

**SITE SIGNAGE GUIDELINES
DESIGNERS ARE...**

ENCOURAGED TO INCORPORATE

CAUTIONED TO AVOID

PARCEL FRONTAGE SIGNAGE (Ground Sign):

One SP-1A Highway Frontage Sign or
One SP-1B Interior Road Frontage Sign
More than one frontage sign if frontage
on two roads
Perpendicular to street

Too many messages and too
much information

PARCEL SIGNAGE ON BUILDINGS (Projecting Sign):

PRIMARY TENANT OR BUILDING NAME

Maximum one sign per building face (2 max. total)
80 SF maximum per sign face
Integrate with architecture

Projection above roof
Location on pitched roof surface

ADDITIONAL TENANT IDENTIFICATION

Maximum one sign per tenant
32 SF maximum per sign face
Integrate with architecture
Contain in single architectural component
May supplement with discrete projecting signs

Projection above roof
Location on pitched roof surface

**PARCEL INFORMATION SIGNAGE:
IDENTIFICATION AT BUILDINGS**

One identification sign at each entrance
Reflect style of building
Single faced or two-faced
30 SF maximum per sign face
60 inches maximum height

IX. SITE SIGNAGE GUIDELINES

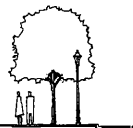
A. General Signage Requirements

The signage design philosophy of the Project is to create an aesthetically attractive and cohesive system of signage that:

- provides clear direction and information to residents, visitors and employees at the Project,
- maintains a moderate scale commensurate with the overall design philosophy for the Project and that sets the center apart from typical suburban commercial strip developments, and
- unifies the site through control of signage location, size and lighting while allowing for individuality within each parcel according to the architectural motif and needs of the parcel tenants.

The Project common property will contain Project identification signs at entries off of SC Highway 46 and Burnt Church Road. These will be supplemented with informational signs and traffic control signs located on the Project's common roads and adjacent parcel buffers. These common area signs will be provided and maintained by the Owners.

Each parcel will have its own internal system



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DIRECTIONAL/INFORMATIONAL SIGNS

Small scale
Complement the Project sign style

Domination of frontage or
building signs

TRAFFIC CONTROL SIGNS

Conform to standard SP-3C detail

TEMPORARY SIGNS AND DISPLAYS

Advance approval of DRB required

PARCEL FLAGS

Non-governmental flags count as Signage
on Buildings
Governmental flags are allowed/not
counted as signage
40 SF maximum all flags

CONSTRUCTION SIGNS

Conform to standard SP-3D detail

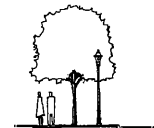
WINDOW GRAPHICS AND DISPLAYS

Well prepared, lively, colorful displays

Garish or unkept displays

of unified site signage and graphics (frontage signs, signs on buildings, informational signs, and traffic control signs) that will be approved by the CRB prior to construction. Applications to the CRB will include complete specifications for size, shape, materials, color, construction techniques, and locations for all site signage.

- Guidelines for signage lighting are included in the Site Lighting section of these Design-Development Guidelines.
- Refer to the ZDSO for limits of size and quantity of signs. All aspects of signage designs for the Project will meet the requirements Beaufort County ZDSO Article 16- "Signs", in addition to these guidelines. Whichever is more restrictive applies.
- The Applicant's use of commercial/retail logos, whether specific symbols, patterns or color schemes, will be limited to type SP-1, SP-2 and SP-3 signs and locations only. Off-site (within the Project) signage is limited to Owner provided identification signs as part of the common area improvements.



- No flashing or moving elements will be allowed on any site signage.

In order to promote a unified image for the Project, the following signage guidelines apply to parcels.

SP-1 Parcel Frontage Signage

There are two types of parcel frontage signs at the Project. The first is Highway Frontage Signage for parcel identification signs located on SC Highway 46 or US Highway 278 frontage. The second is Interior Road Frontage Signage for parcel identification signs located on the Project interior road frontage (common roads, Burnt Church Road and East-West Connector frontage road).

- Frontage signs will be two-faced, set perpendicular to the highway or road.
- Frontage signs will be located such that safe view lines are maintained for vehicles in parcel entry drives and for traffic on frontage roads.
- Frontage signs will incorporate the Project standard base with the parcel user's logo and building or business name allowed in the standard sign field.

Other information in the field is limited to:

- type of business or service
- individual tenants names, if the parcel contains a multi-user building(s).

SP-1A Parcel Highway Frontage Signage

- Parcel Highway Frontage Signage:
 - will conform to a standard SP-1A Parcel Highway Frontage
 - may be placed in parcel highway buffer along SC Highway 46 and US Highway 278.

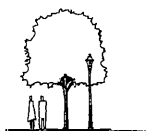
SP-1B Parcel Interior Road Frontage Signage

- Parcel Interior Road Frontage Signage:
 - will conform to a standard SP-1B Parcel Interior Road Frontage
 - will be placed in the road frontage buffers, including parcel entries or shared entries.
- One Highway Frontage and/or Interior Road Frontage sign will be allowed on each type of frontage respectively.

SP-2 Parcel Signage on Buildings

All identification signage mounted on buildings will meet the following guidelines:

- Each primary tenant or building name identification sign will:
 - be clearly integrated with the architecture of the building.
 - not project above the roof or be located on pitched roof surfaces.
 - be contained within any single wall panel, window, door or other architectural component upon which it is placed.
- Any additional tenant signs, mounted on buildings will:
 - be clearly integrated with the architecture of the building.
 - be mounted either on the building surface under the covered area of a porch or veranda, on the fascia of a porch or veranda, on a parapet (single story buildings only), or on the first floor level for multi-story buildings.
 - not project above the roof or be located on pitched roof surfaces.
 - be contained within any single wall panel, window, door or other architectural component upon which it is placed.



- be mounted in the same manner and have similar size and design characteristics for all tenant signs on the same building.
- All supplementary signs will:
 - not project more than forty-eight (48) inches from the building or post for projecting signs.
 - be limited to four (4) square feet (not including the mounting arm for projecting signs).
 - be placed such that the bottom of the sign is at least seven (7) feet clear above pedestrian walkway and sitting areas for projecting signs.
 - be mounted either under the covered area of a porch or veranda or on the first floor level for surface mounted signs and signs projecting from buildings.
 - be mounted in the same manner and have similar size characteristics for all supplementary tenant signs on the same building.
- The size of a building surface area sign will be based on the area measurement of the outside confines of the sign, or in the case of free-standing text to the extension of the outside dimensions of the text. See illustration.

- Neighborhood shopping center and similar multi-tenant building Applicants will be required to present comprehensive signage design details for all phases of the building(s) for approval by the CRB at the inception of the project.
- Scale and proportion are very important factors in acceptable design for signage on buildings.
- All signage on buildings will conform to the Site Lighting Guidelines herein. Back lighted signs are not permitted.

SP-3 Parcel Informational Signage

There are several types of informational signs that are allowed at the Project. Applicants are encouraged to keep parcels free of signage clutter and to simplify overall communications to a few well conceived and placed signs.

SP-3A Parcel Identification Signage at Buildings

One (1) free-standing secondary identification sign may be placed at a location related to the principal pedestrian entrance of buildings. For multi-tenant

buildings the sign may list the name or address of the building and list the building tenants. This sign will conform to the following guidelines:

- The sign will reflect the architectural style and detail of the building it is identifying.
- No more than one (1) sign is allowed at each building entrance, regardless of the number of tenants or businesses the building serves.

SP-3B Parcel Directional/Informational Signage

Signage within each parcel that provides directions or information to vehicles or pedestrians is limited to small scale signs that do not dominate the primary and secondary identification signs. Applicants will use signs that complement the Project's standard street identification and traffic control signage systems (Antique Street Lamps, Inc. - Chicago Series, or an CRB approved equal).

SP-3C Parcel Traffic Control Signage

Traffic control signage within parcels will conform to the following guidelines or an CRB approved equal:



- Antique Street Lamps, Inc. - Chicago Series
- One-piece aluminum construction post consisting of a decorative cast aluminum fluted base and a 4" Ø smooth shaft with a 3" tenon for sign mounting.
- Cast aluminum traffic control sign frame with a cast aluminum acorn finial on top. All mounted signs (stop, yield, speed limit, etc.) will be SCDOT approved.
- Post and sign frame will be painted 'flat black'. All hardware stainless steel. All exterior hardware tamper resistant.

SP-3D Parcel Temporary Signs and Displays

The use of temporary or seasonal signs, flags, banners, and other types of special outdoor displays, including markings on pavement, is allowable only if advance written approval is obtained from the CRB. Requests for such approval must include an adequate description of the planned use and the time period for display.

SP-3E Parcel Flags

Non-governmental flags will be considered as signs. Such flags will be treated as SP-2

Signage on Buildings and considered as a "primary tenant or building name identification sign". Such flags will count as one of the two allowed signs and will not exceed forty (40) square feet per face.

The official flags of the Federal, State and County governments are not deemed to be signs, provided no such flag will exceed forty (40) square feet per face.

SP-3F Parcel Construction Signage

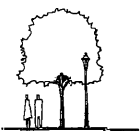
Construction signs may be used on a temporary basis during construction of any building or structure on a lot. Construction signs will identify the name of the projected facility, the parties participating in the design and construction, and the anticipated date of occupancy.

The sign will be removed upon completion of the project. The size and format will conform to a standard SP-3F Parcel Construction Sign detail.

SP-3G Parcel Window Graphics and Displays

Lively, colorful window graphics and displays are encouraged for retail/commercial buildings at the Project.

Well-prepared window displays enhance human scale, add interest and attract the passerby to come in and become a customer.



The CRB reserves the right, that when in its opinion a window display is garish or unkept, to ask the parcel owner to remove and/or replace the display.

SP-4 Project Identification Signs

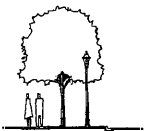
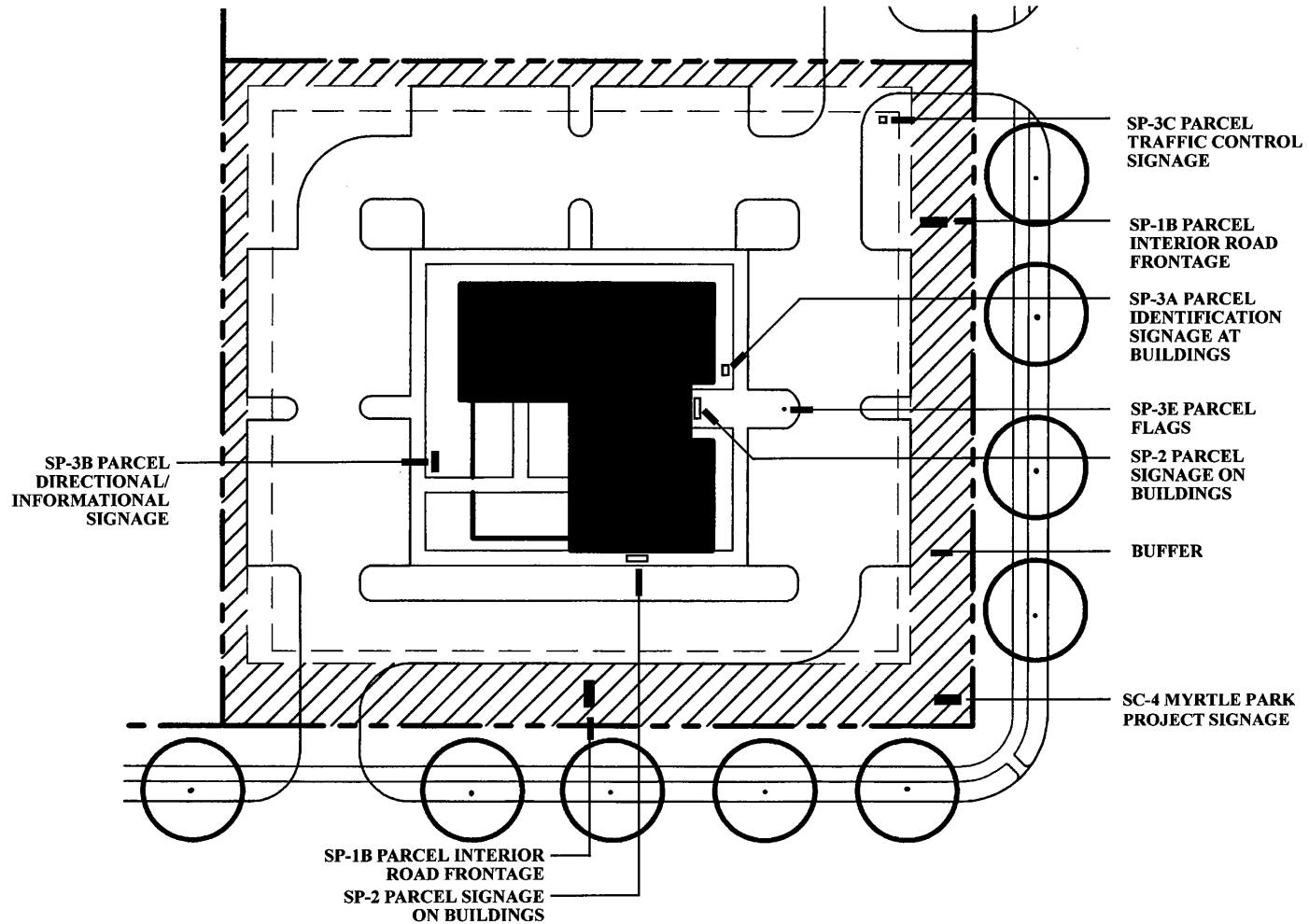
Project identification signs will occur at the intersections of the East - West Connector and SC Hwy. 46 and Burnt Church Road. These signs will contain a logo and the words "Myrtle Park" and will be similarly scaled to SP-1A but may be mounted at a diagonal to the road and mounted on an entry wall.

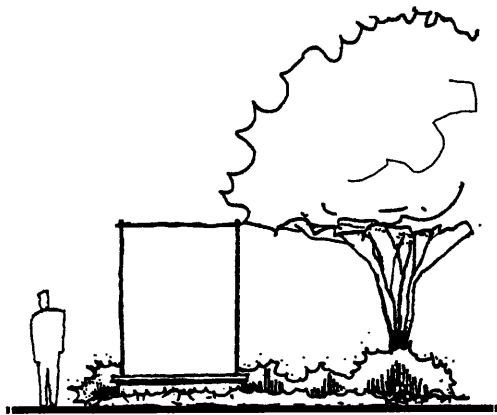
Exceptions to ZDSO

- 1) Two faces of a building may have signs
- 2) Eighty square feet per sign face
- 3) One hundred sixty square feet total (excluding tenant identification signs and parcel identification signs)
- 4) Project identification signs do not count toward parcel limits

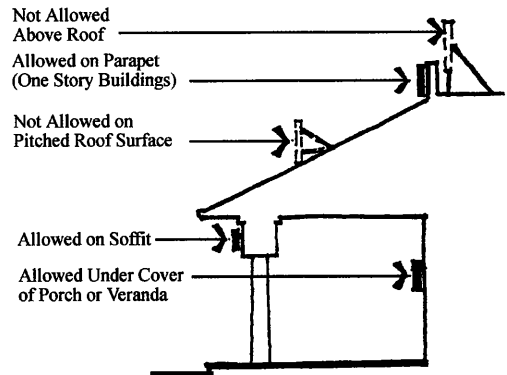


Typical Site Signage Locations

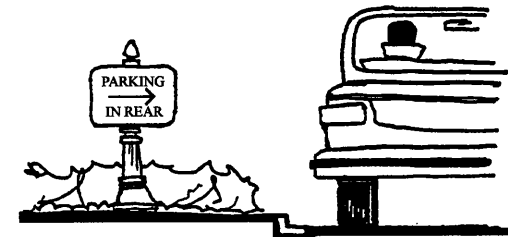




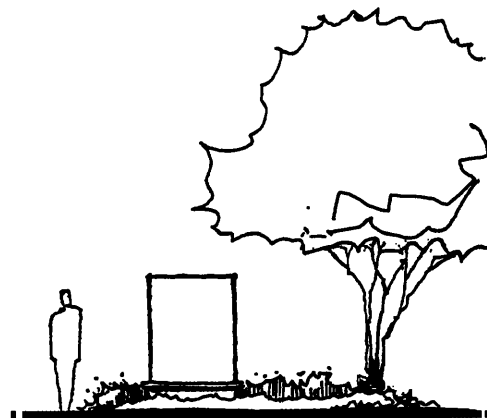
SP-1A Parcel Highway Frontage Signage



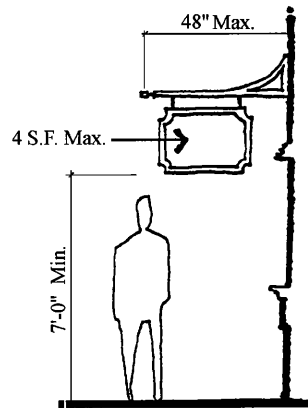
SP-2 Parcel Signage on Buildings



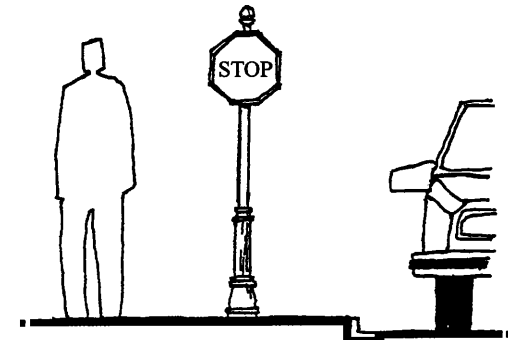
SP-3B Parcel Directional / Informational Signage



SP-1B Parcel Interior Frontage Signage

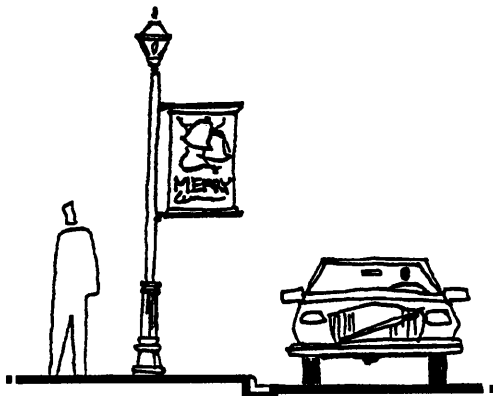


Projecting Signs

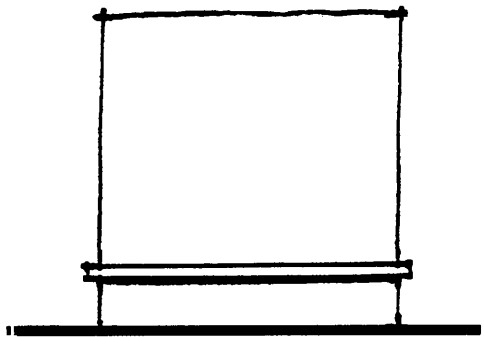


SP-3C Parcel Traffic Control Signage





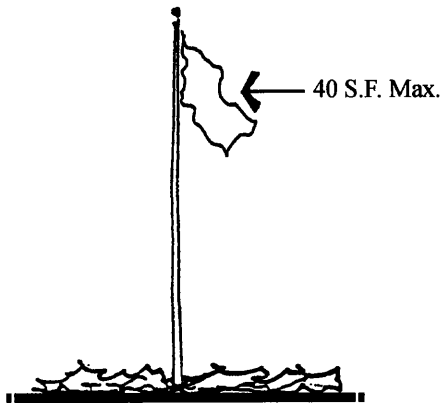
SP-3D Parcel Temporary Signs and Displays



SP-3F Parcel Construction Signage



Measurements of Sign Area



SP-3E Parcel Flags



SP-3G Parcel Window Graphics and Displays

