

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 AND APPROVING THE OFF-SITE MONUMENT SIGN ON BOYD STREET WITH THE PREMISE THAT A TEXT AMENDMENT TO ALLOW OFF SITE MONUMENT SIGNS WILL BE ADDRESSED IN THE NEAR FUTURE

Draft Resolution No. 35/2012-13

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

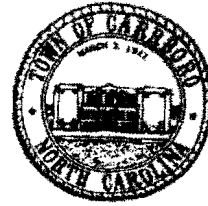
WHEREAS, staff has determined that the application includes information addressing the provisions of Section 15-271(d) for seeking approval of a Master Sign Plan; and

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. Further, the Board approves the off-site monument sign on Boyd Street with the premise that a text amendment to allow off-site monument signs will be addressed in the near future.

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

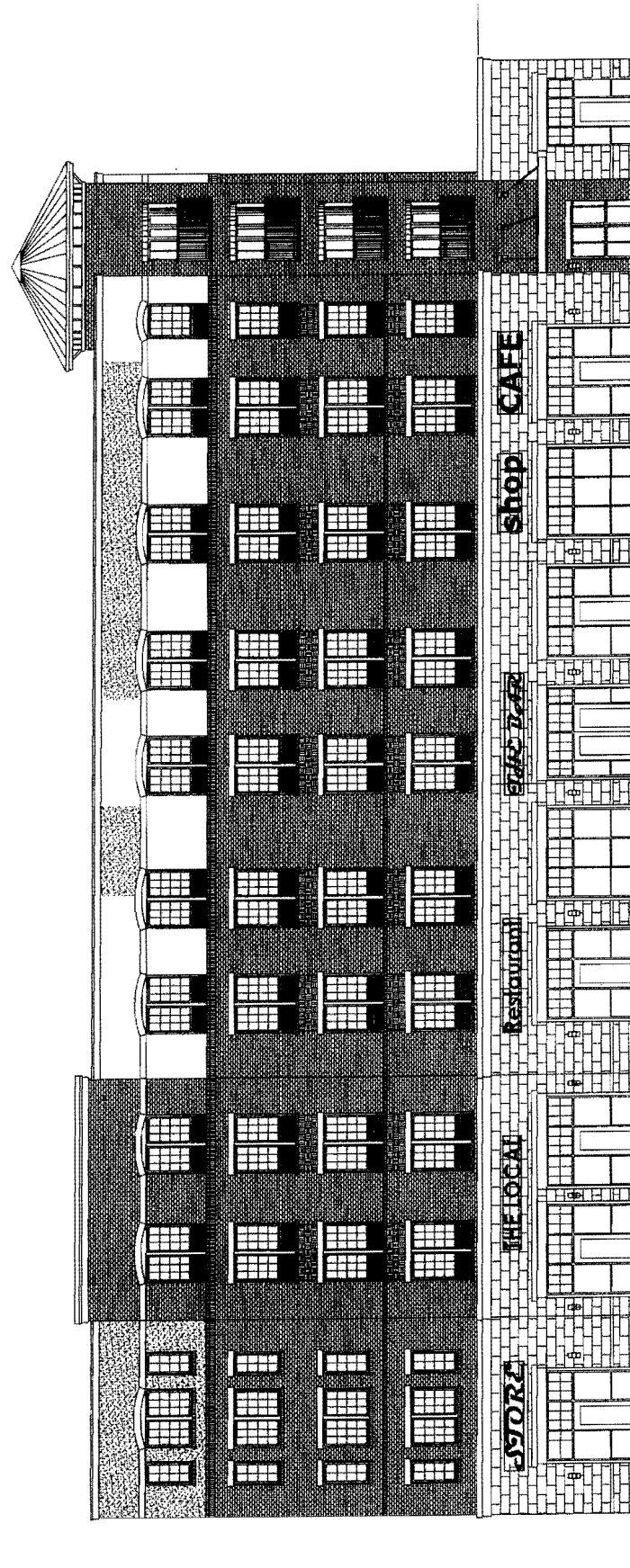
Please see the attached two changes:

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

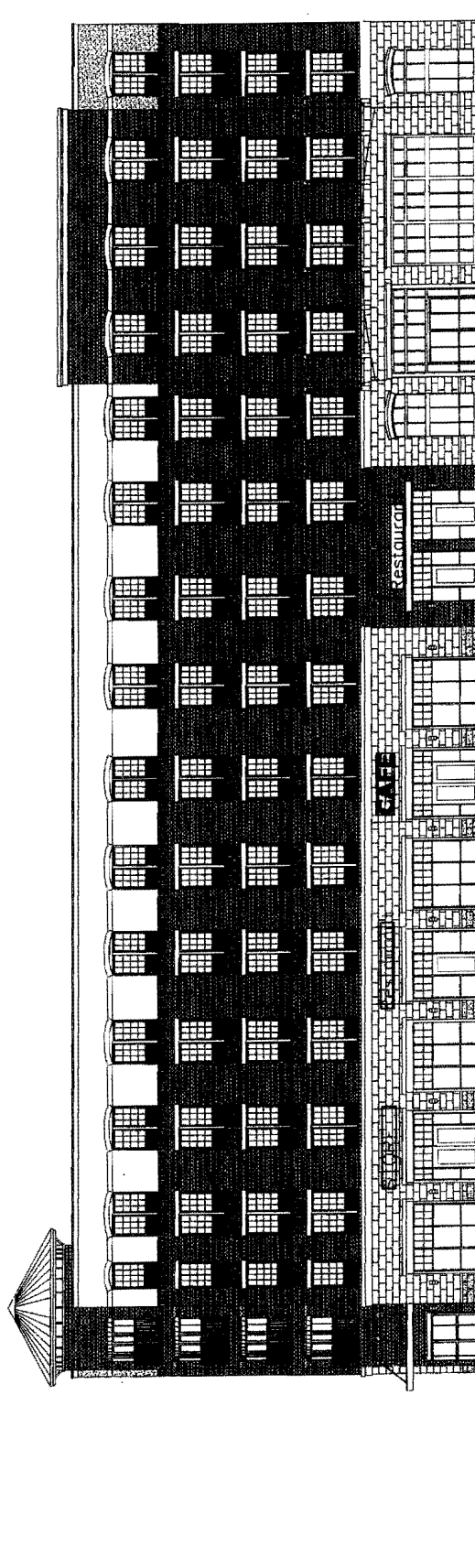
The arrow is longer to address comments from advisory board members that the original design didn't make the arrow obvious enough.

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.)



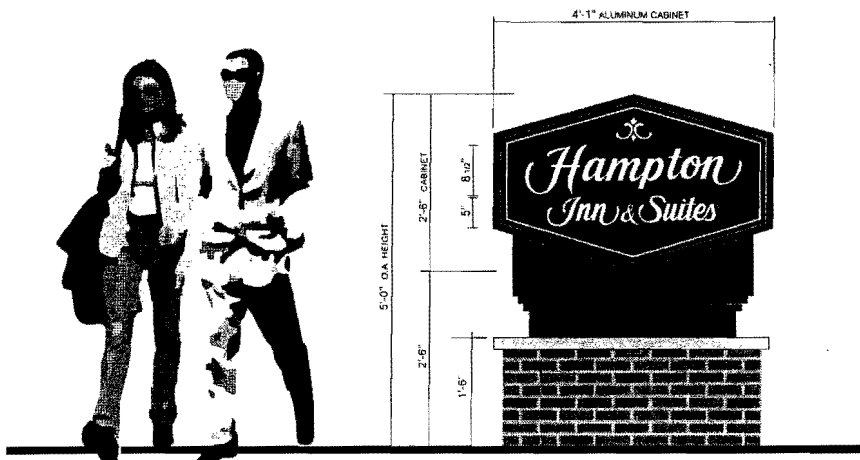
Retail signage facing west (internal drive)

Over All Height: 5 feet

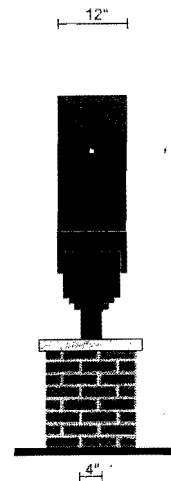
Scale: $\frac{1}{2}" = 1'-0"$

[illegible]

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



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

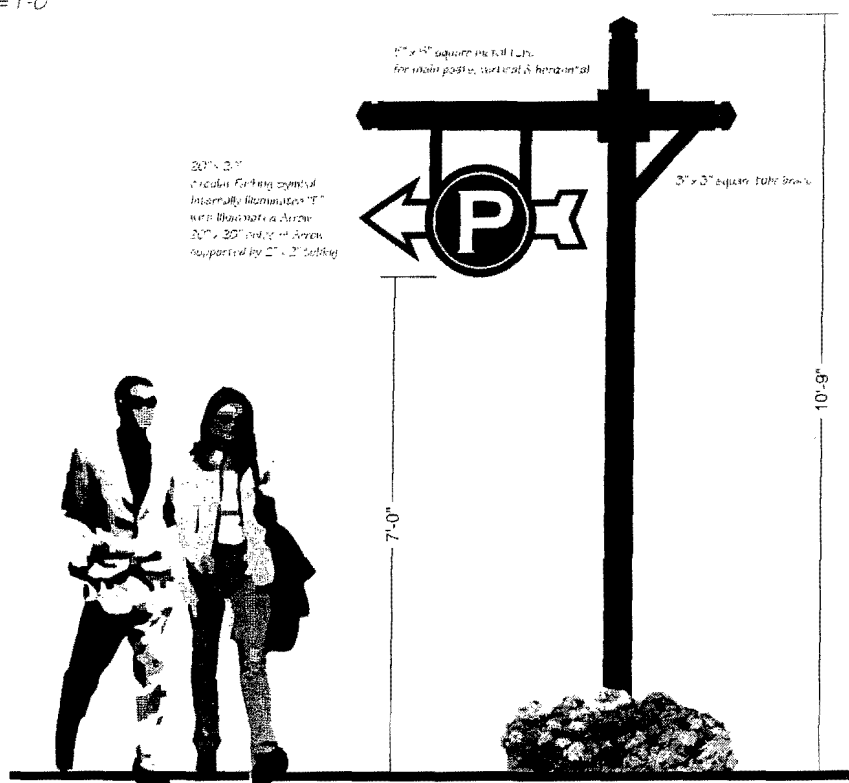


Scale: $\frac{1}{2}'' = 1'-0''$

[illegible]

Over All Height of Post: 10 feet 9 inches

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

[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

45" x 57" square sign, tall tube
for main post is vertical & horizontal

24" x 36" Hampton Inn & Suites sign
supported by 2" x 2" L-rod

20" x 20" square tube brace

16" x 16" circular tubing
internally threaded
nut-blend tube
16" x 16" L-rod

7'-0"

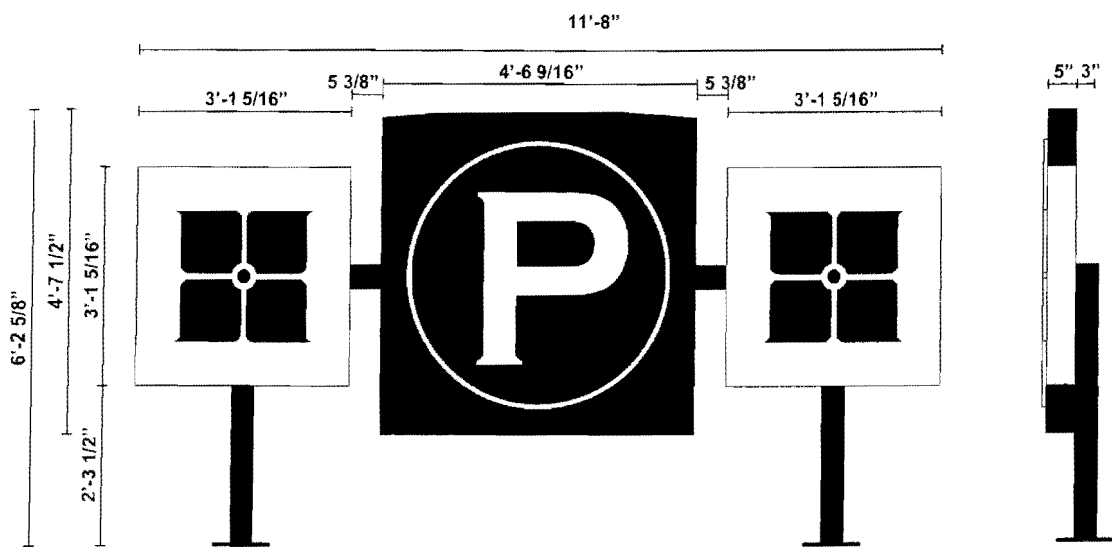
10'-9"

[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]

[illegible]

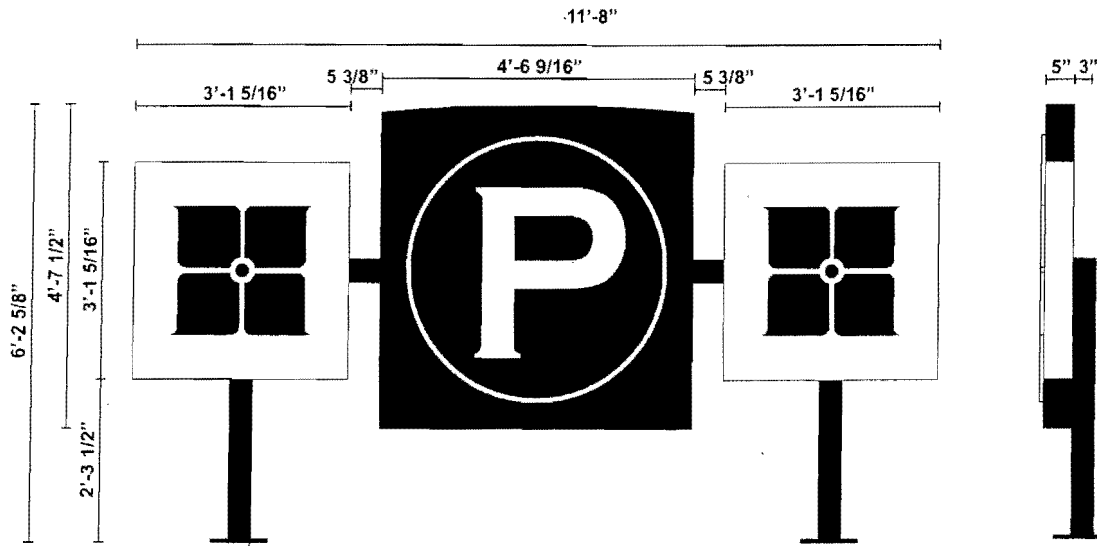


FACE VIEW - SCALE - 1/2"=1'

END VIEW
SCALE - 1/2"=1'

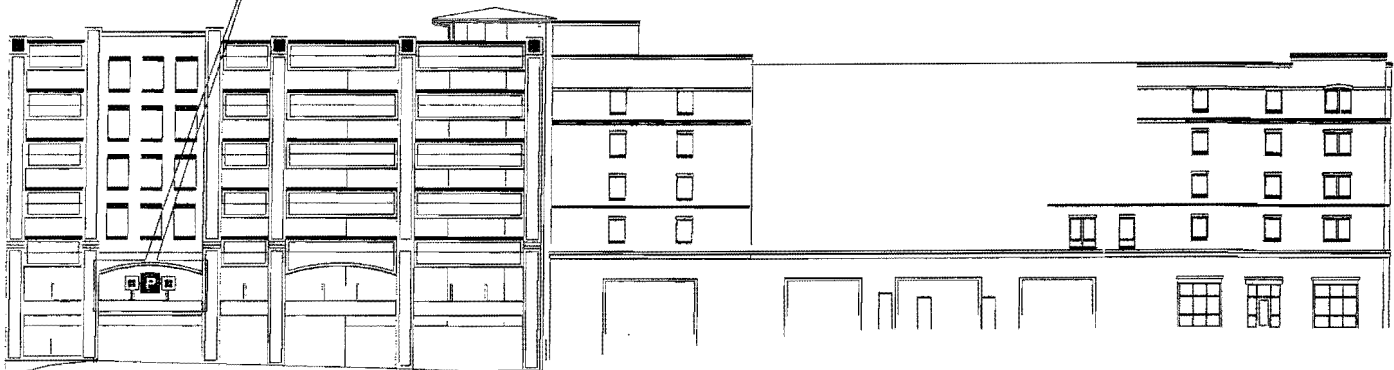


WEST ELEVATION WITH PARKING GARAGE - SCALE - 1/32"=1'

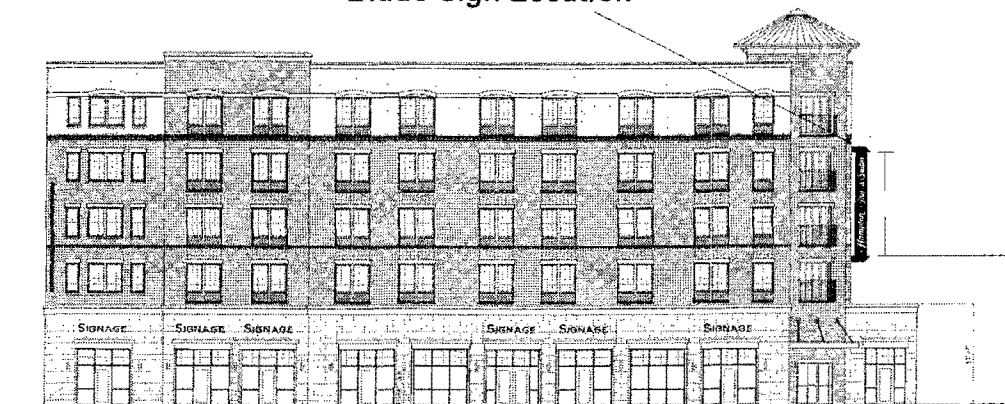


FACE VIEW - SCALE - 1/2"=1'

END VIEW
 SCALE - 1/2"=1'



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



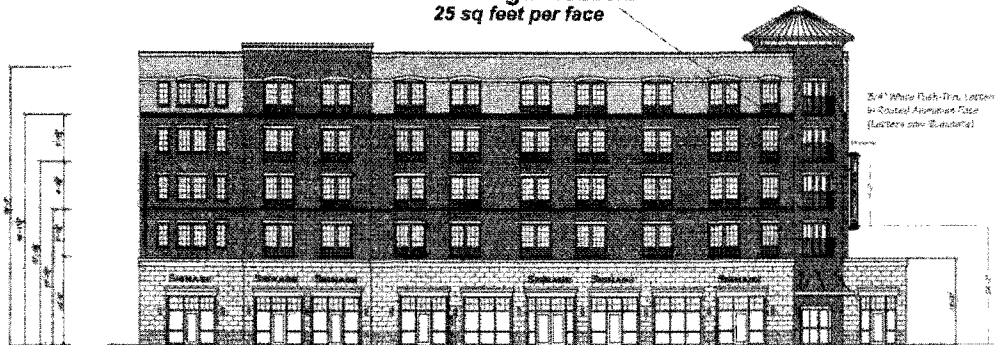
Blade Sign Location

[illegible]



West Elevation / Podgett Lane
Scale: 1/4" = 1'-0"

Blade Sign Location
25 sq feet per face



North Elevation / Main Street
Scale: 1/4" = 1'-0"

ATTACHMENT D

MC SIGN On.
Business with the Best
American Made Signage
For Information: 1-800-451-1234, 1-800-451-1235, 1-800-451-1236

This is an original computerized drawing, created by MC SIGN. It is submitted for your information and to ensure that the sign is properly placed on the building. It is not to be used for any other purpose. The sign is to be placed on the building as shown. The sign is to be placed on the building as shown. The sign is to be placed on the building as shown.

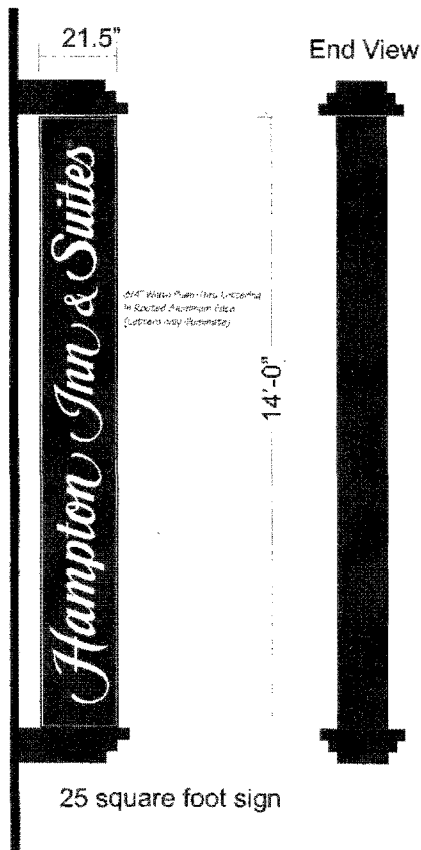
SCALE: AS NOTED
DESIGNER: T. HARDY
DRAWN BY: HARDY
DATE: 05/11/12
LOCATION: Carboro, NC

DRAWING #

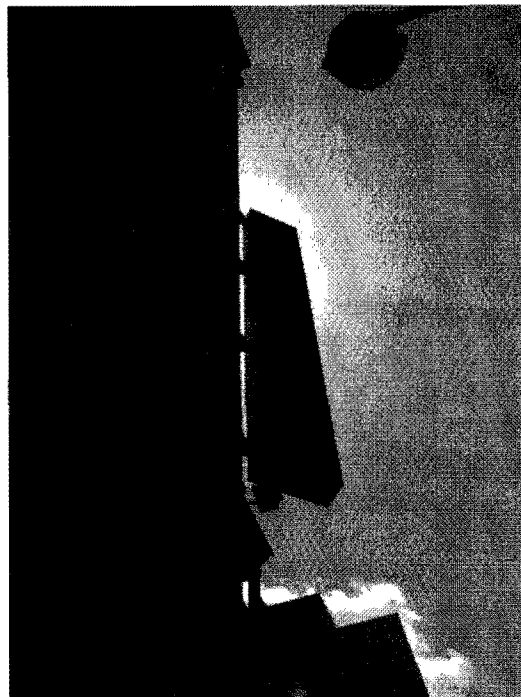
NOTES:
Blade Sign
Internally Illuminated
14' tall by 21.5' wide
Project 30" from wall
Secure to Steel Structure of Building

DATE: REVISIONS:
12/1/12 Revised Sign on Signage
12/24/12 Revised Position of Sign on Signage
12/26/12 Completed Sign on Signage

CUSTOMER APPROVAL
DATE:



25 square foot sign



Similar sign in Downtown Montgomery, AL

ATTACHMENT D

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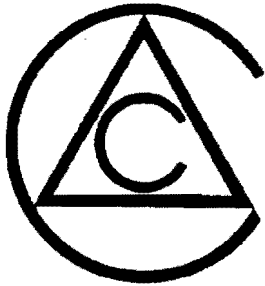
SCALE: AS NOTED
DESIGNER: T. HARDY
DRAWN BY: HARDY
DATE: 05/11/12
LOCATION: Carboro, NC

DRAWING #

NOTES:
Blade Sign
Internally Illuminated
14' tall by 21.5' wide
Project 30" from wall
Secure to Steel Structure of Building

DATE: REVISIONS:
12/1/12 Revised Sign on Signage
12/24/12 Revised Position of Sign on Signage
12/26/12 Completed Sign on Signage

CUSTOMER APPROVAL
DATE:



THURSDAY, November 1st, 2012

Review of "Blade" Sign for Hampton Inn and Suites


The Appearance Commission Advisory Board reviewed the blade sign for the Hampton Inn and Suites at the 300 East Main Street Project, Phase 1 and approved the sign as presented.

VOTING:

AYES: 3 (Tom Wiltberger, Loren Brandford, Eric Feld)

NOES: 0

ABSENT: (Sarah Andrews, Emily Scarborough, Raymond Conrad, David Markeiwicz, Sheryl Forbis)

 James Thomas (for chair)
Appearance Commission Chair

11-8-12
Date

Attachment F

A public hearing of the Carrboro Board of Aldermen was held on Tuesday, September 25, 2012 in the Town Hall Board Room.

Present and presiding:

Mayor	Mark Chilton
Aldermen	Jacquelyn Gist
	Lydia Lavelle
	Michelle Johnson
	Sammy Slade
Town Manager	David Andrews
Town Clerk	Catherine C. Wilson
Town Attorney	Mike Brough

Absent:

Aldermen	Dan Coleman
	Randee Haven-O'Donnell

**PUBLIC HEARING TO CONSIDER A MAP AMENDMENT FOR PROPERTY
LOCATED ALONG ALABAMA AVENUE FROM B-3 TO R-10**

The purpose of this item was for the Board of Aldermen to receive public comments and consider whether to amend the Carrboro zoning map.

Christina Moon, the Town's Planning Administrator, made the staff report.

Marty Roupe, the Town's Zoning Administrator, explained the most intensive use for the property to the Board. He explained that the Bland property would become a nonconforming lot based on the size of the lot in the new zoning district.

Phyllis Bland, a resident of 105 Alabama Avenue, thanked the Board for their consideration of the Town's Vision 2020 Policies. She expressed concern with the possibility of placing a commercial business in the community, the increase in traffic, and safety for the children.

Catherine Adamson, a resident of 116 Alabama Avenue, read a petition supporting the rezoning from B-3 to R-10 from the neighbors. A copy of the petition was given to the Town Clerk to be placed into the permanent record.

Larry Worth, a resident of 109 Alabama Avenue, stated that the rezoning of the property will reduce the stress on the people in the community. He stated that the current zone is inappropriate for the size of the community.

The following resolution was introduced by Alderman Slade and seconded by Alderman Lavelle:

**A RESOLUTION ADOPTING A STATEMENT EXPLAINING THE BOARD OF
ALDERMEN'S REASONS FOR ADOPTING AN AMENDMENT TO THE ZONING
MAP OF THE CARRBORO LAND USE ORDINANCE**

Resolution No 9. 2012/13

Attachment F-2

WHEREAS, an amendment to the map of the Carrboro Land Use Ordinance has been proposed, which amendment is described or identified as follows: An Ordinance amending the Carrboro Zoning Map to rezone approximately 1.66 acres of the property located along Alabama Avenue from B-3 (Neighborhood Business) to R-10 (Residential 10,000 square feet per dwelling unit). The four tracts are more specifically known as: 0.94 acres at 100 Alabama Avenue (PIN 9778-44-9917), 0.44 acres at 101 Alabama Avenue (PIN 9778-44-7789), 0.20 acres at 105 Alabama Avenue (PIN 0778-44-7951), and 0.08 acres of land at the southeast corner of the two streets (PIN 9778-44-9718).

NOW, THEREFORE, the Board of Aldermen of the Town of Carrboro Resolves:

Section 1. The Board concludes that the above described amendment is consistent with *Carrboro Vision 2020*, particularly provisions 2.11 and 2.42 which speak to mitigating the adverse impacts of infill development and preserving the character of older neighborhoods.

Section 2. The Board concludes that its adoption of the above described amendment is reasonable and in the public interest because the Town seeks to further its goals, related to the nature of development, to encourage economic development in a way that is compatible with existing neighborhoods.

Section 3. This resolution becomes effective upon adoption.

The foregoing resolution having been submitted to a vote received the following vote and was duly adopted this 25th day of September 2012:

Ayes: Sammy Slade, Lydia Lavelle, Mark Chilton, Michelle Johnson, Jacquelyn Gist
Noes: None

Absent or Excused: Dan Coleman, Randee Haven-O'Donnell

The following ordinance was introduced by Alderman Slade and seconded by Alderman Lavelle:

AN ORDINANCE AMENDING THE CARRBORO ZONING MAP TO REZONE
APPROXIMATELY 1.66 ACRES OF PROPERTY ALONG ALABAMA AVENUE
FROM B-3 TO R-10
Ordinance No. 6/2012-13

THE BOARD OF ALDERMEN OF THE TOWN OF CARRBORO ORDAINS:

SECTION 1. The Official Zoning Map of the Town of Carrboro is hereby amended as follows:

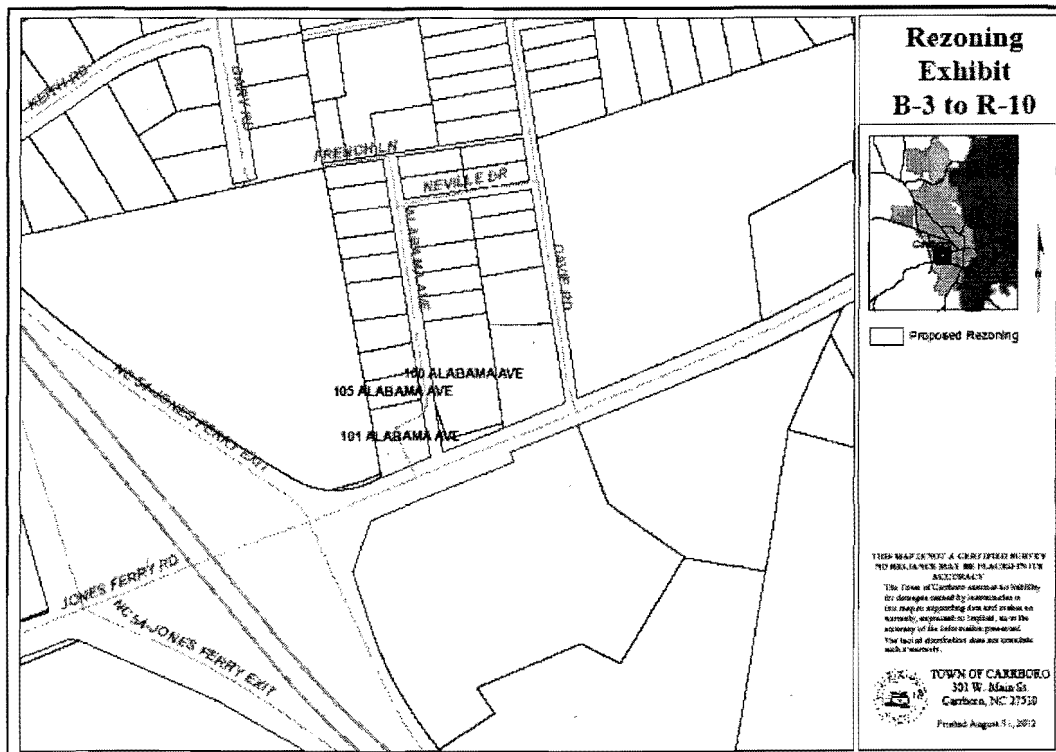
That property being described on Orange County Tax Maps as:

Chapel Hill Township, 100 Alabama Avenue (PIN 9778-44-9917), 101 Alabama Avenue (PIN 9778-44-7789), 105 Alabama Avenue (PIN 0778-44-7951), and a small tract of land at the southeast corner of the two streets (PIN 9778-44-9718), encompassing

approximately 1.66 acres as shown on the accompanying map titled "Rezoning Exhibit B-3 to R-10," is hereby rezoned from B-3 (Neighborhood Business) to R-10 (Residential, 10,000 square feet per dwelling unit).

SECTION 2. All provisions of any Town ordinance in conflict with this ordinance are repealed.

SECTION 3. This ordinance shall become effective upon adoption.



The foregoing ordinance having been submitted to a vote received the following vote and was duly adopted this 25th day of September 2012:

Ayes: Sammy Slade, Lydia Lavelle, Mark Chilton, Michelle Johnson, Jacquelyn Gist

Noes: None

Absent or Excused: Dan Coleman, Randee Haven-O'Donnell

BOARD OF ALDERMEN REVIEW OF MASTER SIGN PLAN FOR 300 EAST MAIN STREET PROJECT, PHASE 1

The purpose of this item was for the Board of Aldermen to hold a public hearing on the matter of a Minor Modification to the Conditional Use Permit for the 300 East Main Street Project for a Master Sign Plan for Phase 1. Staff requests that the Board of Aldermen hold the public hearing, discuss and deliberate whether to approve the application, and consider

Attachment F -4

adopting the attached resolution approving the Minor Modification to the Conditional Use Permit.

Marty Roupe, the Town's Zoning Administrator, was sworn in and made the staff presentation to the Board. He explained that the location of the proposed parking signs seem fitting for the property.

Woody Farmer, representing the 300 East Main project, was sworn in and discussed the details of the sign plan with the Board.

Laura Van Sant, representing the 300 East Main project, was sworn in and discussed the signage plans with the Board. She asked for the Board's feedback regarding the monument and blade signs. She also requested that the Board allow the use of their design for the parking signs.

Damon Seils, the vice-chair of the Planning Board, was sworn in and spoke to the Board about the Planning Board's recommendation regarding the modification request.

Alderman Lavelle stated that she would be interested in having the Appearance Commission review the blade sign.

MOTION WAS MADE BY ALDERMAN GIST AND SECONDED BY ALDERMAN JOHNSON TO REFER THE BLADE SIGN TO THE APPEARANCE COMMISSION AND FOR THE ATTORNEY TO DRAFT AN AMENDMENT TO THE TOWN CODE THAT WILL ALLOW THE CONSIDERATION OF THE OFF-PREMISE MONUMENT SIGN. VOTE: AFFIRMATIVE FIVE, ABSENT TWO (COLEMAN, HAVEN-O'DONNELL)

JOHNNY'S MEDIATION

Alderman Gist stated that she would like for the Board to discuss mediation facilitation for Johnny's and the neighbors during the October 2nd meeting. Mike Brough stated that the Board should look into developing a process for when they suggest mediation.

NCLM UPDATE

Alderman Slade stated that the NCLM will be looking into legislation that will protect against the annual rate hike bill.

ADJOURNMENT

MOTION WAS MADE BY ALDERMAN GIST AND SECONDED BY ALDERMAN JOHNSON TO ADJOURN THE MEETING AT 8:55 P.M. VOTE: AFFIRMATIVE ALL