

MAR 18 2010

SIGNAGE REGULATIONS ANALYSIS

A general analysis of the applicable signage requirements follows:

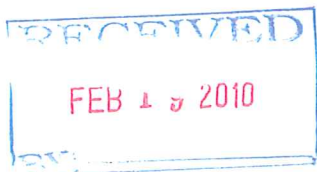
Charlotte Municipal City Code Chapter 13 covers signs and allows in a UMUD zoned area:

- 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 Blumenthal Performing Arts Center

1. Allow a maximum of three banners per wall elevation 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 or LED Screens - detached or attached. Maximum size 200 square feet per operating unit. Maximum of one double-sided and one single-sided video screen per location. Limit of one operating unit per elevation.
5. Allow up to 12 existing exterior bulletin boards for the sole purpose of posting notices of upcoming events (see Attachment 2010-014B) and two proposed bulletin board displays for the College Street elevation, size 7.92 ft x 4.08 ft. (32.22 sq. ft per case; total 65 sq. ft. for both).
6. Window Signage: Allow up to 100 percent window coverage, which may be in the form of traditional window signage or video and/or LED screens, along the Fifth Street and College Street façades, (see Attachments 2010-014A1, A2). For all other window signage, up to one-half (50 percent) of panes may be fully covered. All window signage is for the sole purpose of posting notices of upcoming events.
7. Allow wall signage not to exceed 500 square feet per elevation, excluding bulletin boards.

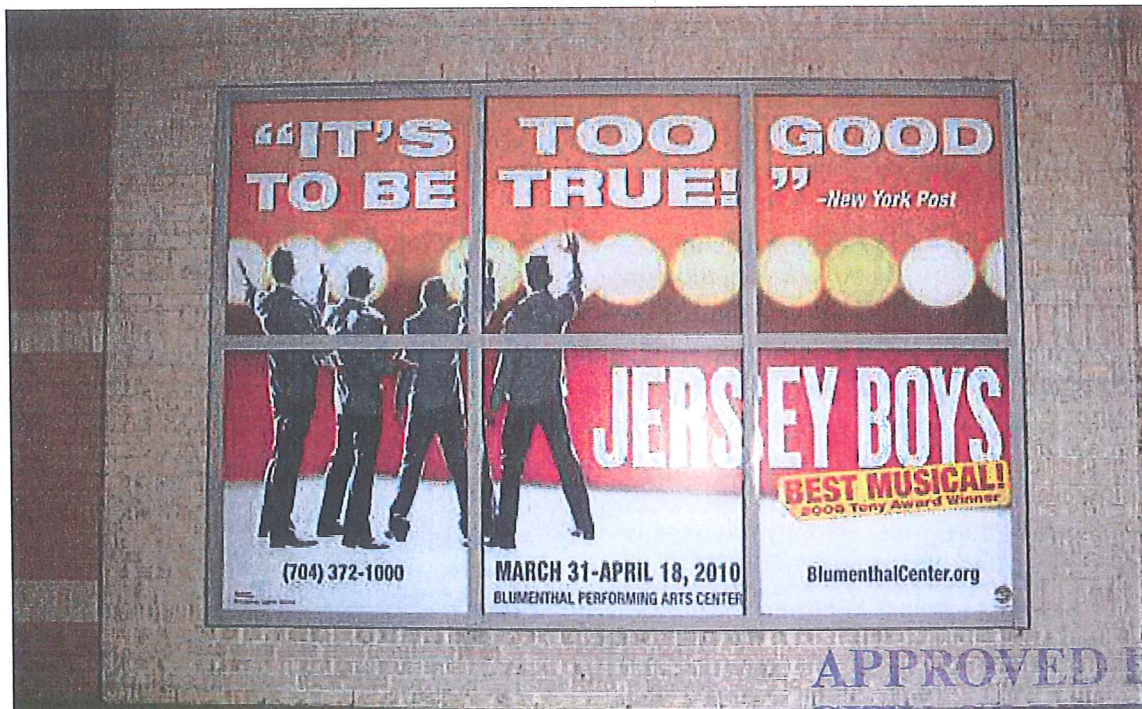


10-14

8. Allow a detached electronic sign located at the corner of N. Tryon Street and East Fifth Street at a maximum height of no more than 16 feet.



Attachment 2010-014A1, NCBPAC College St. elevation



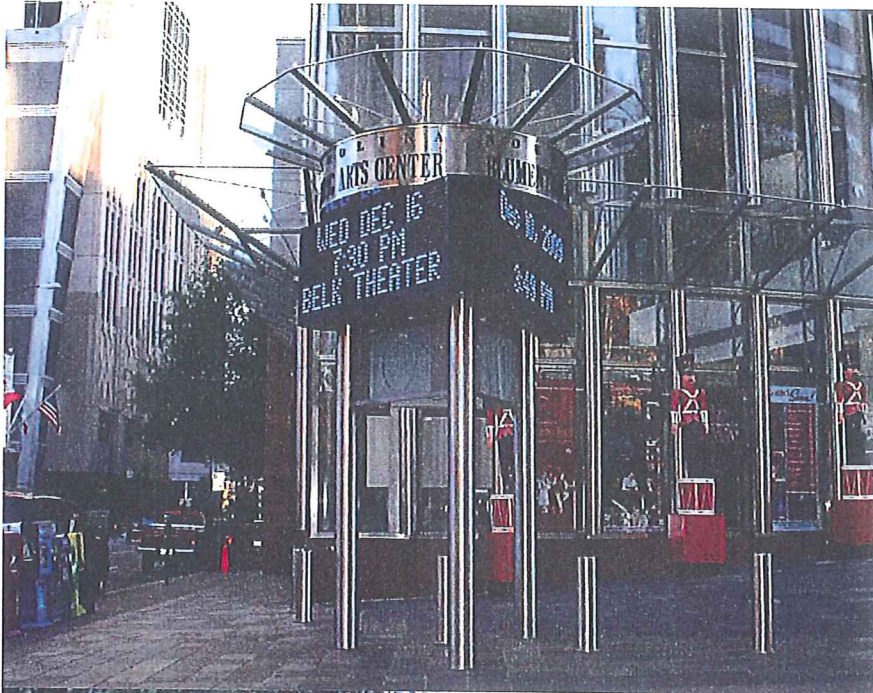
Attachment 2010-014A2, NCBPAC 5th St. elevation

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Example of LED screen



Example of banner

STARRING
CAROLINE SHEEN **GAVIN LEE**

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

Duke Energy
 Broadway Lights Series

ASG

STRICTLY LIMITED ENGAGEMENT!

Example of advertisement on signage

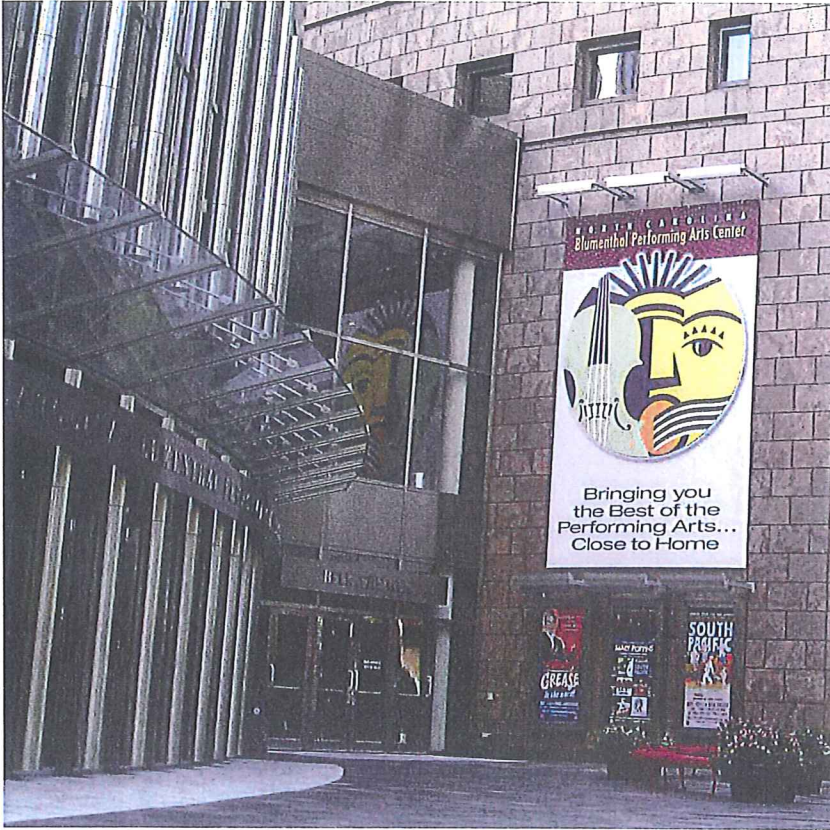


Attachment 2010-014B, existing bulletin boards located on Tryon St. facade

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Example of Wall Signs



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