



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

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

DO NOT USE FOR DESIGN/ENGINEERING OR AD COPY APPROVAL. THE DETAILS AND EXPRESSIONS SHOWN ARE CONCEPTUAL IN NATURE. CONFIDENTIAL AND PROPRIETARY. FINAL DESIGN AND APPEARANCE MAY DIFFER FROM ARTWORK SHOWN. DO NOT REPRODUCE BY ANY MEANS WITHOUT THE EXPRESSED WRITTEN CONSENT OF DAKTRONICS, INC.

ESTIMATED POWER DEMAND:

- 27,500 WATTS

**APPROVED BY  
CITY COUNCIL**

OCT 17 2011

P.L. #249768

THE CONCEPTS EXPRESSED AND DETAILS SHOWN ON THIS DRAWING ARE CONFIDENTIAL AND PROPRIETARY. DO NOT REPRODUCE BY ANY MEANS, INCLUDING ELECTRONICALLY WITHOUT THE EXPRESSED WRITTEN CONSENT OF DAKTRONICS, INC. COPYRIGHT 2009 DAKTRONICS, INC.

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

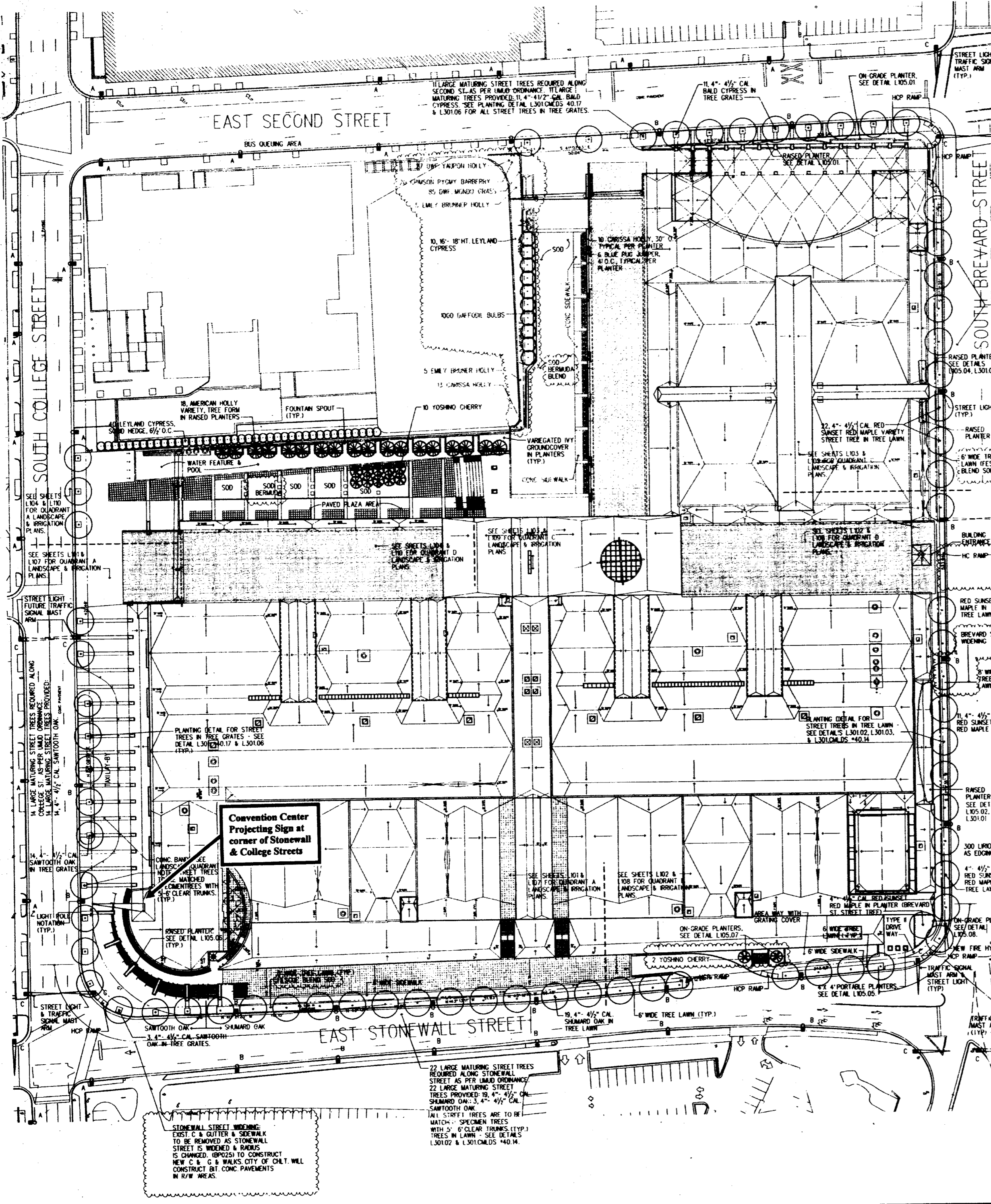
| REV. | DATE | DESCRIPTION | BY | APPR. |
|------|------|-------------|----|-------|
|      |      |             |    |       |

2011-055

**The FWA Group**  
 THOMPSON VENTULETT STAINBACK & ASSOCIATES  
 ARCHITECTS

CERT. NO. 50  
 CHARLOTTE, N.C.

CERT. NO. 4387  
 CHARLOTTE, N.C.



## REZONING PETITION 2011-055

### SITE PLAN

# CHARLOTTE CONVENTION CENTER

## 501 South College Street APPROVED BY CITY COUNCIL

SIGNAGE REGULATIONS ANALYSIS OCT 17 2011

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.

34 DEC 1992  
 15 OCT 1997  
 Revisions/Updates

| Development Data |                   |
|------------------|-------------------|
| Site Area        | 10.96 acres       |
| Parcel Number    | 125-062-02        |
| Owner Name       | City of Charlotte |
| Existing Zoning  | UMUD              |
| Proposed Zoning  | UMUD-O            |

- STREET LIGHTING LEGEND**
- A EXISTING METAL LIGHT POLE TO REMAIN
  - B RELOCATED OR NEW METAL LIGHT POLE
  - C RELOCATED OR NEW METAL LIGHT POLE & MAST ARM
  - D LEASED LIGHT POLE - MICROAKEN & LOPEZ SCHEMATIC LOCATIONS

NOTE: THIS SHEET IS FOR REFERENCE ONLY. REFER TO P-10 QUADRANT PLANS FOR MORE DETAILED STREETSCAPE DRAWINGS. REFER TO SHEET L103 FOR LANDSCAPE NOTES & PLANT LIST.

## Rezoning Petition 2011-055

### Site Plan, 1st Revision

### August 4, 2011

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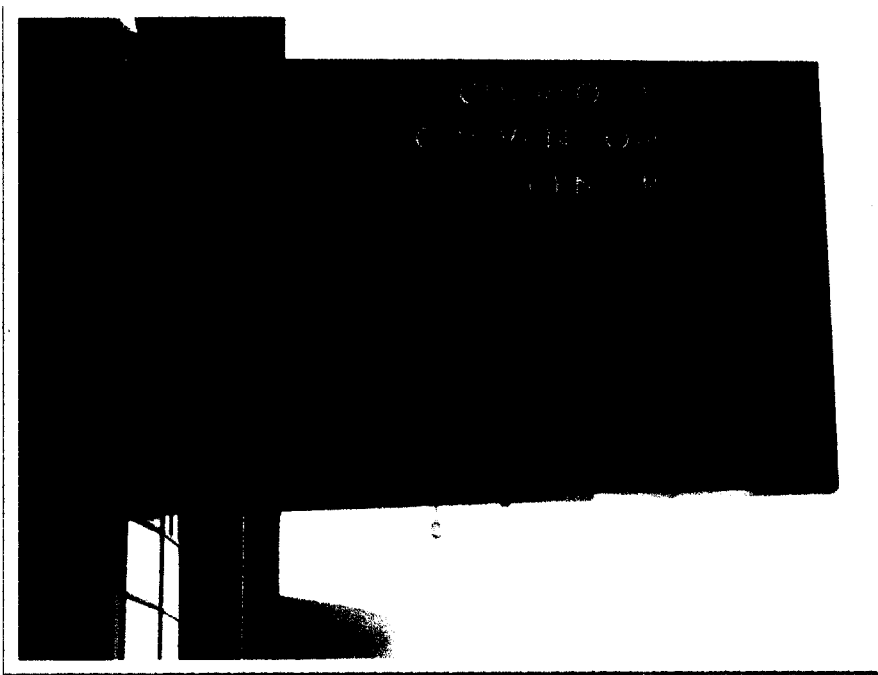
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**EXISTING CONVENTION CENTER SIGN**



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OCT 17 2011

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.