

4-6-11

UNIFIED SIGNAGE PACKAGE

BRYTON

Prepared for:

BRYTON
A Transit-Oriented Development
Huntersville, North Carolina

American Asset Corporation
Charlotte, North Carolina

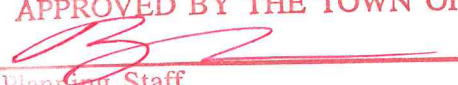
Rhein Medall Communities
Charlotte, North Carolina

Prepared by:

LandDesign, Inc.
Charlotte, North Carolina

WRG Design, Inc.
Charlotte, North Carolina

April 2008
Revised March 2011

COMMERCIAL SITE PLAN
APPROVED BY THE TOWN OF HUNTERSVILLE
 5/6/11
Planning Staff Date

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Table of Contents:	Page:
I. Signage Precedents	3
II. Signage Plan	
A. Overall Signage Masterplan	4-5
III. Signage Concepts	
A. Gateway Monument Sign	6
B. Major Neighborhood Monument Sign	7
C. Retail Signs	
i. Primary Retail Signs	8-9
ii. Secondary Retail Sign	10
D. Corporate Signs	
i. Primary Corporate Sign	11
ii. Secondary Corporate Sign	12
E. Residential Signs	13-14
F. Directional Signs	15-17
G. Wall Details	18-19
H. Trail Markers	20
I. Traffic Regulatory Signs	21
J. Temporary Signs	22
K. Building Signage	23-24
IV. Logos	25



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Unified Development Sign



Painted Wall Sign



Wall/Plaque Sign



Hanging Sign

SIGNAGE AND WAYFINDING

The family of signs that have been designed for Bryton reflect the community's personality and use common elements to create a cohesive wayfinding system. Stone, concrete, masonry, painted aluminum and the Bryton graphic are combined to present a distinctive look that defines this community.

The maximum amount of allowable wall mounted signage per individually constructed tenant space of on non-street fronting wall shall not exceed 25% of the area of the street fronting sign, up to a maximum of 32 square feet. This 25% increase may only be used on one non-street fronting wall.



Awnings on Main Street



Window Sign



Entry Monument



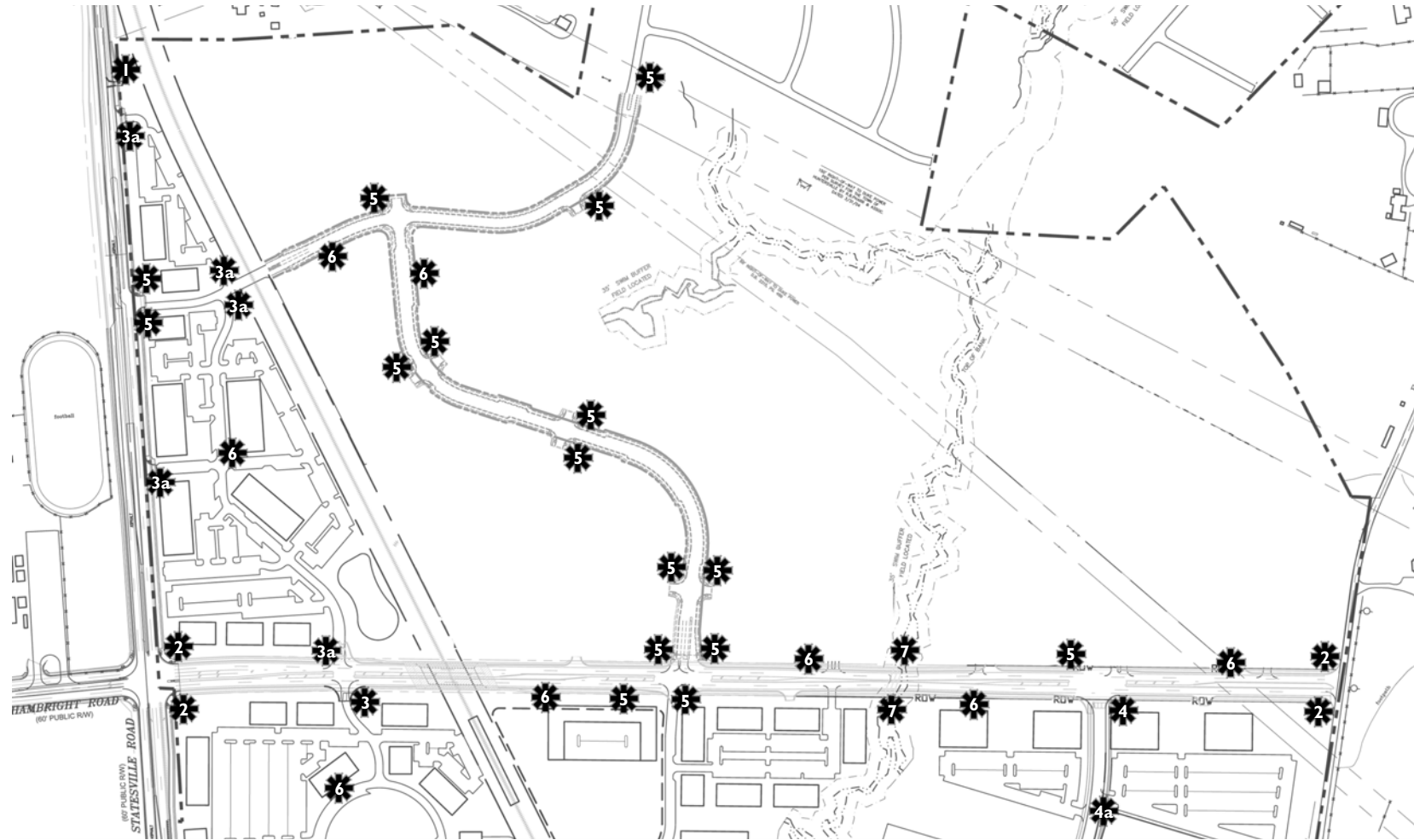
Banners and Awnings



Park Monument

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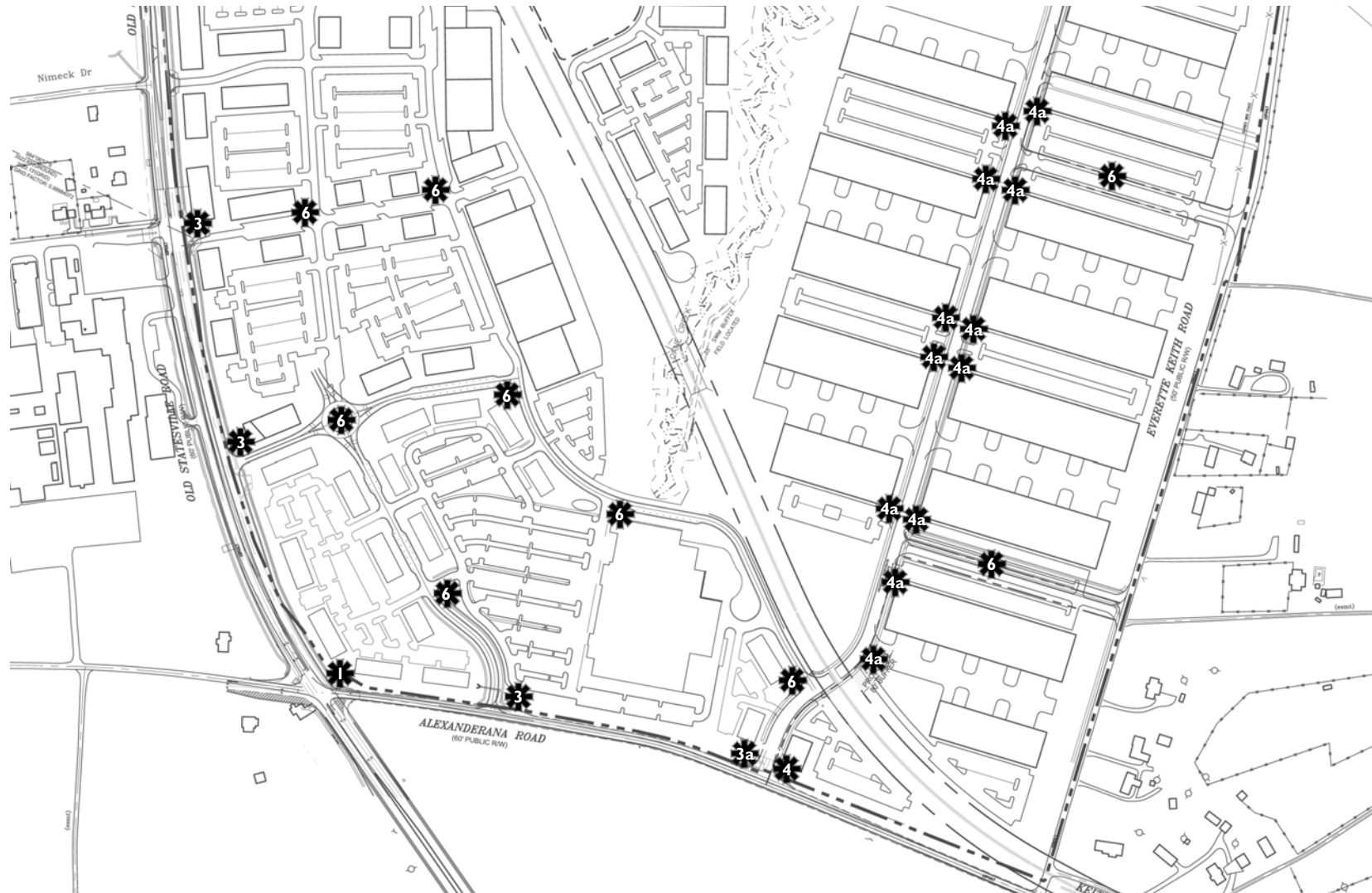


LEGEND:

- | | | | | |
|-----------------------------|------------------|---------------------|------------------------|-----------------------|
| Gateway Monument | Primary Retail | Primary Corporate | Residential | Greenway Trail Marker |
| Major Neighborhood Monument | Secondary Retail | Secondary Corporate | Directional/Wayfinding | |

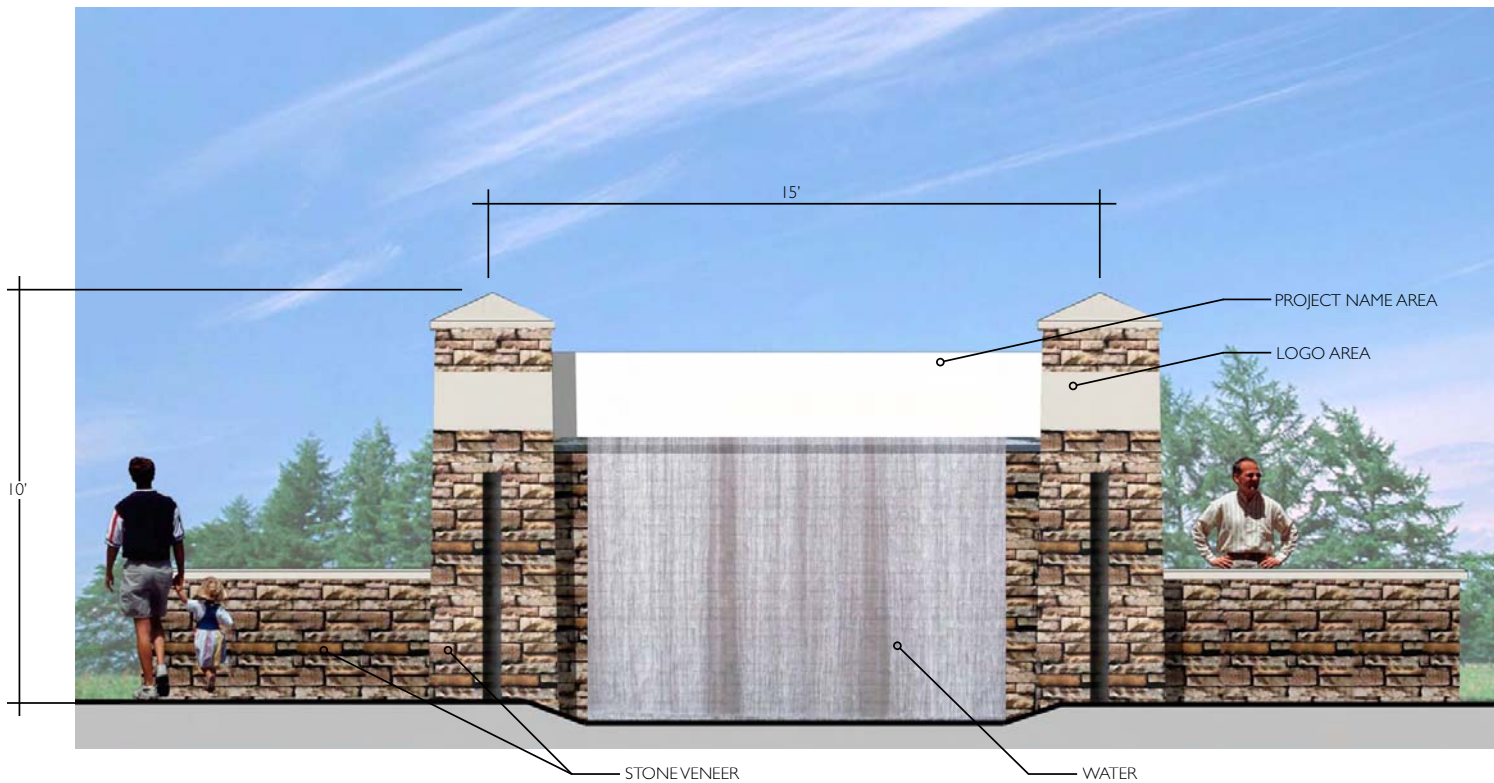
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Gateway Monument Sign



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MAJOR NEIGHBORHOOD MONUMENT SIGN

American Asset Corporation and The developer will construct the primary entry monument located at the intersection of Old Statesville Road and Hambright Road. American Asset Corporation and The developer will provide construction documents, specifications and the appropriate files for artwork on all signs.



Major Neighborhood Monument Sign

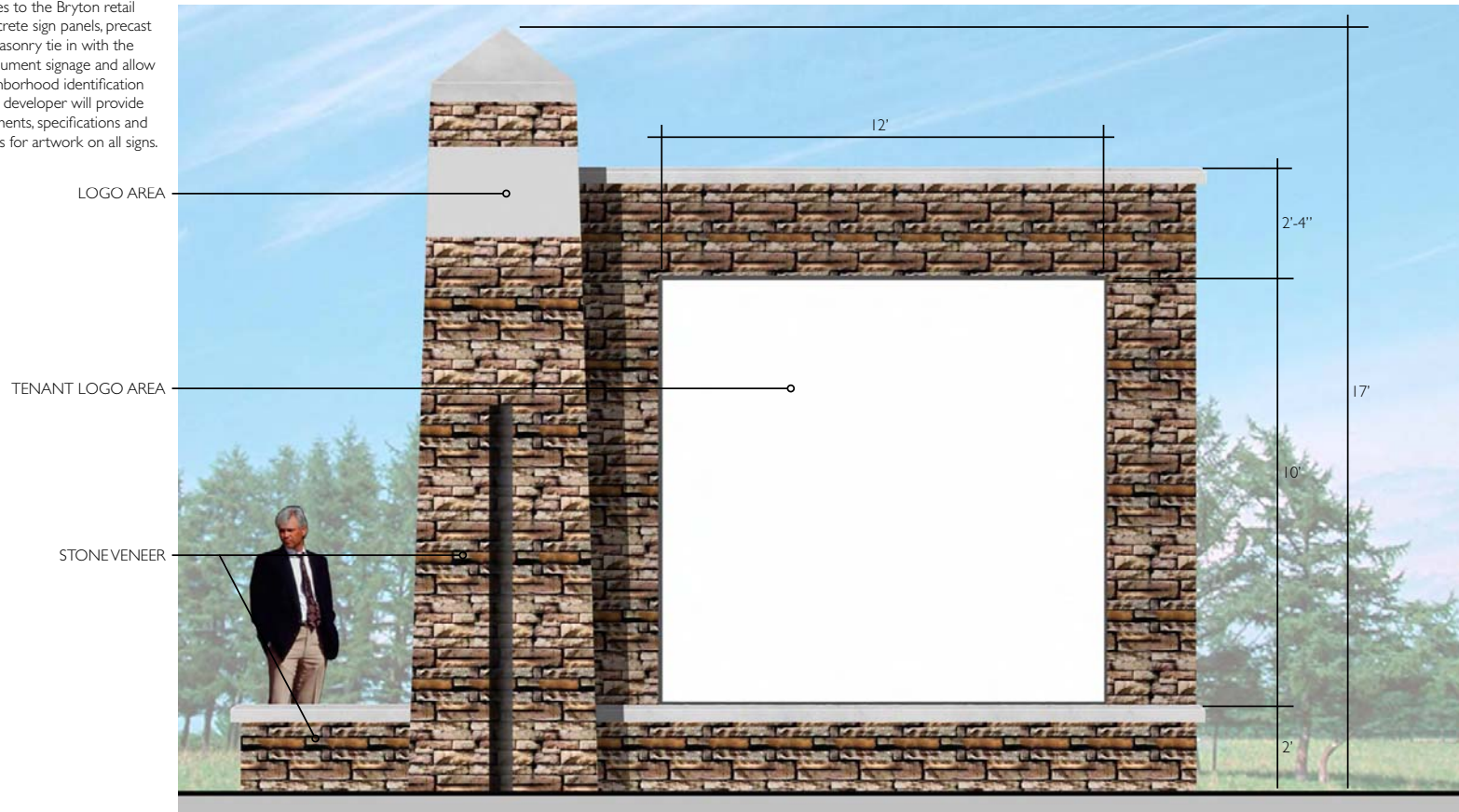
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PRIMARY RETAIL SIGN

These retail monument signs will be located at primary entrances to the Bryton retail center. Precast concrete sign panels, precast stacked stone or masonry tie in with the neighborhood monument signage and allow for a cohesive neighborhood identification signage system. The developer will provide construction documents, specifications and the appropriate files for artwork on all signs.

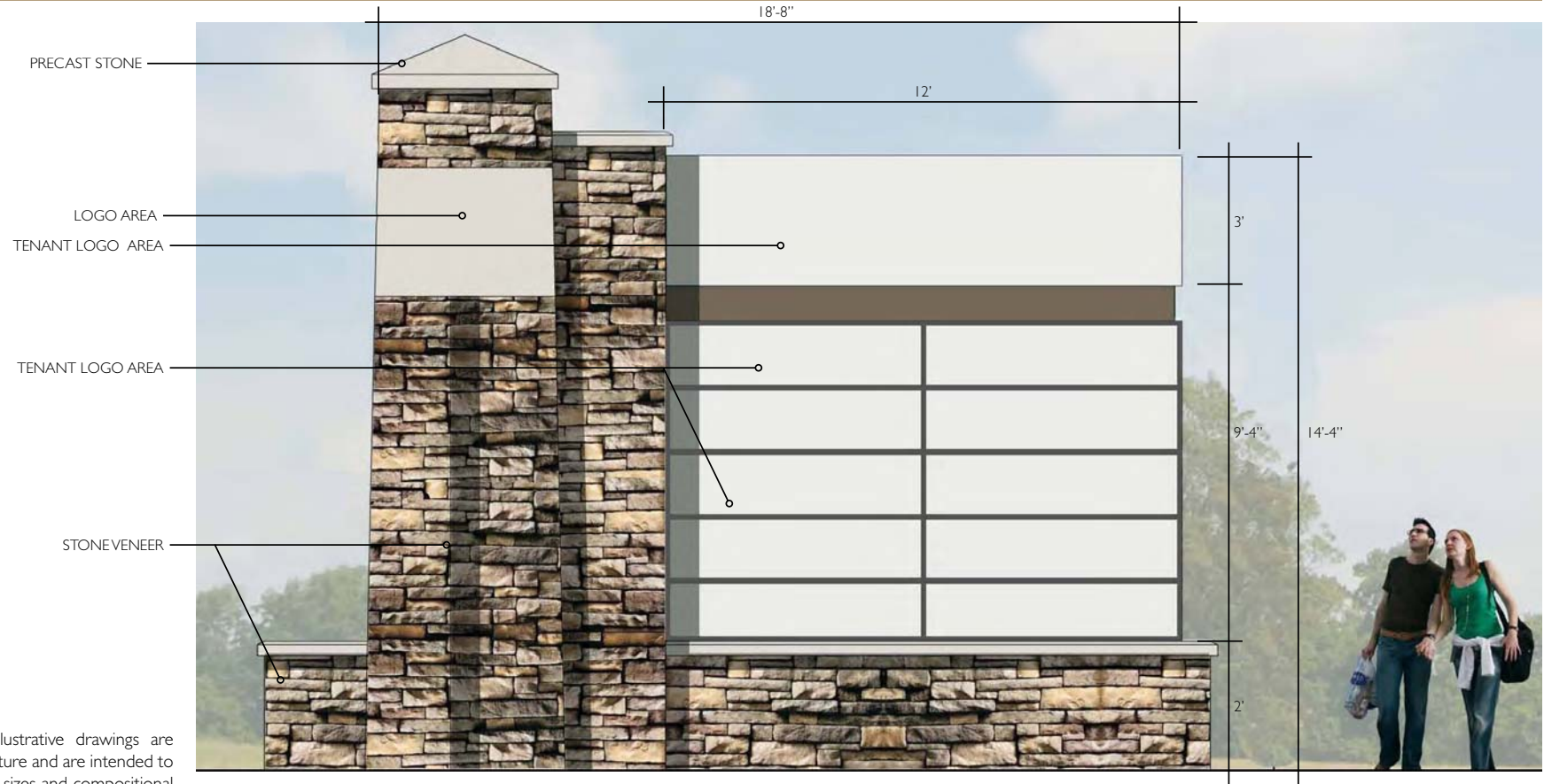


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Primary Retail Sign - Option 1

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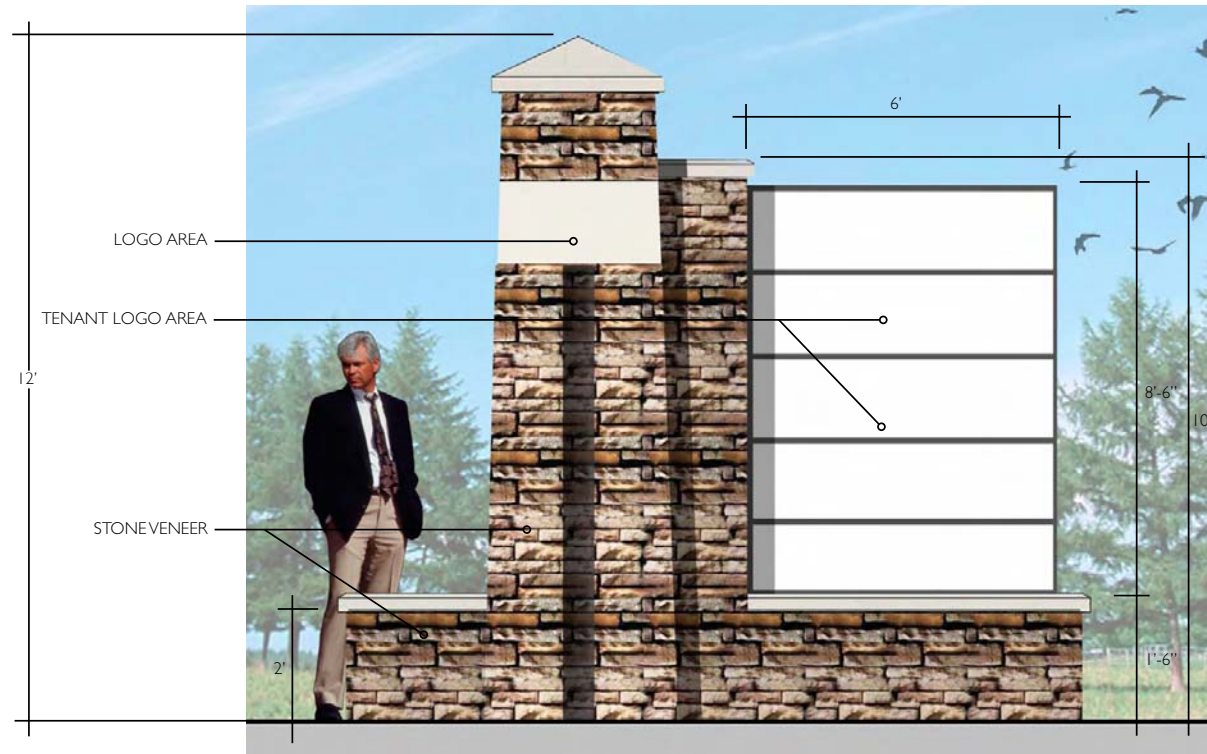
Primary Retail Sign - Option 2

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SECONDARY RETAIL SIGN

The secondary retail monument signs will be located within the Bryton retail center to identify individual retail establishments. Precast concrete sign panels, precast stacked stone or masonry tie in with the primary retail signage and allow for a cohesive neighborhood identification signage system. The developer will provide construction documents, specifications and the appropriate files for artwork on all signs.

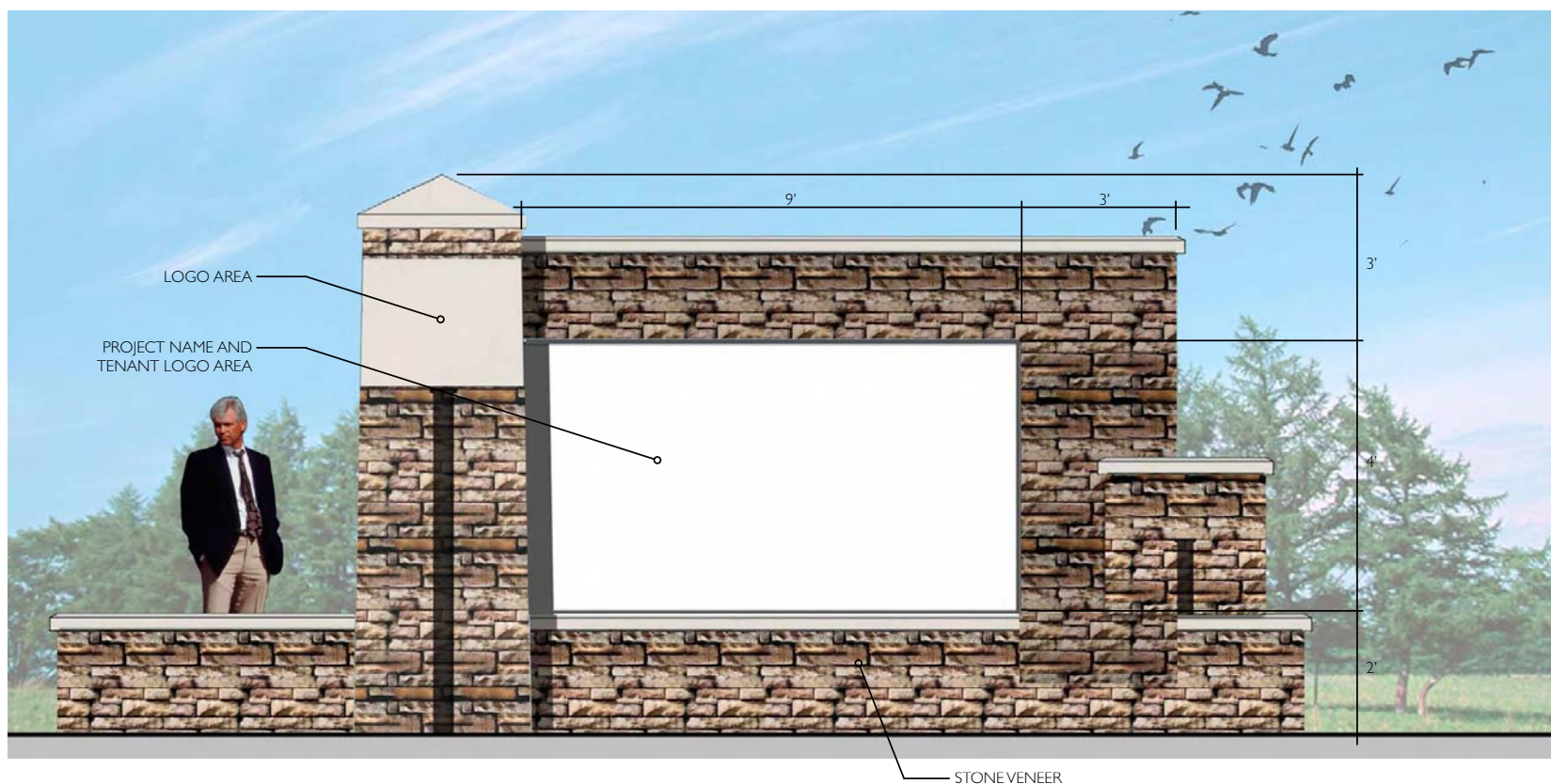


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Secondary Retail Sign

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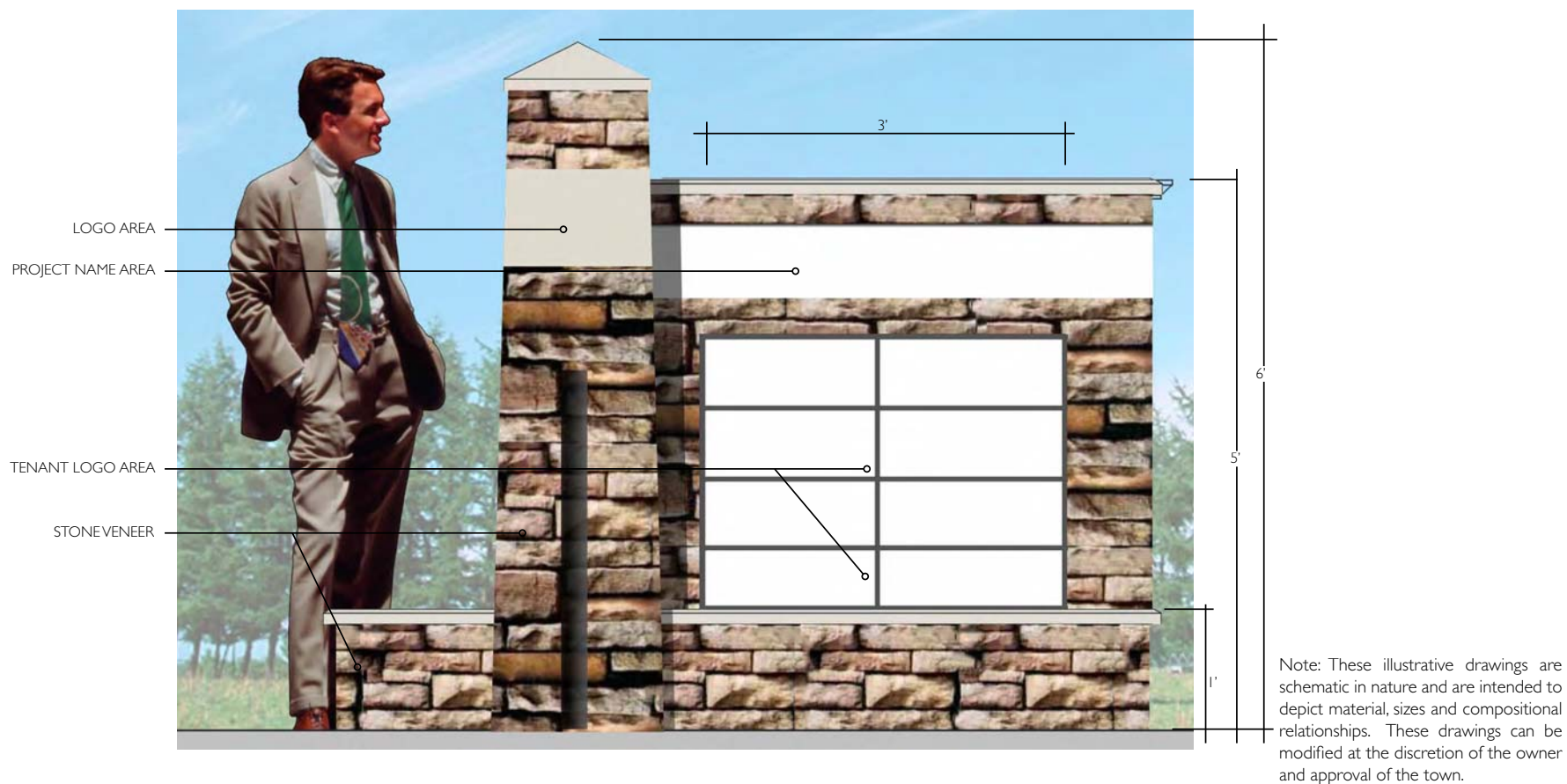


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Primary Corporate Center/Office Park Sign

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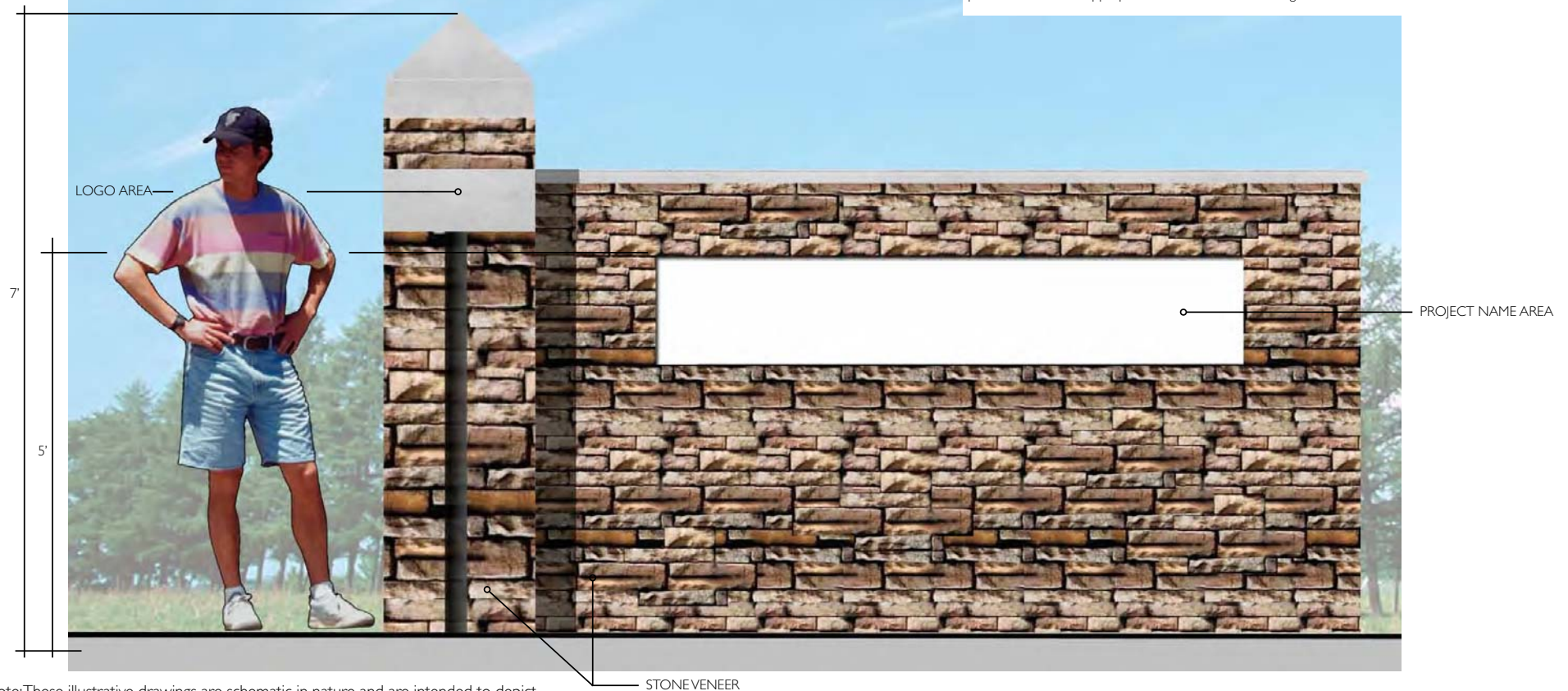
Secondary Corporate Center/Office Park Sign

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PRIMARY RESIDENTIAL SIGN

These residential monument signs will be located at primary entrances for the Bryton neighborhood. Precast concrete sign panels, precast stacked stone or masonry tie in with the neighborhood monument signage and allow for a cohesive neighborhood identification signage system. The developer will provide construction documents, specifications and the appropriate files for artwork on all signs.

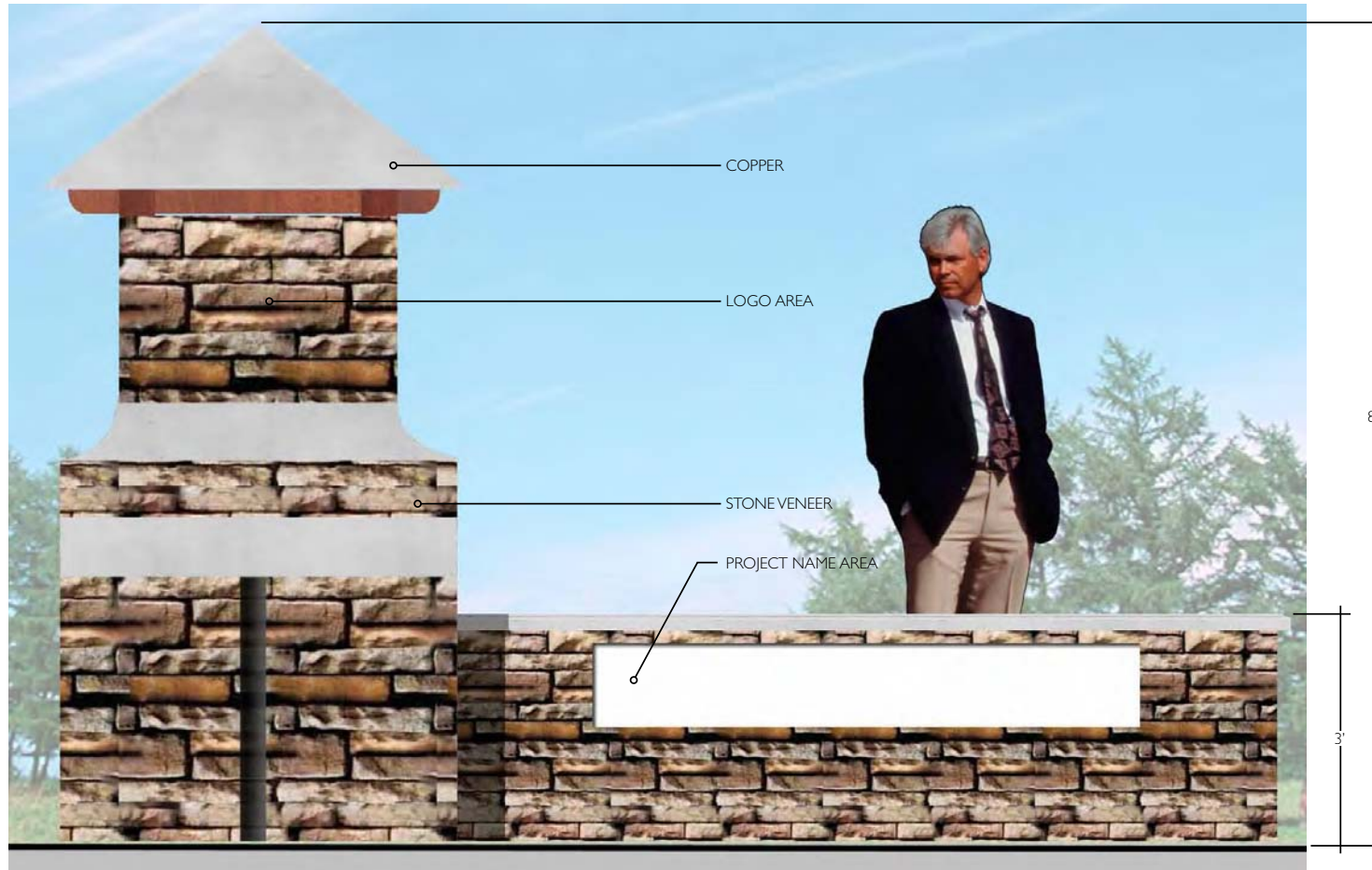


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Residential Sign - Option I

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Residential Sign - Option 2

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DIRECTIONAL SIGN

For the purposes of directing and informing pedestrian and vehicular traffic to parking, shops and other amenities within the Bryton neighborhood a series of signs have been designed to create a cohesive and unified system for wayfinding throughout the community. Directional signs to be painted aluminum panels with vinyl lettering and symbols (typical). American Asset Corporation and The developer will provide construction documents, specifications and the appropriate files for artwork on all signs.

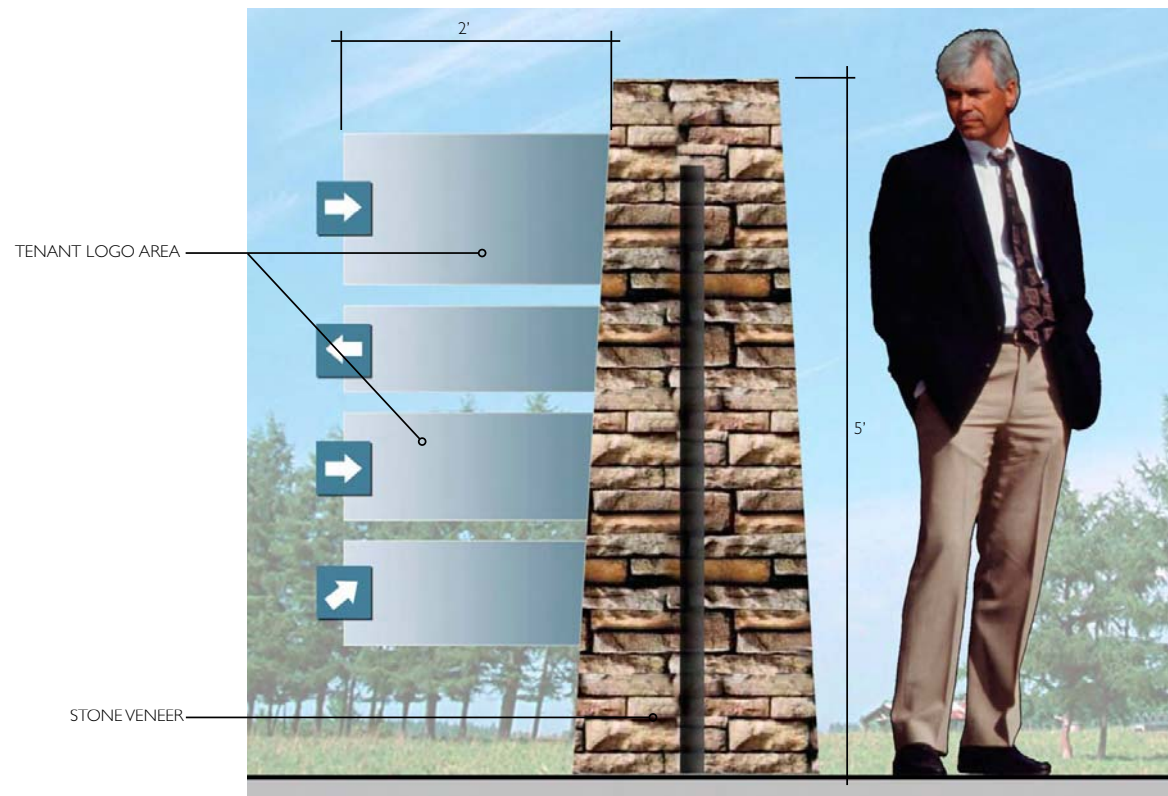


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Directional Sign - Option I

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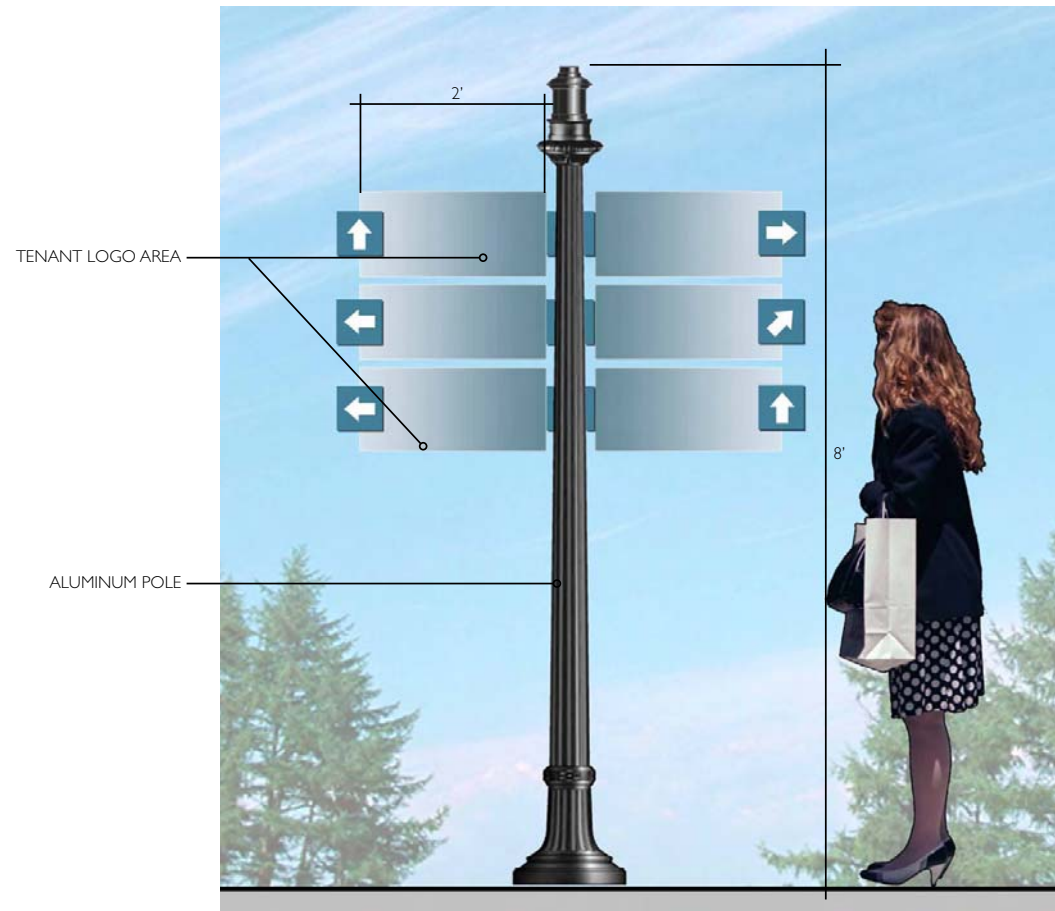


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Directional Sign - Option 2

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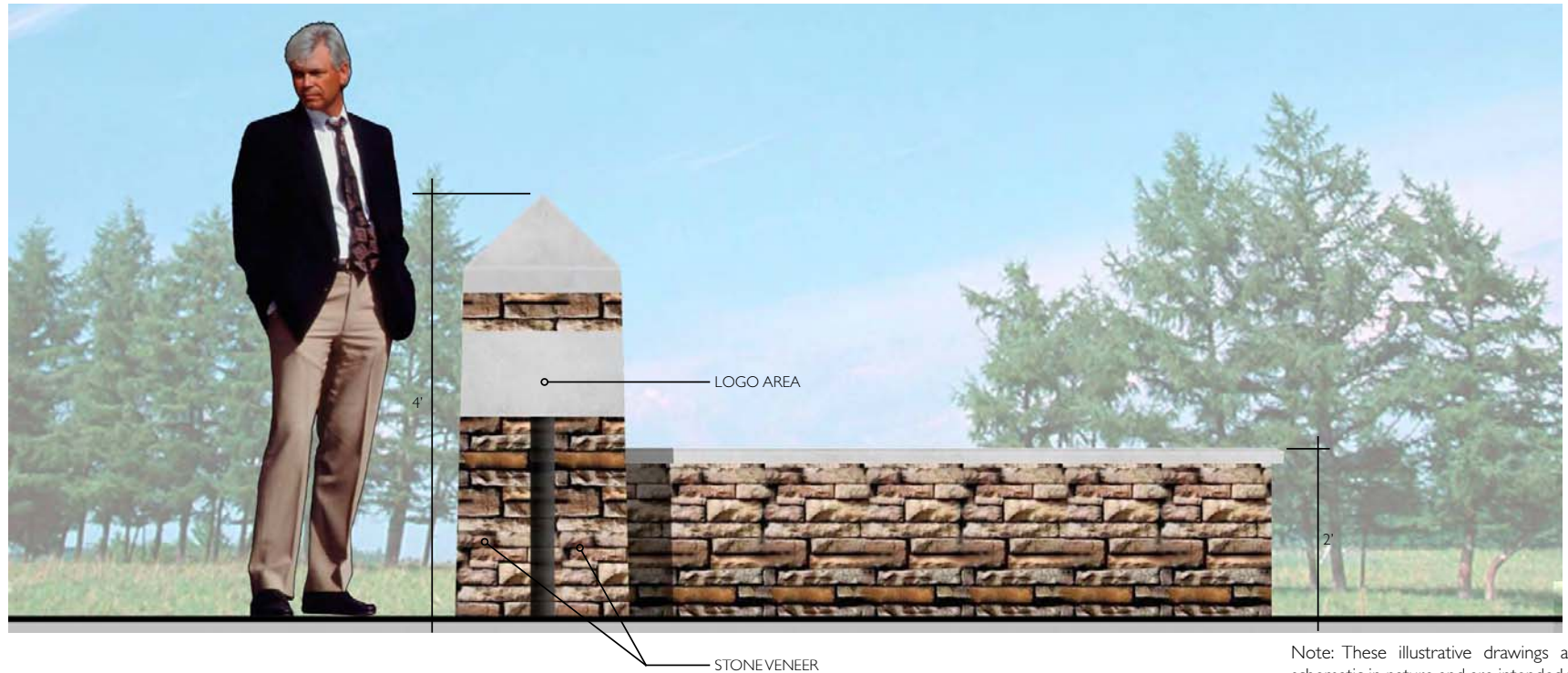
Directional Sign - Option 3

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WALL DETAIL

Identification signs will be located within the overall neighborhood development to mark property boundaries and reinforce the Bryton brand. Precast concrete sign panels, precast stacked stone or masonry tie in with the neighborhood monument signage and allow for a cohesive neighborhood identification signage system. American Asset Corporation and The developer will provide construction documents, specifications and the appropriate files for artwork on all signs.



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Wall Detail - Option I

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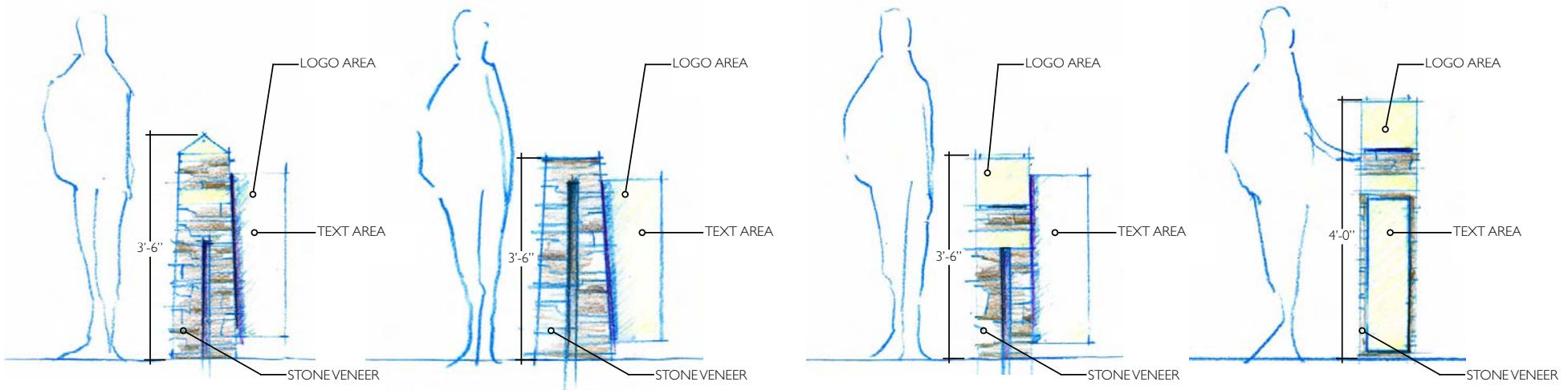
Wall Detail - Option 2

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TRAIL MARKER SIGN

Trail signs will be located along trail paths to identify trail lengths and locations. A precast concrete sign panel or a stacked stone with a precast concrete sign panel will have a unique look and feel to draw attention and create awareness of the trail system while maintaining the overall style of the wayfinding signage program. American Asset Corporation and The developer will provide construction documents, specifications and the appropriate files for artwork on all signs.



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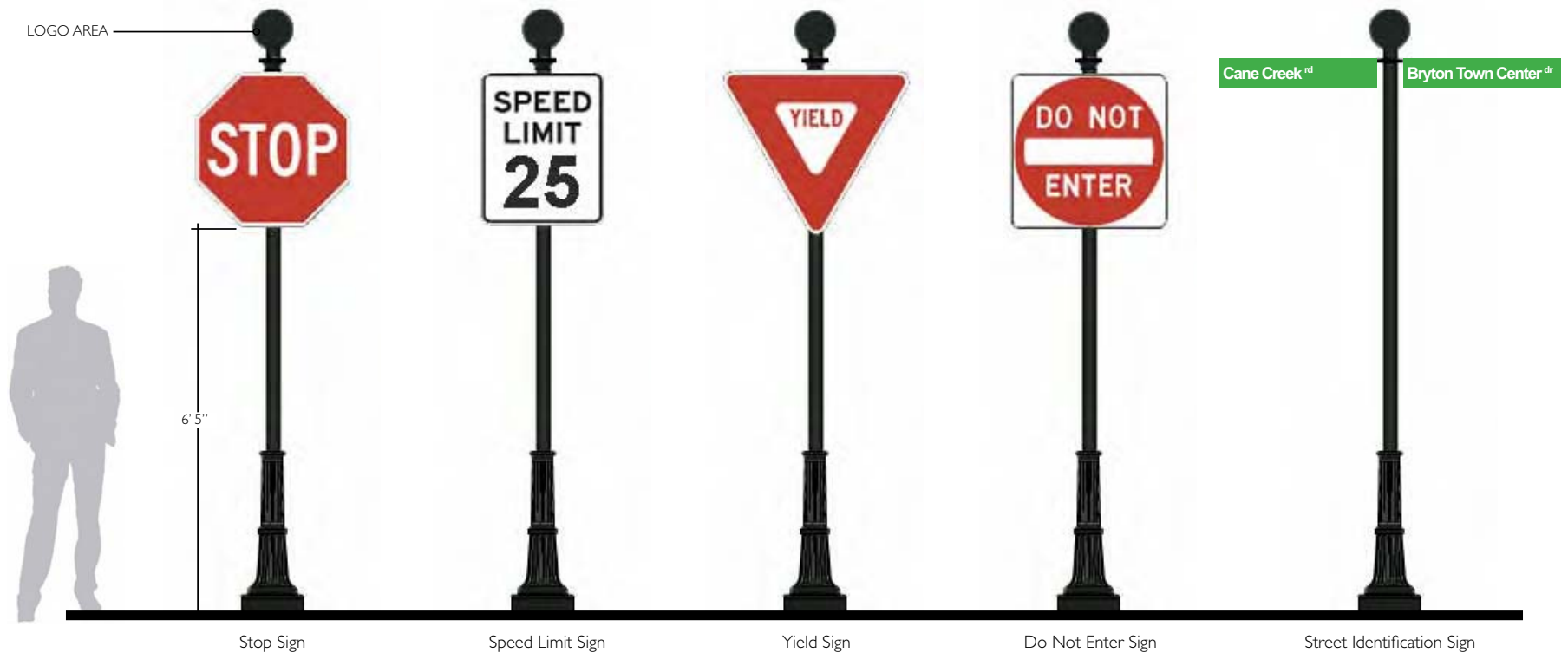
Trail Markers

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TRAFFIC REGULATORY SIGN

We have designed a series of signs to direct pedestrian and vehicular traffic within Bryton. Sign panels will be painted black aluminum with vinyl lettering and symbols using the Bryton colors and logo. American Asset Corporation and The developer will provide construction documents, specifications and the appropriate files for artwork on all signs.



Traffic Regulatory Signs

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TEMPORARY SIGNS

Temporary signs will be located along major roadways surrounding the site and within the site to attract potential tenants. Sign panels will be painted black aluminum with vinyl lettering and symbols using the Bryton colors and logo. American Asset Corporation and The developer will provide construction documents, specifications and the appropriate files for artwork on all signs.



Temporary Signs

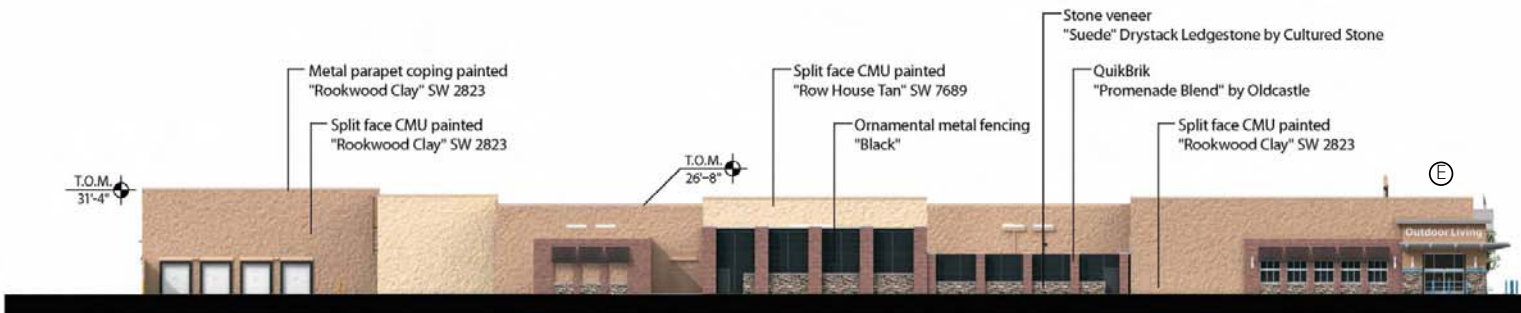
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Secondary Frontage

	SIGN NAME	AREA (SQFT)
Ⓐ	Walmart	199.38 SQFT
Ⓑ	Market and Pharmacy	102.74 SQFT
Ⓒ	Home & Living	72.60 SQFT
Ⓓ	Outdoor Living	77.17 SQFT
TOTAL SIGNAGE		451.89 SQFT



Public Street Frontage

	SIGN NAME	AREA (SQFT)
Ⓔ	Outdoor Living	77.17 SQFT
TOTAL SIGNAGE		77.17 SQFT

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BUILDING SIGNAGE

Building signage will be located on primary and/or secondary frontages for tenants located along pedestrian and vehicular entrances to Bryton. Building signage shall meet the requirements of the Town of Huntersville Zoning Ordinance except as noted in these signage guidelines. The developer will provide construction documents, specifications and the appropriate files for artwork on all signs.



Secondary Frontage



Public Street Frontage

Building Signage

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IDENTIFICATION LOGO

We have designed series of logos and text templates as potential options to be used within Bryton and outside of Bryton. These potential logos along with the text will be a symbol for Bryton and create a strong identity. American Asset Corporation and The developer will provide construction documents, specifications and the appropriate files for artwork on all logos.



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BRYTON

BRYTON

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Bryton

Identification Logo