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 375 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.
Version 3.7.5 with staff changes, 5-14-13

ATTACHED TO ADMINISTRATIVE APPROVAL.

MAY 17 2013

BY: DEBRA CAMPBELL
ATTACHED TO ADMINISTRATIVE APPROVAL

MAY 17 2013

BY: DEBRA CAMPBEL

EPICENTRE

CSP: Comprehensive Signage Plan Package - For City Review

EpiCentre, Charlotte NC

Comprehensive Signage Plan Package FOR CITY REVIEW

3/11/2012

Original Issue: August 1st, 2012
Revision: August 20th, 2013
4 November 1st, 2012
5 March 18th, 2013
6 March 19th, 2013
7 May 7th, 2013
8 March 8th, 2013
9 May 14th, 2013
**CSP : Comprehensive Signage Plan Package - INDEX**

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CSP : Comprehensive Signage Plan Package - Sign Location Plans
CSP: Comprehensive Signage Plan Package - Overall Exterior Elevations
1. Transit Elevation - Maximum Signage Area
   Scale: 1/32" = 1'-0"

2. Transit - Existing Condition
   Scale: NTS

SIGN TYPE INDEX & AREA CALCULATIONS

- Project Identity Sign Elements
- Directional / Directory / Wayfinding Elements
- Decorative Graphic Elements
- Tenant Sign Elements*
- Blade Signs

* Management Controlled Tenant Signs on exterior boxes that are in addition to those 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
**Final Elevation** - Maximum Signage Area

Scale: 1/32" = 1'-0"

**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 are allowed by the city sign code. Each individual tenant with street frontage shall submit individual sign plans to the city for approval - not included in this package.
**South College Street Elevation - Maximum Signage Area**

Scale: 1/32" = 1'-0"

**South College - Existing Condition**

Scale: NTS

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**SIGN TYPE INDEX & AREA CALCULATIONS**

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*Note: This is a summary of the types of signs allowed in the area. For specific details and requirements, please refer to the Comprehensive Sign Plan Package by 595 Design.*
CSP: Comprehensive Signage Plan Package - Sign Details
2. Sign Night View
   Scale: NTS

43.0'

Graphic Panel Located in this area
See Sign Type 30.10

3. Elevation - Trade Street Entry
   Scale: 1/8" = 1'-0"
1. **Elevation - Trade Street Entry**
   - Scale: 1" = 1'-0"
   - 30" tall x 1" deep fabricated aluminum letters with painted metallic finish - (P-4)
   - 1" dia. stainless steel stand-off support attachments
   - Glass panel joints to align with bridge structural vertical supports (behind glass) - to be field verified
   - Frosted, 1/2" thick tempered "green glass" panels with polished edges. Fabricator / installer shall provide sample for approval. Glass panel widths to be determined, based upon railing vertical supports above.

2. **Sign Detail**
   - Scale: 1" = 1'-0"
   - 1" painted aluminum letters - mechanically attached per fabricator’s recommendation
   - Bridge beyond
   - Glass Panel
   - 6" tall x 6" deep. Fabricated aluminum channel-attached to steel structural members as required. Existing structure to be field verified.
   - LED lighting components - to illuminate glass panel on both sides. Fabricator to provide specification
   - 1" dia. stainless steel stand-off attachment

3. **Sign Panel Section**
   - Scale: 1" = 1'-0"
   - Handrail
   - 6'-6" x 6'-6" to be verified
   - To be painted to match Project metal railings - (P-8)
   - Fabricated aluminum rail - holds glass and LED lighting components. To be painted to match Project metal railings - (P-8)
Reverse channel letters mounted to rail- halo-illuminated with white LEDs
See additional page(s) for detailed information

Painted aluminum panel - (P-6)
See additional page(s) for detailed information

Fabricated reverse aluminum channel (1" depth) with painted metallic finish - (P-B)
See additional page(s) for detailed information

Letter returns to be painted blue

Underside return

Aluminum panel wraps column - applied vinyl graphic on return

Epicentre
PROJECT
Vision Ventures
HK
595 DESIGN TEAM
SCHER CODE CONSULTANT:
Walker Fox Design
1409 South Blvd, Suite 101
Charlotte, NC 28203

ADVERTISERS:
Orange Bank Media
3400 14th St.
Santa Monica, CA 90404

ORIGINAL ISSUE:
August 1, 2012

REVISED:
(see package cover)

Project Identity Sign on Transit Bridge Entry

These drawings are for the sole purpose of prepping visual (not as contract and are not intended for construction purposes. All aspects, engineering, fabrication, installation, and any resulting documentation are the responsibility of others.)
Elevation - Transit Bridge Entry
Scale: 1/8" = 1'-0"

Fabricated aluminum channel letters with white LED halo-illumination. Faces to be painted (P-1).

Fabricated aluminum support channels/ raceway painted (P-4).

Elevation - Transit Bridge Entry
Scale: 1/8" = 1'-0"

Channel letter returns to be painted (P-3).

Suggested attachment:
Jack nuts with all thread stud mounted into pre-drilled holes filled with silicone adhesive.

Exposed aluminum sleeve to be painted to match building facade.

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

1/4" aluminum plate - mounted to underside of facade opening. Underside to be painted blue to match PMS 2035C (gloss finish)

Original Issue: August 1, 2012
Revision: (see package cover)
Project Identity Sign on Transit Bridge Entry

Note: drawings are for the sole purpose of projecting visual design intent and are not intended for construction purposes. All specific engineering, fabrication, installation, and any resulting documentation are the responsibility of others.
Elevation - Transit Bridge Entry

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

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

2. Brake formed 20" thick aluminum panel with painted (P-3)

Panel to be attached to masonry surface with silicon adhesive

NOTE: All conditions must be field verified prior to fabrication

3. Dashed line represents 90-degree brake form seam

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

4. 1'-0" 3'-0"

8'-0"

10' 1/4"

9 3/4"

1'-8"

Epicentre
Project
Vision Ventures
HK
505 Design Team

SIGN CODE CONSULTANT:
Walker Fielder Group
1168 South Blvd., Suite D
Chapel Hill, NC 27516

ADVERTISING:
Orange Ranch Media
5460 SW Blvd
Gainesville, FL 32601

Project Identity Sign on Transit Bridge Entry

These drawings are for the sole purpose of planning visual design intent and are not intended for construction purpose. Architectural engineer ing, fabrication, installation, and any resulting documentation are the responsibility of others.
**1. College Street Elevation**

Scale: 1/8” = 1'-0"

- Push-thru acrylic internally illuminated 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**

**Logo panel to be mounted centered on curved wall surface - all conditions to be confirmed.**

**2. Corner College & Trade Streets - Plan View**

Scale: 1/8” = 1'-0"

**3. Concept Photo Rendering**

Scale: NTS

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**Comprehensive Sign Plan Package**

**EpiCentre**

**VISION VENTURES**

**KK**

**SIGNS DESIGN TEAM**

**SIGN CODE CONSULTANT:**

- Walter Fields Group
  - 1940 South Blvd., Suite 101
  - Charlotte, NC 28203
  - Walter Fields

**ADVERTISING:**

- Orange Beach Media
  - 1940 S.W. Blvd.
  - Green City, CA 94112

**ORIGINAL ISSUE:**

- August 1st, 2012

**INVOCATIONS:**

- [see package cover]
1. **Building B Elevation - as seen from College Street**
   - Scale: 1/16" = 1'-0"

2. **Sign Elevation at Stairs**
   - Scale: 1/16" = 1'-0"
   - 18" fabricated aluminum reverse-channel letters, with 1" return - to be securely pin-mounted to wall surface. To be painted (P-4)

3. **Side Elevation**
   - Scale: 1/16" = 1'-0"

Wall washing lighting fixture to located above - to be coordinated by Project Lighting Contractor

Project Directional Sign - See Sign Type 20.05

These drawings are for the sole purpose of presenting visual design intent and are not detailed for construction or use.

**10/20**

**10/20**
Dimensional decorative aluminum panel with an aged bronze painted finish. See details on following page(s).
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.
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)

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

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

See additional page for sign item information/details

Valet Signage on Overhead Panel

These standing signs for the valet program are for design purposes only and are not intended for contract documents or fabrication. These are for approval of sign locations, colors, and text. Fabrication, installation, and any resulting documentation are the responsibility of others.
See additional page for sign item information details.

**College Street Elevation**

Scale: 1/8" = 1'-0"

**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**

**Sign Detail**

Scale: 1" = 1'-0"

**Epicentre**

**Vision Ventures**

**E-Mark**

**KK**

**598 Design Team**

**Sign Code Consultant:**
Walter Phillips Group
1500 South Blvd., Suite 110
Tallahassee, FL 32301

**August 1st, 2012**

(see package cover)

**Valet Signage on Counter**

These drawings are for the sole purpose of specifying visual design intent and are not intended for construction purposes. All specifics, engineering, fabrication, installation, and any resulting documentation are the responsibility of others.
1. **Sign Plan View**
   - Scale: 1/4"=1'-0"
   - 6" ipe wood posts
   - "e" logo

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.

3. **Letter Detail**
   - Scale: 1/2"=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 #MP46533 | 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)

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**Comprehensive Sign Plan Package**

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**EpiCentre**

**PROJECT**

Vision Ventures

**SITE**

KK Design Team

**SIGN CORE CONSULTANT:**

Alter Prados Group
1-800-827-2557
1919 South Blvd., Suite 1111
Charlotte, NC 28277
Alter Prados

**ADVERTISING:**

Design Bend Media
1-866-244-4508
Greeley, CO 80632

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**ORIGINAL ISSUE:**

August 1st, 2012

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**VERSIOS:**

[see package cover]
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 RT18311241  
MCNICHOLS Quality Perforated Metal, Round Hole, Aluminum Type 3003-H14, .035 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

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

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

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

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 provided wall opening.
3) All structural framing requirements shall be provided by fabricator.

Perforated Aluminum - Item #18131141
McNichols Aluminum Round Hole, Aluminum Type 3003-H14, .125 Gauge, Mill Finish, 0.18" Holes on 0.3160" Centers, Staggered Pattern, 40% Open Area, Sheet, 48.0000" Width x 120.0000" Length
Phone: 1-877-884-4653 | mcnichols.com

1" square aluminum tube frame as required (on back surface)
Painted (or flatbed printed) aluminum graphics.
Dark gray (P-1)
Lighter gray (P-2)
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)
LED lighting components - per fabricator's recommendation/specification

1/2" thick colorless acrylic panel-back to be painted white, or while diffusing film shall be applied (if needed)

Double-sided internally illuminated sign cabinet. Cabinet shall have lockable concealed hinge face.

Suggested Supplier:
DGAPPhototech
310.537.5020

Specifications:
Custom Size Hidden Hinge - Two Sided (CQHHT60X48ASU)

SE DETAILS

1.5" structural tube - as needed
All structural requirements to be coordinated and provided by fabricator.

LED lighting components - per fabricator's recommendation/specification

1/2" thick colorless acrylic panel-back to be painted white, or while diffusing film shall be applied (if needed)

Thru bolt attachment

Electrical stub-up attachment by others

NOTE: Suggested attachment detail only - all detailing and attachment details to be provided by fabricator

Concrete base - to be coordinated and provided by fabricator

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.

Hidden Hinge

Shimmage

Height - 1-3/8" to 1-3/4"
For use in narrow hinge cavities or to accommodate close tolerances. Refinish hinges to match existing finishes. All aluminum and rolled steel hinges are field adjustable to 1-3/4". All steel hinges with over adjustable hinge length are available in 1-3/8"

Standard Design

Options

Concealed hinge: provides secret hinges

Please check cover page for further information or contact Mike Price for further details.

Project Informational Directory - Freestanding

These standards are not to eliminate visual design intent and are not intended for construction purposes. All project engineering, fabrication, installation, and any project documentation and the responsibility of others.
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 595Design.

Brake formed 25" thick aluminum panel with painted metalic finish (P-4)
Panel to be attached to masonry surface with silicone 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
Acrylic - 20" thick colorless acrylic sheet with PVB non-glare finish with one sided abrasion resistant coating.
Contact: Stephen Gammon
Cell: 770-238-4483
stephan.gammon@evonic.com
www.evonic.com/northamerica

Exact messages and layout to be determined. Final artwork to be supplied by 595Design

LEVEL 200
Whiskey River
Blackfinn
Bruegger’s Bagels
Smoothie King
Epicentre Sundaes
Moe’s Southwest Grill
Jason’s Deli
Firehouse Subs
AT&T
Wild Wing Cafe
Five Guys
First Charlotte Physicians
Mez & Epicentre Theaters
Revolution

2 Sign Elevations - Complete Sign Family
Scale: 1" = 1'-0"
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 depending upon wall/column location.
3) See additional page(s) for detailed information.

Pedestrian Directional Signage System
Scale: 12" x 14"
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 20" thick aluminum panel with painted metallic finish (Matthews Paints #MP18145 Lead Grey Metallic Satin Finish)

Panel to be attached to masonry surface with silicone 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
Acrylic: 20" thick colorless acrylic sheet with P99 non-glar 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.
Wall Muralist Portfolio Samples

Nurkin Arts | Scott Nurkin, Muralist
Chapel Hill, NC
919-294-1148 | nurkin@gmail.com

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

A Typographical Tribute to "The Queen City"A Typographical Tribute to "The Queen City"

2

Epicentre
VISIONS

Vision Ventures

BRIEFS

K

505 DESIGN TEAM

SIGN CODE CONSULTANT:
Nelson Fields Group
1-704-727-6686
105 South Blvd., Suite 101
Charlotte, NC 28203
Nelson Fields

ADVERTISING:
Orange Beach Media
3406 EFW Blvd.
Grove City, OH 43123

TOTAL SQUARE FOOTAGE - 1080 sq. ft.

COMPREHENSIVE SIGN PLAN PACKAGE

Wall Graphic at Stairwell along College Street

These drawings are for the sole purpose of expressing initial design intent and are not intended for construction purpose. All aspects of engineering, materials, installation, and any resulting documentation are the responsibility of others.
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 595Design
SIGN A
Curved Two Panneled Front Lit Static Spectacular with EpiCentre Signage

Face Size
(2) 20’ x 3’ EpiCentre logos
(1) 20’ x 48’
(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 35% 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.
SIGN B

Two Sided 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/Probing - Side

Structural Specifics
Sign frame attaches directly to existing steel column.
Steel column in building structure is 1/4" x 14" x 14" 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.
SIGN C
Curved Full-Motion High Resolution Digital Ticker

Face Size
4’ x 60’

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 as long as the logo is contained within the boundaries of the sign framing.
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 1/4” 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 visual 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.
SIGN E

Curved Front Lit Static Spectacular

Face Size
30’ 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.
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

Thecopy of static signs shall be predominantly pictoral 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 labelling of sports uniforms, etc., shall be considered pictoral 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.
SIGN I

Front Lit Static Spectacular

Face Size
18' 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 1.6.2 may connect visually with graphic elements. These graphic elements may not exceed 25% coverage of the facade area between the two panels.
4th Street Overall Elevation

4th Street Existing Condition

Epicentre

Vision Ventures

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SIG 3 DESIGN TEAM

SIGN CODE CONSULTANT:
Mithun Pacific Group
1106 23rd St., Suite 500
Oakland, CA 94606

ADVERTISING:
Orange Shoe Media
17500 N.E. 8th Pl.
Aventura, FL 33180

August 1st, 2012

Multi-Tenant Blade Sign

These drawings are for the sole purpose of re-
viewing visual design ideas and are not intended
for construction. All changes should be confirmed
by contact with the architect. All drawings are
confidential and the responsibility of others.
24" Brushed aluminum surround

Perforated aluminum panel - on both sides of panel

Tenant signage - channel letters or sign cabinets with dimensional text.

4" painted aluminum frame

4" structural aluminum tubing - located behind perforated panel

1. Sign Perspective Detail
   Scale: NTS

2. Sign Perspective Detail - Night View
   Scale: NTS