



AERIAL VIEW FROM CORNER OF E. STONEWALL STREET & S. CALDWELL STREET



AERIAL VIEW FROM CORNER OF S. CALDWELL STREET & E. STONEWALL STREET

Site Area (with property line) 5.24 acres
 Development Area
 Hill of Fame 199,900 GSF
 Convention Center Expansion 150,000 GSF
 Office Tower 431,612 GSF
 Downtown Transit Station 10,100 GSF
 Parking and Loading 374,200 GSF
Total Area (below and below grade) 1,072,912 GSF

Applicable Zoning Analysis and Calculations

Permitted Uses:
 Section 9-202. Urban Mixed Use District uses permitted by right.
 (E) Institutional uses such as churches, synagogues, credit unions, Sunday School buildings, convents, community recreation centers, day care and child centers, and sports fields.
 (F) Religious, educational, cultural, or public use facilities, including museums and libraries.
 (G) Public outdoor recreation facilities, including parks, playgrounds, and sports fields.
 (H) Retail stores and service centers, including restaurants, taverns, bars, and other establishments.
 (I) Medical uses and related uses for ambulatory, diagnostic, laboratory, health care, and other purposes.
 (J) Professional business and general offices, including law firms, architectural, engineering, and other professional offices.
 (K) Retail stores and service centers, including restaurants, taverns, bars, and other establishments.
 (L) Professional business and general offices, including law firms, architectural, engineering, and other professional offices.

Urban Open Space Requirements

Applicable Sections:
 Section 9-205. Urban Mixed Use District urban design and development standards.
 (4) Urban Open Space. Open spaces for public congregation and recreational activities are required and must be provided or designed to allow recreation nearby and to be clearly observed from the street or pedestrian circulation areas.
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Off Street Loading Requirements

Applicable Sections:
 Section 9-205. Urban Mixed Use District urban design and development standards.
 (10) Off Street Loading. Off-street parking for trucks and semi-trailers shall be provided in accordance with the following table.
 (11) Off Street Loading. Off-street parking for trucks and semi-trailers shall be provided in accordance with the following table.
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General Notes

The proposed parking structure is located adjacent to the Hill of Fame and is designed to serve the needs of the Hill of Fame Convention Center, Hill of Fame Convention Center Expansion, and Downtown Transit Station. The proposed parking structure is designed to provide 150,000 parking spaces, including 10,000 spaces for trucks and semi-trailers. The proposed parking structure is designed to be integrated with the Hill of Fame Convention Center, Hill of Fame Convention Center Expansion, and Downtown Transit Station. The proposed parking structure is designed to be integrated with the Hill of Fame Convention Center, Hill of Fame Convention Center Expansion, and Downtown Transit Station.

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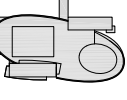
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No.	Date	Revision
1		REVISIONS PER COMMENTS

UMUM OPTION



DRAWING TITLE

PROJECT STATISTICS / ZONING CALCULATIONS AND GENERAL NOTES

DRAWN	CHECKED

FOR PUBLIC HEARING
 PETITION NUMBER: 2008-120

23 MAY 2008

PROJECT NO. 0612

DRAWING NO. ARCHITECT NO.

Hill of Fame Design Partners Architects LLP



AERIAL VIEW FROM CORNER OF E. MARTIN LUTHER KING JR. BOULEVARD & S. BREVARD STREET

UMUM OPTION: SIGNAGE EXEMPTIONS

OVER SIGN
The NASCAR Hall of Fame Complex is a multi-story, mixed-use development located on the corner of E. Martin Luther King Jr. Boulevard and S. Brevard Street. The development consists of a 20-story office tower of approximately 400,000 sq. ft., a 10-story, 1.8 million sq. ft. restaurant and retail building, and a 200,000 sq. ft. multi-level parking garage for approximately 1,000 cars. The Hall of Fame is a multi-level structure for the City of Charlotte, intended to recognize drivers from all over the country and abroad. Due to its size, the Hall of Fame complex is subject to the City's signage requirements. The signage requirements that go beyond those contained in the City Ordinance governing this Act.

The general provisions required for the signage exemption are the appropriate use of signage and the use of a clean board, banner, and sign type. These elements are presented in order to ensure the NASCAR Hall of Fame complex meets the requirements of the Act, while also maintaining the appropriate appearance of the complex. The signage requirements of the Act, which are presented in order to ensure the appropriate appearance of the complex, are presented in order to ensure the appropriate appearance of the complex. The signage requirements of the Act, which are presented in order to ensure the appropriate appearance of the complex, are presented in order to ensure the appropriate appearance of the complex.

DESCRIPTION OF APPLICATION EXEMPTS
Location, area and type of signage and graphics are proposed for the Hall of Fame Complex. The signage requirements of the Act, which are presented in order to ensure the appropriate appearance of the complex, are presented in order to ensure the appropriate appearance of the complex. The signage requirements of the Act, which are presented in order to ensure the appropriate appearance of the complex, are presented in order to ensure the appropriate appearance of the complex.

Area and type of signage are described in the drawings indicated in the application. It is requested that the Board of Commissioners approve the signage exemption for the signage indicated in the application. The signage requirements of the Act, which are presented in order to ensure the appropriate appearance of the complex, are presented in order to ensure the appropriate appearance of the complex. The signage requirements of the Act, which are presented in order to ensure the appropriate appearance of the complex, are presented in order to ensure the appropriate appearance of the complex.

CANOPY SIGNAGE
In order to ensure the appropriate appearance of the complex, the signage requirements of the Act, which are presented in order to ensure the appropriate appearance of the complex, are presented in order to ensure the appropriate appearance of the complex. The signage requirements of the Act, which are presented in order to ensure the appropriate appearance of the complex, are presented in order to ensure the appropriate appearance of the complex. The signage requirements of the Act, which are presented in order to ensure the appropriate appearance of the complex, are presented in order to ensure the appropriate appearance of the complex.

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EXEMPTIONS REQUESTED

Based on the above and the information below, the appropriate area on each facade exceeds the signage requirements and exemptions are requested to allow the signage as indicated in the drawings and tabulated as follows:

Martin Luther King Boulevard Facade

Sign No.	Area (Square Feet)
S1	1,700
S2	1,800
S3	1,100
S4	1,600
S5	1,500
S6	1,600
S7	1,600
S8	1,600
S9	1,600
S10	1,600
S11	1,600
S12	1,600
S13	1,600
S14	1,600
S15	1,600
S16	1,600
S17	1,600
S18	1,600
S19	1,600
S20	1,600
S21	1,600
S22	1,600
TOTAL	10,000

Stonewall Street Facade

Sign No.	Area (Square Feet)
S5	1,200
S6	1,200
S7	1,200
S8	1,200
S9	1,200
S10	1,200
S11	1,200
S12	1,200
S13	1,200
S14	1,200
S15	1,200
S16	1,200
S17	1,200
S18	1,200
S19	1,200
S20	1,200
S21	1,200
S22	1,200
TOTAL	13,710

Stonewall Street Facade

Sign No.	Area (Square Feet)
S7	1,200
S8	1,200
S9	1,200
S10	1,200
S11	1,200
S12	1,200
S13	1,200
S14	1,200
S15	1,200
S16	1,200
S17	1,200
S18	1,200
S19	1,200
S20	1,200
S21	1,200
S22	1,200
TOTAL	13,710

Canopy Over Entrance

Sign No.	Area (Square Feet)
S4	1,200
S5	1,200
S6	1,200
S7	1,200
S8	1,200
S9	1,200
S10	1,200
S11	1,200
S12	1,200
S13	1,200
S14	1,200
S15	1,200
S16	1,200
S17	1,200
S18	1,200
S19	1,200
S20	1,200
S21	1,200
S22	1,200
TOTAL	13,710

Additional Exemptions
Signage is proposed on the exterior of the building. The signage requirements of the Act, which are presented in order to ensure the appropriate appearance of the complex, are presented in order to ensure the appropriate appearance of the complex. The signage requirements of the Act, which are presented in order to ensure the appropriate appearance of the complex, are presented in order to ensure the appropriate appearance of the complex.

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AERIAL VIEW FROM CORNER OF E. CALDWELL STREET & E. STONEWALL STREET

TABLE OF SIGNAGE

No.	Sign	Qty	Size (HxW)	Description
1	*S1 NHOF Video Board and Building Identification	1	24'x30'	Combination Video Board Building Identification sign, illuminated
2	S2 NHOF Main Exterior Building Identification	1	2' x 70'	Building Identification Sign
3	S3 Exterior Ticket Booth Identification Sign	1	1'x10'	Mounted above ticket booth canopy
4	S4 Loading Dock Identification	1	1'x10'	Flush mounted on door
5	*S5 Site Directory Orientation	3	5'x15'	Freestanding Monolith
6	S6 Site Wayfinding Marker	1	5' dia.	Mounted In pavement
7	S7 Flush Wall Mounted Banner	5	15'x20'	illuminated
8	S8 Flush Wall Mounted Banner	3	28'x5'	illuminated
9	S9 Projecting Wall Mounted Banner	5	28'x5'	Projecting 5" from building face
10	S10 Pylon Mounted Banner	3	28'x5'	Banners 28'x5' mounted on 2 slides of 60' high tubular framed pylon
11	S11 Office Tower Logo Sign	2	10'x60'	Flush mounted illuminated
12	S12 Office Tower Monument Sign	1	5'x15'	Freestanding Monolith
13	S13 Office Tower Identification Sign	1	1'x15'	Mounted above entry canopy
14	S14 Convention Center Identification Sign	2	1'x30'	Mounted above entry doors
15	S15 Parking Identification Sign, flush	2	2'x15'	Mounted above parking entry
16	S16 Retail/Restaurant Identification Sign, projecting	4	2' dia.	Mounted adjacent to parking entry
17	S17 Convention Center Wayfinding Sign	3	6'x3'	Wall mounted flush adjacent to entry
18	S18 Retail/Restaurant Identification Sign Flush	3	4'x15'	Size allowance within zone reserved for future tenants
19	S19 Retail/Restaurant Identification Sign 3D	3	3'x15'	Size allowance within zone reserved for future tenants
20	S20 Bus Drop Off Sign	2	2' dia	Pole mounted
21	S21 Office Tower Address Sign	1	1'x30'	

* SIGN CONTAINS VIDEO BOARD WHICH MAY HAVE MOVING IMAGES.
** SIGN CONTAINS CHANGEABLE LED DISPLAY



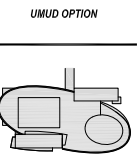
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No. Date Revision
1 06/20/08 SIGNAGE PER COMMENTS



DRAWING TITLE
UMUM OPTION SIGNAGE OVERVIEW & CALCULATIONS

DRAWN CHECKED
SCALE DATE
PROJECT NO. **0612**
DRAWING NO. **REVISION NO.**

FOR PUBLIC HEARING
PETITION NUMBER: 2008-120

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EYE LEVEL VIEW FROM E. MARTIN LUTHER KING JR. BOULEVARD

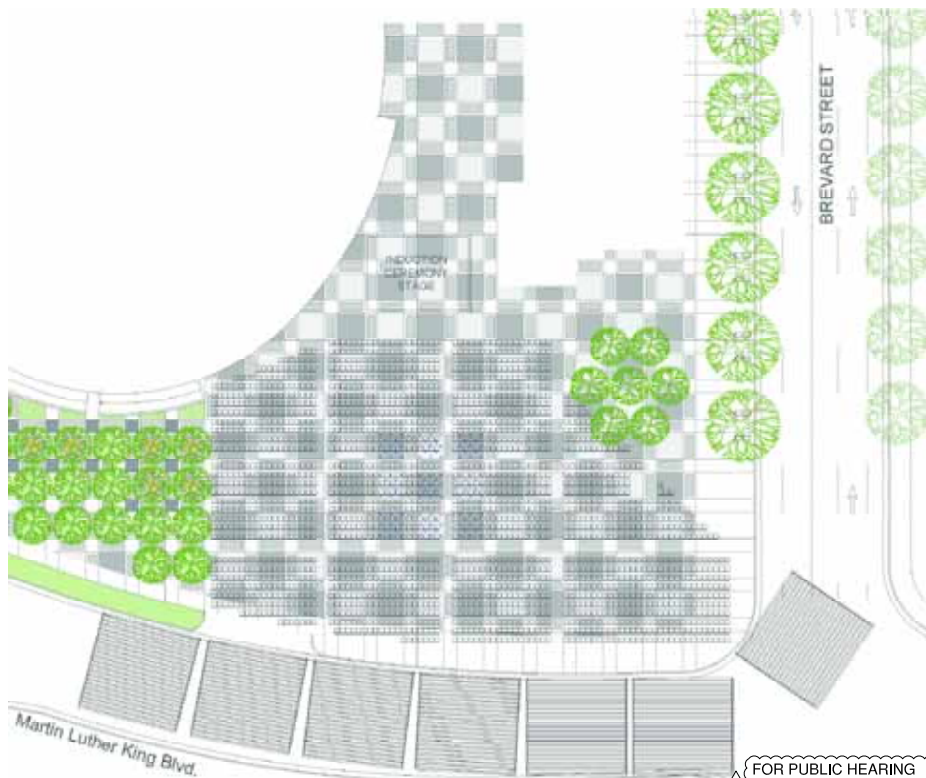
UMUD OPTION STREET TREE EXCEPTION

Overview:
An exception is requested to provide an alternate arrangement for the street trees required for Block Lettering (BL) location. Given the street tree requirements, the foliage of the street trees would obscure the BL signs to the point where they would not be visible to the driver and the viewer. The request is to provide an alternate arrangement for the BL signs that would be visible to the driver and the viewer. The request is for four street trees placed in a grid pattern on the street. The trees would be spaced 20 feet apart in a 4x4 grid pattern. The trees would be planted in a grid pattern on the street. The trees would be spaced 20 feet apart in a 4x4 grid pattern. The trees would be planted in a grid pattern on the street. The trees would be spaced 20 feet apart in a 4x4 grid pattern.

This requested exception is based on both functional and urban design considerations. Providing the NASCAR Hall of Fame BL sign has been requested to NASCAR and the sign is a critical element for large events including NASCAR races and other promotional events. Due to the large size of the sign, the requested exception is requested for the BL signs to be visible to the driver and the viewer. The request is for four street trees placed in a grid pattern on the street. The trees would be spaced 20 feet apart in a 4x4 grid pattern. The trees would be planted in a grid pattern on the street. The trees would be spaced 20 feet apart in a 4x4 grid pattern.



COMPETITION RENDERING OF CEREMONIAL EVENT



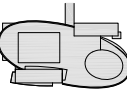
PLAN DIAGRAM CEREMONIAL EVENT

FOR PUBLIC HEARING
PETITION NUMBER: 2008-120

STAMP

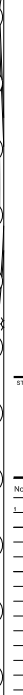
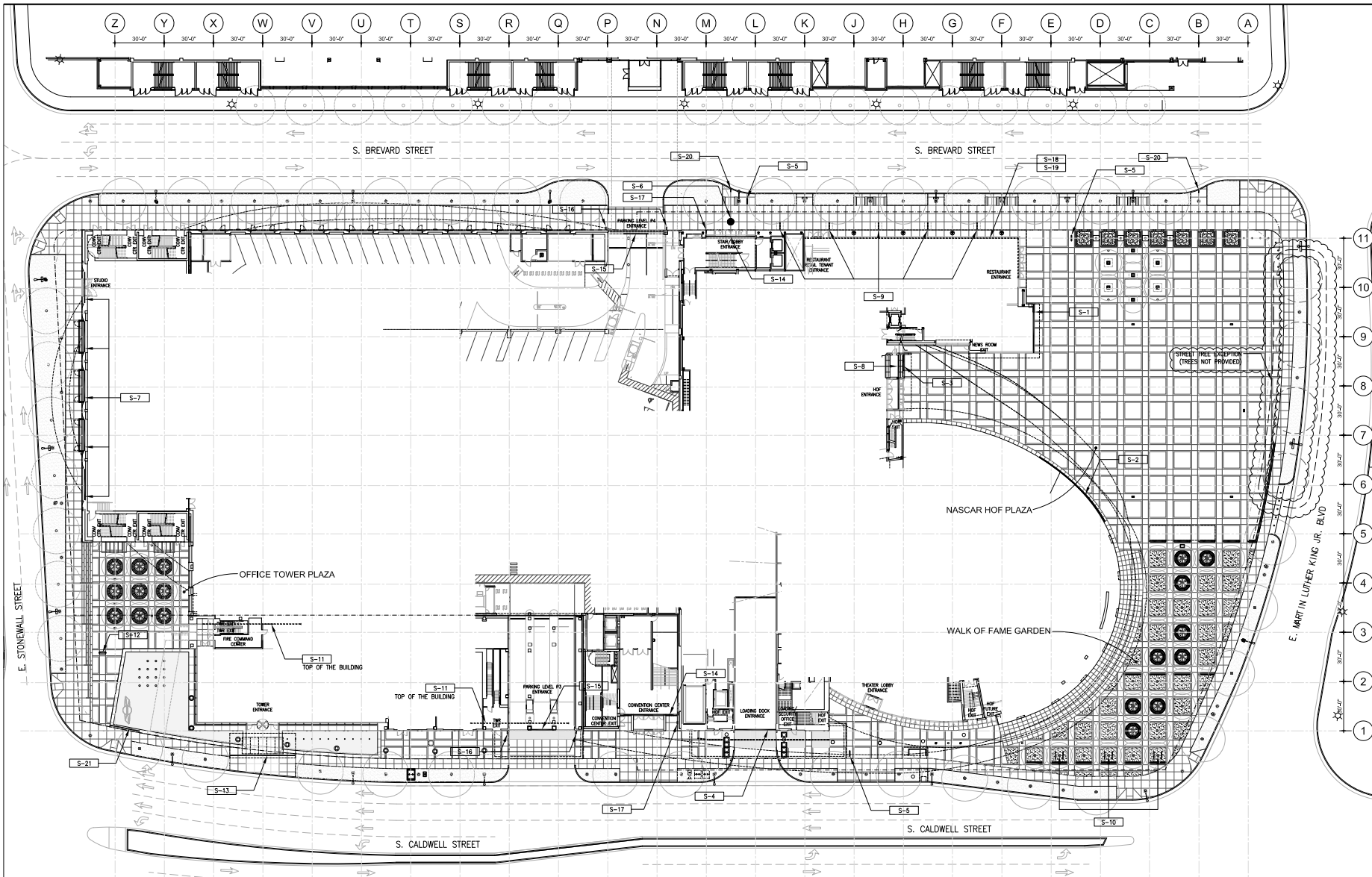
No.	Date	Revision
1	06/18/08	REVISION SET COMMENTS

UMUD OPTION



STREET TREE EXCEPTION OVERVIEW

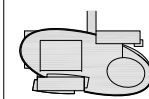
DRAWN: [] CHECKED: []
SCALE: [] DATE: 23 MAY 2008
PROJECT NO.: 0612
DRAWING NO.: [] REVISION NO.:



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No. Date Revision
 1 05/23/08 0612 PER COBB FRENCH

UMUD OPTION



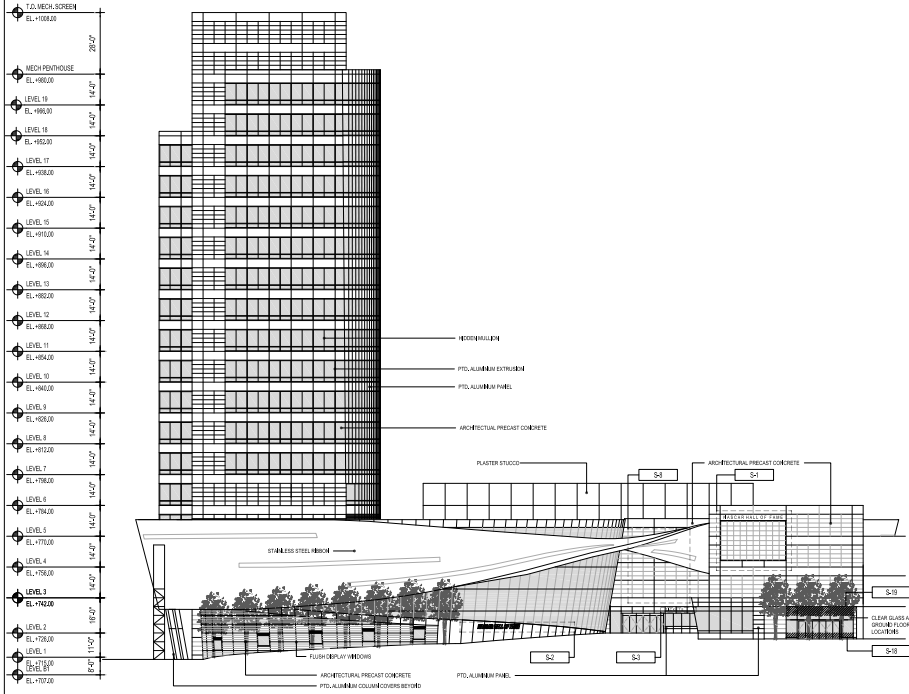
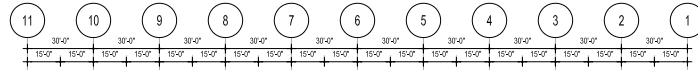
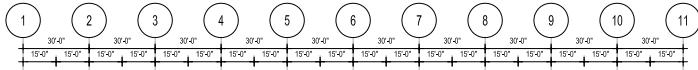
DRAWING TITLE
SITE SIGNAGE LOCATION PLAN

DRAWN: [] CHECKED: []
 SCALE: 1" = 20'-0" DATE: 23 MAY 2008
 PROJECT NO.: 0612

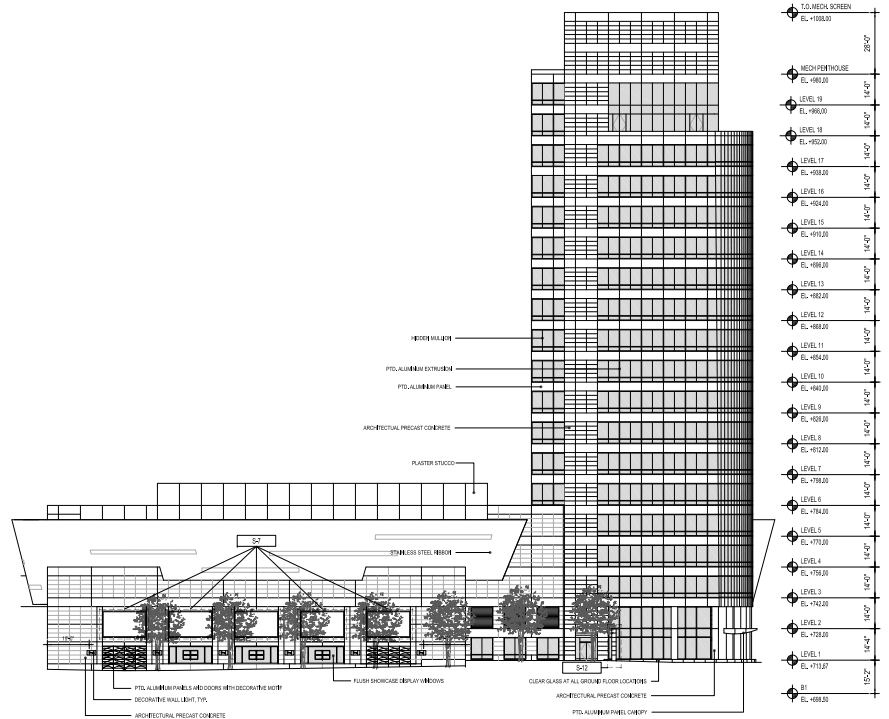
DRAWN BY: [] REVISION NO.:
UO-A-011
 THE COBB FRENCH & PARTNERS ARCHITECTS LLP

No	Sign	Qty	Size (HxW)	Description
S1	NHOF Video Board and Building Identification	1	24'x30'	Combination Video Board Building Identification sign, illuminated
S2	NHOF Main Exterior Building Identification	1	2' x 70'	Building Identification Sign
S3	Exterior Ticket Booth Identification Sign	1	1'x10'	Mounted above ticket booth canopy
S4	Loading Dock Identification	1	1'x25'	Flush mounted on door
S5	Site Directory Orientation	3	5'x15'	Freestanding Monolith
S6	Site Wayfinding Marker	1	5' dia.	Mounted in pavement
S7	Flush Wall Mounted Banner	5	15'x20'	Illuminated
S8	Flush Wall Mounted Banner	3	28'x5'	Illuminated
S9	Projecting Wall Mounted Banner	5	28'x5'	Projecting 5' from building face
S10	Pylon Mounted Banner	3	28'x5'	Banners 28'x5' mounted on 2 sides of 60' high tubular framed pylon
S11	Office Tower Logo Sign	2	10'x60'	Flush mounted illuminated
S12	Office Tower Monument Sign	1	5'x15'	Freestanding Monolith
S13	Office Tower Identification Sign	1	1'x45'	Mounted above entry canopy
S14	Convention Center Identification Sign	2	1'x30'	Mounted above Entry doors
S15	Parking Identification Sign, flush	2	2'x15'	Mounted above parking entry
S16	Parking Identification Sign, projecting	4	2' dia.	Mounted adjacent to parking entry
S17	Convention Center Wayfinding Sign	3	6'x3'	Wall mounted flush adjacent to entry
S18	Retail/Restaurant Identification Sign Flush	3	4'x15'	Size allowance within zone reserved for future tenants
S19	Retail/Restaurant Identification Sign 3D	3	3'x15'	Size allowance within zone reserved for future tenants
S20	Bus Drop Off Sign	2	2' dia.	Pole mounted
S21	Office Tower Address Sign	1	1'x30'	

FOR PUBLIC HEARING
 PETITION NUMBER: 2008-120



1 NORTH ELEVATION
PLAZA



2 SOUTH ELEVATION
STONEWALL STREET

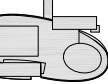
STAMP



No. Date Revision

1 Initial DESIGN PER COMMENTS

UMUD OPTION



DRAWING TITLE
BUILDING ELEVATIONS
 SHEET 1
 NORTH AND SOUTH
 ELEVATIONS

DRAWN CHECKED

SCALE DATE
 1" = 20'-0" 23 MAY 2008

PROJECT NO. 0612

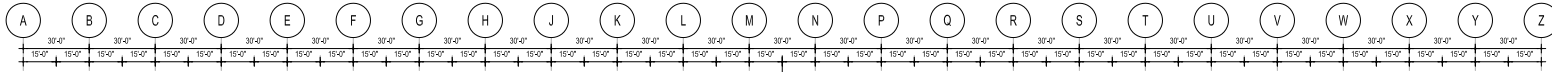
DRAWN BY REVIEWED BY

UO-A-181

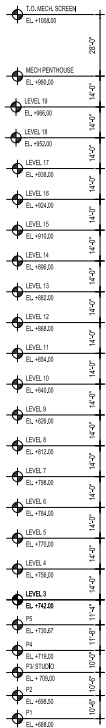
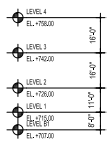
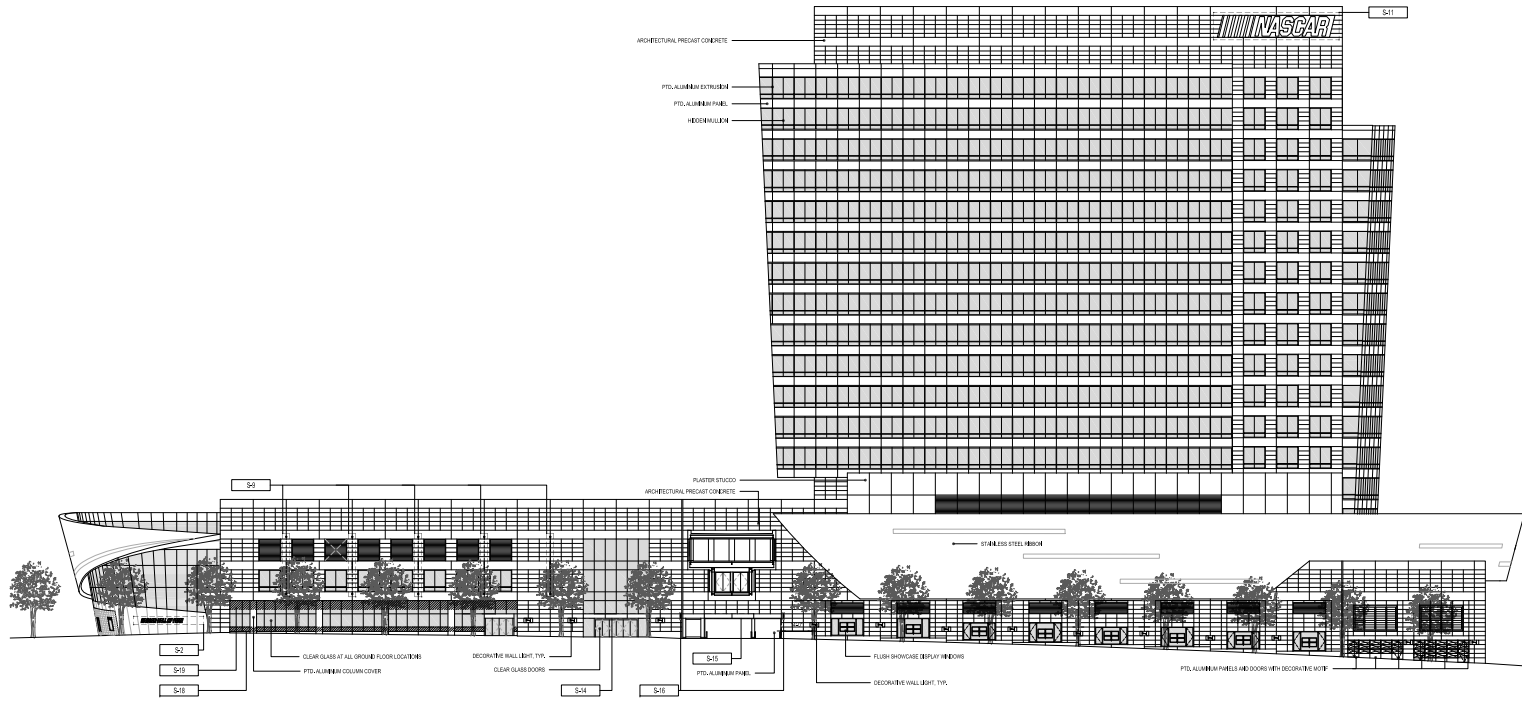
PER COBS FRIED & PARTNERS
 Architects LLP

No	Sign	Qty	Size (HxW)	Description
S1	NHOF Video Board and Building Identification	1	24x30'	Combination Video Board Building Identification sign, illuminated
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S4	Loading Dock Identification	1	1'x25'	Flush mounted on door
S5	Site Directory Orientation	3	5'x15'	Freestanding Monolith
S6	Site Wayfinding Marker	1	5' dia.	Mounted In pavement
S7	Flush Wall Mounted Banner	5	15'x20'	illuminated
S8	Flush Wall Mounted Banner	3	28'x5'	illuminated
S9	Projecting Wall Mounted Banner	5	28'x5'	Projecting 5' from building face
S10	Pylon Mounted Banner	3	28'x5'	Banners 28'x5' mounted on 2 sides of 60' high tubular framed pylon
S11	Office Tower Logo Sign	2	10'x60'	Flush mounted illuminated
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S16	Parking Identification Sign, projecting	4	2' dia.	Mounted adjacent to parking entry
S17	Convention Center Wayfinding Sign	3	6'x3'	Wall mounted flush adjacent to entry
S18	Retail/Restaurant Identification Sign Flush	3	4'x15'	Size allowance within zone reserved for future tenants
S19	Retail/Restaurant Identification Sign 3D	3	3'x15'	Size allowance within zone reserved for future tenants
S20	Bus Drop Off Sign	2	2' dia	Pole mounted
S21	Office Tower Address Sign	1	1'x30'	

FOR PUBLIC HEARING
 PETITION NUMBER: 2008-120



HALL OF FAME — CONVENTION CENTER



1 WEST ELEVATION BREVARD STREET

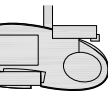
STAMP



No. Date Revision

1 1/18/18 REVISION PER COMMENTS

UMUD OPTION



DRAWING TITLE
 BUILDING ELEVATIONS
 SHEET 2
 WEST ELEVATION

DRAWN CHECKED

SCALE DATE
 1" = 20'-0" 23 MAY 2008

PROJECT NO. 0612

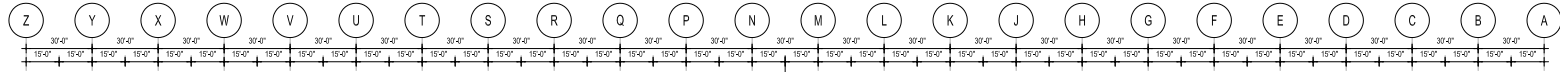
DRAWN BY REVISION NO.

UO-A-182

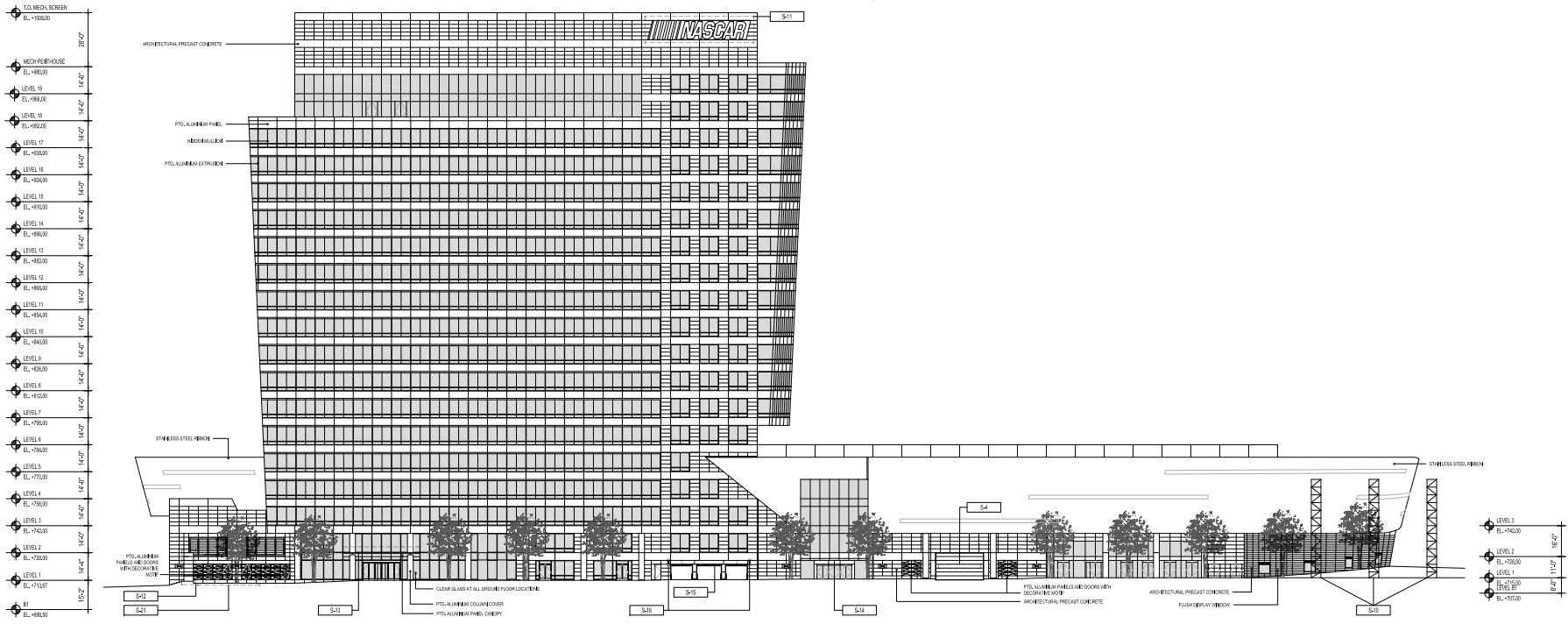
PERI CORP. FREED & PARKER ARCHITECTS LLP

No	Sign	Qty	Size (HxW)	Description
S1	NHOF Video Board and Building Identification	1	24'x30'	Combination Video Board Building Identification sign, illuminated
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S3	Exterior Ticket Booth Identification Sign	1	1'x10'	Mounted above ticket booth canopy
S4	Loading Dock Identification	1	1'x25'	Flush mounted on door
S5	Site Directory Orientation	3	5'x15'	Freestanding Monolith
S6	Site Wayfinding Marker	1	5' dia.	Mounted in pavement
S7	Flush Wall Mounted Banner	5	15'x20'	illuminated
S8	Flush Wall Mounted Banner	3	28'x5'	illuminated
S9	Projecting Wall Mounted Banner	5	28'x5'	Projecting 5' from building face
S10	Pylon Mounted Banner	3	28'x5'	Banners 28'x5' mounted on 2 sides of 60' high tubular framed pylon
S11	Office Tower Logo Sign	2	10'x60'	Flush mounted illuminated
S12	Office Tower Monument Sign	1	5'x15'	Freestanding Monolith
S13	Office Tower Identification Sign	1	1'x45'	Mounted above entry canopy
S14	Convention Center Identification Sign	2	1'x30'	Mounted above entry doors
S15	Parking Identification Sign, flush	2	2'x15'	Mounted above parking entry
S16	Parking Identification Sign, projecting	4	2' dia.	Mounted adjacent to parking entry
S17	Convention Center Wayfinding Sign	3	6'x3'	Wall mounted flush adjacent to entry
S18	Retail/Restaurant Identification Sign Flush	3	4'x15'	Size allowance within zone reserved for future tenants
S19	Retail/Restaurant Identification Sign 3D	3	3'x15'	Size allowance within zone reserved for future tenants
S20	Bus Drop Off Sign	2	2' dia	Pole mounted
S21	Office Tower Address Sign	1	1'x30'	

FOR PUBLIC HEARING
 PETITION NUMBER: 2008-120



CONVENTION CENTER | HALL OF FAME



1 EAST ELEVATION
 CALDWELL STREET

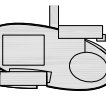
No	Sign	Qty	Size (HxW)	Description
S1	NHOF Video Board and Building Identification	1	24'x30'	Combination Video Board Building Identification sign, illuminated
S2	NHOF Main Exterior Building Identification	1	2' x 70'	Building Identification Sign
S3	Exterior Ticket Booth Identification Sign	1	1'x10'	Mounted above ticket booth canopy
S4	Loading Dock Identification	1	1'x25'	Flush mounted on door
S5	Site Directory Orientation	3	5'x15'	Freestanding Monolith
S6	Site Wayfinding Marker	1	5' dia.	Mounted in pavement
S7	Flush Wall Mounted Banner	5	15'x20'	illuminated
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S19	Retail/Restaurant Identification Sign 3D	3	3'x15'	Size allowance within zone reserved for future tenants
S20	Bus Drop Off Sign	2	2' dia	Pole mounted
S21	Office Tower Address Sign	1	1'x30'	

FOR PUBLIC HEARING
 PETITION NUMBER: 2008-120



No.	Date	Revision
1	10/20/08	REVISION PER COMMENTS

UMUD OPTION



DRAWING TITLE
BUILDING ELEVATIONS
 SHEET 3
 EAST ELEVATION

DRAWN: CHECKED:

SCALE: DATE: 1" = 20'-0" 23 MAY 2008
 PROJECT NO.: 0612

DRAWN BY: REVIEWED BY:

UO-A-183