

OFFICIAL REZONING APPLICATION  
CITY OF CHARLOTTE

FY2009  
Petition #: 2000-008  
Date Filed: 10.26.09  
Received By: ML

Complete All Fields

OWNERSHIP INFORMATION:

Property Owner: City of Charlotte and RBC Corporation

Owner's Address: 600 E. Fourth Street City, State, Zip: Charlotte, NC 28202

Date Property Acquired: \_\_\_\_\_ Utilities Provided: (Water) \_\_\_\_\_ (Sewer) \_\_\_\_\_  
(CMUD, Private, Other) (CMUD, Private, Other)

LOCATION OF PROPERTY (Address or Description): Wachovia Cultural Campus N. Tryon Street

Tax Parcel Number(s): 073-025-05, 073-031-02, 125-053-01

Current Land Use: Cultural Facilities

Size (Sq.Ft. or Acres): \_\_\_\_\_ 4.67

ZONING REQUEST:

Existing Zoning: UMUD-O Proposed Zoning: UMUD-O (SPA)

Purpose of Zoning Change: (Include the maximum # of residential units or non-residential square footages):

Site Plan Amendment to include language that will provide additional signage options for identifying facilities and exhibits.

Name of Agent

Agent's Address

City, State, Zip

Telephone Number Fax Number

E-Mail Address

Signature of Property Owner if other than Petitioner

(Name Typed / Printed)

City of Charlotte and RBC Corporation  
Name of Petitioner(s)

600 E. Fourth Street and 550 S. Tryon Street  
Address of Petitioner(s)

Charlotte, NC 28202  
City, State, Zip

704.336.4169 / p:(704) 374-4217  
Telephone Number Fax Number

rkimble@charlottenc.gov / bob.bertges@wachovia.com  
E-Mail Address

Robert Bertges  
Signature

Tulie Burch / ROBERT BERTGES  
(Name Typed / Printed)

## **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 Cultural Facilities**

1. Allow multiple banners per establishment with a maximum of 3 per wall elevation that may not be attached in total 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.