

SIGNAGE REGULATIONS ANALYSIS

A general analysis of the applicable signage requirements follows:

MAR 18 2010

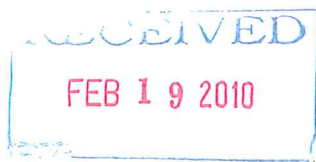
Charlotte Municipal City Code Chapter 13 covers signs and allows in a UMUD zoned area:

- 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 Discovery Place

- 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 screens - detached or attached. Maximum size 200 square feet, with a limit of one video screen per elevation.
- 5) Wall signage not to exceed 600 square feet per elevation.
- 6) Number of projecting signs not to exceed six per elevation.
- 7) Window Signage – For temporary purposes and may not be erected on any kind of permanent basis – Allow coverage of up to 70 percent of the total contiguous window panes per wall elevation along the Sixth Street façade at the corner of 6th and Tryon Streets (see Attachment 2010-015A). For all other window signage, up to one-half (50 percent) of panes may be fully covered. Window signage may be in the form of video or LED screens.
- 8) For additional signage attached to the parking deck, approval must be obtained from the Historic District Commission prior to installation.



10-15

YOUNG & RUBICAM
JULY 2009

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Attachment 2010-015A, requested window signage (Discovery Place 6th St. façade)



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Example of wall signage (Discovery Place Tryon St. façade)

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Example of LED screen



Example of banner

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Example of advertisement on signage

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