This Application is Solely For The Purpose Of Amending The Approved Sign Plan For Portions Of The Metropolitan Development
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Proposed Amendments To The Sign Plan Are Designated By Black Bold Face Type

Sign Plan Amendment 6/19/2017
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Sign Plan Amendment 6/19/2017

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Introduction

This is the signage exhibit for [and an addendum to] the petition for MUD-D-O for proposed mixed-use development in the Midtown area of Charlotte, NC by Pappas Properties, LLC, Colonial Properties and Collett & Associates.

As evidenced by all submitted components, significant effort has been made to create a dense, urban environment that succeeds in "disguising" large retail components which are more typically sited with acres of ground level parking.

The success of such a diverse mix of retail and business tenants, along with residential occupants, presents a unique communication and aesthetic challenge. This solution uses a high-density, richly urban mix of signs, banners, etc. to communicate to the public at large the exciting multiple functions and benefits "packed" on one site.

Special Note from Charlotte Planning Commission:
"Staff is supportive of permitting administrative approval of content on a specific sign design, location and plan, for up to a 25% increase of allowed square footage or well space, percentage based on unique, unusual and special circumstances."

The physical configuration of this "stratified" development presents unique communication challenges, both for its tenants and residents, and the visiting public, which suggest an "urban" density of signage. Such a mix of components required the "options" to the modest standard MUD-D-O allowances depicted within.

Generally, the sign provisions outlined in Chapter 13 of the City of Charlotte Zoning Ordinance for Businesses (B1 & B2) and Shopping Centers, would meet the needs of the public and most tenants of this site, as they have for other enterprises within the City. However, this development's unique "layered" configuration of diverse tenants, the public's limited visual access, and its "indirect" physical access, especially in the cases of its larger retail tenants, called for specific considerations which follow the spirit if not always the present letter of more typical sign provisions.

The conditions of this project and the options allowed by MUD-D-O are unique and are not intended to set precedents for any future project.

Rezoning Application: This Application Is For Changes To The Sign Plans Only

This request provides a solution for Branding the Development and encouraging marketing solutions for the Retail Tenants. The primary purpose for this request is to assure the success of the Development and the Retail Businesses in a unified and aesthetically pleasing manner.

Proposed Amendments To The Sign Plan Are Designated By Black Bold Face Type
Tenant Window Graphics for each street level tenant (graphics may cover 75% of the total window surface.) Use of created vinyl graphics for the street level retail will be encouraged.
Tenant Window Graphics
for each street level Tenant (graphics may cover 75% of the total window surface). Use of created vinyl graphics for street level retail will be encouraged.

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Area Shown

Tenants on Windows

Potential Tenant Signage Areas/Types

Potential Site Signage Areas

Marshall's

STAPLES

BEST BUY

INTERNAL PROJECT ELEVATION - FOR REFERENCE ONLY

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Tenant Window Graphics

Each street level tenant (graphics may cover 75% of the total window surface. Use of created vinyl graphics for street level retail will be encouraged.

Mural/Signage

For each retail tenant (graphics in columns on exterior window surfaces). Street and main floor, 200 square feet. no signage allowed. Use of created vinyl graphics for street level retail will be encouraged.

Window Mural/Signs

The use of window murals/signs is limited to the window portion of the building, and may cover 75% of the window surface. Signage must be permanent and may not be removed from the building without written permission from the owner. Outdoor signage may be located on the façade.
Tenant Window Graphics for each street level Tenant (graphics may cover 75% of the total window surface.) Use of creative vinyl graphics for street level retail will be encouraged.

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INTERNAL PROJECT ELEVATION - FOR REFERENCE ONLY

Metropolitan/Sol: Building A | West Elevation w/ 100SF Metrop. Sign
Tenant Window Graphics for each street level. Tenant graphics may cover 75% of the total window surface. Use of creative vinyl graphics for street level retail will be encouraged.

Signage Requirements for each street level. Signage should be consistent and well executed. Signage will be limited to 25% of the total window surface. Signage shall be located in the top one-third of the window. A maximum of 10% of all electrical fixtures shall be used to support signage. A maximum of 10% of all electrical fixtures shall be used to support signage.

Project Text: Creative vinyl graphics for street level retail will be encouraged. Signage located in the top one-third of the window. A maximum of 10% of all electrical fixtures shall be used to support signage. A maximum of 10% of all electrical fixtures shall be used to support signage.

WEST BUILDING ELEVATION - MAIN STREET

INTERNAL PROJECT ELEVATION - FOR REFERENCE ONLY

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NOI and SOI Viewpoints
Identity Signage 320 square feet
(353 square feet if individual letters are used, an increase of 10%).

Tenant Window Graphics for each street level Tenant (graphics may cover 75% of the total window surface.) Use of creative vinyl graphics for street level retail will be encouraged.

Tenant Loading Areas

Tenants and Tenants' Contractors are responsible for their assigned loading areas. Loading areas are outside the building. Tenant loading areas are limited to a maximum of 1,500 square feet. Loading areas are for use of tenant's vehicles only and may not be used for any other purpose.

Identity Signage 320 square feet
(353 square feet if individual letters are used, an increase of 10%).

Tenant Window Graphics for each street level Tenant (graphics may cover 75% of the total window surface.) Use of creative vinyl graphics for street level retail will be encouraged.

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Identity signage 320 square feet (353 square feet if individual letters are used, an increase of 10%).
One sign per building face located at the top of the building.

Sign Plan Amendment 6/19/2017
Identity signage 320 square feet (353 square feet if individual letters are used, an increase of 10%).

One sign per building face located at the top of the building.

Tenant Window Graphics for each street level Tenant (graphics may cover 100% of the window surface). Use of created vinyl graphics for street level retail will be encouraged.
Tenant Window Graphics for each street level Tenant (graphics may cover 75% of the window surface.) Use of creative and graphic for street level retail will be encouraged.

Residential Building Modifications: Signs 10% of building area, 100 sq. ft total area, per floor. Each sign shall be a flat graphic. The use of creative and graphic for street level retail will be encouraged.

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Tenant Window Graphics for each street level Tenant (graphics may cover 75% of the window surface). Use of creative vinyl graphics for street level retail will be encouraged.

Temporary Multi-Tenant signs for each Tenant, 50% of tenant building size. Temporary signs are limited to: (1) the total footprint of the building, not exceeding 1000 sq. ft., will also be allowed. No signs will be allowed in the absence of a tenant's arrival to the premises.

Tenant: All points of a permanent wall sign are located in a tenant's premises. The tenant is responsible for the tenant's arrival to the premises. The sign will be removed immediately after the tenant's arrival to the premises.

Temporary Signage: Signage may be temporary and located in any position on the premises. The sign is removable immediately when the tenant's arrival to the premises.

Signage is not permanent and is removable immediately when the tenant's arrival to the premises.

South Elevation at Baxter
SCALE 1/16" = 1'-0"

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Tenant Window Graphics for each street level tenant (graphics may cover 75% of the window surface). Use of creative vinyl graphics for street level retail is encouraged. Depictions represent suggested potential area only, not actual quantities or coverage.
Building D
(elevations to be developed)
Building E
Tenant Access Signs for north entrance to buildings on
entrance to building on 3rd floor

Tenant Access Signs for south
entrance to buildings on
entrance to building on 3rd floor

Potential Tenant Access Sign/Loader
Potential Exit Access Sign/Loader

INTERNAL PROJECT ELEVATION - FOR REFERENCE ONLY

BLDG. E NORTH ELEVATION
SCALE: 1"=20'

TITLE
Metropolitan/SOI: Bldg. E | North Elevation

REV.
1. 09.02.08
2. 10.03.08
3. 03.06.08
4. 06.09.08

APPROVAL
Changes & Revisions:
Approved with Changes:
12.05.07

ENG.
26
BLDG. E SOUTH ELEVATION

SCALE: 1"=20'

Potential Tenant Signage: Ancillate
Potential Signage: Ancillate

*Potential changes and updates to the design.*

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**Changes & Revise:**

1. 01/01/01
2. 02/02/02
3. 03/03/03
4. 04/04/04
5. 05/05/05

*Changes approved: 12.05.07*
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Picture 1: Potential Tenant Signs/Signage

Picture 2: Potential Signage by Arrows/Flow

INTERNAL PROJECT ELEVATION - FOR REFERENCE ONLY

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Tenant Window Graphics for each Tenant:
- 100% of tenant building back, 100% of total maximum per "Strip" for each tenant (assuming 90% is on ground and above 6th floor of building and covering 75% of total window surface). Use of creative vinyl graphics for street retail is encouraged.

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Tenant Window Graphics for each street level Tenant (graphics may cover 75% of the total window surface.) Use of creative vinyl graphics for street level retail will be encouraged.

Depictions represent suggested potential areas, not actual quantities or coverage.

Potential Tenant Signage Area/Zone

Potential Site Signage by Zone
Tenant Window Graphics for each street level Tenant (graphics may cover 75% of the total window surface). Use of creative vinyl graphics for street level retail will be encouraged. Depictions represent suggested potential areas only, not actual quantities or coverage.
Branded Entry Features
As shown on the above rendering, two obelisks with signage may be located on the site at the entrance into the site from Charlottetowne Avenue, with one obelisk with signage being located on the southwest corner of the intersection at Charlottetowne Avenue and Metropolitan Avenue, and the second obelisk with signage being located on the southeast corner of the intersection of Charlottetowne Avenue and Metropolitan Avenue.

Sign Plan Amendment Branded Entry Feature 6/19/2017