# MAETROPOLITAN SIGN PLAN



This Application is Solely For The Purpose Of Amending The Approved Sign Plan For Portions Of The Metropolitan Development

This Application is Solely For The Purpose Of Amending The Approved Sign Plan For Portions Of The Metropolitan Development **Proposed Amendments To The Sign Plan Are Designated By Black Bold Face Type** Sign Plan Amendment 6/19/2017

Approved 2/18/08 Signage pockage For Metreopolation south of For Citopolotte - Townie Attenue (Formerly Lidepondence Towd.) 22AM



### **Table of Contents**

Introduction Labeled Site Plan

Building Elevation Exhibits with Sign Area Locations

-Building A -Building B -Building C -Building D -Building E -Building F -Building P -Building P Page 02 Page 03 Page 04-

### This Application is Solely For The Purpose Of Amending The Approved Sign Plan For Portions Of The Metropolitan Development



### Of The Metropolitan Development Sign Plan Amendment 6/19/2017

OVAL	ISSUE DATE	SIGN TYPE	PAGE
ges & Resubmittal: wed with Changes: wed:	12.05.07		1

#### Introduction

This is the signage exhibit for (and an addendum to) the petition for MUDD-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; content on a specific sign design, location and plan, for up to a 25% increase of allowed square footage or wall 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 MUDD 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 MUDD-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

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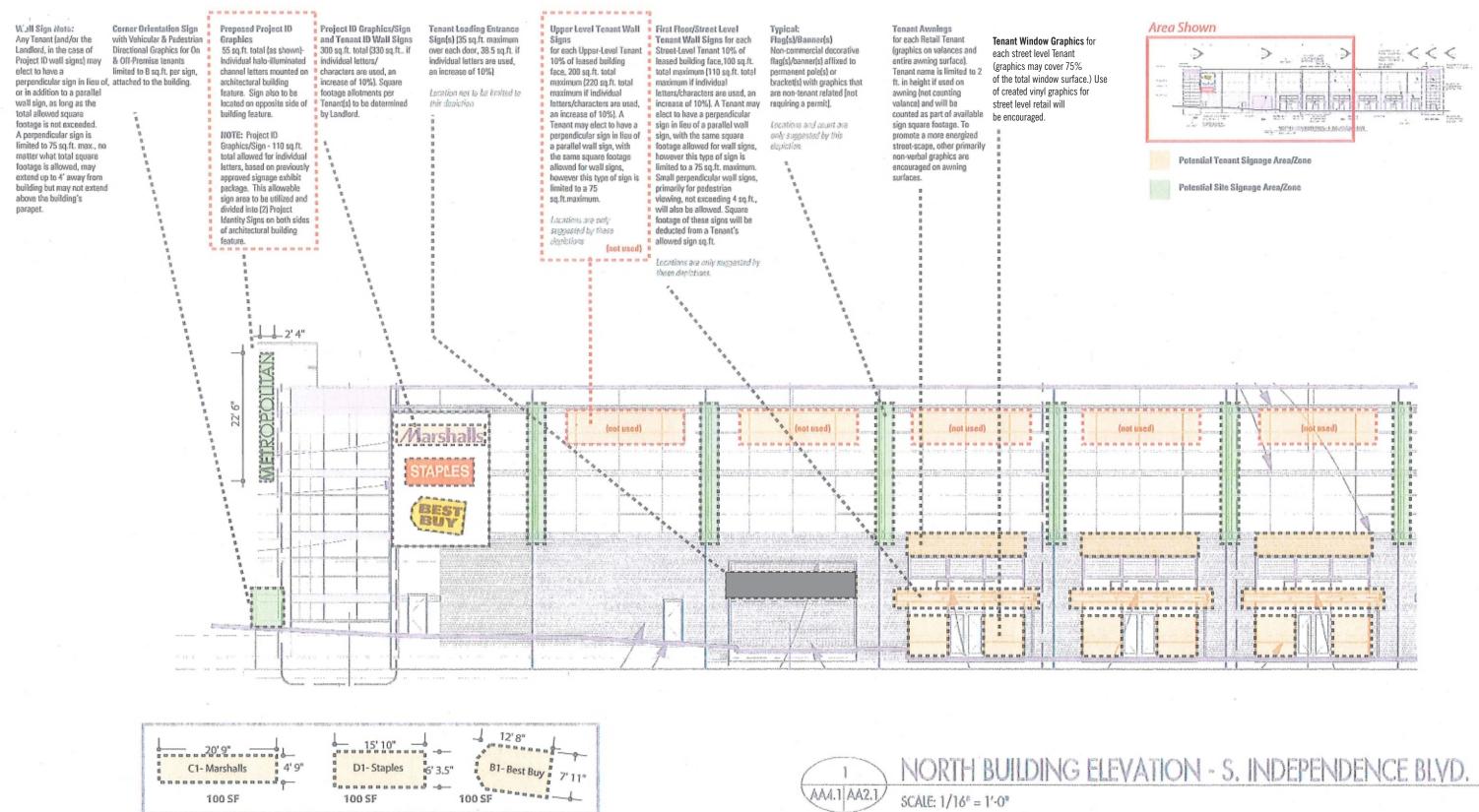
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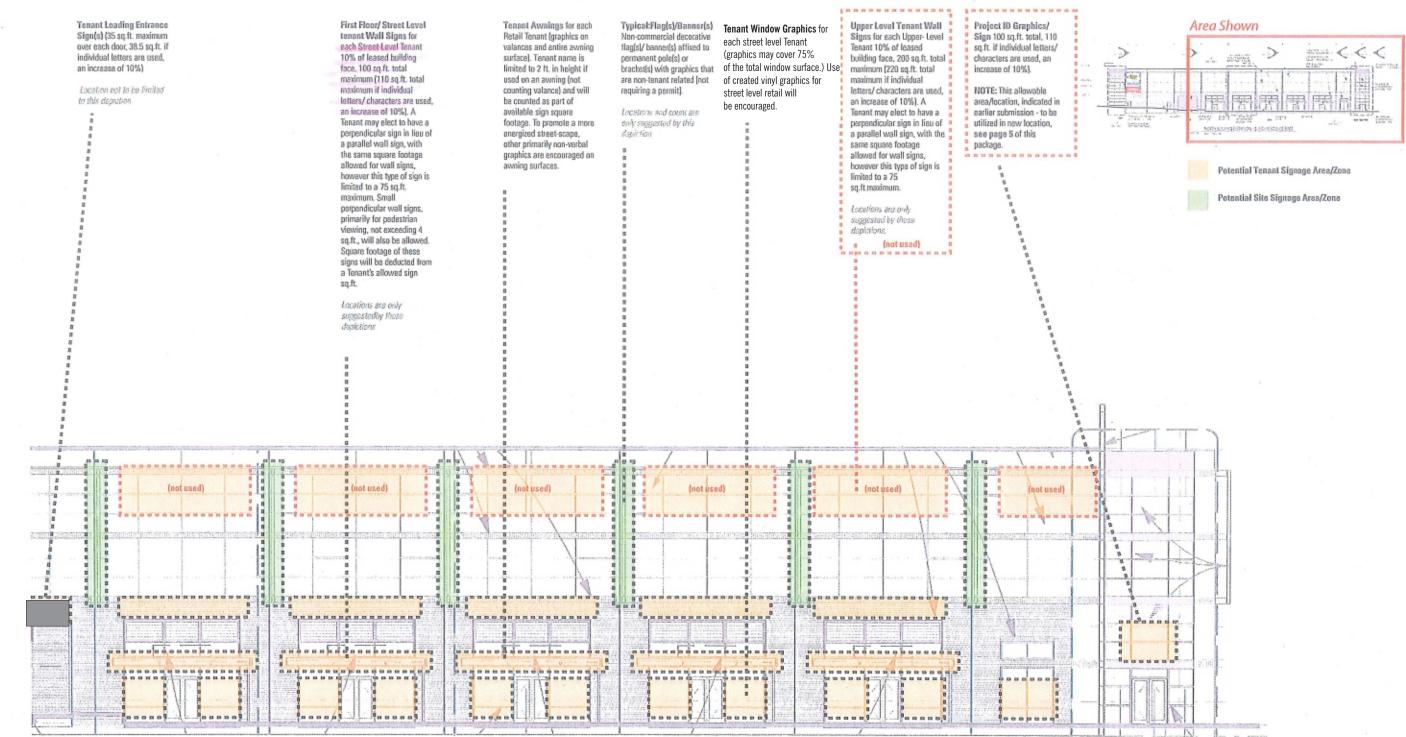
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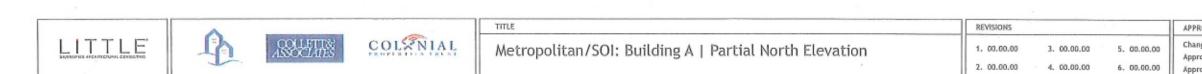


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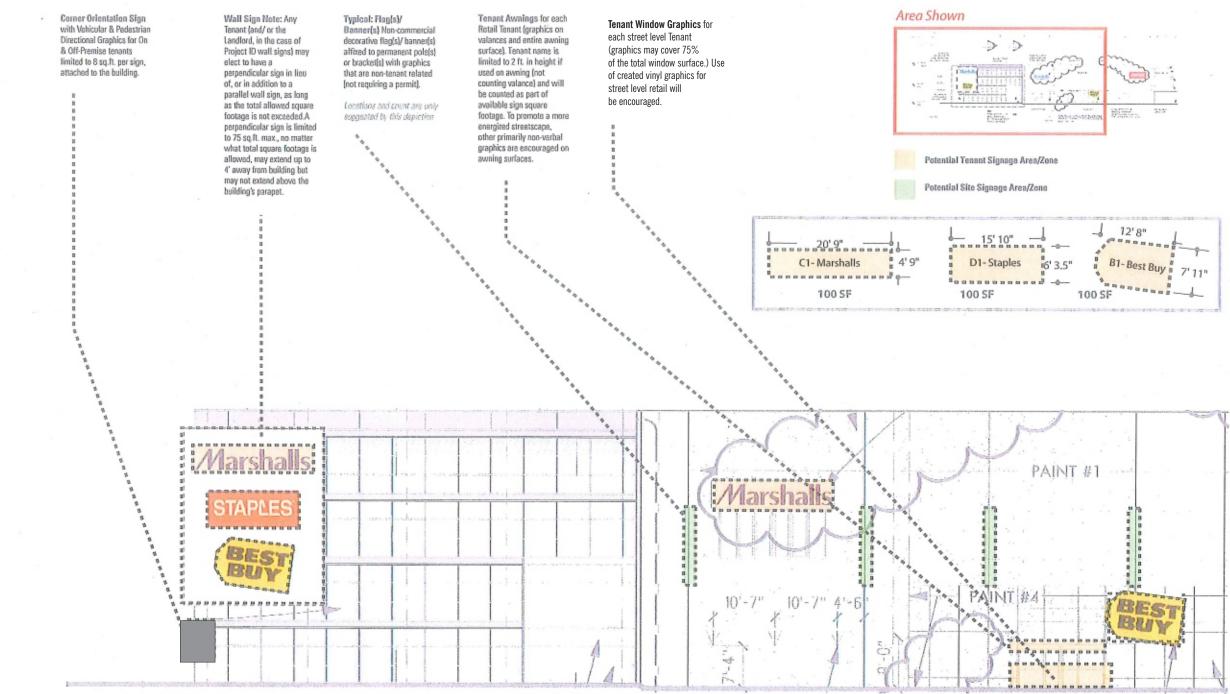


NORTH BUILDING ELEVATION - S. INDEPENDENCE BLVD. 1 A4.1 AA2.1

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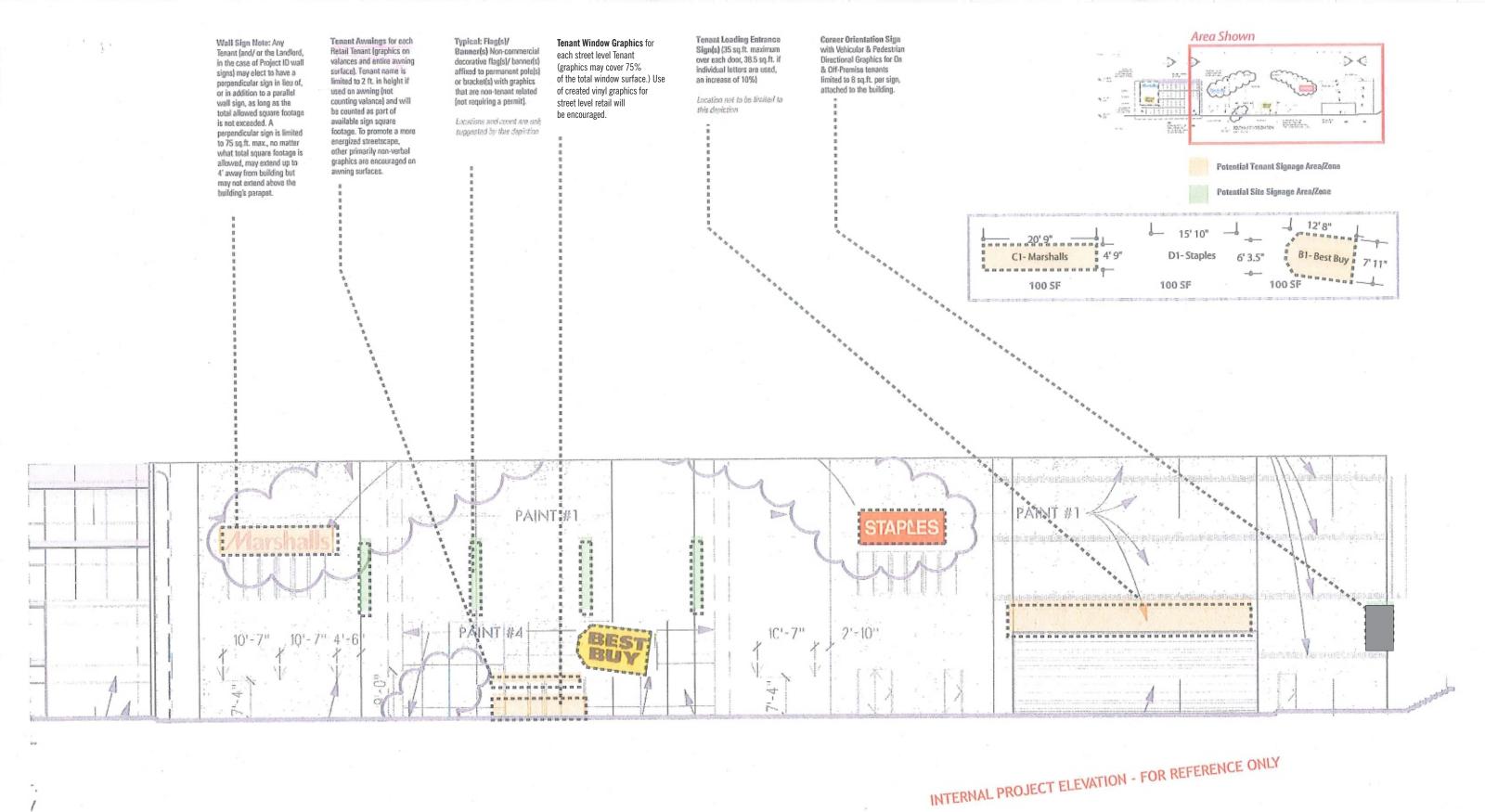


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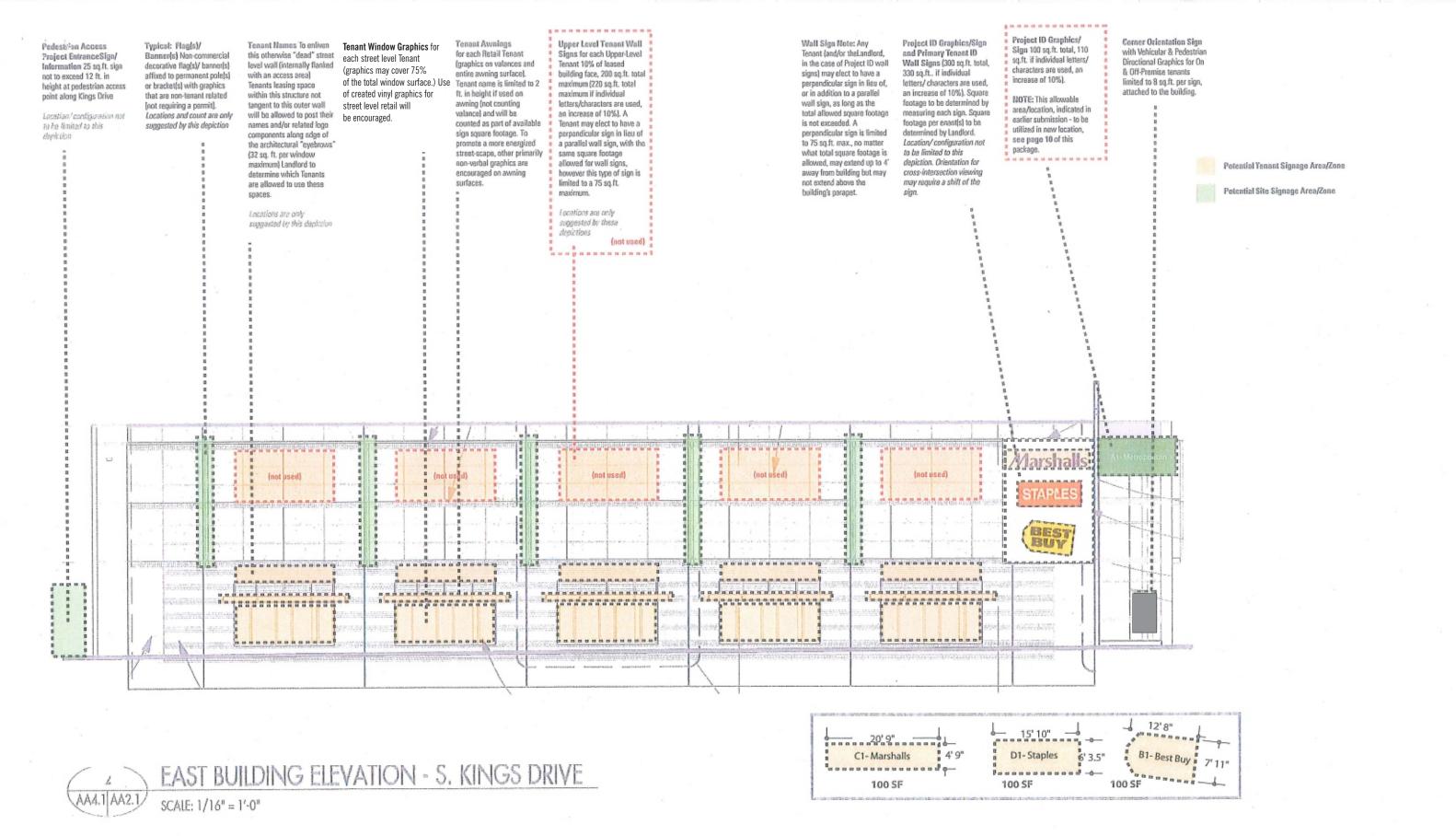


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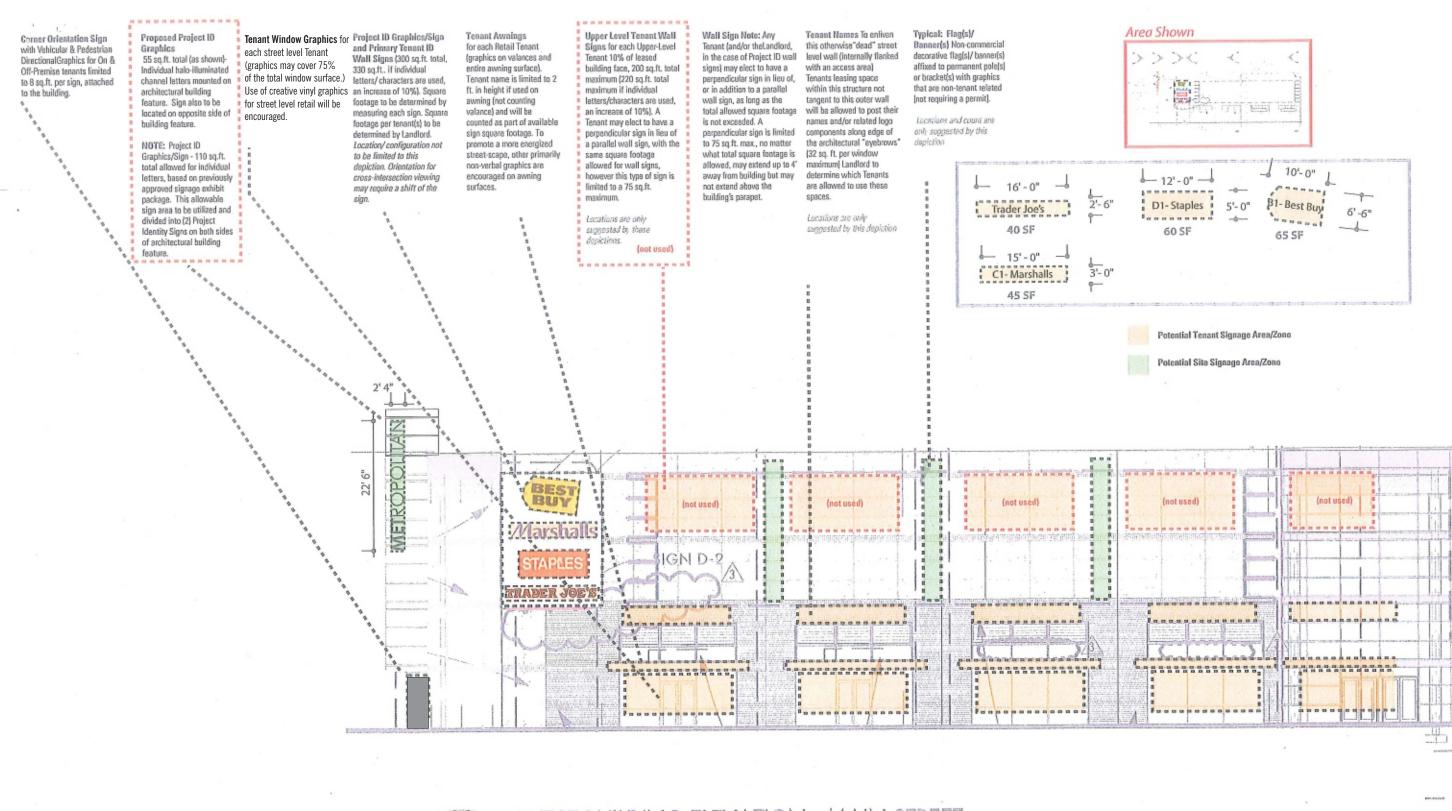
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WEST BUILDING ELEVATION - MAIN STREET

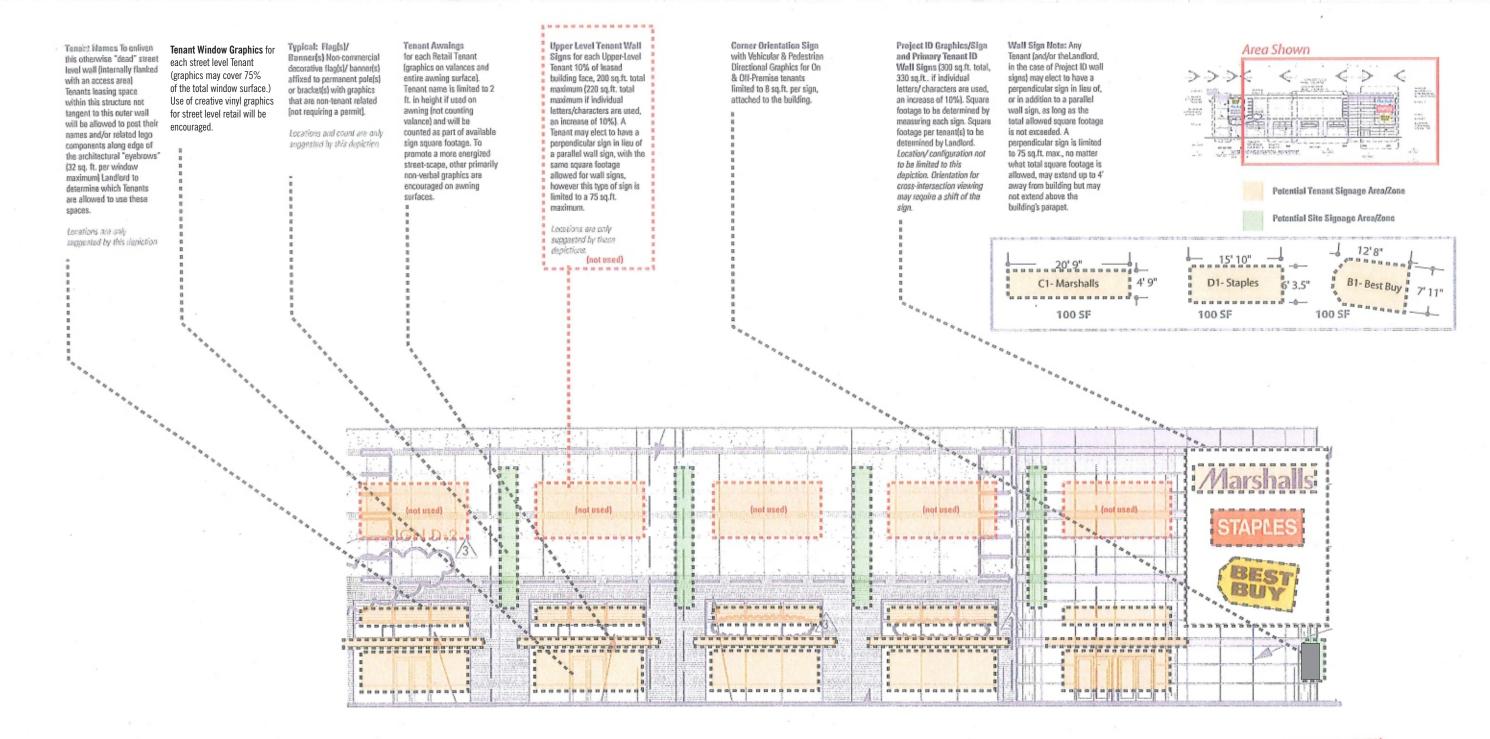
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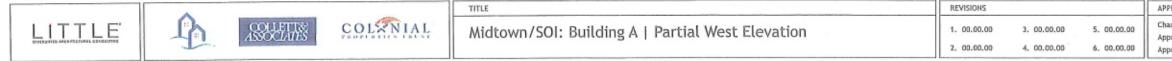
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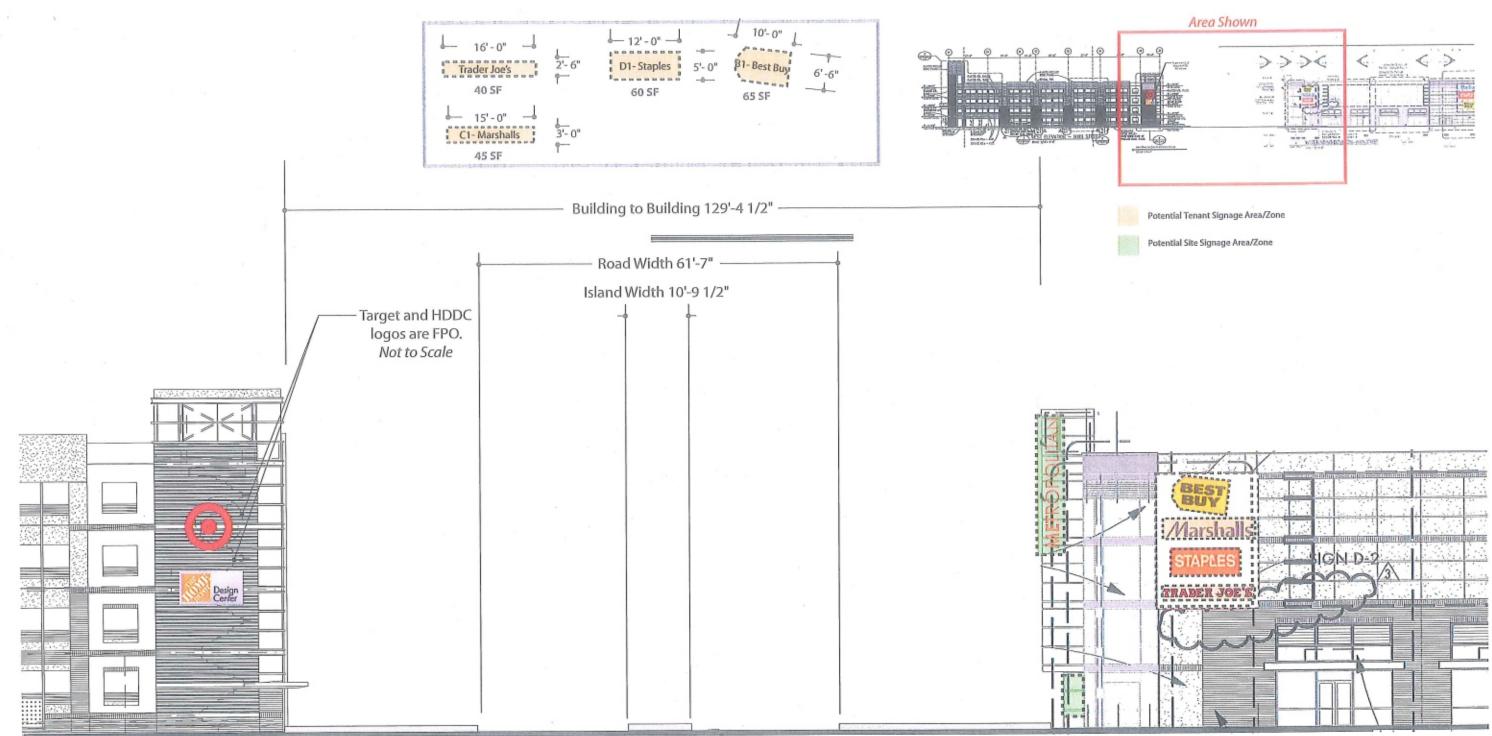
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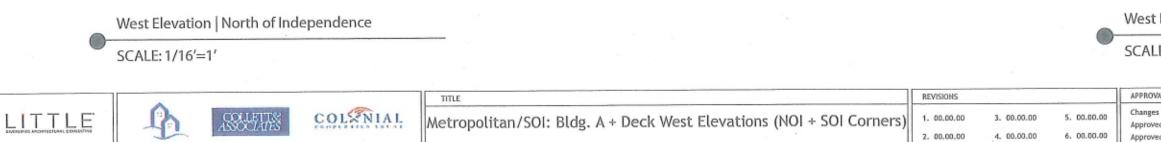
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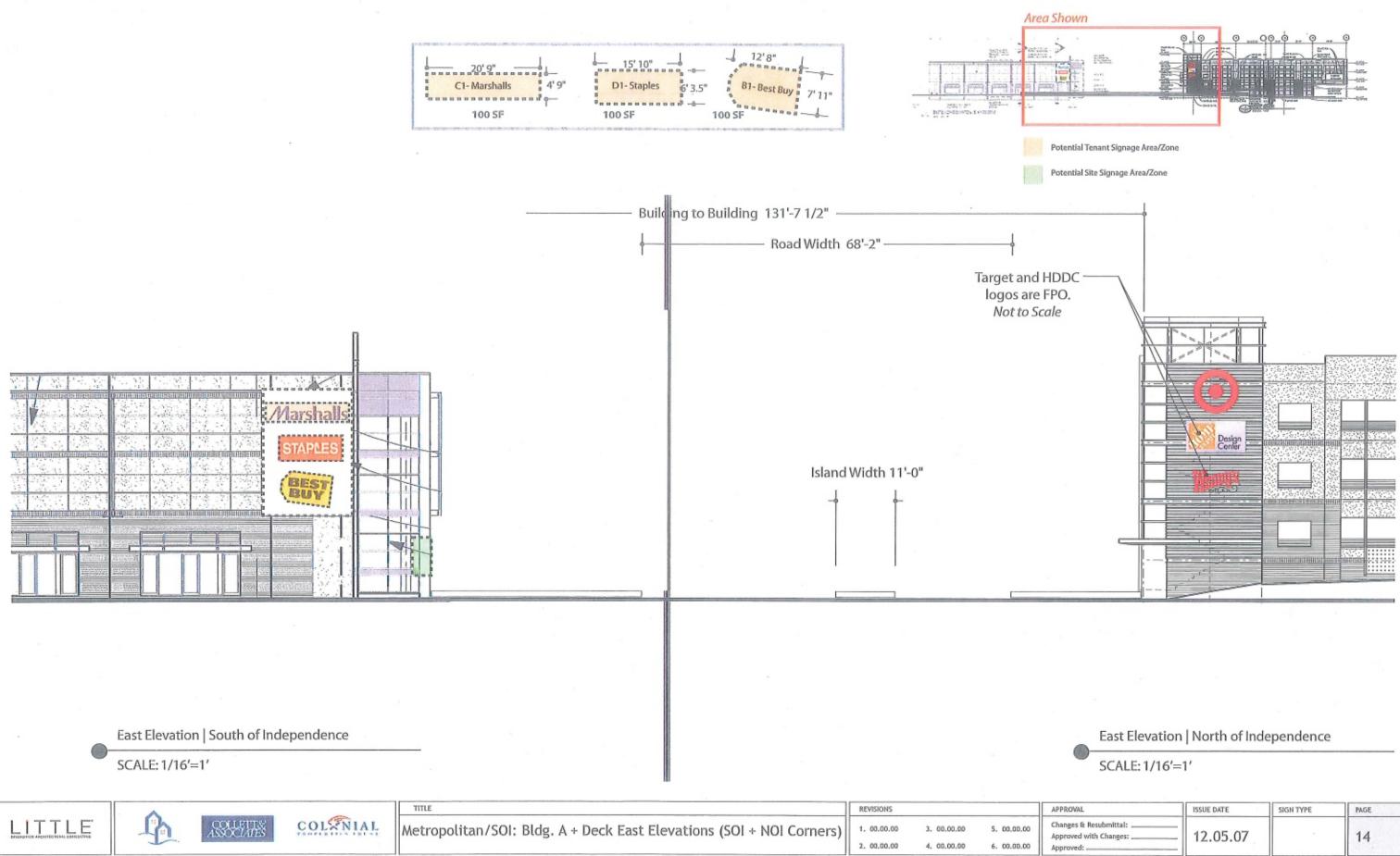




#### West Elevation | South of Independence

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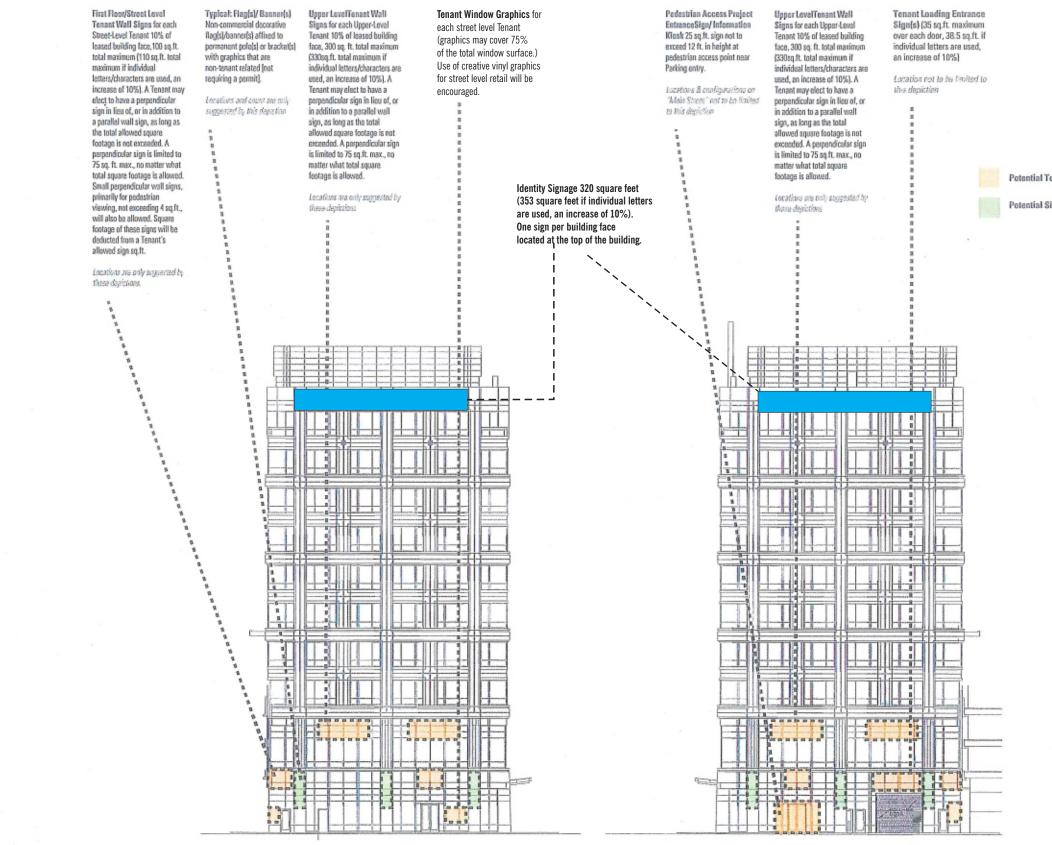


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## **Building B**

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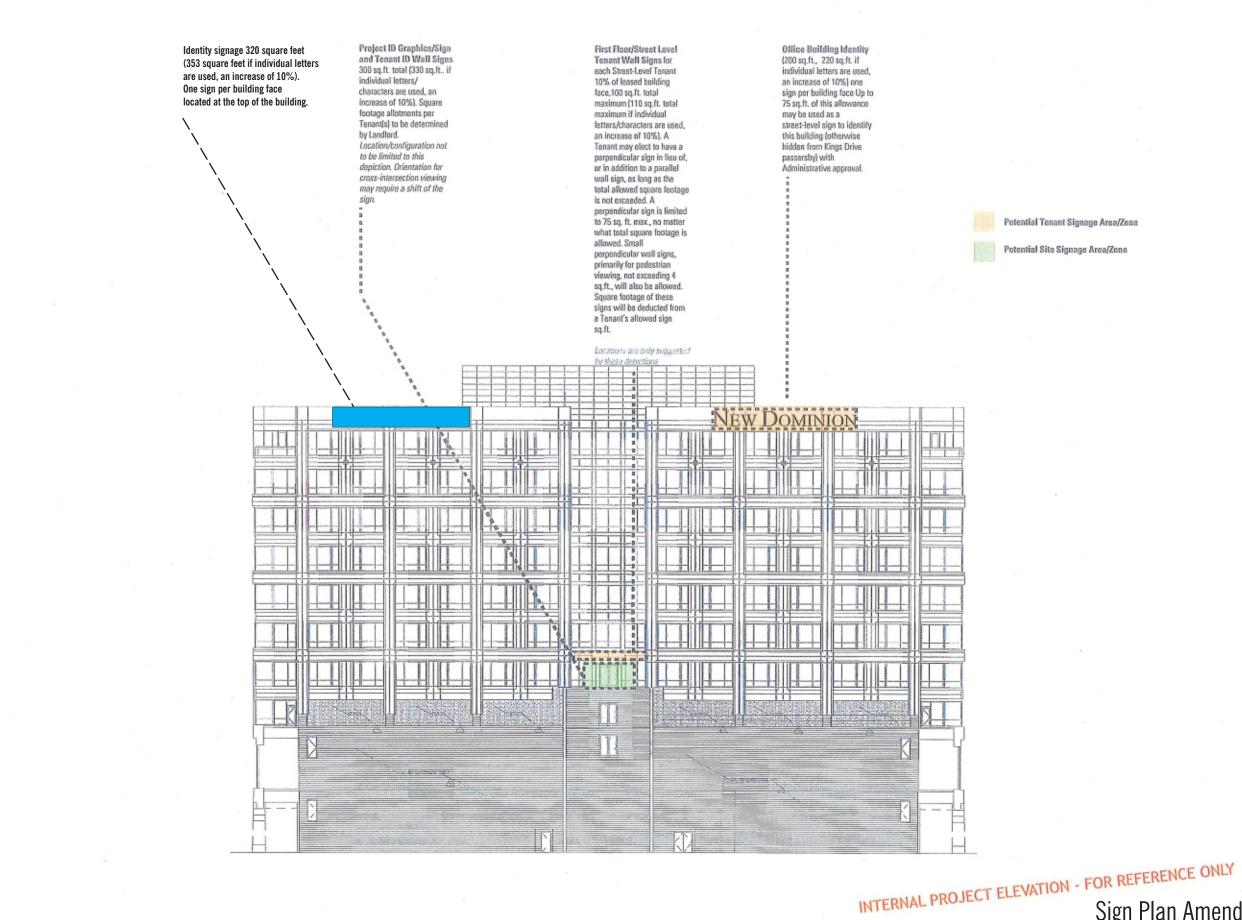
NORTH ELEVATION

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Potential Tenant Signage Area/Zone

Potential Site Signage Area/Zone

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EAST ELEVATION

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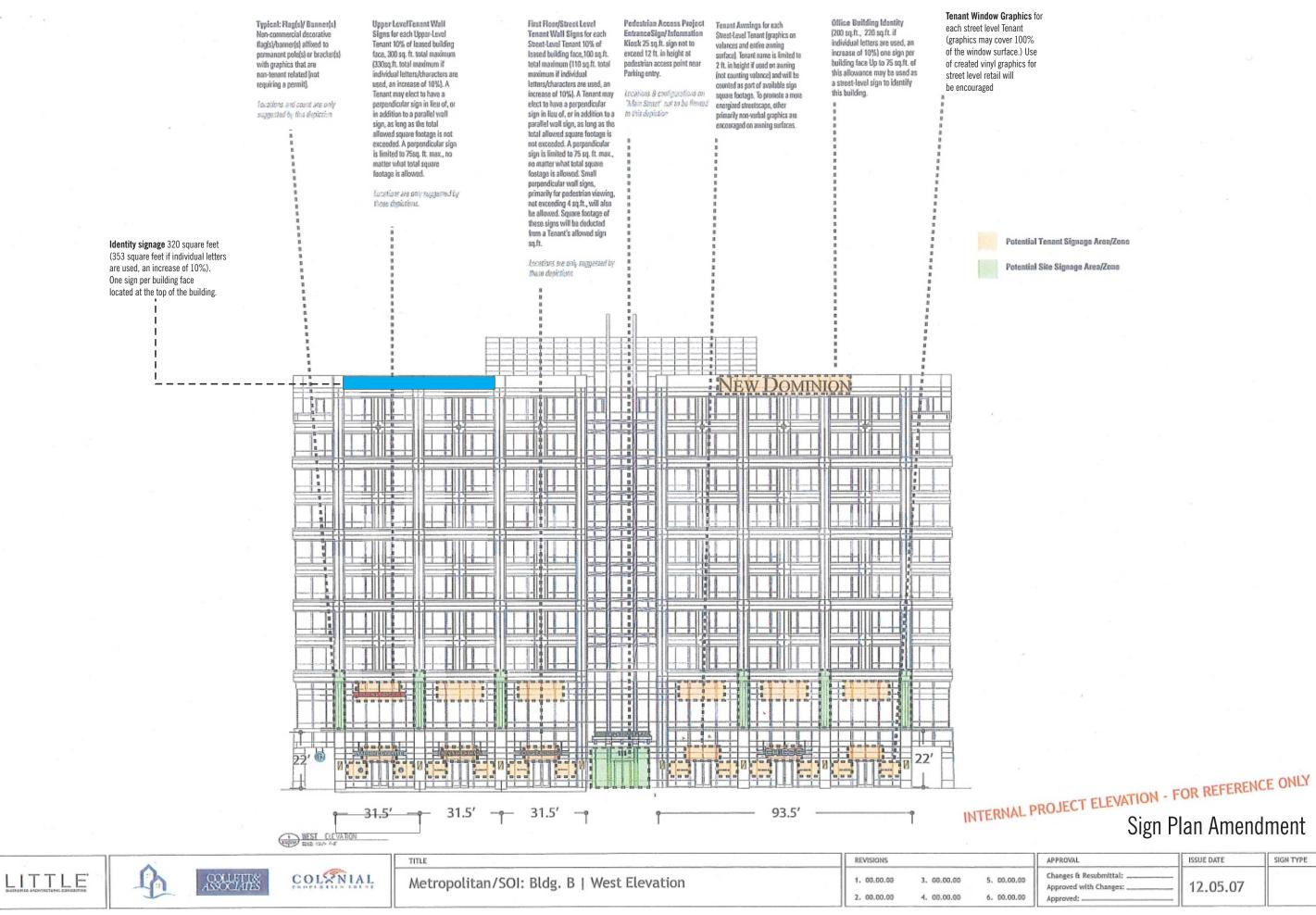


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Potential Tenant Signage Area/Zene

Potential Site Signage Area/Zone

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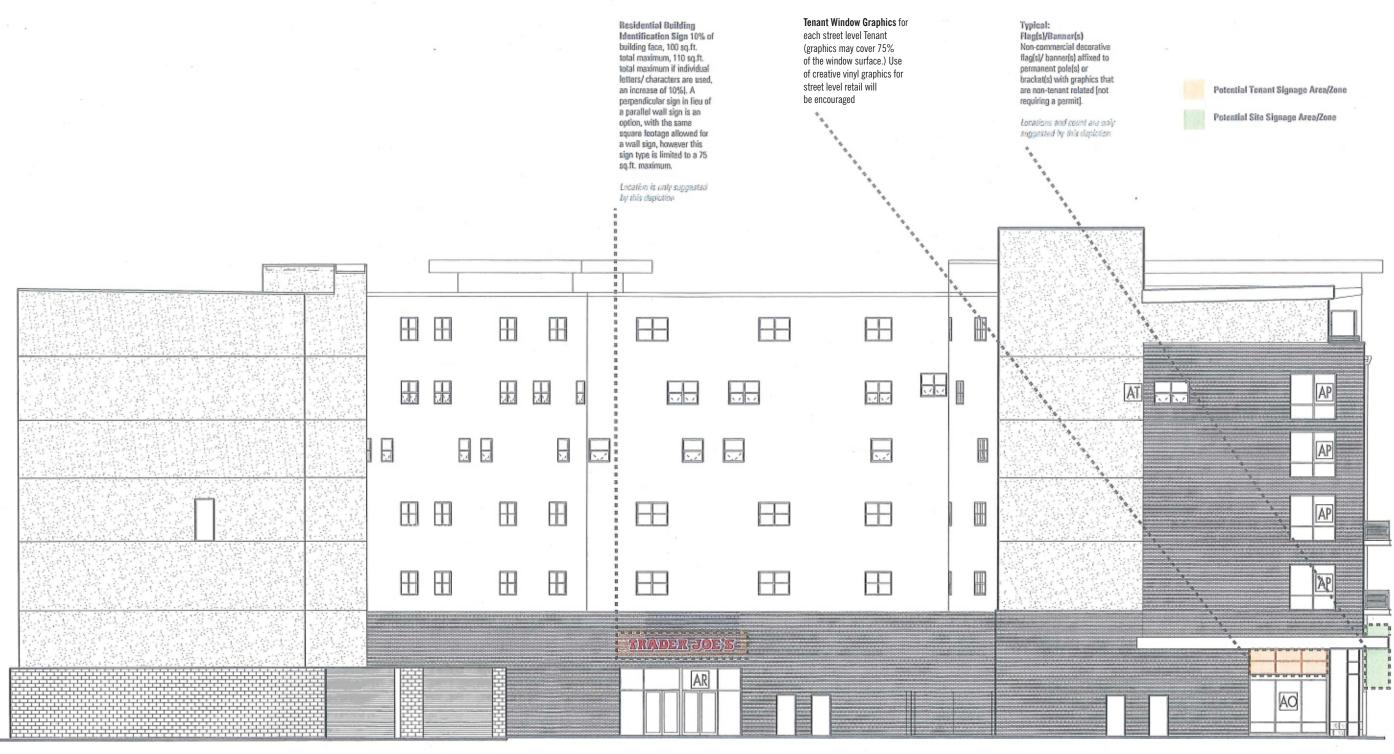


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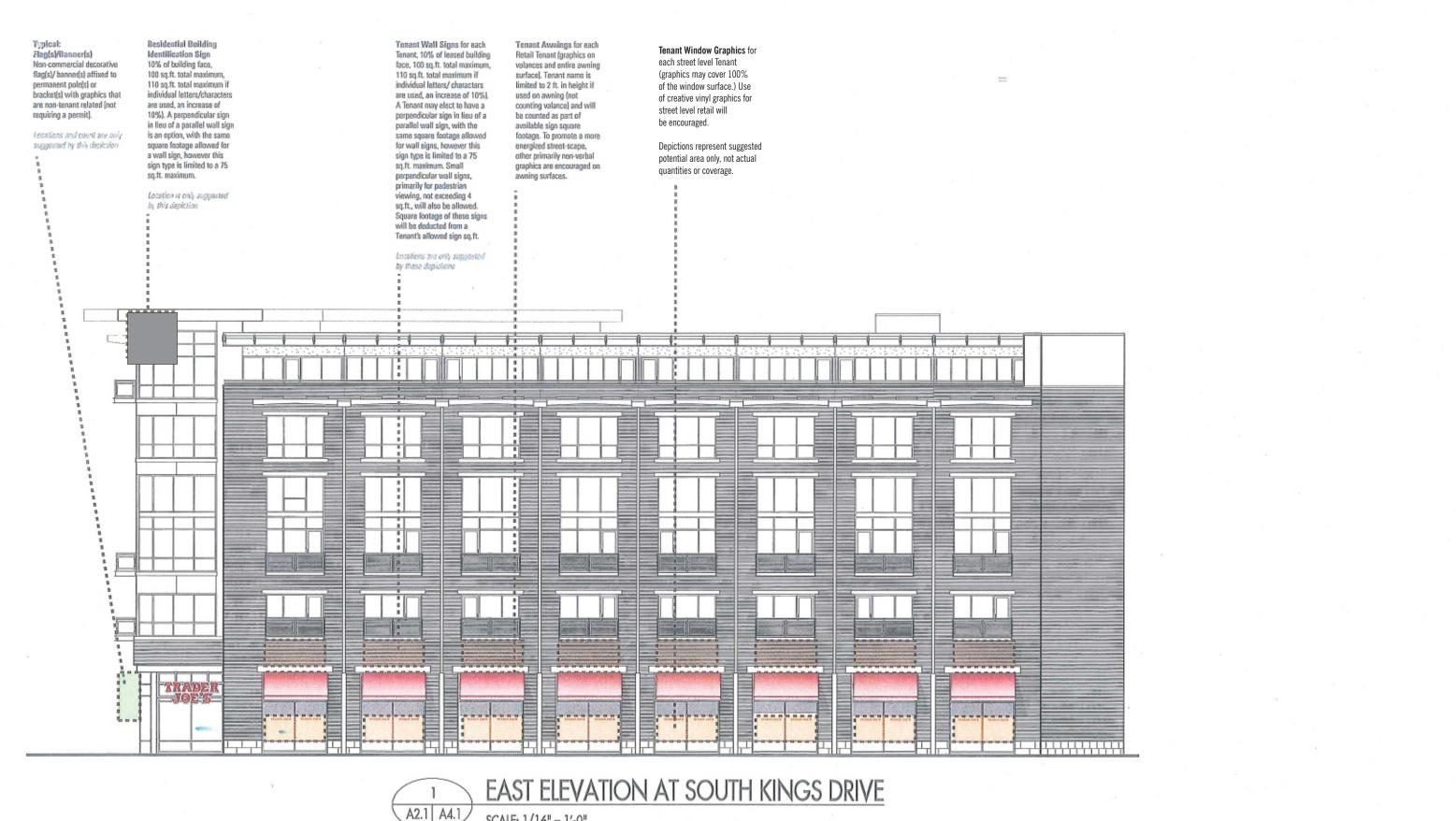




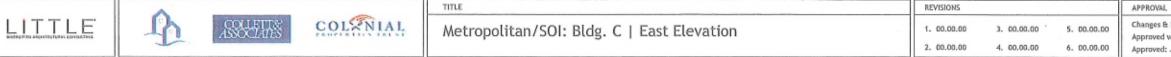


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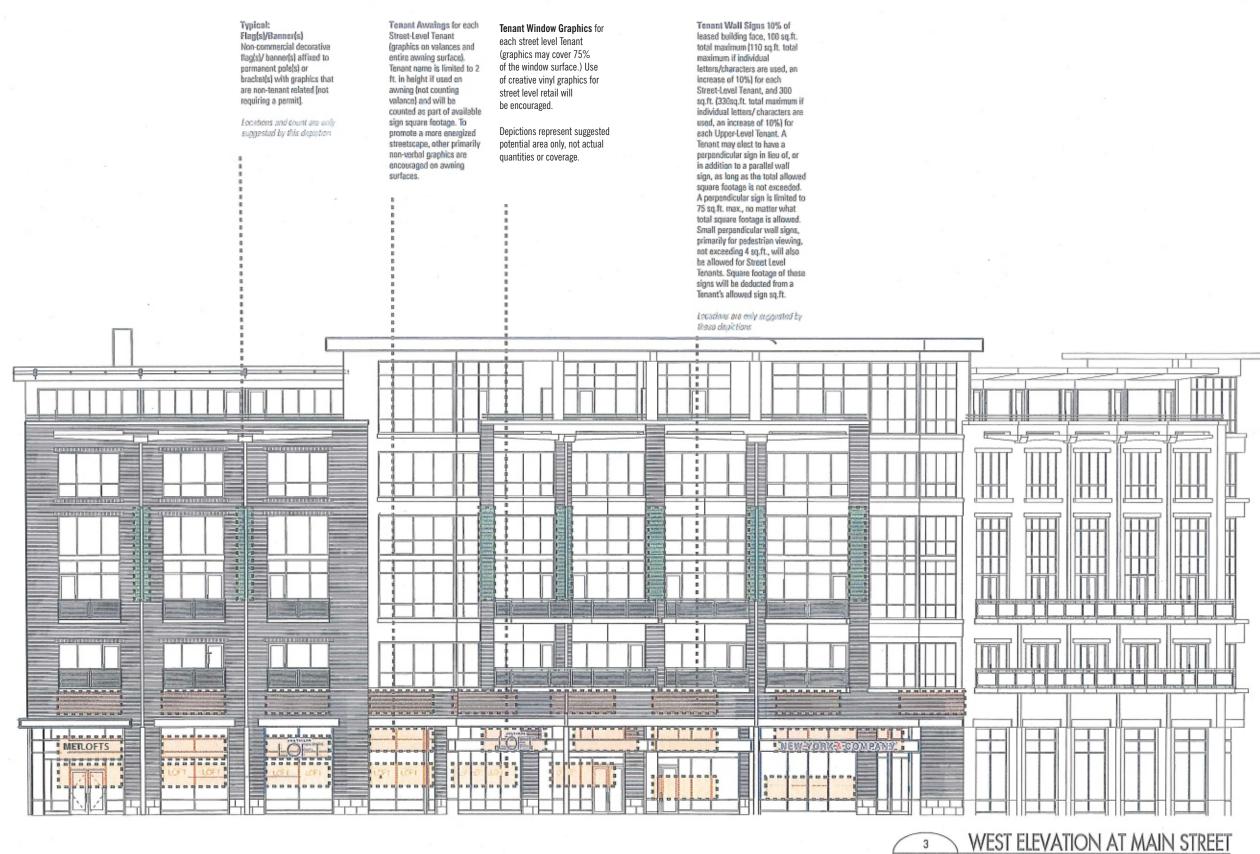
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SCALE: 1/16" = 1'-0"



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## Building D

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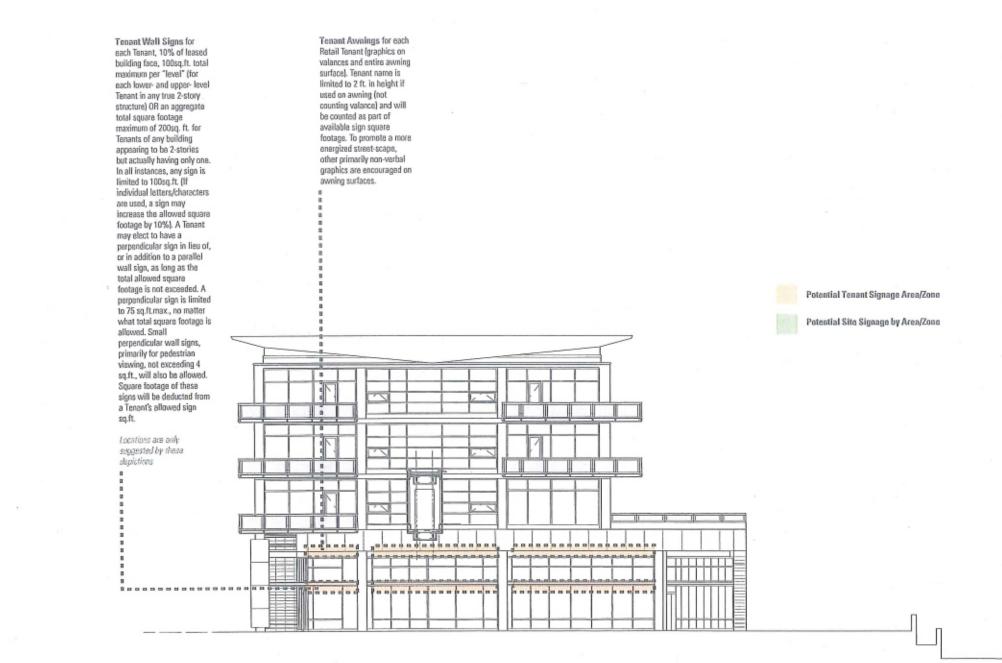
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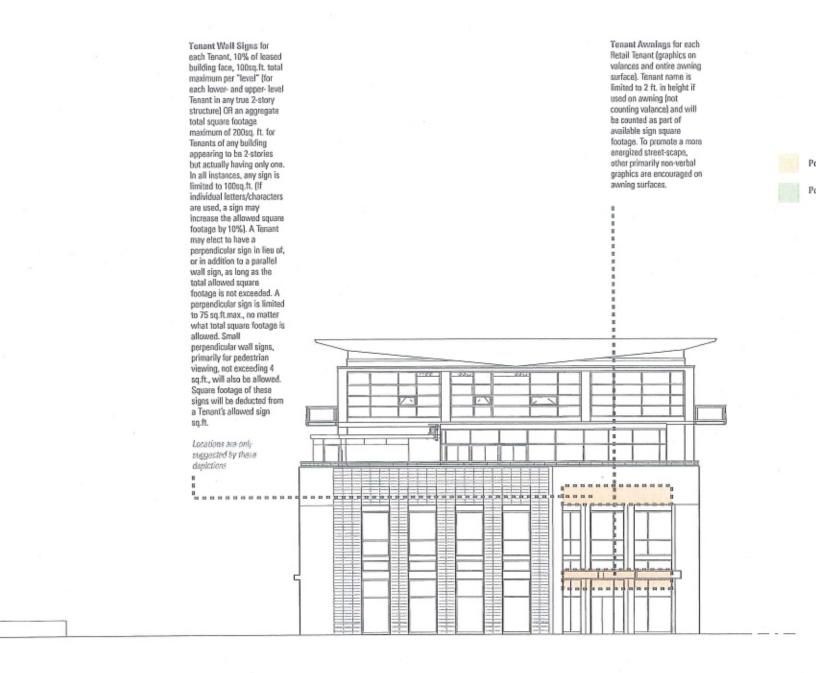




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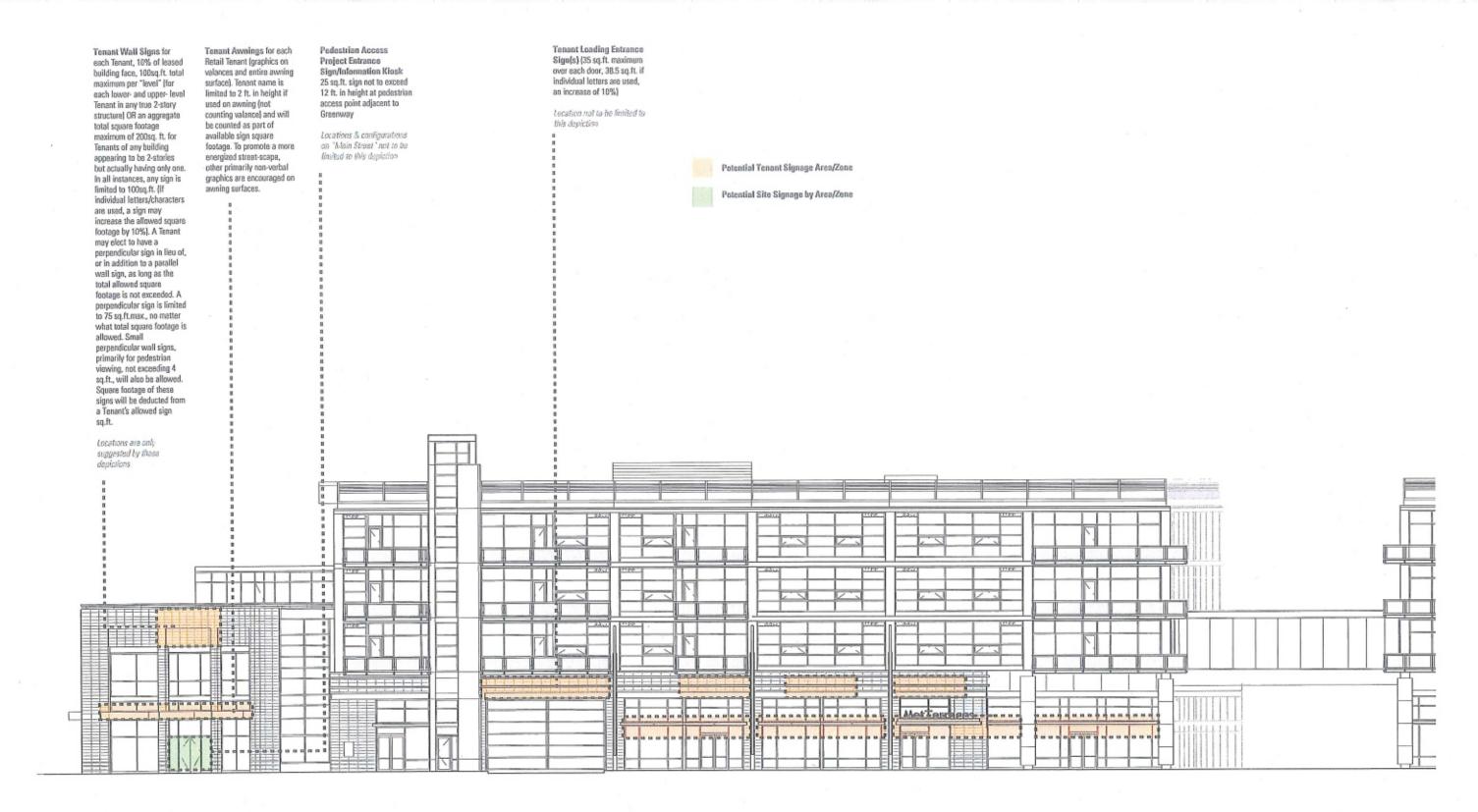




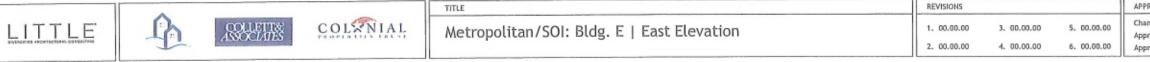
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Potential Tenant Signage Area/Zone

Potential Site Signage by Area/Zone



BLDG. E EAST ELEVATION EFA4.1 SCALE: 1"=20'



## INTERNAL PROJECT ELEVATION - FOR REFERENCE ONLY

APPROVAL	ISSUE DATE	SIGN TYPE	PAGE
Changes & Resubmittal: Approved with Changes: Approved:	12.05.07		28

Tenant Wall Signs for each Tenant, 10% of leased building face, 100sq.ft. total maximum per "level" (for each lower- and upper- level Tenant in any true 2-story structure) OR an aggregate total square footage maximum of 200sq. ft. for Tenants of any building appearing to be 2-stories but actually having only one. In all instances, any sign is limited to 100sq.ft. (If individual letters/characters are used, a sign may increase the allowed square footage by 10%). A Tenant may elect to have a perpendicular sign in lieu of, or in addition to a parallel wall sign, as long as the total allowed square footage is not exceeded. A perpendicular sign is limited to 75 sq.ft.max., no matter what total square footage is allowed. Small perpendicular wall signs, primarily for pedestrian viewing, not exceeding 4 sq.ft., will also be allowed. Square footage of these signs will be deducted from a Tenant's allowed sign sq.ft. Locations are only suggested by these

Tenant Awnings for each Retail Tenant (graphics on valances and entire awning surface). Tenant name is limited to 2 ft. in height if used on awning (not counting valance) and will be counted as part of available sign square footage. To promote a more energized street-scape, other primarily non-verbal graphics are encouraged on awning surfaces.

Pedestrian Access **Project Entrance** Sign/Information Kiosk 25 sq.ft. sign not to exceed 12 ft. in height at pedestrian access point adjacent to Greenway.

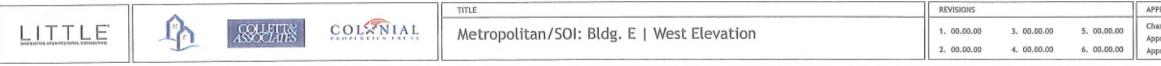
Locations & configurations on "Atain Street" not to be limited to this depiction

Potential Tenant Signage Area/Zone

Potential Site Signage by Area/Zone





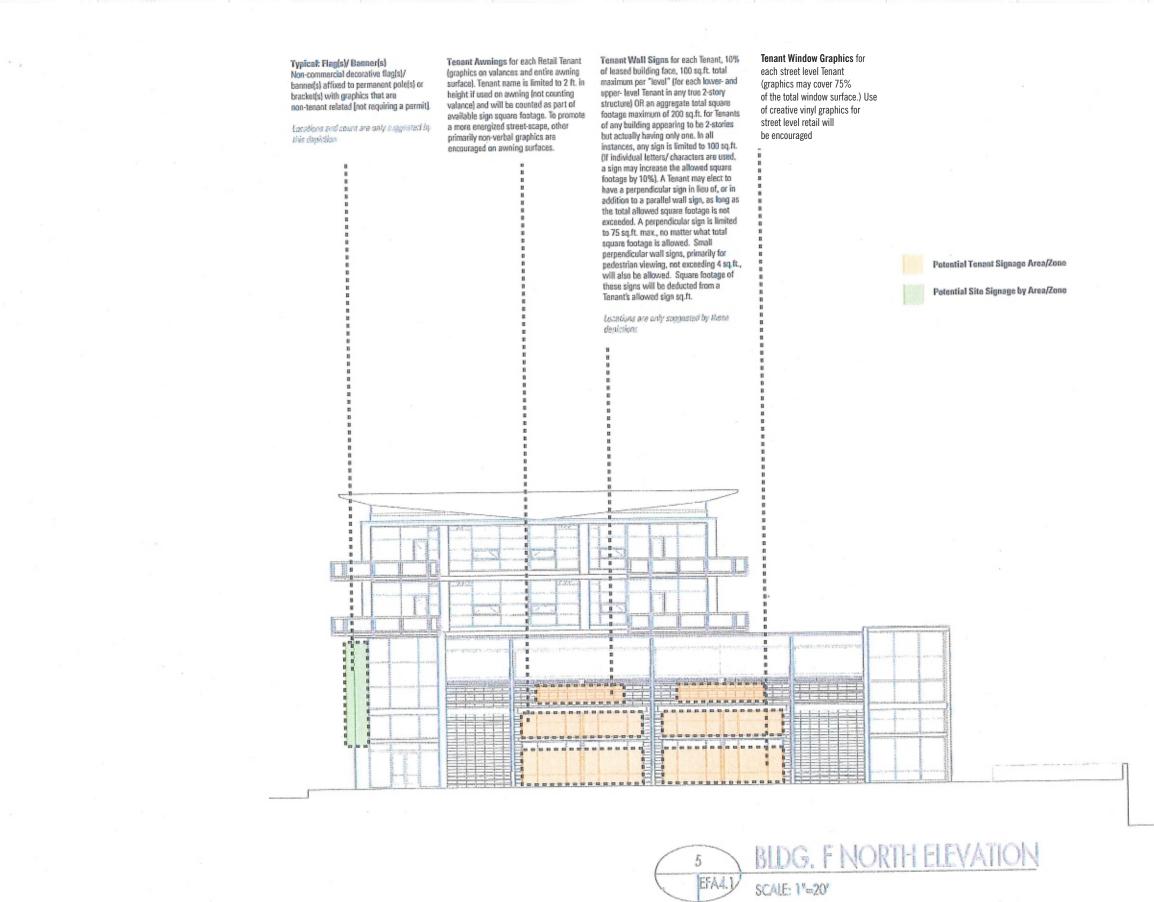


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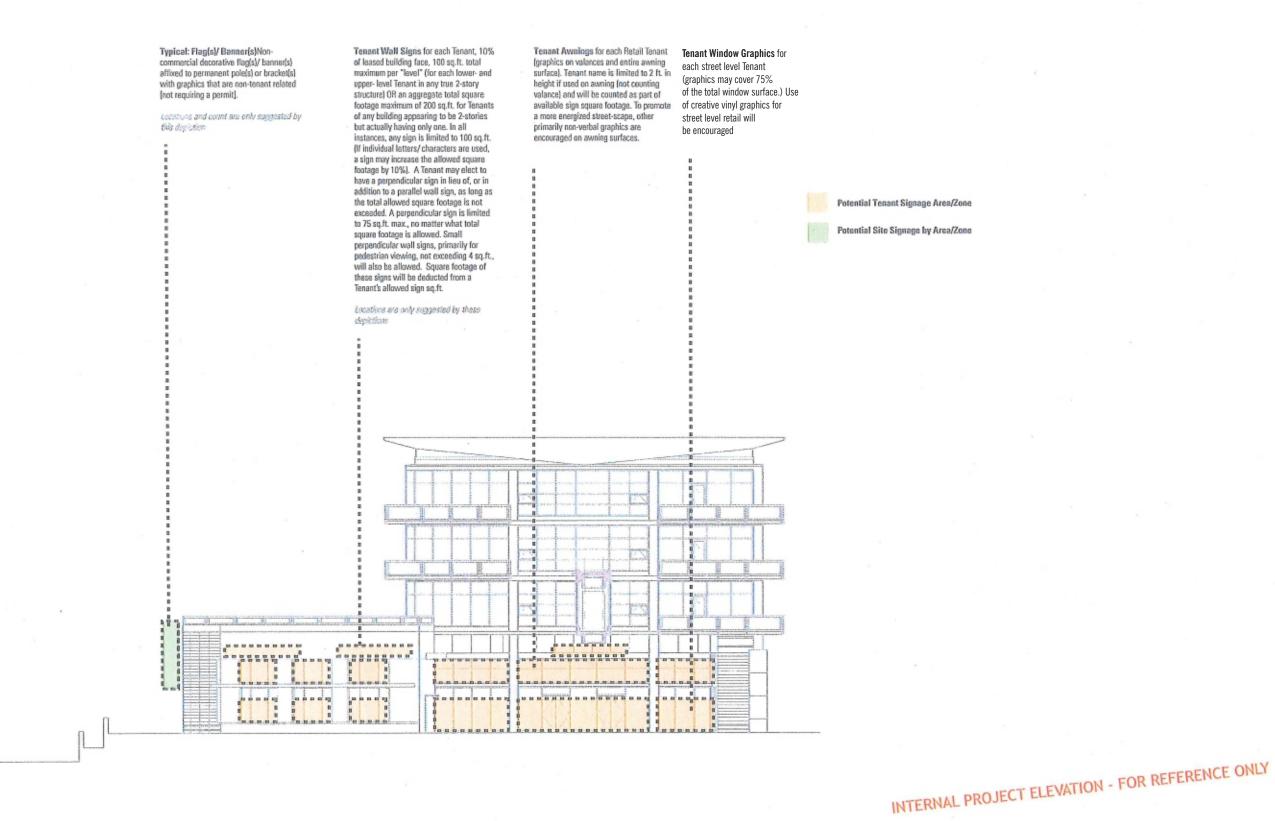
## **Building F**

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Metropolitan/SOI: Bldg. F | South Elevation

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Changes & Resubmittal: Approved with Changes: Approved:	12.05.07		32

		Tenant Wall Signs for each Tenant, 10% of leased building face, 100 sq.ft. total maximum per 'level' (for each lower- and upper-level Tenant in any true 2-story structure) OR an aggregate total square footage maximum of 200 sq.ft. for Tenants of any building appearing to be 2-stories but actually having only one. In all instances, any sign is limited to 100 sq.ft. (If individual letters/ characters are used, a sign may increase the allowed square footage by 10%). A Tenant may elect to have a perpendicular sign in lieu of, or in addition to a parallel wall sign, as long as the total allowed square footage is not exprendicular sign is limited to total square footage is not expredicular wall signs, primarily for pedestrian viewing, not exceeding 4 sq.ft. allowed sign sq.ft.	Tenant Avmings for each Retail Tenant (graphics on valances and entire avming surface). Tenant name is limited to 2 ft. in height if used on avming (not counting valance) and will be counted as part of available sign square footage. To promote a more energized street-scape, other primarily non-verted graphics are encouraged on avming surfaces.	Typical: Flag(s)/ Banner(s)Non- commercial decorative flag(s)/ banner(s) affixed to permanent pole(s) or bracket(s) with graphics that are non-tenant related [not requiring a permit]. <i>Locations and count are only suggested by</i> this depictive	Tenant Loading Entrance Sign(s) [35 sq.ft. maximum over each door, 38.5 sq.ft. if individual latters are used, an increase of 10%) Location not to be include to this depiction	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



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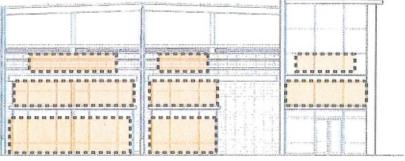
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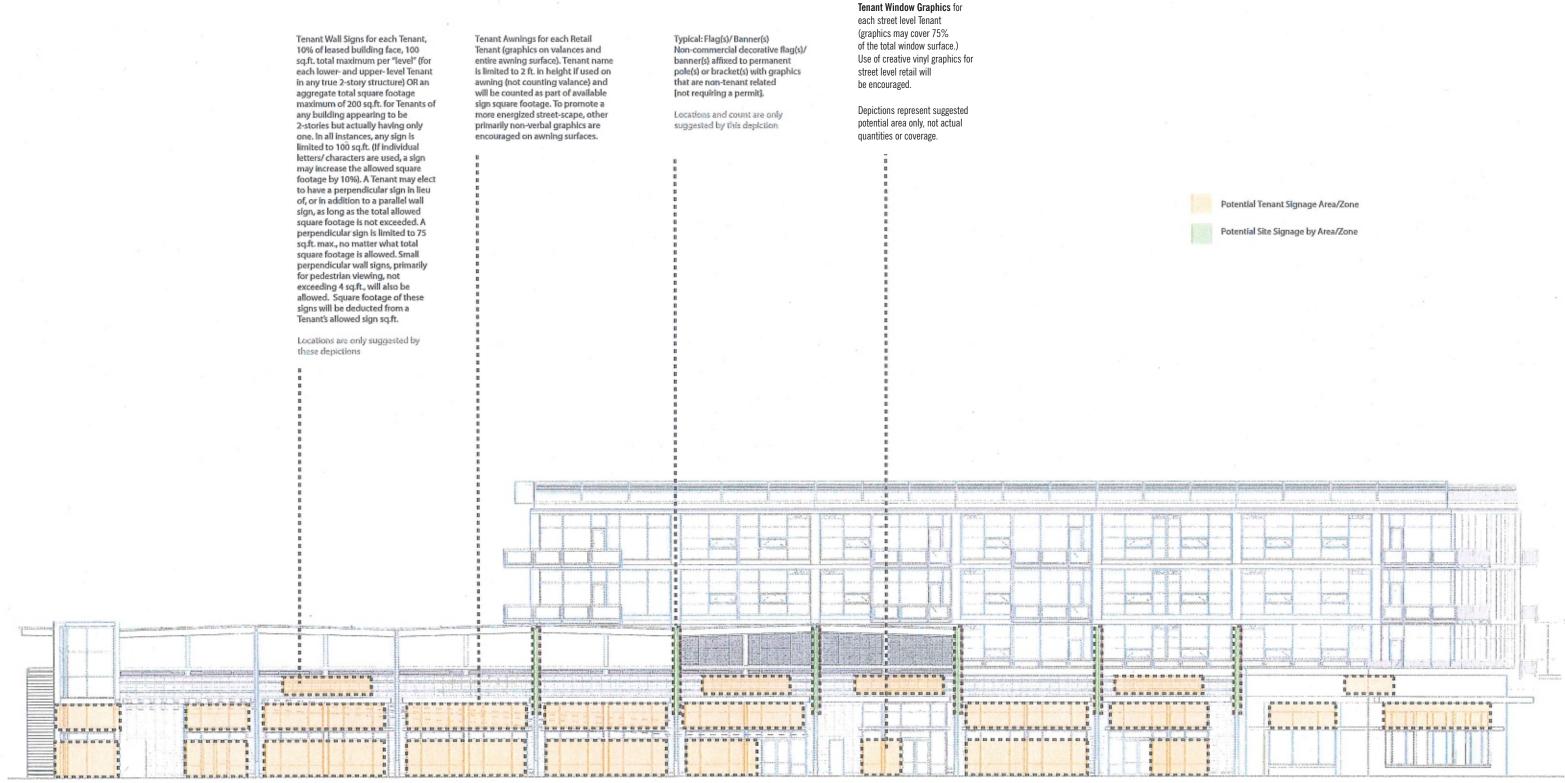


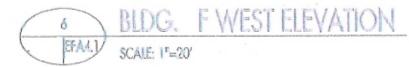
Potential Tenant Signage Area/Zone

Potential Site Signage by Area/Zone



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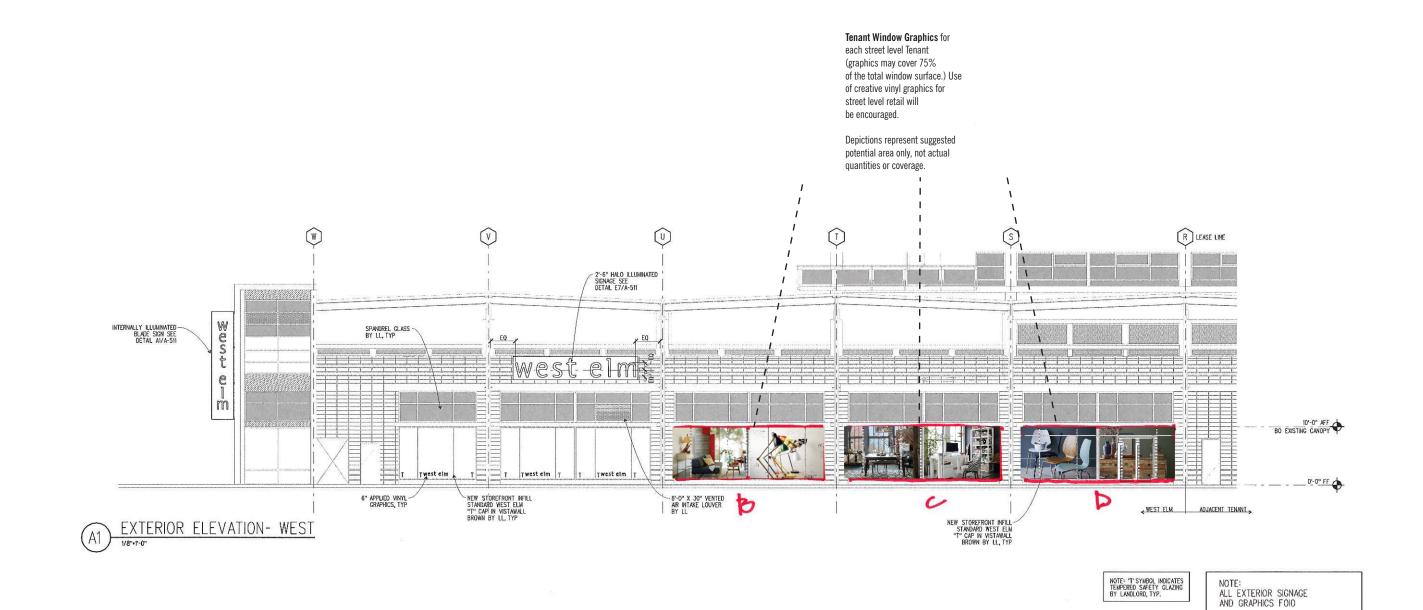


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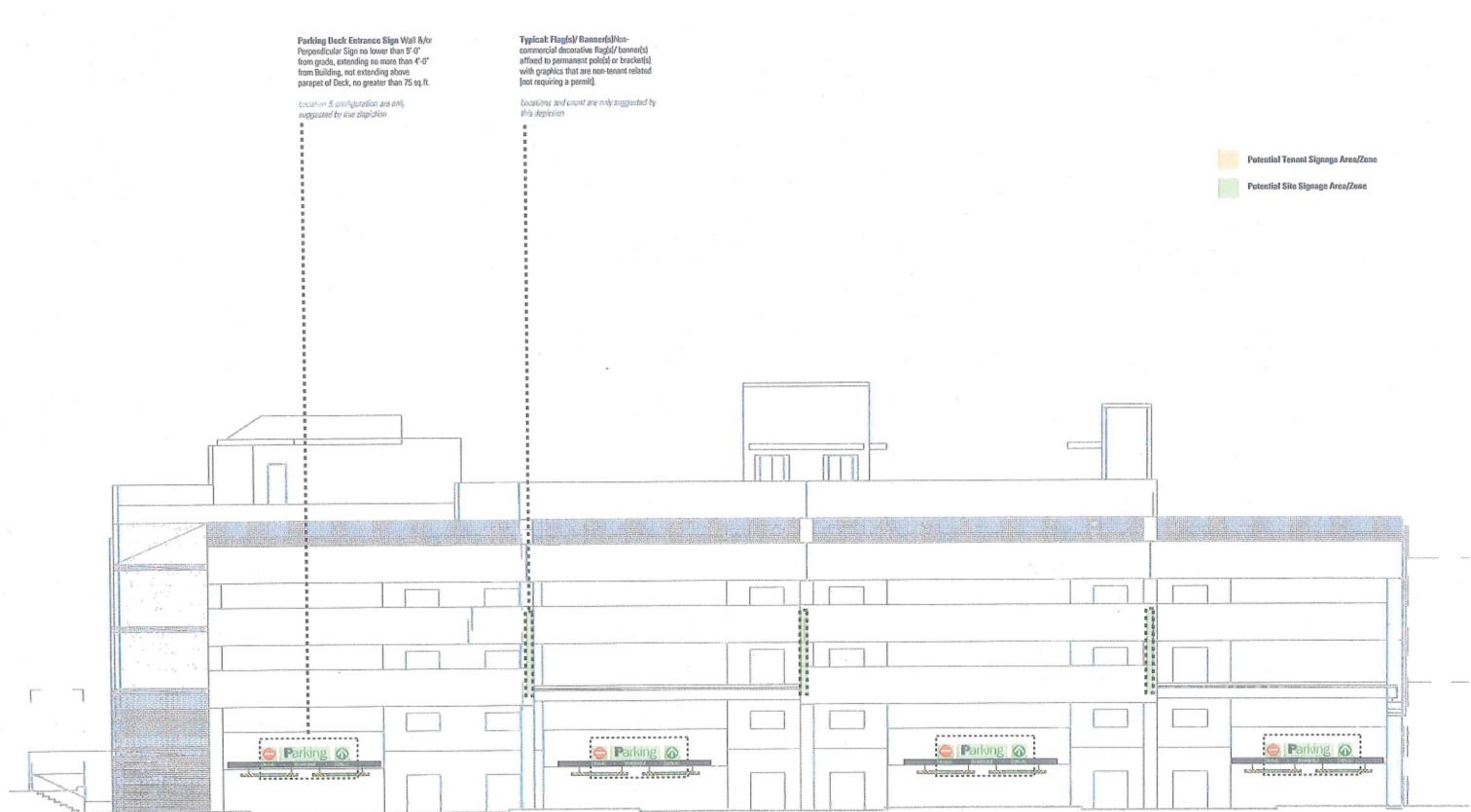
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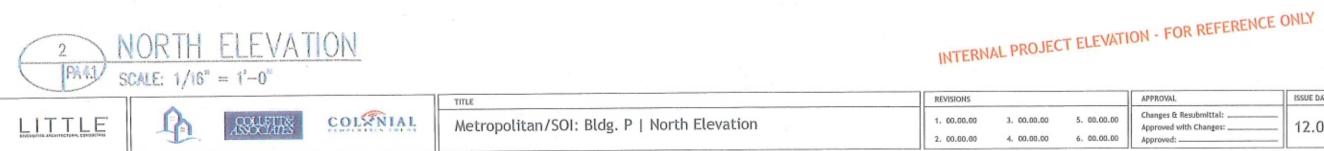




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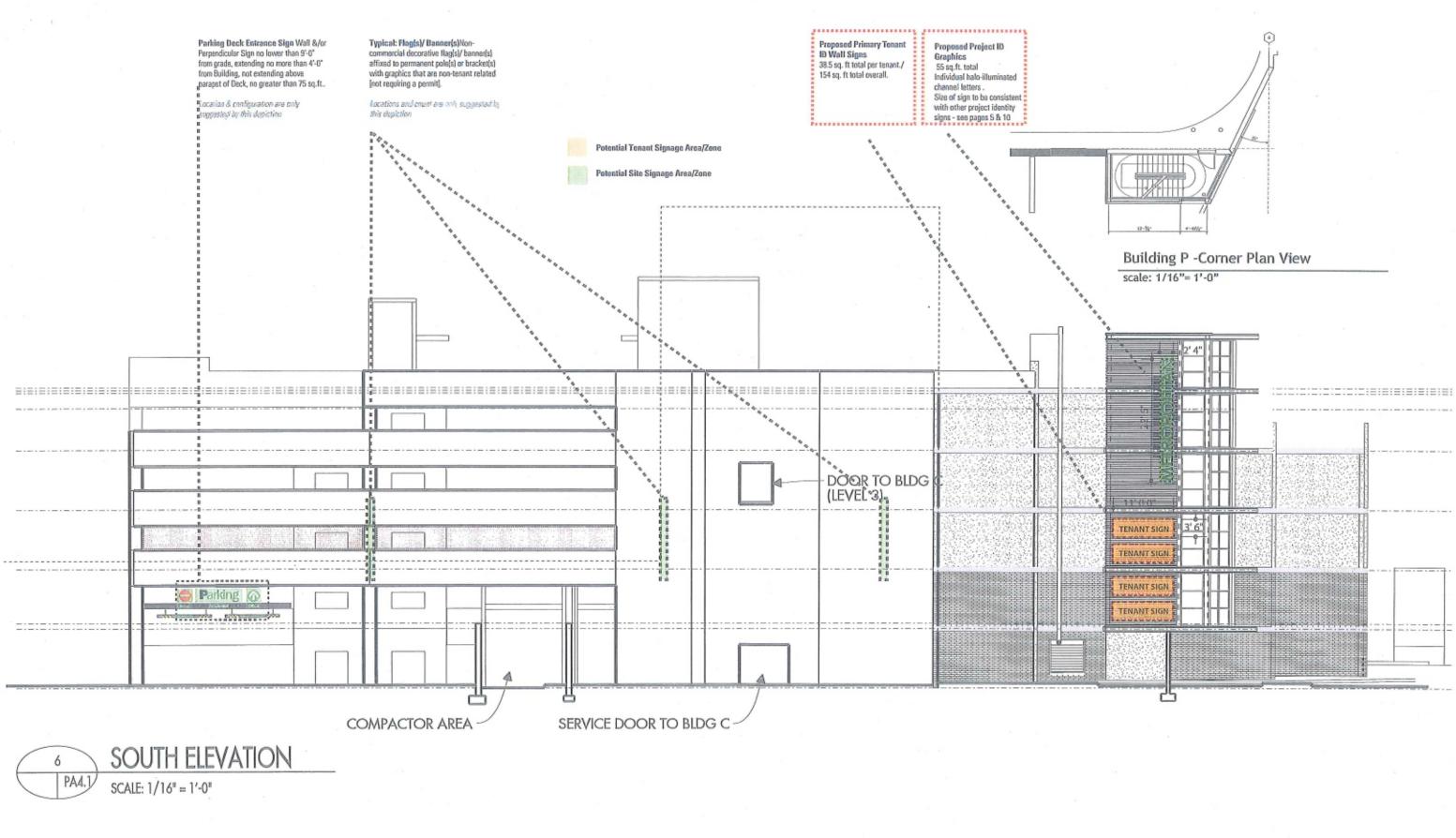
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ROVAL	ISSUE DATE	SIGN TYPE	PAGE
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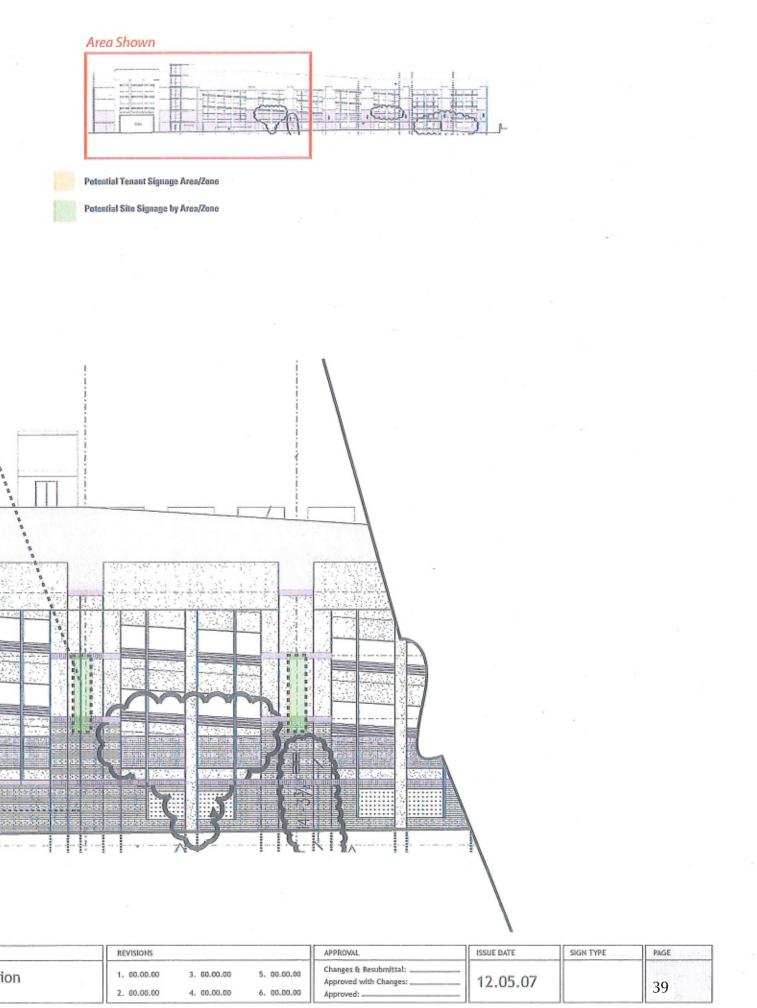


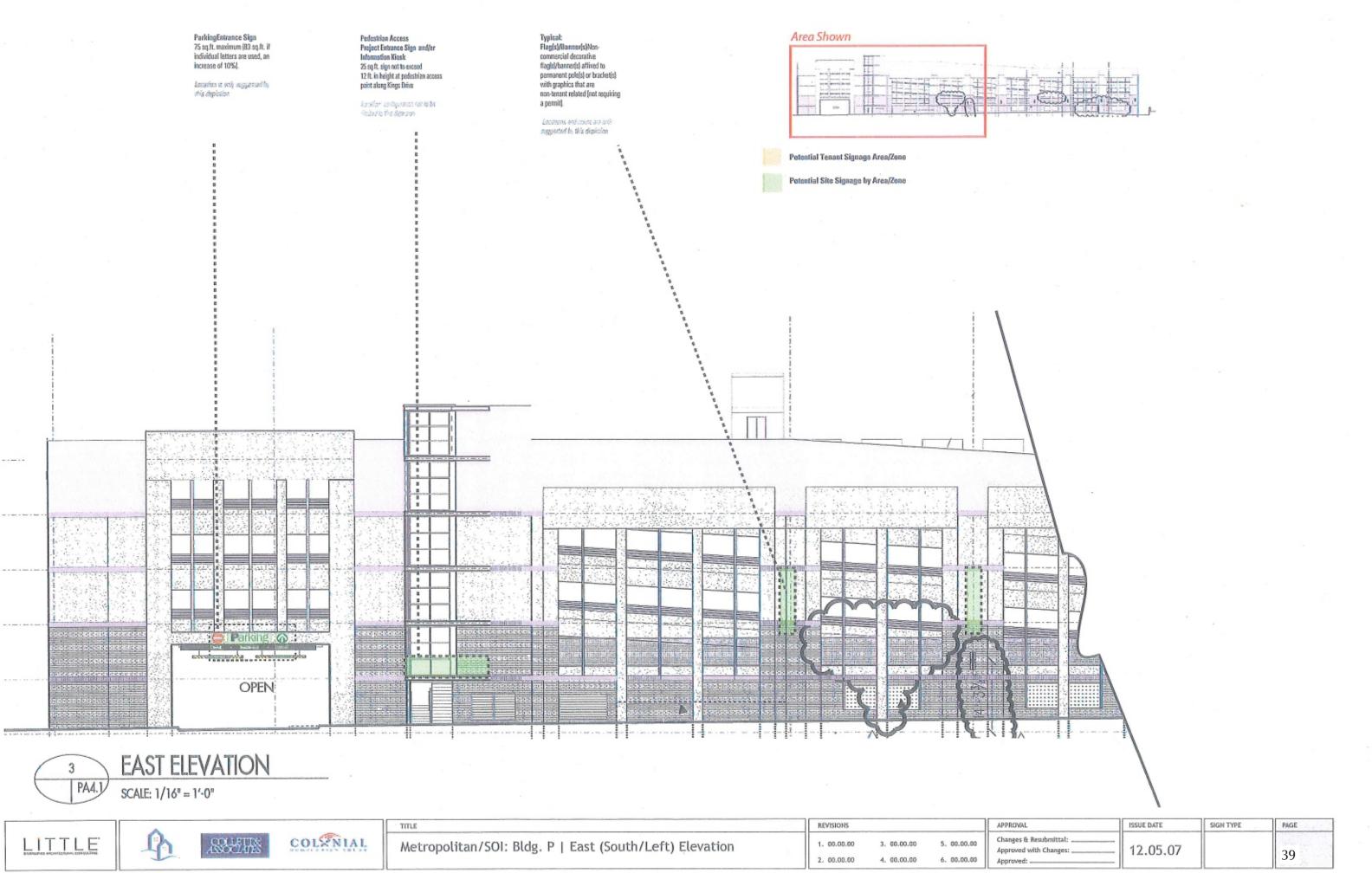
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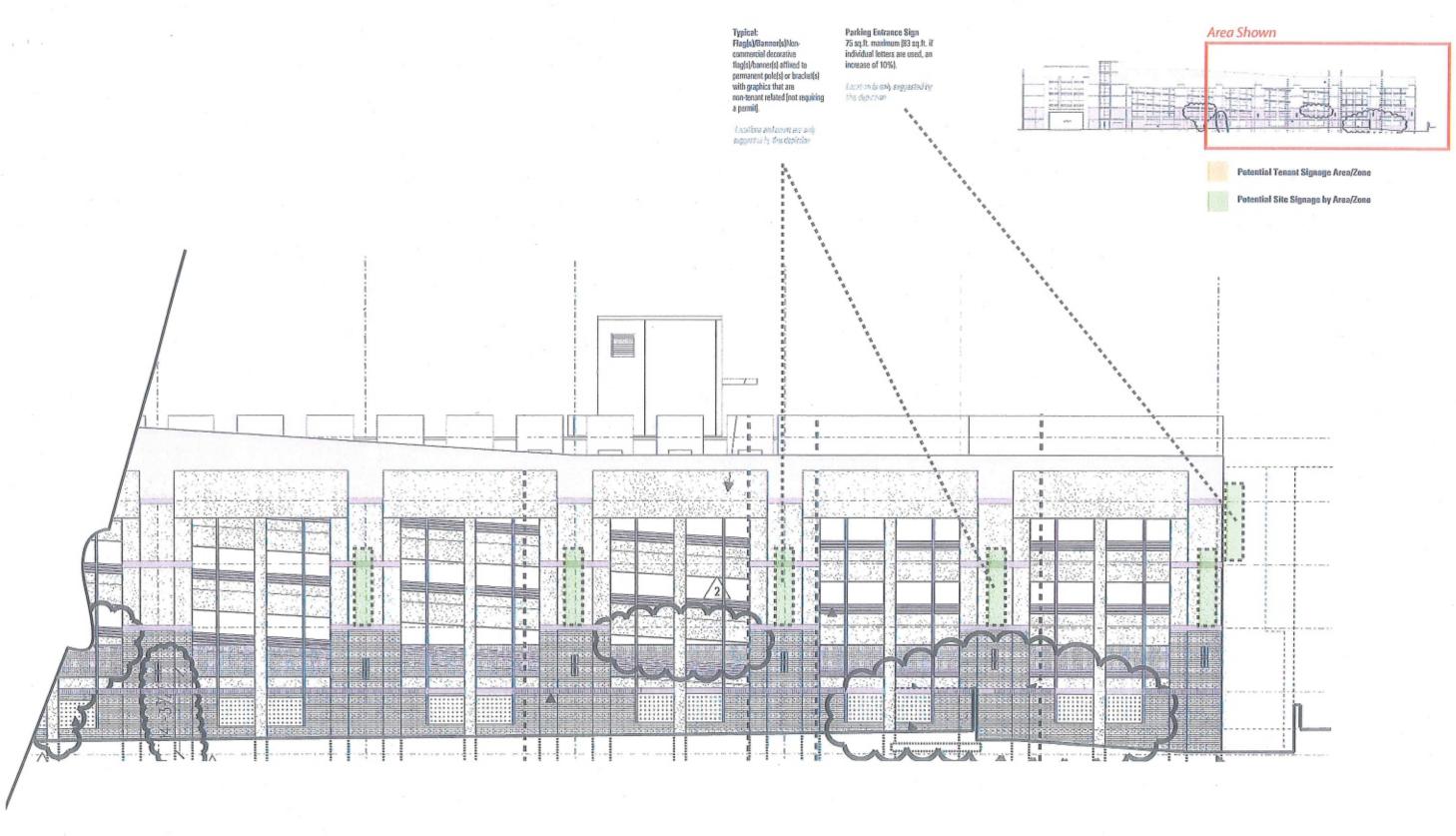
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Project Entrance Sign and/or Information Kiosk 25 sq.ft. sign not to exceed

commercial decorative flag(s)/banner(s) affixed to with graphics that are

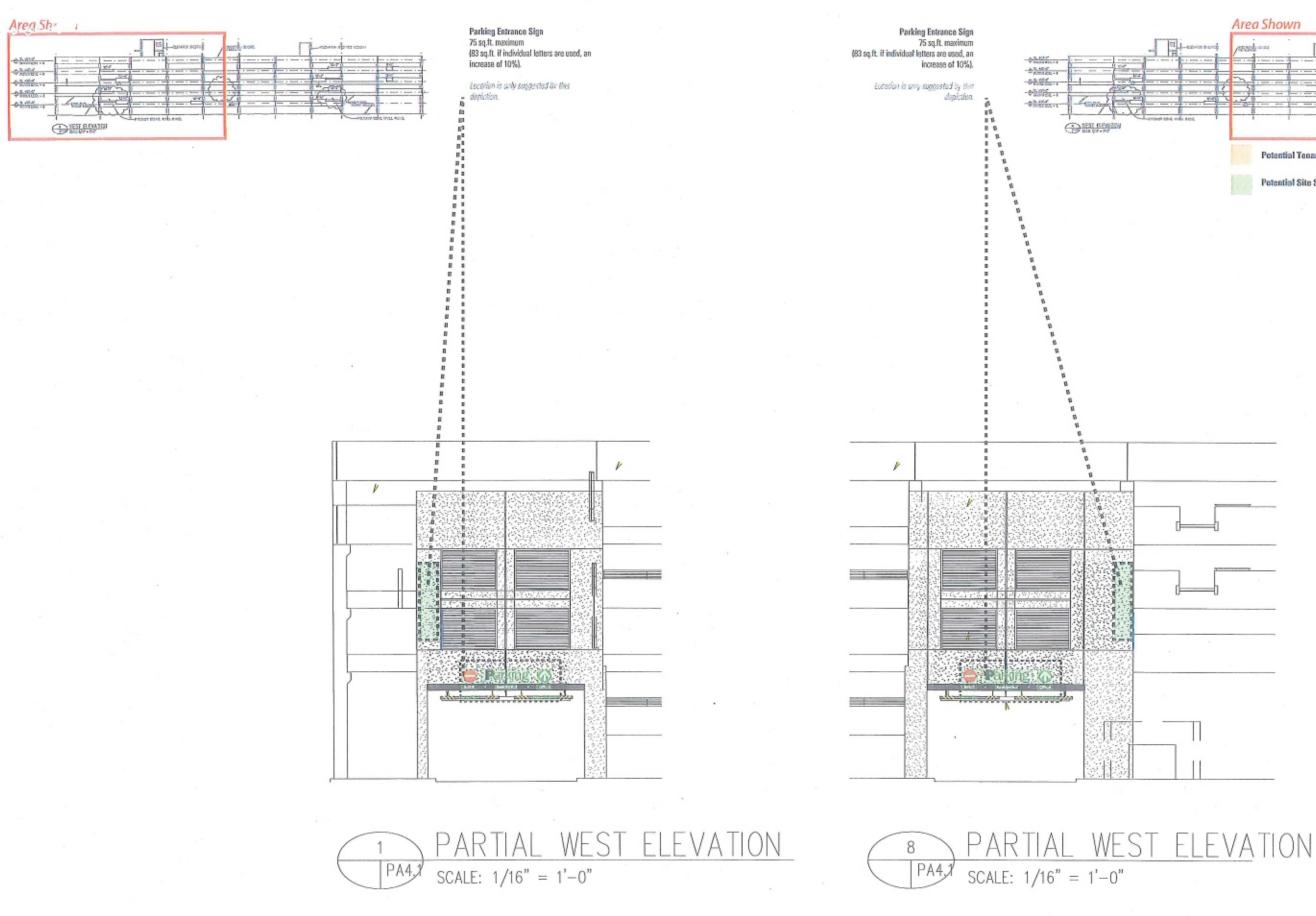






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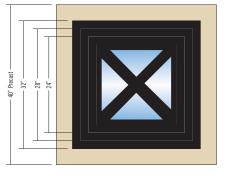
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Potential Tenant Signage Area/Zone

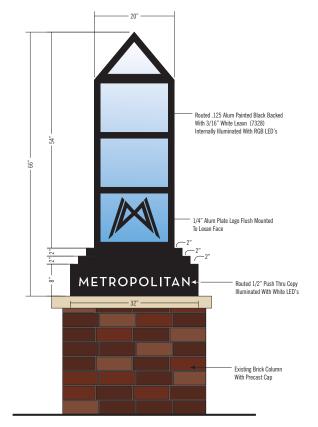
Potential Site Signage by Area/Zone

## **Branded Entry Features**

Sign Plan Amendment Branded Entry Feature 6/19/2017



Plan Elevation



Internally Illuminated Four Sides Obelisk Painted Black With White Acrylic Fcaes 1/4" Alum Plate Logo & Push Thru Copy

Entry Features For The Development Entrances Concept Rendering, The Actual Entry Feature Style And Shape May Vary



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 Chatlottetowne 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