

Community Meeting Report

Petitioner: City of Charlotte

Rezoning Petition No.: 2010-014

Property: Blumenthal Performing Arts Center, 130 N. Tryon Street; Parcel #088001201

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 January 13, 2010. A copy of the mailing list is attached hereto as Exhibit B.

DATE, TIME AND LOCATION OF MEETING:

The Community Meeting was held on Thursday, January 28, 2010 at 6:00 p.m. at the Charlotte-Mecklenburg Government Center, Room 280, 600 E. Fourth St, Charlotte, NC.

PERSONS IN ATTENDANCE AT MEETING:

The Community Meeting was attended by one individual, as indicated on the sign-up sheet attached as Exhibit C. The Petitioners' representatives at the Community meeting were Carol Jennings of the City of Charlotte, and Wendy Oglesby of the Blumenthal Performing Arts Center.

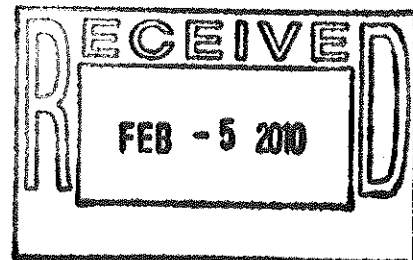
SUMMARY OF ISSUES DISCUSSED:

The meeting was opened at 6:00 p.m. by Carol Jennings. Ms. Oglesby reviewed the signage and banners for the Blumenthal Performing Arts Center, as well as the UMUD-Optional requested exceptions.

QUESTIONS AND COMMENTS FROM THOSE IN ATTENDANCE:

Mr. Michael Zubel representing the Dunhill Hotel reviewed the UMUD-Optional proposal and stated he was in support of the recommended changes.

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
Ms. Carol Jennings, City of Charlotte
Ms. Wendy Oglesby, Blumenthal Performing Arts Center



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 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 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 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 being requested:

UMUD – Optional for Blumenthal Performing Arts Center

1. Allow multiple banners per establishment, with a maximum of three per wall elevation in total, that may not be attached to the building wall or canopy on a permanent basis. All banners that are projecting will be located at least ten feet above grade.
2. Each banner may not exceed ten percent of the building wall with a maximum of 800 square feet per banner.
3. Advertisement that identifies the sponsor (by name, address and/or logo, crest, insignia, trademark or emblem) of an event provided on the premises is limited to 10 percent of the banner total area or a maximum of 30 square feet, whichever is less.
4. Video or LED Screens - detached or attached. Maximum size 200 square feet per operating unit. Maximum of one double-sided and one single-sided video screen per location. Limit of one operating unit per elevation.
5. Allow up to 14 exterior bulletin boards for the sole purpose of posting notices of upcoming events.
6. Window Signage: Allow up to 100 percent window coverage, which may be in the form of video and/or LED screens, along the Fifth Street and College Street façades, as per the attached elevation. For all other window signage, up to one-half (50 percent) of panes may be fully covered.
7. Allow wall signage not to exceed 500 square feet per elevation, excluding bulletin boards.
8. Allow a detached electronic sign located at the corner of N. Tryon Street and East Fifth Street at a maximum height of no more than 16 feet.

City of Charlotte – Blumenthal Performing Arts Center
Rezoning Petition No. 2010-014
Community Meeting Sign-in Sheet
Charlotte-Mecklenburg Government Center
Thursday, January 28, 2010

<u>Name</u>	<u>Address</u>	<u>Phone</u>	<u>Email Address</u>
Michael Zabel	237 N TRYON ST	704-332-4141	m24bc1@shqhq.com

Exhibit C