



Charlotte-Mecklenburg Planning Department

DATE: May 17, 2013

TO: Mark Fowler
Zoning Supervisor

FROM: 
Debra Campbell
Planning Director

SUBJECT: Administrative Approval for Petition No. 2004-028 Spectrum Properties

Attached is a revised plan for signage for the above referenced rezoning petition. The attached documents outline the optional signage requirements for the approved petition.

Per Sections 6.207 and 9.911.2, the following attached document replaces the text for Section E of UMUD-O Rezoning 2004-028.

Since this change does not alter the intent of the development and meets the requirements of the Charlotte Zoning Ordinance Section 6.207 Alterations to Approval, minor changes, I am administratively approving this plan. Please use these plans when evaluating requests for building permits and certificates of occupancy.

Note all other ordinance and conditional requirements still apply.

Per Sections 6.207 and 9.911.2, the following replaces the text for Section E of UMUD-O Rezoning 2004-028:

E. Signage. The UMUD signage provisions contained in Chapter 13, Signs, of the Zoning Ordinance may be modified to allow a vibrant, exciting signage system that identifies the Site and the tenants within the building and provides opportunity for commercial and non-commercial messages as a signature urban retail/entertainment venue and creates a sense of place. All signage associated with the Site shall conform to Chapter 13, Signs, of the Zoning Ordinance with the exception of the following Optional variations:

1. This text is accompanied by a design document entitled “EpiCentre Comprehensive Signage Plan Package” (hereinafter Sign Plan) that is incorporated herein by reference as part of the Optional sign standards. The Sign Plan identifies 6 general sign types, includes detailed design specifications for each type, and locations of the various signs on Site maps that include the exterior walls of the building and are further defined by the ‘Limits of Zoning Review’ as noted on the Sign Plan. Signs beyond the “Limits of Zoning Review’ will not be subject to zoning review. The Sign Plan includes an inventory of signs existing on the site as of the date of approval of this request. Further it includes illustrations and the location on the four exterior block faces of the Site where existing (except for existing tenant signs) and new signs are or may be located in the future.

Signage on the Site will be grouped into 6 categories as presented in the Sign Plan and identified as follows:

- EpiCentre Project Identity Sign Elements- these relate to the name and/or logo for the entire project.
- Directional/Directory/Wayfinding Elements- these relate to the location, level, or direction within the Site of tenants, features, or activities.
- Decorative Graphic Elements- these relate to elements which may contain Site or general information, artistic expressions, seasonal information or images, Site logos, wall murals, and other similar features designed and intended to treat blank walls, identify site elements or services, or convey general information. However, these elements shall not include any advertising.
- Tenant Sign Elements- these relate to the names, logos, and/or type of business or services offered by the tenants of the Site, including those tenants that are not located along an exterior wall of the various buildings on the Site.
- Advertising Sign Elements- these are signs that are intended to convey commercial and non-commercial messages that may include messages relating to tenants, activities, products, or services on the site as well as general commercial and non-commercial messages about products, services, or activities to the general public.
- Blade Signs- these are structures that will provide coordinated mounting locations for tenant signage as illustrated in the Sign Plan. This is limited to the name or logo of the tenant. There shall be no advertising signage located on any blade sign.

In the Sign Plan, each sign category listed above includes illustrations and dimensions of the appearance of the signs that are proposed to be installed as well as information about its attachment or mounting. The Sign Plan, in some cases, includes additional information for that particular sign category such as the blade signs. Further, each sign category is mapped on drawings of the three levels of the EpiCentre site and drawings of the exterior walls of the buildings on the Site. Any signs that may be proposed for any new construction that may occur on the EpiCentre site which occurs above the roof level of the current buildings (elevation 818 feet above sea level) will comply with the UMUD standards.

2. Existing tenant signs that have been legally permitted and are in place on May 15, 2013 may remain so long as the tenant to whom the sign relates is a tenant on the Site. Photographs of these signs are shown in the Exterior Elevations Section of the Sign Plan. They include business identification signs, as well as movie poster boxes and other signs that do not fit within the sign definitions above.

3. Signage may cover all or a part of an individual window but may not cover more than 30% of the total window area of any block face of any building on the Site. Signage may cover 100% of the windows along exterior service corridors and that sign area will not be counted toward the 30% maximum. No advertising signage may be placed on windows.

4. Signage located in the area between grade level and up to 15 feet in height from grade level may extend up to four inches into the required setback. Above 15 feet, signs may not extend more than 10 feet into the required setback as measured from the street curb line.

5. Temporary banners that announce events, activities, products or services offered by any of the tenants of the Site or community events such as sporting events, public celebrations, or seasonal activities or festivals may be installed at any time. The number of such temporary banners that may be erected and maintained at any one time on each of the four exterior building elevations will be limited to 6 such banners. These banners will be limited to 150 square feet in area, will be limited to 14 days before and 3 days after the event, and may include a name or logo of a sponsor of the banner or the event, unless the Sponsor's name is incorporated as the name of the event in which case no limit of the sponsor's name will apply. No permit shall be required for the installation of temporary banners.

6. Artwork, such as but not limited to murals, may be painted directly onto the building façade(s) or digitally printed on an acrylic or vinyl type material and permanently applied to a façade. Any such proposed artwork must be reviewed and approved by the Planning Director to insure that it does not constitute signage of any type.

7. The applicant will devote a minimum percentage of the total sign display time of all existing full motion signs to public service, public interest, special event, or other non-commercial messages, hereinafter referred to as PSAs. For the first 18 months after the approval of these special sign standards, a minimum of 15% of the total sign time in each hour that the sign is in operation will be made available for PSAs. Thereafter, a minimum time of 25% will be devoted to PSAs. The revenue differential generated from this first 18 month period shall be used by the applicant to advance the relocation of previously installed tenant signs to the new Blade signs. The sign operator will not be required to hold sign time for the programming for PSAs if the PSA programs are not submitted to the sign operator at least 14 days prior to the targeted

advertising start date. The sign operator will not be responsible for any costs associated with the creation or production of any PSA and all PSAs shall be delivered to the sign operator in a format that can be accommodated by the sign technology.

8. Static advertising signs, which are the signs identified and lettered A through J in the sign plan, may be converted or upgraded to full motion signs, including digital, LED, or other sign technologies that replicate motion erected pursuant to the provisions of this optional request so long as the size and location remain the same except for the following signs. Signs A, F, and H may only be converted to full motion signs if reduced in area as follows:

Signs A and F will be reduced and limited to 378 sq. ft., and

Sign H will be reduced and limited to 710 sq. ft.

Signs A and H will be one sided and Sign F may be two sided.

Any signs converted to full motion signs will be limited to a maximum illumination of 7,500 nits (candelas per square meter) during daylight hours and a maximum illumination of 500 nits (candelas per square meter) between dusk and dawn. No existing tenant signs may be converted to full motion signs under this provision and no full motion signs may be located on blade signs identified in the sign plan.

9. Blade signs may be located as generally depicted in the Sign Plan but the exact location will be determined during sign design to accommodate structural mounting locations. The location of the Blade signs may be moved up to 20 feet from the location shown on the Sign Plan. Blade signs may accommodate signage for both interior and exterior tenants. Blade signs will only be permitted when the names of the tenant signs to be located on the blade sign or the tenants' signs to be removed are submitted as part of the sign application. Thereafter, no separate permits will be required for those tenant signs to be placed on the blade signs. Exterior tenants may locate signs on walls, canopies, and awnings or on a blade sign. Three major tenants (25,000 square feet or larger) can go on blade signs and still have individual wall, canopy, and awning signs. Otherwise, no new individual tenant blade signs will be permitted.

10. Sign company logos will only be allowed for advertising signs. The company logos will be limited to 10 square feet and will be incorporated into the frames for these signs.

11. These special sign standards relate only to signs located between the public street or transit line and the various points labeled as the Limit of Zoning Review included in the Sign Plan. All other signs within the property are considered to be within the interior of the Site and are exempt from the provisions of Chapter 13, Signs, of the Zoning Ordinance and no zoning permits shall be required for any such sign.

12. All of the various non-tenant signs on the site included in the Sign Plan may remain as installed. Signs can be removed and replaced at the same location and at the same or smaller size.

ATTACHED TO ADMINISTRATIVE
APPROVAL

MAY 17 2013


BY: DEBRA CAMPBELL

ATTACHED TO ADMINISTRATIVE
APPROVAL

MAY 17 2013

Debra Campbell
BY: DEBRA CAMPBELL



EPICENTRE

CSP : Comprehensive Signage Plan Package - For City Review

505 DESIGN

BOULDER:
2520 Broadway Street t 720 565 0505
Boulder, CO 80304 f 720 565 0504

CHARLOTTE:
508 West Fifth St., 250 t 704 348 7000
Charlotte, NC 28202 f 704 348 7005

SAN FRANCISCO:
47 Kearny Street, 502 t 415 421 9900
San Francisco, CA 94108

EpiCentre, Charlotte NC

Comprehensive Signage Plan Package
FOR CITY REVIEW

OWNER: Vision Ventures 214 West Tremont Ave. Suite 300 Charlotte, NC 28203	t 704-409-9953 f 704-374-9002 Paul Picarazzi Tony Kuhn	SIGN CODE CONSULTANT: Walter Fields Group 1919 South Blvd., Suite 101 Charlotte, NC 28203 Walter Fields	t (704) 372-7855 f (704) 372-7856	ORIGINAL ISSUE: August 1st, 2012
				REVISIONS: August 20th, 2012
ADVERTISING: Orange Barrel Media 3400 SW Blvd. Grove City, OH 43123	t (614) 294-4898 Wade Parker			4 November 1st, 2012
				5 March 18th, 2013
				6 March 19th, 2013
				7 May 7th, 2013
				8 March 8th, 2013
				9 May 14th, 2013

BOULDER:
1738 Pearl Street, 300 telephone 720 565 0505
Boulder, CO 80302 facsimile 720 565 0504

CHARLOTTE:
508 West Fifth St., 250 telephone 704 348 7000
Charlotte, NC 28202 facsimile 704 348 7005

SAN FRANCISCO:
47 Kearny Street, 502 telephone 415 421 9900
San Francisco, CA 94108

Comprehensive
Sign Plan Package



EpiCentre
PROJECT

Vision Ventures
OWNER

KK
505 DESIGN TEAM

SIGN CODE CONSULTANT:
Walter Fields Group t (704) 372-7855
1919 South Blvd., Suite 101 f (704) 372-7856
Charlotte, NC 28203 Walter Fields

ADVERTISING:
Orange Barrel Media t (614) 294-4898
3400 SW Blvd. Wade Parker
Grove City, OH 43123

ORIGINAL ISSUE: August 1st, 2012	
REVISIONS: (see package cover)	

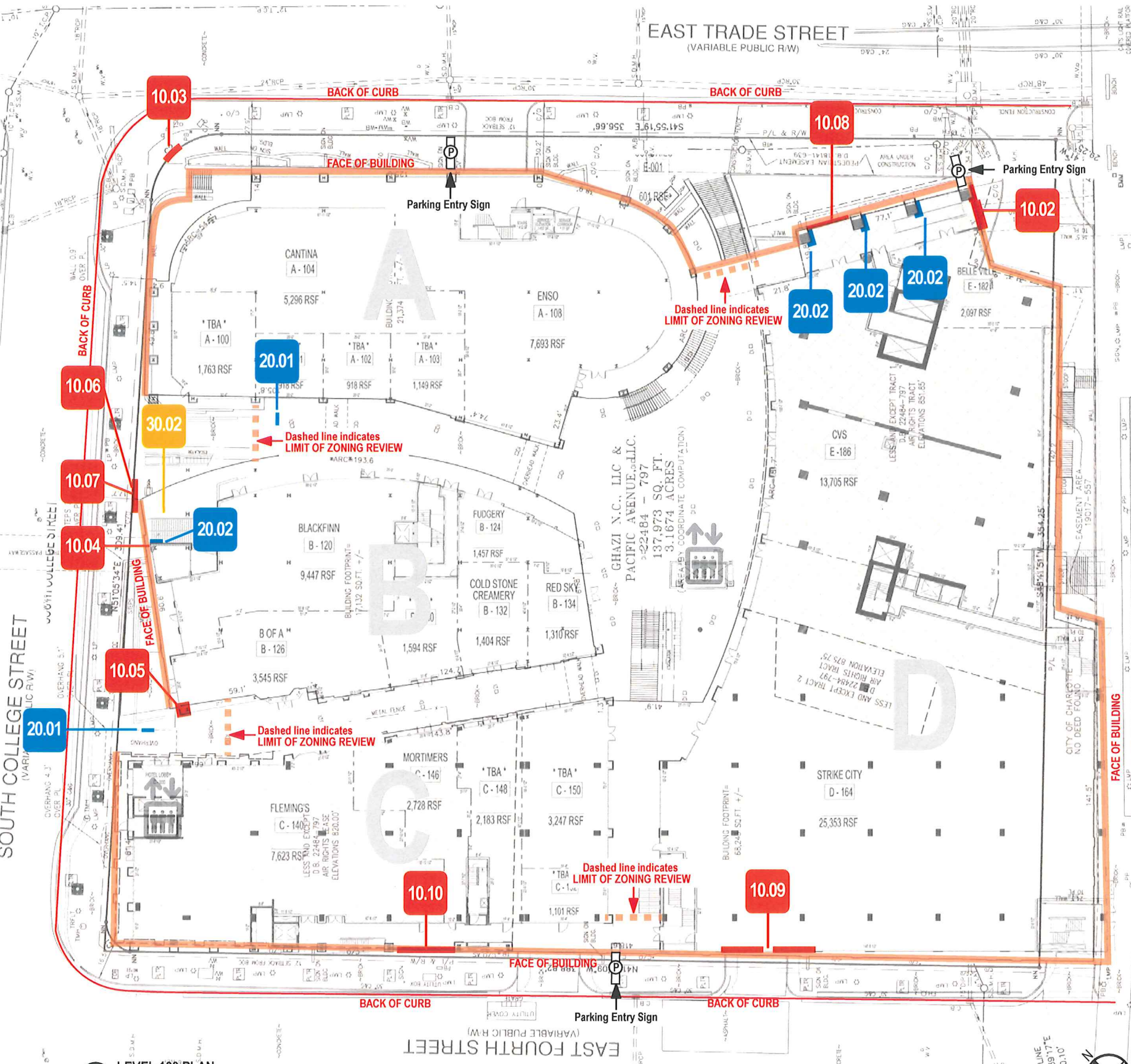
Package Index

These drawings are for the sole purpose of ex-
pressing visual design intent and are not intended
for construction purposes. All aspects engineer-
ing, fabrication, installation, and any resulting
documentation are the responsibility of others.

CSP : Comprehensive Signage Plan Package - INDEX

Page No.	Description
Pages 4-6	Overall Sign Location Plans
Pages 8-11	Overall Exterior Elevations
	Sign Details
Pages 13-28	Project Identity Sign Elements
Pages 29-35	Directional / Directory / Wayfinding Elements
Pages 36-37	Decorative Graphic Elements
Pages 38-47	Advertising Sign Elements
Pages 48-50	Blade Signs

CSP : Comprehensive Signage Plan Package - Sign Location Plans



1 LEVEL 100 PLAN
Scale: 1" = 50'-0"

SIGN TYPE LEGEND

Project Identity Sign Elements

Sign items that promote or identify "Epicentre" or key areas within.

sign type #	sign name
10.01	Project Identity Sign on Trade Street
10.02	Project Identity Sign on Transit Bridge Entry
10.03	Project Identity Corner of College & Trade
10.04	Project Identity at Valet Area Stairs
10.05	Muse Entry Portal @ College Street
10.06	Valet Signage on Overhead Panel
10.07	Valet Signage on Counter
10.08	Graphic Panel at Stairs on Trade Street
10.09	Garage Infill Graphic @ East 4th Street
10.10	Bike/Scooter Graphic @ East 4th Street
10.11	Epicentre Identity on Back of Advertising Panel Type G
10.12	Epicentre Identity on Back of Advertising Panel Type H

Directional / Directory / Wayfinding Elements

Sign items that orient and direct visitors to key areas and tenants found within Epicentre.

sign type #	sign name
20.01	Project Informational Directory - Freestanding
20.02	Pedestrian Directional Sign - Column/Corner Mounted

Decorative Graphic Elements

Decorative features and embellishments that enhance the overall environment. These items shall not be used for tenant and/or outside promotional advertising purposes.

sign type #	sign name
30.01	Wall Graphic at College Street Stairwell/Valet Area
30.02	Valet Glass Panel Graphics

Tenant Sign Elements

Management Controlled Tenant Signs on exterior facades that are in addition to those that are allowed by existing City Sign Code. Each individual tenant with street frontage shall submit individual sign plans to City for approval - not included in this package.

Advertising Sign Elements

Revenue generating signs that promote products or services (beyond Epicentre specific)

A	Spectacular Sign Panel - Front-Lit Static Image (1) 20' x 46' & (1) 20' x 36'
B	Digital Sign Panel - 2-Faced Full Motion High Res (2) 18' x 13'
C	Digital Sign Panel - Curved Full Motion High Res (1) 4' x 42'
D	Digital Sign Panel - 2-Faced Full Motion High Res (2) 18' x 13'
E	Spectacular Sign Panel - Curved Front-Lit Static Image (1) 20' x 40'
F	Spectacular Sign Panel - 2-Faced Front-Lit Static Image (2) 45' x 19'
G	Digital Sign Panel - 2-Faced Full Motion High Res (2) 20' x 12'
H	Spectacular Sign Panel - Front-Lit Static Image (1) 49' x 29'
I	Static Advertising Panel - limited to onsite tenants (1) 12.5' x 34'
J	Static Advertising Panel - limited to onsite tenants (1) 13' x 32.5'

Blade Signs

Management Controlled Tenant Signs on exterior facades that are mounted perpendicular to the building facade facing vehicular traffic. These signs help to identify tenants found within Epicentre.

sign type #	sign name
40.01	Tenant Sign - Multi-Tenant Blade Sign

BOULDER:
1738 Pearl Street, 300 telephone 720 565 0505
Boulder, CO 80302 facsimile 720 565 0504

CHARLOTTE:
508 West Fifth St., 250 telephone 704 348 7000
Charlotte, NC 28202 facsimile 704 348 7005

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Comprehensive Sign Plan Package



EpiCentre
PROJECT

Vision Ventures
OWNER

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505 DESIGN TEAM

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1919 South Blvd., Suite 101 f (704) 372-7856
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ADVERTISING:
Orange Barrel Media t (614) 294-4898
3400 SW Blvd. Wade Parker
Grove City, OH 43123

ORIGINAL ISSUE: **August 1st, 2012**
REVISIONS: (see package cover)

Overall Sign Location Plan LEVEL 100

These drawings are for the sole purpose of expressing visual design intent and are not intended for construction purposes. All aspects engineering, fabrication, installation, and any resulting documentation are the responsibility of others.

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Overall Sign Location Plan LEVEL 200

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Directional / Directory / Wayfinding Elements

Sign items that orient and direct visitors to key areas and tenants found within Epicentre.

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Decorative Graphic Elements

Decorative features and embellishments that enhance the overall environment. These items shall not be used for tenant and/or outside promotional advertising purposes.

sign type #	sign name
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Tenant Sign Elements

Management Controlled Tenant Signs on exterior facades that are in addition to those that are allowed by existing City Sign Code. Each individual tenant with street frontage shall submit individual sign plans to City for approval - not included in this package.

Advertising Sign Elements

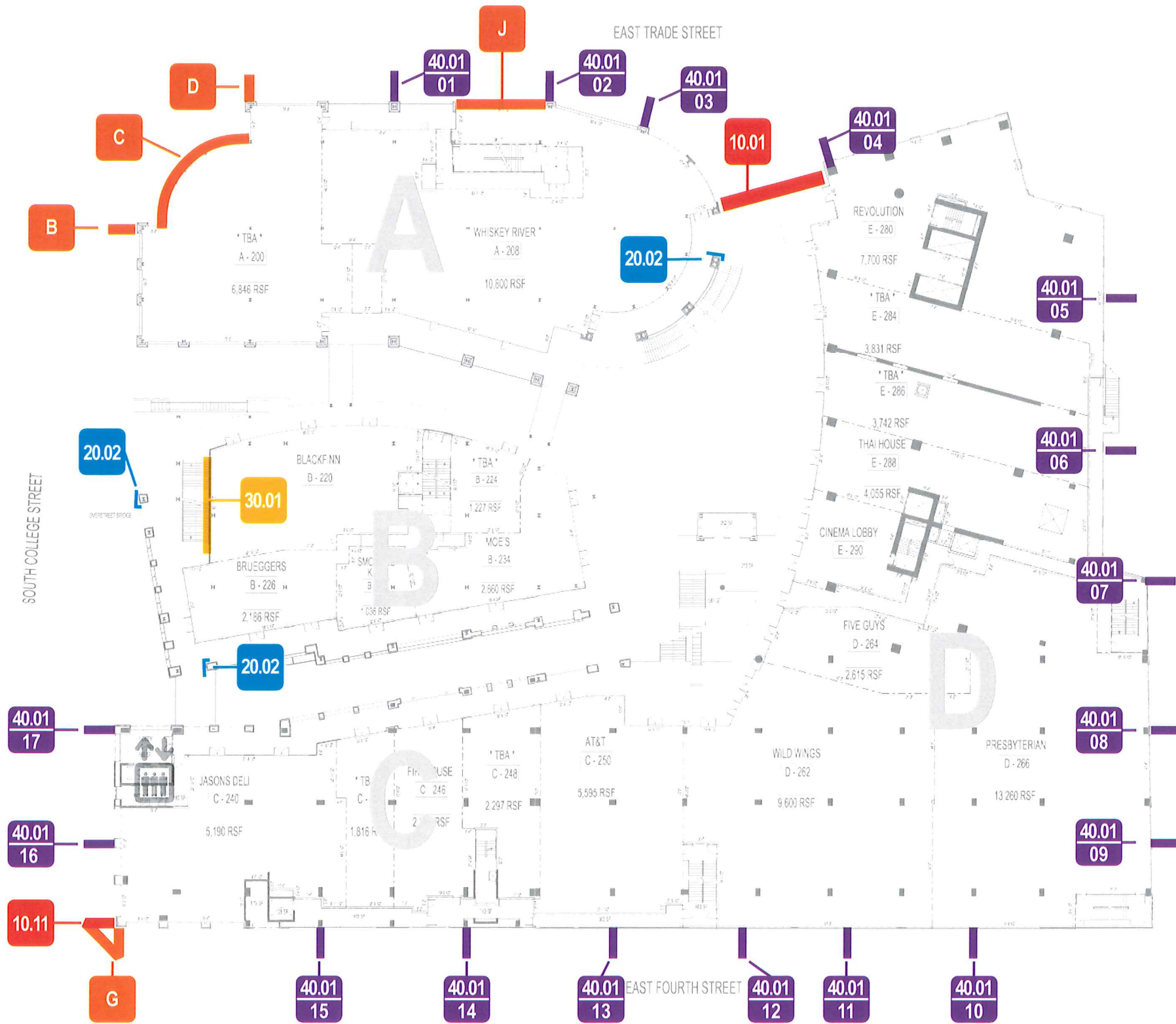
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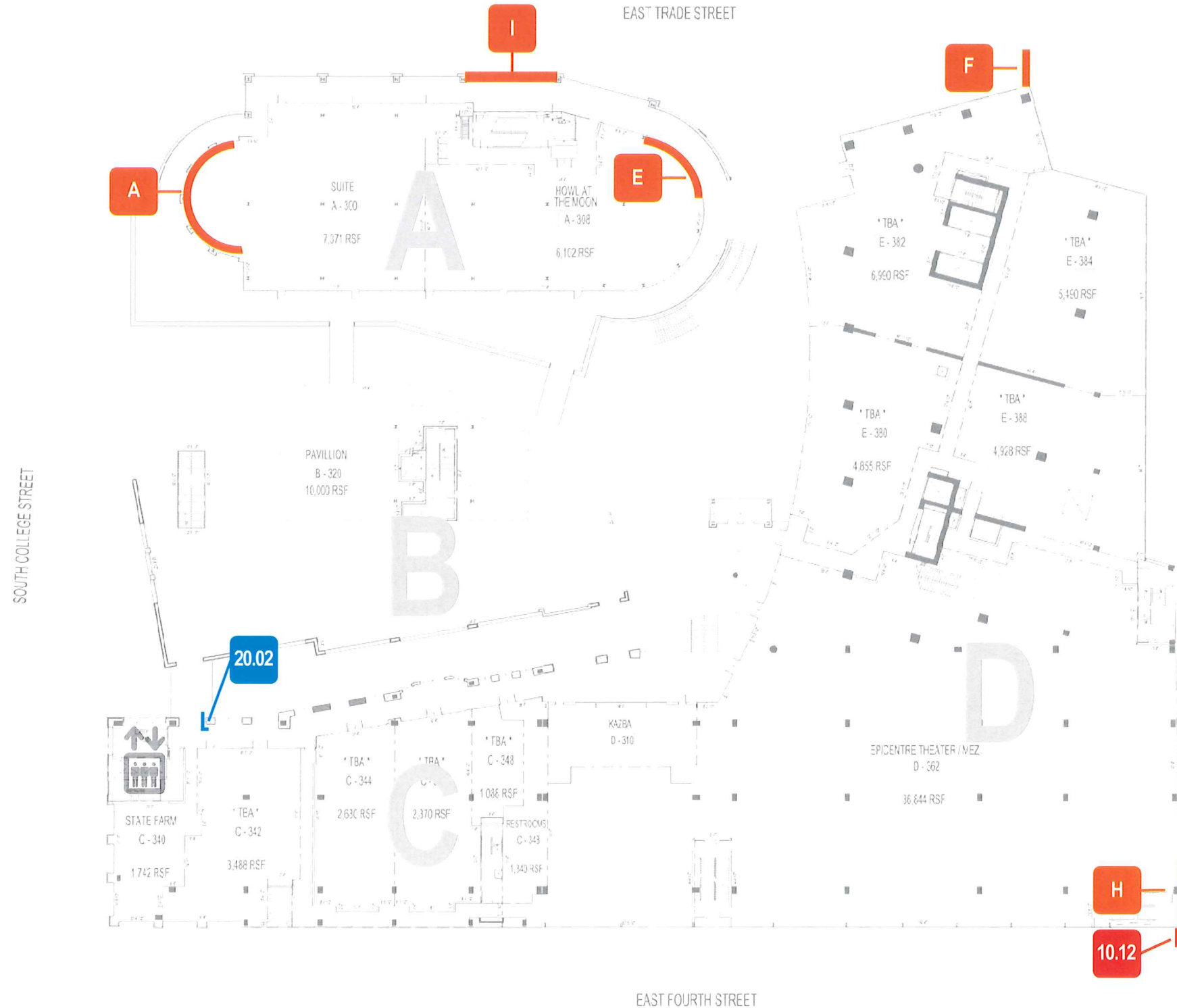


1 LEVEL 200 PLAN
Scale: 1" = 50'-0"

SYMBOL KEY

X.X	Sign Type Number
00	Location Number (if applicable)





1 LEVEL 300 PLAN
Scale: 1" = 50'-0"

SYMBOL KEY

X.X Sign Type Number
00 Location Number (if applicable)



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Tenant Sign Elements

Management Controlled Tenant Signs on exterior facades that are in addition to those that are allowed by existing City Sign Code. Each individual tenant with street frontage shall submit individual sign plans to City for approval - not included in this package.

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Comprehensive Sign Plan Package



EpiCentre

PROJECT

Vision Ventures

OWNER

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SIGN CODE CONSULTANT:

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ADVERTISING:

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Grove City, OH 43123

ORIGINAL ISSUE: **August 1st, 2012**

REVISIONS: (see package cover)

Overall Sign Location Plan LEVEL 300

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CSP : Comprehensive Signage Plan Package - Overall Exterior Elevations

BOULDER:
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Comprehensive
Sign Plan Package



EpiCentre
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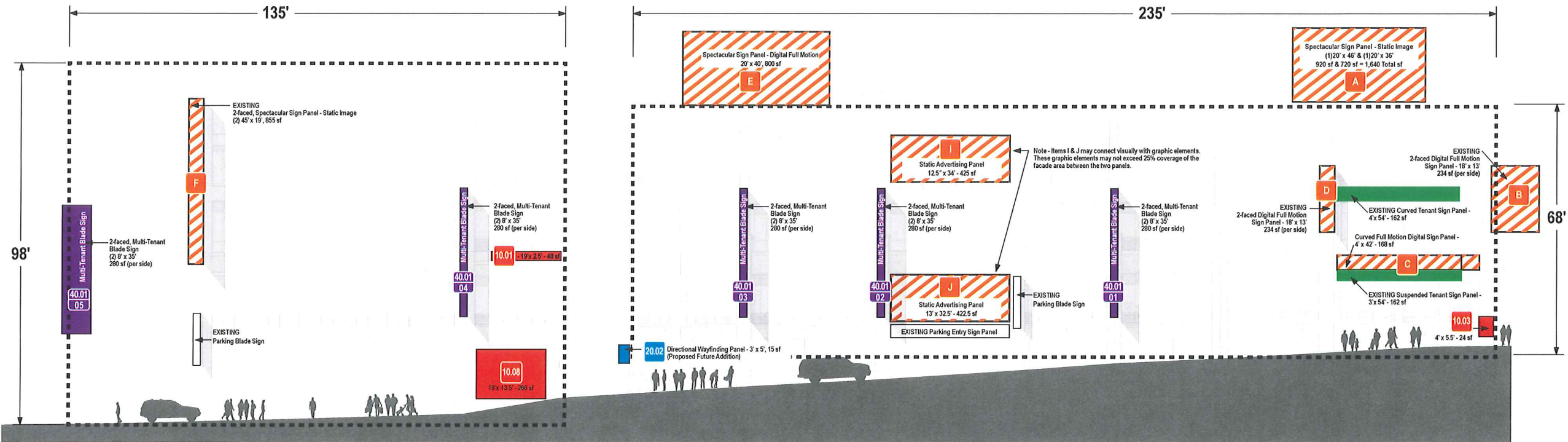
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EAST TRADE STREET
ELEVATION

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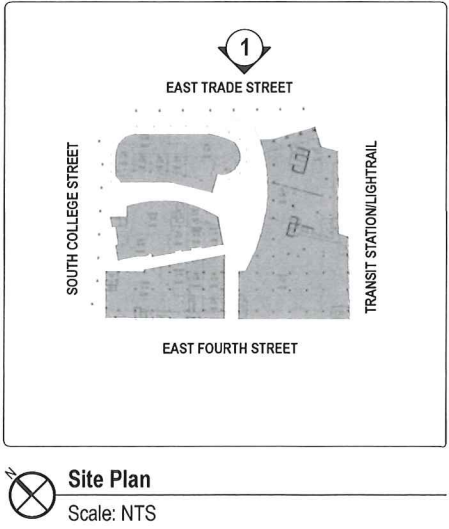


1 Trade Street Elevation - Maximum Signage Area
Scale: 1/32" = 1'-0"



2 Trade Street - Existing Condition
Scale: NTS

SIGN TYPE INDEX & AREA CALCULATIONS	
Sign Type	
Project Identity Sign Elements	
Directional / Directory / Wayfinding Elements	
Decorative Graphic Elements	
Tenant Sign Elements*	
Advertising Sign Elements	
Blade Signs	
* Management Controlled Tenant Signs on exterior facades that are in addition to those that allowed by existing City Sign Code. Each individual Tenant with street frontage shall submit individual sign plans to City for approval - not included in this package.	



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Comprehensive
Sign Plan Package



EpiCentre
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505 DESIGN TEAM

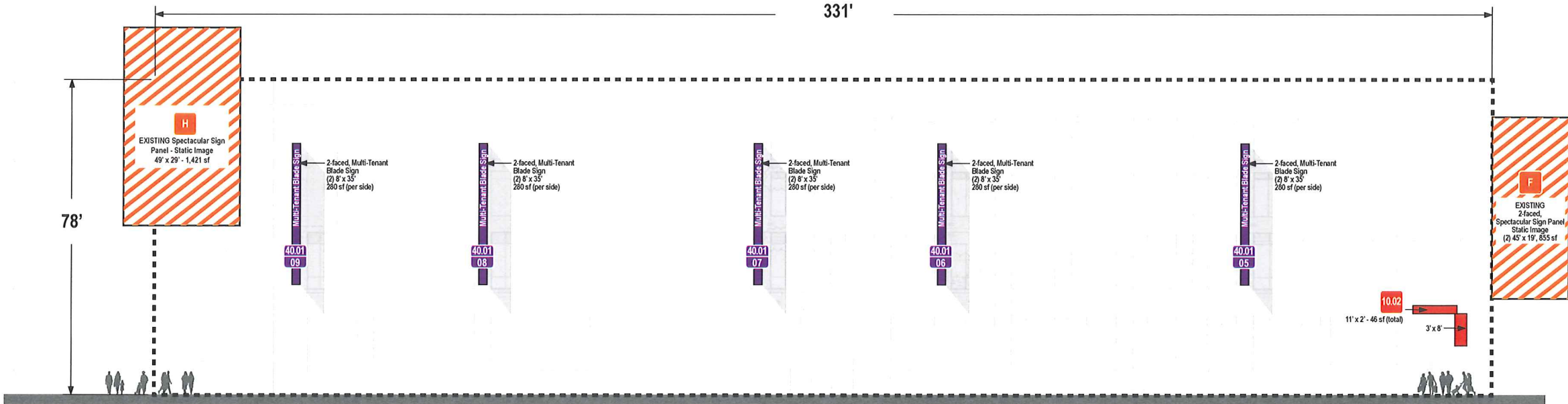
SIGN CODE CONSULTANT:
Walter Fields Group t (704) 372-7855
1919 South Blvd., Suite 101 f (704) 372-7856
Charlotte, NC 28203 Waller Fields

ADVERTISING:
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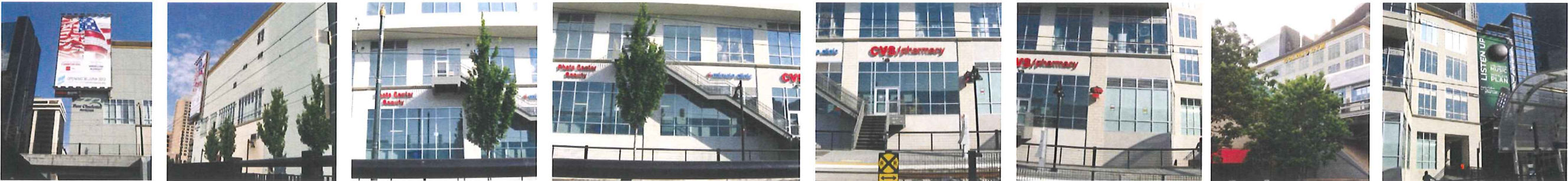
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TRANSIT ELEVATION

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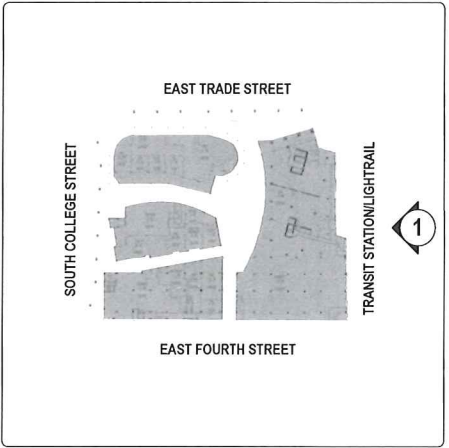
1 Transit Elevation - Maximum Signage Area
Scale: 1/32" = 1'-0"



2 Transit - Existing Condition
Scale: NTS

SIGN TYPE INDEX & AREA CALCULATIONS

Sign Type	
	Project Identity Sign Elements
	Directional / Directory / Wayfinding Elements
	Decorative Graphic Elements
	Tenant Sign Elements*
	Advertising Sign Elements
	Blade Signs
* Management Controlled Tenant Signs on exterior facades that are in addition to those that allowed by existing City Sign Code. Each individual Tenant with street forntage shall submit individual sign plans to City for approval - not included in this package.	



Site Plan
Scale: NTS

BOULDER:
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KK
505 DESIGN TEAM

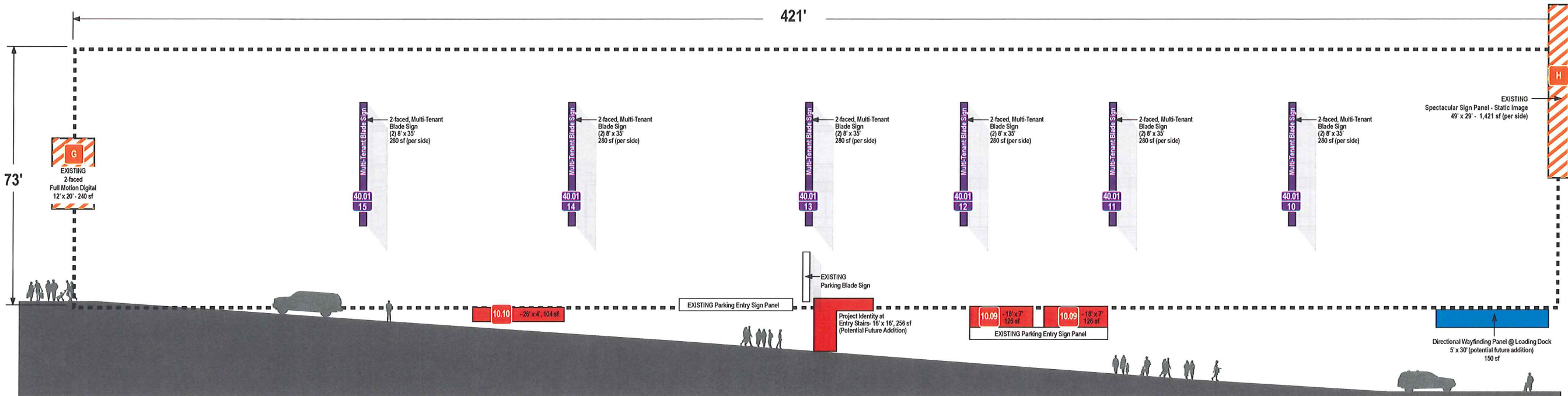
SIGN CODE CONSULTANT:
Walter Fields Group t (704) 372-7855
1919 South Blvd., Suite 101 f (704) 372-7856
Charlotte, NC 28203 Walter Fields

ADVERTISING:
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3400 SW Blvd. Wade Parker
Grove City, OH 43123

ORIGINAL ISSUE: August 1st, 2012
REVISIONS: (see package cover)

EAST FOURTH
STREET ELEVATION

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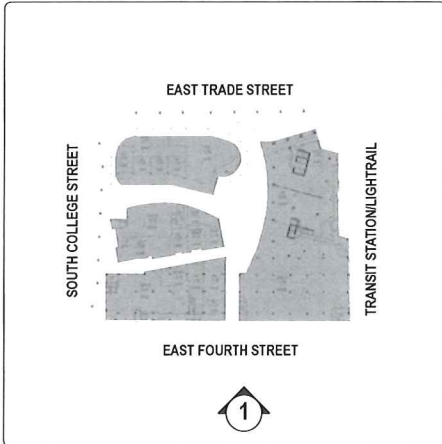
1 East Fourth Elevation - Maximum Signage Area
Scale: 1/32" = 1'-0"



2 East Fourth Street - Existing Condition
Scale: NTS

SIGN TYPE INDEX & AREA CALCULATIONS

Sign Type	
	Project Identity Sign Elements
	Directional / Directory / Wayfinding Elements
	Decorative Graphic Elements
	Tenant Sign Elements*
	Advertising Sign Elements
	Blade Signs
* Management Controlled Tenant Signs on exterior facades that are in addition to those that allowed by existing City Sign Code. Each individual Tenant with street frontage shall submit individual sign plans to City for approval - not included in this package.	



Site Plan
Scale: NTS

BOULDER:
1738 Pearl Street, 300 telephone 720 565 0505
Boulder, CO 80302 facsimile 720 565 0504

CHARLOTTE:
508 West Fifth St., 250 telephone 704 348 7000
Charlotte, NC 28202 facsimile 704 348 7005

SAN FRANCISCO:
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San Francisco, CA 94108

Comprehensive
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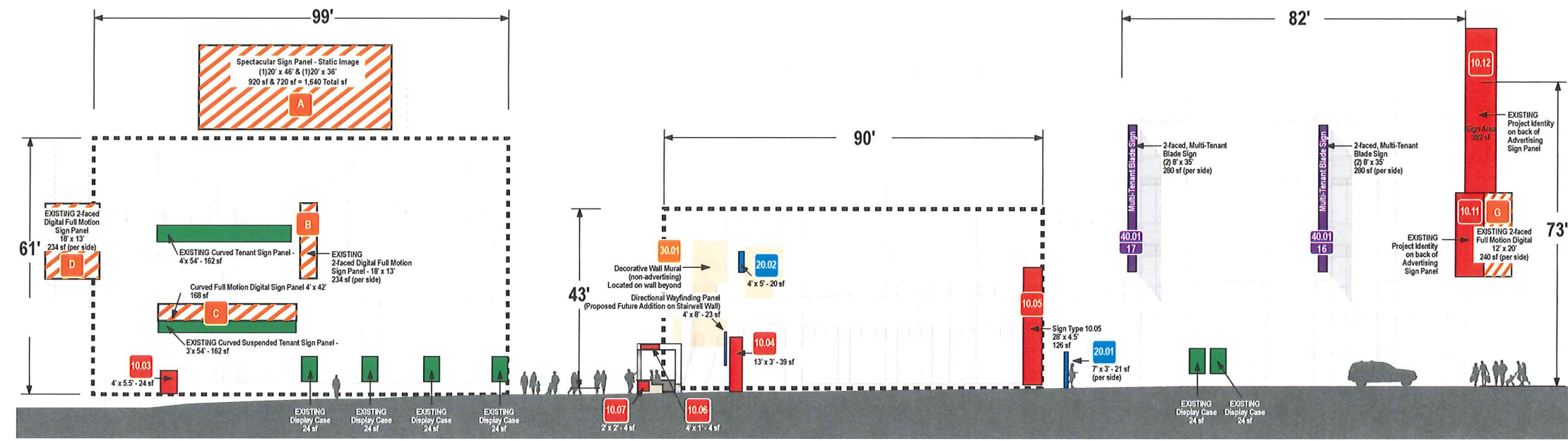
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REVISIONS:	(see package cover)

SOUTH COLLEGE
STREET ELEVATION

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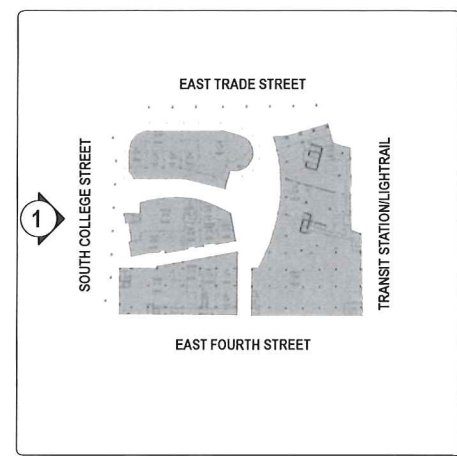


1 South College Street Elevation - Maximum Signage Area
Scale: 1/32" = 1'-0"



2 South College - Existing Condition
Scale: NTS

SIGN TYPE INDEX & AREA CALCULATIONS	
Sign Type	
	Project Identity Sign Elements
	Directional / Directory / Wayfinding Elements
	Decorative Graphic Elements
	Tenant Sign Elements*
	Advertising Sign Elements
	Blade Signs
* Management Controlled Tenant Signs on exterior facades that are in addition to those that allowed by existing City Sign Code. Each individual Tenant with street forntage shall submit individual sign plans to City for approval - not included in this package.	



Site Plan
Scale: NTS

CSP : Comprehensive Signage Plan Package - Sign Details



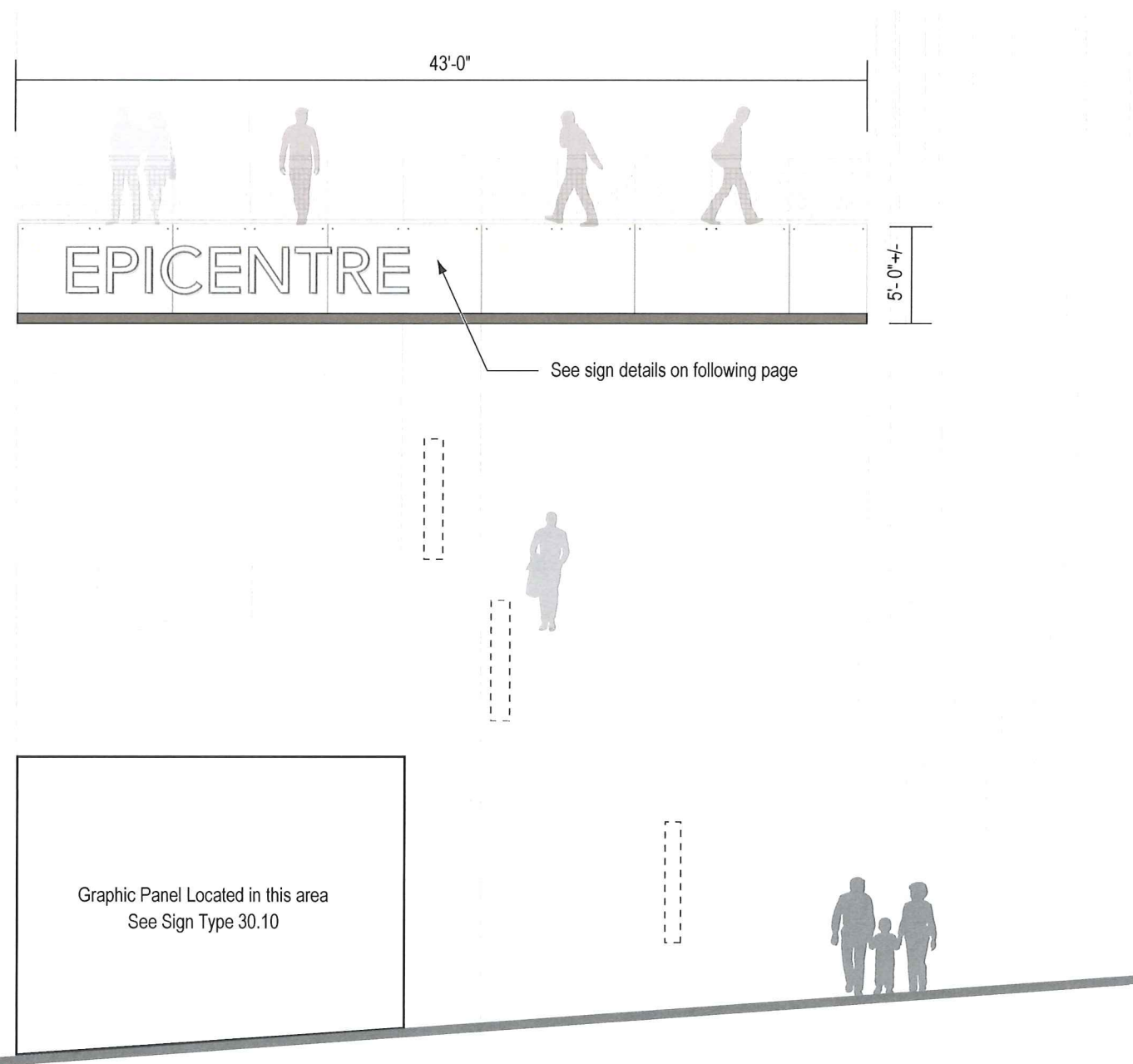
Existing Condition



1 Photo Rendering



2 Sign Night View
Scale: NTS



3 Elevation - Trade Street Entry
Scale: 1/8" = 1'-0"

BOULDER:
1738 Pearl Street, 300 telephone 720 565 0505
Boulder, CO 80302 facsimile 720 565 0504

CHARLOTTE:
508 West Fifth St., 250 telephone 704 348 7000
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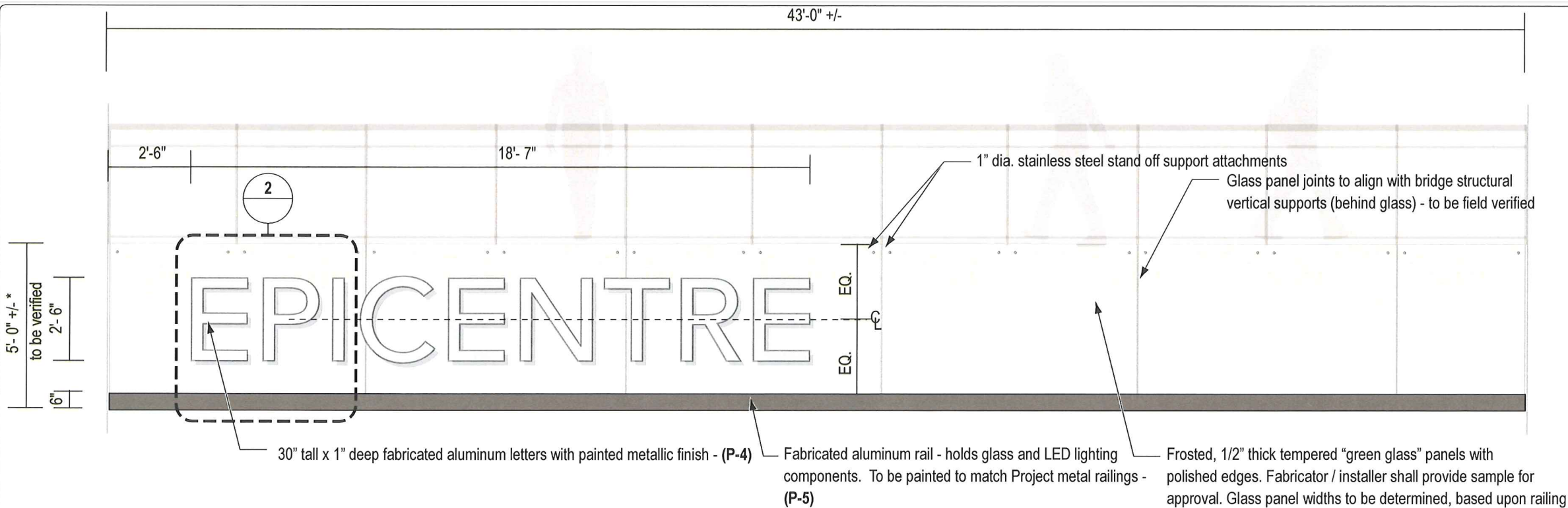
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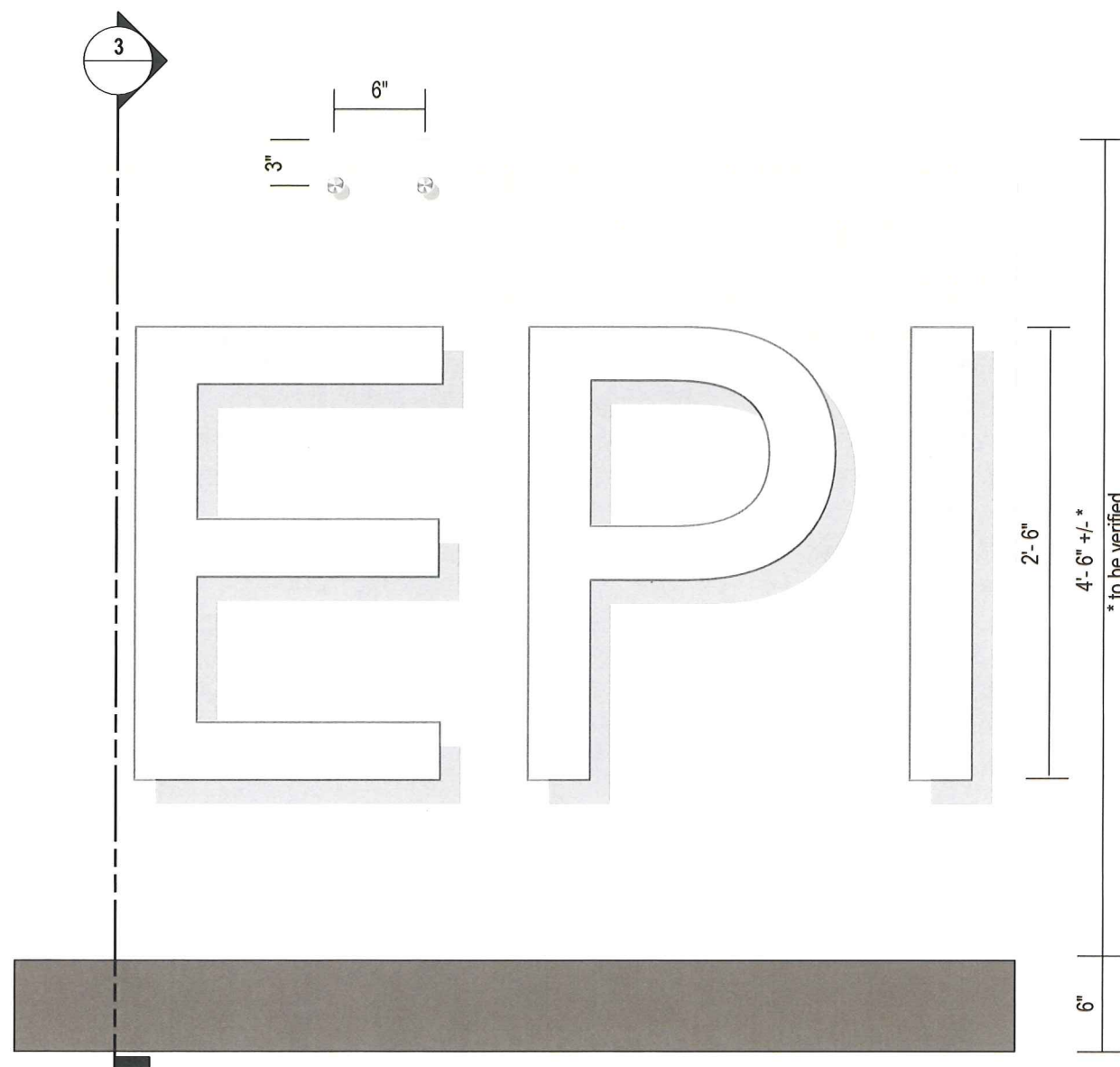
ORIGINAL ISSUE:	August 1st, 2012
REVISIONS:	(see package cover)

**Project Identity Sign
on Trade Street**

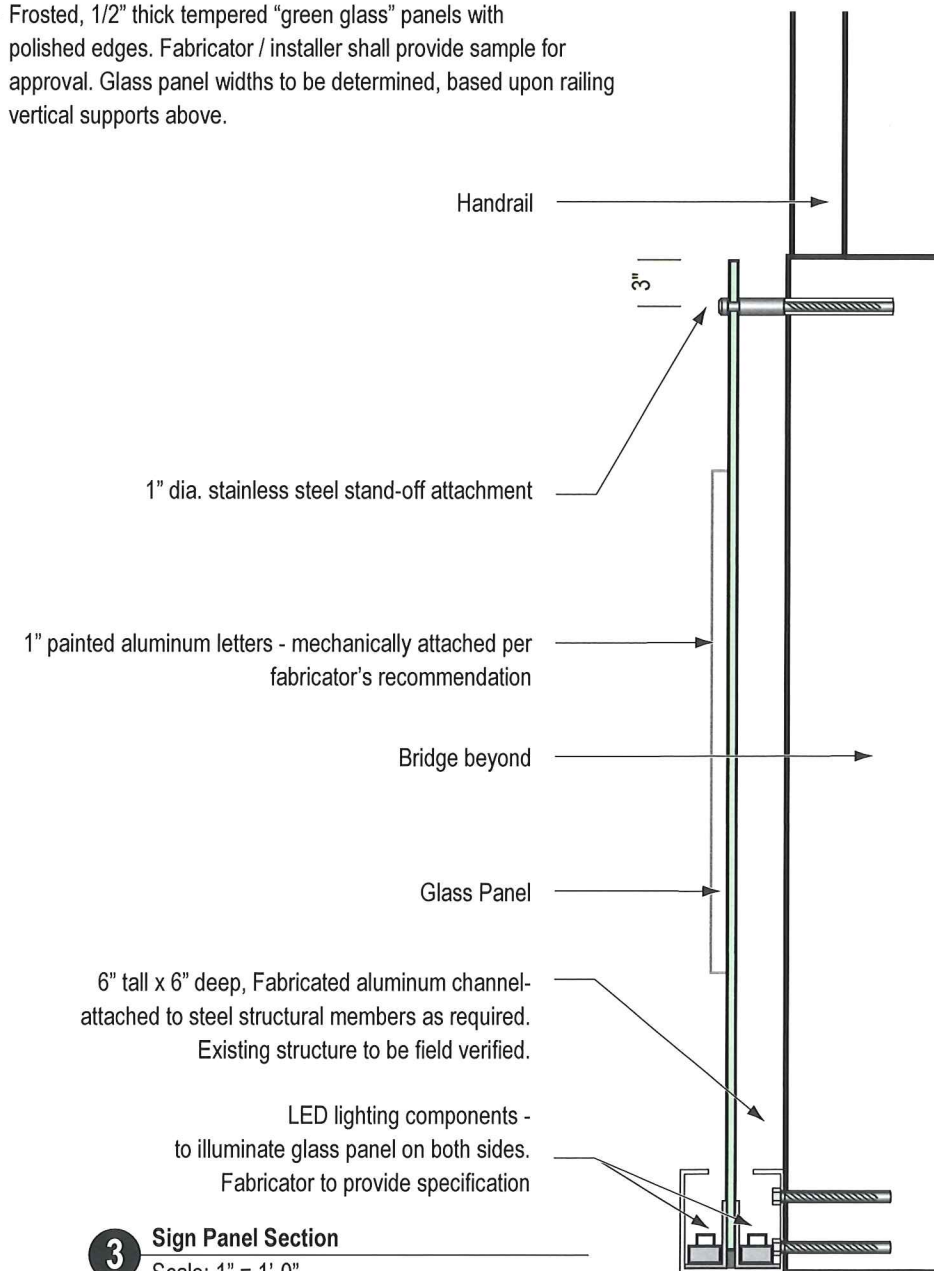
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1 Elevation - Trade Street Entry
Scale: 1/4" = 1'-0"



2 Sign Detail
Scale: 1" = 1'-0"



3 Sign Panel Section
Scale: 1" = 1'-0"



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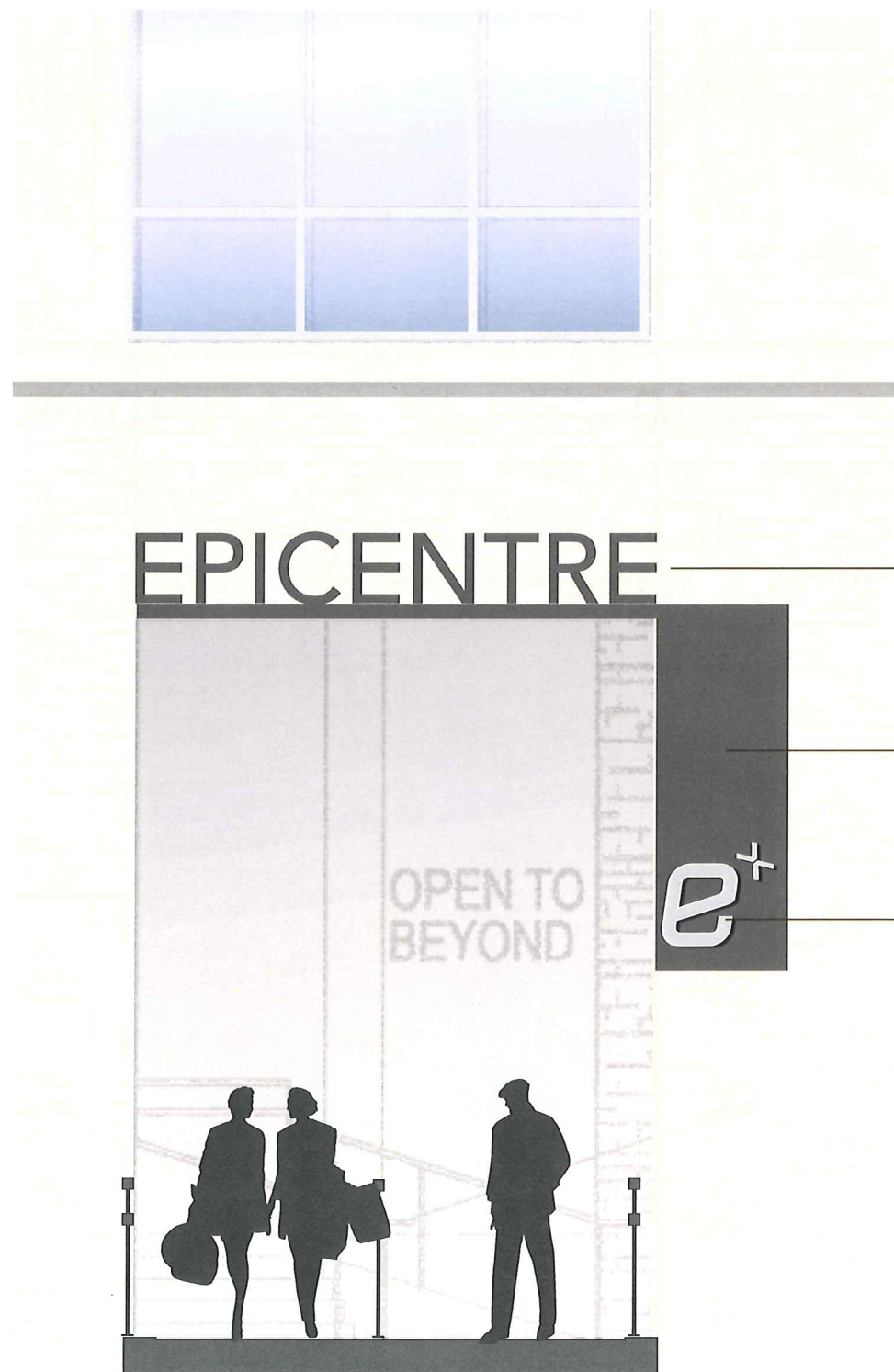
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**Project Identity Sign
on Trade Street**

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1 Elevation - Transit Bridge Entry
Scale: 1/4" = 1'-0"

- Reverse channel letters mounted to rail-halo-illuminated with white LEDs
See additional page(s) for detailed information
- Painted aluminum panel - (P-1)
See additional page(s) for detailed information
- Fabricated reverse aluminum channel (1" depth) with painted metallic finish - (P-4)
See additional page(s) for detailed information



2 Photo Rendering

BOULDER:
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Project Identity Sign on Transit Bridge Entry

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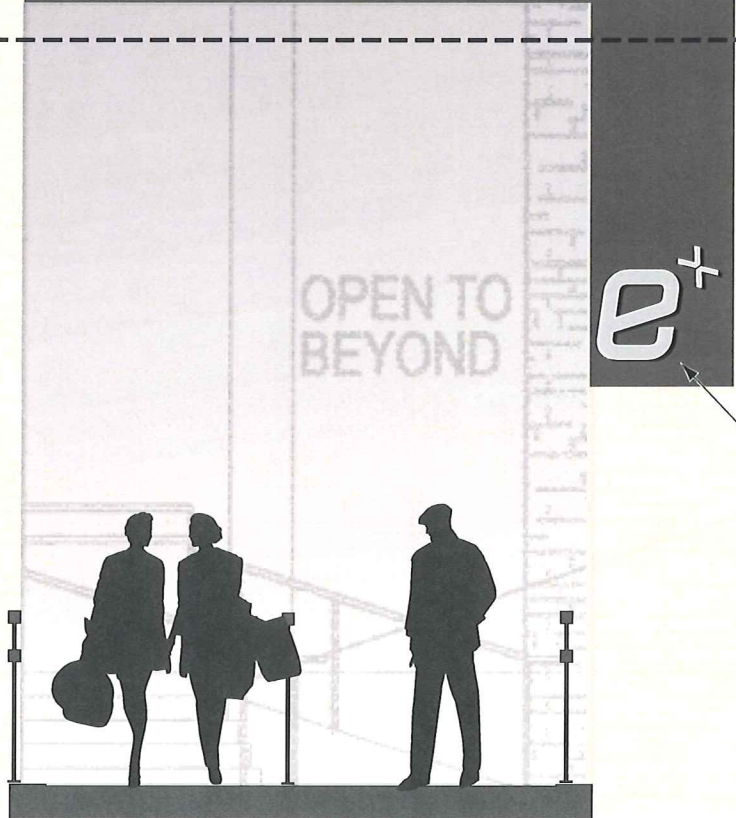
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**Project Identity Sign
on Transit Bridge
Entry**

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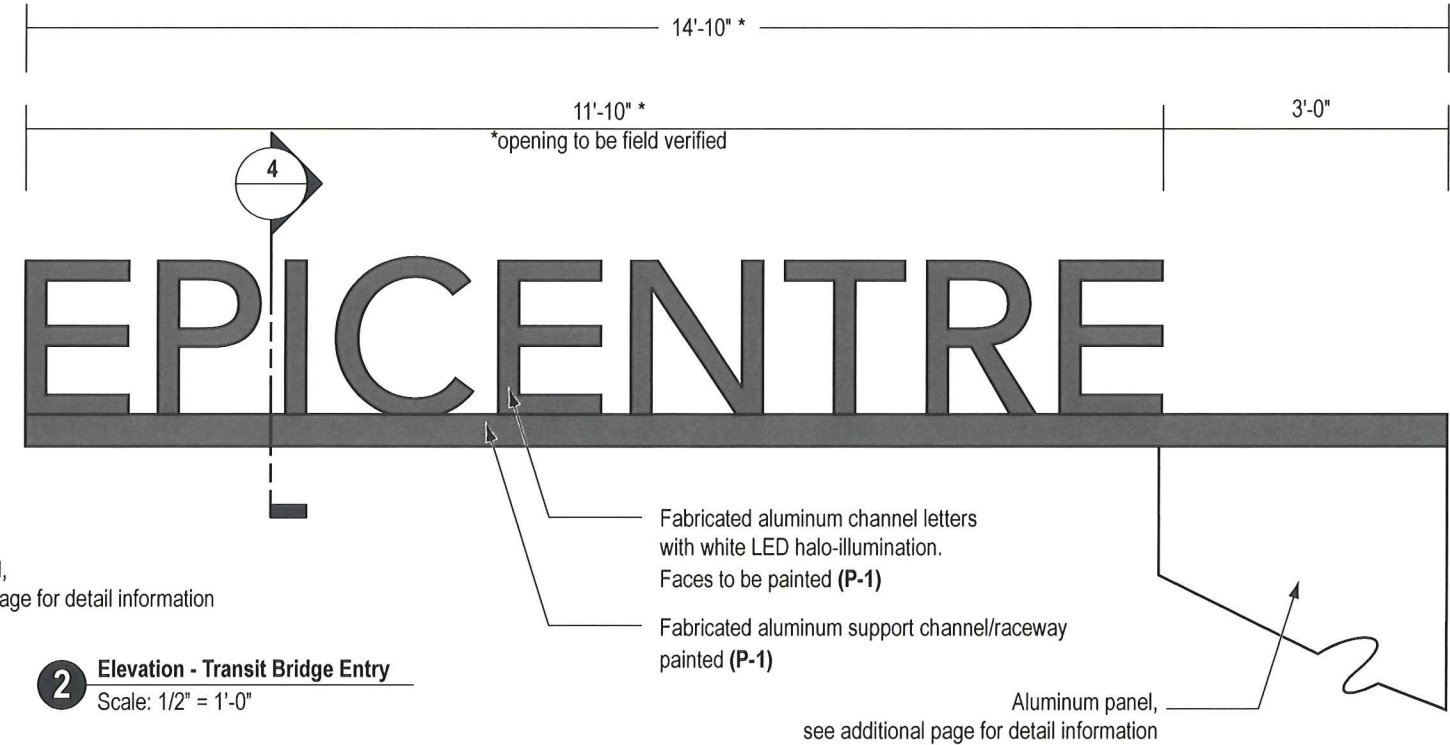
EPICENTRE



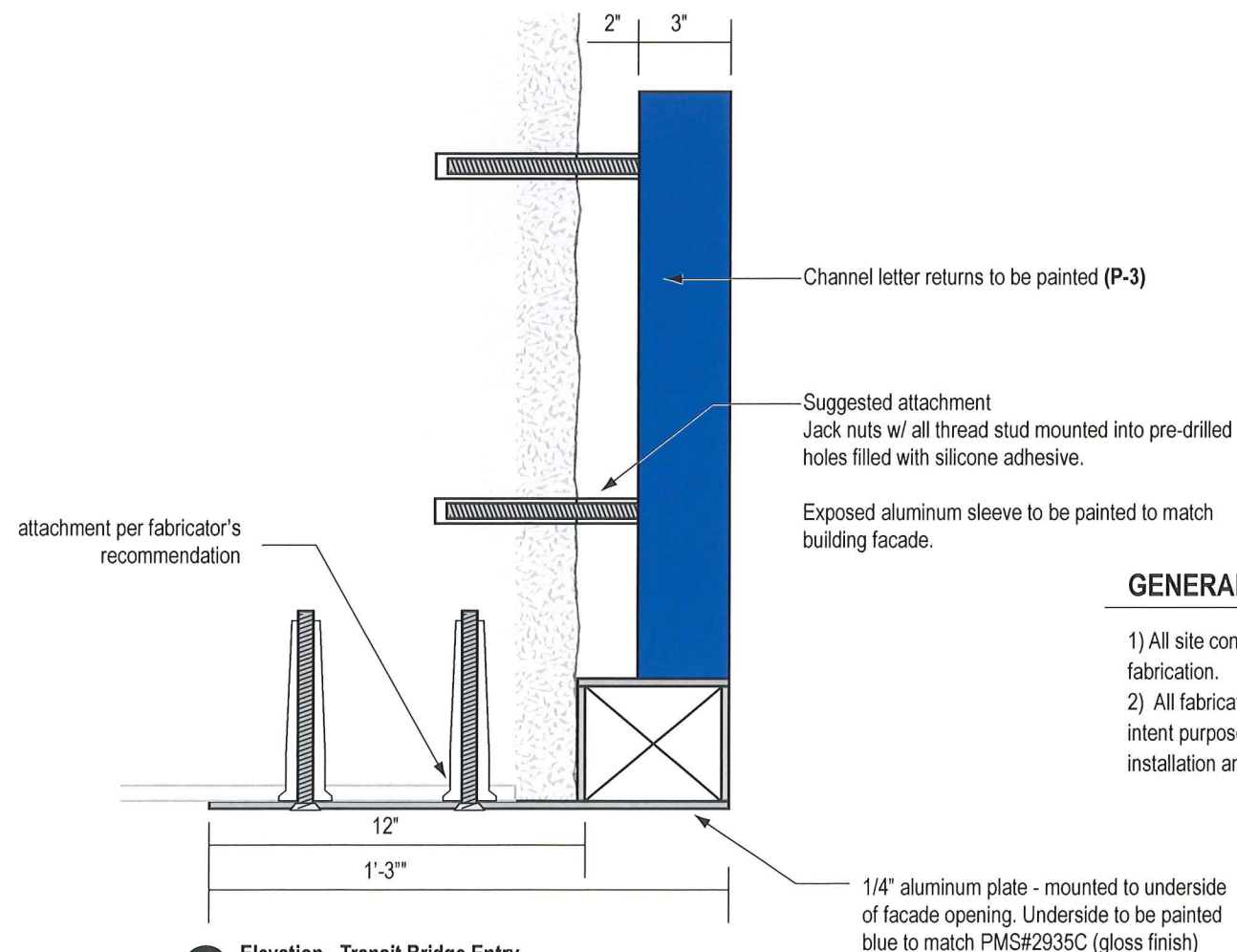
1 Elevation - Transit Bridge Entry
Scale: 1/4" = 1'-0"



3 Context Rendering



2 Elevation - Transit Bridge Entry
Scale: 1/2" = 1'-0"

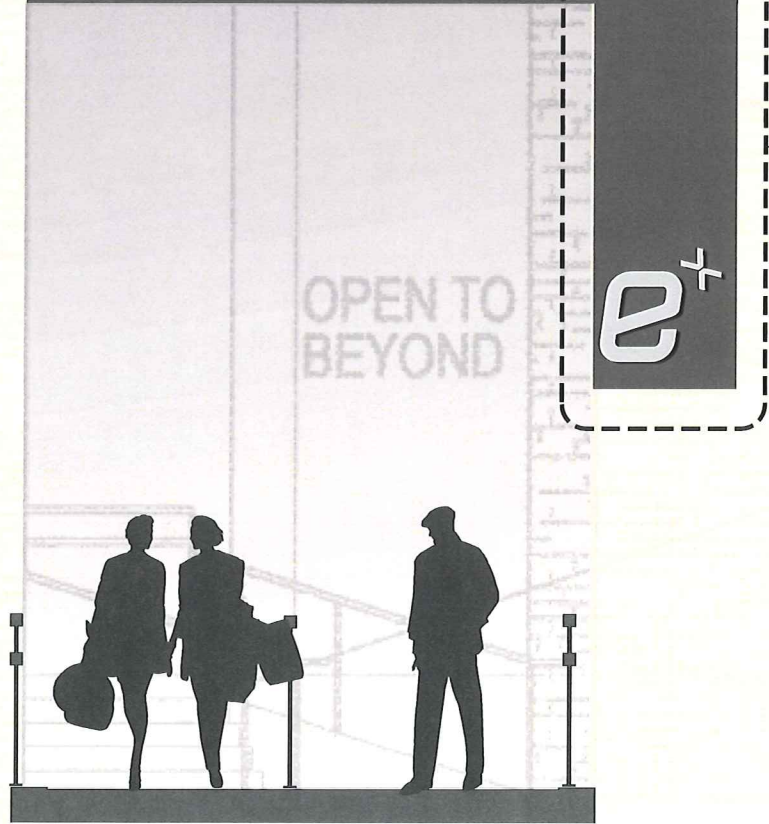


4 Elevation - Transit Bridge Entry
Scale: 2" = 1'-0"

GENERAL NOTES

- 1) All site conditions must be field verified prior to fabrication.
- 2) All fabrication attachments illustrated are for design intent purposes only - fabricator shall provide all installation and attachment details.

EPICENTRE



1 Elevation - Transit Bridge Entry
Scale: 1/4" = 1'-0"



2 Context Rendering

3

Exterior grade digitally printed vinyl graphics applied to aluminum panel.
Final artwork to be supplied by 505Design.

Brake formed .25" thick aluminum panel with painted (P-1)

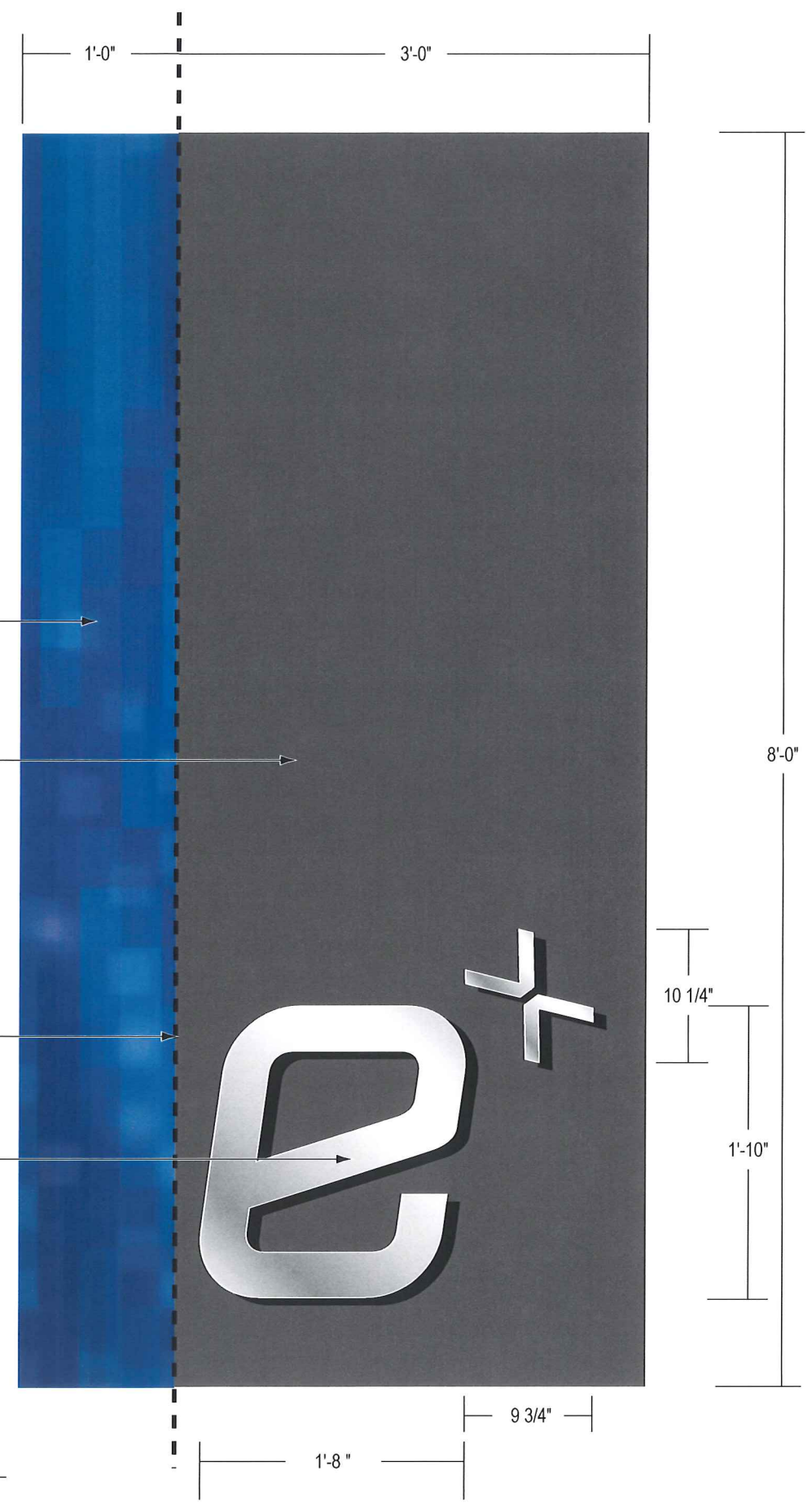
Panel to be attached to masonry surface with silicon adhesive

NOTE: all conditions must be field verified prior to fabrication

Dashed line represents 90-degree brake form seam

Fabricated reverse aluminum channel (1" depth) with painted metallic finish - ((P-4)

3 Elevation - Transit Bridge Entry
Scale: 1" = 1'-0"



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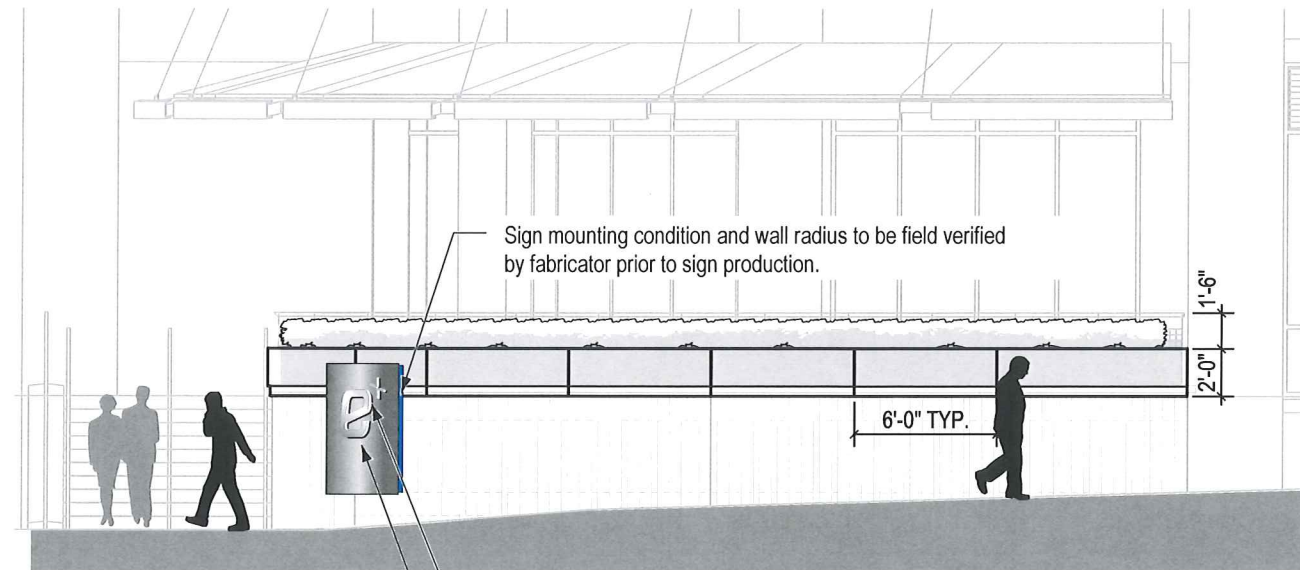
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**Project Identity Sign
on Transit Bridge
Entry**

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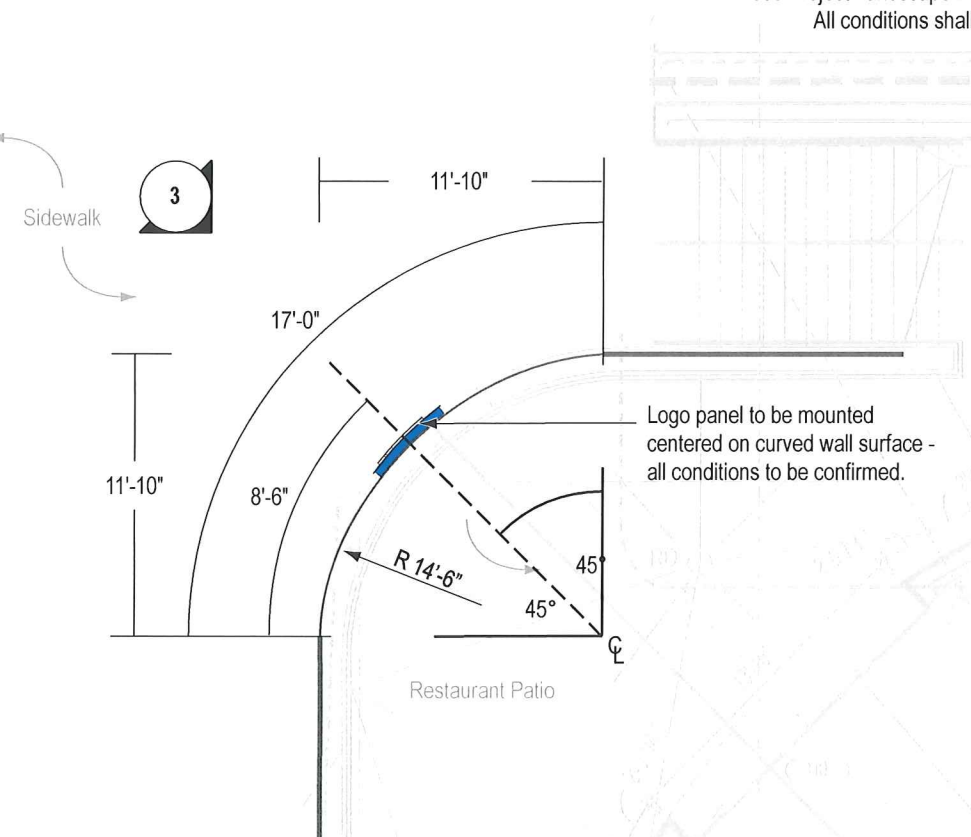
1 College Street Elevation
Scale: 1/8" = 1'-0"

Push-thru acrylic internally illuminated "e" logo with applied aluminum face.

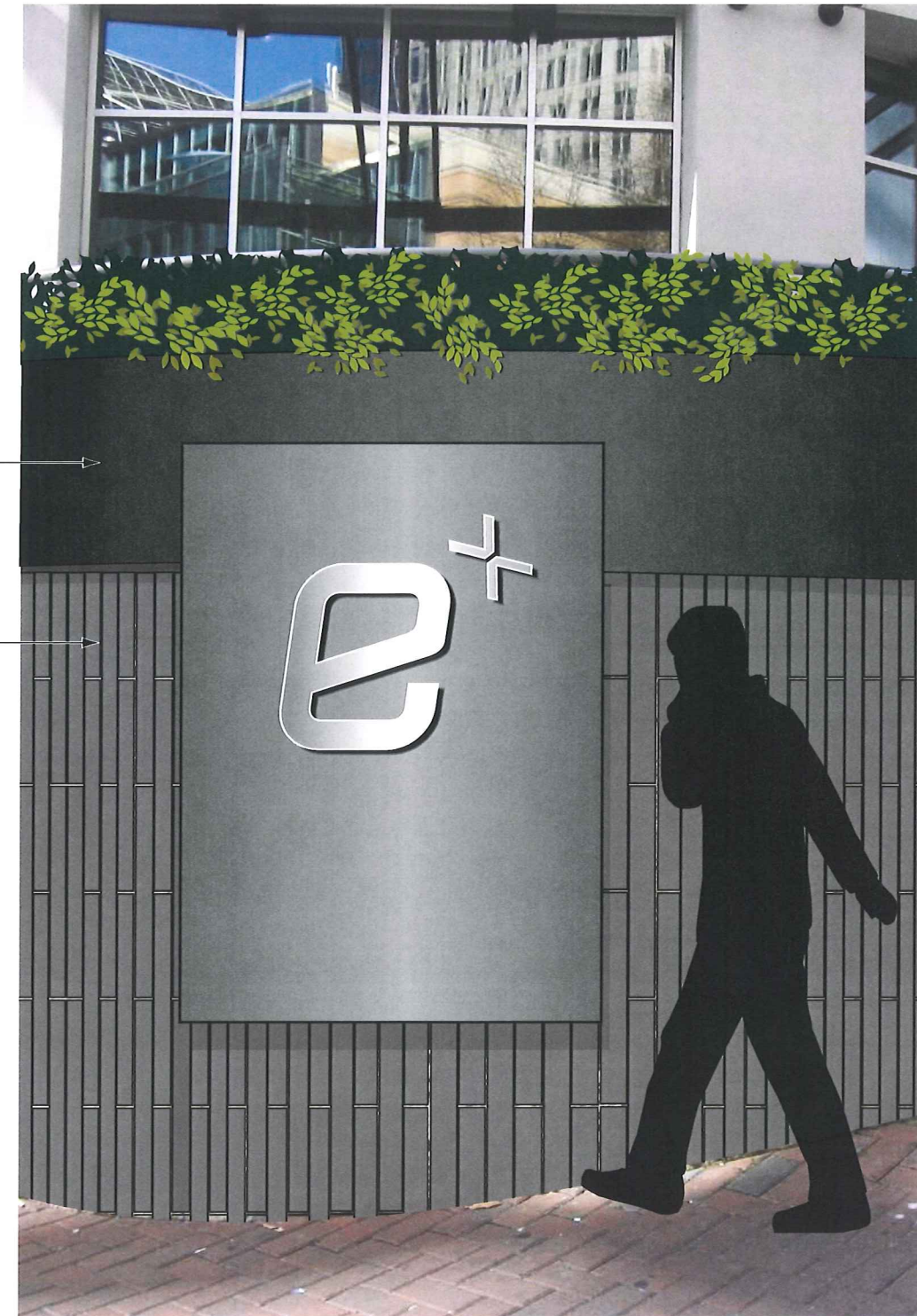
5'-6" x 4'-0" Sign Panel - See details on following page

New metal fabricated planter to be located on top of existing wall - see Project Landscape Design Package for details. All conditions shall be verified and coordinated.

Tiled wall surface



2 Corner College & Trade Streets - Plan View
Scale: 1/8" = 1'-0"



3 Concept Photo Rendering
Scale: NTS

BOULDER:
1738 Pearl Street, 300 telephone 720 565 0505
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Project Identity Sign @ Corner of College & Trade Streets

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Charlotte, NC 28202 facsimile 704 348 7005

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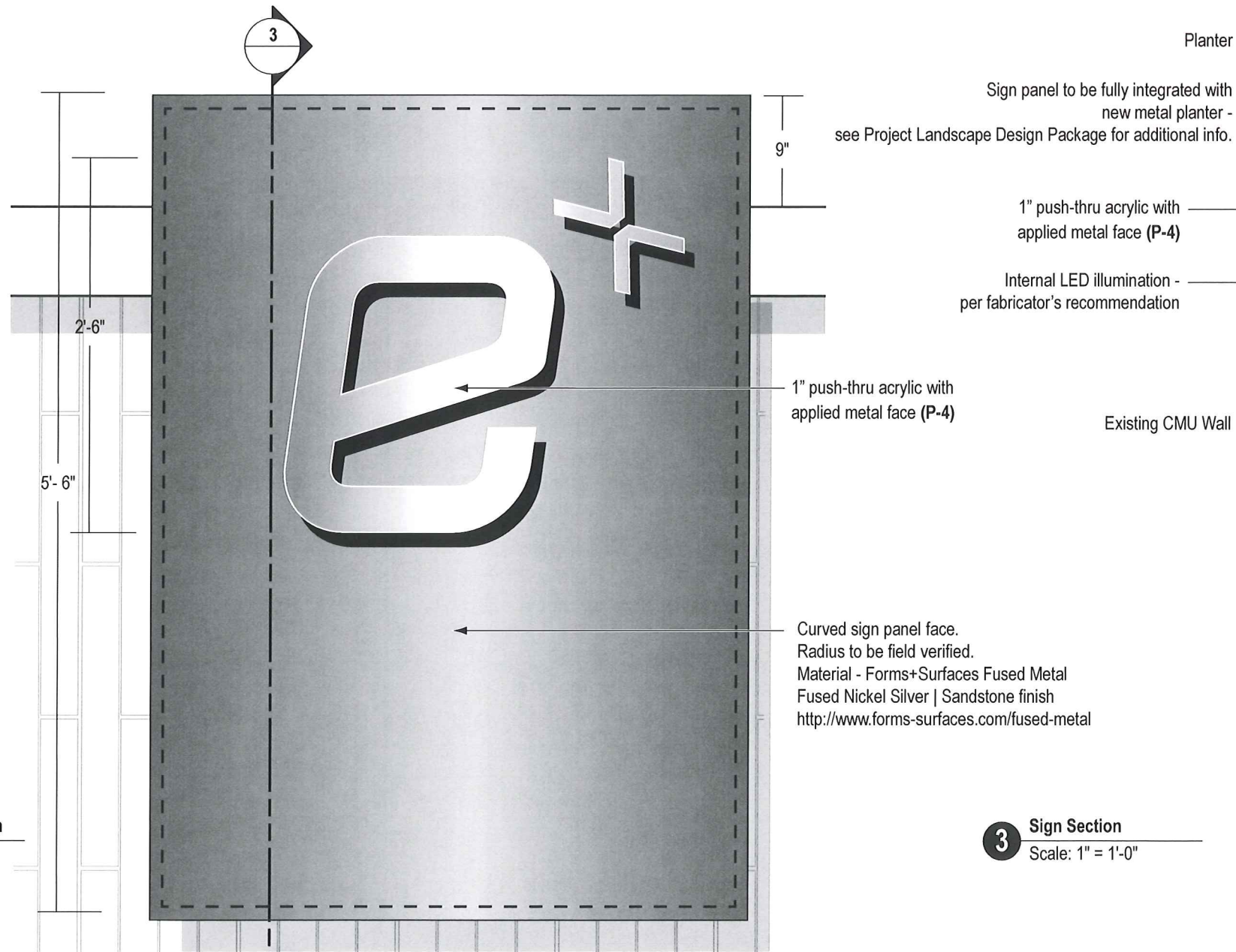
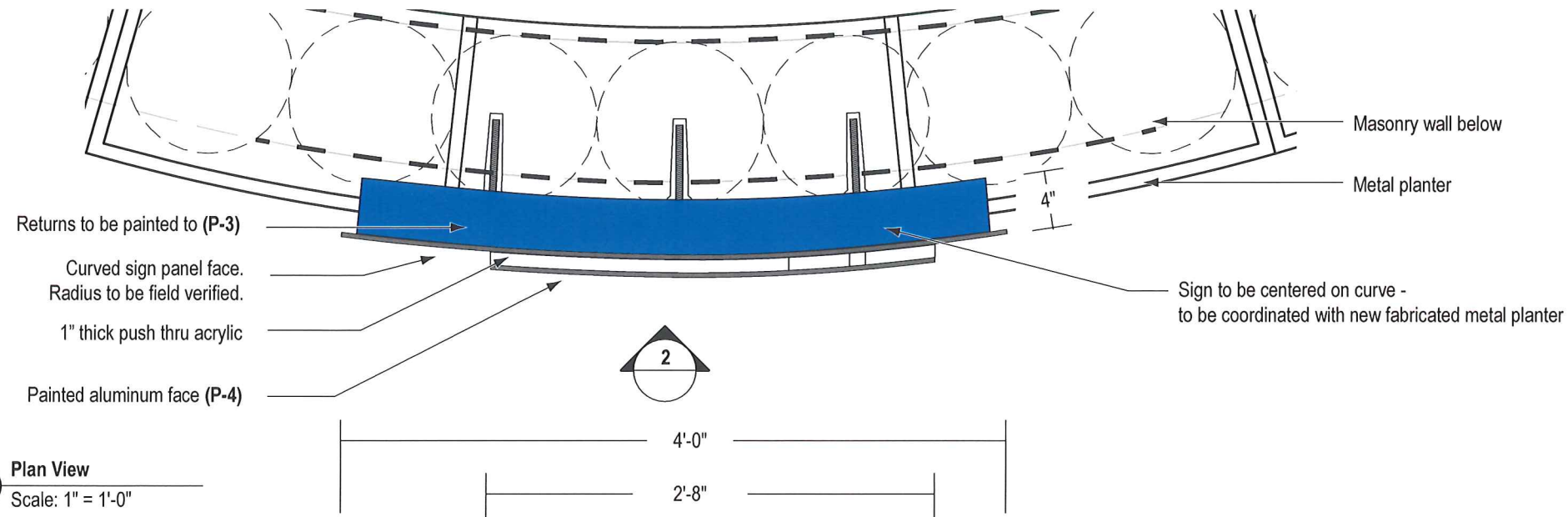
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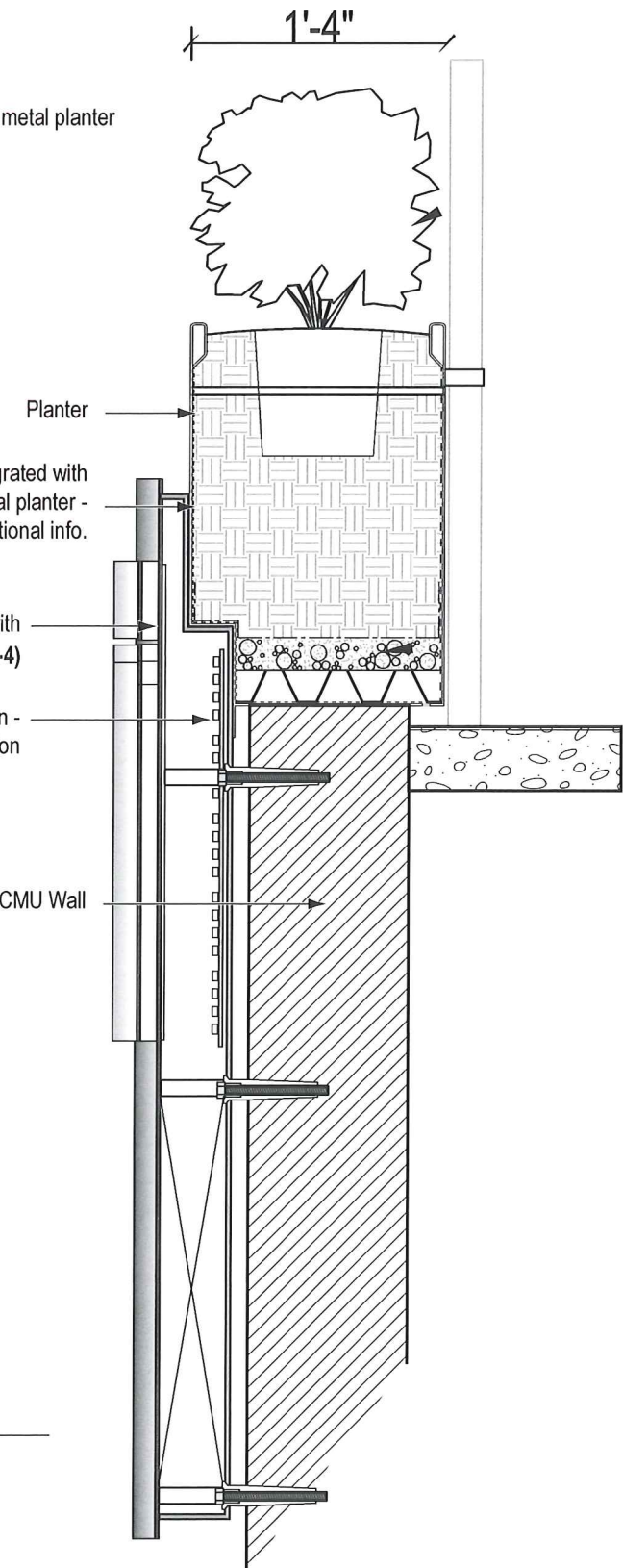
ORIGINAL ISSUE:	August 1st, 2012
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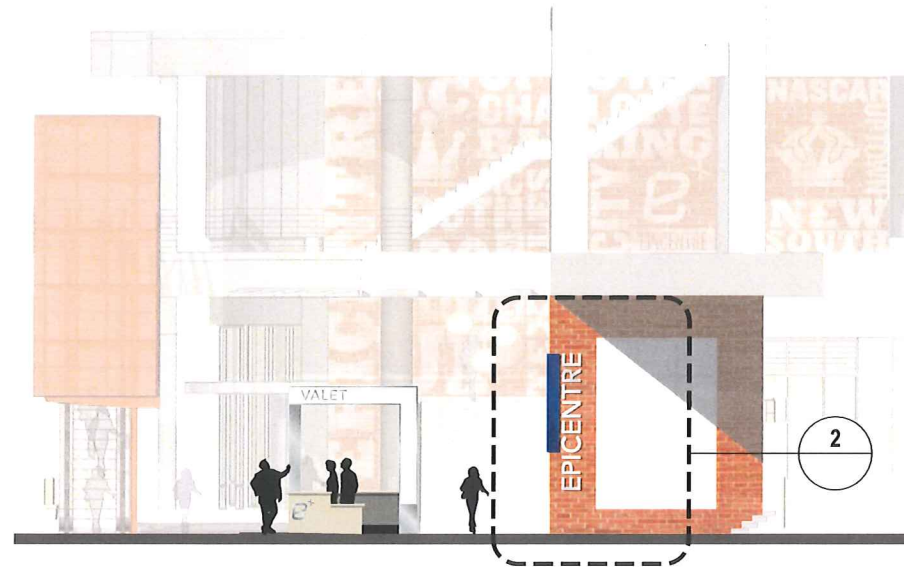
**Project Identity Sign
@ Corner of College &
Trade Streets**

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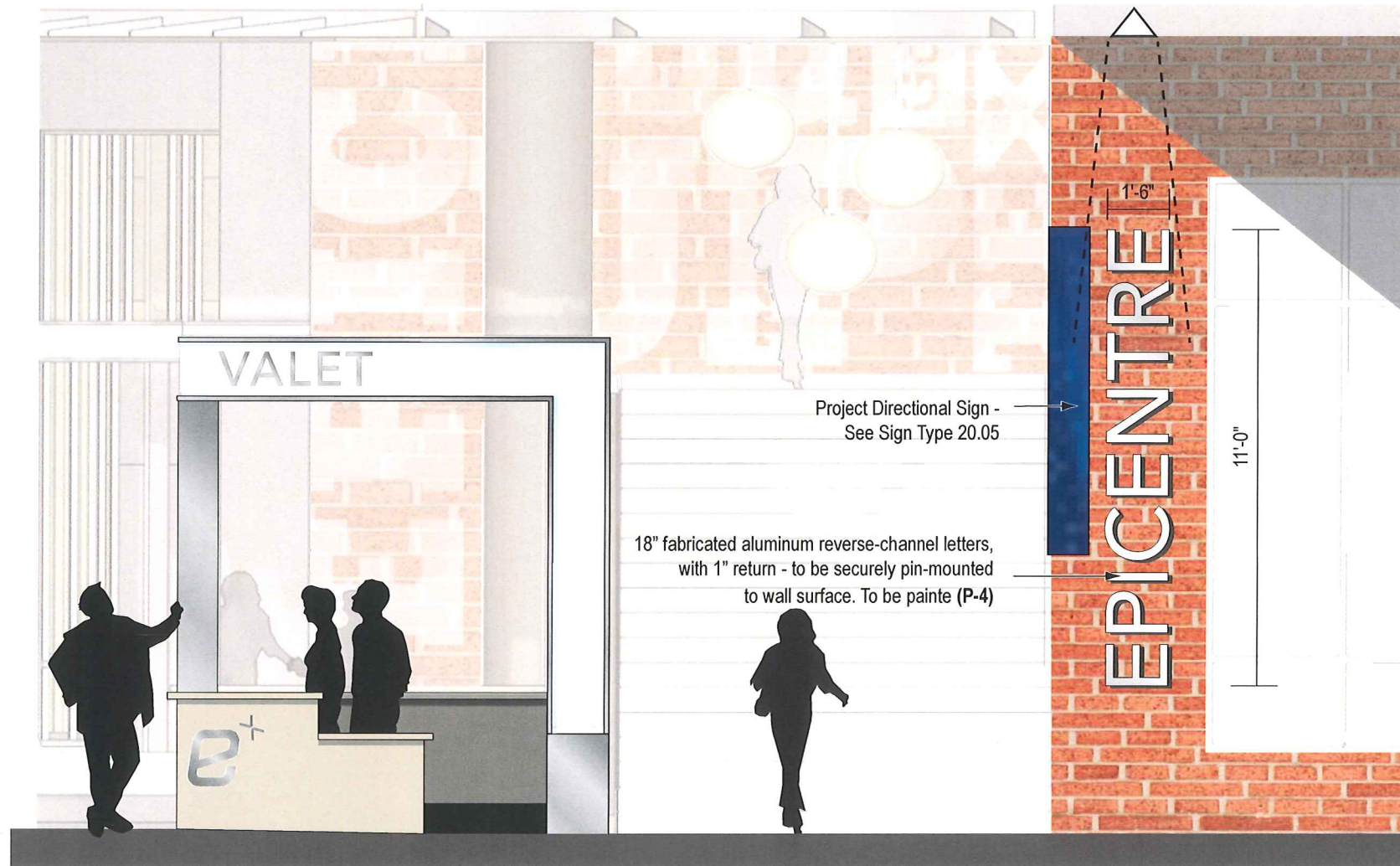


3 Sign Section
Scale: 1" = 1'-0"





1 Building B Elevation - as seen from College Street
Scale: 1/16" = 1'-0"



2 Sign Elevation at Stairs
Scale: 1/4" = 1'-0"



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

BOULDER:
1738 Pearl Street, 300 telephone 720 565 0505
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Project Identity Sign @ Valet Area

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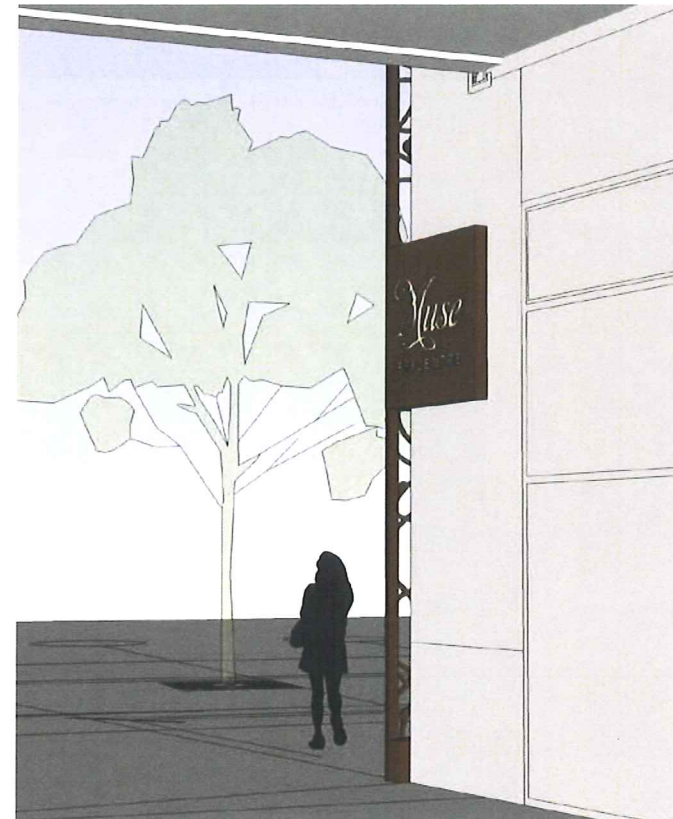


Dimensional decorative aluminum panel with an aged bronze painted finish. See details on following page(s)

1 Muse Entry on College Street



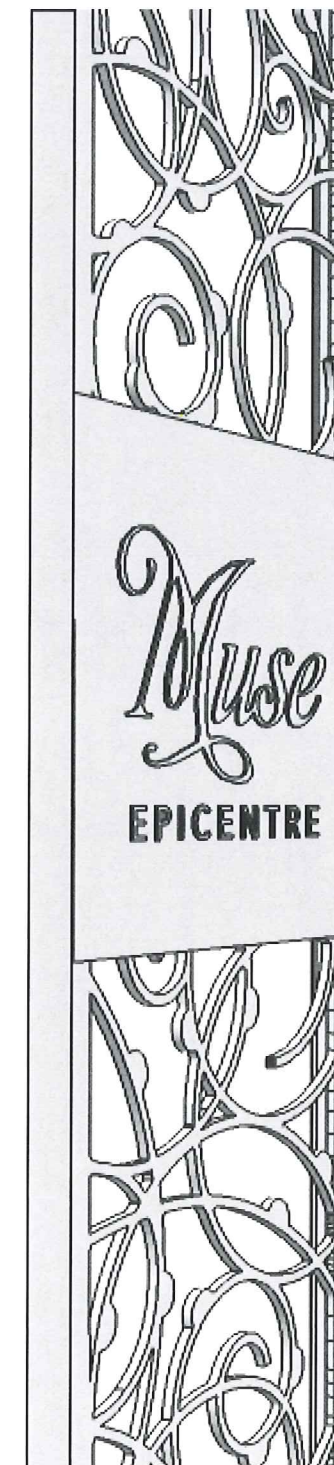
2 Muse Entry on College Street



3 View Looking out to College Street



4 Existing Condition with Proposed Sign



5 Detail

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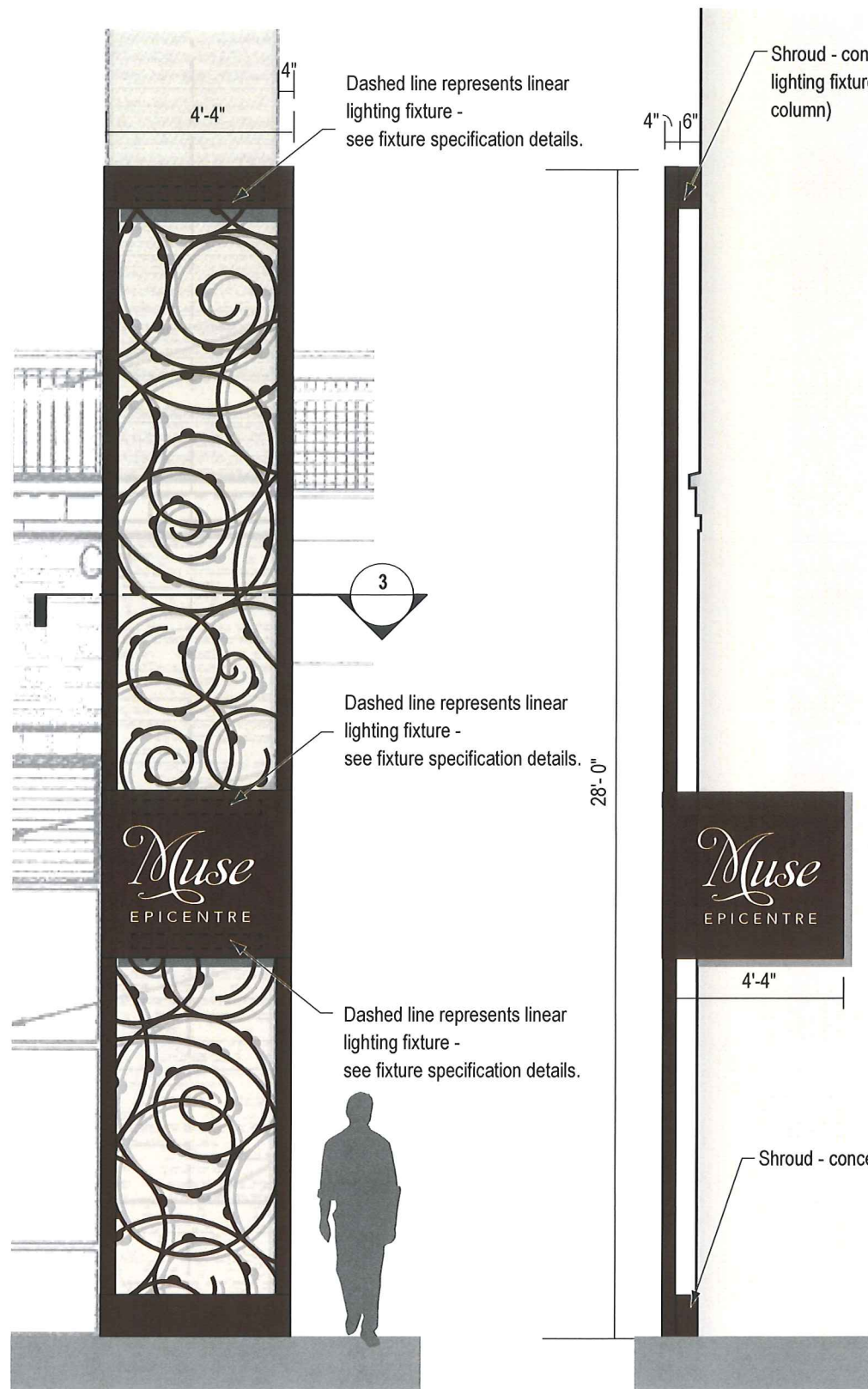
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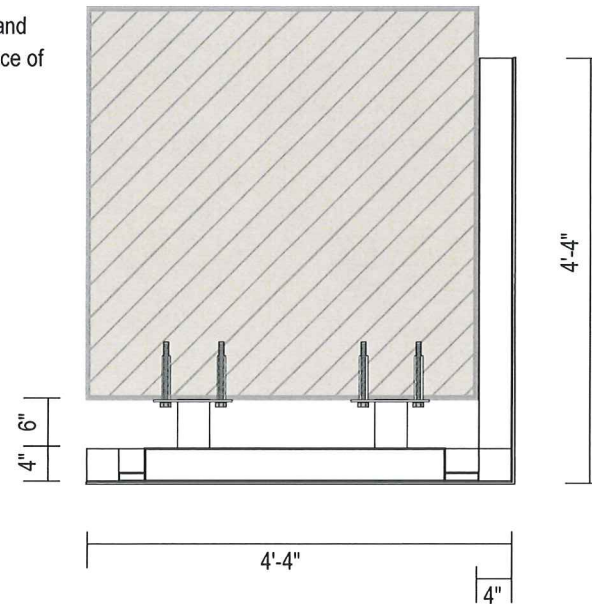
Muse Entry Portal @ College Street

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1 Elevation - Muse Entry
Scale: 1/4" = 1'-0"

2 Side Elevation - Muse Entry
Scale: 1/4" = 1'-0"



3 Plan View / Section
Scale: 1/2" = 1'-0"

GENERAL NOTES

- 1) All site conditions shall be field verified.
- 2) Attachment details to be provided by fabricator.
- 3) Fabricator shall provide mock-up sample of decorative metal.
- 4) Aged bronze paint finish to be determined.
- 5) Mounting method per fabricator's recommendation

SPECIFICATION SHEET

lumenfacade™
WHITE & STATIC COLORS

Client: _____
Project name: _____
Order #: _____
Type: _____ Qty: _____

FEATURES AND BENEFITS

Physical :

- Low copper content extruded aluminum housing
- Available in 1', 2', 3' or 4' sections
- Electro-statically applied polyester powder coat finish
- Machined aluminum end caps and silicone gaskets
- Stainless steel hardware
- Clear tempered glass
- 10' x 10', 10' x 60', 30' x 60' or 60' x 60' optics
- IP66

Performance :

- Minimum 1fc (10.7 lux) @ 135 feet (41.1m) distance (4000K, 4' unit, 10' x 60' optic, HO version)
- 3,203 delivered lumens and 18,277 candelas at nadir (4000K, 4' unit, 10' x 60' optic, HO version)
- Lumen maintenance L70 @ 25°C - 120,000 hrs
- Lumen measurements comply with LM-79 - 08 standard
- Resolution per foot or per fixture (see page 8)
- Operating temperatures: -25°C to 50°C

Electrical :

- Line voltage luminaire for 120 to 277V
- Power and data in 1 cable (#16-5)
- Up to 92 feet with a single 277V power feed, HO version
- 8.5W/ft (15.25/ft HO version)
- 0-10 volt, DMX or DALI dimming options

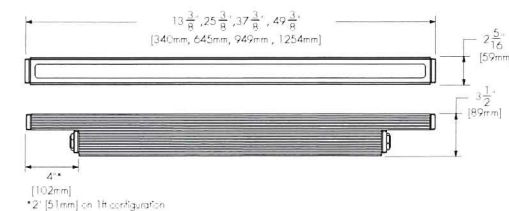


Wiring detail - non dimming

PIN ID	WIRE COLOR	USE
+	GREEN	GROUND
N	WHITE	NEUTRAL
1	BLACK	LIVE 120-277V

Wiring detail - dimming

PIN ID	WIRE COLOR	USE
+	GREEN	GROUND
N	WHITE	NEUTRAL
1	BLACK	LIVE 120-277V
2	RED	0-10V / DATA +
3	ORANGE	0-10V / DATA -



5 year warranty

1/11 Lumenpulse 1731 Riala Ave, Suite 100, Boulder, CO 80302, USA
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Sustainable architectural LED lighting systems

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Muse Entry Portal @ College Street

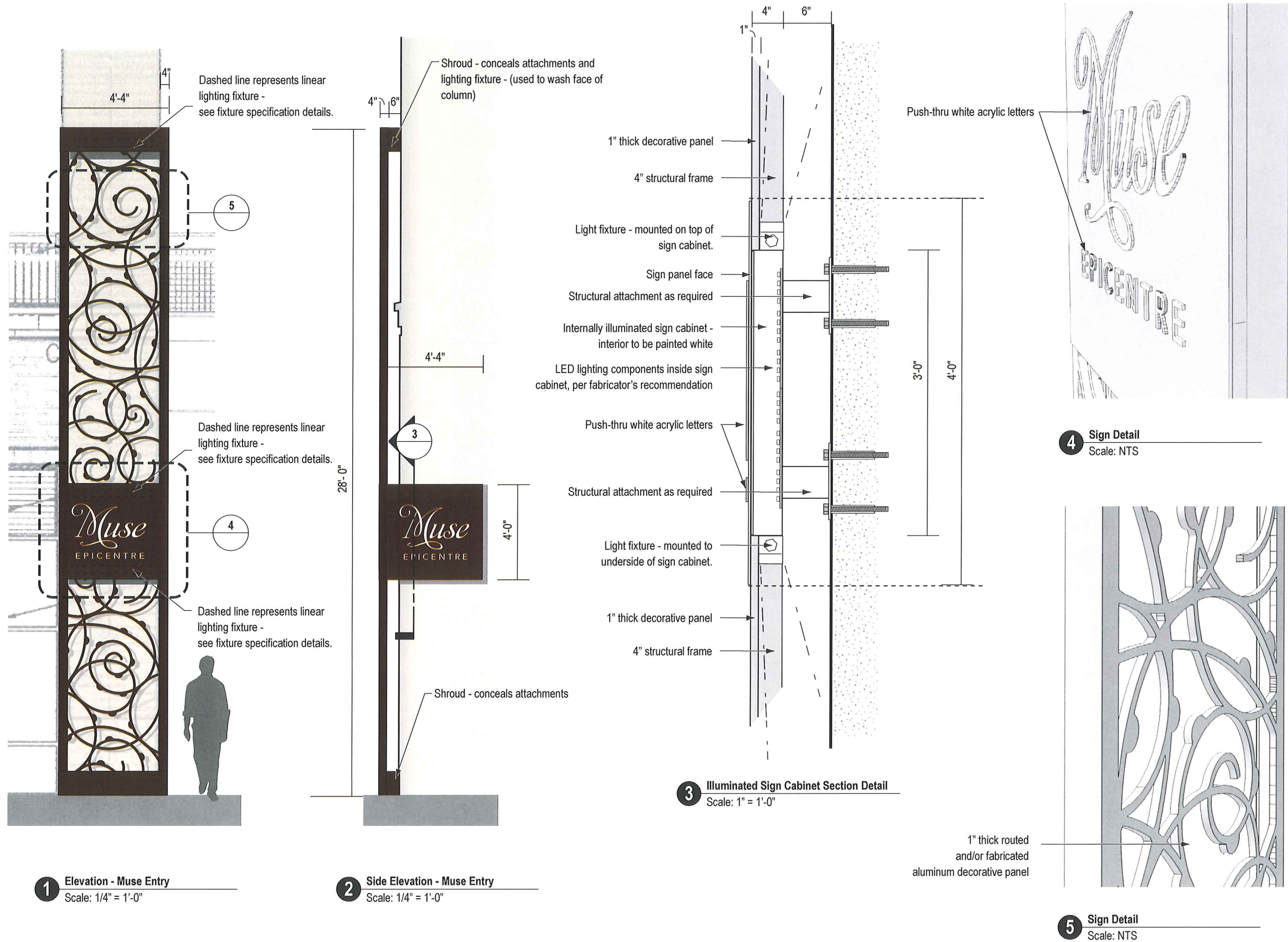
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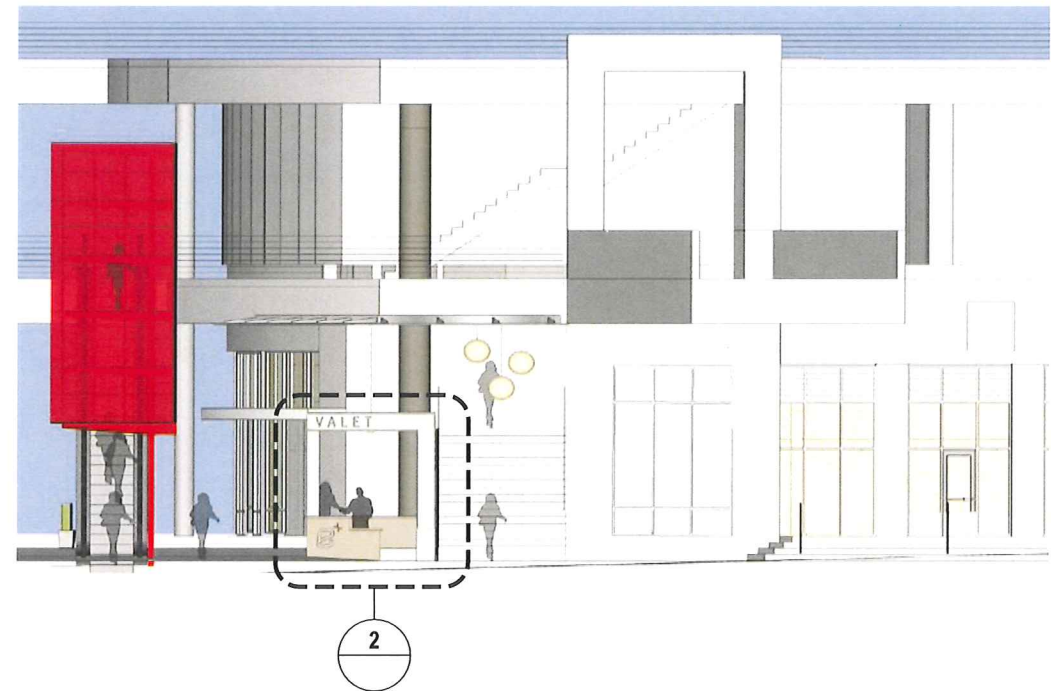
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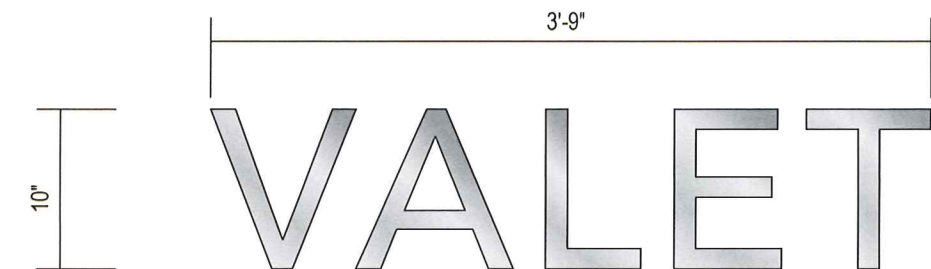
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**Valet Signage on
Overhead Panel**

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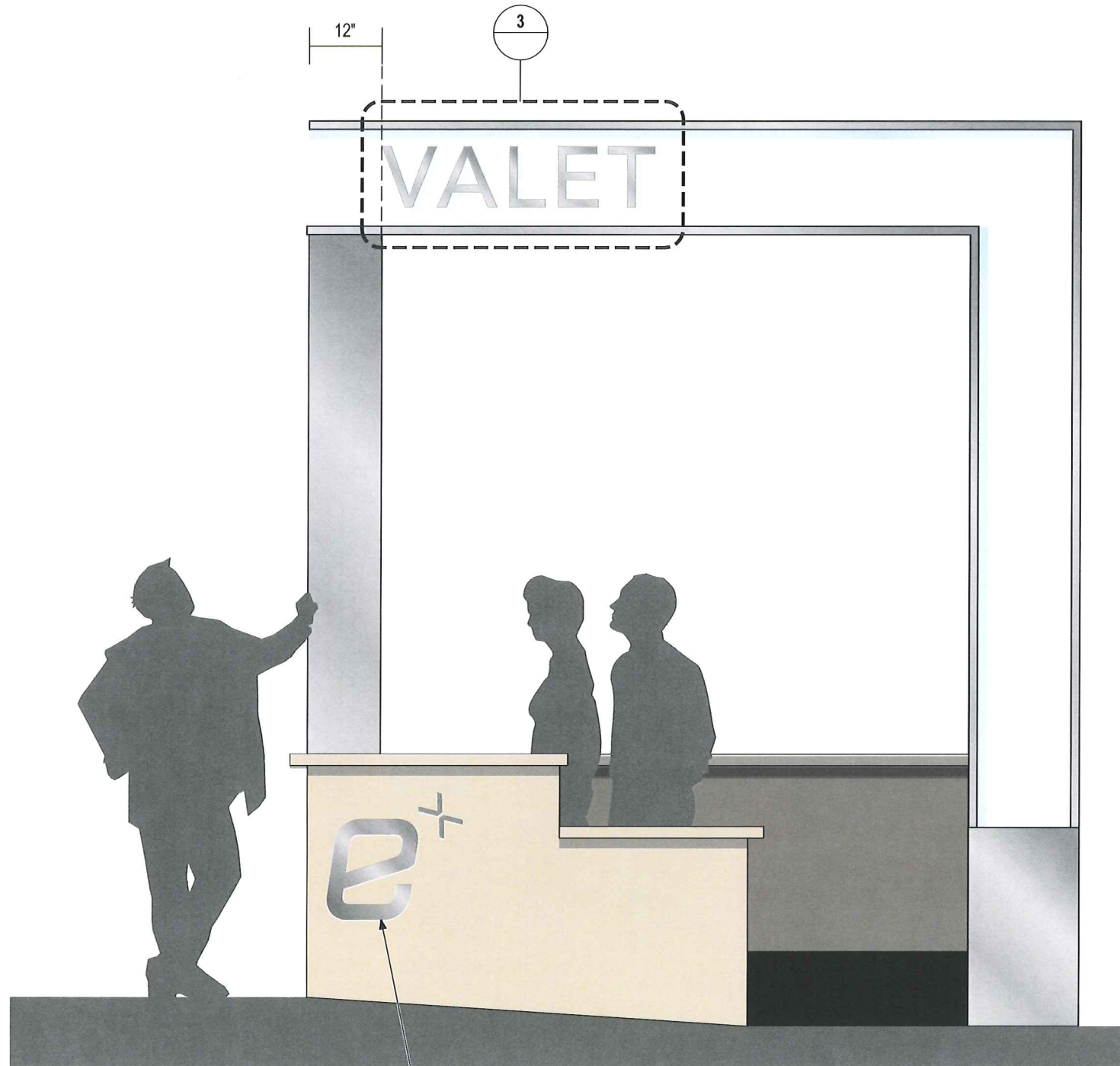


1 College Street Elevation
Scale: 1/8" = 1'-0"



Individual letters to be cut from 1/2" thick high density foam board -
to be adhesive applied to glass (or acrylic) surface.
To be painted (P-4)

3 Sign Detail
Scale: 1" = 1'-0"



See additional page for sign item information/details

2 Detail Elevation
Scale: 1/2" = 1'-0"

BOULDER:
1738 Pearl Street, 300 telephone 720 565 0505
Boulder, CO 80302 facsimile 720 565 0504

CHARLOTTE:
508 West Fifth St., 250 telephone 704 348 7000
Charlotte, NC 28202 facsimile 704 348 7005

SAN FRANCISCO:
47 Kearny Street, 502 telephone 415 421 9900
San Francisco, CA 94108

**Comprehensive
Sign Plan Package**



EpiCentre
PROJECT

Vision Ventures
OWNER

KK
505 DESIGN TEAM

SIGN CODE CONSULTANT:
Walter Fields Group t (704) 372-7855
1919 South Blvd., Suite 101 f (704) 372-7856
Charlotte, NC 28203 Walter Fields

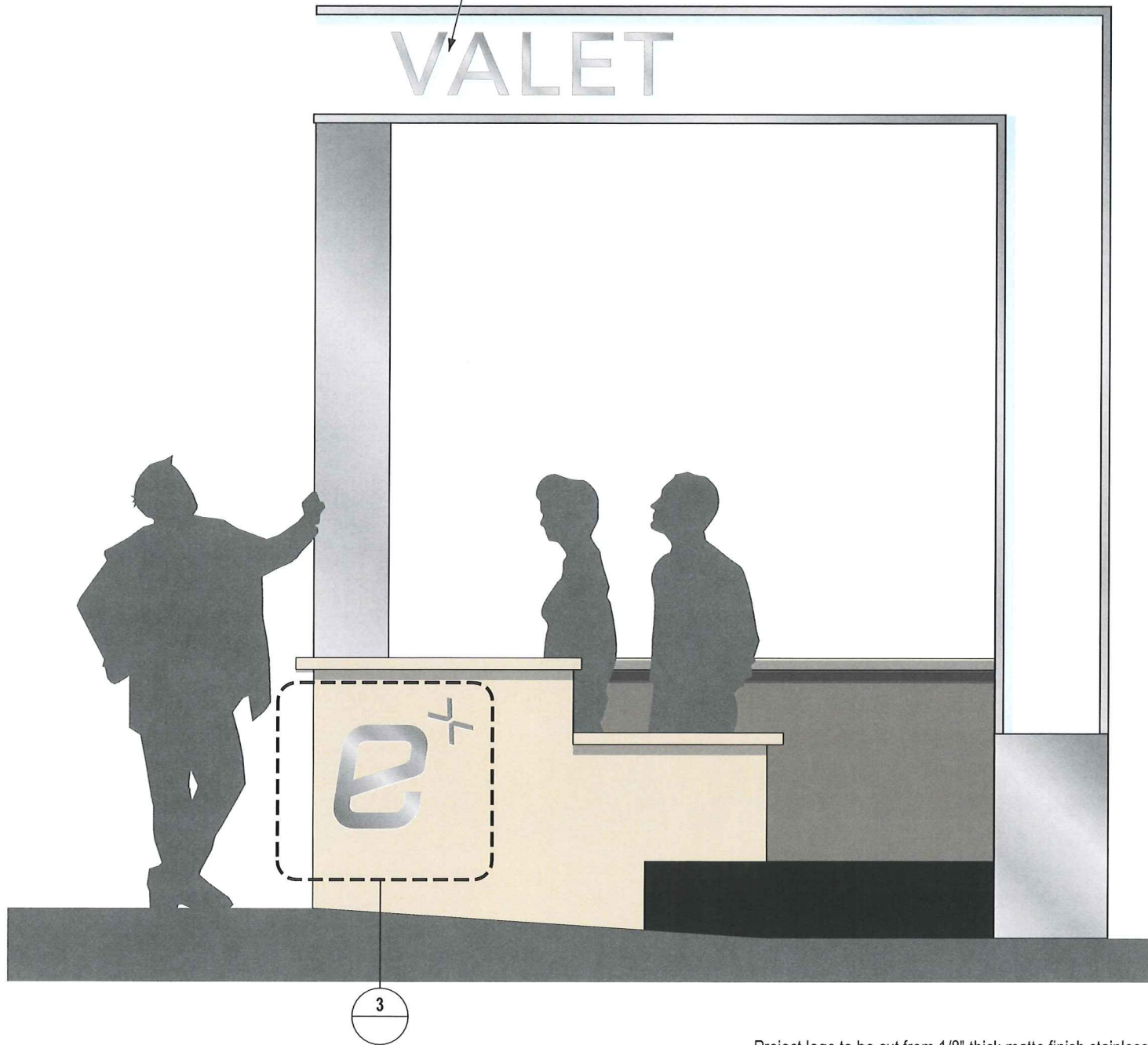
ADVERTISING:
Orange Barrel Media t (614) 294-4898
3400 SW Blvd. Wade Parker
Grove City, OH 43123

ORIGINAL ISSUE: August 1st, 2012
REVISIONS: (see package cover)

**Valet Signage on
Counter**

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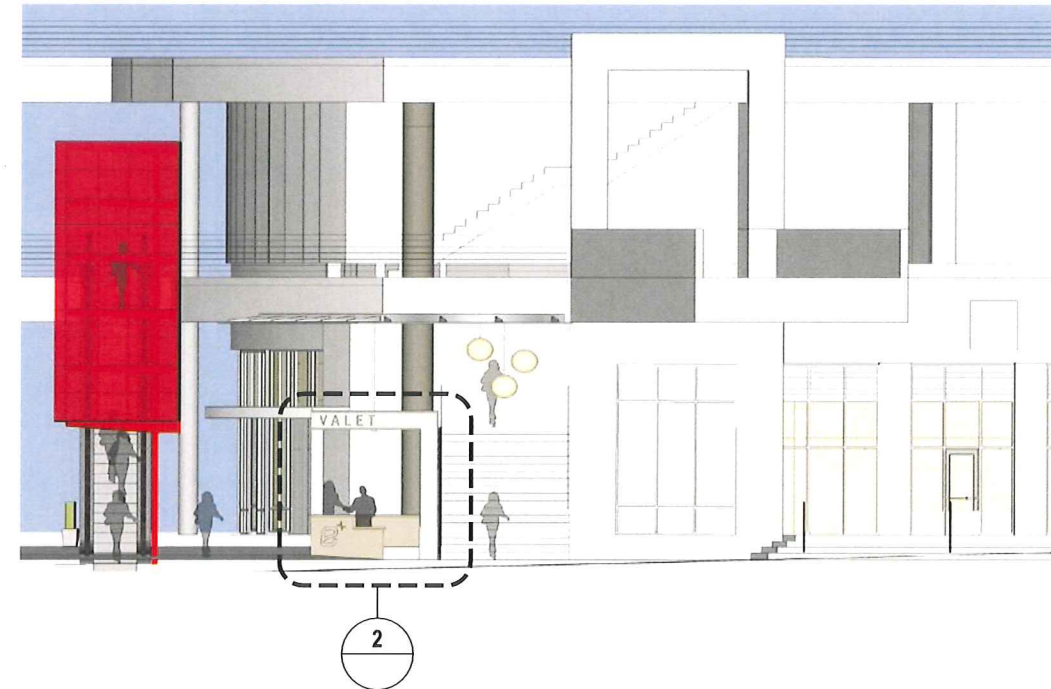
See additional page for sign item information/details



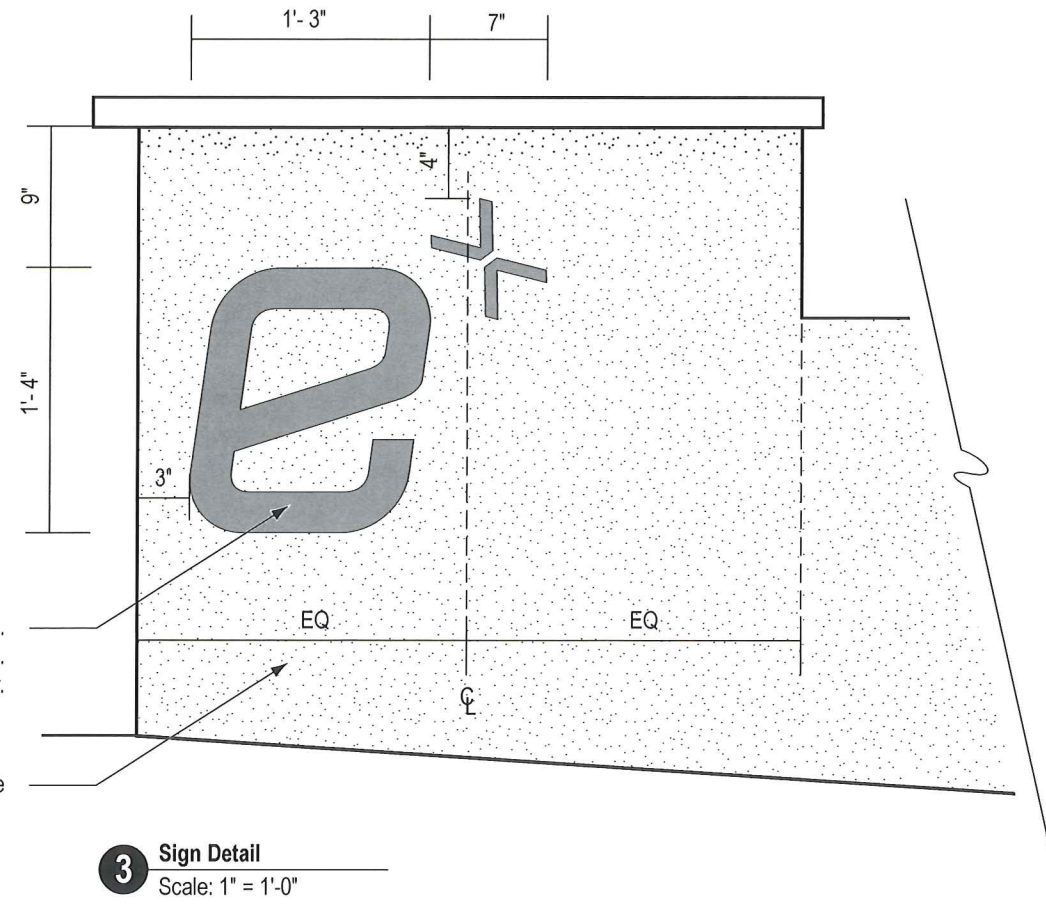
2 Detail Elevation
Scale: 1/2" = 1'-0"

Project logo to be cut from 1/8" thick matte finish stainless steel.
To be mounted flush into limestone panel surface with silicone adhesive.
Recessed area in limestone panel to receive logo shall be coordinated with Valet desk contractor.

Limestone panel surface



1 College Street Elevation
Scale: 1/8" = 1'-0"



3 Sign Detail
Scale: 1" = 1'-0"

BOULDER:
1738 Pearl Street, 300
Boulder, CO 80302
telephone 720 565 0505
facsimile 720 565 0504

CHARLOTTE:
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1919 South Blvd., Suite 101 f (704) 372-7856
Charlotte, NC 28203 Walter Fields

ADVERTISING:

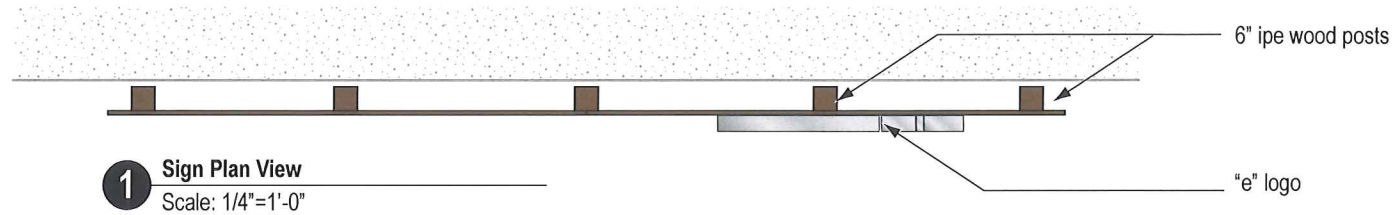
Orange Barrel Media t (614) 294-4898
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Grove City, OH 43123

ORIGINAL ISSUE: **August 1st, 2012**

REVISIONS: (see package cover)

**Graphic Panel at Stairs
on Trade Street**

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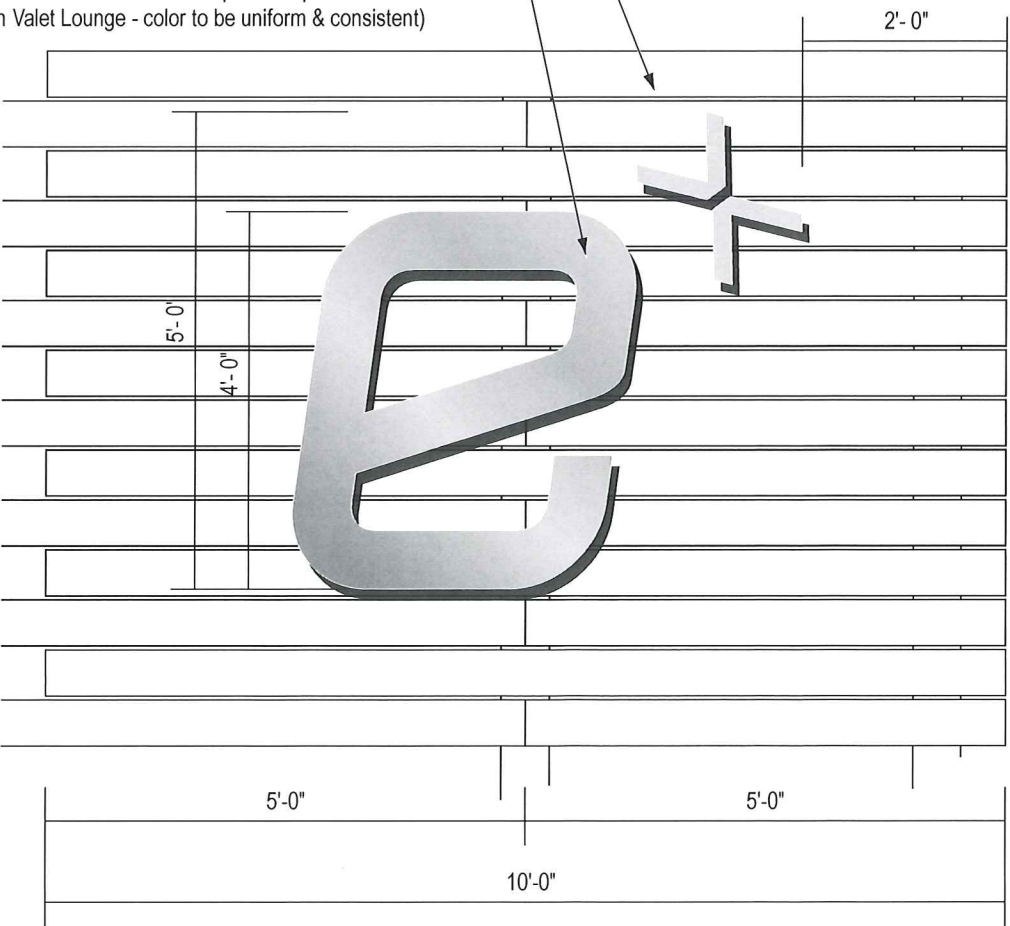
1 Sign Plan View
Scale: 1/4"=1'-0"



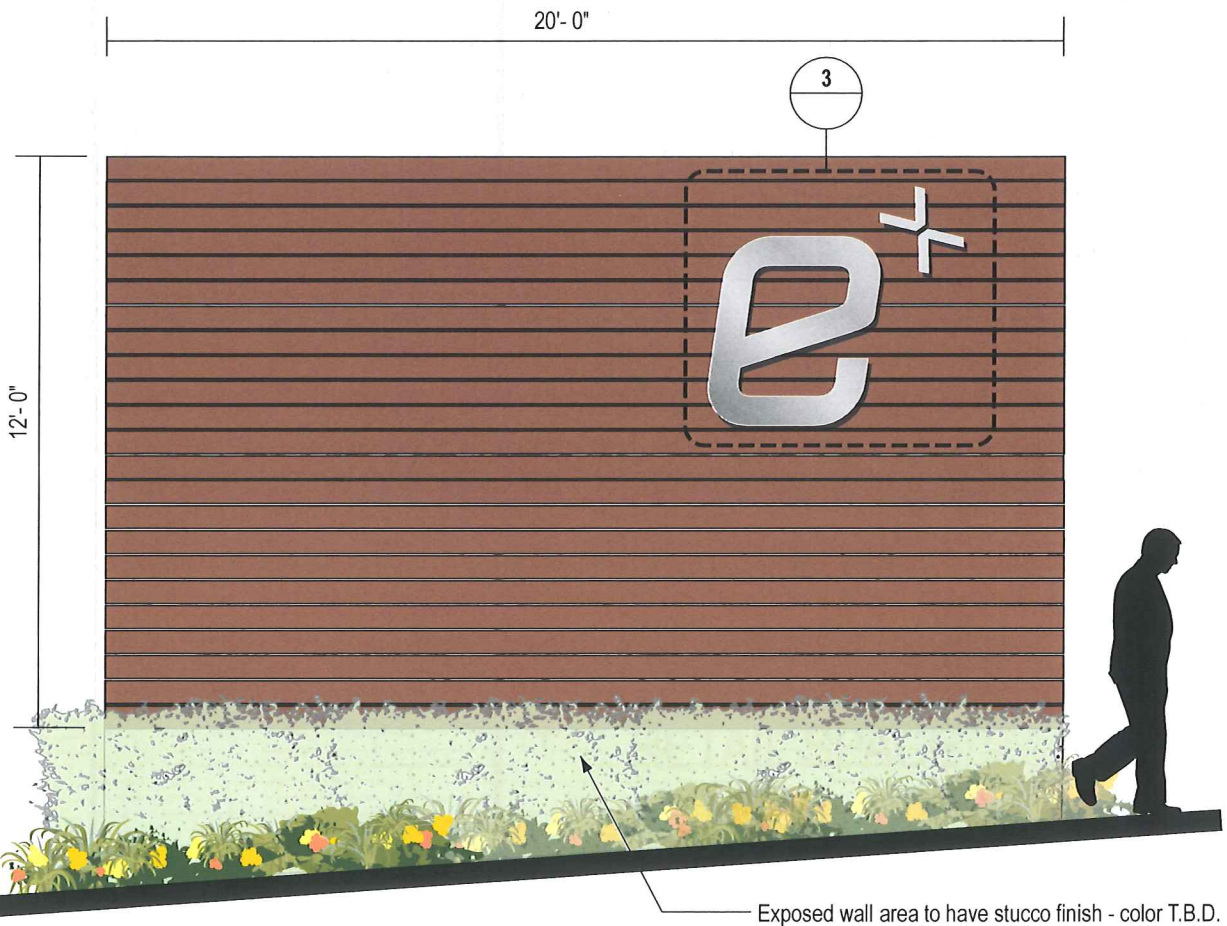
1"x6" ipe wood panels with 1/2" spacing and concealed attachments

4" deep, fabricated reverse channel project logo to be cut from 1/8" thick aluminum.
To be painted:
Matthews Paint #MP46633 | Silver Slate Metallic | Satin Finish

To be mounted flush to ipe wood panel surface.
(ipe wood to match Valet Lounge - color to be uniform & consistent)



3 Letter Detail
Scale: 1/2"=1'-0"

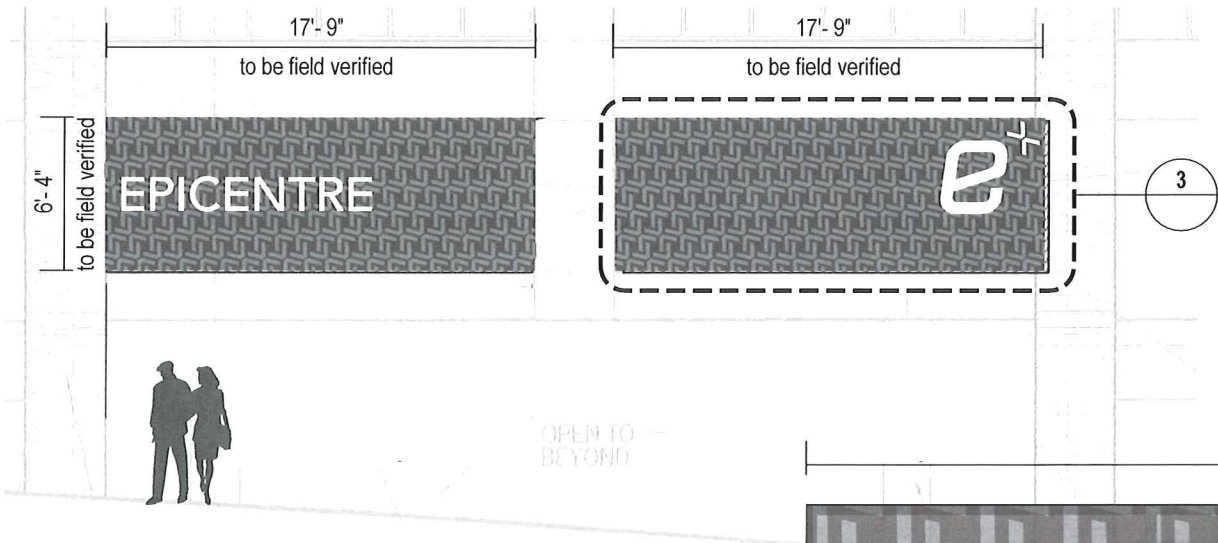


2 Partial Elevation @ Trade Street Stairs
Scale: 1/4"=1'-0"

Exposed wall area to have stucco finish - color T.B.D.
NOTE: landscape adjacent to wall to conceal existing sloping landscape bed, while maintaining a top horizontal edge parallel with the ipe slats.



1 4th Street Photo Rendering

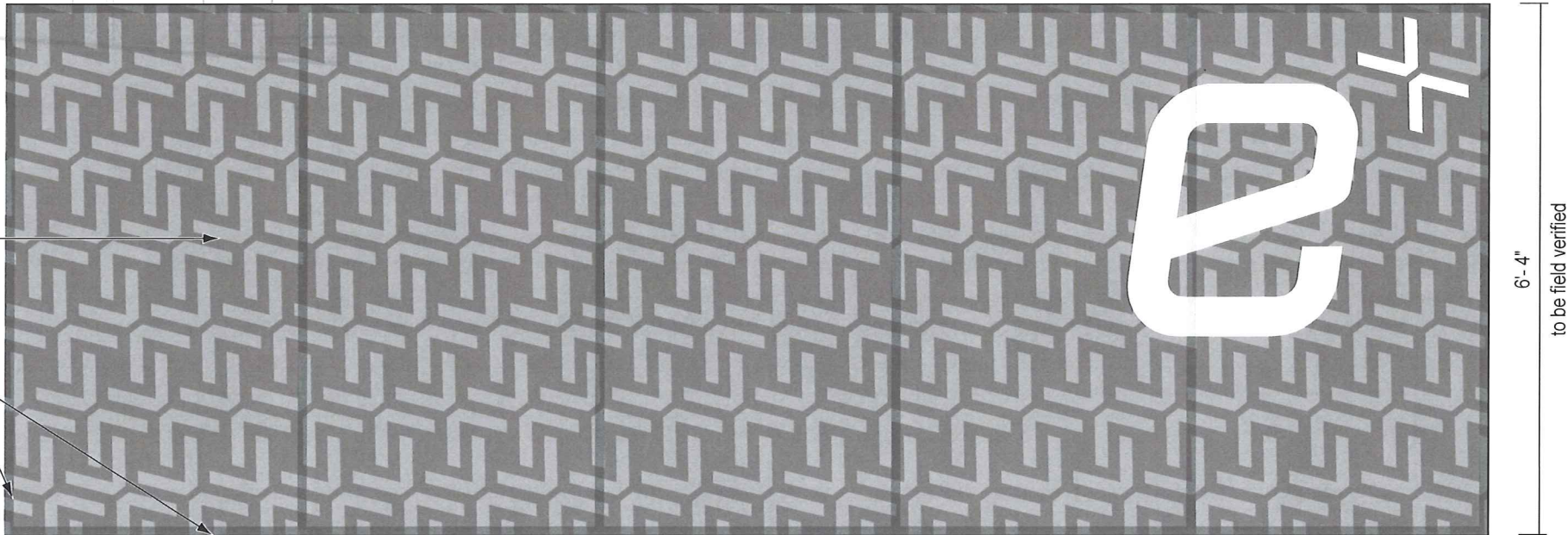


2 4th Street Partial Elevation
Scale: 1/8"=1'-0"

Painted (or flatbed printed) aluminum graphics.
Dark gray (P-1)
Lighter gray (P-2)

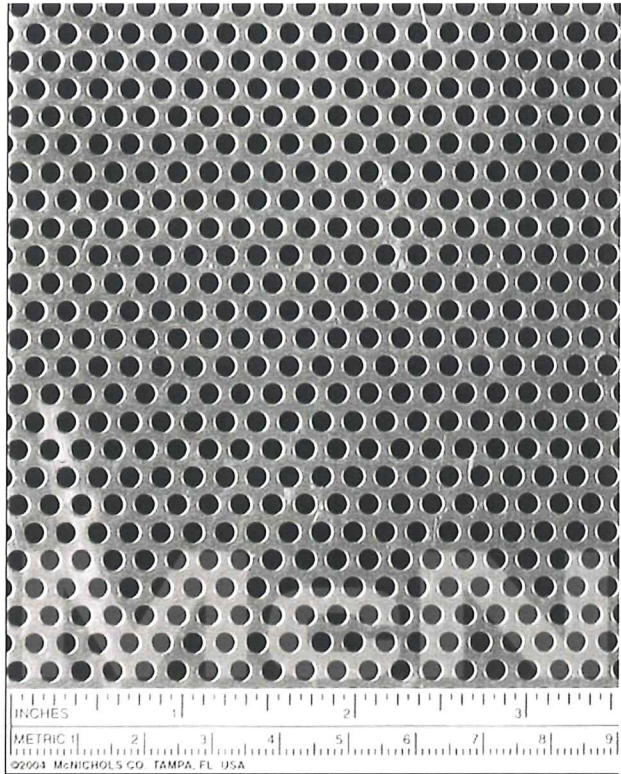
1" square aluminum tube frame
as required (on back surface)

3 Panel Detail
Scale: 1/2"=1'-0"



GENERAL NOTES

- 1) All existing conditions shall be field verified and confirmed.
- 2) Fabricator shall be responsible for providing all installation and attachment methods in wall openings.
- 3) All structural framing requirements shall be provided by fabricator.



Perforated Aluminum -
Item #718311241
McNICHOLS® Quality Perforated Metal, Round Hole, Aluminum Type 3003-H14,
.125 Gauge, Mill Finish, 1/8" Holes on 3/16" Centers, Staggered Pattern,
40% Open Area, Sheet, 48.0000" Width x 120.0000" Length

Phone: 1-877-884-4653 | mcnichols.com

4 Perforated Aluminum Panel Sample
Actual Size

505 DESIGN

BOULDER:
1738 Pearl Street, 300 telephone 720 565 0505
Boulder, CO 80302 facsimile 720 565 0504

CHARLOTTE:
508 West Fifth St., 250 telephone 704 348 7000
Charlotte, NC 28202 facsimile 704 348 7005

SAN FRANCISCO:
47 Kearny Street, 502 telephone 415 421 9900
San Francisco, CA 94108

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505 DESIGN TEAM

SIGN CODE CONSULTANT:
Walter Fields Group t (704) 372-7855
1919 South Blvd., Suite 101 f (704) 372-7856
Charlotte, NC 28203 Walter Fields

ADVERTISING:
Orange Barrel Media t (614) 294-4898
3400 SW Blvd. Wade Parker
Grove City, OH 43123

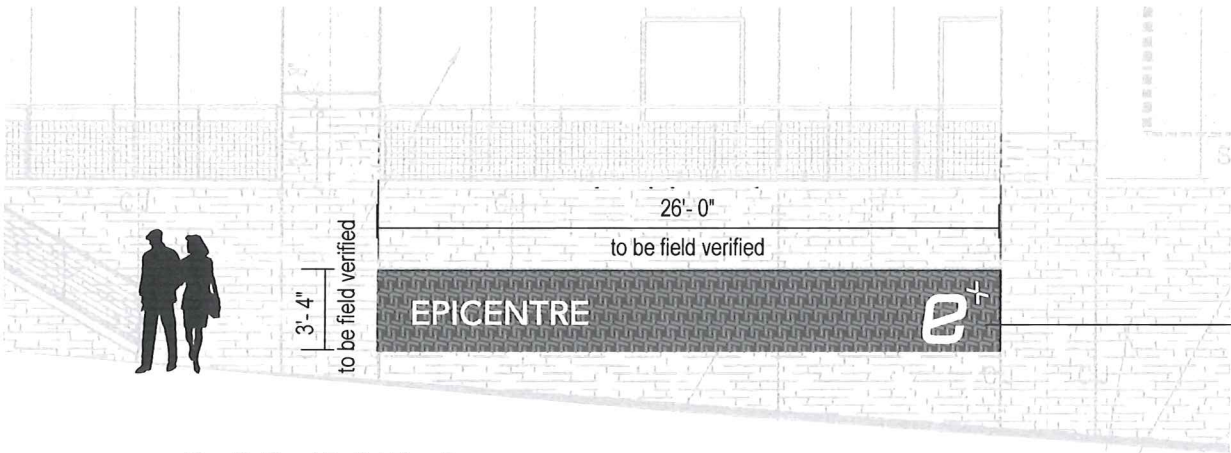
ORIGINAL ISSUE:	August 1st, 2012
REVISIONS:	(see package cover)

Garage Infill Panel @
East 4th Street

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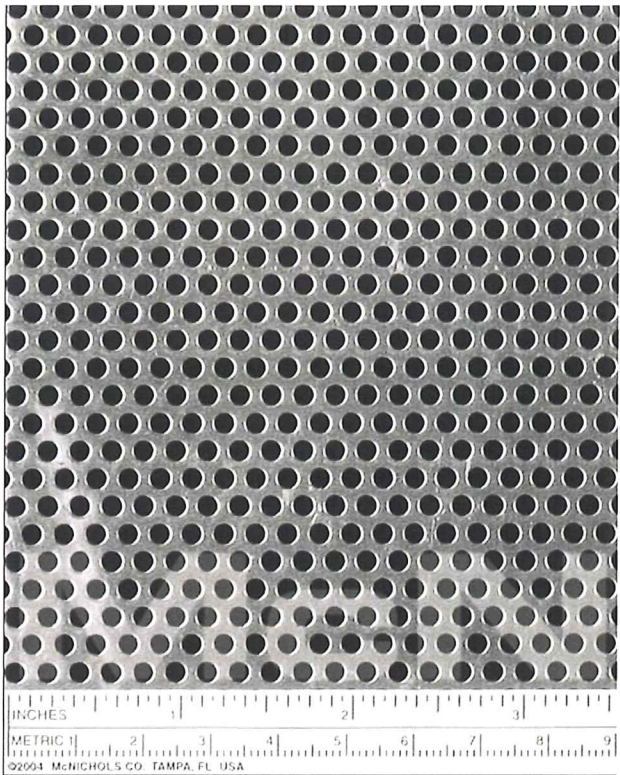
1 4th Street Photo Rendering



2 4th Street Partial Elevation
Scale: 1/8"=1'-0"

GENERAL NOTES

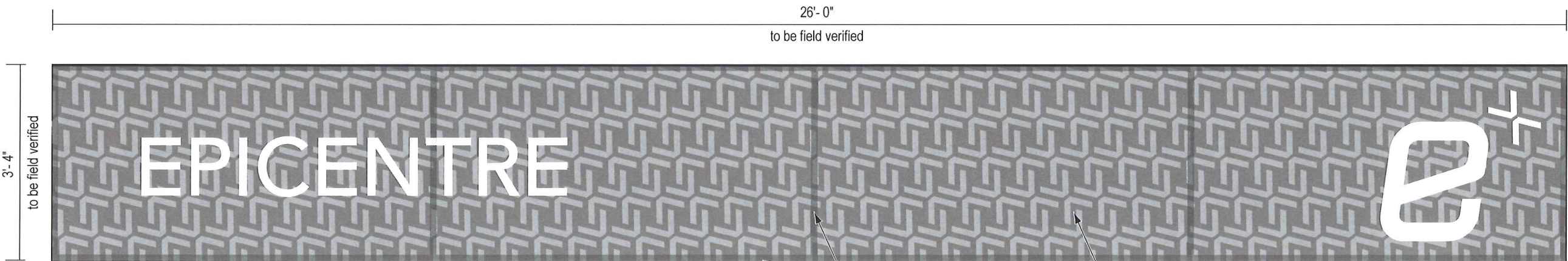
- 1) All existing conditions shall be field verified and confirmed.
- 2) Fabricator shall be responsible for providing all installation and attachment methods in provided wall opening.
- 3) All structural framing requirements shall be provided by fabricator.



Perforated Aluminum -
Item #718311241
McNICHOLS® Quality Perforated Metal, Round Hole, Aluminum Type 3003-H14,
.125 Gauge, Mill Finish, 1/8" Holes on 3/16" Centers, Staggered Pattern,
40% Open Area, Sheet, 48.0000" Width x 120.0000" Length

Phone: 1-877-884-4653 | mcnichols.com

4 Perforated Aluminum Panel Sample
Actual Size



3 Panel Detail
Scale: 1/2"=1'-0"

1" square aluminum tube frame
as required (on back surface)

Painted (or flatbed printed) aluminum graphics.
Dark gray (P-1)
Lighter gray (P-2)

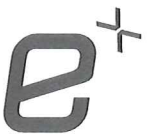
505 DESIGN

BOULDER:
1738 Pearl Street, 300 telephone 720 565 0505
Boulder, CO 80302 facsimile 720 565 0504

CHARLOTTE:
508 West Fifth St., 250 telephone 704 348 7000
Charlotte, NC 28202 facsimile 704 348 7005

SAN FRANCISCO:
47 Kearny Street, 502 telephone 415 421 9900
San Francisco, CA 94108

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SIGN CODE CONSULTANT:

Waller Fields Group t (704) 372-7855
1919 South Blvd., Suite 101 f (704) 372-7856
Charlotte, NC 28203 Waller Fields

ADVERTISING:

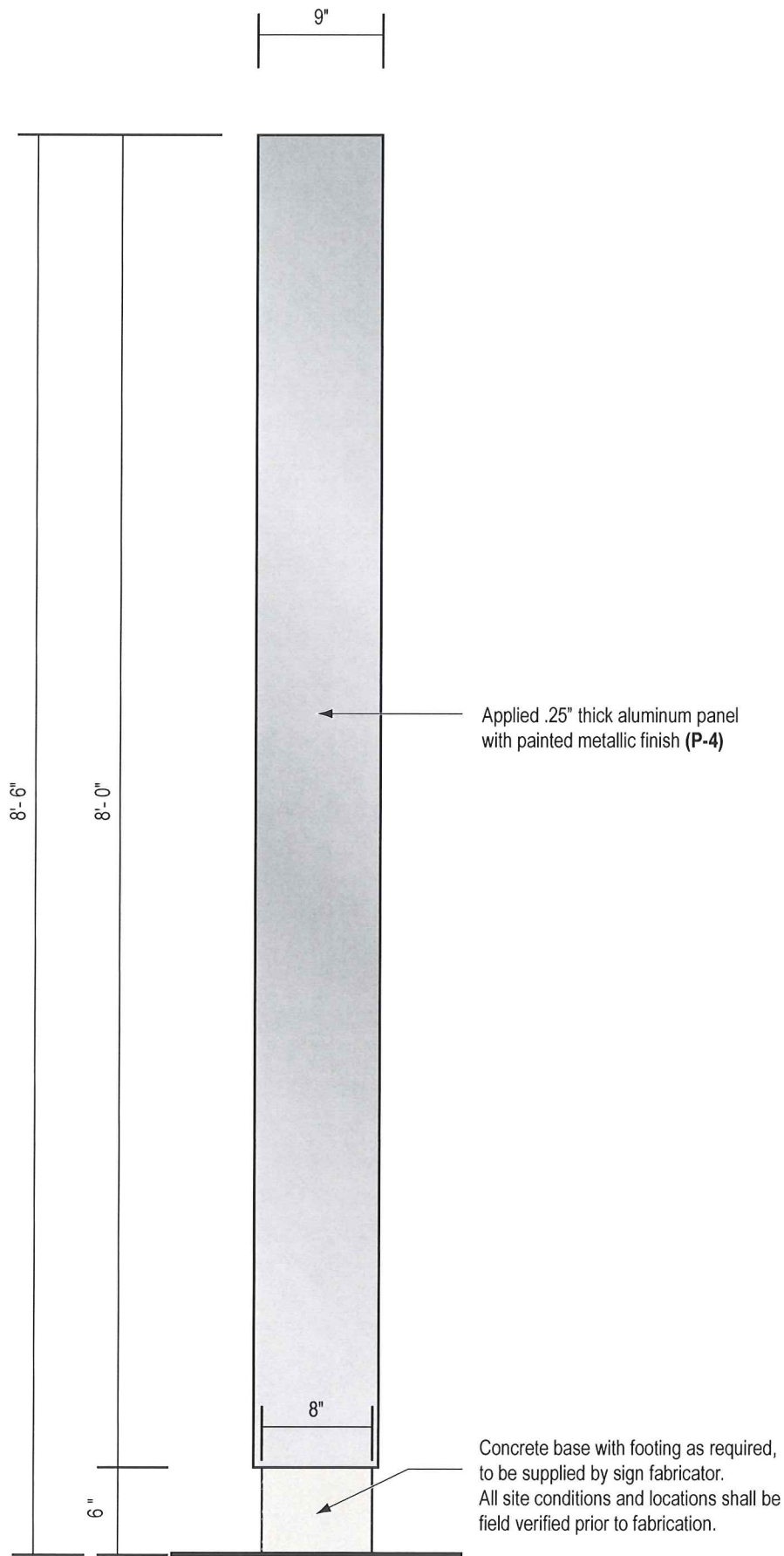
Orange Barrel Media t (614) 294-4898
3400 SW Blvd. Wade Parker
Grove City, OH 43123

ORIGINAL ISSUE: **August 1st, 2012**

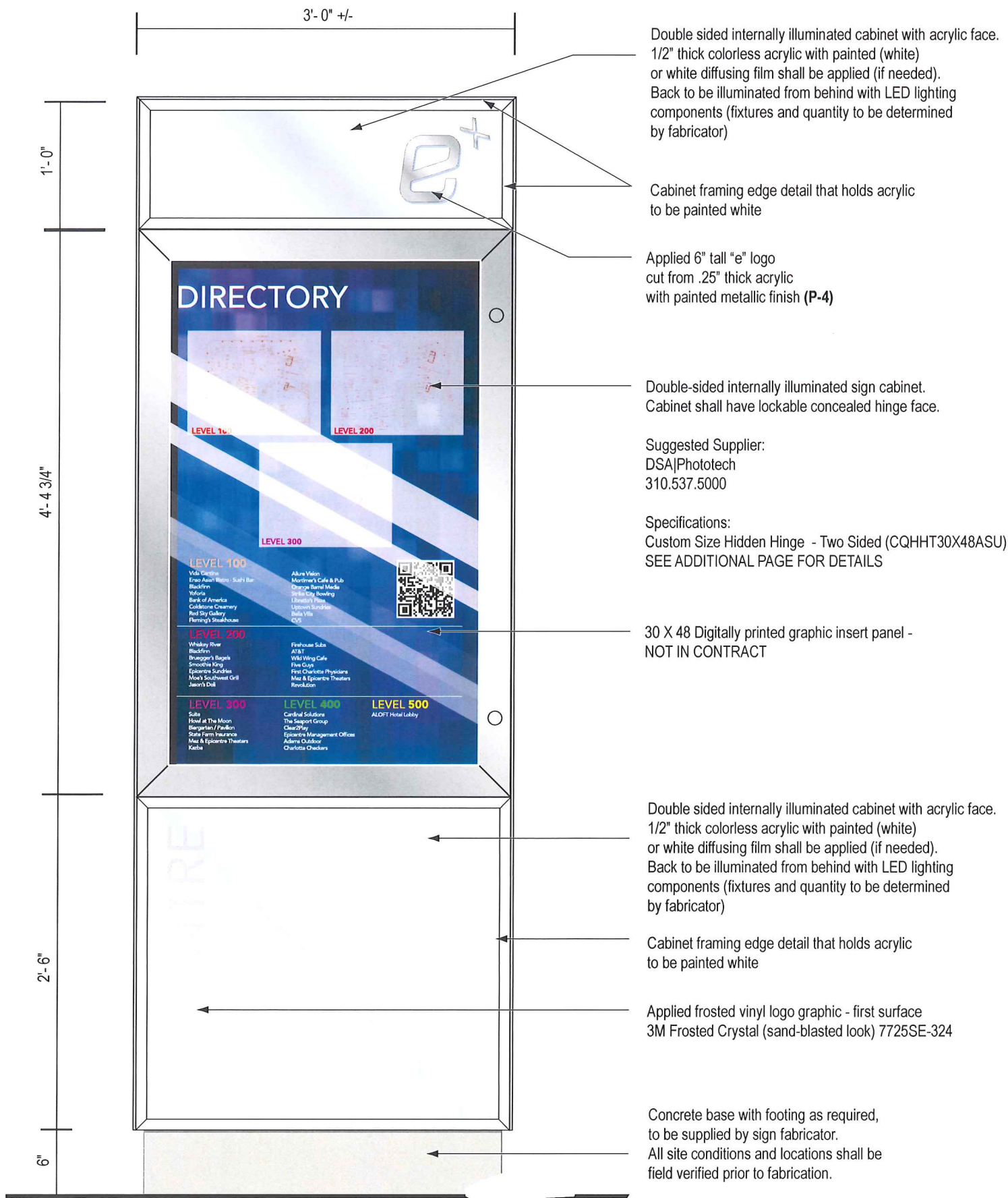
REVISIONS: (see package cover)

Bike/Scooter Infill Graphic Panel @ East 4th Street

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1 Side Elevation
Scale: 1" = 1'-0"



2 Front Elevation
Scale: 1" = 1'-0"

BOULDER:
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CHARLOTTE:
508 West Fifth St., 250 telephone 704 348 7000
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San Francisco, CA 94108

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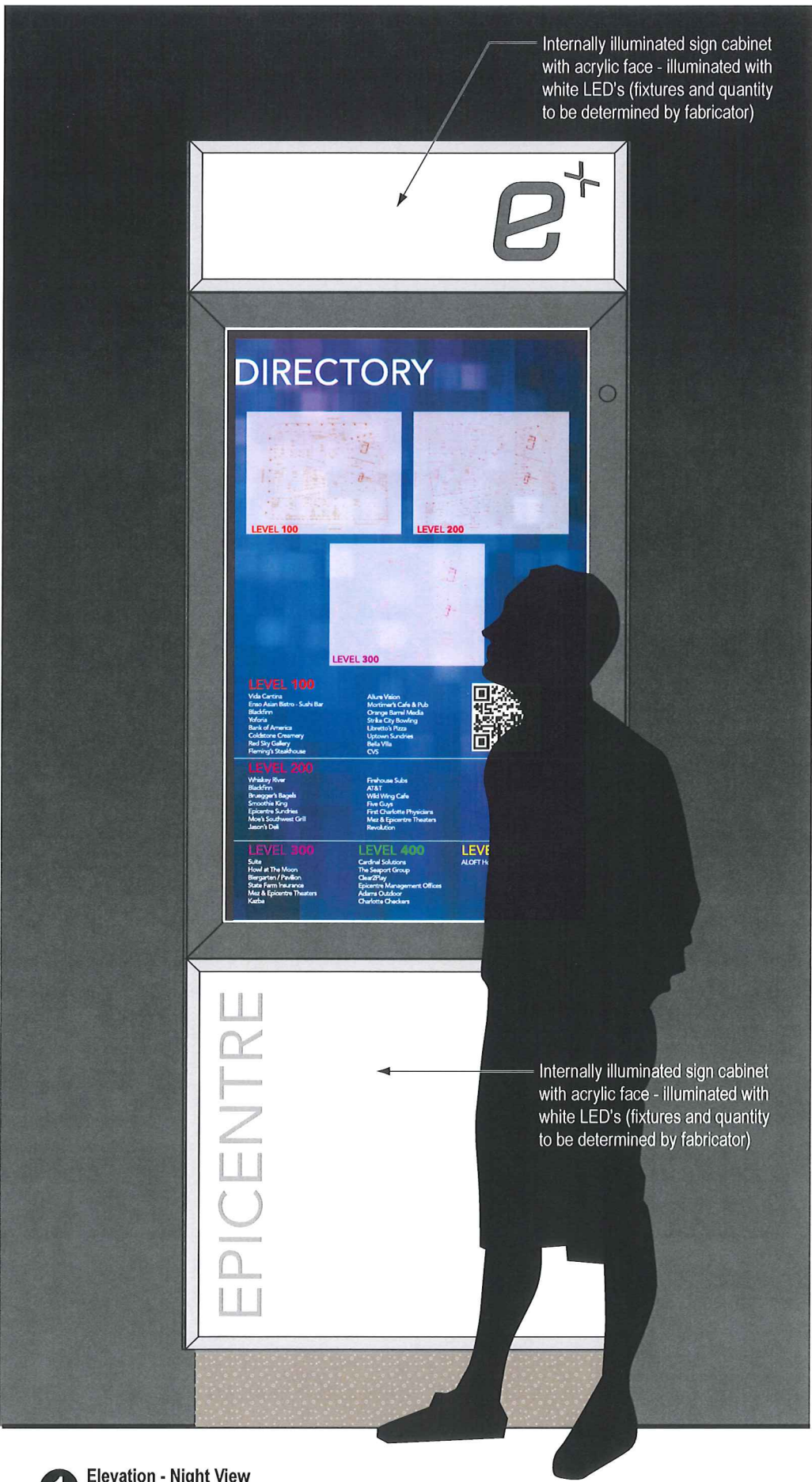
SIGN CODE CONSULTANT:
Walter Fields Group t (704) 372-7855
1919 South Blvd., Suite 101 f (704) 372-7856
Charlotte, NC 28203 Walter Fields

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REVISIONS:	(see package cover)

**Project Informational
Directory -
Freestanding**

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1 Elevation - Night View
Scale: 1" = 1'-0"



2 Elevation - Opposite Side
Scale: 1" = 1'-0"



3 Sign Concept View

Double sided internally illuminated sign cabinet with 30 X 48 Digitally printed graphic insert panels
One side to be used for directory informational panel,
opposite side to be used for Epicentre promotions -
Alive After Five, etc.
(NOT IN CONTRACT)

505 DESIGN

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REVISIONS:	(see package cover)

Project Informational
Directory -
Freestanding

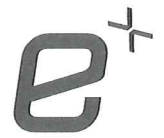
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Boulder, CO 80302 facsimile 720 565 0504

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Charlotte, NC 28202 facsimile 704 348 7005

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Charlotte, NC 28203 Walter Fields

ADVERTISING:

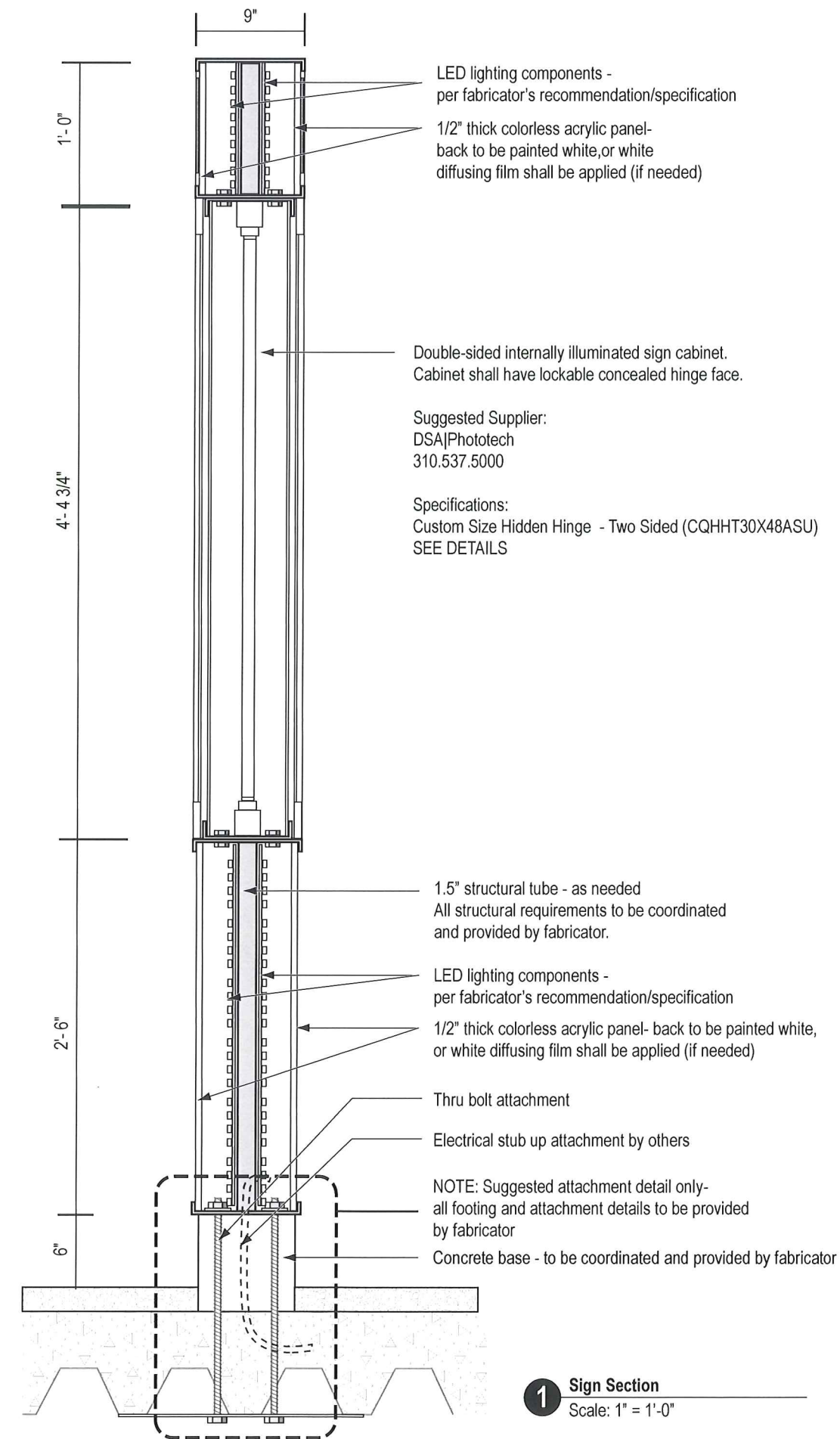
Orange Barrel Media t (614) 294-4898
3400 SW Blvd. Wade Parker
Grove City, OH 43123

ORIGINAL ISSUE: **August 1st, 2012**

REVISIONS: (see package cover)

Project Informational
Directory -
Freestanding

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1 Sign Section
Scale: 1" = 1'-0"

Visual Presentation Solutions

16961 Central Ave.
Carson, CA 90746
(310) 537-5000
(310) 537-7060 Fax

Client: _____

Quote Number: K DI - 10202011 - 1 Est. Ship Date: _____

Buyer Name: _____ PO Number: _____ Delivery Date: _____

Carrier: _____ Product Name: Custom Size Hidden Hinge - Two-Sided (CQHHT30x48ASU)

Hinge this side

Width*

Height*

SECTION A-A

2 9/16"

9"

9"

Graphics Size:	Inches
Height *	48
Width *	30
Outside Dimensions	
Height *	52 3/4
Width *	34 3/4
Visual Opening	
Height *	46 3/4
Width *	28 3/4

Discounted Price	\$ 1,463.84
Options	\$ 556.26
Crate cost	\$ -
NET PRICE	\$ 2,020.10
Lot Charge	\$ -
Shipping & Handling	\$ -
Number of Units	5
Total	\$ 10,100.50

Finish

☒ Anodized Silver

☐ Stocked Finish

☐ Custom Lot Charge

☐ Powdercoat Special

Options

☐ Polycarbonate

☐ Custom Cord Location

☐ Shorten Cord

☐ Hanging Eyelets

☒ Outdoor Unit

☐ Load Graphics

☐ On/Off Switch

☐ Poster Plastic Sheet

☐ Daisy Chain

☒ Other

0 \$ -

Shipping

☐ Will Call

☐ Freight Collect

☐ Prepaid

☐ 3rd Party Freight

☐ Shipping Crate

☐ Blind Shipping

Hinge Location: HINGE LEFT SIDE

Ship to Address: KKERN@505DESIGN.COM

Cord Location: HARDWIRE EXIT TOP OR BOTTOM

704-734-7000

0

0

Special Instructions: _____ Freight Quote #: _____

QUOTED LEAD TIME 10-12 PRODUCTION DAYS

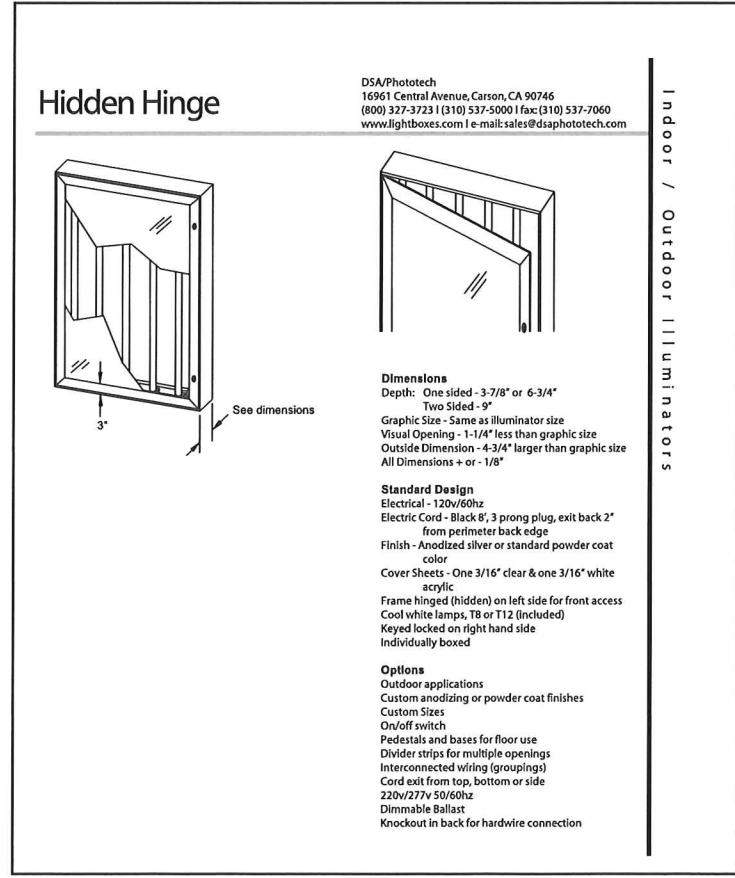
QUOTE WITH LED ILLUMINATION & REDUCED DEPT. OF 6" - \$3336.00 EACH

Customer Approval _____ Date _____

GENERAL NOTES

- 1) Fabricator shall confirm all locations prior to production.
- 2) All concrete footing to be provided by fabricator.
- 3) LED Illumination requirements and components shall be determined by fabricator.
- 4) Fabricator shall provide programmable timer for each Directory.

2 Directory Cabinet Product Info



BOULDER:
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San Francisco, CA 94108

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1919 South Blvd., Suite 101 f (704) 372-7856
Charlotte, NC 28203 Walter Fields

ADVERTISING:
Orange Barrel Media t (614) 294-4898
3400 SW Blvd. Wade Parker
Grove City, OH 43123

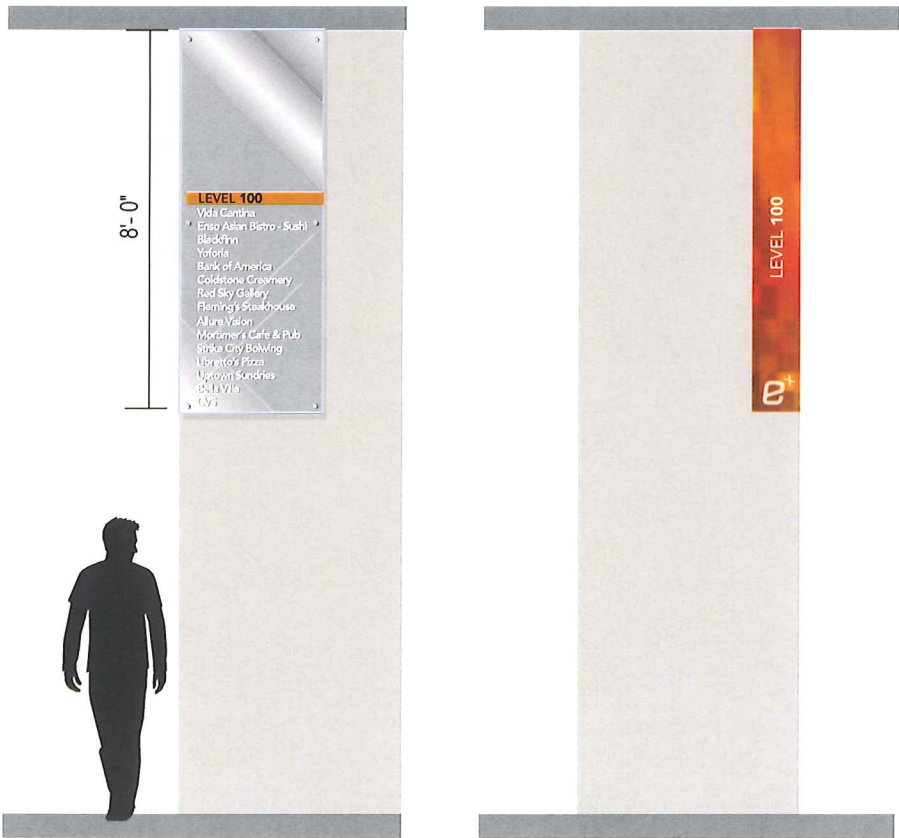
ORIGINAL ISSUE:	August 1st, 2012
REVISIONS:	(see package cover)

Pedestrian Direcitional
Sign - Column
Mounted, Type A

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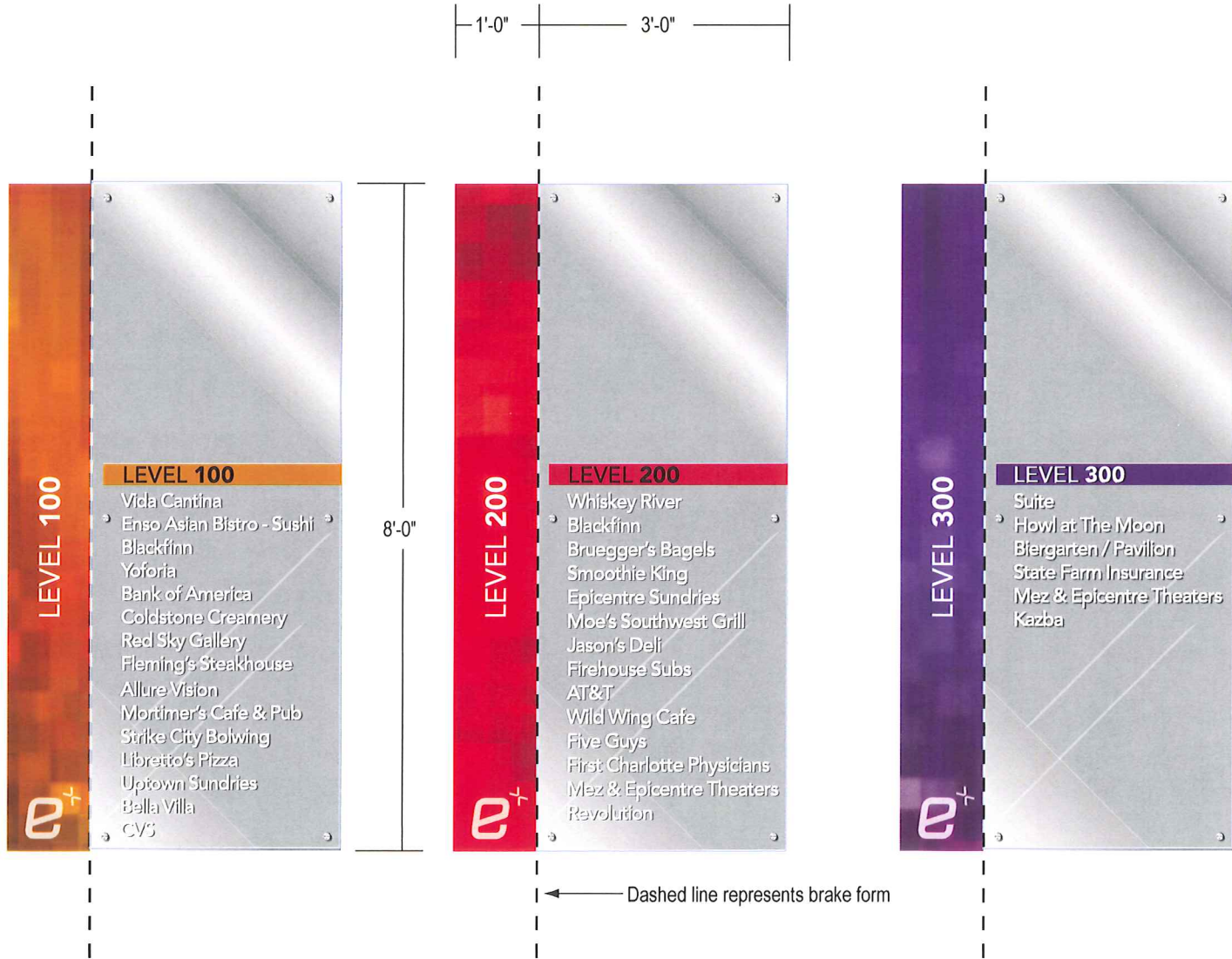


1 Transit Bridge Entry Corridor - Concept



2 Sign Front Elevation
Scale: 1/4" = 1'-0"

3 Sign Side Elevation
Scale: 1/4" = 1'-0"



4 Sign Elevations - Complete Sign Family
Scale: 1/2" = 1'-0"

NOTE: See following page for detailed information

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Sign Plan Package



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ADVERTISING:
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Grove City, OH 43123

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Pedestrian Direcitonal
Sign - Column
Mounted, Type A

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ing, fabrication, installation, and any resulting
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1" dia. stainless steel stand off attachments
secures acrylic panel to aluminum panel (1/2" space between each panel).
Panels to be securely attached, but can be removed
for maintenance and to change vinyl applied graphics.

Exterior grade digitally printed vinyl graphics
applied to aluminum panel.
Final artwork to be supplied by 505Design.

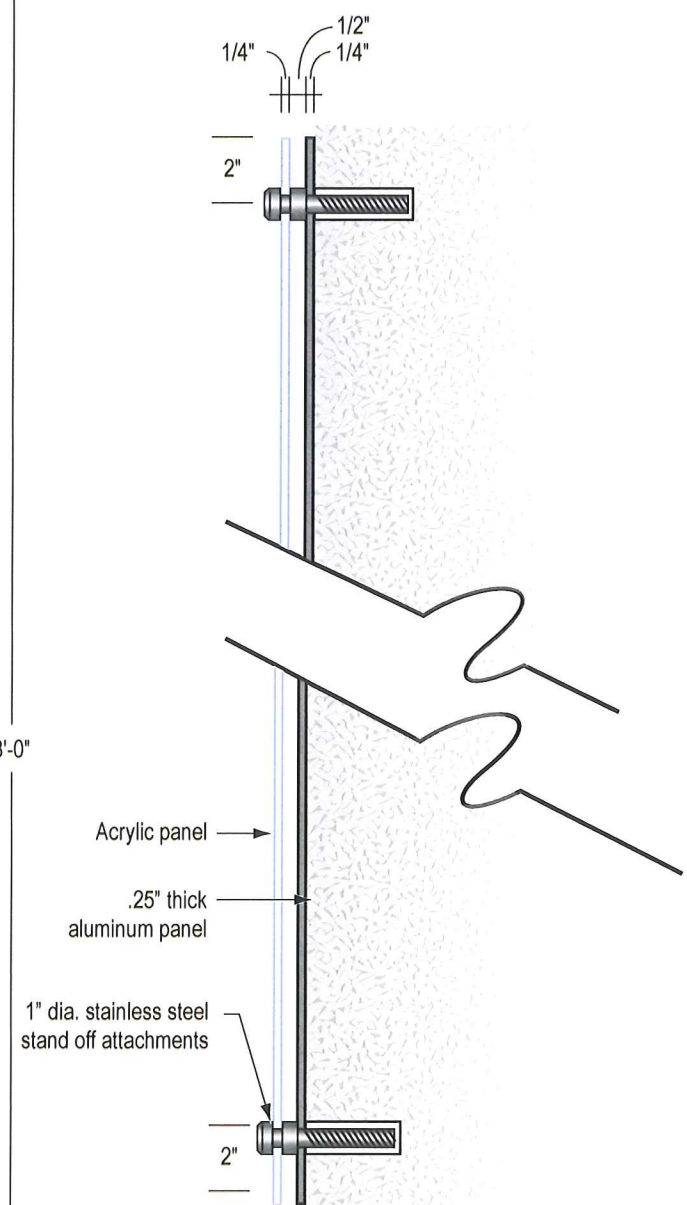
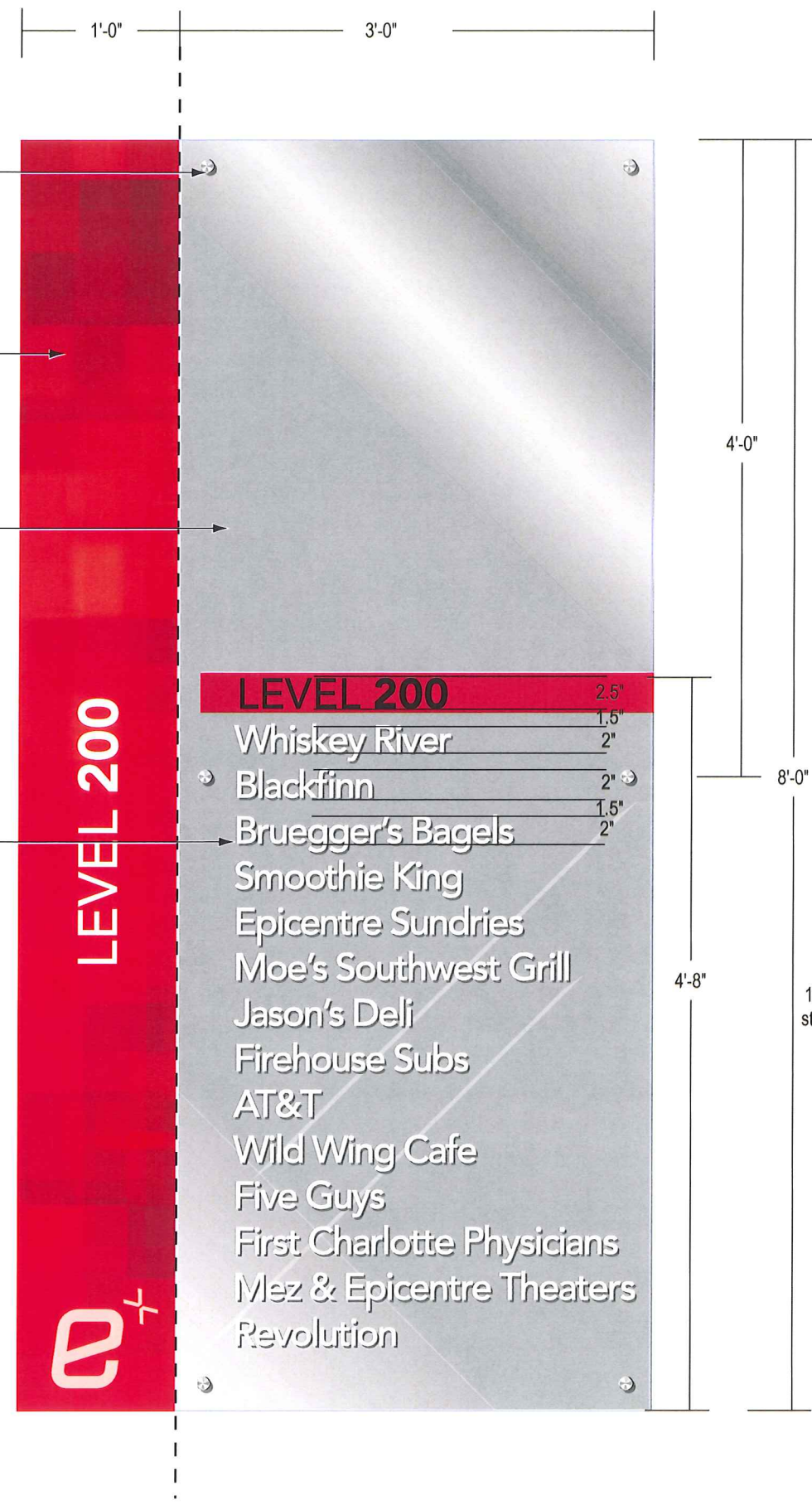
Brake formed .25" thick
aluminum panel
with painted metallic finish
(P-4)

Panel to be attached to masonry
surface with silicon adhesive
and masonry anchor bolts.
NOTE: all conditions must be field
verified prior to fabrication

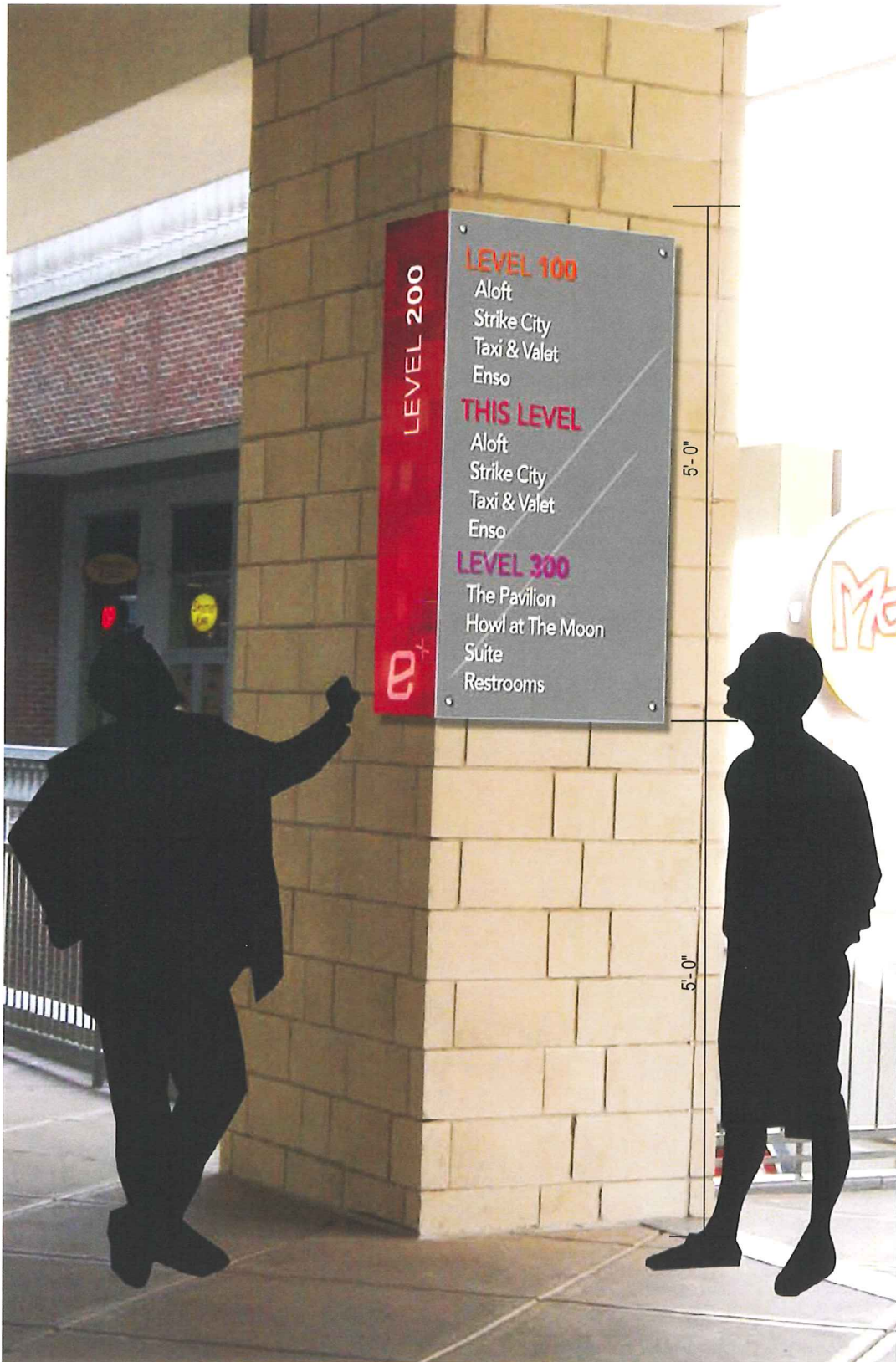
Acrylic panel with applied
second surface vinyl graphics
to be attached to aluminum panel
with stainless steel stand-off
attachments.
Acrylic Supplier - Evonik Industries
Acrylite - .25" thick colorless acrylic sheet
with P99 non-glare finish with one sided
abrasion resistant coating.
Contact: Stephen Garmon
cell: 770-238-8483
stephan.garmon@evonik.com
www.evonik.com/northamerica

Exact messages and layout to be
determined. Final artwork to be
supplied by 505Design

2 Sign Elevations - Complete Sign Family
Scale: 1" = 1'-0"



3 Sign Section
Scale: 2" = 1'-0"



1 Photo Rendering



GENERAL NOTES

- 1) Sign to be mounted 5'-0" above finished floor
- 2) All sign location conditions shall be site verified, as the break form return will vary dependnet upon wall/column location.
- 3) See additional page(s) for detailed information

2 Pedestrian Directional Signage System

Scale: 1/2" = 1'-0"

505 DESIGN

BOULDER:
1738 Pearl Street, 300 telephone 720 565 0505
Boulder, CO 80302 facsimile 720 565 0504

CHARLOTTE:
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Charlotte, NC 28202 facsimile 704 348 7005

SAN FRANCISCO:
47 Kearny Street, 502 telephone 415 421 9900
San Francisco, CA 94108

Comprehensive Sign Plan Package



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505 DESIGN TEAM

SIGN CODE CONSULTANT:

Walter Fields Group t (704) 372-7855
1919 South Blvd., Suite 101 f (704) 372-7856
Charlotte, NC 28203 Walter Fields

ADVERTISING:

Orange Barrel Media t (614) 294-4898
3400 SW Blvd. Wade Parker
Grove City, OH 43123

ORIGINAL ISSUE: August 1st, 2012

REVISIONS: (see package cover)

Pedestrian Direcitonal Sign - Column Mounted, Type B

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Charlotte, NC 28203 Walter Fields

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Grove City, OH 43123

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**Pedestrian Direictonal
Sign - Column
Mounted, Type B**

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1" dia. stainless steel stand off attachments
secures acrylic panel to aluminum panel (1/2" space between each panel).
Panels to be securely attached, but can be removed
for maintenance and to change vinyl applied graphics.

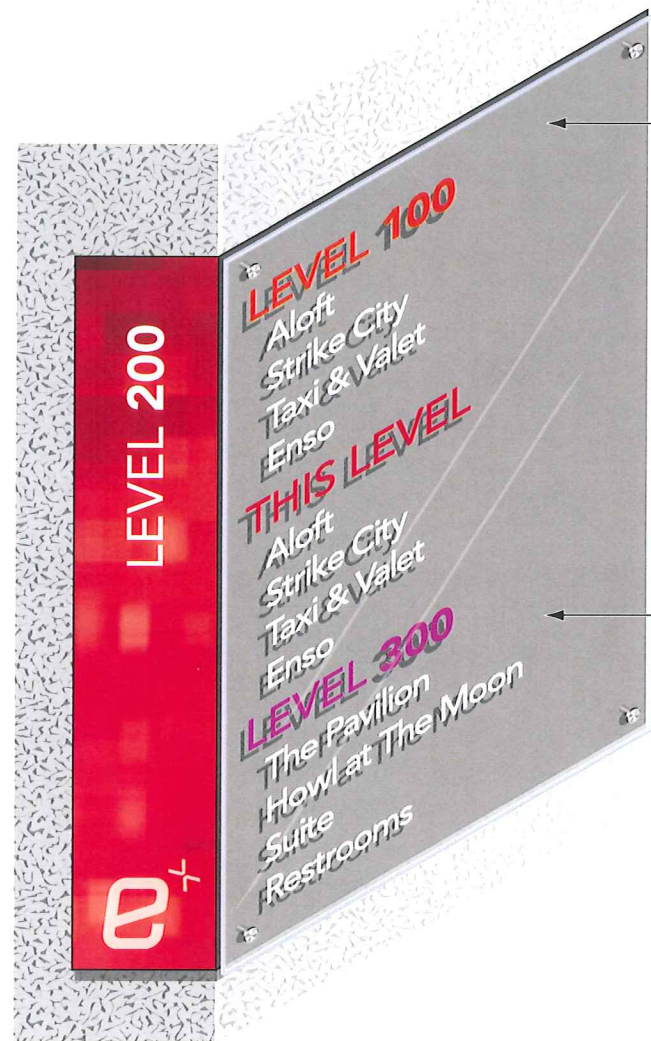
Exterior grade digitally printed vinyl graphics
applied to aluminum panel.
Final artwork to be supplied by 505Design.

Brake formed .25" thick
aluminum panel
with painted metallic finish
(Matthews Paints #MP18145
Lead Grey Metallic Satin Finish)

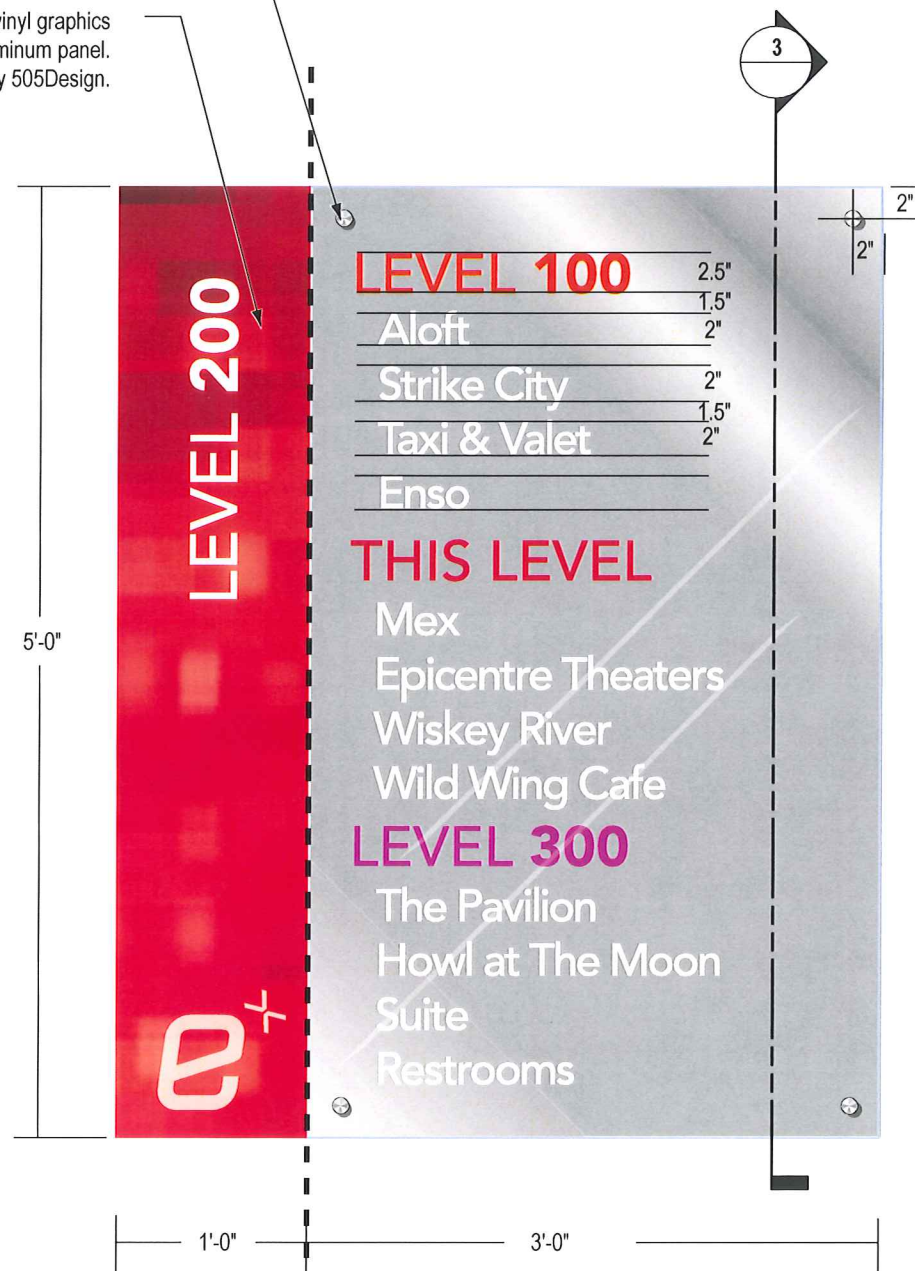
Panel to be attached to masonry
surface with silicon adhesive
and masonry anchor bolts.
NOTE: all conditions must be field
verified prior to fabrication

Acrylic panel with applied
second surface vinyl graphics
to be attached to aluminum panel
with stainless steel stand-off
attachments.
Acrylic Supplier - Evonik Industries
Acrylite - .25" thick colorless acrylic sheet
with P99 non-glare finish with one sided
abrasion resistant coating.
Contact: Stephen Garmon
cell: 770-238-8483
stephan.garmon@evonik.com
www.evonik.com/northamerica

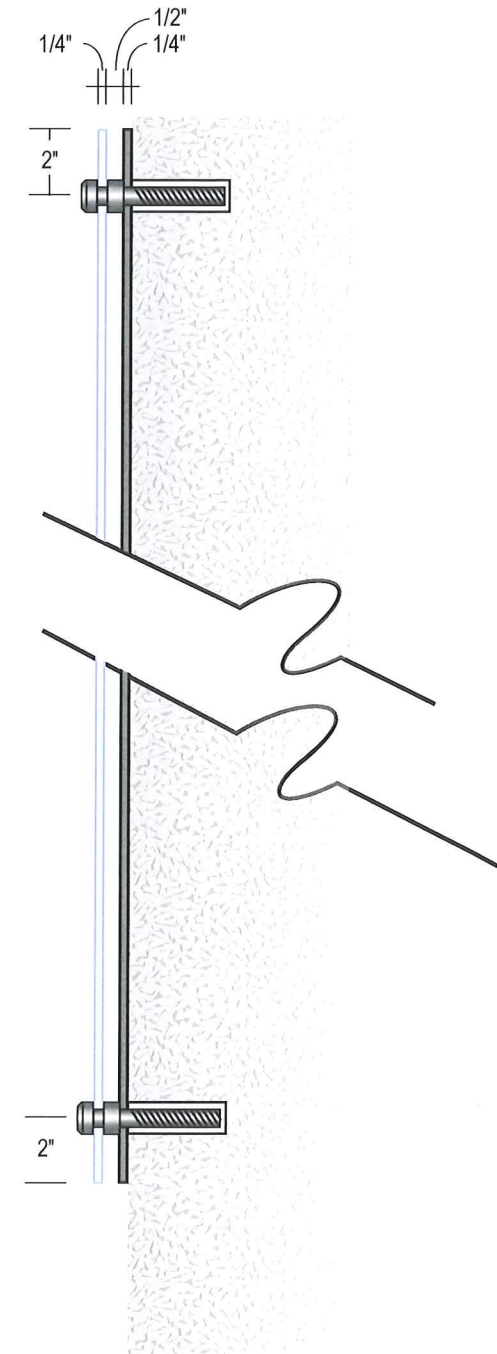
Exact messages and layout to be
determined. Final artwork to be
supplied by 505Design



1 Pedestrian Directional Signage System
Scale: 1" = 1'-0"



2 Sign Elevation
Scale: 1" = 1'-0"



3 Sign Section
Scale: 2" = 1'-0"

Dashed line represents brake form

BOULDER:
1738 Pearl Street, 300 telephone 720 565 0505
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SAN FRANCISCO:
47 Kearny Street, 502 telephone 415 421 9900
San Francisco, CA 94108

**Comprehensive
Sign Plan Package**



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PROJECT

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505 DESIGN TEAM

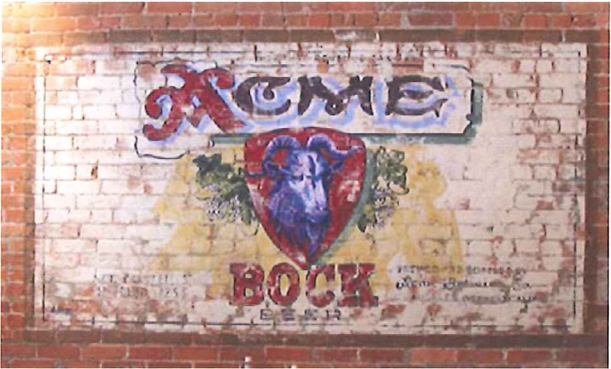
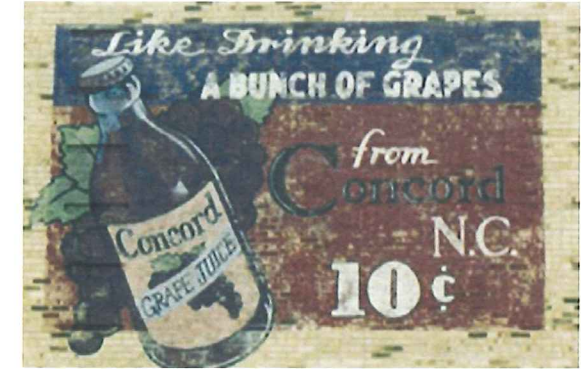
SIGN CODE CONSULTANT:
Walter Fields Group t (704) 372-7855
1919 South Blvd., Suite 101 f (704) 372-7856
Charlotte, NC 28203 Walter Fields

ADVERTISING:
Orange Barrel Media t (614) 294-4898
3400 SW Blvd. Wade Parker
Grove City, OH 43123

ORIGINAL ISSUE:	August 1st, 2012
REVISIONS:	(see package cover)

**Wall Graphic at
Stairwell along
College Street**

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1 Wall Muralist Portfolio Samples

Nurkin Arts | Scott Nurkin, Muralist
Chapel Hill, NC
919-264-1148 | nurkin@gmail.com

A Typographical Tribute to "The Queen City"
Graphics to be painted directly to wall surface in a ghosted / white wash effect.
Wall area to be brightly illuminated at night. Type treatment plays homage to the "QC", highlighting key phrases, names and historical context that's unique to Charlotte.

TOTAL SQUARE FOOTAGE - 1060 sq. feet



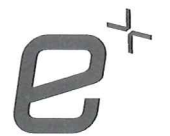
2 Building B Elevation - as seen from College Street
Scale: 1/8" = 1'-0"

BOULDER:
1738 Pearl Street, 300 telephone 720 565 0505
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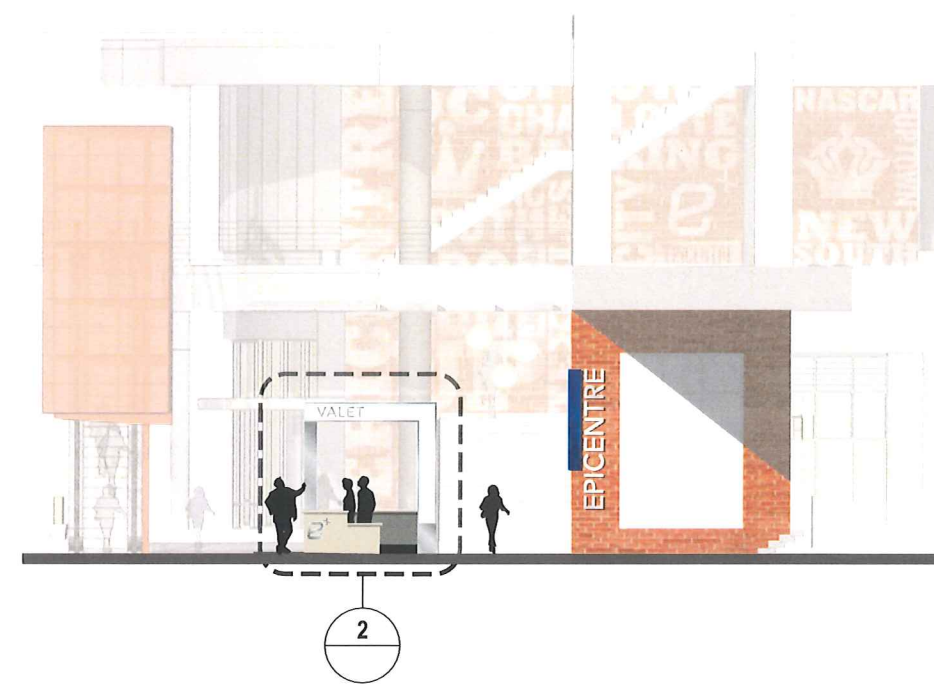
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**Valet Glass Panel
Graphics**

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2 Section thru Valet Station
Scale: 1/2" = 1'-0"



1 College Street Elevation
Scale: 1/16" = 1'-0"

Graphic pattern to be applied directly to glass panels -
to provide privacy from stairs behind.
Pattern to be cut from frosted vinyl material -
3M Frosted Crystal (sand-blasted look) 7725SE-324
Artwork to be provided by 505Design



SIGN A

Curved Two Paneled Front Lit Static Spectacular with EpiCentre Signage

Face Size
(2) 20' x 3' EpiCentre logos
(1) 20' x 46'
(1) 20' x 36'

Total Square Footage
1,760 sq. ft.

Mounting Specifics
Attached/Projecting- Rooftop

Structural Specifics
Attached to existing structure.

Special Graphics Plan Stipulations

The copy of static signs shall be predominantly pictorial and non-verbal, with textual matter and logos comprising no more than 25% of the display area of the sign. Any textual matter or words contained in the pictures of products on the signs, such as the labeling of sports uniforms, etc., shall be considered pictorial and shall not count in the calculation of the percentage of textual matter. Extensions, three-dimensional objects, special lighting effects, and unique graphics shall be encouraged.

Sign company logos not to exceed 10 square feet will be allowed so long as the logo is contained within the boundaries of the sign framing.

505 DESIGN

BOULDER:
1738 Pearl Street, 300 telephone 720 565 0505
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Charlotte, NC 28203 Walter Fields

ADVERTISING:

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ORIGINAL ISSUE: **August 1st, 2012**

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Orange Barrel Media Advertising Sign SIGN TYPE A

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SIGN B

Two Faced Full-Motion High Resolution Digital

Face Size
(2 sided) 18' x 13'

Total Square Footage
234 sq. ft. (back to back digital)

Mounting Specifics
Attached/Projecting- Side

Structural Specifics
Sign frame attaches directly to existing steel column.
Steel column in building structure is 14" x 14" x ¾" thick.

Special Graphics Plan Stipulations

The content of digital signs shall be at least 75% video content, employing motion-graphics, video footage, and interactive elements. The graphics shall be predominantly pictorial and non-verbal, with textual matter and logos comprising no more than 30% of the display area of the sign at any one moment in time, and no more than 30% of the total time on the signs.

Sign company logos not to exceed 10 square feet will be allowed so long as the logo is contained within the boundaries of the sign framing.



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ADVERTISING:
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ORIGINAL ISSUE: August 1st, 2012	
REVISIONS: (see package cover)	

Orange Barrel Media
Advertising Sign
SIGN TYPE B

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SIGN C

Curved Full-Motion High Resolution Digital Ticker

Face Size
4' x 69'

Total Square Footage
276 sq. ft.

Mounting Specifics
Attached/Wall

Structural Specifics
Sign to mount directly to existing wall.

Special Graphics Plan Stipulations

The content of digital signs shall be at least 75% video content, employing motion-graphics, video footage, and interactive elements. The graphics shall be predominantly pictorial and non-verbal, with textual matter and logos comprising no more than 30% of the display area of the sign at any one moment in time, and no more than 30% of the total time on the signs.

Sign company logos not to exceed 10 square feet will be allowed so long as the logo is contained within the boundaries of the sign framing.

505 DESIGN

BOULDER:
1738 Pearl Street, 300 telephone 720 565 0505
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Orange Barrel Media
Advertising Sign
SIGN TYPE C

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SIGN D

Two Faced Full-Motion High Resolution Digital

Face Size
(2 sided) 18' x 13'

Total Square Footage
234 sq. ft. (back to back digital)

Mounting Specifics
Attached/Projecting- Side

Structural Specifics
Sign frame attaches directly to existing steel column.
Steel column in building structure is 14" x 14" x 3/4" thick.

Special Graphics Plan Stipulations

The content of digital signs shall be at least 75% video content, employing motion-graphics, video footage, and interactive elements. The graphics shall be predominantly pictorial and non-verbal, with textual matter and logos comprising no more than 30% of the display area of the sign at any one moment in time, and no more than 30% of the total time on the signs.

Sign company logos not to exceed 10 square feet will be allowed so long as the logo is contained within the boundaries of the sign framing.



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Charlotte, NC 28203 Walter Fields

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ORIGINAL ISSUE: August 1st, 2012	
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Orange Barrel Media
Advertising Sign
SIGN TYPE D

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SIGN E

Curved Front Lit Static Spectacular

Face Size
20' x 40'

Total Square Footage
800 sq. ft.

Mounting Specifics
Attached/Projecting- Rooftop

Structural Specifics
Attached to existing structure.

Special Graphics Plan Stipulations

The copy of static signs shall be predominantly pictorial and non-verbal, with textual matter and logos comprising no more than 25% of the display area of the sign. Any textual matter or words contained in the pictures of products on the signs, such as the labeling of sports uniforms, etc., shall be considered pictorial and shall not count in the calculation of the percentage of textual matter. Extensions, three-dimensional objects, special lighting effects, and unique graphics shall be encouraged.

Sign company logos not to exceed 10 square feet will be allowed so long as the logo is contained within the boundaries of the sign framing.

505 DESIGN

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Orange Barrel Media Advertising Sign SIGN TYPE E

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SIGN F

Two Faced Front Lit Static Spectacular

Face Size
(2 sided) 45' x 19'

Total Square Footage
855 sq. ft. (back to back static)

Mounting Specifics
Attached/Projecting- Side

Structural Specifics
Existing sign.

Special Graphics Plan Stipulations

The copy of static signs shall be predominantly pictorial and non-verbal, with textual matter and logos comprising no more than 25% of the display area of the sign. Any textual matter or words contained in the pictures of products on the signs, such as the labeling of sports uniforms, etc., shall be considered pictorial and shall not count in the calculation of the percentage of textual matter. Extensions, three-dimensional objects, special lighting effects, and unique graphics shall be encouraged.

Sign company logos not to exceed 10 square feet will be allowed so long as the logo is contained within the boundaries of the sign framing.



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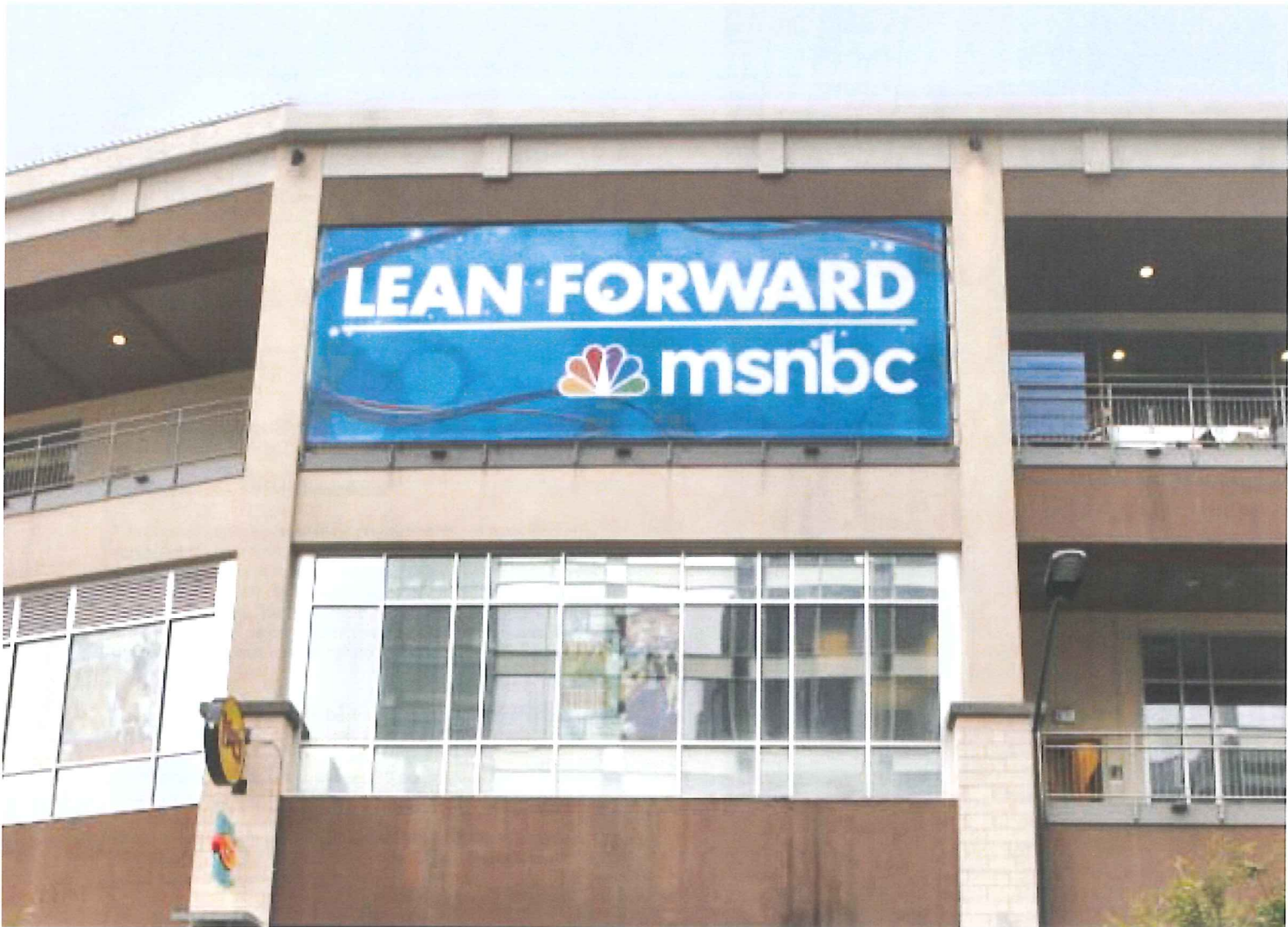
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Charlotte, NC 28203 Walter Fields

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Orange Barrel Media
Advertising Sign
SIGN TYPE F

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SIGN I

Front Lit Static Spectacular

Face Size
12' 6" x 34'

Total Square Footage
425 sq. ft.

Mounting Specifics
Attached/Wall

Structural Specifics
Existing Sign

Special Graphics Plan Stipulations

The copy of static signs shall be predominantly pictorial and non-verbal, with textual matter and logos comprising no more than 25% of the display area of the sign. Any textual matter or words contained in the pictures of products on the signs, such as the labeling of sports uniforms, etc., shall be considered pictorial and shall not count in the calculation of the percentage of textual matter. Extensions, three-dimensional objects, special lighting effects, and unique graphics shall be encouraged.

The content of the sign shall be limited to advertising products and/or services provided by on-site EpiCentre tenants only.

Sign company logos not to exceed 10 square feet will be allowed so long as the logo is contained within the boundaries of the sign framing.

Note - Items I & J may connect visually with graphic elements. These graphic elements may not exceed 25% coverage of the facade area between the two panels.

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San Francisco, CA 94108

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Orange Barrel Media
Advertising Sign
SIGN TYPE I

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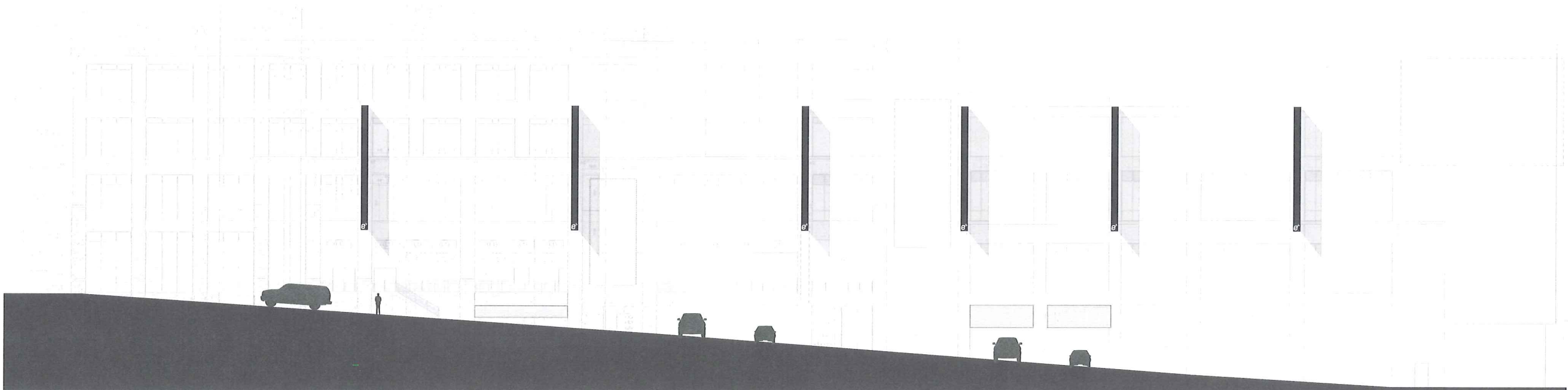
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**Multi-Tenant Blade
Sign**

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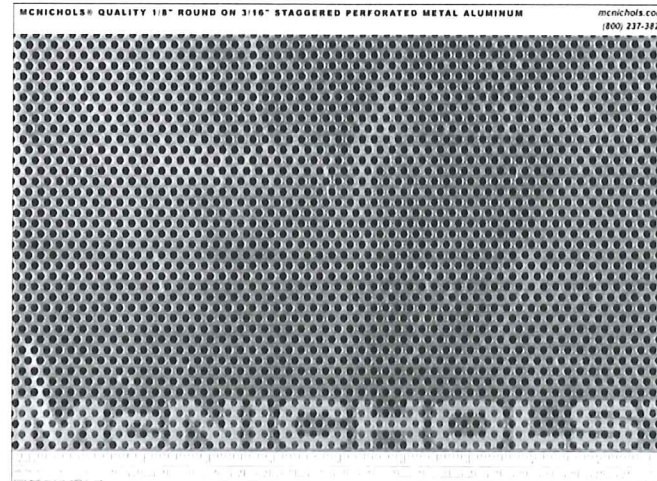
1 4th Street Overall Elevation
Scale: 1/32"=1'-0"



2 4th Street Existing Condition



1 Sign Perspective Detail
Scale: NTS



2 Sign Perspective Detail - Night View
Scale: NTS



505 DESIGN

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Multi-Tenant Blade Sign

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1 Conceptual Sign Layouts
Scale: 1/4" = 1'-0"

505 DESIGN

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