

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:

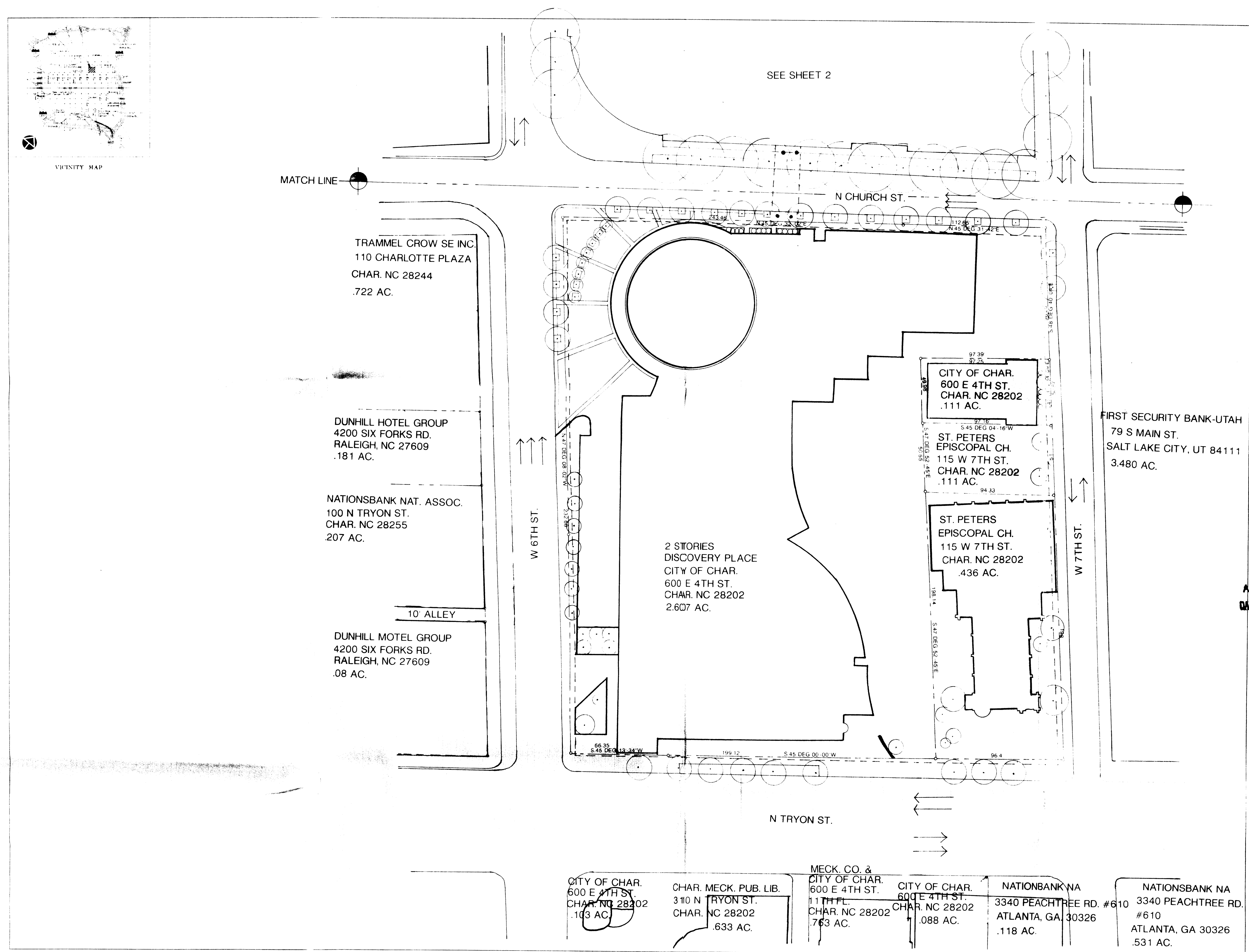
- 1) One "wall sign" (such as the NAME OF CULTURAL FACILITY inscription) up to 200 square feet per wall. This calculation would include the space between the characters, and would allow a 10% increase in area to 220 square feet, where there is no defined "field" to the lettering.
- 2) Canopy signs are 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 for Discovery Place

1. Allow multiple banners per establishment with a maximum of 3 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 (10) feet above grade.
2. Each banner may not exceed 10% of the total wall area with a maximum of 800 square feet per banner.
3. Advertisement is limited to 10 percent of the banner total area or a maximum of 30 square feet, whichever is less.
4. Video Signs - Detached or attached. Maximum size 200 square feet.
5. Wall signage not to exceed 500 square feet per elevation.
6. Number of projecting signs not to exceed 6 per elevation.

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LEE
NICHOLS
HEPLER
ARCHITECTURE

119 EAST SEVENTH STREET - CHARLOTTE, NC 28202
704.330.0046 FAX 704.330.0051

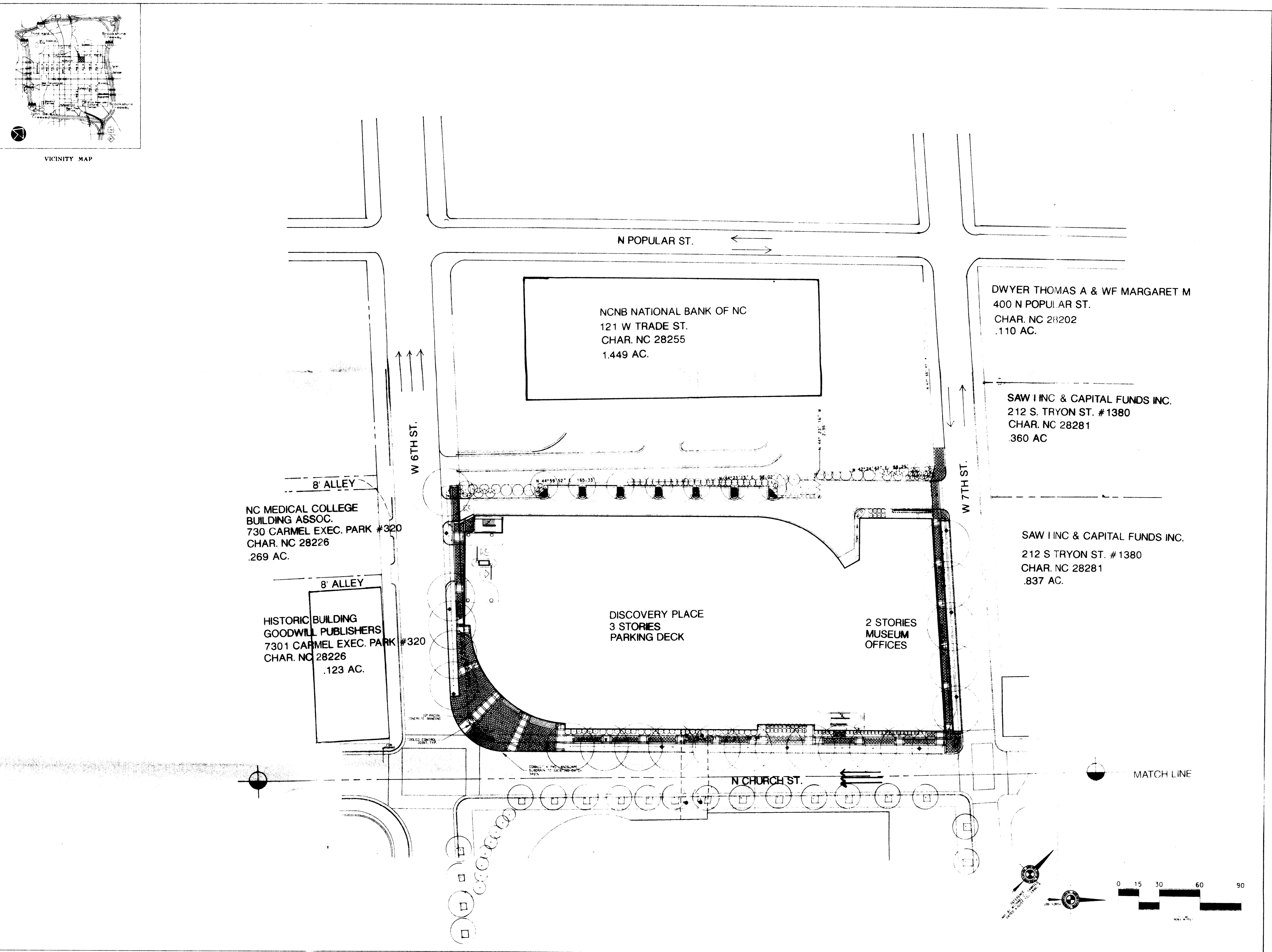


APPROVED BY CITY COUNCIL
DATE 9-6-74

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SHEET NUMBER

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NICHOLS
HEPLER
ARCHITECTURE

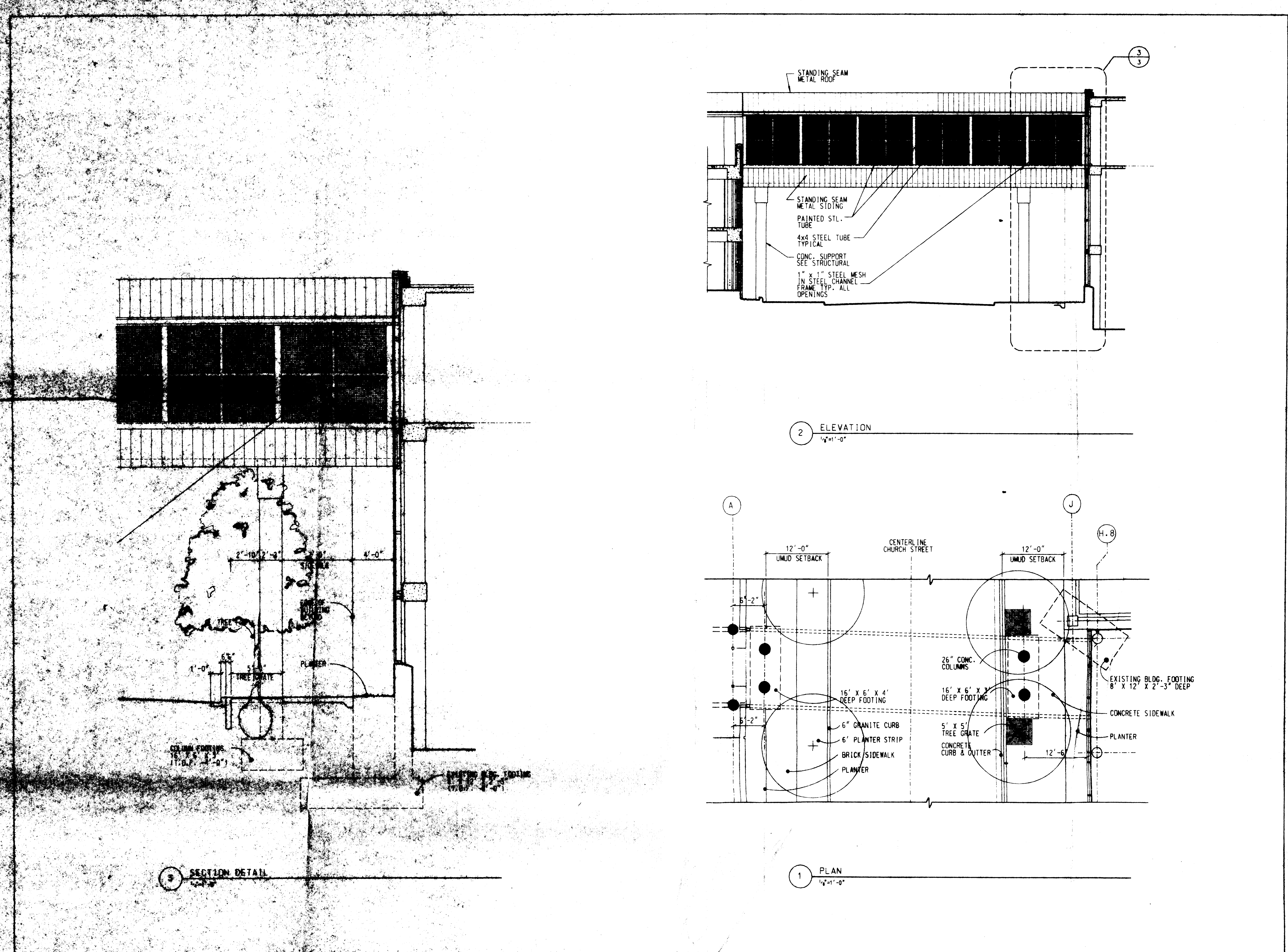
119 EAST SEVENTH STREET - CHARLOTTE, NC 28202
704.330.0046 FAX 704.330.0051



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NICHOLS
HEPLER
ARCHITECTURE

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704.330.0046 FAX 704.330.0051



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