
ADDRESS OF PROPERTY:	<i>307 East Boulevard, Dilworth Local Historic District</i>	<i>HDC 2013-001</i>
SUMMARY OF REQUEST:	<i>Signage</i>	
OWNER:	<i>Michelsen Real Estate Group, LLC</i>	
APPLICANT:	<i>RiteLite Signs, Inc.</i>	

Details of Proposed Request

This application seeks approval for a sign on a business on East Boulevard. The building is a Queen Anne style Victorian Structure zoned for office use.

Relevant HDC Design Guidelines

- Signage

Staff Analysis

The proposed sign for this property is a monument sign that is six feet wide and slightly over five feet in height, including the base. The actual sign is 37 inches in height, making the sign itself 18.5 square feet in size.

The sign specifications include letters and a logo design that lit from within, causing these elements to glow in darker conditions.

This property is zoned O-2.

Current HDC Policy on *Signage* says in part:

1. *Signs should not exceed six feet in height or ten square feet in area.*

The proposed sign is almost twice the size allowed under HDC policy.

The Policy also states:

10. *Signs may be lit with unobtrusive ground-mounted spotlights, or other unobtrusive lighting as the HDC may approve. Signs may not flash, blink, or glow from within.*

The lighting design on the attached plans and the photo-illustrations show the sign being lit from within.

The HDC has in the past in certain circumstances allowed exceptions to the signage policy. The Commission would have to identify such circumstances in this proposal to approve this sign under current policy.



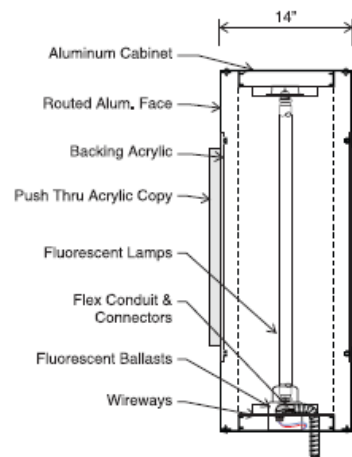
D/F Illuminated Monument Sign w/ Push-Thru Copy

Scale: 3/4" = 1' - 0"

Color Notes:

Monument

- Cabinet Akzo Nobel 474 E2 Blue
- Accents Painted Brushed Aluminum
- Copy/Logo Clear Acrylic w/ Digitally Printed Vinyl and 3M White Black Out Vinyl
- Base Akzo Nobel 474 E2 Blue
- Illumination Fluorescent Lamps



Detail of Side Section

Not to Scale



Side View

RITELITE
SIGNS, INC.
1000 Biscayne Drive 704.788.7097
Concord, NC 28027 fax: 704.788.7091

Client:



THE MICHELSEN
GROUP INC.

Job Location:

Charlotte, NC

Designer:

FGG

Salesperson:

JD

Project #

10448

Date:

14 September 12

Production Date:

Location & Site Location:

12,322 abt/the michelsen group

Customer Approval:

Date:

Local Lead Approval:

Date:

Production Approval:

Date:

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UNDERWRITERS
LABORATORIES






Photographic Rendering

Not to Scale

Note: All illuminated signs are manufactured for 120 volt circuits. Letter strokes may be modified as required to accept light source.

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 <p>RITELITE SIGNS, INC. 1000 Biscayne Drive 704.788.7097 Concord, NC 28027 fax: 704.788.7091</p>	
<p><u>Client:</u></p> <hr/>	
<p> THE MICHELSEN GROUP INC.</p>	
<p><u>Job Location:</u> Charlotte, NC</p>	
<p><u>Designer:</u> FGC</p>	<p><u>Designer:</u> JD</p>
<p><u>Project #:</u> 10448</p>	<p><u>Date:</u> 14 September 12</p>
<p><u>Revision Date:</u></p> <hr/>	
<p><u>Revision # & Description:</u> 12,322 abc/t/the michelsen group</p>	
<p><u>Customer Approval:</u> _____ <u>Date:</u> _____</p>	
<p><u>Sign Lord Approval:</u> _____ <u>Date:</u> _____</p>	
<p><u>Production Approval:</u> _____ <u>Date:</u> _____</p>	
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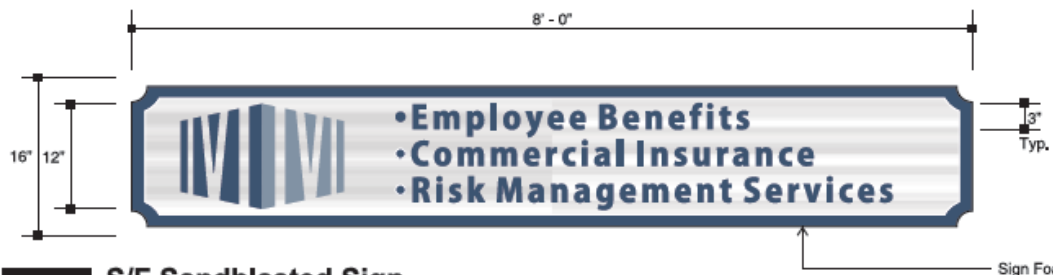
Photographic Rendering - Night

Not to Scale

Note: All illuminated signs are manufactured for 120 volt circuits. Letter strokes may be modified as required to accept light source.

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<p>Client:</p>	
 <p>THE MICHELSEN GROUP INC.</p>	
<p>Job Location: Charlotte, NC</p>	
<p>Designer: FGC</p>	<p>Salesperson: JD</p>
<p>Project #: 10448</p>	<p>Date: 14 September 12</p>
<p>Revision Date:</p>	
<p>Revision # & File Location:</p> <p>12,322 abc/the michelsen group</p>	
<p>Customer Approval: _____ Date: _____</p>	
<p>Lead Cost Approval: _____ Date: _____</p>	
<p>Production Approval: _____ Date: _____</p>	
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 <p>UNDERWRITERS LABORATORIES</p>	



Side View

S/F Sandblasted Sign

Scale: 3/4" = 1' - 0"

Color Notes:

Sandblasted Sign

- Face _____ Painted PMS 2955U Blue
- Copy/Logo _____ Painted PMS 2955U Blue and PMS 5425U Blue
- Returns _____ Painted PMS 2955U



Photographic Rendering

Not to Scale

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20 September 12/gc

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Customer Approval:

Date:

Lead/Land Approval:

Date:

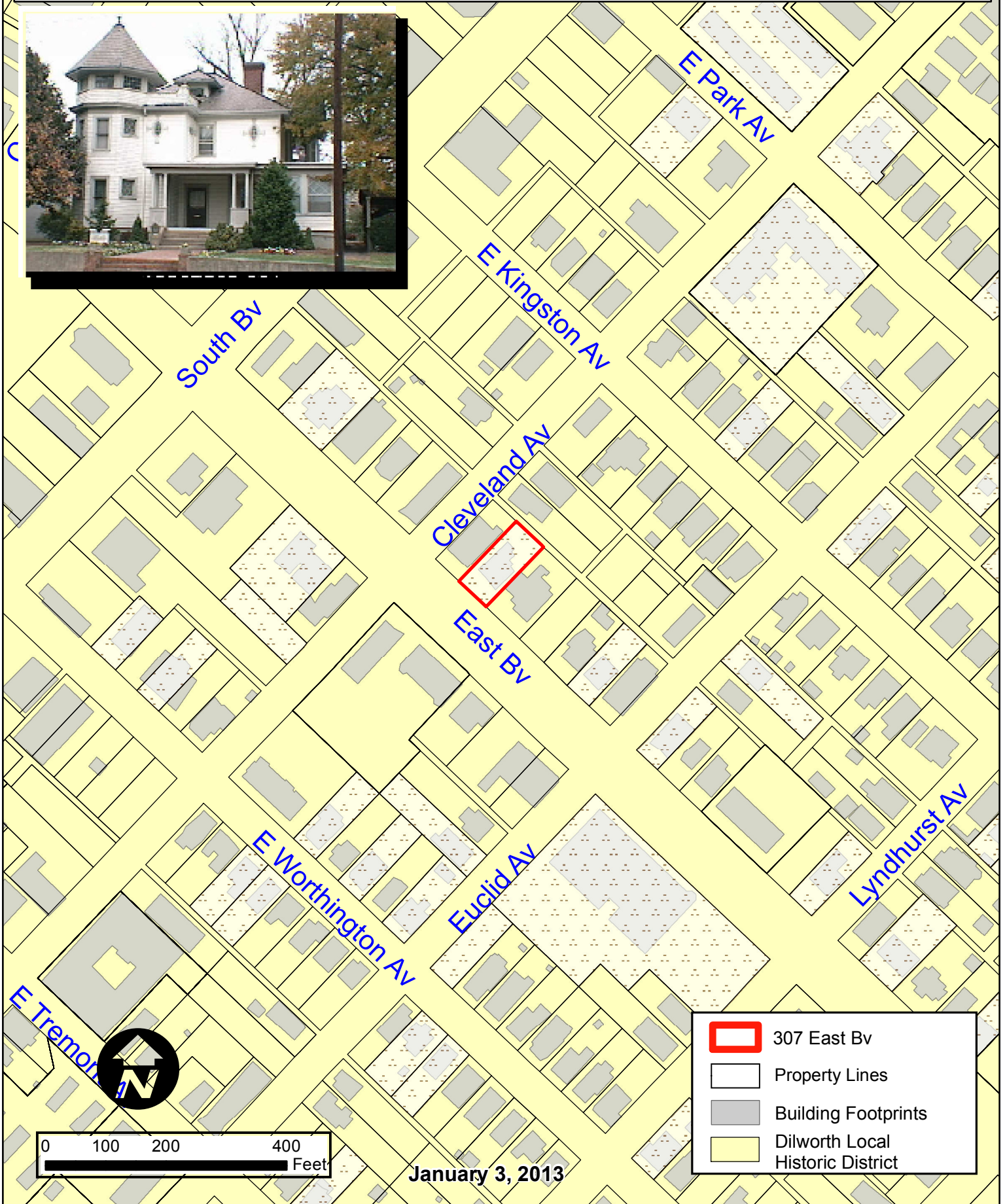
Production Approval:

Date:

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LABORATORIES

Charlotte Historic District Commission - Case 2013-001



- 307 East Bv
- Property Lines
- Building Footprints
- Dilworth Local Historic District

January 3, 2013