

REZONING PETITION 2011-055 SITE PLAN

CHARLOTTE CONVENTION CENTER 501 South College Street

SIGNAGE REGULATIONS ANALYSIS

Charlotte Municipal City Code Chapter 13 covers signs and allows the following in UMUD zoned areas:

- 13.105 (4) Except in Uptown Mixed Use District (UMUD), flashing, fluttering, swinging, or rotating signs other than time and/or temperature signs [are prohibited].
- 13.108a (2) (a) A projecting sign shall be allowed to project up to 4 feet into the required setback as measured from the back of the curb. Under no circumstance will a sign project more than 6 feet from the building face. These requirements shall not apply to an existing building that already encroaches into the required setback. Such a non-conforming building shall be permitted to have a projecting sign that does not project more than 4 feet from the building face into the setback, and shall not be any closer than 2 feet from the face of existing curb. The maximum area of a projecting sign shall be 75 square feet. (*Petition No. 2002-147, § 13.108a(2)(a), 1-21-03*)
- If the projecting sign extends into the public street right-of-way, an encroachment agreement from the Charlotte Department of Transportation (CDOT), and if applicable, the North Carolina Department of Transportation (NCDOT) is required. Contact CDOT for information concerning cost, submittal, and liability insurance coverage requirements. Through the right-of-way encroachment process CDOT will review the sign location and design to determine whether the sign can be installed/constructed in a manner that will not adversely affect public safety.
- 13.108a (2) (b) A projecting sign shall not extend vertically above the roofline or parapet wall of a building; and
- 13.108a (2) (d) A projecting sign, wall sign, or combination of both may be located on any building wall of a structure so long as the maximum sign surface area of all signs on one wall does not exceed 10% of the area of the building wall to which the sign or signs are attached up to a maximum of 200 square feet.
- 13.108a (2) (e) The maximum allowable sign area per wall shall not be transferable to another wall;
- 13.108a (2) (f) The total area of wall and projecting signs may be increased by 10% if no detached sign is used on the premises;

Based on the above requirements the following exceptions are requested:

UMUD - Optional for Charlotte Convention Center

The Charlotte Convention Center is requesting an optional provision to the UMUD sign regulations to permit an electronic (video board) sign to extend vertically, 2 feet above the parapet wall of the Charlotte Convention Center and project from the wall horizontally, 27 feet 8 inches on the property located at 501 South College Street. The two-sided sign may not exceed 650 square feet on each side and be used to identify the facility, promote both current and upcoming events, display "Welcome to Charlotte" message as well as time and temperature. This specific sign will replace the existing Convention Center sign along College Street and is in addition to signage allowed per current sign regulations.

NOTE

This site plan is only to indicate the location of the proposed Convention Center Projecting Sign (video board) associated with the optional provisions to the UMUD sign regulations.

Charlotte Convention Center

Development Data	
Site Acreage	110.96 acres
Tax Parcels	125-062-02
Owner Name	City of Charlotte
Existing Zoning	UMUD
Proposed Zoning	UMUD-O

REV 159

**Rezoning Petition 2011-055
 Site Plan, 1st Revision
 August 4, 2011**

EXISTING CONVENTION CENTER SIGN



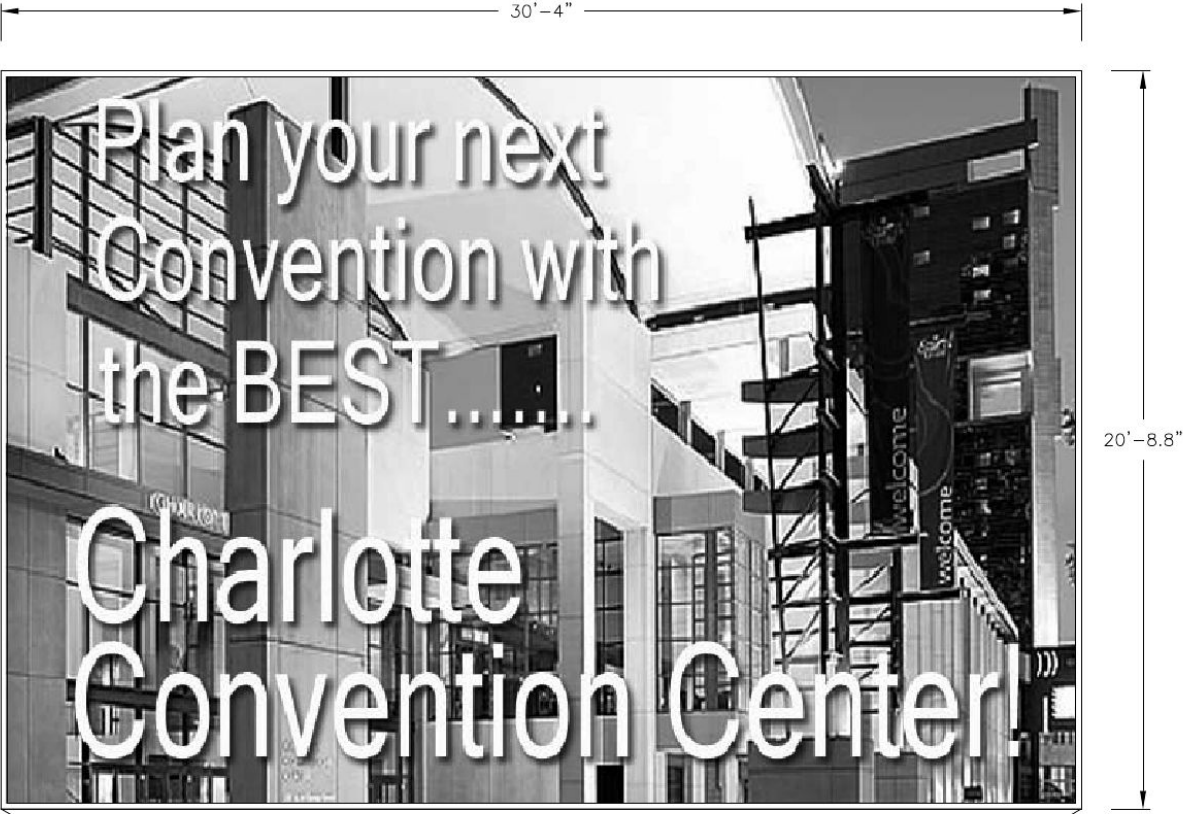
The electronic bulletin board and CHARLOTTE CONVENTION CENTER lettering on the current sign would be removed.

MOCKUP OF PROPOSED CONVENTION CENTER SIGN



The proposed sign would utilize the existing (dark grey) sign cabinet, but enlarge the video board portion of the sign to fill most of the cabinet's surface.

- LED VIDEO DISPLAY: (MT)
- 306 LINES OF RESOLUTION HIGH
 - 450 COLUMNS OF RESOLUTION WIDE
 - LED PIXELS ARE ON 20 mm CENTERS
 - HD READY
 - ACTIVE: 20'-4" HIGH x 30'-0" WIDE



- GENERAL DISPLAY:
- SINGLE FACE
 - ALL ALUMINUM CONSTRUCTION
 - DISPLAY FINISH TO BE SPECIFIED
 - DIMENSIONS ARE SUBJECT TO CHANGE DUE TO DETAILED DESIGN CONSIDERATIONS/ONLY APPROVED SHOP DRAWINGS SHOULD BE USED FOR CONSTRUCTION PURPOSES
 - MUST BE EARTH GROUNDED TO MEET LOCAL NATIONAL ELECTRIC CODE

- ESTIMATED POWER DEMAND:
- 27,500 WATTS

POWER REQUIREMENTS ARE VALID FOR 60 DAYS FROM THE DWG/REV. DATE.

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P.L. #249768

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DAKTRONICS, INC. BROOKINGS, SD 57006			
PROJ: CHARLOTTE CONVENTION CENTER/CHARLOTTE,NC			
TITLE: MARQUEE DISPLAY			
DES. BY:		DRAWN BY: DKJELDE	DATE: 02/08/10
REVISION	APPR. BY:	7000-P08B-972084	
00	SCALE: 1=50		

REV.	DATE	DESCRIPTION	BY	APPR.
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