

**E • S • M**  
**ASSOCIATES**

ATTACHMENT 3

Investment & Commercial Real Estate  
Property Management

## Memo

**To:** Mr. Cal Horton and Ms. JB Culpepper  
**From:** Stephen J. Manton, CCIM  
**Date:** 3/14/2005  
**Re:** Wall sign consideration

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Mr. Manager and Madam Assistant Planning Director.

I request the town staff consider a request to have the sign ordinance be modified to allow appropriate wall signs on the building that I am developing in the Southern Village community as well as future building developers.

My building is two stories with an architectural tower element that extends a little above the peak of the roof. The building was designed with canopies above each of the ground floor storefront windows and doors. We are pleased with the design and the finished building that is at 301 Kildaire Road.

The Unified Sign Plan 5.14.8 (4) Wall Signs has some restrictive language that could cause a serious economic hardship to the primary tenant of our building as well as the developers of other buildings if the ordinance is fully interpreted as presented and written.

In the above stated ordinance section in sub-paragraph "H" it states "wall signs shall be located above the principal doorway to the building, or on either side of doorway such that the principal message is at eye level and that no portion of the sign extend higher than eight (8) feet above ground level". It is this section that we would ask be removed from the ordinance as it is virtually impossible to promote a business when in practice the entry door is usually eight (8) foot tall and in many cases, there is little or no wall space along side of the entry doorway.

There are a number of buildings in Chapel Hill that are currently built with signs that would be in violation of this ordinance. We ask that you remove the language that would prohibit the placement of signage in such a restrictive location and allow this building to display the main tenant's corporate name and trademark above the main entry to their space within the building. We would then follow the guidelines that would be appropriate in the placement of the signage below the second floor roof eave.

I ask the staff and the Town Council, if necessary, to please consider allowing the modification of the ordinance to immediately allow the approval of a sign permit to accommodate the desire of our tenant, Harrington Bank, to identify themselves with appropriate wall signage. Thank you for your consideration and your time.

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Documents and Settings\Stephen J. Manton\My Documents\2005\II-Heritage\General Letters\Town's sign

ance.doc  
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