

**A RESOLUTION APPROVING A MINOR MODIFICATION TO THE 300 EAST MAIN STREET PROJECT CONDITIONAL USE PERMIT FOR A MASTER SIGN PLAN FOR THE FIRST PHASE OF THE PROJECT**  
**Draft Resolution No. 10/2012-13**

**WHEREAS**, the Board of Aldermen approved a Conditional Use Permit for the 300 East Main project on September 30, 2008; and

**WHEREAS**, an application has been received in accordance with LUO Section 15-271(d) of the Land Use Ordinance for a Minor Modification to the CUP for a Master Sign Plan for the first phase of the 300 East Main Street Project; and

**WHEREAS**, staff has determined that the application includes information addressing the provisions of Section 15-271(d) for seeking approval of a Master Sign Plan; and

**WHEREAS**, the Board has considered the information, held a public hearing, and determined that the application is worthy of approval.

**NOW, THEREFORE BE IT RESOLVED** by the Carrboro Board of Aldermen that the Minor Modification for a Master Sign Permit for the first phase of the project is hereby approved, except for the Hampton Inn sign at the Boyd Street entrance.

This the 25<sup>th</sup> day of September in the year 2012.

# TOWN OF CARRBORO

## MASTER SIGN PLAN - CHECKLIST



Date 8/21/12 REVISED 9/20/12

Project Name 300 East Main

Zoning District B-1(c) and B-2 (g)

Conditional Use Permit (Original permit/Modification) 9/30/08

Number of buildings within completed project 6

Number of stories per building 5

Number of tenants per building varies

Using a combination of colored building elevations, site plans, colored sign details and written specifications please provide information on the following, on attached sheets:

- ☒ Number and location of all proposed signs
- ☒ Shape and size of all proposed signs, and specifications for signs that project from the building
- ☒ Height off the ground to the top and bottom of all proposed signs
- ☒ Orientation of all buildings on the site
- ☒ Identify any anticipated anchor business signs
- ☒ Identify tenant signs that are likely to have more regular turnover
- ☒ Label any signs intended to direct the traveling public to the site
- ☒ Label any signs intended to direct the public to parking areas on the site
- ☒ Identify any signs that may be excluded from the sign regulations per Section 15-272

How much signage is currently allowed for the project per Article XVII 148\* (square feet)  
 Amount requested 418 502 Percent exceeding current allowance 282 339

Explain why deviations from Article XVII Sign permits are needed for the project: -Attach additional sheets as needed:-

\*The allowable amount of signage is based on the first phase's street frontage as a percentage of the total allowable signage for 300 East Main.

That allowance is based only on the frontage along East Main Street. Were the 213 feet of frontage along Padgett Lane included the amount of signage would be 262 square feet, or 160 percent of what is currently allowed.

The amount of signs on the hotel/retail building that we are requesting is 288 square feet, barely over the maximum allowed were Padgett Lane a public street. The remaining 136 square feet requested is for a Hampton Inn sign on the ground in lieu of one on the building, and for directional and parking-deck signage at the entrances to the shopping center and the deck.

## Reasons for deviation:

1. Using street frontage as the basis for sign allocation is inadequate for a development with an internal street.

For the retail storefronts, we are seeking signage in line with what the current sign ordinance allows, but the ordinance doesn't work because we can't count the frontage of the internal street toward our sign allowance.

If we only had the six storefronts facing East Main Street, the existing sign ordinance would work. It would allow 148 square feet of signage, or just over 24 square feet per shop.

However, we also have an internal, private street that will have an additional four storefronts plus the hotel entrance. If we divide the currently permissible sign allotment among those storefronts, the allotment per storefront gets cut nearly in half from what other businesses on Main Street are allowed.

2. The parking deck and hotel entrance (the first destination for almost all visitors to 300 East Main) are set far off Main Street and require extra signage for people to find them.

Most visitors to the 142-room hotel will be driving to Carrboro for the first time and coming from Chapel Hill to the east along Main Street. The approved traffic plan is designed to have as many cars as possible to enter 300 East Main via the new Boyd Street so they don't get into the more traffic-clogged part of Main Street in front of the shopping center.

Based on comments from the appearance commission and others, an off-site monument sign at the new Boyd/East Main intersection seemed to be the town's preferred way to identify the hotel and parking deck before drivers get to the 300 block of Main Street. Therefore, we are proposing a monument sign identifying the Hampton Inn & Suites and a second directional sign identifying the parking deck. The monument sign follows the Appearance Commission recommendation to put a sign on the ground in lieu of the originally proposed Hampton Inn sign on the 5th-floor wall of the building. The proposed sign is consistent in size and appearance with the existing signage along East Main Street for the Church of God and Domino's.

We also propose a directional post-mounted Hampton Inn and "circle-P" parking sign at the Lloyd/East Main entrance so that drivers who miss the Boyd Street entrance and those coming from points in Carrboro to the west know that is the driveway to access the parking deck.

Unlike the Franklin Hotel or the Siena (to name a couple examples cited by advisory boards and staff), this hotel and the parking deck are not located on the street, so for someone driving by it's not obvious where they are located. Signage on the street is necessary to direct drivers to the entrances to these facilities. Locals will figure out the

best way to access 300 East Main and its parking, but with the many newcomers this development (especially the hotel) will attract daily, adequate signage is needed to both give visitors an easy entry into the development and to keep them from turning around, slamming on brakes and generally disrupting traffic flow on Main Street.

3. The existing ordinance doesn't contemplate typical parking-deck signage.

We propose signs at each entrance to the parking deck identifying the structure with a "circle-P" flanked by a symbol from the 300 East Main logo. The west-facing entrance to the deck faces internally to the shopping center and won't be visible from the public right of way, so doesn't fall under the sign ordinance. The east-facing entrance, however, faces the end of Boyd Street. This sign will identify the parking deck entrance.

In addition, we propose hanging a 5-foot-diameter "circle-P" sign off the third-floor corner of the deck near the main stair and elevator tower. This sign will identify the parking-deck entrance location for drivers entering 300 East Main at the Lloyd/Main intersection. As with the hotel signage, this sign wouldn't be necessary were the deck entrance located right on the street, but because it is farther back in the development drivers will need a little extra help figuring out where to go.

9/13/12 addendum to Main Street Properties master sign plan application

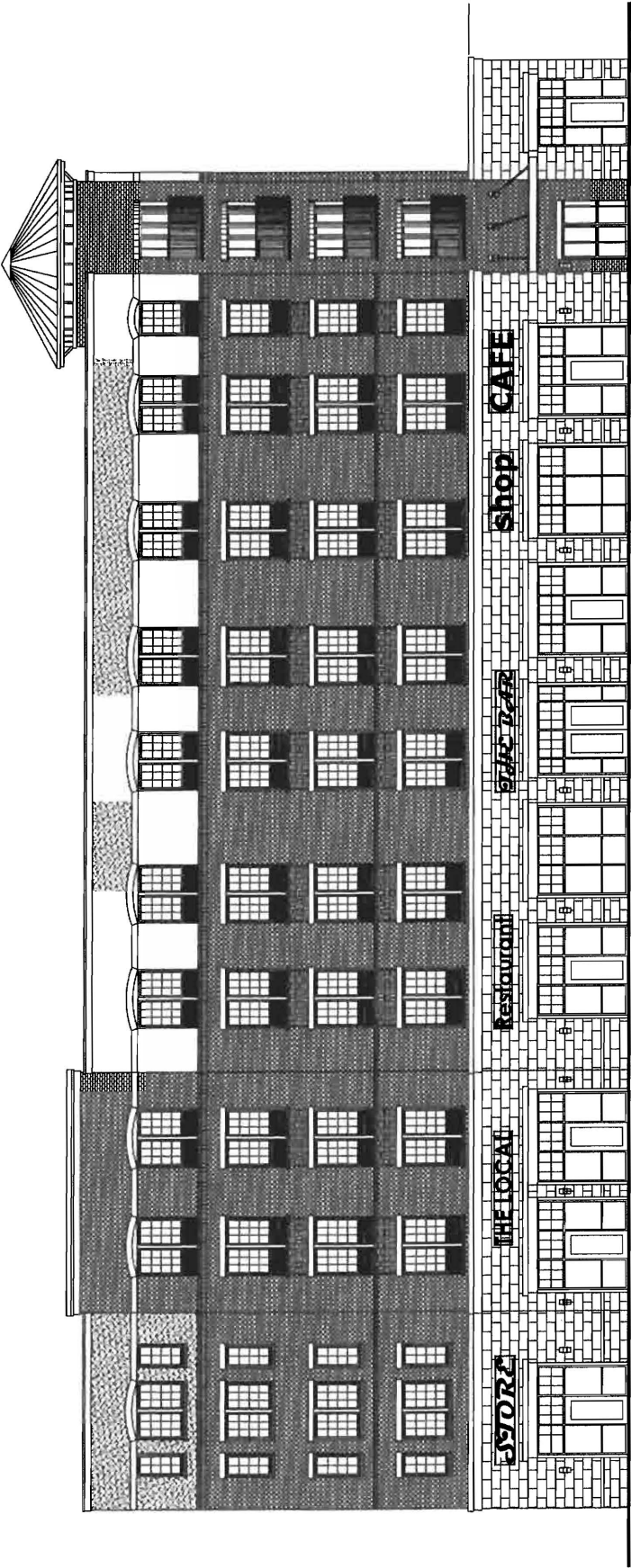
Please see the attached two changes:

1. Revised arrow design on the directional signs at the Boyd/E. Main and Lloyd/E. Main intersections.

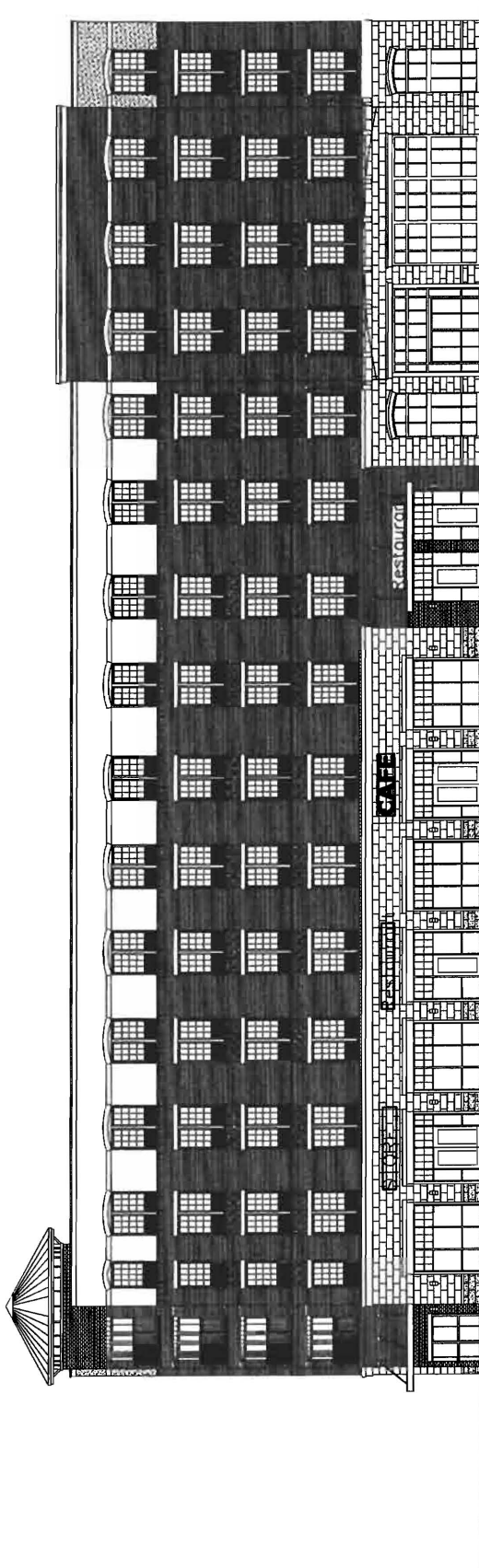
The arrow is longer to address comments from advisory board members that the original design didn't make the arrow obvious enough.

2. Addition of Hampton Inn & Suites blade sign.

This sign is proposed for the west side of the building, the same side as the hotel lobby entrance. Advisory board members expressed concern that there was no hotel signage on this side. The blade sign will clearly identify the building to pedestrians and is of a design commonly found on downtown hotels. The proposed location will keep the sign visible to pedestrians even as future phases of 300 East Main are built.



Retail signage facing north (East Main St.)



Retail signage facing west (internal drive)

Over All Height: 5 feet

Scale:  $\frac{1}{2}" = 1'-0"$

[illegible]



Over All Height: 5 feet

4'-1" ALUMINUM CABINET

5'-0" OA HEIGHT

2'-5" CABINET

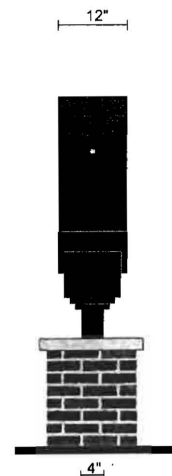
5" B 1/2"

2'-5"

1'-5"

Hampton Inn & Suites

Scale:  $\frac{1}{2}" = 1'-0"$



Scale:  $\frac{1}{2}''=1'-0''$

[illegible]

Sign Area: 4 square feet for Park Symbol with Arrow  
Over All Height of Post: 10 feet 9 inches

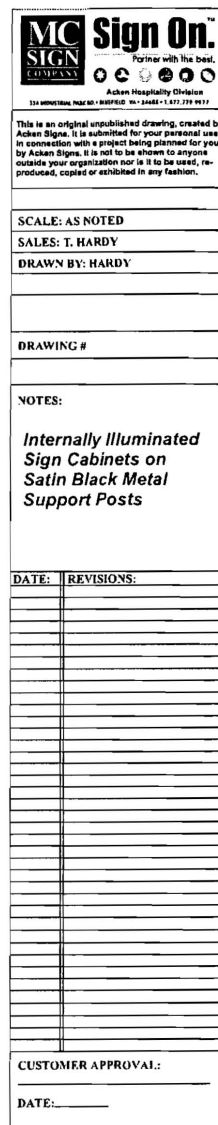
5" x 5" square metal tube  
for main post, vertical & horizontal

20" x 20"  
Circular Parking Symbol  
Internally Illuminated "P"  
with Illuminated Arrow  
30" x 20" sides of Arrow  
supported by 2" x 2" tubing

3" x 3" square tube brace

7'-0"

10'-9"



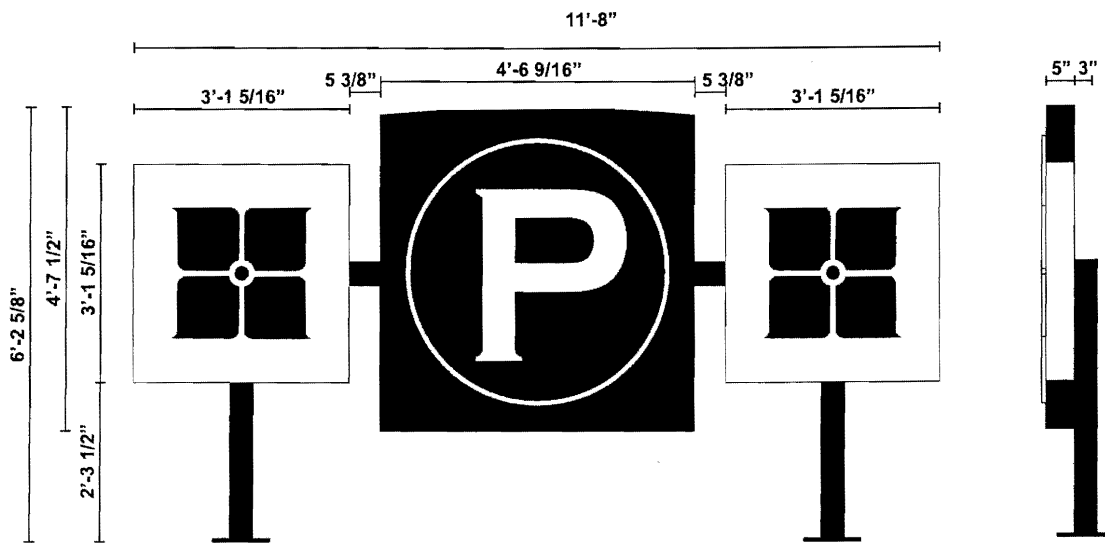
Sign Area: 6 square feet for Hampton; 2 square feet for Park Symbol with Arrow  
Over All Height of Post: 10 feet 9 inches

[illegible]

Sign Area: 6 square feet for Hampton; 2 square feet for Park Symbol with Arrow  
Over All Height of Post: 10 feet 9 inches

[illegible]



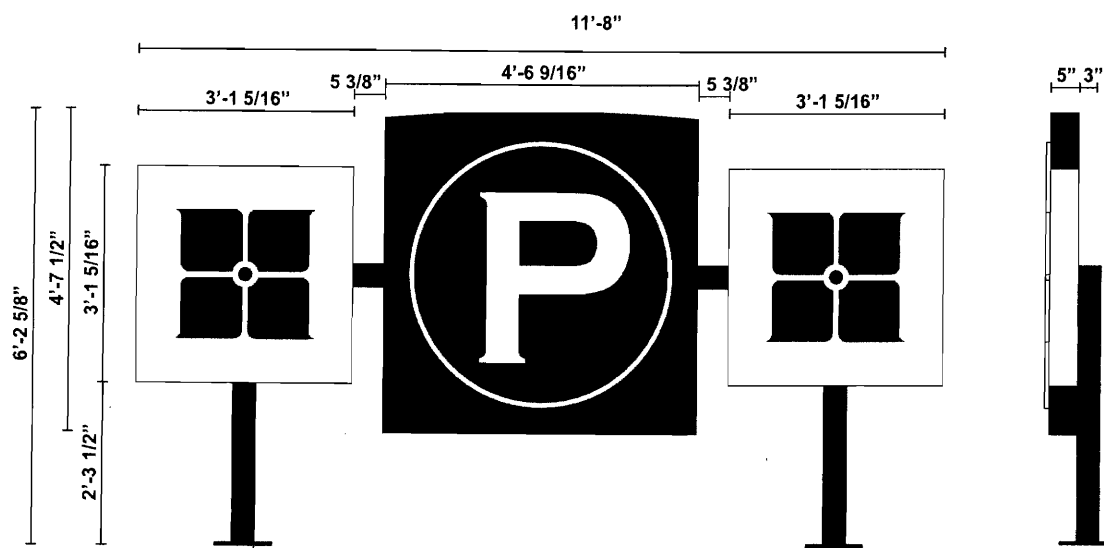


FACE VIEW - SCALE - 1/2"=1'

END VIEW  
SCALE - 1/2"=1'

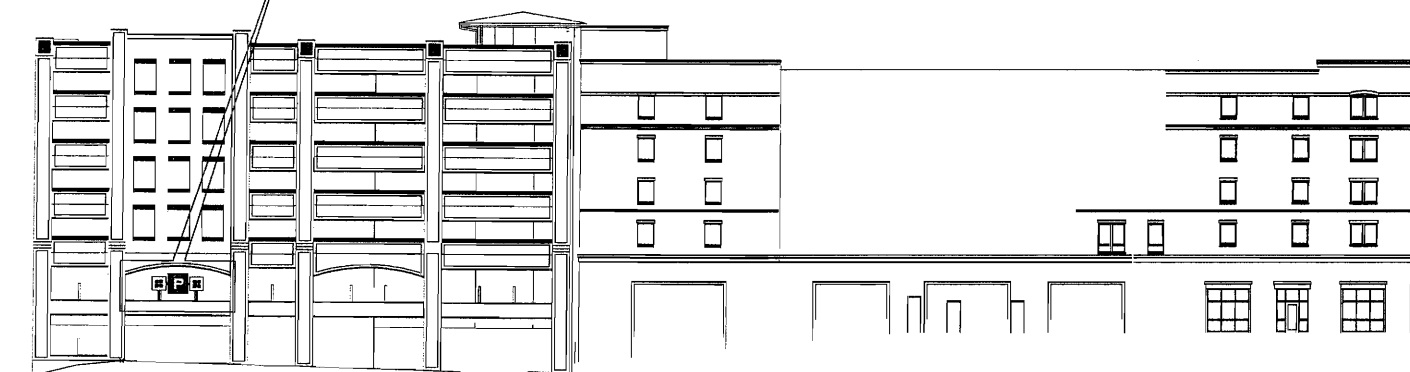


WEST ELEVATION WITH PARKING GARAGE - SCALE - 1/32"=1'



FACE VIEW - SCALE - 1/2"=1'

END VIEW  
SCALE - 1/2"=1'



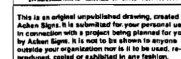
EAST ELEVATION WITH PARKING GARAGE - SCALE - 1/32"=1'







**North Elevation / Main Street**



SCALE: AS NOTED

**SALES: T. HARDY**

DRAWN BY: HARDY

DATE: 09.11.12

**LOCATION:** Carrboro, NC

DRAWING #

**NOTES:**

Blade Sign  
Externally Illuminated  
16" tall by 28" wide  
Projects 36" from wall  
Secured to Steel Structure  
of Building

DATE:	REVISIONS:
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**CUSTOMER APPROVAL:**

DATE: \_\_\_\_\_



**THURSDAY, September 6<sup>th</sup>, 2012**

**Review of Master Sign Plan for the 300 East Main Street Project, Phase 1**

The Appearance Commission Advisory Board reviewed the Master Sign Plan for the 300 East Main Street Project, Phase 1 and were in favor of the proposal with the following comment:

- 1.) The Appearance Commission appreciated the response by the developer to earlier comments and the presentation of appropriate proposal.

**VOTING:**

AYES: 4 (Tom Wiltberger, Loren Brandford, Emily Scarborough, Sheryl Forbes)

NOES: 0

ABSENT: (Sarah Andrews, Emily Scarborough, Raymond Conrad, David Markeiwicz, Eric Feld)

James Thomas (for chair)  
Appearance Commission Chair

9-20-12  
Date



TOWN OF CARRBORO

# PLANNING BOARD

*301 West Main Street, Carrboro, North Carolina 27510*

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## R E C O M M E N D A T I O N

THURSDAY, SEPTEMBER 20, 2012

### Minor Modification for Master Sign Plan – 300 E. Main Street

Motion was made by Clinton and seconded by Seils to forward the following recommendation to the Board of Aldermen.

The Planning Board has reviewed the proposed size deviations from the LUO Signage Requirements requested by the Applicant and recommends to the Board of Aldermen that they are warranted given the height, shape, dimensions, and orientation of buildings on the development site, the need of the traveling public to be able to conveniently and safely to locate and access destination businesses (e.g. hotels and restaurants) and parking areas. However, the Planning Board is not in support of the use of the blade sign. (Please see paragraph four.)

We agree with the Applicant that the large size and scope of this project should warrant Padgett Lane's treatment as a public right-of-way, for the purpose of determining business signage allocations. This significantly reduces the effect of the Applicant's total area deviation.

We further suggest that the Applicant consider coordinating with Town Staff to use the Town standard parking information and directional signs in light of the Town plans to lease a large portion of the facility. This will permit parking directional signs to be placed on the corner of Boyd and East Main streets and along East Main Street, westbound, to facilitate convenience and safety for the travelling public coming from the direction of Chapel Hill. This will also allow for a greater number of signs to be placed off of the site for this purpose and will not require deviations from the LUO Signage Requirements in these areas.

Finally, the Planning Board encourages the Board of Aldermen to include in its deliberations the following guidelines from the Downtown Carrboro Business District Guidelines for Design: In the East Main Street Area, the Historic/Commercial Area, and the Old Industrial/Commercial Area of the downtown district, the Board should encourage the use of creative signs attached to building facades, canopies, or arcades; signs within the first-story limit; identification signs visible to both pedestrians and drivers; and visible street numbers on each business sign or building. The Board may consider in special cases the use of a uniform format for signs in the

retail district, and signs on second stories. The Board should discourage the use of signs so large that they hide other buildings or signs, signs above the second story, and buildings with no numbers.

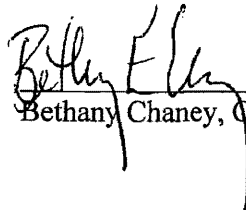
**VOTE:**

AYES: (9) (Barton, Chaney, Clinton, Ferrer, Foushee, Hunt, Jaimeyfield, Poulton, Seils

ABSENT/EXCUSED: (1) Schaefer

NOES: None

ABSTENTIONS: None

  
Bethany Chaney, Chair

9/20/2012  
September 20, 2012