#### TECHINCAL DATA NOTES CONTINUED

#### Ayrsley Commercial Signage Criteria

The intent of this signage criteria package is to modify Chapter 13 of the Charlotte Zoning Ordinance. As per Section 13.110, <u>Creation of Special Signage Regulations</u>, Ayrsley is seeking approval of its own signage criteria to help establish itself as a premier Entertainment and Corporate Planned Community. Ayrsley meets the criteria outlined in Section 13.110(2) to Qualify for the Planned Development Flexibility Option for signage.

For the purposes of modifying the allowable MUDD signage criteria, the petitioner is seeking flexibility in the Entertainment District and Corporate District as outlined on Sheet A-1 (01 Rezoning Plan). The two Districts seeking flexibility are delineated with hatching and cross-hatching and referred to as "Entertainment Mixed-Use Signage District" and "Interstate/Office/Hotel/Retail Mixed-Use District". For the purpose of this signage criterion, they will be referred to as Entertainment District (ED) and Corporate District (CD).

#### Entertainment District (ED)

The Entertainment District of Ayrsley is located in the Northwest quadrant and has frontage on South Tryon St. (US Hwy 49) and Interstate 485. Many of the businesses will require good visibility and signage opportunities from both vehicular arteries in order to be sustainable. As it is the intent of Ayrsley to give the appearance of being built over a period of time, the various buildings strive to have differing architectural styles, characters and personalities. The petitioner is seeking the same flexibility in signage packages. Even though there will be strict cohesion in any street signage, directional signs or decorative banners, each individual building will have its own signage package, reflecting the character of the specific building. Each building will adhere to the overall criteria outlined in this section in terms of number of signs, size, location and lighting. An exciting signage system will identify Ayrsley and the tenants as a signature urban retail/entertainment venue and create a sense of place.

Allowable signage types in the ED include all detached and attached signs permitted under Chapter 13 including and/or in addition to projecting signs. Permitted signage types include all signs permitted under Chapter 13 and/or the following and shall be internal to the development, and to the theater area facing South Tryon Street and the entrance ramp to I-485 adjacent to the theater area and to the Ayrsley Town Boulevard at South Tryon Street. The change interval for these signs will be eight (8) seconds or greater:

## · Computer programmable LED Systems with full color, full matrix display.

- · Full color outdoor video display.
- · Blade signs. · Decorative signs.
- · Fabricated letters, symbols and/or logos.
- · Message centers including ticker tape type moving messages.
- · Signs with moveable parts.
- · Marquee signs.
- · Movie posters, signs and/or banners. · Changeable copy signs.
- · Movie type projected images from either direct projection or rear screen projection.
- Digitally printed vinyl signs wrapped around a supporting structure.

  Murals/artwork

#### Corporate District (CD)

The Corporate District of Ayrsley is located in the Northeast quadrant of Ayrsley and has over 1,600 linear feet of frontage on Interstate 485. Many businesses attracted to the CD will require good visibility and ample signage opportunities. Flexibility in signage will be necessary to sustain this District, even though the petitioner is seeking less variations from Chapter 13 than in the ED. This District will continue the Vision of building with different styles, characters and personalities but will be more corporate in nature. The CD will be composed of mid-rise office structures, hotels, parking structures, dense residential and retail. Each building will have a signage package to further restrict the allowable signage and preserve the character of the individual building. An exciting signage system will identify the Ayrsley Corporate District as a signature corporate venue and create a sense of place.

The ground mounted sign C change interval will be eight (8) seconds or greater:

Permitted signage types in the CD include all signs permitted under Chapter 13 and/or the following:

- · Computer programmable LED Systems with full color, full matrix display.
- · Blade signs.
- Decorative signs.
  Fabricated letters, symbols and/or logos.
- · Message centers including ticker tape type moving messages.
- Signs with moveable parts.
  Movie type projected images from either direct projection or rear screen projection
- Minimals artwork.

ENTERTAINMENT DISTRICT	Maximum Height of Signage	Max allowable wall signage area/ tenant	
0 - 5,000 sq. ft.	24"	30 sq. ft.	
5,000 - 15,000 sq. ft.	30"	50 sq. ft.	
15,000 - 40,000 sq. ft.	36"	100 sq. ft.	
Over 40,000 sq. ft.	48"	200 sq. ft.	
COPPORATE DISTRICT	Maximum Height of Signage	Max allowable wall signage	

CORPORATE DISTRICT	Maximum Height of Signage	Max allowable wall signage area/ tenant	
Internal Streets:			
0 - 5,000 sq. ft.	18"	25 sq. ft.	
5,000 - 15,000 sq. ft.	24"	30 sq. ft.	
15,000 - 40,000 sq. ft.	30"	40 sq. ft.	
Over 40,000 sq. ft.	36"	55 sq. ft.	
Interstate 485 Frontage:			
0 - 5,000 sq. ft.	30"	50 sq. ft.	
5,000 - 15,000 sq. ft.	36"	75 sq. ft.	
15,000 - 40,000 sq. ft.	42"	100 sq. ft.	
Over 40,000 sq. ft.	48"	200 sq. ft.	
DETACHED SIGNS	Maximum Height of Signage	Max allowable signage area	
Total	30'	150 sq. ft.	
LED Portion		100 sq. ft.	

## **GENERAL NOTES:**

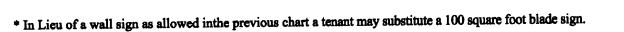
This rezoning submittal supersedes any previously approved sign flexibility options.

Proposed regulations for this rezoning under MUDD Optional for Ayrsley are in bold lettering and clouded.

Computer Programmable LED signage on the perimeter of

Ayrsley is approved as stated in this petition In that Ayrsley is a

Town Center design concept with limited external exposure for internal businesses.



- 2) In No case shall the signage exceed 10% of the exterior wall surface.
- 3) Wall signage may be located on any exterior building wall and/or any interior atrium/gallery/arcade wall.
- 4) Wall signage may not project above the building parapet, but may be located on any architectural feature such as a tower, spire or any other three dimensional architectural element.
- 5) Window signage shall not be calculated as part of the maximum allowable signage area.
- 6) Signage on awnings or canopies will be calculated as part of the maximum allowable signage area.
- 7) All signs may be internally or externally lit by any means and at any times.

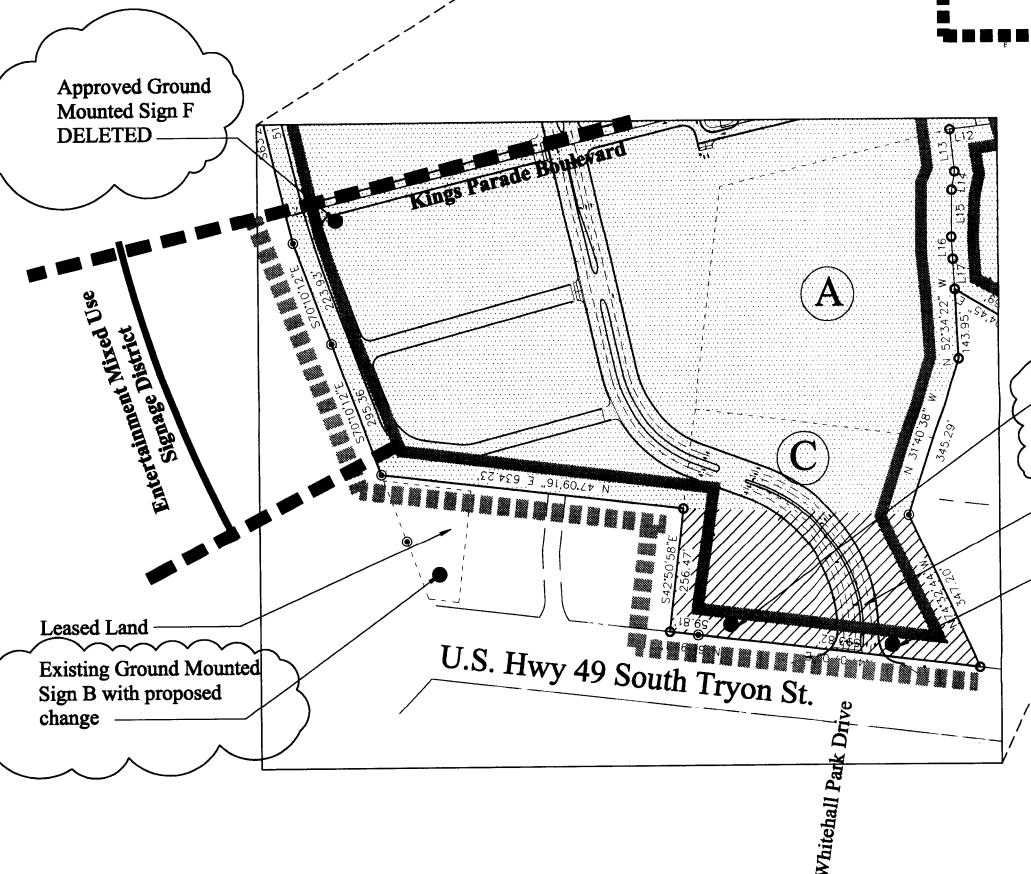
Exhibit A

8) Artwork, such as but not limited to murals, may be painted directly onto the building facades.

9) Although building or site lighting is not considered signage under the Ordinance, these provisions recognize that lighting will be a key design element of the project. Any type of lighting, such as but not limited to accent lighting, Tivoli type lighting, neon lights, flashing lights, colored lights, attached lighting, major or minor projecting lighting, light beams of any color and lamppost lighting may be utilized in the ED. Any lighting on the Site shall not be calculated as part of the maximum allowable wall signage area noted above.

(h) Parking Deck Designs. Architectural treatment and design features associated with structured parking facilities located within the I-485 Retail Mixed Use Village and the Office Mixed Use Village may vary from the standards of the Ordinance for such facilities provided that such treatment and design substantially allows clear views into the deck from various on grade or above grade locations to promote safety for the deck users by making the users visible to others. This will entail lower height opaque horizontal structural panels and the possible use of decorative measures that create a pleasing but safety oriented façade. (See Sheet A2.1 and A2.2)

SEE ATACHED CONTINUATION SHEET FOR ENTITLEMENTS AND COMPLETED ENTITLEMENTS



**AYRSLEY TOWN** 

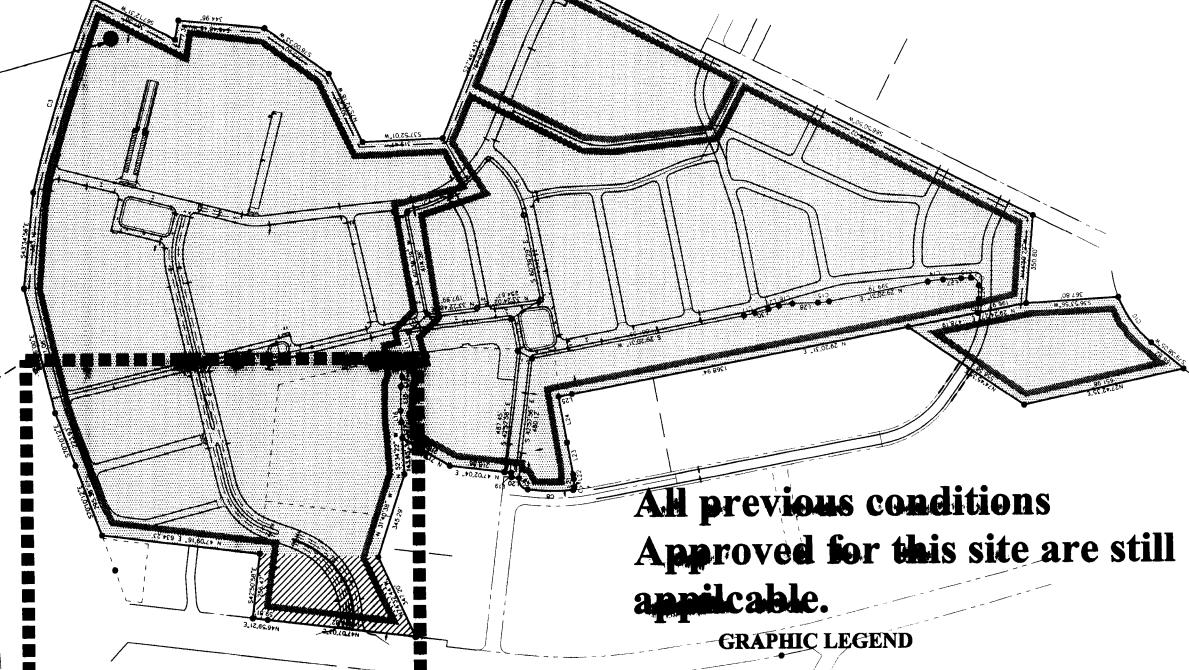
BOULEVARD

**FACSADES FACING SOUTH TRYON STREE** 

Approved Ground Mounted Sign C with proposed change —————

**BUILDING MOUNTED** 

LED SIGN "J" LOCATION



Village Boundry

Areas not included in this Rezoning

Entertainment Mixed Use Signage District (Area of Site Plan Amendment)

External Signage Allowed for Entertainment
Mixed Use Signage District and Ayrsley Entrance

### Signage Notes:

Existing Ground Mounted Sign G with

Proposed Building Mounted Sign J

Ayrsley Boulevard Sign

no change

DELETED

Signs indicated are computer programmable LED system with full color matrix display - Each side of Arysley Town Boulevard at South Tryon St. on the building facades. - See Exhibit A for detail as a part of Technical Data.

Signs to comply with the standard established for outdoor advertising signs with the exception of the distance requirements.

Signs will comply with the zoning ordinance definitions for identification, business, changeable copy sign, and electronic changeable face signs.

Product advertisement is disallowed.

Planning staff will review and approve final sign design, structure, material, etc. prior to issuing sign permit.

## Proposed

- Building Mounted Sign J: LED w/ change interval of 8 seconds or greater.

Total area shall be up to 100 square feet

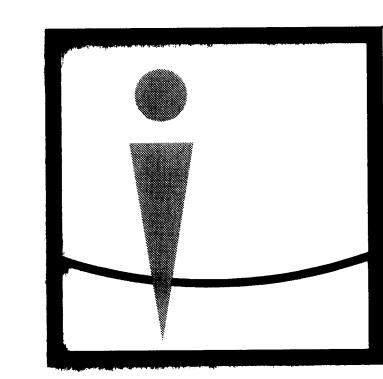
## Proposed changes to Previously approved signs

- Ground Mounted Sign C: 150 sq. ft. sign w/ LED area of 100 square feet and change interval of 8 seconds or greater.
- Ground Mounted Sign F: DELETED
- Ground Mounted Sign B: LED area of 100 square feet and change interval of 8 seconds or greater.

The "Town of Ayrsley" is a unique development consisting of a 'town center" that serves as a gateway to the community. It includes residential, office and retail components that are easily accessible and pedestrian friendly. By its very nature, the compact design limits the visibility and the advertising opportunities for small tenants. For Ayrsley, this is further constrained by the location and the relationship of the site to the surrounding road system.

The conditions placed on the signage include compliance with key definitions in the zoning ordinance and portions of the restrictions for LED outdoor advertising signs. In addition, the limitation that no products will be advertised for sale and the final staff review will allow the appropriate level of advertising for the "Town of Ayrsley".

The type of development and the additional conditions as noted on the site plan were paramount to the Committee's support of this request. To this end, staff has been asked by the Committee to develop guidelines related to the appropriateness of using LED signage for their consideration.



Overcash Demmitt

2010 south tryon street suite 1a charlotte north carolina 28203 voice • 704.332.1615 fax • 704.332.0117 web • w w w . o d a r c h . c o m

APPROVED BY CITY COUNCIL NOV 1 7 2008



# Ayrsley

New Urban Mixed Use Community 2008 - 076

CHARLOTTE, NORTH CAROLINA

REZONING SUBMITTAL	:	02/21/08
REZONING SUBMITTAL	:	04/21/08
REZONING SUBMITTAL	:	07/18/08
REZONING SUBMITTAL		11/14/08
	:	
	:	
	:	
	•	
	:	
	:	

FOR PUBLIC HEARING PETITION NUMBER 2008 -076

A-2b

Copyright 2006, Overcash Demmitt Architects
ODA No. 991362 CADD File: 1362\_A-2b.dwg