

April 28, 2025

To: Carrboro Town Council

From: East Main Square, LLC (f/k/a Main Street Properties of Chapel Hill, LLC),
370 East Main Street, Suite 200, Carrboro NC

Re: Request to modify the “300 East Main” master sign plan to accommodate sign for Center Theater Company at 300 G-East Main St., Carrboro, NC, 27510.

Attached please find a request to modify the “300 East Main” master sign plan to permit our tenant Center Theater Company to install a sign on the north face of our 300 East Main Street office and retail building.

As you may recall from when the 300 East Main master sign plan was approved in 2012, or when previous modifications were made in 2014, the master sign plan leaves the signage needs of select businesses open for case-by-case review, thus necessitating this regular request for modification of the 300 East Main master sign plan to permit this specific sign.

Center Theater Company (CTC) is a community-based theater that features high-quality performing arts and musical educational programming for local children and also produces community productions for performers of all ages and abilities, including recent well-attended productions of A Christmas Carol, Little Mermaid, Silent Sky and Beauty and the Beast. Though still fairly recently established in the community, CTC is a highly-regarded member of the Carrboro arts and entertainment community, with rapidly expanding local programming.

CTC needs signage on the exterior of the building to inform the broader public of its venue location and, when staging performances, assist ticketholders and the general public in finding the venue when visiting downtown Carrboro.

CTC occupies the space formerly occupied by The Arts Center, whose sign continues to occupy the facade. CTC’s physical space is very much larger than any other retail-level tenant in the East Main Square development. In contrast to the signage needs and average foot traffic for retail and offices, CTC typically attracts over 100 attendees to each performance, and nearly as many different children and their parents for each afternoon or evening class. Many of these attendees drive a considerable distance to attend and may at first be unfamiliar with the location of the venue. The primary challenge is that the front of the building where signage is located is set back well over 100ft from the roadway, and the architecture of the CTC’s front entrance area itself is somewhat dark and awkward and doesn’t present to a passerby as plainly identifiable and welcoming as the nearby retail spaces do.

Further, since the original application for the “ArtsCenter” sign, sightlines from the roadway have further been inhibited by tree growth, and CTC wants to preserve those trees for the good of all, thus necessitating this proposed sign. Center Theater Company has collaborated with our landlord, East Main Square LLC (f/k/a Main Street Properties of Chapel Hill, LLC), to design a signage solution that hopefully overcomes the challenges of the site and meets the demands of attendees while maintaining an appropriate relative balance with neighboring retail signage and signage across Carrboro as a whole.

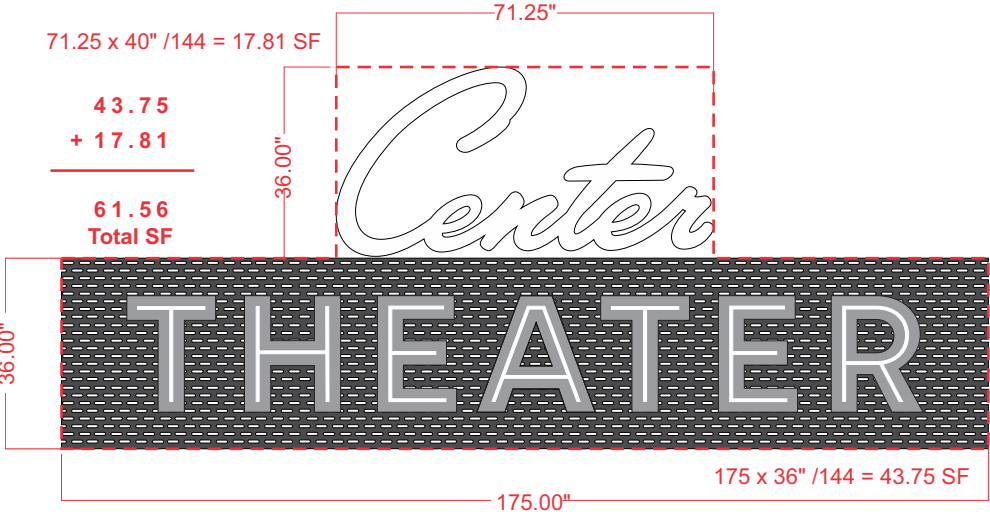
The requested modification would permit CTC to identify its business by installing a lit metal sign above the entrance port-cochere on the north face of the 300 East Main Street building. The dimensions and specifications of the proposed CTC sign are attached.

By this letter, please also be advised that East Main Square consents to CTC or its representatives appearing on East Main Square’s behalf to seek approval of this request, without alteration of the request.

If you have questions or if you require additional information, please do not hesitate to contact either Robert Richardson by email at brichardson@rrhedge or by phone at (919) 819-6259, or Kevin Benedict of Main Street Properties at kwbenedict@gmail.com or at (919) 810-4410.

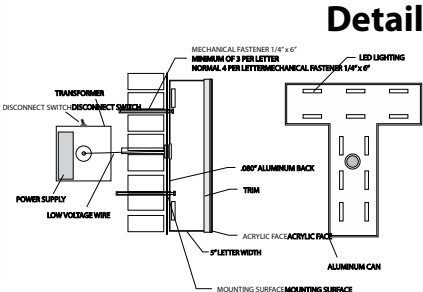
Thank you for your consideration.

Center Theater
300 E Main St
Carrboro, NC 27510



Channel Letter Mounting
w/ G2G Aurora Flex

- Quantity:** 1
- Trim:** 1" Black Gemtrim
- Return Color:** Black
- Face:** 1/8" White Acrylic
- Vinyl Color:** As in drawing
- Letter Interior:** Gloss White
- Internal Illumination:** Center - White LED's
THEATER - G2G Aurora Flex
- Mounting:** Studded Flush to Fascia
- Sq. Ft. Signage:** Total: 61.56
- Sq. Ft. Allowance:** TBD



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04.28.25	Underwriters Laboratories Inc.® UL File #E225670

Approval Signature:

Please check all spelling, quantities, colors, and materials before approving

Notes: **NEED SURVEY TO CONFIRM SCALE PRIOR TO MANUFACTURE**

SIGNS UNLIMITED
communicate your identity

6801 Mount Hermon Church Rd, Building C
Durham, NC 27705