

## Community Meeting Report

**Petitioner:** City of Charlotte

**Rezoning Petition No.:** 2010-015

**Property:** Discovery Place, 301 N. Tryon Street; Parcels #07802401, #07802506, #07802507

**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 Dean Briere of Discovery Place.

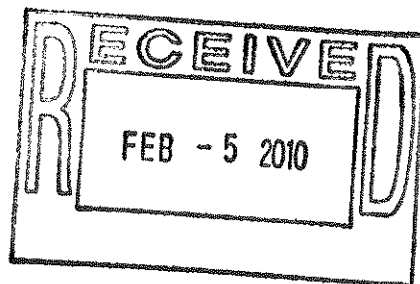
**SUMMARY OF ISSUES DISCUSSED:**

The meeting was opened at 6:00 p.m. by Carol Jennings. Mr. Briere reviewed the signage and banners for Discovery Place, 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. Dean Briere, Discovery Place



## 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 Discovery Place

- 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 screens - detached or attached. Maximum size 200 square feet, with a limit of one video screen per elevation.
- 5) Wall signage not to exceed 600 square feet per elevation.
- 6) Number of projecting signs not to exceed six per elevation.
- 7) Window Signage – For temporary purposes and may not be erected on any kind of permanent basis – Allow coverage of up to 70 percent of the total contiguous window panes per wall elevation along the Sixth Street façade. For all other window signage, up to one-half (50 percent) of panes may be fully covered.

