

## Community Meeting Report

**Petitioner:** City of Charlotte and RBC Corporation

**Rezoning Petition No.:** 2010-008

**Property:** Approximately 4.67 acres comprising the Wells Fargo Cultural Campus bounded by South Tryon Street, West Stonewall Street, South Church Street and West 1<sup>st</sup> Street.

### **PERSONS AND ORGANIZATIONS CONTACTED WITH DATES AND EXPLANATIONS OF HOW CONTACTED:**

A representative of the petitioner mailed a written notice of the date, time and location of the Community Meeting to the individuals and organization set out in Exhibit A attached hereto by depositing the Community Meeting notice in the US Mail on November 18, 2009. A copy of the written notice is attached hereto as Exhibit B.

### **DATE, TIME AND LOCATION OF MEETING:**

The Community Meeting was held on Thursday, December 3, 2009 at 6:00 p.m. at the Charlotte-Mecklenburg Government Center, Room 270, 600 E. Fourth St, Charlotte, NC.

### **PERSONS IN ATTENDANCE AT MEETING:**

The Community Meeting was attended by no individuals, as indicated on the sign-up sheet attached as Exhibit C. The Petitioners' representatives at the Community meeting were Ron Kimble and Jim Banbury of the City of Charlotte, Bob Bertges and Molly Fowler of RBC Corporation and Wendy Oglesby of the Blumenthal Performing Arts Center Knight Theater.

### **SUMMARY OF ISSUES DISCUSSED:**

The meeting was opened at 6:00 p.m. by Ron Kimble. Mr. Kimble reviewed the signage and wayfinding totems for the four facilities within the Wells Fargo Cultural Campus: Mint Museum, Knight Theater, Bechtler Museum, Harvey B. Gantt Center. Mr. Kimble then reviewed the UMUD-Optional requested exceptions.

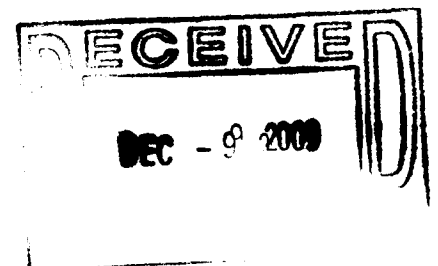
### **QUESTIONS AND COMMENTS FROM THOSE IN ATTENDANCE:**

Ms. Oglesby noted the need to amend the signage options to allow up to 10 bulletin boards on the exterior of the Knight Theatre for the purpose of posting notices of upcoming events.

### **CHANGES MADE TO THE PETITION AS A RESULT OF THE COMMUNITY MEETING AS OF THE DATE HEREOF:**

A change was made to the "UMUD-Option for Cultural Facilities" section of the "Signage Regulation Analysis" to allow up to ten (10) exterior billboards at the Knight Theater for the sole purpose of posting notices of upcoming events (revise attached).

cc: Mayor Anthony Foxx  
Members of the Charlotte City Council  
Mr. Tom Drake, Charlotte-Mecklenburg Planning Commission  
Ms. Tammie Keplinger, Charlotte-Mecklenburg Planning Commission  
Mr. Ron Kimble, City of Charlotte  
Mr. Bob Bertges, RBC Corporation



## **SIGNAGE REGULATIONS ANALYSIS**

A general analysis of the applicable signage requirements follows:

Charlotte Municipal City Code Chapter 13 covers signs and allows in a UMUD zoned area:

- 1) One “wall sign” (such as the NAME OF CULTURAL FACILITY inscription) up to 200 square feet per wall. This calculation would include the space between the characters, and would allow a 10% increase in area to 220 square feet, where there is no defined “field” to the lettering.
- 2) Canopy signs are allowed, but are included in the calculation for wall signs above. Thus the aggregate of both wall and canopy signs on any wall may not exceed the maximum areas of 200 or 220 square feet referred to above.
- 3) Projecting Signs may be up to 200 square feet per wall and may project up to 4 feet into the required setback from the curb but may not project more than 6 feet. They must have a minimum of 9 feet clearance below them to grade.
- 4) Cultural or religious buildings are also allowed one sign measuring 32 square feet and two additional signs each measuring 16 square feet for primary identification, and as “bulletin boards”.
- 5) Other parts of the code refer to “Banners” but all of these are considered as temporary and may not be erected on any kind of permanent basis.

Based on the above requirements the following exceptions are requested:

### **UMUD – Optional for Cultural Facilities**

1. Allow multiple banners per establishment with a maximum of 3 per wall elevation that may not be attached in total to the building wall or canopy on a permanent basis. All banners that are projecting will be located at least ten (10) feet above grade.
2. Each banner may not exceed 10% of the total wall area with a maximum of 800 square feet per banner.
3. Advertisement is limited to 10 percent of the banner total area or a maximum of 30 square feet whichever is less.
4. Allow up to ten (10) exterior billboards at the Knight Theater for the sole purpose of posting notices of upcoming events.
5. Video Signs - Detached or attached. Maximum size 200 square feet.