

## Summary and Recommendations for Southside Center Master Sign Plan

The attached Master Sign Plan includes the following:

- 3 pole signs, two existing and one new with fuel price
- 1 addition to existing pole sign
- 3 new monument signs
- 1 new illuminated directional sign
- 1 new menu sign
- 1 new marquee sign
- 2 wall signs, one existing and one new
- 2 new canopy signs with fuel price

In all they are proposing a total of 14 signs at this time with 3 existing. A retail shopping center is planned for Lot 4 of this development and wall signs will be allowed for each tenant.

**It is important to note that the large billboard on the corner of Highway 290 and Saratoga Farms Boulevard will be completely removed and will not be part of this Master Sign Plan.**

Sign 1 – Existing Solid Grounds Pole Sign

This sign was previously permitted and is now considered legal non-conforming.

**No increase to the size of the sign will be allowed.**

Sign 2 – Existing Southside Market wall sign

This sign was previously permitted and conforms to City code.

Sign 3 – Existing Southside Market Pole Sign

A variance for this sign was previously granted by the Board of Adjustment to increase the sign area to a maximum 210 s.f. which is 40% larger than allowed by code.

Sign 4 – Proposed 45.69 s.f. addition to Southside Market Pole Sign

As stated above, the sign area already exceeds the 150' maximum per code via a Variance and they are now requesting to add an additional 4' X 11' sign to the pole.

**Recommendation: Staff cannot recommend approval of this sign addition based on size.**

Sign 5 – Proposed monument sign

Height is 9' OAH vs. 7' OAH allowed by City code

Sign area is 80 s.f. vs 50 s.f. allowed by City code

Exceeds the allowable number of free standing signs per code (1 vs 2) as well as the maximum sign area and height per code.

**Recommendation: Allow second free standing sign but reduce sign area to 50 s.f. and 7' tall maximum OAH**

Sign 6 – Proposed illuminated directional sign

Height is 8' OAH and sign area is 26 s.f. vs 4 s.f. allowed by City code

Exceeds the allowable number of total signs per code (6 vs 4 allowed per code).

**Recommendation: Allow additional sign but reduce sign area to 5.6 s.f.**

Sign 7 – Proposed menu board sign

Height is 7' OAH and sign area is 43.16 s.f.

Exceeds the allowable number of total signs per code (6 vs 4 allowed per code).

**Recommendation: Allow additional sign as proposed.**

Sign 8 – Proposed blade (marquee) sign attached to building

Height is 8' and sign area is 10.66 s.f. with a 10' clearance from ground elevation

Exceeds the allowable number of total sign for code; there will be a total of 6 signs for Soutside Market vs. 4 signs allowed by City code.

**Recommendation: Allow additional sign as proposed.**

Sign 9 – Proposed primary project monument sign

Height is 8'6" OAH vs 7' OAH allowed by City code

Sign area is 70 s.f. vs 50 s.f. allowed by City code

The proposed location of this sign is on the corner of Highway 290 and Saratoga Farms Blvd. very near the Quik Trip pole sign. Code does not allow a free standing sign to be placed within 100' of another free standing sign. (36-168)

**Recommendation: Since three of the four lots in this development will have pole signs; this sign becomes redundant and a visual obstruction so it should be eliminated.**

Sign 10 – Proposed Quik Trip canopy price ID sign

Sign area is 14.88 s.f. and code allows a maximum of 16 s.f.

**Recommendation: Allow sign as proposed.**

Sign 11 - Proposed Quik Trip pole sign

Height is 35' OAH vs 40' allowed by City code.

Sign area is 78 s.f. vs 57.79 s.f. allowed per code, this is an increase of 20.21 s.f. or 35% and within what the Board of Adjustments would be allowed to grant

**Recommendation: Allow sign as proposed.**

Sign 12 - Proposed Quik Trip fuel price sign

Sign area is 56 s.f. vs 40 s.f. allowed by City code, this is an increase of 16 s.f. or 40% and within what the Board of Adjustments would be allowed to grant.

**Recommendation: Allow sign as proposed.**

Sign 13 - Proposed Quick Trip wall sign

Sign area is 55.78 s.f. vs 71 s.f. (including double frontage) allowed by code

**Recommendation: Allow sign as proposed.**

Sign 14 - Proposed Quik Trip canopy ID sign  
Considered a logo and is therefore exempt  
**Recommendation: Allow sign as proposed.**

Sign 15 - Proposed Quik Trip wall signs  
Considered a logo and is therefore exempt  
**Recommendation: Allow sign as proposed.**

Sign 16 – Proposed monument sign  
Height is 6'6" OAH vs 12'OAH allowed per City code  
Sign area is 50 s.f. vs 80 s.f. allowed per code  
**Recommendation: Allow sign as proposed.**

FUTURE RETAIL SIGN REQUIREMENTS

SOUTHSIDE CENTER  
1212 Hwy 290  
Elgin, TX 78621

I. GENERAL

- A. Tenant shall be required to identify tenant's demised premises by signage. Tenant shall furnish and install all signs at his cost. Each tenant will be allowed one sign. ~~Corner tenants may have two signs if they have two perpendicular sign bands and if permitted by the City of Elgin.~~ All proposed sign drawings and signs are subject to landlord's written approval.
- B. If tenant installs any sign without landlord's prior written approval, tenant shall remove such sign within five (5) days from the receipt of written notice from landlord demanding removal of such sign. In the event tenant fails to remove any such sign within a five (5) day period, landlord may remove such without further notice to tenant, and tenant shall reimburse landlord the amount of expenses incurred by landlord in removing such signs.
- C. Each tenant is responsible for its sign conforming to the <sup>MASTER SIGN PLAN AND</sup> ordinances and codes of the City of Elgin. Each tenant shall be responsible for obtaining all required permits prior to the commencement of installation.
- D. The advertising of informative content of all exterior signs shall be limited to letters designating the store name. The use of a crest, shield, logo or other established incorporate insignia which has been customarily displayed or associated with the store name, shall not be used without the prior written consent of landlord. In no case shall a logo, if permitted, exceed 18" in height.
- E. No exposed ballast boxes, sign cabinets, or electrical transformers shall be permitted. Sign company names or stamps shall be concealed. Internal sign illumination shall not be permitted.
- F. Tenant shall submit for landlord's approval two (2) copies of shop drawings for tenant's proposed sign which shall show (a) complete sign layout at a scale not less than 1-1/2"=1'; (b) typical cross sections of letters at a scale of 3"=1'; (c) mounting details at a scale of 3"=1', and (d) all dimensions, materials and colors.
- G. Any deviations from this Sign and Storefront Agreement are subject to prior written approval by the landlord. Upon receipt of written consent from the City, landlord has the right to change or waive any provisions listed herein. Waiver in a single instance shall not necessarily constitute a waiver to any other store. Tenants requesting a *Consent for Waiver* from the City of Elgin shall follow the same procedures and satisfy the same criteria as applicable to sign variances under the City's Code of Ordinances.
- H. Tenant is to provide access from lease space to soffit attic for sign repair, such access to be either through removable ceiling tiles or access door to be approved by landlord.

AND THE  
CITY OF  
ELGIN

II. DESIGN

A. General Requirements:

1. Exterior signs shall be limited to individual metal, back illuminated letters as indicated on the attached drawing. All faces of letters shall be metal fabricated with welded and finished seams and shall be painted with an enamel as specified herein.
2. The internal sign framework shall be adequate to support the weight of the sign.
3. The vertical height of all signs shall be a maximum of 18" on one horizontal line of lettering. If necessary to use two horizontal lines of lettering, tenant's signs shall not exceed 24" in height inclusive of lettering and spacing.
4. The maximum overall length of signs shall not exceed 75% of the storefront width. In no case shall any sign or portion of any sign extend beyond the tenant's lease line, ~~unless approved by landlord.~~ Where allotted fascia length is less than the storefront width (as at corners), the sign shall be no longer than 90% of the allotted space or 75% of the storefront width, whichever is less. The maximum area of the sign is limited to 24 square feet. The method for calculating the area and length of the rectangular "block" is measured from the outside edge of the letters both horizontally and vertically.
5. Each tenant ~~is encouraged to~~ <sup>SHALL</sup> use individualized style of lettering. Any strokes which exceed the height limitations as set forth in Item #3 above shall be approved in writing by landlord and City.

Sign finishes in all instances shall be as follows: All signs must be made of non-corrosive materials throughout.

Sign Faces and Sides:

QUANTITY:	One (1) set
Max. Allowed Height:	Letters- 18", inclusive of lettering and spacing
Overall Length:	Varies per Tenant. Not to exceed city sign code.
Total Sq.Ft.:	Varies per Tenant. Not to exceed city sign code.
Returns:	Black Gloss
Trimcap:	Black Jewelle
Face:	7328 White Plex
First-surface translucent vinyl:	per client artwork
Raceway:	Painted to match Building, TBD
Illumination:	White LEDs

6. Back illumination of lettering shall be limited to white LEDs. No deviation from this color will be allowed and color intensity shall be indicated on all sign drawings.
7. Signage depth shall be 3-1/2" not including mounting brackets.

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8. Sign letters are to be attached to masonry surfaces as shown on attached mounting detail A. No mounting brackets will be allowed to penetrate the brick surfaces. Flexibility of the design as shown allows all letters, no matter what style, to be mounted with anchor bolts in mortar joints only.
9. Removable transformers behind wall are required. All wiring, ballasts, lighting and reinforcing shall be in a remote transformer located in building as shown on attached drawing A. No signage should have fastening bolts or exposed fasteners which are visible from bottom, or sides of letter enclosures. Only with written permission of landlord should transformers be built concealed in letters.

#### B. Construction:

1. All signs shall be in the form of individual face channel letters, back wall illuminated with LED's of colors as specified above. All signs shall fully comply with the City of Elgin sign ordinance and sign installer shall be on the approved list of sign manufacturers as maintained by the landlord.
2. Materials of Construction
  - a. Metal portions of letters shall be of baked enamel, painted or pre-finished with colors as specified above.
  - b. Letter faces and enclosures are to be constructed so that seams are not visible and shall either be butt jointed with adhesive or welded and ground smooth before receiving finish coat.
  - c. White LEDs
3. All sign support shall be painted to match brick.
  - a. Sign support brackets and anchor bolts shall be galvanized to prevent rusting and rust staining on brick surfaces.

#### III. MOUNTING

- A. All signs are to be electrified using tenant's power, but must be wired to switch on/off concurrently with landlord's sign/soffit light circuit. This insures that all tenant signs will become illuminated at the same time.
- B. All signs and connections shall be soundly constructed, securely attached and be weather tight. All signs should be mounted with good quality. Workmanship -- landlord reserves the right to be the sole judge of whether quality workmanship has been achieved. Sign mounting must comply with the City of Elgin sign ordinance.
- C. All fasteners, screws, bolts, etc. used in the fabrication and mounting of the sign shall be rustproof.

- D. Any damage done to any part of the building during the mounting or removal of signs shall be promptly repaired to "like new condition" by the tenant at tenant's expense.

#### IV. SECONDARY SIGNS

- A. No secondary signs are to be placed on building wall elevations. Landlord will allow letters not to exceed 5" to be placed on the rear door for identification purposes. Color to be black.
- B. No "sandwich" or easel/portable signs are allowed.
- C. No window signs are permitted without the prior written approval of the landlord, and the City of Elgin.
- D. Standard address numerals for postal identification of premise will be permitted. Numeral height shall be 4". Color to be white.
- E. "Grand Opening" signs in moderation and good taste shall be permitted at the landlord's discretion. Such signs will be permitted for a period of ten (10) working days only. Such signs must be located so as not to obstruct access either visually or physically to any other tenant space or common area. Tenant must obtain written approval prior to erecting any such sign from both the landlord and the City of Elgin. **NO BALLOONS OR INFLATABLE SIGNS OR ANIMATED SIGNS SHALL BE ALLOWED FOR GRAND OPENINGS.**
- F. Mounting: Signs are to be mounted as shown on attached sign detail. In no case are any mounting elements, including bolts, shields, or brackets to be constructed of any materials that are not rustproof.
- G. Design Approval: All signs shall be approved as to design and construction type by landlord. Please Reference Figure A - attached sign specifications

#### PROHIBITED SIGNS:

1. Temporary trailer signs.
2. Marquee signs.
3. Iridescent painted signs.
4. Dayglo colors.
5. Signs which make or create noise.
6. Box type signs.
7. Banner flags or pendants.
8. "Sandwich" or easel/portable signs.