

APPROVED BY  
CITY COUNCIL  
OCT 2 4 2008

 TIME WARNER  
CABLE ARENA

# exterior signage program

FINAL RELEASE

 TIME WARNER  
CABLE ARENA

16 October 2008



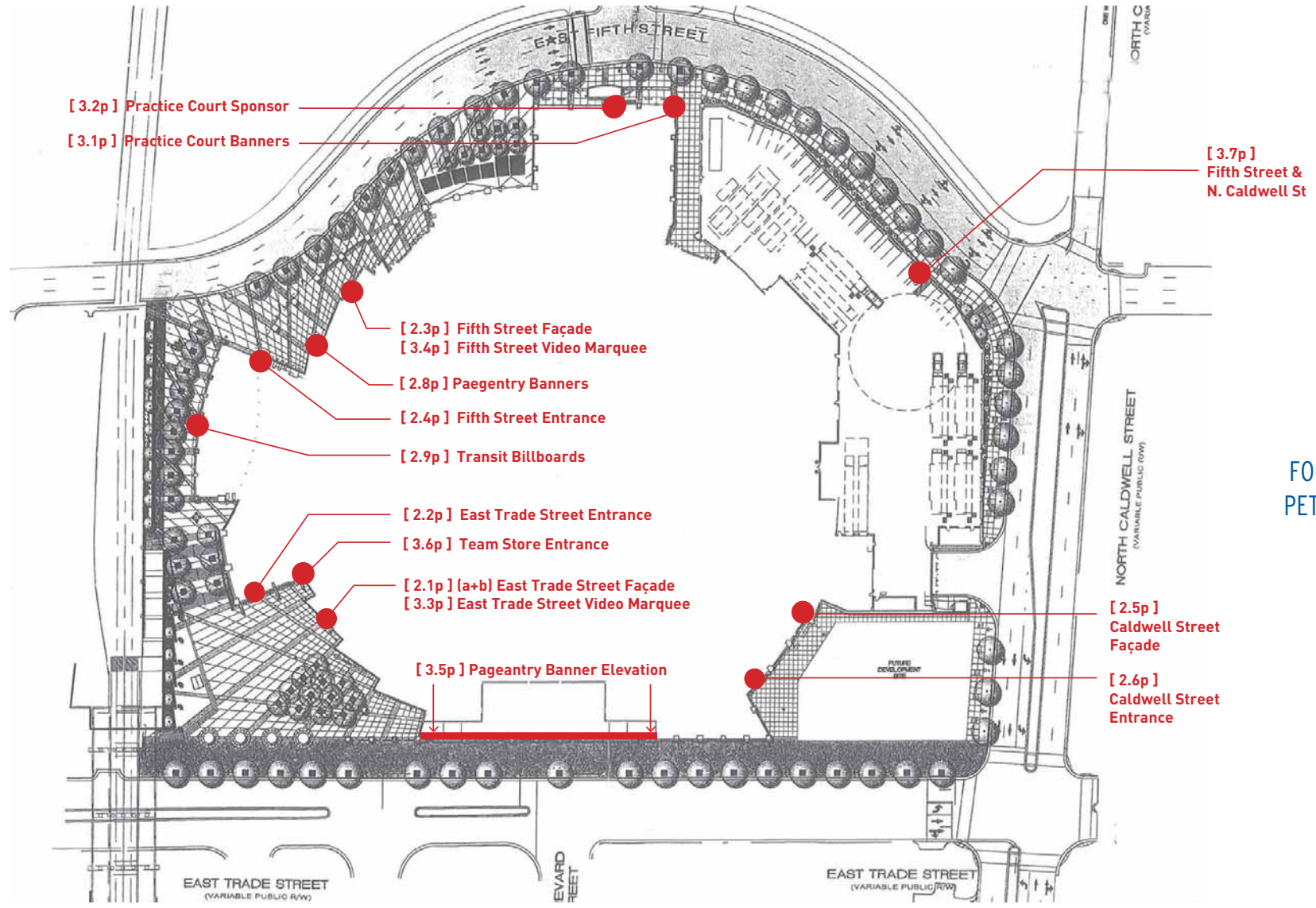


# exterior signage program

FINAL RELEASE



16 October 2008



[ 3.2p ] Practice Court Sponsor

[ 3.1p ] Practice Court Banners

[ 3.7p ]  
Fifth Street &  
N. Caldwell St

[ 2.3p ] Fifth Street Façade  
[ 3.4p ] Fifth Street Video Marquee

[ 2.8p ] Pageantry Banners

[ 2.4p ] Fifth Street Entrance

[ 2.9p ] Transit Billboards

[ 2.2p ] East Trade Street Entrance

[ 3.6p ] Team Store Entrance

[ 2.1p ] (a+b) East Trade Street Façade  
[ 3.3p ] East Trade Street Video Marquee

[ 3.5p ] Pageantry Banner Elevation

[ 2.5p ]  
Caldwell Street  
Façade

[ 2.6p ]  
Caldwell Street  
Entrance

FOR PUBLIC REVIEW  
PETITION # 2008-129





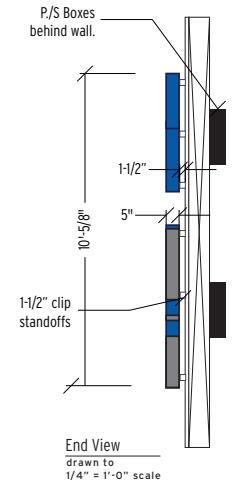
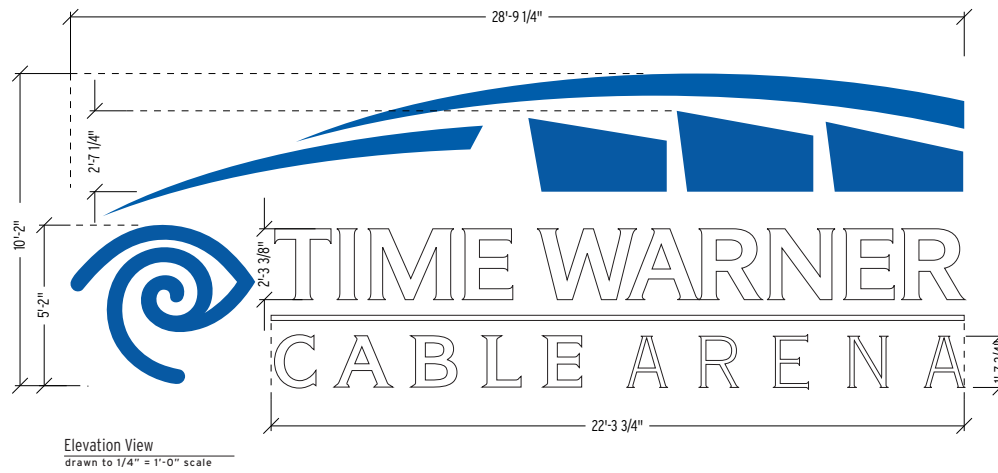
Remove (1) one existing set of illuminated channel letters reading "CHARLOTTE BOBCATS ARENA" along with existing metal raceways.

Manufacture and Install (1) one new set of haloilluminated channel letters reading "TIME WARNER CABLE ARENA" with underscore, arena roof shaping and eye logo.

This display will consume approximately 300 square feet.  
This display will require (1) one 120V circuit, 20a min.

Previously approved sign  
Approved for 300 sq ft  
No change requested

The graphic representations set forth are illustrative and alternative graphic designs are allowed within the size limits set forth.



Manufacture and Install (1) one new set of halo illuminated channel letters reading "TIME WARNER CABLE ARENA" with underscore, arena roof shaping and eye logo.

This display will consume approximately 408 square feet

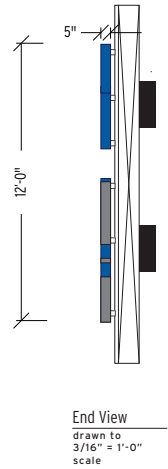
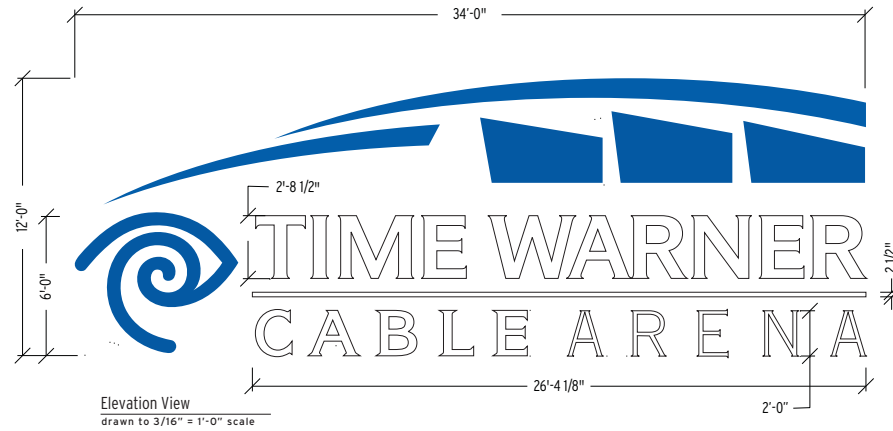
This display will require (1) one 120V circuit, 20a.

New Sign

Requesting 408 sq ft.

This sign may be erected once the sign on sheet 2.1p (a) East Trade Street Façade is removed

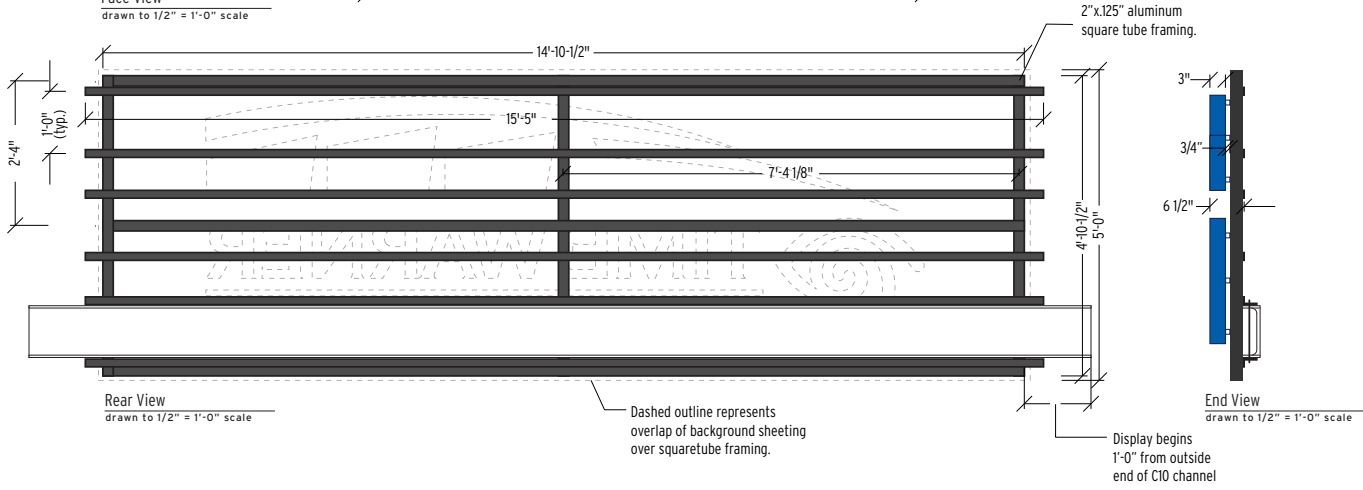
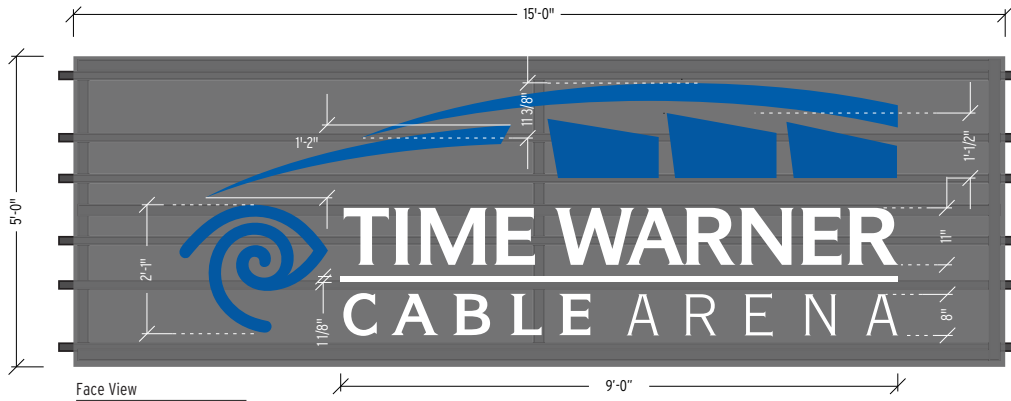
The graphic representations set forth are illustrative and alternative graphic designs are allowed within the size limits set forth.



Manufacture and Install (1) one new set of non-illuminated channel letters reading "TIME WARNER CABLE ARENA" with underscore, arena roof shaping and eye logo on new perforated aluminum bleed face, wrapped around all sides, 2" aluminum squaretube frame.

The graphic representations set forth are illustrative and alternative graphic designs are allowed within the size limits set forth.

Previously Approved Sign  
 Approved @ 21 sq ft  
 Requesting 75 sq ft.

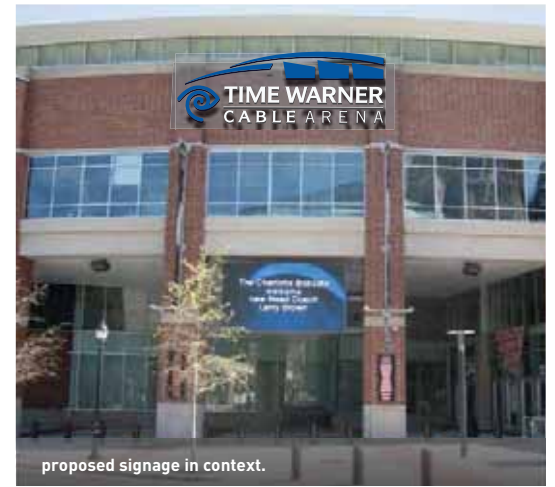
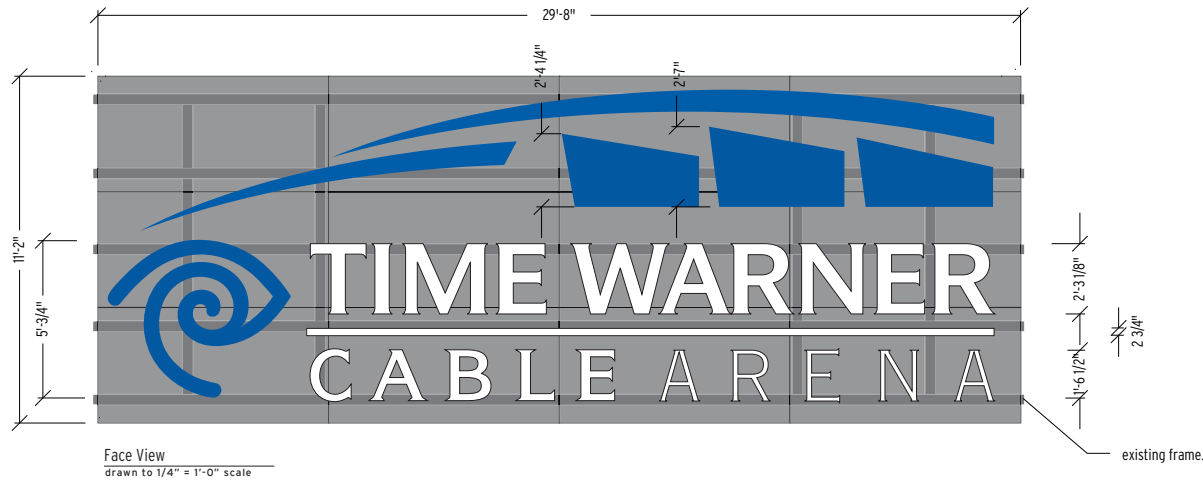


Manufacture and Install (1) one new set of face illuminated channel letters reading "TIME WARNER CABLE ARENA" with underscore, arena roof shaping and eye logo on new perforated aluminum background paneling mounted to existing framing on building façade.

This display will consume approximately 331 square feet.  
 This display will require (1) one 120V circuit, 20a min.

Previously approved sign  
 Approved for 335 sq ft  
 No Change Requested

The graphic representations set forth are illustrative  
 and alternative graphic designs are allowed within  
 the size limits set forth.

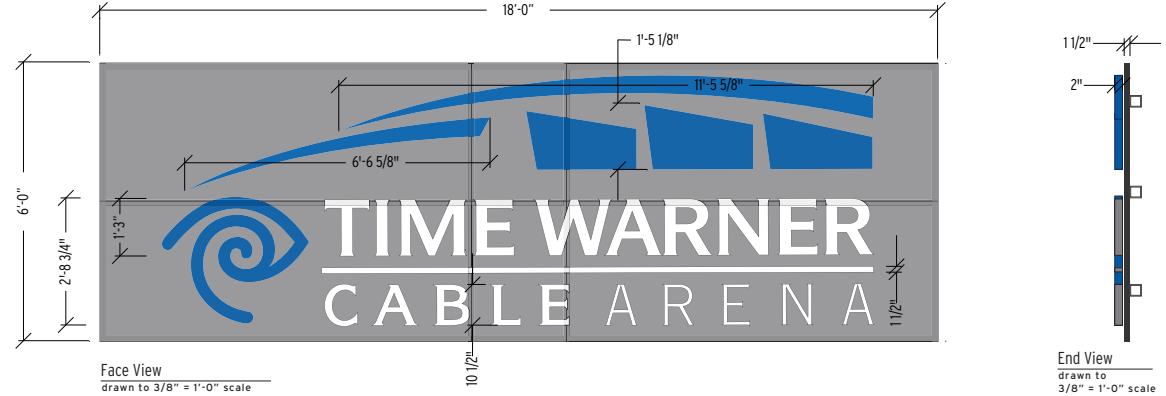


Manufacture and Install (1) one new set of non illuminated reverse pan channel letters reading "TIME WARNER CABLE ARENA" with underscore, arena roof shaping and eye logo on new perforated aluminum background paneling mounted to existing framing in front of entrance.

This display will consume approximately 108 square feet.

Previously Approved Sign  
Approved @ 21 sq ft  
Requesting 108 sq ft.

The graphic representations set forth are illustrative and alternative graphic designs are allowed within the size limits set forth.





Manufacture and Install (1) one new set of halo illuminated channel letters reading "TIME WARNER CABLE ARENA" with underscore, arena roof shaping and eye logo.

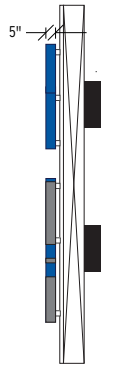
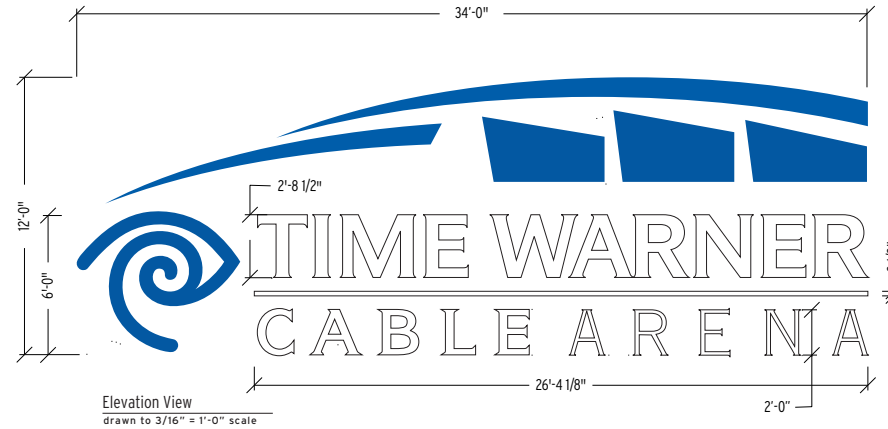
New Sign  
Requesting 408 Sq ft.

This display will consume approximately 408 square feet

This display will require (1) one 120V circuit, 20a.

The graphic representations set forth are illustrative and alternative graphic designs are allowed within the size limits set forth.

The sign may be erected on one (1) of the three (3) silver wall panels that face the intersection of East Trade Street and N. Caldwell Street.





The graphic representations set forth are illustrative and alternative graphic designs are allowed within the size limits set forth.





Manufacture and Install (1) one set of digitally printed window graphics on translucent vinyl film for second surface application on inside of glass.

New Sign  
Requesting 212.5 Sq ft.

This display will consume approximately 212.5 square feet

Current Becks Import window graphic will be replaced with Time Warner Cable Arena graphic.

The graphic representations set forth are illustrative and alternative graphic designs are allowed within the size limits set forth.



Face View  
drawn to 3/8" 1'-0" scale



Manufacture and Install (1) one new set of graphics with bordertube LED illumination on arena roof.

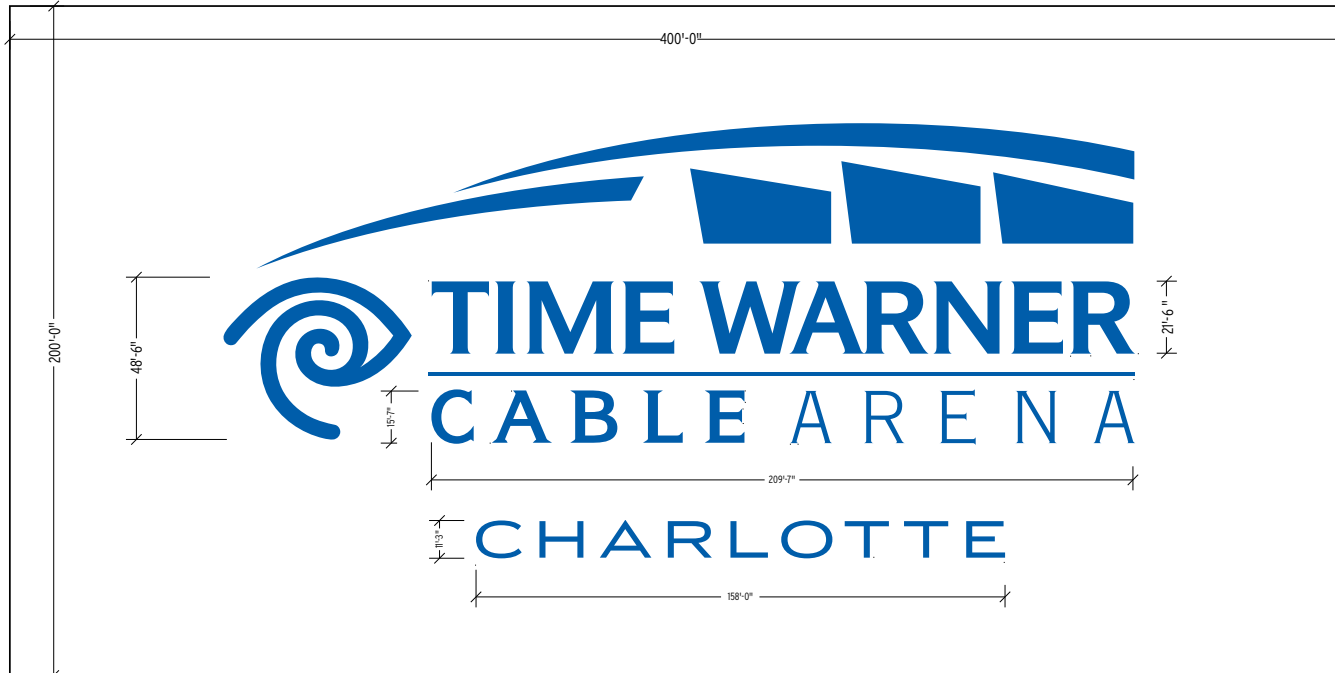
The display will consume approximately 36,250 square feet, and may include approximately 4,450 linear feet of LED fixture. The proposed roof sign will only be illuminated from dusk to mid-night on days that the arena holds an event.

New Sign  
Requesting 36,250 sq ft



Rendering of proposed installation on existing structure

Layout of Roof Graphic in approximate scale





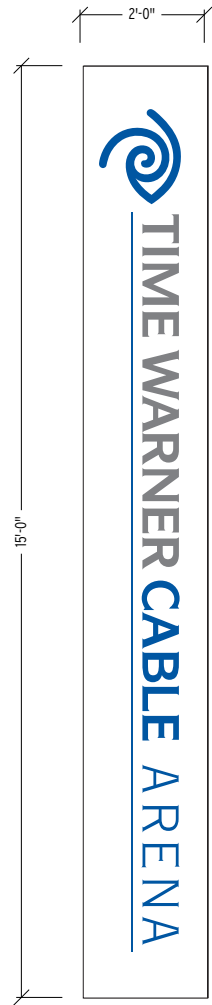
**Manufacture and Install (2) two new digitally printed mesh banners.**

Previously approved sign approved 8 banners with 50 sq ft of Pageantry and 22 sq ft. with logo for a total of 72 sq ft.

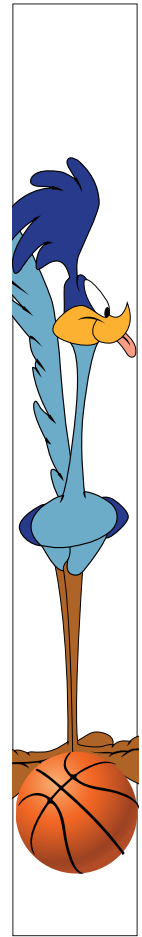
The graphic representations set forth are illustrative and alternative graphic designs are allowed within the size limits set forth.

One Banner to be installed on the 5th Street Set (see 3.5p), the other to be installed on the Trade Street Set (shown on this page.)

Proposed new banner will use all 72 sq ft for logo.



optional banner signage treatment  
drawn to 1/2" = 1'-0" scale



Primary Layout  
drawn to 1/2" = 1'-0" scale







**Manufacture and Install (1) one single faced mesh banner with grommets.**

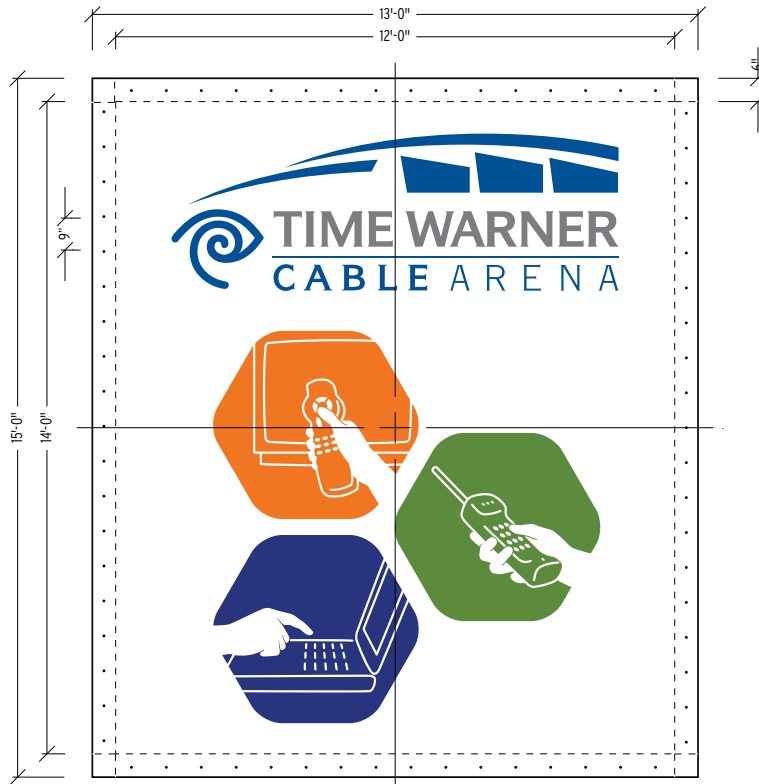
CMYK process digitally printed mesh banner substrate, overcut 6" on all sides for wrap around existing banner frame structure. Silver finish grommets on 9" centres along sides as shown.

Replaces existing banner in far left position. Attaches to frame with zip-ties through grommets. Grommet centerline is 156" wide and 180" high.

Previously Approved sign  
Approved eight (8) with 169 sq ft and (1) one with 168 sq ft.  
No changes proposed.

The graphic representations set forth are illustrative and alternative graphic designs are allowed within the size limits set forth.

-  60% Black  
DIP INK
-  C66, M25, Y100, K8  
DIP INK
-  C0, M65, Y100, K0  
DIP INK
-  C97, M73, Y4, K0  
DIP INK



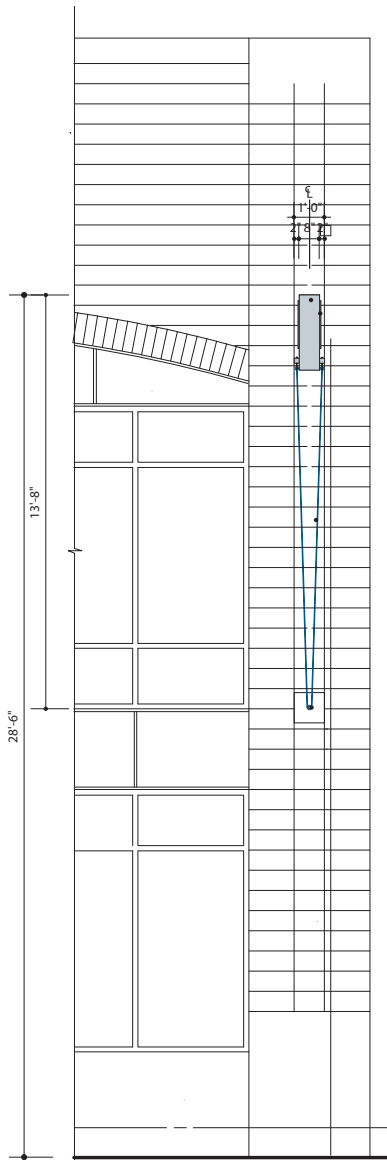
Layout View  
3/8" = 1'-0" SCALE



Proposed signage in context.

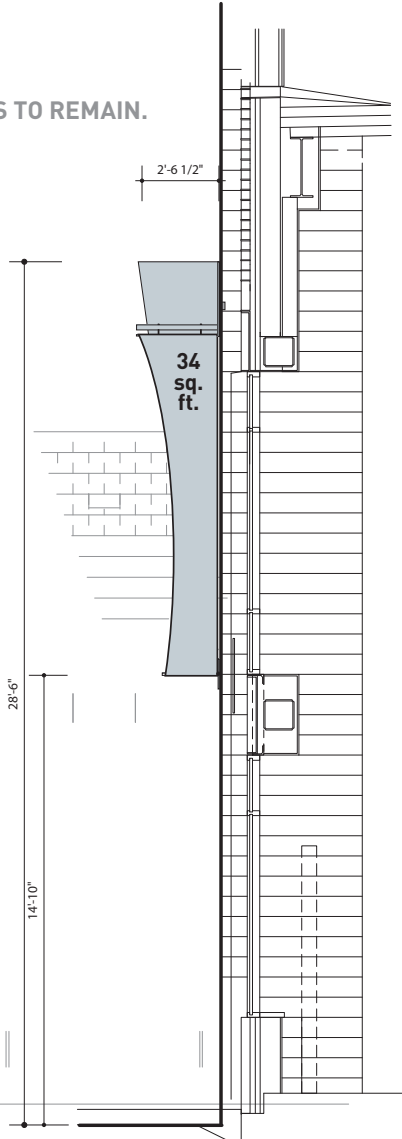






**practice court part. elevation**  
approx. to scale

**BANNERS TO REMAIN.**



**practice court section**  
approx. to scale

**Specifications**

Existing Signage :

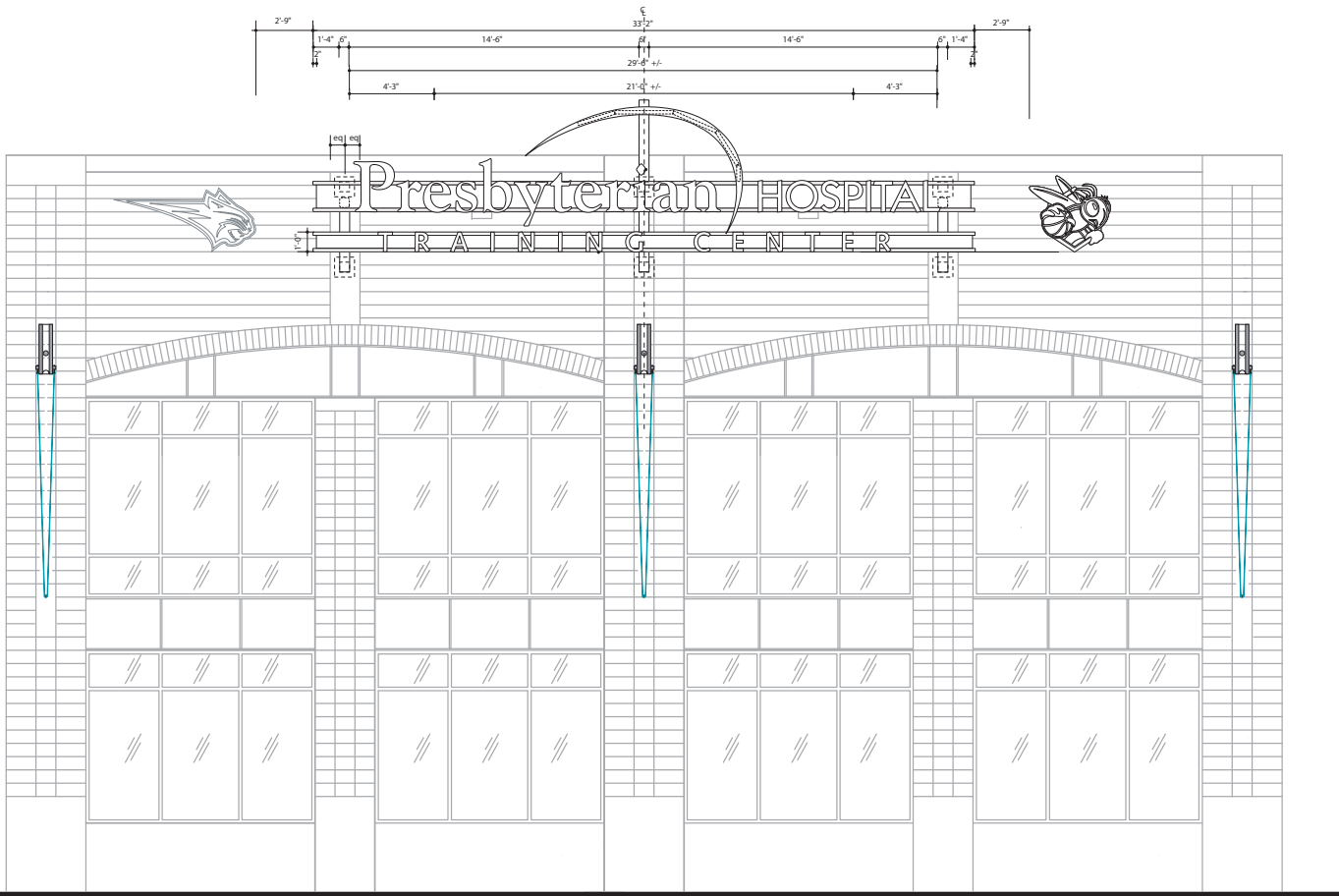
(5) five pageantry banners on practice court elevation.

- **Previously Approved**
- **Approved for 34 square feet**
- **No Change requested**

The graphic representations set forth are illustrative and alternative graphic designs are allowed within the size limits set forth.



DISPLAYS TO REMAIN.



Existing Signage :

(1) primary ID sign, channel letters with backlit lexan faces mounted on metal framing, secondary logos are flat metal outlines with digitally printed applied graphics.

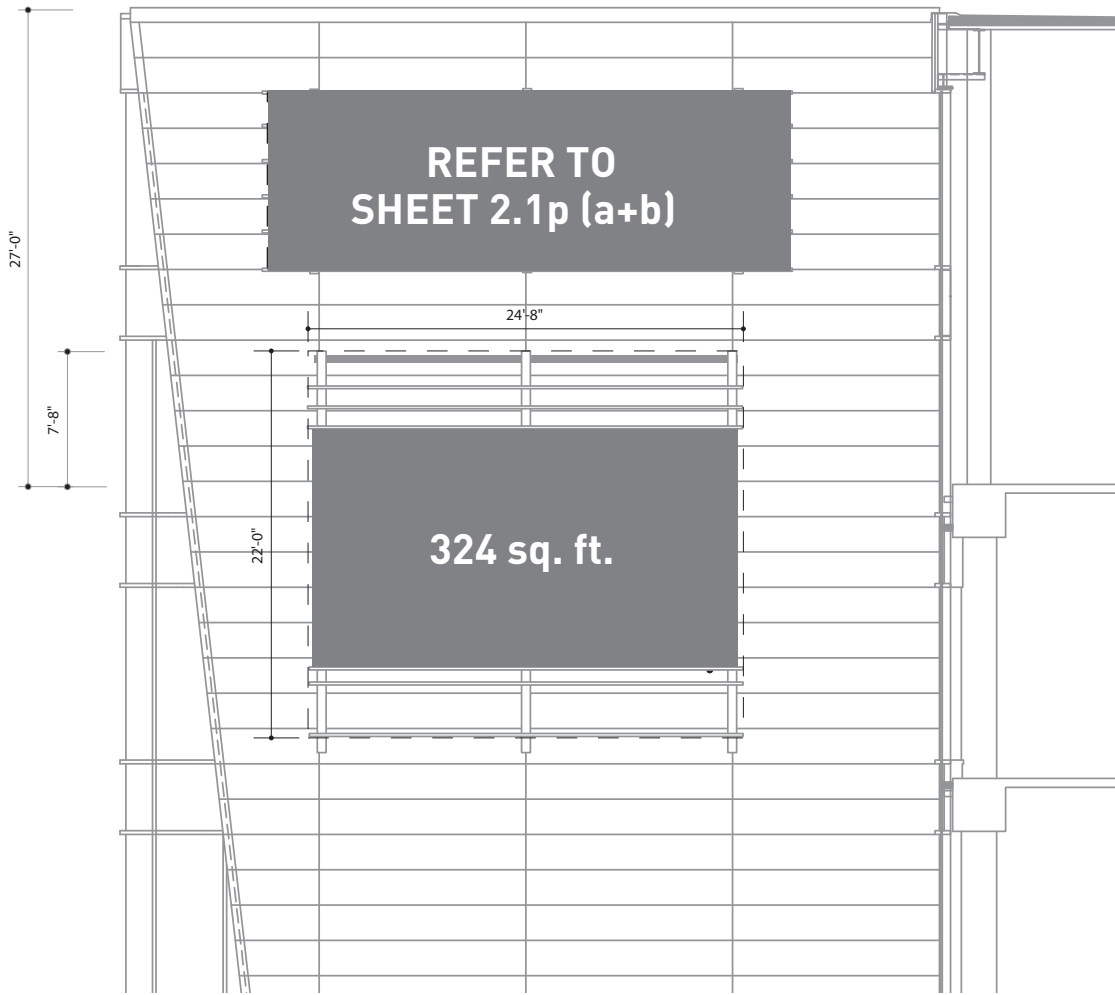
- Previously Approved Signage
- Approved for one sign at 162 square and one at 22 square feet and one at 14.5 square feet
- No Changes requested

The graphic representations set forth are illustrative and alternative graphic designs are allowed within the size limits set forth.

**practice court elevation**  
approx. to scale







**E. Trade St. Elevation**  
approx. to scale

Existing Signage :

(1) one RGB LED Video  
Marquee mounted to wall.

- **Previously Approved Signage**
- **Approved Video Board Sign  
with 324 square feet plus  
218 square feet of additional  
signage.**
- **Total of 542 square feet**
- **No change requested**

The graphic representations set forth are illustrative  
and alternative graphic designs are allowed within  
the size limits set forth.





**5th St. Elevation**  
approx. to scale

Existing Signage :

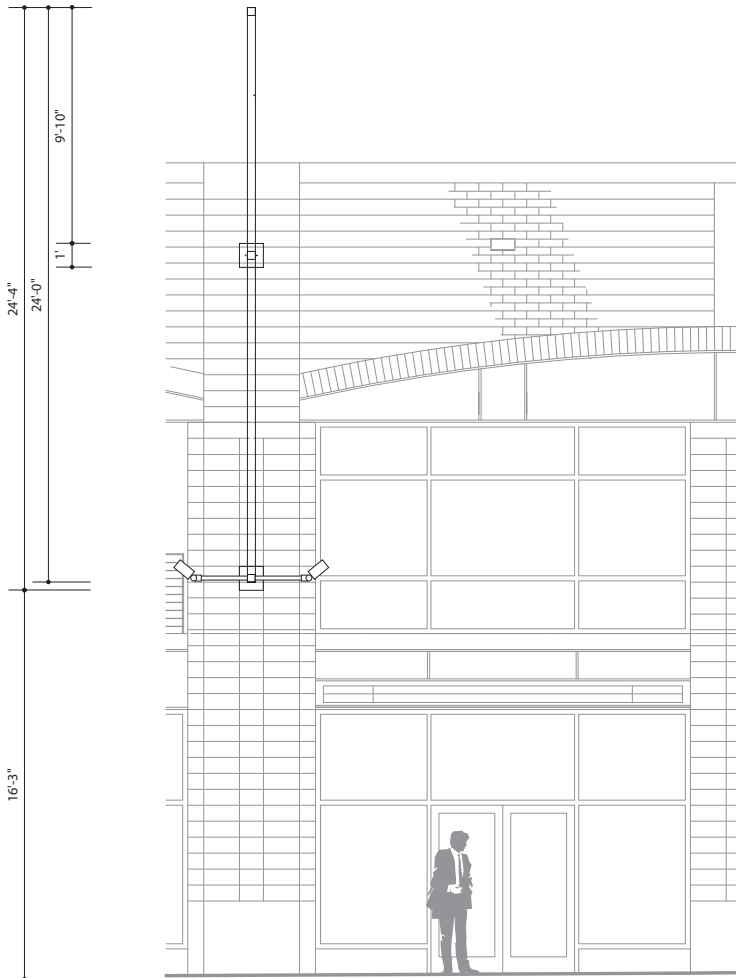
(1) one RGB LED Video Marquee mounted to wall to remain in place.

- **Previously Approved Sign**
- **Approved Video Board Sign with 144 square feet plus 68.5 square feet of additional signage.**
- **Total of 212.5 square feet.**
- **No change requested**

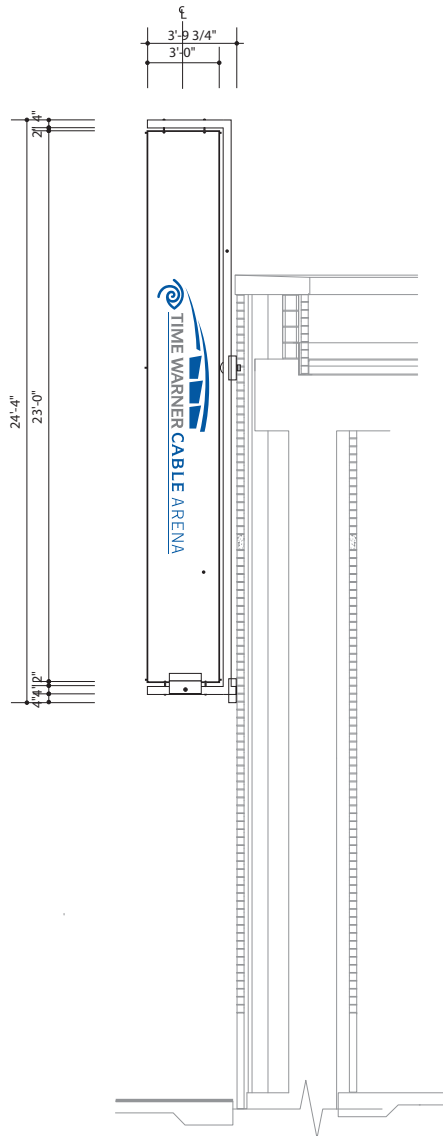
The graphic representations set forth are illustrative and alternative graphic designs are allowed within the size limits set forth.







**Elevation View**  
approx. to scale



**End View**  
approx. to scale

Existing Signage :

(8) eight digitally printed banners to remain.

**7/8 BANNERS TO REMAIN,  
ONE BANNER TO BE REPLACED  
DETAILED ON SHEET 2.8p**

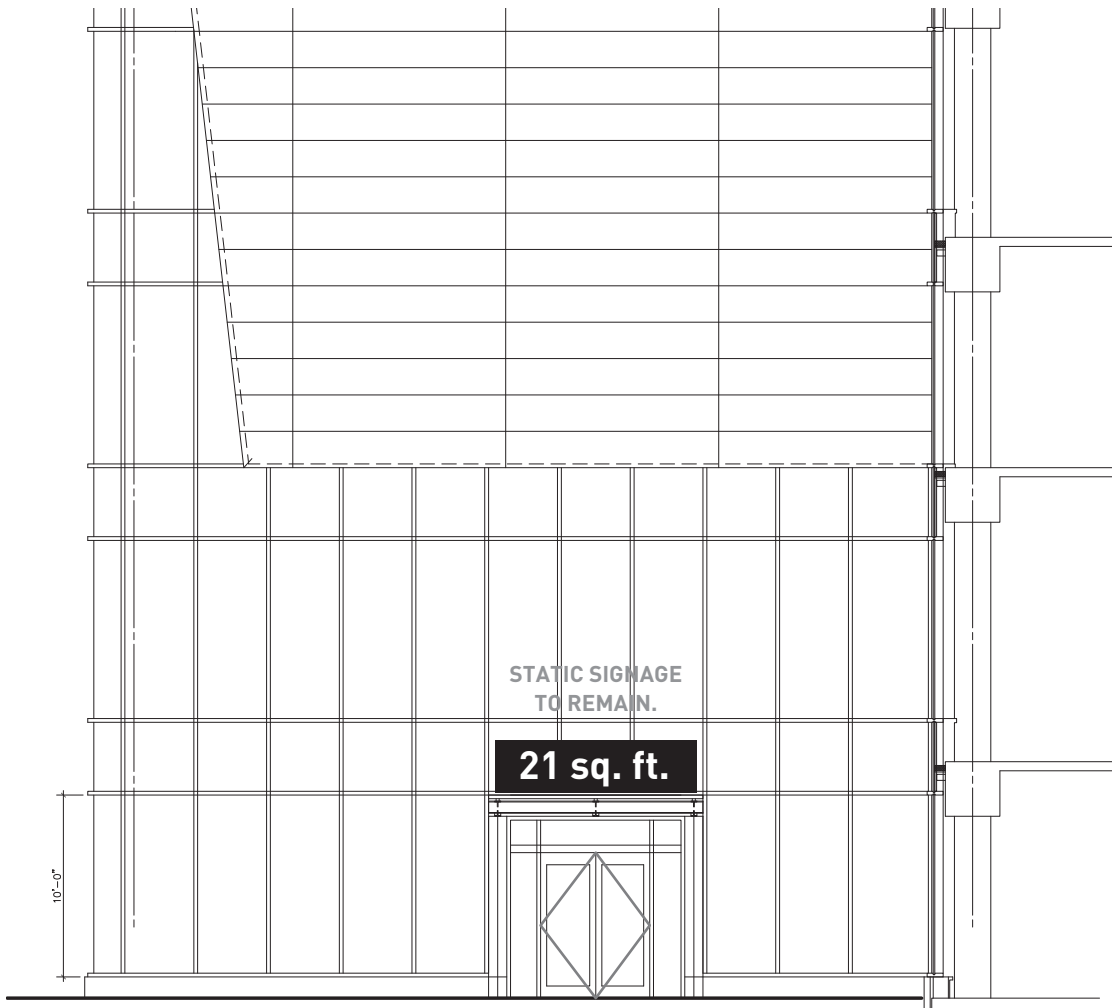
**Previously Approved Signage**

- **Approved eight (8) banners at 72 square feet**
- **Other banners to remain/ no change.**

• **Proposed new banner will use all 72 square feet for logo.**

The graphic representations set forth are illustrative and alternative graphic designs are allowed within the size limits set forth.





**Elevation View @ team store**  
approx. to scale

Existing Signage :

(1) one non-illuminated  
 static Team Store Entrance  
 Display to remain in place.

- **Previously Approved Sign**
- **No Changes requested.**

The graphic representations set forth are illustrative  
 and alternative graphic designs are allowed within  
 the size limits set forth.



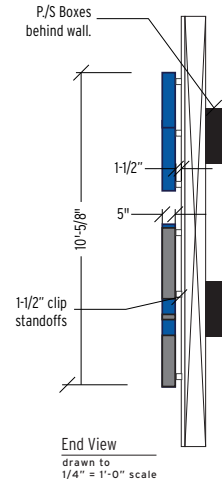
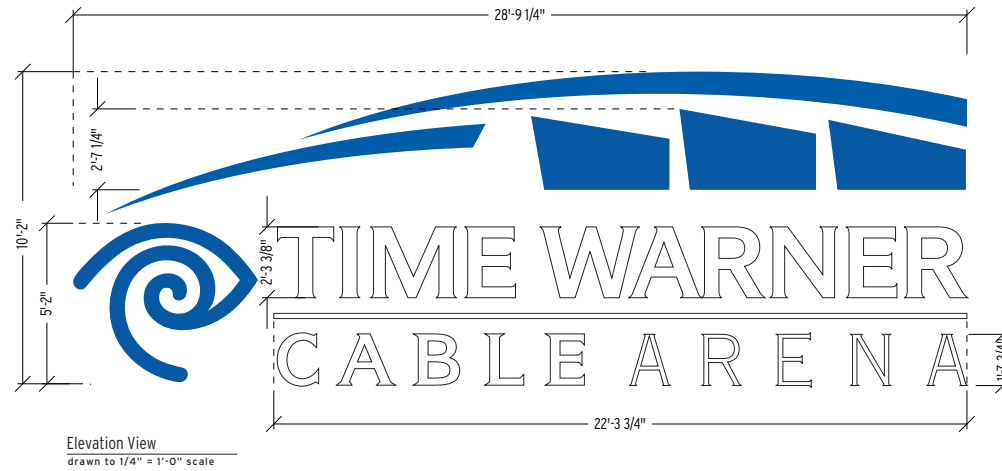


Manufacture and Install (1) one new set of haloilluminated channel letters reading "TIME WARNER CABLE ARENA" with underscore, arena roof shaping and eye logo.

This display will consume approximately 300 square feet.  
This display will require (1) one 120V circuit, 20a min.

The graphic representations set forth are illustrative and alternative graphic designs are allowed within the size limits set forth.

New Sign  
Requesting 300 Sq ft





The graphic representations set forth are illustrative and alternative graphic designs are allowed within the size limits set forth.



**TIME WARNER ARENA SIGNAGE STANDARDS**  
**UPTOWN MIXED USE DISTRICT OPTIONAL SITE PLAN AMENDMENT**

**Rezoning Petition No. 2008-129 (UMUD-O SPA)**

**October 20, 2008**

1. Summary of Request.

This Petition seeks to modify the previously approved exterior signage package for the Time Warner Cable Arena (formerly the Bobcats Arena; the "Arena") pursuant to the requirements of the Uptown Mixed Use District (UMUD) zoning district.

The modifications include new signs as well as changes to the size of some of the previously approved signs. Some of the previously approved signs are not been modified. These approvals shall be pursuant to the provisions of the UMUD (O) zoning classification and the "optional" provisions as set forth below. No other modification to the Arena or the applicable UMUD standards is sought.

The previous Optional approval to delete three (3) street trees along E. Fifth Street is still applicable and is carried forward with this Site Plan Amendment.

2. UMUD-Optional Provisions (Signage)

The Petitioner hereby requests variations from the UMUD minimum standards for design and development of signage as set forth in this UMUD (optional) application as described in these signage standards (the "standards") and in the Plan (as defined below):

Signage Standards. The UMUD signage provisions may be modified to allow a signage system appropriate to an urban arena. All signage associated with the Arena shall conform to Section 13.108(a) of the Ordinance with the exception of the following optional variations:

- A. Allowable signage types shall include all signs permitted under Chapter 13 of the Ordinance as well as those signs illustrated in the attached Exterior Signage Program, and as detailed on Sheets 2.1p(a) thru 3.7p(a2) entitled "Exterior Signage Program", all as attached hereto (hereafter collectively referred to as the "Plan"). This Optional provision is intended to include, the following types of signs: wall signs, projecting signs, blade signs, banners, LED and other digital signs, LED and other video boards, canopy and awnings signs, identification signs, a roof sign, window signs, and a message center signs, which may be fabricated in a variety of ways, including without limitation: halo illuminated channel letters, non-illuminated channel letters on perforated aluminum backing, face illuminated reverse pan channel letters, stud mounted letters on aluminum backing, printed mesh banners, printed vinyl banners, neon, LED bordertube, LED digital signage.



- B. Although building or site lighting is not considered signage under the Ordinance, these provisions recognize that lighting will be a key design element for the Arena. Any type of lighting, such as, but not limited to, accent lighting, neon lights, flashing lights, colored lights, attached lighting, major or minor projecting lighting, light beams of any color and lamp posts lighting may be utilized on the site. Any lighting on the site shall not be calculated as a part of the maximum allowable wall signage area noted above.
- C. Certain exterior signage will be made available to approximately eight (8) businesses that will enter into a relationship with Petitioner as "Founding Partners". It is anticipated that one business (Time Warner Cable) will purchase the right to have the Arena named for such business ("Naming Rights"). Due to the extensive partnership and business relationship between the Arena and the Founding Partners and between the Arena and the purchaser (Time Warner Cable) of the Naming Rights, the exterior signage for the "Founding Partners" and the exterior signage in connection with the Arena Naming Rights shall be deemed to be permitted "business signs" as defined under the Ordinance.
- D. The proposed sign located on the roof of the Arena will be for the purposes of this MUDD-O application will be treated as a Wall Sign and will be permitted as such. The proposed roof sign will be a painted sign which may be outlined with LED Bordertube lights.
- E. The proposed roof sign will only be illuminated from dusk to mid-night on days that the arena holds an event.
- F. Prior to the issuance of the sign permit for the roof sign the Planning Staff will review the proposed sign for compliance with these Signage Standards and The Exterior Signage Program. Prior to commencing construction or installation of the roof sign contemplated by this petition, Charlotte Arena Operations, L.L.C. will demonstrate to the reasonable approval of City Engineering staff that the roof sign: (a) complies with all applicable warranties, including without limitation all warranties covering the Arena roof, and (b) will not have a detrimental impact on the structural integrity of the Arena. Construction and installation of the roof sign will be performed in compliance with such approval.
- G. In the event of any conflict between the specifications for the proposed signage indicated on the Plan as supplemented by these standards, and the standards of Section 13.108(a), the proposed signage (or substantially similar signage) as set forth in the Plan, as supplemented by these standards, shall be deemed as approved. Specifically, limitations on the size, location, or lighting of wall signs, projecting signs, attached signs or canopy and awning signs set forth in Section 13.108(a) shall not prohibit the Petitioner's signage as set forth in the Plan, as supplemented by these standards.
- H. The proposed signage sizes indicated in the exterior Signage Program are maximum square footages, therefore the Petitioner has the right to at the Petitioners discretion to erect signs that are smaller than the maximum sizes specified.

3. Amendments to Signage. Future amendments to these optional standards may be applied for by the then owner or owners of the site involved in accordance with the provisions of Section 9.911.(2) of the Ordinance.
4. Binding Effect of the Rezoning Documents. If this Rezoning Application is approved, the conditions set forth herein shall be binding upon and inure to the benefit of the Petitioner and the current and subsequent Owners of the Arena and their respective successors in interests and assigns.
5. Terms. The terms "Petitioner" and "Owner" or "Owners" shall be deemed to include the heirs, devisees, personal representatives, successors in interest and assigns of the Petitioner or the Owner or Owners of the site from time to time who may be involved in any future development thereof.
6. Statement with Respect to the Attached Exhibits. The intent of the proposed signage is to create a comprehensive exterior signage package consistent with the contemporary requirements and design standards of an urban arena. The signs described and illustrated in the Plan are intended as conceptual, schematic and illustrative signage themes for the Time Warner Cable Arena (formerly know as the Bobcats Arena). Therefore, the illustrative graphic representations set forth may be modified and alternative graphic designs allowed within the size limits and in accordance with the provisions of these standards. Substantially similar designs will be permitted without further approvals; including without limit changes to type-face, logos, materials, colors and similar sign features. Material changes in such design may be approved as provided in Section 9.911. (2) of the Ordinance.