers and residential subdivisions are present nearby, such as Thompson Bridge Commons, which features a monument sign along Thompson Bridge Road.**
2. Whether the zoning proposal will adversely affect the existing use or usability of adjacent or nearby property; **No, it is not anticipated that the proposed change to the master sign package will adversely affect adjacent properties, but it is inconsistent with the vision established for the area.**
3. Whether the property to be affected by the zoning proposal has reasonable economic use as currently zoned. **Yes, the property has economic use as currently zoned, Planned Development Conditional (PCD, [17.180.080](#)) and Planned Residential Development (PRD, [17.180.060](#)). The master sign plan depicts the intent to construct a shopping center (within the acreage zoned PCD) anchored by a Publix supermarket.**
4. Whether the zoning proposal will result in a use which will or could cause an excessive or burdensome use of existing streets, transportation facilities, or utilities; **Staff does not find that the proposed development will cause an excessive or burdensome use of existing streets, transportation facilities, or utilities. However, the relocation of monument sign "P1" into the entrance median by Thompson Bridge road may reduce driver visibility when attempting to leave the development.**
5. Whether the zoning proposal is in conformity with the policy and intent of the land use plan; **The proposed use is consistent with the Comprehensive Plan and the "Activity Center" future land use designation. The Comprehensive Plan identifies retail uses (car- and pedestrian-scale retail and services serving nearby residents) as appropriate future land uses in this area.**



6. The extent to which property values are diminished by the existing zoning restrictions; **Absent a market study, staff is unable to determine whether property values are diminished by the existing zoning restrictions.**
7. The extent to which the destruction of the subject property's value under the existing zoning promotes the health, safety, morals or general welfare of the public; **Staff is unable to comment on the impact of property values without a full market analysis. Multiple factors impact property value including construction types, proposed uses, and maintenance.**
8. The relative gain to the public as compared to the hardship imposed upon the individual property owner; **Staff has not identified a hardship imposed on the property owner as the property is currently zoned.**
9. The length of time the property has been vacant as zoned considered in the context of land development in the area in the vicinity of the property; **The original master sign plan for this location was approved in 2021.**
10. Whether there are other existing or changing conditions affecting the use or development of the property which give supporting grounds for either approval or disapproval of the zoning proposal; **Staff is not aware of any changing conditions that affect the use and development of the property.**
11. Whether the change would create an isolated district unrelated to the surrounding districts; **The underlying zoning classification of Planned Commercial Development (PCD, [17.180](#)) has already been established on the subject parcel. The requested change would result in the increase of identification cabinet area and the movement of one sign location.**
12. Whether the present zoning district boundaries are illogically drawn in relation to existing conditions in the area; **There is no evidence that the present zoning district boundaries are illogically drawn.**
13. Whether the change requested is out of scale with the needs of the county as a whole or the immediate neighborhood; **In general, the use does not appear to be out of scale with the needs of the County as a whole, as the development is located within an Activity Center. Specifically, residential signage cabinets may be beneficial for the neighborhood.**
14. Whether it is impossible to find adequate sites for the proposed use in districts permitting such use and already appropriately zoned; **The proposed signage exceeds the maximum sign standards for properties in the Gateway Corridors Overlay District (GCOD, [17.420](#)). As the property is a Planned Commercial Development (PCD, [17.180.080](#)) the applicant is proposing their own signage standards through the adoption of a master sign plan for the development.**
15. Whether the need for rezoning could be handled instead by a variance request to the [Planning Commission]; **The request could not be handled alternatively as a variance.**
16. Whether there would be an ecological or pollution impact resulting from major modifications to the land if the request is granted; **The proposed updates to the master sign package will not result in ecological or pollution impacts.**

17. Whether there is reasonable evidence based upon existing and anticipated land use that would indicate a mistake was made in the original zoning of the property; **There is no indication that a mistake was made in the original zoning. 17.180.080(B) – required plans for Planned Commercial Development applications:**

All of the general and special requirements for planned developments shall be provided. The following special items shall also be addressed:

1. The site plan shall indicate the proposed size, location and number of stories of each commercial structure. **The applicant has submitted scaled renderings of the proposed signs. Aside from the proposed relocation of monument sign P1, the site layout is not proposed to change.**
2. The entrances, exits and number and location of all parking spaces shall be shown in detail, together with all loading and no parking zones. **The submitted site plan within the master sign package displays ingress, egress, parking and loading details.**
3. The proposed methods and location of all buffers shall be described. **The site layout is not proposed to change, as such this standard is not applicable.**
4. The proposed exterior lighting shall be shown. **This criteria is not applicable to the current request.**
5. All proposed signs, advertising or identification graphics shall be indicated, showing their number, size, height and location. **The purpose of the current request is to approve an amendment to a previously approved master sign package for the expansion of monument sign faces to include residential identification cabinets and to relocate monument sign P1 into the entrance median at Thompson Mill Road.**
6. The type and number of uses proposed for the commercial development shall be indicated. **This criteria is not applicable to the current request. Modifications to the type and number of uses of the commercial development have not been requested in this application.**
7. The development controls for the district shall be stated (lot coverage, setbacks, building heights, lot sizes, etc.). If standards are not specifically proposed, then the applicable standards in the suburban shopping district (S-S) shall apply. **Modifications to the development controls have not been requested in this application.**
8. If residential uses are proposed in conjunction with the planned commercial development, then the applicable requirements of the planned residential development shall be provided. **There are no residential uses proposed in conjunction with this request aside from residential identification cabinets.**

**17.350.040. - Submission requirements for a conditional use request**

An application shall be submitted to the planning department at least 30 working days prior to the date of the planning commission meeting at which the application is to be considered. The completed application



shall be accompanied by payment of such fee prescribed in [chapter 17.30](#) hereof to cover administrative and advertising costs. The following items of information shall be supplied by the applicant as set forth in [chapter 17.350](#). **The applicant submitted to the planning department more than 30 days prior to the meeting date and has paid the application fee.**

**17.380.050. - Submission requirements for a rezoning request**

- A. Any person or persons requesting a change in the official zoning map or use subject to approval of the county commission shall file an application with a plat or map of the property attached thereto, together with payment of such fees set forth in [chapter 17.30](#) to cover administrative and advertising costs, in the planning department office. Such person or persons or their authorized agent shall appear in person at the public hearing held to consider the district change. **Proposal meets the requirement. Applicant has paid the appropriate fees and understands that someone must be present at both the Hall County Planning Commission meeting and the voting meeting of the Hall County Board of Commissioners.**
- B. All applications for a change of zoning classification or use subject to approval of the county commission shall include:
  - 1. A narrative statement identifying the existing and proposed use of the property and addressing each of the criteria set forth in section 17.380.060.C of this section [chapter]. **Proposal does provide a narrative outlining the intent of the master sign plan; however, the applicant has not prepared a response to each of the criteria listed in [17.380.060.C](#).**
  - 2. A site plan drawn to scale designating the area covered by the application and identifying existing and proposed buildings and uses, adjacent existing land uses, zoning on contiguous parcels, including those across an abutting public right-of-way, and any other significant site improvements proposed to accommodate the proposed use or buffer adjacent uses, etc., or a plat of the subject property where no specific land use is proposed. In cases where only a plat or map is provided and no land use is proposed, the planning commission and county commission shall evaluate the application based on the most intense possible land use permitted in the proposed district. **The submitted master sign plan includes proposed uses within the main retail center and the broader uses to be signed within each identification cabinet.**
- C. For any application for a slow rate land treatment system (see [chapter 17.20](#)), the following additional requirements apply. **This standard is not applicable to the applicant's request.**
- D. For any application proposing the development of 100 or more residential dwelling units, a traffic impact study shall be submitted prior to consideration of the application by the planning commission. At the applicant's expense, the traffic impact study shall be prepared by a professional engineer in accordance with requirements established by the Hall County Engineering Department. The engineering department shall review the traffic impact study and forward any comments to the Hall County Planning Commission. **This standard is not applicable to the applicant's request.**

**Development Support and Constraints**

**Hall County Environmental Health**

In an email dated October 6, 2023, Emily McGahee stated "No comment."

**Hall County Fire Marshal**

In an email dated October 3, 2023, John Hornick, NPQ Fire Inspector 1, Plans Review Lieutenant stated, "The Hall County Fire Marshal's Office has no comments as proposed."

**Hall County Public Works and Utilities**

In a memorandum from Public Works and Utilities dated October 5, 2023, Bill Nash, Director, stated the following:

**Engineering:**

This site may require a stormwater management report should the site plan indicate the proposed development meets stormwater thresholds for impervious surfaces and/or disturbed acreage.

**Traffic:**

No comment.

In an email dated October 24, 2023, Scott Puckett, County Traffic Engineer, stated "After review, the proposed sign in question is off public right-of-way and outside our jurisdiction, however, we would recommend that any signage within a travel way meet FHWA break-a-way standards."

**Utilities:**

City of Gainesville Sewer District.

**Georgia Department of Transportation**

In an email dated October 2, 2023, Veronica Chavers, D1TO Civil Engineer 3, indicated GDOT coordination would not be required.



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

11-06-2023 | Item 11



PLANNING AND DEVELOPMENT DEPARTMENT  
 2875 BROWNS BRIDGE ROAD, GAINESVILLE, GA, 30504  
 MAILING ADDRESS: PO BOX 1435, GAINESVILLE, GA 30503  
 t: 770-531-6809 | f: 770-531-3902

## CAMPAIGN CONTRIBUTIONS DISCLOSURE FORM

This form must be completed by the applicant and property owner, or person representing the property owner, for all zoning actions.

OCGA § 36-67A-3[C] Disclosure of campaign contributions:

- (b) When any applicant for zoning action has made, within two years immediately preceding the filing of the applicant's application for the zoning action, campaign contributions aggregating \$250.00 or more to a local government official who will consider the application, it shall be the duty of the applicant to file a disclosure report with the governing authority of the respective local government showing:
  - (3) The name and official position of the local government official to whom the campaign contribution was made; and
  - (4) The dollar amount and description of each campaign contribution made by the applicant to the local government official during the two years immediately preceding the filing of the application for the rezoning action and the date of each such contribution.
- (b) The disclosures required by subsection (a) of this Code section shall be filed within ten days after the application for the zoning action is first filed. (Code 1981, Section OCGA § 36-67A-3[C], enacted by GA L. 1986, page 1269, Section 1, GA L. 1991, page 1365, Section 1).

I hereby certify that I have read the above and that:

I have\*\* \_\_\_\_\_ I have not X

within the two years immediately preceding this date, made any contribution(s) aggregating \$250.00 or more to any local government official involved in the review or consideration of this application.

**\*\*If you have made such contributions, you must provide the data required below within ten (10) days of filing this application.**

Name of Official(s): \_\_\_\_\_

Office: \_\_\_\_\_

Dollar Amount: \_\_\_\_\_

Date of Contribution: \_\_\_\_\_

Applicant's/Owner's Signature: \_\_\_\_\_

Date: August 31, 2023

Applicant's/Owner's Name (Printed): Stephen C. Scalione, Manager



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.





# Gainesville Retail

## Thompson Bridge Rd & Price Rd/ SR136

### Gainesville, GA. (Hall County)

#### MASTER SIGN DEVELOPMENT PLAN



**BENDERSON  
DEVELOPMENT**  
7948 COOPER CREEK BOULEVARD, UNIVERSITY PARK, FL 34201

PROPERTY THOMPSON BRIDGE RD & PRICE RD/SR 136  
GAINESVILLE, GA  
PROP. # 5468 DRWG. # 5468 MSP  
BY P. EWING DATE 8.21.25 REVISION

PROJECT REVISIONS		
DATE	REV #	NOTES
08/21/23	1	Sign P1 Relocation Increase in Total Sign Face Area to Add Residential Property Identifications
00/00/00	2	XX
00/00/00	3	XX
00/00/00	4	XX

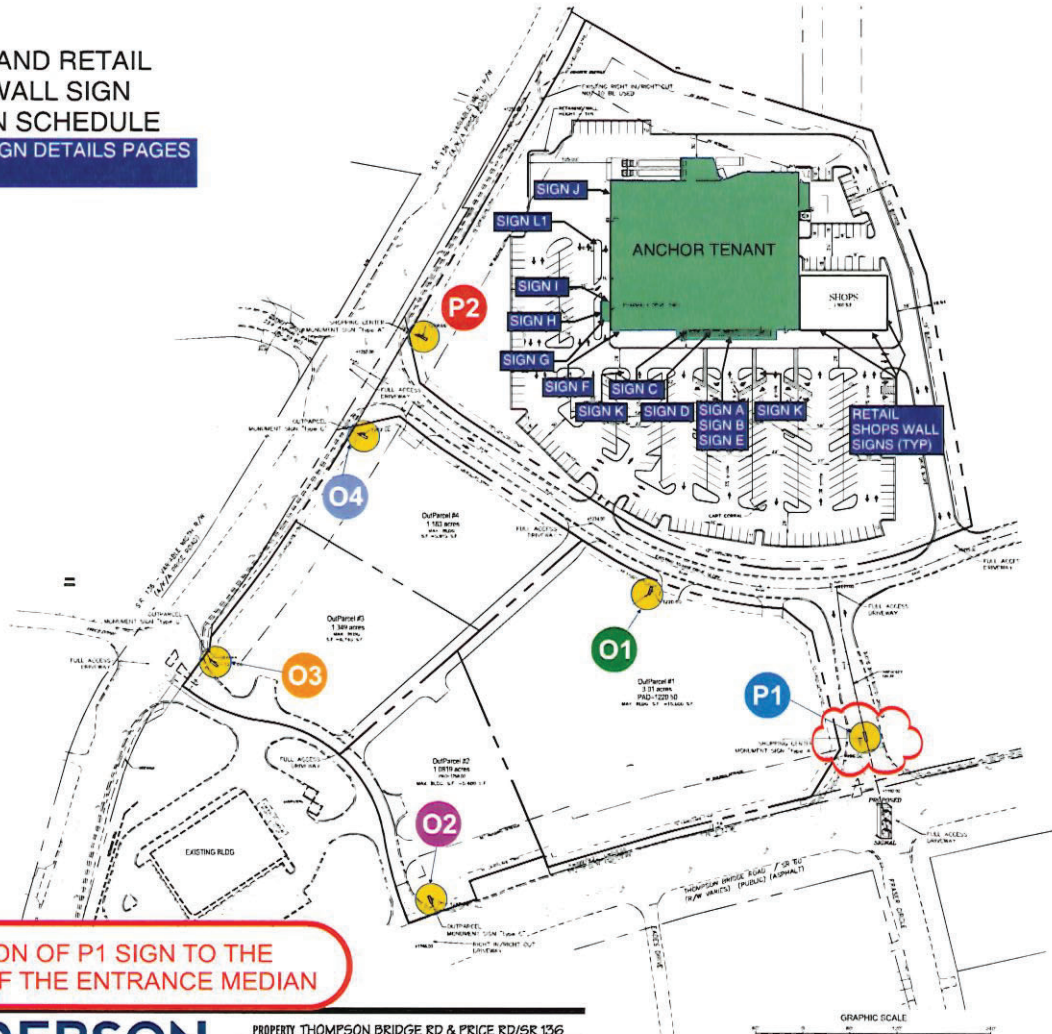


# PROPOSED: SITE PLAN

THOMPSON BRIDGE RD & PRICE RD/ SR136

## ANCHOR AND RETAIL TENANT WALL SIGN LOCATION SCHEDULE

REF WALL SIGN DETAILS PAGES  
6-11



RELOCATION OF P1 SIGN TO THE  
CENTER OF THE ENTRANCE MEDIAN

**BENDERSON  
DEVELOPMENT**

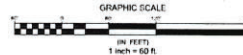
7970 COOPER CREEK BOULEVARD UNIVERSITY PARK FL 34201

PROPERTY THOMPSON BRIDGE RD & PRICE RD/SR 136

GAINESVILLE, GA

PROP. # 5468 DRWG. # 5468 MSP

BY P. EWING DATE 8.21.25 REVISION



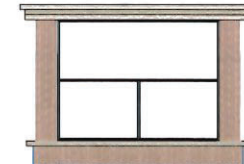
## FREESTANDING SIGN LOCATION SCHEDULE

EXHIBITS: P1 P2 O1 O2 O3 O4

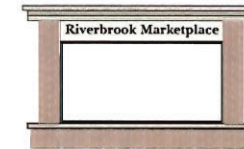


P1

P2



O1



O2

O3

O4



Qty & Placement of Directional Sign TBD



MFG / Nat'l Account Svcs:  
4806 Wrentham Drive, Bldg. A  
Smyrna, GA 30082  
(O) 770.989.1290  
Corporate:  
3548 Atlanta Rd.  
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PROJECT ADDRESS:  
THOMPSON BRIDGE RD.  
& PRICE RD/SR136  
GAINESVILLE, GA.

SIGN CODE INFO:  
N/A

SQ. FT. ALLOWED:  
N/A

SQ. FT. SHOWN:  
N/A

SALES REP:  
DAVID FRUSHTICK  
David@Comsigns.com  
404-502-6336

PM INITIALS:  
SF

DRAWN BY INITIALS:  
MM

DATE: 08/24/21

DATE	BY	REVISION



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PROPOSED: QTY 1 D/F INTERNALLY ILLUMINATED MULTI-TENANT MONUMENT

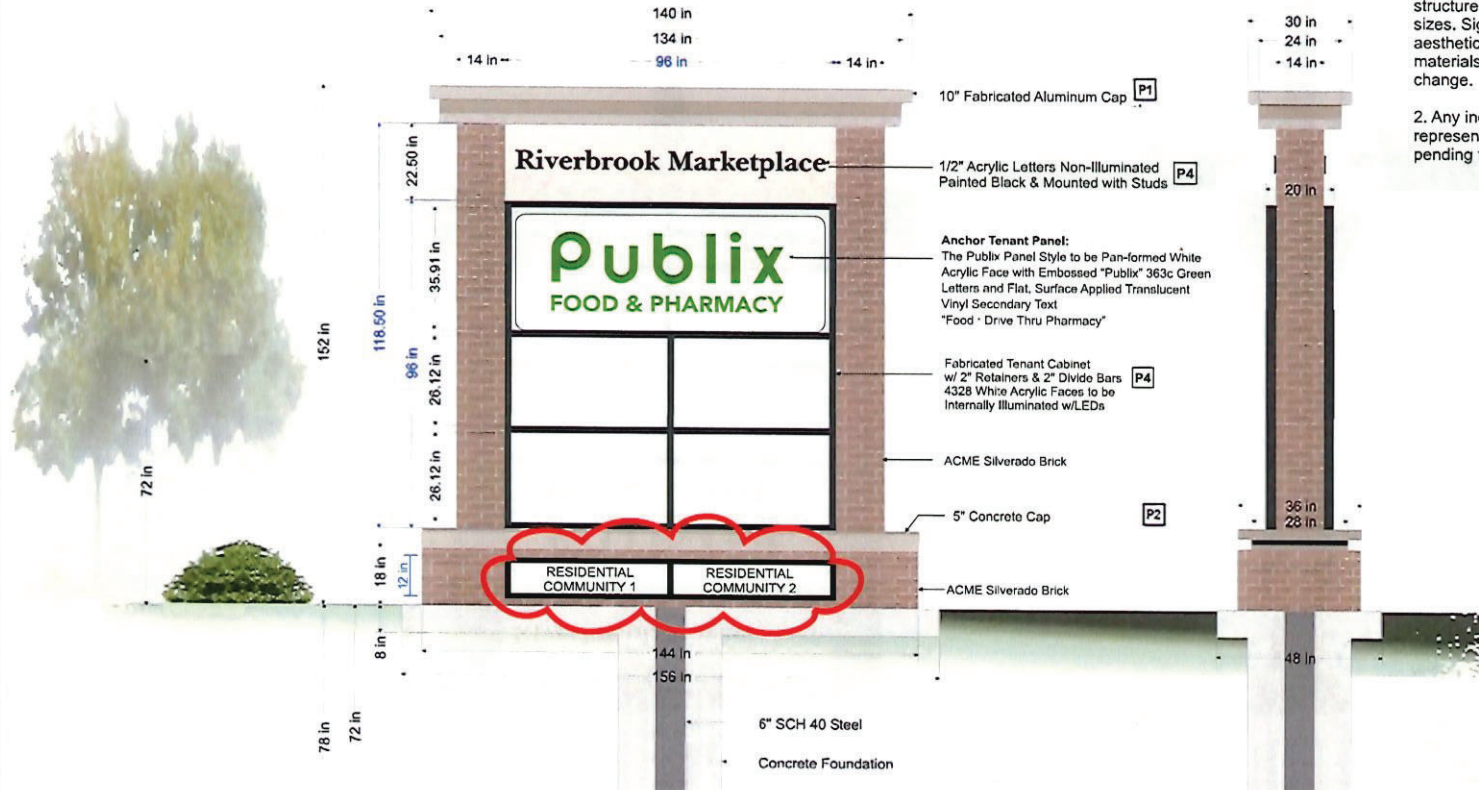
THOMPSON BRIDGE RD

Total Sign Face Area = 87 sf  
Tenant Sign Face Area = 72 sf  
Indicated by dimensions in blue

PRINCIPAL IDENTIFICATION SIGN P1

GENERAL NOTES:

1. Signs depicted are to convey proposed structure height and sign panel overall sizes. Signage architectural design aesthetics, colors and finish materials are representative and subject to change.
2. Any indicated delineation of panels is representative only and subject to change pending final design.



INCREASE IN TOTAL SIGN FACE AREA TO ALLOW FOR THE ADDITION OF THE RESIDENTIAL IDENTIFICATION CABINETS

- P1 PAINT TO MATCH SW 7638 GRECIAN IVORY
- P2 PAINT TO MATCH SW 7044 GATEWAY GRAY
- P3 PAINT TO MATCH SW 7551 CREEK VILLA
- P4 PAINT TO MATCH SW 7069 IRON ORE
- V1 VINYL GRAPHICS TBD



MFG / Nat'l Account Svcs:  
4866 Wright Drive, Bldg. A  
Smyrna, GA. 30082  
(C) 770 989 1290  
Corporate:  
3548 Atlanta Rd.  
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PROJECT ADDRESS:  
THOMPSON BRIDGE RD.  
& PRICE RD/SR136  
GAINESVILLE, GA.

SIGN CODE INFO:  
N/A

SQ. FT. ALLOWED:  
N/A

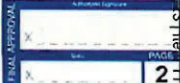
SQ. FT. SHOWN:  
N/A

SALES REP:  
DAVID FRUSHTICK  
David@Comsigns.com  
404-502-5336

PM INITIALS:  
SF

DRAWN BY INITIALS:  
MM

DATE: 08/24/21



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**BENDERSON**  
DEVELOPMENT

PROPERTY THOMPSON BRIDGE RD & PRICE RD/SR 136  
GAINESVILLE, GA  
PRDP. # 5468 DRWG. # 5468 MSP  
BY P. EWING DATE 8.21.23 REVISION

7776 COOPER CREEK BOULEVARD, UNIVERSITY PARK FL 34201



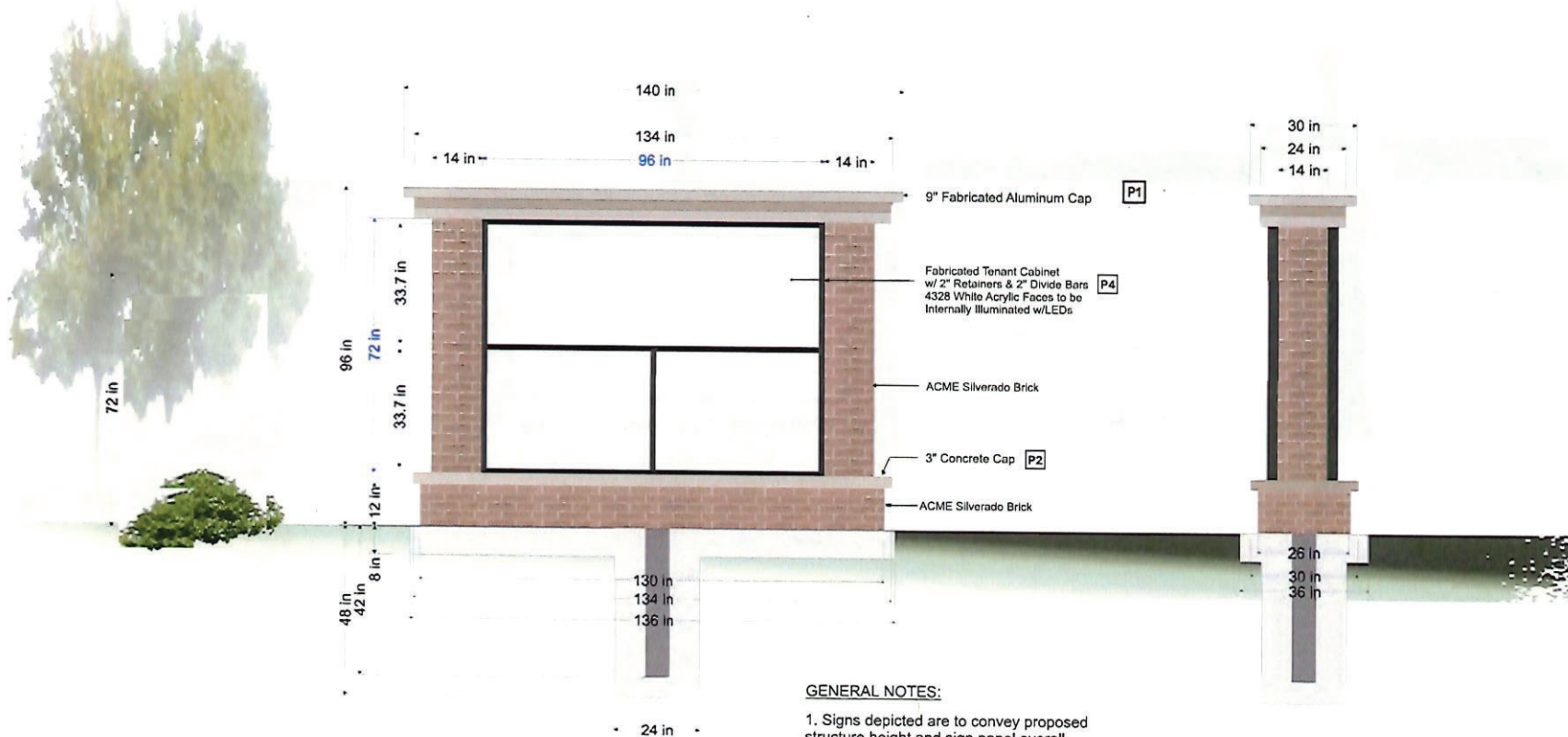


PROPOSED: QTY 1 D/F INTERNALLY ILLUMINATED MULTI-TENANT MONUMENT **O1**

**OUTPARCEL O1**

Total Sign Face Area = 48 sf  
Indicated by dimensions in blue

OUTPARCEL IDENTIFICATION SIGN **O1**



NO CHANGE

**BENDERSON**  
DEVELOPMENT

PROPERTY THOMPSON BRIDGE RD & PRICE RD/SR 136  
GAINESVILLE, GA  
PROP. # 5468 DRWG. # 5468 MSP  
BY P. EWING DATE 8.21.23 REVISION

GENERAL NOTES:

1. Signs depicted are to convey proposed structure height and sign panel overall sizes. Signage architectural design aesthetics, colors and finish materials are representative and subject to change.
2. Any indicated delineation of panels is representative only and subject to change pending final design.

- [P1] PAINT TO MATCH SW 7638 GRECIAN IVORY  
[P2] PAINT TO MATCH SW 7644 GATEWAY GRAY  
[P4] PAINT TO MATCH SW 7069 IRON ORE  
[V1] VINYL GRAPHICS TBD



MFG / Nat'l Account Svcs:  
4806 Wright Drive, Bldg. A  
Smyrna, GA, 30082  
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THOMPSON BRIDGE RD.  
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GAINESVILLE, GA.

SIGN CODE INFO:  
N/A

SQ. FT. ALLOWED:  
N/A

SQ. FT. SHOWN:  
N/A

SALES REP:  
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David@Comsigns.com  
404-502-6338

PM INITIALS:  
SF

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DATE: 08/24/21



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PROPOSED: QTY 3 D/F INTERNALLY ILLUMINATED SINGLE-TENANT MONUMENTS

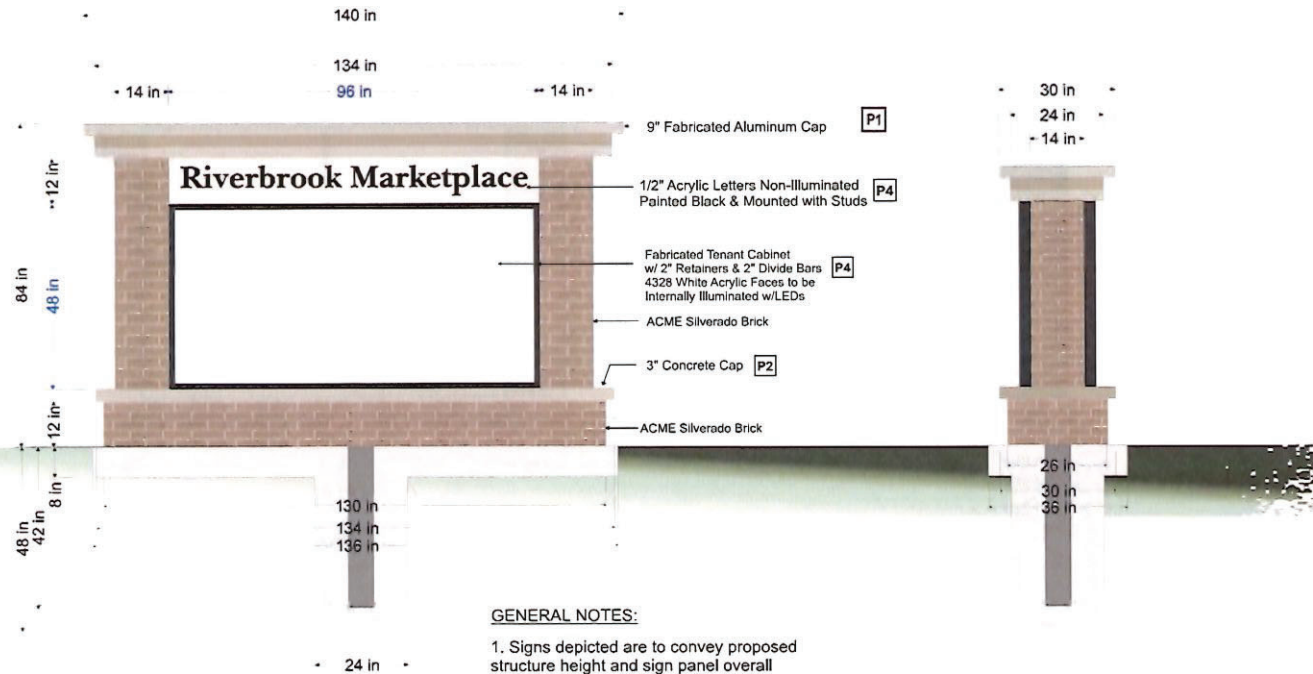
O2 O3 O4

OUTPARCEL O2,O3,O4 - QTY 3

Tenant Sign Face Area = 32 sf  
Indicated by dimensions in blue

OUTPARCEL IDENTIFICATION SIGN

O2 O3 O4



GENERAL NOTES:

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2. Any indicated delineation of panels is representative only and subject to change pending final design.

- [P1] PAINT TO MATCH SW 7638 GRECIAN IVORY
- [P2] PAINT TO MATCH SW 7644 GATEWAY GRAY
- [P4] PAINT TO MATCH SW 7069 IRON ORE
- [V1] VINYL GRAPHICS TBD



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& PRICE RD/SR138  
GAINESVILLE, GA.

SIGN CODE INFO:  
N/A

SQ. FT. ALLOWED:  
N/A

SQ. FT. SHOWN:  
N/A

SALES REP:  
DAVID FRUSHTICK  
David@Comsigns.com  
404-502-6336

PM INITIALS:  
SF

DRAWN BY INITIALS:  
MM

DATE: 09/24/21



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NO CHANGE

**BENDERSON**  
DEVELOPMENT

PROPERTY THOMPSON BRIDGE RD & PRICE RD/SR 136  
GAINESVILLE, GA

PROP. # 5468 DRWG. # 5468 MSP

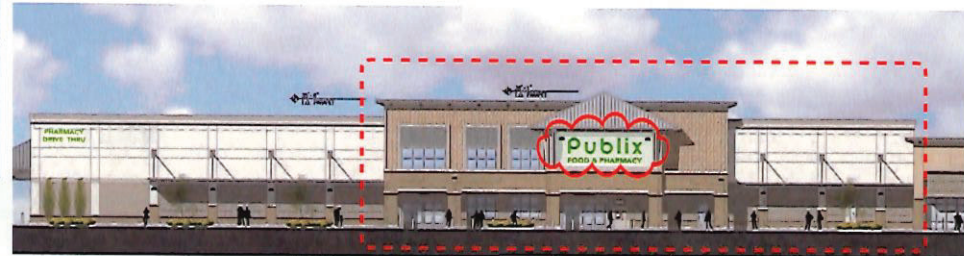
BY P. EWING DATE 8.21.23 REVISION

7076 COOPER CREEK BOULEVARD, UNIVERSITY PARK, FL 34201

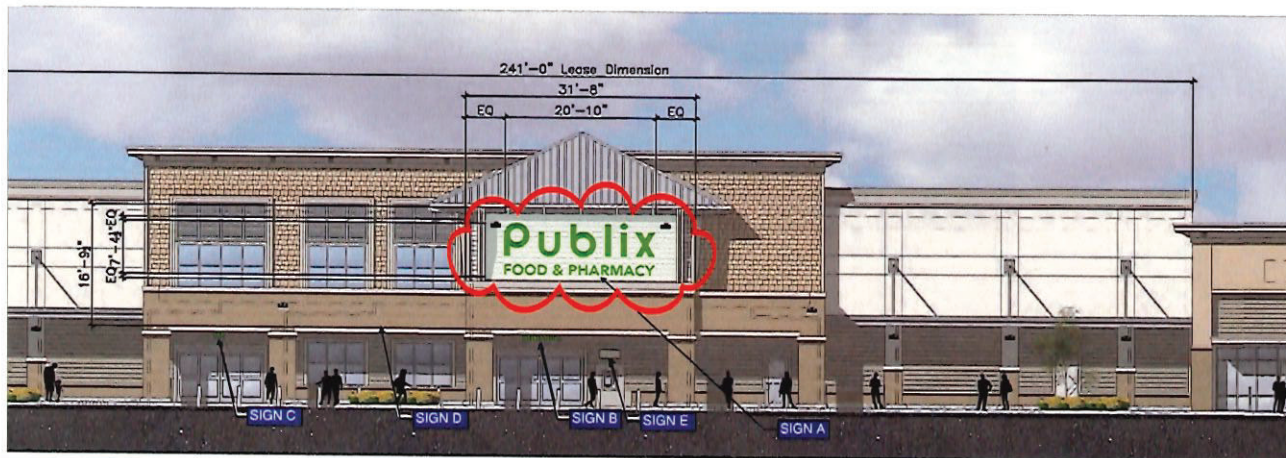


# ANCHOR TENANT : FRONT ELEVATION

<b>SIGN A</b>	54 Publix 15 3/4 Food & Pharmacy	<b>SIGN B</b>	8' ENTRY
Type:	Front-lit Channel Letters w/ Tagline	Type:	Routed PVC Letters
Illumination:	Internally Illuminated LED	Illumination:	Non-Illuminated
Square Footage:	153.21	Square Footage:	2.04
To Grade:	Top of Sign To Grade = 25' - 2 1/2" Bottom of Sign To Grade = 17' - 10 1/2"	To Grade:	Top of Sign To Grade = 9' - 9" Bottom of Sign To Grade = 9' - 1"
<b>SIGN C</b>	8' EXIT	<b>SIGN D</b>	Address Number
Type:	Routed PVC Letters	Type:	Routed PVC Letters
Illumination:	Non-Illuminated	Illumination:	Non-Illuminated
Square Footage:	1.32	Square Footage:	1.32
To Grade:	Top of Sign To Grade = 9' - 9" Bottom of Sign To Grade = 9' - 1"	To Grade:	Top of Sign To Grade = 11' - 10" Bottom of Sign To Grade = 11' - 2"
<b>SIGN E</b>	ATM		
Type:	Wall Sign		
Illumination:	Internally Illuminated LED		
Square Footage:	3.88		
To Grade:	Top of Sign to Grade = 8'-0 1/2" Bottom of Sign to Grade = 6'-9"		



ENTIRE STOREFRONT ELEVATION



FRONT (RIGHT) GROCERY ELEVATION

TENANT IDENTIFICATION SHOWN

**BENDERSON**  
DEVELOPMENT

707N COOPER CREEK BOULEVARD, UNIVERSITY PARK FL 34701

PROPERTY THOMPSON BRIDGE RD & PRICE RD/SR 136  
GAINESVILLE, GA  
PROP. # 5468 DRWG. # 5468 MSP  
BY P. EWING DATE 8.21.23 REVISION



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THOMPSON BRIDGE RD.  
& PRICE RD/SR 136  
GAINESVILLE, GA.

SIGN CODE INFO:  
N/A

SQ. FT. ALLOWED:  
N/A

SQ. FT. SHOWN:  
N/A

SALES REP:  
DAVID FRUSHTICK  
David@Comsigns.com  
404-502-6336

PM INITIALS:  
SF

DRAWN BY INITIALS:  
MM

DATE: 08/24/21

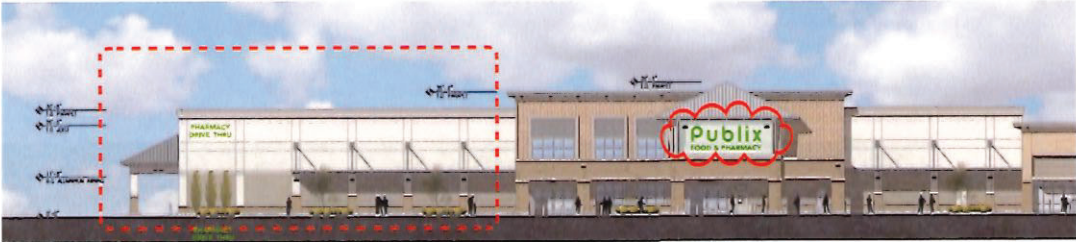


Revision	Date	By	Page
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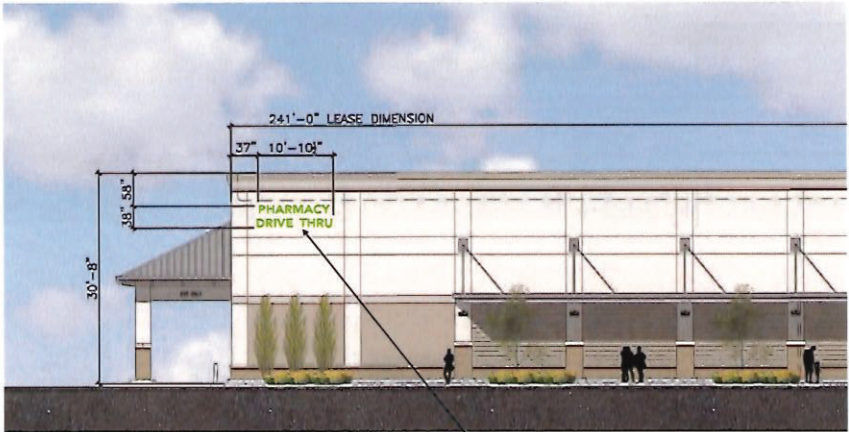
VICUQUA DEVELOPMENT GAINESVILLE GA DESIGN FILES

ANCHOR TENANT : FRONT ELEVATION

<b>SIGN F</b>	15" PHARMACY DRIVE THRU
Type:	Individual Channel Letters
Illumination:	Internally Illuminated LED
Square Footage:	34.37
To Grade:	Top of Sign To Grade = 25' - 10" Bottom of Sign To Grade = 22' - 3 1/2"



ENTIRE STOREFRONT ELEVATION



FRONT (LEFT) GROCERY ELEVATION

SIGN F

NO CHANGE

**BENDERSON  
DEVELOPMENT**

1775 COOPER CREEK ROAD, SUITE 100, GAINESVILLE, FL 32601

PROPERTY THOMPSON BRIDGE RD & PRICE RD/SR 136  
GAINESVILLE, GA  
PROP. # 5468 DRWG. # 5468 MSP  
BY P. EWING DATE 8.21.23 REVISION



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PROJECT ADDRESS:  
THOMPSON BRIDGE RD.  
& PRICE RD/SR136  
GAINESVILLE, GA.

SIGN CODE INFO:  
N/A

SQ. FT. ALLOWED:  
N/A

SQ. FT. SHOWN:  
N/A

SALES REP:  
DAVID FRUSHTICK  
David@Comsigns.com  
404-502-6336

PM INITIALS:  
SF

DRAWN BY INITIALS:  
MM

DATE: 08/24/21



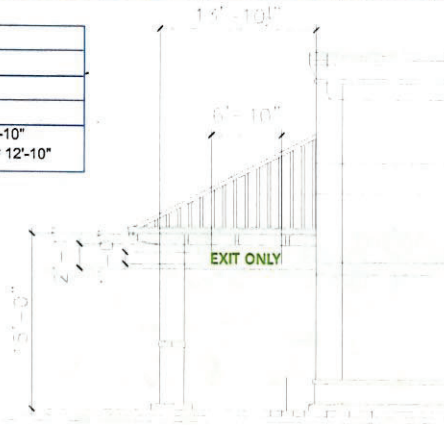
APPROVED	DATE	PAGE
		7

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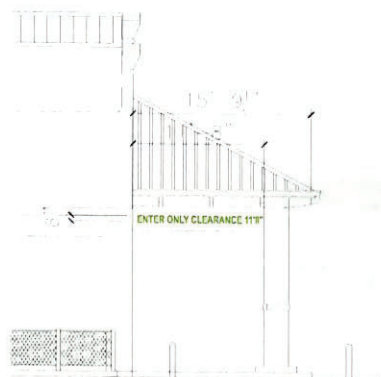
ANCHOR TENANT : PHARMACY FRONT, SIDE AND REAR ELEVATIONS

<b>SIGN G</b>	12' EXIT ONLY
Type:	Routed PVC Letters
Illumination:	Non-Illuminated
Square Footage:	6.90
To Grade:	Top of Sign To Grade = 13'-10" Bottom of Sign To Grade = 12'-10"



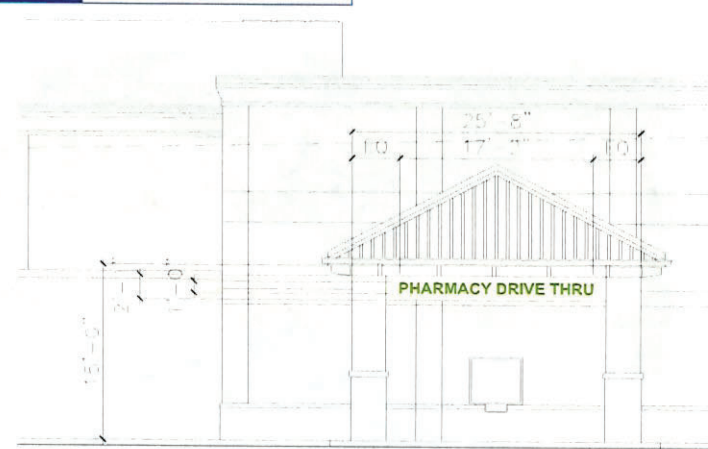
FRONT CANOPY ELEVATION

<b>SIGN I</b>	6' ENTER ONLY..
Type:	Routed PVC Letters
Illumination:	Non-Illuminated
Square Footage:	TBD
To Grade:	Top of Sign To Grade = 13'-10" Bottom of Sign To Grade = 12'-10"



REAR CANOPY ELEVATION

<b>SIGN H</b>	12" PHARMACY DRIVE THRU
Type:	Individual Channel Letters
Illumination:	Internally Illuminated LED
Square Footage:	34.37
To Grade:	Top of Sign To Grade = 13'-10" Bottom of Sign To Grade = 12'-10"



WEST CANOPY ELEVATION



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& PRICE RD/SR136  
GAINESVILLE, GA.**

SIGN CODE INFO:  
N/A

SO. FT. ALLOWED:  
N/A

SO. FT. SHOWN:  
N/A

SALES REP:  
**DAVID FRUSHTICK**  
David@Comsigns.com  
404-502-6336

PM INITIALS:  
SF

DRAWN BY INITIALS:  
MM

DATE: 08/24/21



DATE	PAGE
08/24/21	8

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NO CHANGE

**BENDERSON  
DEVELOPMENT**

7978 COOPER CREEK BOULEVARD, UNIVERSITY PARK FL 34701

PROPERTY THOMPSON BRIDGE RD & PRICE RD/SR 136  
GAINESVILLE, GA  
PROP. # 5468 DRWG. # 5468 MSP  
BY P. EWING DATE 8.21.23 REVISION

# ANCHOR TENANT : LEFT SIDE ELEVATION

<b>SIGN J</b>	48' Grocery   14' Food, Drive Thru Pharmacy
Type:	Individual Self-contained Channel Letters w/ Tagline
Illumination:	Internally Illuminated LED
Square Footage:	129.82
To Grade:	Top of Sign To Grade = 22' - 8"
	Bottom of Sign To Grade = 14' - 9 1/2"



ENTIRE WEST GROCERY ELEVATION



WEST GROCERY ELEVATION

SIGN J

TENANT IDENTIFICATION SHOWN

**BENDERSON  
DEVELOPMENT**

7076 LOOPER CREEK ROAD, UNIVERSITY PARK FL 34201

PROPERTY THOMPSON BRIDGE RD & PRICE RD/SR 136  
GAINESVILLE, GA

PROP. # 5468 DRWG. # 5468 MSP

BY P. EWING DATE 8.21.23 REVISION



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& PRICE RD/SR136  
GAINESVILLE, GA.

SIGN CODE INFO:  
N/A

SQ. FT. ALLOWED:  
N/A

SQ. FT. SHOWN:  
N/A

SALES REP:  
DAVID FRUSHTICK  
David@Comsigns.com  
404-502-6336

PM INITIALS:  
SF

DRAWN BY INITIALS:  
MM

DATE: 08/24/21



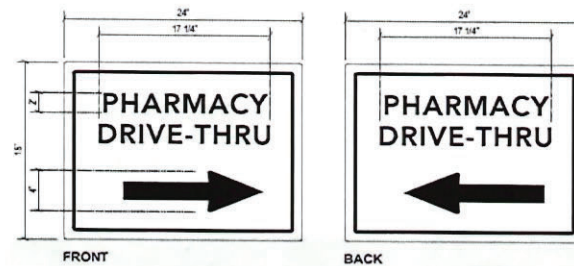
DATE	BY	REV	PAGE
08/24/21	MM	1	9

VIRIQUA DEVELOPMENT/GAINESVILLE, GA/DESIGN FILES



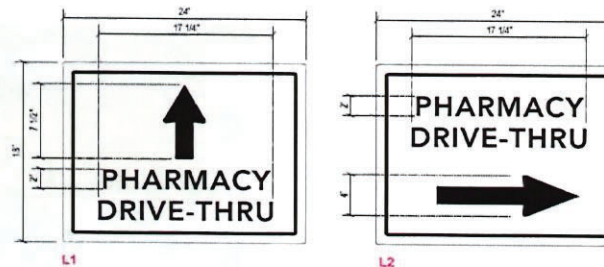
ANCHOR TENANT : PHARMACY DIRECTIONAL SIGNAGE

<b>SIGN K</b>	Public	<b>QTY: 2</b>
Sign Type	DT Directional	
Illumination	Non-Illuminated	
Square Footage	3.06	

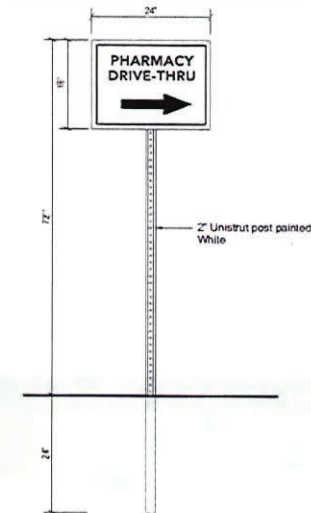


**Sign Layout Detail**  
QTY: 2 Scale: 1 1/2" = 1'-0"  
.080" Pre-finished White aluminum panel w/ first surface Black vinyl

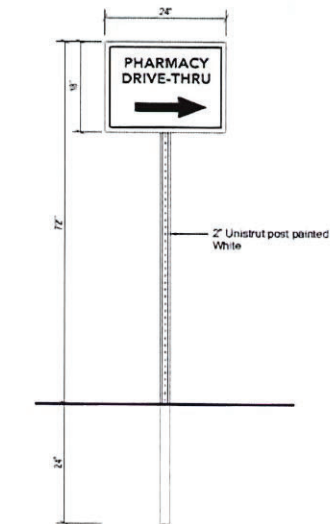
<b>SIGN L</b>	Public	<b>QTY: 2</b>
Sign Type	SF Directional	
Illumination	Non-Illuminated	
Square Footage	3.06	



**Sign Layout Detail**  
QTY: 2 Scale: 1 1/2" = 1'-0"  
.080" Pre-finished White aluminum panel w/ first surface Black vinyl



**Installation Detail**  
Scale: 3/4" = 1'-0"



**Installation Detail**  
Scale: 3/4" = 1'-0"



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4806 Wright Drive, Bldg. A  
Smyrna, GA 30082  
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Smyrna, GA 30080  
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& PRICE RD/SR136  
GAINESVILLE, GA.

SIGN CODE INFO:  
N/A

SQ. FT. ALLOWED:  
N/A

SQ. FT. SHOWN:  
N/A

SALES REP:  
DAVID FRUSHTICK  
David@Comsigns.com  
404-502-6336

PM INITIALS:  
SF

DRAWN BY INITIALS:  
MM

DATE: 08/24/21



APPROVAL	DATE	10/20/21
DATE	10/20/21	

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NO CHANGE

**BENDERSON**  
DEVELOPMENT

797N COOPER CREEK BOULEVARD, UNIVERSITY PARK FL 34201

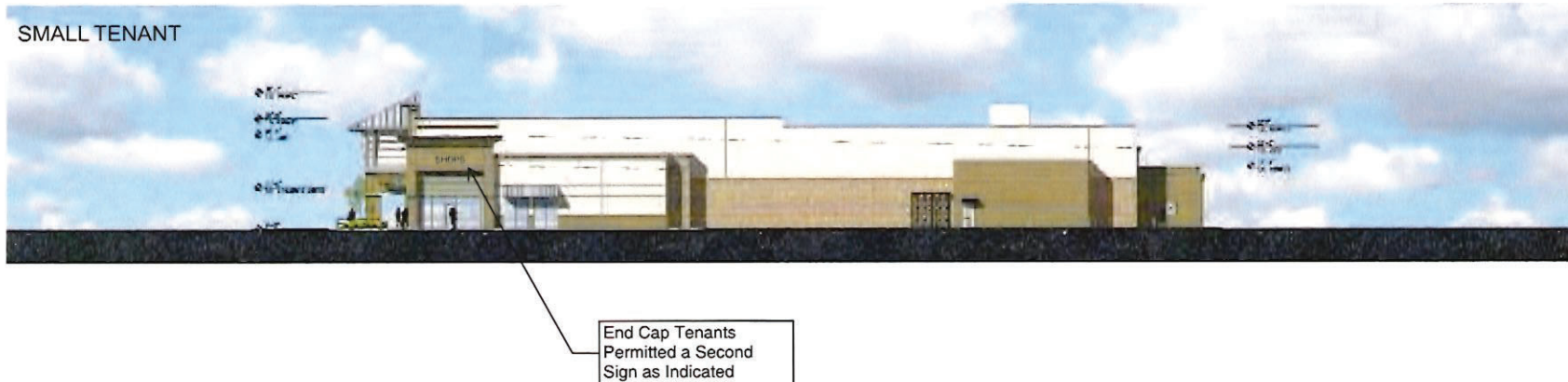
PROPERTY THOMPSON BRIDGE RD & PRICE RD/SR 136

GAINESVILLE, GA

PROJ. # 5468 DRWG. # 5468 MSP

BY P. EWING DATE 8.21.23 REVISION

# RETAIL SHOPS : FRONT AND SIDE ELEVATION



NO CHANGE

**BENDERSON**  
DEVELOPMENT

10700 COOPER CREEK BOULEVARD, UNIVERSITY PARK FL 34701

PROPERTY THOMPSON BRIDGE RD & PRICE RD/SR 136  
GAINESVILLE, GA  
PROP. # 5468 DRWG. # 5468 MSP  
BY P. EWING DATE 8.21.23 REVISION

Secondary Tenants (i.e. Tenants of less than 40,000 SF) are permitted one (1) internally illuminated wall sign or internally illuminated marquee sign for each building or leased premises, provided however, that 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 store front building elevation, whichever is greater. In the event that a second sign is warranted as noted above, said second wall signs 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)



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PROJECT ADDRESS:  
THOMPSON BRIDGE RD.  
& PRICE RD/SR 136  
GAINESVILLE, GA.

SIGN CODE INFO:  
N/A

SQ. FT. ALLOWED:  
N/A

SQ. FT. SHOWN:  
N/A

SALES REP:  
DAVID FRUSHTICK  
David@Comsigns.com  
404-502-8336

PM INITIALS:  
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DRAWN BY INITIALS:  
MM

DATE: 08/24/21



DATE	PAGE
08/24/21	11

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MASTER SIGN DEVELOPMENT PLAN  
For  
**Riverbrook Marketplace**  
Hall County, GA  
August 30, 2021

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

illuminated sign will identify the center and its major and secondary tenants. This sign is 12.66' OAH above grade and has 64 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.

- 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 64 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.

*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.