

Mecklenburg County Rezoning Request for Spirit Square (345 N. College Street)

Rezoning 2010-018

SIGNAGE REGULATIONS ANALYSIS

A general analysis of the applicable signage requirements follows:

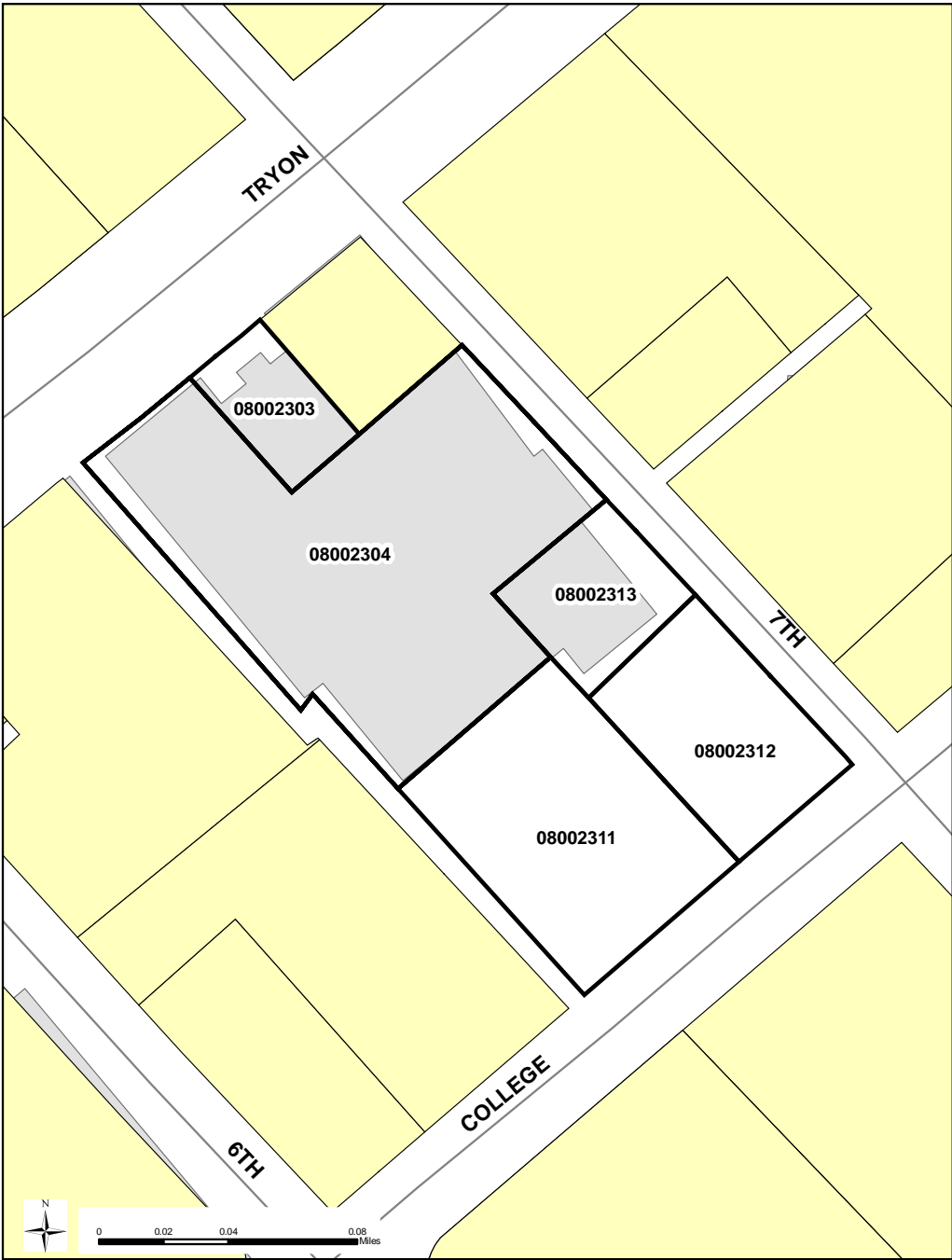
Charlotte Municipal City Code Chapter 13 covers signs and allows in a UMUD zoned area:

- 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

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. Allow up to five exterior bulletin boards for the sole purpose of posting notices of upcoming events.
5. Window signage: Allow up to one-half (50 percent) of panes to be fully covered.
6. Allow wall signage not to exceed 500 square feet per elevation, excluding bulletin boards.
7. Video screens - detached or attached. Maximum size of 200 square feet per elevation. Maximum of one video screen per elevation.



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Based on the above requirements the following exceptions are being requested:

UMUD – Optional for Spirit Square

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. Allow up to five exterior bulletin boards for the sole purpose of posting notices of upcoming events.
5. Window signage: Allow up to 100 percent window coverage, which may be in the form of video and/or LED screens, along the Seventh Street façade, as per the attached elevation. For all other window signage, up to one-half (50 percent) of panes may be fully covered.
6. Allow wall signage not to exceed 500 square feet per elevation, excluding bulletin boards.



Spirit Square 7th St. elevation



Example of LED screen



Example of banner

STARRING
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CALL: 704-372-1000
ONLINE: BlumenthalCenter.org
GROUPS: 704-379-1380

Blumenthal Center Duke Energy Broadway Lights Series ASC

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Example of advertisement on signage



Example of bulletin boards

Example of Wall Signs

