

**BB&T Ballpark
Signage Rezoning Petition**

**COMMUNITY MEETING REPORT
PETITION NUMBER 2013-005**

**Petitioner: Charlotte Knights c/o Dan Rajkowski
Rezoning Petition No. 2013-005**

Property: Approximately 8.4 acres at 324 S. Mint Street.

Persons and Organizations contacted with date and explanation of how contacted:

A representative of the Petitioner mailed a written notice of the date, time and location of the Community Meeting Notice in the U.S. Mail to the mailing address supplied by the City. See attached List of interested parties supplied by the City and a copy of the written notice that was mailed to them.

Date, time and location of meeting: January 8, 2013, 6:00 p.m.
Packard Place Office Building
222 S. Church st., Suite 100
Charlotte NC , 28202

Persons in attendance at meeting: Sign-in sheet from the meeting is attached.

The Petitioner's representatives at the Community Meeting were Dan Rajkowski, Jim Schumacher, Chris Semmens, Julie Clark with the Charlotte Knights, Gaurav Gupte, Mike Woollen with Odell assoc. Inc., Kevin Kern with 505 Design.

Summary of issues discussed and changes made as a result of the meeting:

Dan Rajkowski from the Charlotte Knights opened the meeting and thanked everyone for attending. He gave a brief summary of the construction progress of the BB&T Ballpark and expressed his pleasure regarding the location of the new home of the Charlotte Knights in third ward.

Dan then introduced Gaurav Gupte from Odell to provide an overview of the design of the Ballpark and the Signage elements that are part of the re-zoning petition. Odell is an established local firm from Charlotte that has worked with many sports projects in Charlotte and nationally.

Gaurav showed the renderings of the Ballpark and gave a general orientation of the field, the entrances and other elements of the Ballpark. The Ballpark combines two parcels in Uptown to create a minor league Ballpark that seats between 8,500 and 10,000 spectators. The Knights will have 72 home games a season that will be held from 7:00pm to 10:30pm on weeknights and 12:00pm to 3:30pm on weekends. The primary entrance is

at the corner of MLK and Mint streets, with secondary entrances at 4th and Graham, and 4th and Mint. The site is currently zoned UMUD-O and permits the construction of the Ballpark. Gaurav then played a 3d animation of the design of the Ballpark to explain the general arrangement of the field, entrances, seating bowl and types of seating, suites, team store, ticket office, loading dock, outfield seating, and services.

Gaurav then indicated that the purpose of the rezoning was to allow for additional signage on the exterior of the Ballpark, more than what is currently permitted by the UMUD signage requirements. A 3D virtual model was shown to the community that indicated the location and approximate size of every signage element on the Ballpark. An aerial view and a street view of every sign location was shown to the community in the virtual model. The comprehensive signage booklet was also being perused by some of the community attendees as the presentation was proceeding. Gaurav indicated that the purpose of the comprehensive signage plan was to make sure that any signs that the Knights may want to add to the building were designed and located so as not to detract from the architectural expression of the building. Chris Semmens from the Knights also indicated that the Owner does not want to clutter the Ballpark with signage but it is their intent to respect the neighborhood and the streets.

Attendees asked questions regarding the construction schedule of the Ballpark. The Petitioner responded that the building is slated for substantial construction to be finished by December 2013 with the first games being played in April 2014.

Attendees asked about the nature of the exterior building signs, and which signs in particular would be dynamic. The Petitioner showed the location of the LED sign facing Romare Bearden Park and that the intent of this sign was for Knights promotions, joint events between the Park and the Ballpark, as well as advertising and sponsorship opportunities for the Knights. The second dynamic sign facing the exterior was the message ribbon above the main entrance that would be for announcements. These are the only two dynamic signs that face the exterior. The main and auxiliary scoreboards that are dynamic face the interior of the ballpark and the seating bowl. The remainder of the signs that are shown on the petition were all static. They are all either internally lit or externally illuminated.

Attendees asked about the overall lighting for the Ballpark. The Petitioner showed the locations of the sports field lighting elements and explained that these would be illuminated only during events. The light levels required for minor league play dictate the height and the locations of the lighting poles. Also, the lighting poles have a secondary set of 'house lights' that are to be used during non-event operations for the Ballpark to assist in building maintenance and cleaning. The exterior of the ballpark will be lit by architectural accent lighting. The street lights around the ballpark will be controlled by the City.

Attendees asked about potential street closures during events. The Petitioner responded that this was still under discussion with the City and CMPD public safety. There is a

possibility of closing Mint Street between MLK Blvd and 3rd street for joint events with Romare Bearden Park.

Attendees asked about the location of the loading dock. The Petitioner responded that the loading dock was inside the building and hidden from street view by overhead coiling doors.

Attendees asked about the plans for the future outparcel building along 4th street. The Petitioner responded that the Knights were working with potential developers for design solutions but had not finalized any plans.

Attendees were very pleased with the design of the Ballpark and were encouraged by the pace of construction and the overall aesthetic of the Ballpark. None of the attendees expressed any reservations regarding the size, nature or the location of the signage elements requested by the rezoning process.

A number of site plan modifications have been made to the signage sizes and locations as a result of review comments from staff agencies but no changes have been made as a direct result of the community meeting.

cc:

Jim Schumacher, Dan Rajkowski (Charlotte Knights)

Penelope Cothran, Sonja Sanders (City of Charlotte)

Mike Woollen (Odell)

