

Agenda Item: Master Sign Plan Amendment Novant Health Medical Center 1500 Matthews Township Pkwy

DATE: July 5, 2016

FROM: Mary Jo Gollnitz, Planner

Background/Issue:

Novant Medical Center is requesting a change to their existing Master Sign Plan. On May 9, 2011, the Board approved a revised Master Sign Plan as part of rezoning #564 Change in Condition. At that time the Master Sign Plan included signage for additional buildings on the campus. However, the Women's Center was not included on that plan.

The applicant is requesting that the Master Sign Plan be revised for reallocation of allowable total square footage of signage. The total allowed attached signage for existing structures is 240 sq ft. The total requested attached signage is 174.45 sq ft. Approval of the revised Plan would allow the Women's Center signage to be greater than the allowed 40 sq ft and bring existing signage into compliance.

Additional information:

- On May 5, 2011, Matthews Board of Adjustment approved 3 variances which are still applicable:
 1. Allow 2 additional Emergency wall signs for a total of 3.
 2. Allow 3 additional directional signs for a total of 12.
 3. Allow additional entrance signage.
- No bonus square footage is being requested at this time.
- The total quantity of freestanding and attached signage has decreased from 2011.
- The total square footage for freestanding and attached signage has decreased from 2011.
- Novant does not wish to include any future building signage at this time. They are aware that any new signage will need to come back to the Board for additional revisions to the Master Sign Plan.
- An application for a new wall sign to be installed on the Women's Center on the Novant Health Medical campus was received May 12, 2016.

Proposal/Solution:

The request will allow staff to approve the submitted sign application and provide Novant time to install the Woman Center's sign before their grand opening.

Financial Impact:

None.

Related Town Goal(s) and/or Strategies:

Quality of Life: #1 To implement plans, updating each as appropriate, and ensure they coordinate with and fulfill the goals of each other.

Economic Development and Land Use Planning

Recommended Motion/Action:

Staff recommends approval of the Master Sign Plan amendment as requested.

Town of Matthews
232 Matthews Station Street
Matthews, NC 28105

June 23, 2016

RE: Novant Health Medical Center – 1500 Matthews Township Parkway

We request to update the Master Sign Plan for the Hospital. With the recent growth and changes at the hospital the existing Master Sign Plan is no longer accurate. The Master sign plan submitted will show the new design and allow a wall sign for the New Women's Center. We appreciate the Town's consideration on the updates.

Sherri Hartsell



Presbyterian Medical Center
200 Hawthorne Lane
Charlotte, NC 28204

LETTER OF AUTHORIZATION

Date: June 21, 2016

To whom it may concern,

I, R. B. Weir, as representative for Novant Health Medical Center Matthews located at 1500 Matthews Township Parkway in Matthews, NC, do hereby authorize Hilton Displays and their agent Sherri Hartsell of Advantage Permitting Services to apply for the revision on the Master Sign Plan and any necessary permits for all of the on site business signs.

Property owner information: Parcel# 19329115

Name: NOVANT HEALTH INC

Address: POB 33459, CHAR., N.C. 28233

Phone: 704 909 8335

Signature:  Date: 6/22/16

Novant Health Matthews
1500 Matthews Township Parkway
Matthews, NC 28105
Master Sign Plan-Revision
June 2016

Signage allowed for zoning district

Attached Signage Chart

USE	# Allowed	Allowed SQ FT	Existing # Signs	Proposed # Signs	SQ FT Proposed	SQ FT Existing
Hospital	1	40	0	0	0	0
Radiology1	1	40	0	0	0	0
Dermatology	1	40	0	0	0	0
Emergency Dept	1	40	3	0	0	33.5 x 3= 100.5
Ambulance	1	40	1	0	0	33.5
Women's Center	1	40	0	1	40.45	0
	6 TOTAL	240 TOTAL	4 TOTAL	1 TOTAL	40.45 TOTAL	134 SQ FT TOTAL
					With New sign	174.45 SQ FT TOTAL

- • NOTE: Variance approved May 5, 2011 for additional Emergency signs

Directory/Directional Signage

USE # Allowed Allowed SQ FT # Proposed/Existing SQ FT Proposed/Existing

Hospital- Sign # 2	1	12	1	24
Emergency Dept. Sign # 3	1	12	1	17.5
Radiation Oncology	1	12	1	21
Dermatology	1	12	1	21
Women's Center- Sign# 4	1	12	1	17.5
Ambulance Sign# 6	1	12	1	17.5
Emergency Parking Sign# 7	1	12	1	24
	7 TOTAL	84 TOTAL	7 TOTAL	142.5 TOTAL

Freestanding Perimeter ID Signage Allowed

USE	# Allowed	SQ FT Allowed	# Proposed/Existing	SQ FT Proposed/Existing
Entrance 1- Matthews Township Parkway-Sign# 1	1	40	1	37.5
Entrance 2- Matthews Township Parkway- Sign# 5	1	40	1	60.75
Entrance 3- Matthews Mint Hill Rd- Sign # 8	1	40	1	24
	3 TOTAL	120 TOTAL	3 TOTAL	122.25

Novant Health Master Sign Plan requests reallocation of total allowable signage for the complex per Section 155.608.9 of Matthews UDO. Total sign square footage allowed is 444 sq ft and Novant is requesting 439.20 sq ft. The freestanding perimeter and directory/directional signage are over the allowed square footage, while the attached signage is under allowable amount.

Please note that there are other signs on the campus that are not listed with the aforementioned sign list as they fall under section 155.608.6 of the Matthews UDO : sign types permitted in all districts. Specifically include:

C. Incidental signs, located within any required setback or yard or within ten feet (10') of any property line ,which direct or regulate the movement of pedestrians or vehicles into or within the premises provided that:

1. No more than one such sign is displayed per driveway;
2. The sign does not exceed four (4) square feet in area or three feet (3') in height from finished grade
3. No more than fifty percent (50%) of the area of the sign is used to identify the business or service provided on the lot.

D. Incidental signs, when located to the interior of a building site and outside of any required setback or yard and greater than ten feet (10') from any property line, which contain information for persons on-site only, are not easily visible off-site, and are not used to primarily identify establishments or advertise products or services, may be up to twelve (12) square feet in sign area or exceed six feet (6') in height. This includes directory signs which identify only the names and locations of occupants or uses within buildings or complexes, although directory signs in vehicular use areas may not exceed eight feet (8') in height.

These signs for the hospital include parking lot identification signs, Tobacco Free Hospital signs, Valet Parking Signs and small directional signs.

Refer to Exhibit A to show current and proposed signs for the campus.

SITE PLAN

Exhibit A



HILTONDISPLAYS
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 www.hiltondisplays.com

QID 16-32807

JOB NAME

Novant Health

LOCATION

1450 Matthews Township Pkwy
 Matthews, NC 28105

CUSTOMER CONTACT

Customer Name

SALESMAN / PM

Lucas Chamberlayne

DESIGNER

Preston Alexander

DWG. DATE

5-26-2016

REV. DATE / REVISION

SCALE

FILE

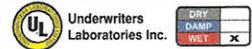
2016/Novant Health/Matthews
 NC/16-32807/NH Matthews NC
 16-32807.cdr

DESIGN SPECIFICATIONS ACCEPTED BY:

EST: CLIENT:

SLS/PM: LANDLORD:

THE INTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL REPRESENTATION OF THE PROPOSED SIGNAGE. DUE TO VARIATIONS IN PRINTING DEVICES AND SUBSTRATES, THE FINISHED PRODUCT MAY DIFFER SLIGHTLY FROM DRAWING.



1 QTY. 1

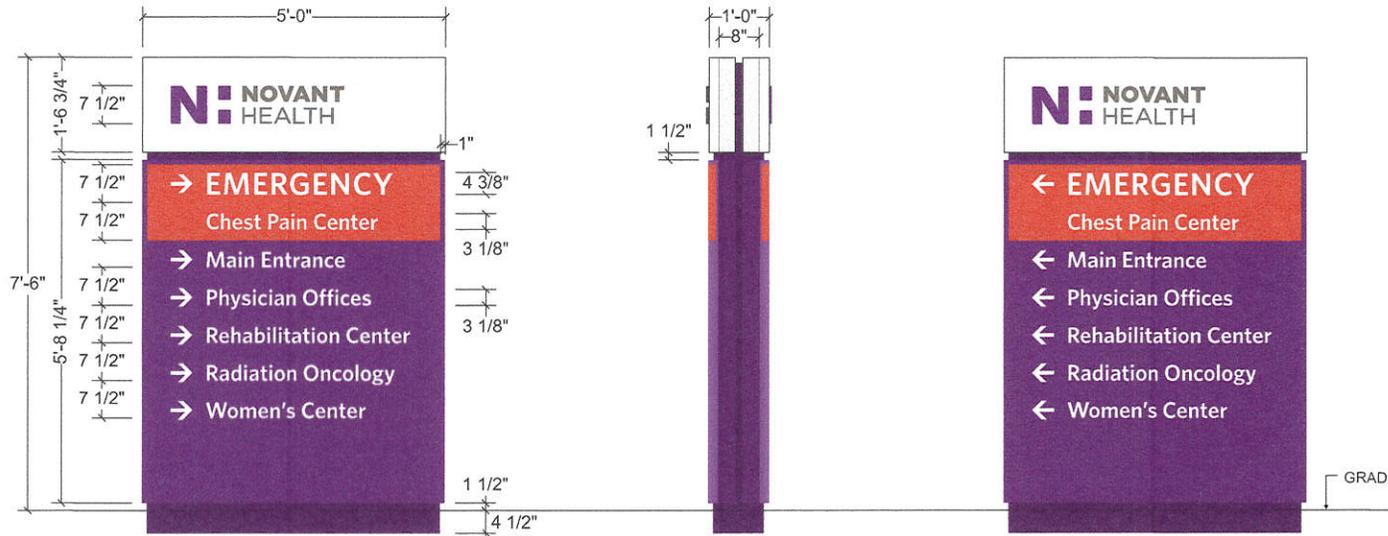


TOP VIEW

EXISTING

SPECIFICATIONS:

Backup plex with first surface vinyl. Pre wired LED retro kits to be attached to existing sign substructure.
 *Sizing will need to be determined per sign type via the art department.



FRONT VIEW
SIDE A

SIDE VIEW

FRONT VIEW
SIDE B

SIDE A



SIDE B



NH_DIR_37

Scale: 1/2" = 1'

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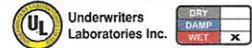
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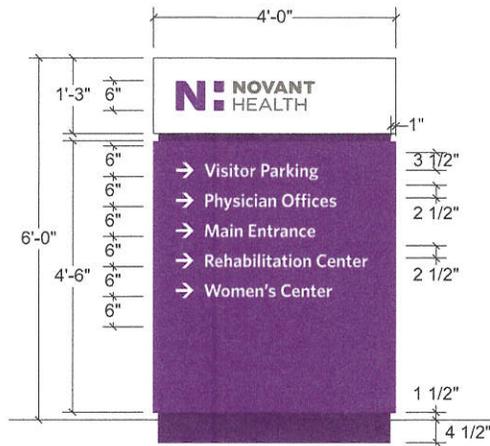
EXISTING



TOP VIEW

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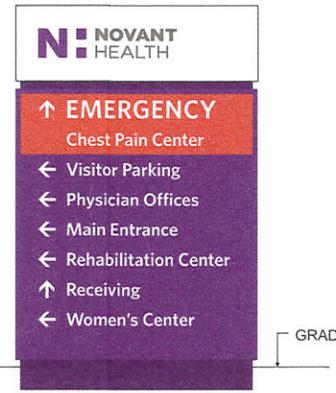
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FRONT VIEW
SIDE A



SIDE VIEW



FRONT VIEW
SIDE B

SIDE A



SIDE B



NH_DIR_24

Scale: 1/2" = 1'

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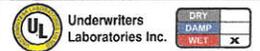
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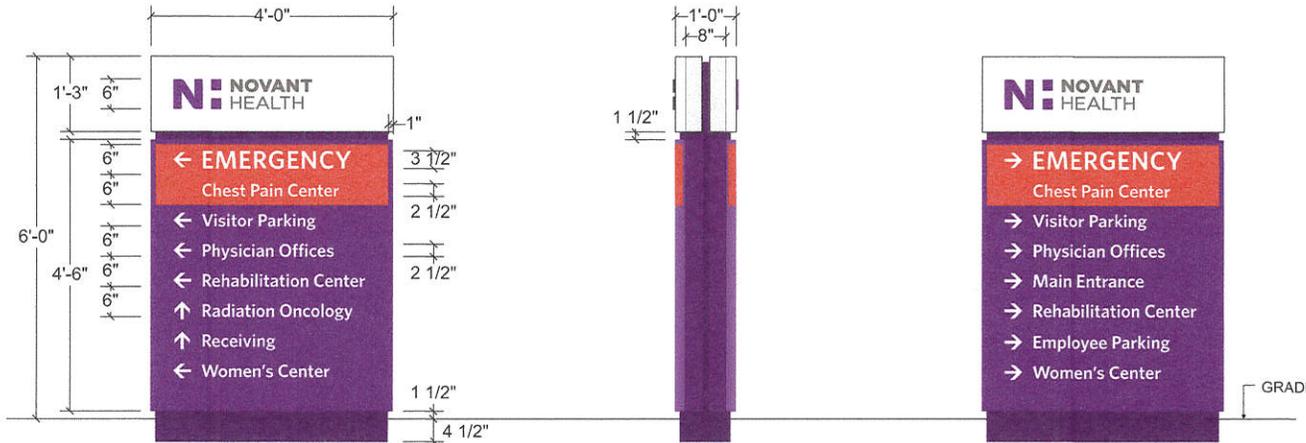
EXISTING



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FRONT VIEW
SIDE A

SIDE VIEW

FRONT VIEW
SIDE B

SIDE A



SIDE B



NH_DIR_24

Scale: 1/2" = 1'

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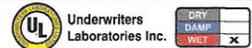
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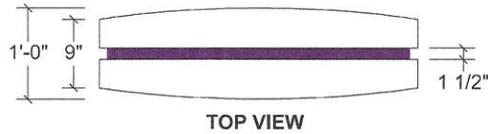
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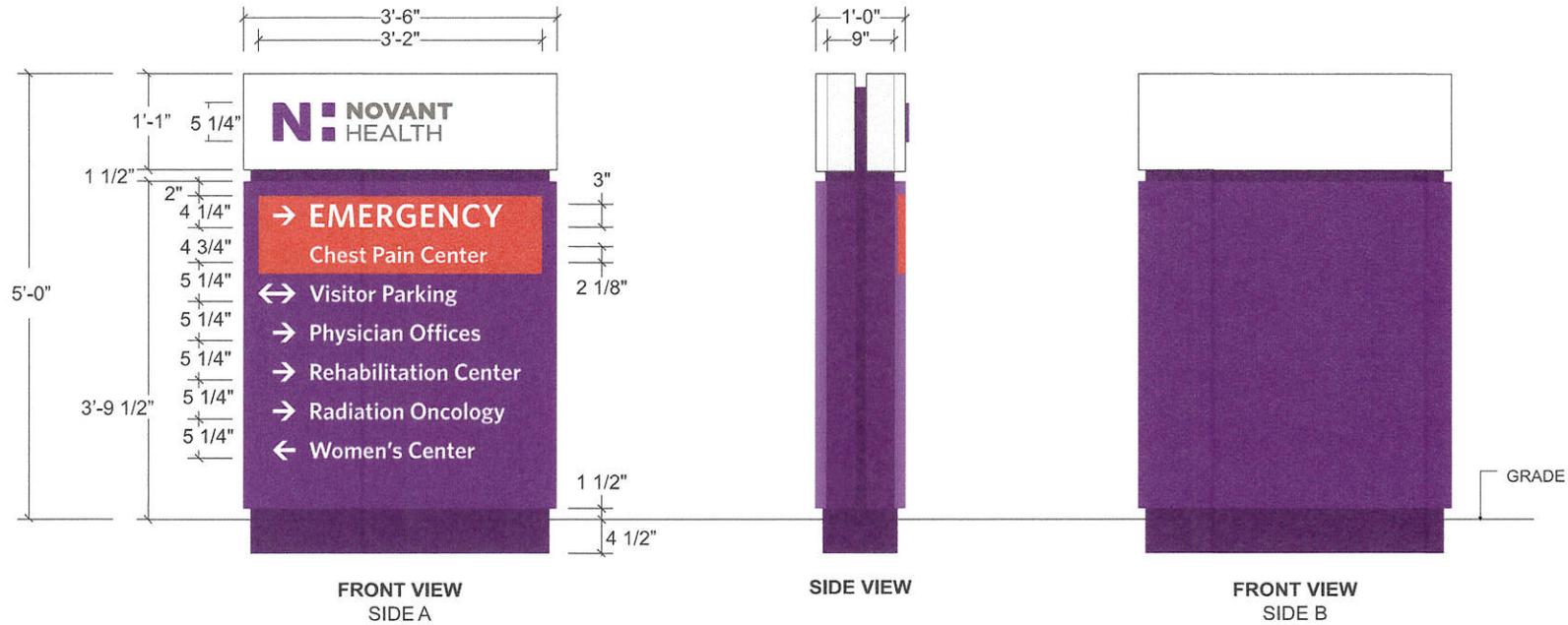
4 QTY. 1



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Custom NH_DIR_14 (17.5)

Scale: 3/4" = 1'

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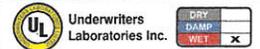
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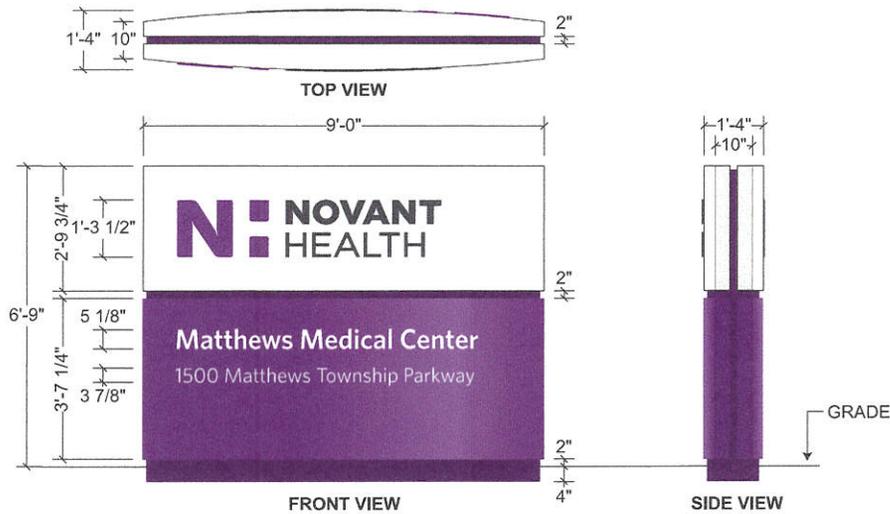
5



ORIGINAL PHOTOGRAPH



COMPOSITE PHOTOGRAPH with PROPOSED SIGNAGE



NH_MON_60 60.75 sq.ft.

LED Face Illuminated Monument Sign
 Fabricated aluminum cabinet with the "Novant Health" and "Medical Facility Name" to illuminated at night.
 Top Cabinet painted (White) with the Bottom Cabinet, and Reveals, painted to match PMS 269C (Aubergine)

EXISTING

E48 (Phase 1)

Existing Signage:

Face-Illuminated Monument
 Overall: 7'-6" tall 9'-11" wide 1'-0" deep
 Square Footage: 74.38 sq.ft.

Sign Face: 7'-6" tall 9'-11" wide 1/8" deep
 Face Material: Aluminum

Existing Foundation:

Pole Qty: TBD
 Base Material: Masonry
 Base Condition: Good

SPECIAL SCOPE

• No special conditions.

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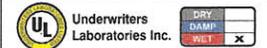
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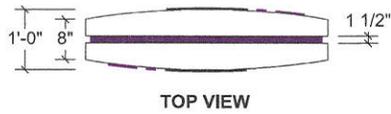
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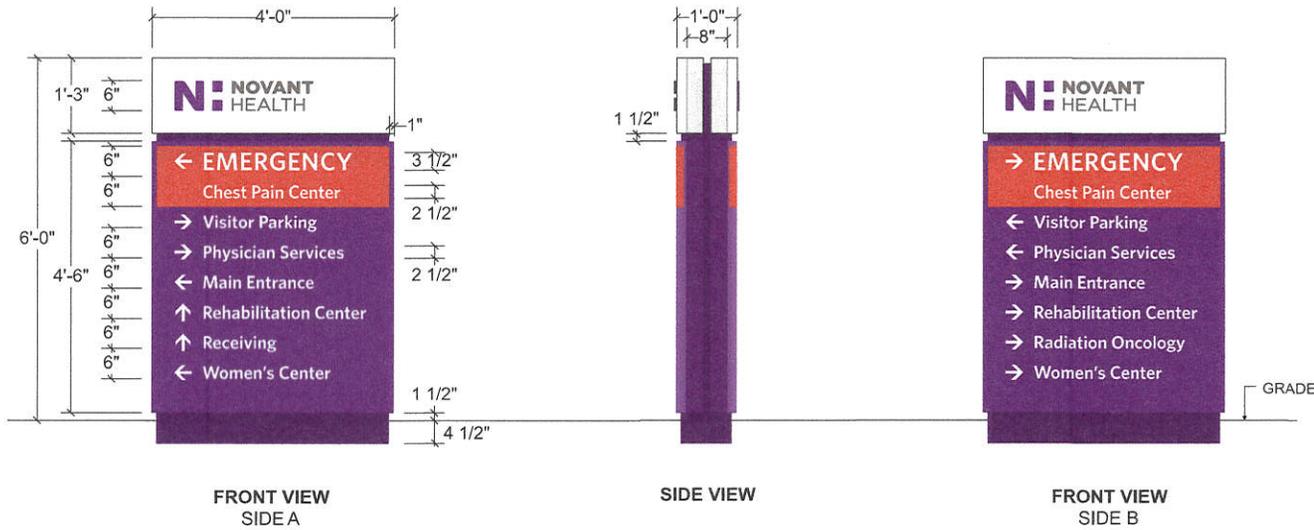


7 QTY. 1



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SIDE A



SIDE B



NH_DIR_24

Scale: 1/2" = 1'

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Underwriters Laboratories Inc.

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 DAMP:
 WET:

ILLUMINATED CHANNEL LETTERS

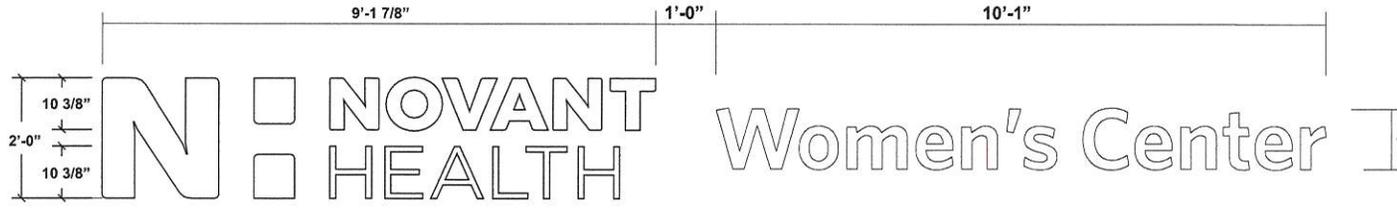
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NH-15-27266-2

Proposed

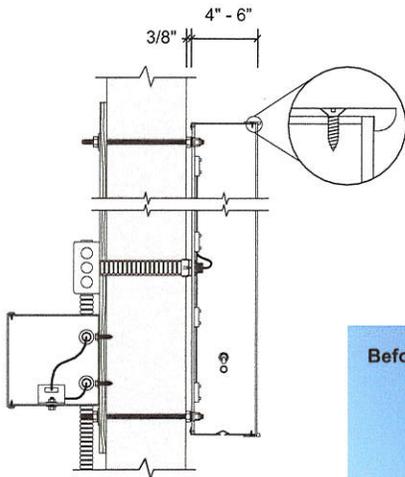
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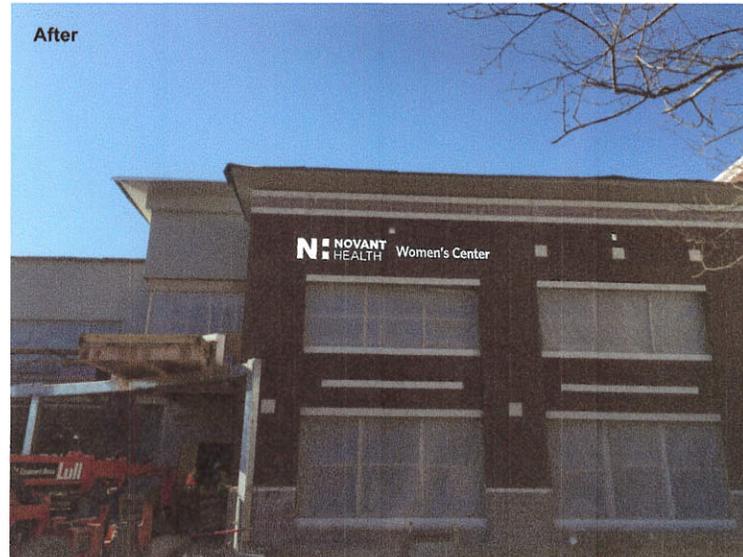


FRONT VIEW

SIDE VIEW



SECTION VIEW



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