

TOWN OF CARRBORO**LAND USE PERMIT APPLICATION****DATE:** _____**FEE:** _____

APPLICANT: Main Street Properties of Chapel Hill LLC		OWNER: same	
ADDRESS PO Box 2152		ADDRESS:	
CITY/STATE/ZIP Chapel Hill, NC 27515		CITY/STATE/ZIP	
TELEPHONE/EMAIL: PHONE: 919-923-4343 EMAIL: laura@300eastmain.com		TELEPHONE/EMAIL: PHONE: EMAIL:	
LEGAL RELATIONSHIP OF APPLICANT TO PROPERTY OWNER:		PIN: 9778-96-4112, 9778-96-7280, 9778-96-9391, 9788-06-0110	
PROPERTY ADDRESS:		PROPOSED LAND USE & USE CLASSIFICATION: n/a	
PRESENT LAND USE & USE CLASSIFICATION: n/a		LOT AREA: n/a Acres Square Feet	
ZONING DISTRICT(S) AND AREA WITHIN EACH (including Overlay Districts): B-1(c) and B-1(g)			
# OF BUILDINGS TO REMAIN		# OF BUILDINGS PROPOSED n/a	
EXISTING GROSS FLOOR AREA OF BUILDING(S) square feet	GROSS FLOOR AREA (of proposed BUILDING / proposed ADDITION) square feet	AMOUNT OF IMPERVIOUS SURFACE / proposed square feet	

NAME OF PROJECT/DEVELOPMENT: _____

TYPE OF REQUEST	**INFORMATION REQUESTED (Refer to Attached Key)
SUBDIV. FINAL PLAT / EXEMPT PLAT	1, 18, 19, 21, 23, 31, 33, 34, 38
CONDITIONAL USE PERMIT (CUP)	1, 2, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 32, 34, 35, 36, 37, 38
CUP MODIFICATION	SAME AS CONDITIONAL USE PERMIT (CUP)
SPECIAL USE PERMIT (SUP)	1, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 32, 34, 35, 36, 37, 38
SUP MODIFICATION	SAME AS SPECIAL USE PERMIT (SUP)
ZONING PERMIT (Project)	1, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 22, 23, 24, 25, 26, 27, 29, 30, 32, 34, 35, 36, 37, 38
ZONING PERMIT (Building) Residential Infill & Additions	9, 10, 22, 24, 34, 37 (also see "Building Permit Review – Residences Only" checklist)
SIGN PERMIT	1, 10, 13, 14, 17, 20, 38
VARIANCE	4, 5, 10, 20, 29, 34, 38, Attachment A
APPEAL	4, 5, 38, Attachment B
SPECIAL EXCEPTION	1, 4, 5, 8, 10, 20, 35, Attachment C

APPLICANT: _____ **DATE:** _____**OWNER:** _____ **DATE:** _____



7/23/14

To: Carrboro Board of Aldermen, Carrboro Appearance Commission
 From: Main Street Properties of Chapel Hill, LLC

Attached please find several requests to modify the 300 East Main master sign plan. As you may recall from when that plan was approved in 2012, we believed it would serve ground-floor retail needs for future phases of 300 East Main but anticipated returning with modification requests for upper-floor signs as new buildings came on line. The Fleet Feet economic development efforts and the upcoming opening of the new Fleet Feet building prompts this request.

We are requesting three new sign types: a blade sign identifying the new building as the Fleet Feet building, the addition of “300 E Main” to two previously approved entrance signs, and a smaller unlit upper-floor sign on the east side of the Fleet Feet building identifying the location of the new Carrboro Orthodontics office.

Please see the following narrative describing the need for each sign and the attached information including drawings, dimensions and other information.

Thank you for your consideration.

Fleet Feet blade sign

Fleet Feet is the anchor tenant of the new building, consolidating its corporate headquarters on an entire floor of office space and relocating its flagship retail store to the ground floor. To identify this building as the “Fleet Feet building” requires more than the retail signage, which will resemble adjacent retail signs in size. Fleet Feet feels very strongly about his sign and respectfully requests that this modification be allowed to permit this sign.

A blade sign is an attractive way to identify the building. The Hampton Inn blade sign installed on 300 East Main’s first building has been well received and fits in well with the downtown streetscape. The Fleet Feet blade sign would be of similar size and feel and help identify Fleet Feet as one of the main employers and businesses based in Carrboro.

“300 EMain” addition to existing directional signs

Approved in 300 East Main's 2012 master sign plan are two entrance signs at the Boyd/Main and Lloyd/Main entrances that include a circle P parking symbol and arrows pointing down Boyd Street and into the Lloyd Street entrance. The Boyd Street sign is in place and the Lloyd Street sign will be installed as part of the Fleet Feet-building construction.

The requested modification would add "300 E Main" in a 7-inch tall box to the top of the existing horizontal arm holding the arrows. The change would help visitors locate 300 East Main more easily and help identify the separate buildings as part of the same development. As with the existing sign the box would be internally lit.

Third-floor sign identifying Carrboro Orthodontics office

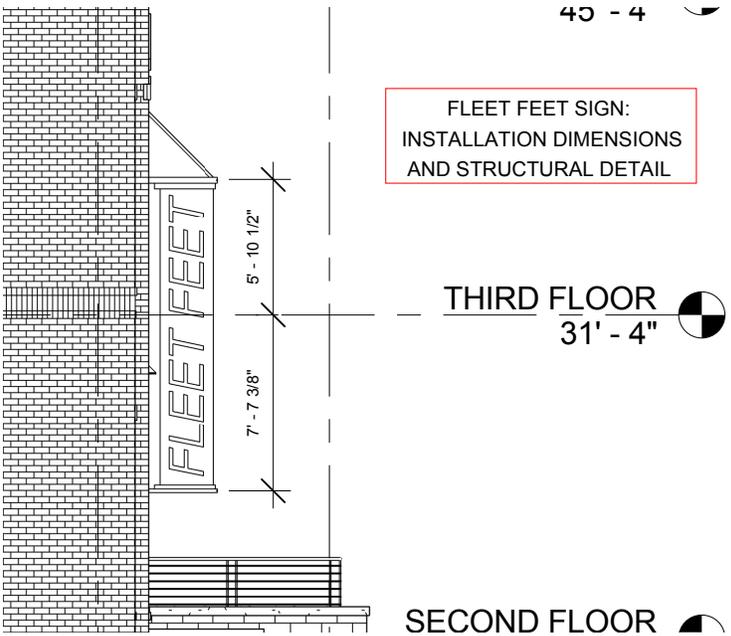
300 East Main's existing master sign plan works well for ground-floor retailers, but leaves the signage needs of upper floor business open for case-by-case review. An orthodontist/dentistry practice is interested in leasing third-floor office space to form Carrboro Orthodontics (or Carrboro Dentistry or a similar name), and that practice will need signage to inform customers of its presence. This requested modification would allow Carrboro Orthodontics to hang an unlit thin metal sign outside their office identifying the business. It would consist of metal lettering no taller than 15 inches.

Sign checklist

- **Number and location of proposed sign additions:** 2 on upper floors of Fleet Feet building at 310 E. Main St., 2 attached to existing directional signs
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- **Shape and location of all proposed signs, and specifications for signs that project from the building:** See attached drawing for details. The signs requested are:
 1. Fleet Feet blade sign, 13.5 feet x 3 feet, which is similar in size to the existing Hampton Inn blade sign at 370 E. Main St. Sign would be internally illuminated and hang vertically along the top half of the second floor and the bottom half of the third floor on the north side of the building.
 2. 7-inch tall x 36-inch long “300 EMain” addition to existing arrows pointing down main road entrances.
 3. Sign identifying Carrboro Orthodontics (or Carrboro Dentistry or similar name) office, to be located on the east side of the building.
- **Height off the ground to the top and bottom of all proposed signs:** See attached drawings.
- **Orientation of all buildings on the site:** Same as in CUP.
- **Identify an anchor business signs:** Fleet Feet is the anchor tenant of the 310 E. Main St. building. The blade sign would identify the building as the Fleet Feet building, something their ground-floor retail signage (subject to already approved master sign plan) doesn't communicate.
- **Identify tenant signs that are likely to have more regular turnover:** The signs requested here are not likely to change soon. Fleet Feet's lease is for 10 years with additional renewal options and the potential orthodontics/dentistry practice's lease would be for a significant term as well. The 300 East Main signs go with the development as a whole and aren't subject to change as tenants turn over.
- **Label any signs intended to draw the traveling public to the site:** The “300 EMain” additions are to help identify separate entrances and buildings as all being part of 300 East Main, as well as to direct customers to the site. Customers have requested better identification of 300 East Main.
- **Label any signs intended to direct the public to parking areas on the site:** N/A
- **Identify any signs that may be excluded from the sign regulations per Section 15-272:** N/A for this application.

Fleet Feet blade sign drawings





300 EMain addition drawings

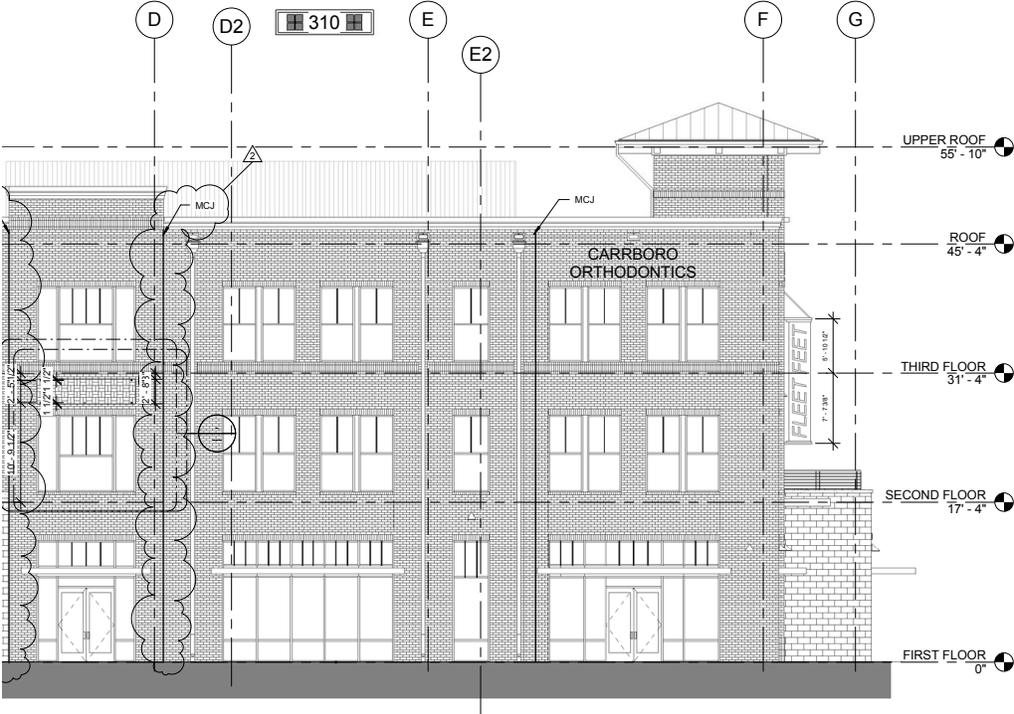


7" x 36" aluminum box with white acrylic face. Double sided. Vinyl graphics to match logo teal color, applied to white acrylic. Logo/letters illuminate at night.

3" x 3" x 1" aluminum "feet" used for mounting sign to existing posts.



Carrboro Orthodontics sign



	Retail signs square footage (already approved)	Fleet Feet blade sign square footage**	300 E/Main addition square footage**	Carrboro Orthodontist square footage	Maximum number of signs
Storefront*	120				5
upper level of FF building		72		35	2
Loyd/E. Main			3.5		1
Boyd/E. Main			3.5		1
Totals:	120	72	7		9
Square footage of requested new signs:	79				
Total square footage, Fleet Feet building parcel:	192				
	* The square footage is the maximum possible @ 24 square feet times 5 storefronts (2 facing east, 2 facing north and 1 facing west). We are requesting 24 square feet per tenant for each side a store faces.				
	** Square footages are doubled to reflect double-sided signs.				