

4/20/2022

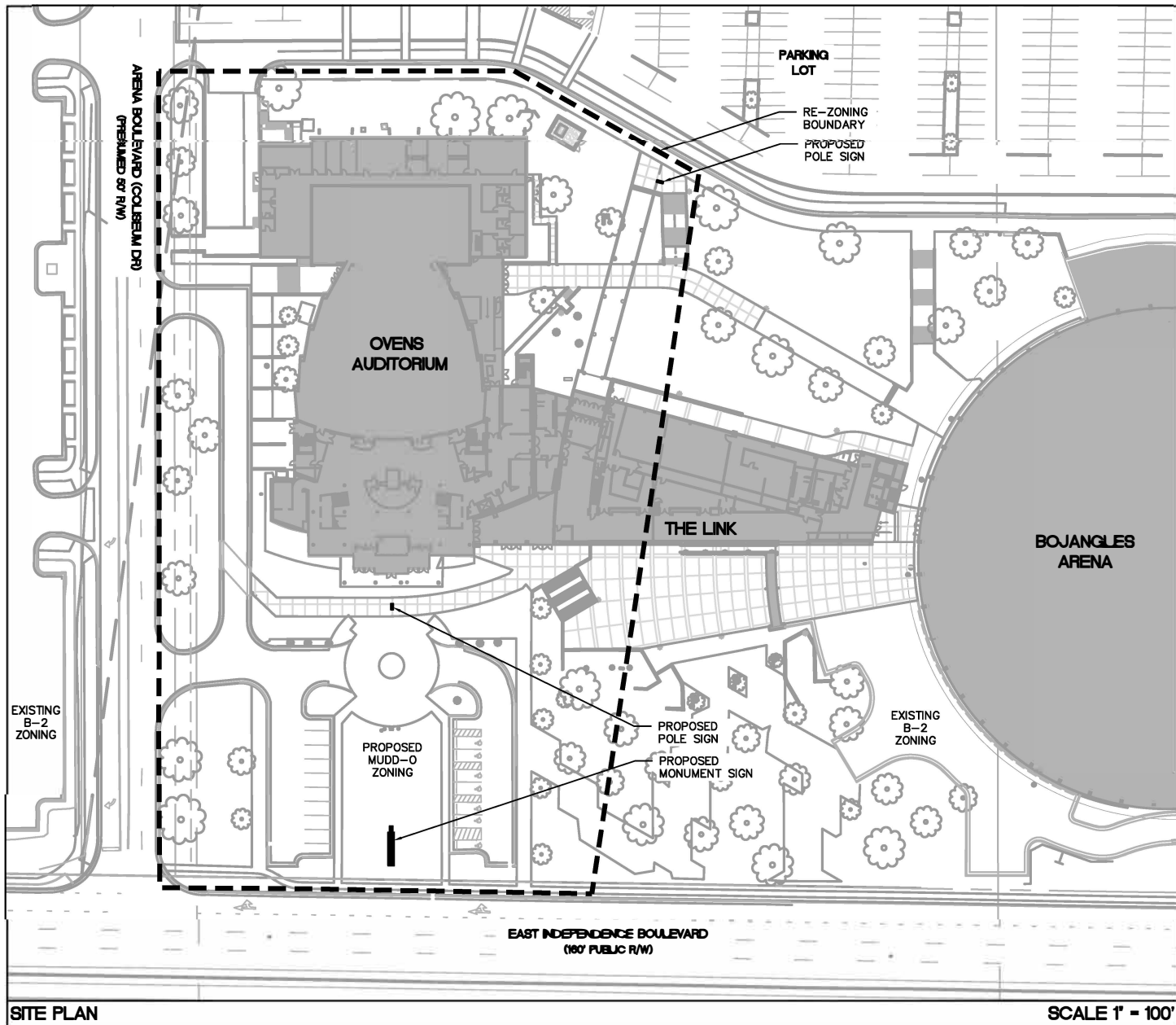
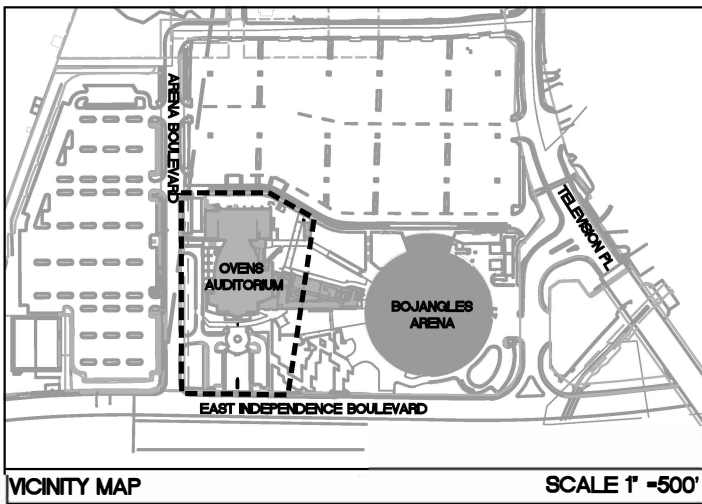
BoPlex Monument Signage - ReZoning Submittal
2700 E. Independence Blvd.

REZONING APPLICATION

PROJECT NAME: BOPLEX MONUMENT SIGNAGE - REZONING SUBMITTAL
 PLANS PREPARED BY: ODELL
 212 S. TRYON STREET, SUITE 980
 CHARLOTTE, NC 28281
 704-414-1520
 PHONE#:
 CURRENT ZONING: B-2
 PROPOSED ZONING: MUDD-0
 CURRENT USE: CULTURAL ACTIVITIES
 PROPOSED USE: CULTURAL ACTIVITIES
 JURISDICTION: CITY OF CHARLOTTE
 TAX PARCEL ID: 15902801
 REZONING AREA: 3.70 AC

DESCRIPTION OF REQUEST:

PETITIONER REQUESTS TO ADD SIGNAGE ON-SITE THAT EXCEEDS THE REQUIREMENTS OF CHAPTER 13. EXISTING BUILDING AND SITE CONDITIONS ARE TO REMAIN UNCHANGED. THIS SCOPE OF THIS PETITION IS LIMITED TO ADDING SIGNAGE AS INDICATED ONLY.



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SIGNAGE REGULATION ANALYSIS

A general analysis of the applicable signage requirements follows:

Charlotte Municipal City code Chapter 13 covers signs and allows in a B-2 zoned area:

1. Allows for a maximum of 42 SF of sign face that is either a monument sign 7' in height or a pole sign 30' in height. An electronic (LED) can make up 50% of the total SF of the sign or 21 SF.
2. Monument Sign: A sign placed on or supported by the ground, independent of a structure on the lot, that has a greater width than height. May be designed with a solid base or with two columns supporting a sign face, where there is no more than 12 inches from the ground to the bottom of the suspended sign face.
3. Pole Sign: A detached sign erected and maintained on a freestanding frame, mast, or pole and not attached to any building.
4. Table 13-5 as follows:

Table 13-5: Electronic Changeable Face Outdoor Advertising Signs (Including Conversions)

Zoning District Permitted	I-1 and I-2 Districts, located within 150' of the right-of-way of Class I Roads; Within B-2 District located within 150' of the right-of-way of Class I Roads for conversions of existing static outdoor advertising signs to electronic changeable face outdoor advertising signs
Location	Cannot locate within the required setbacks and yards
Maximum Sign Face Area	380sf
Maximum Height	The height of any portion of the sign structure, excluding cutouts or embellishments, as measured vertically from the adjacent edge of pavement of the main traveled way shall not exceed 50'
Maximum Number of Sign Faces	1 per side of sign
Sign Support	Freestanding of unipole construction only
Permit Required	A sign permit application shall be submitted in accordance with Section 13.4
Limitations	Moving, rotating, fluttering, blinking, or flashing elements prohibited Animation, video, audio, pyrotechnic components prohibited Bluecasting components prohibited
Message Duration	Advertising messages or information shall remain in a fixed, static position for a minimum of 8 seconds The change sequence shall be accomplished within an interval of 2 seconds or less
Message Type	Off-premise advertising and noncommercial messages
Illumination	The outdoor advertising sign shall have an automatic dimmer (factory set to the illumination intensities set below) and a photo cell sensor to adjust the illumination intensity or brilliance of the sign so that it does not cause glare or impair the vision of motorists, and does not interfere with any driver's operation of a motor vehicle The sign cannot exceed a maximum illumination of 7,500 nits (candelas per square meter) during daylight hours and a maximum illumination of 500 nits between dusk to dawn as measured from the sign's face at maximum brightness Any external illumination devices shall be effectively shielded so as to prevent beams or rays of light from being directed at any portion of a street or highway, or any residential use
Spacing of Sign to Residential Districts	There shall be a minimum spacing of 400' between the electronic changeable face outdoor advertising sign and residential districts The distance shall be calculated as the shortest measurable distance between the nearest point of the sign to the edge of residential district

MUDD - Optional for BoPlex.

Optional Provisions:

Due to the unique site, location and age of this property, the Petitioner, through the MUDD-Optional (MUDD-O) process, seeks modification from the precise application requirements of the MUDD Ordinance to as it applies to the proposed signage, existing building facade, existing site layout as noted below:

1. The petitioner requests a modification from the MUDD signage provision (Chapter 13) to enhance the signage in order to allow:
 - a. One (1) monument sign in the general location indicated on the Rezoning Plan.
 - i. The sign shall have a total area of 450 SF per side and may be up to 20' in height.
 - ii. The sign will have a 2-sided electronic sign integrated into it measuring 275 sf per side.
 - b. Two (2) pole signs in the general location indicated on the Rezoning Plan.
 - i. Each pole sign shall have a total area of 30 Sf per side and may be up to 10' in height.
 - ii. Each pole sign will have a 2-sided electronic sign integrated into it measuring 29 sf per side.

2. Since the building and site layout are existing, it is the Petitioner's intent to keep the existing building location, existing building facade and the existing site conditions unaltered, except for general safety and maintenance purposes. Therefore, the petitioner requests an Optional Provision for the exemption from the building and site requirements that conflict with the current as-built conditions as they relate to the following standards:

MUDD Urban Design and Development Standards (Section 9.8506.), MUDD Parking and Loading Standards (Section 9.8507), Screening (Section 12.303);

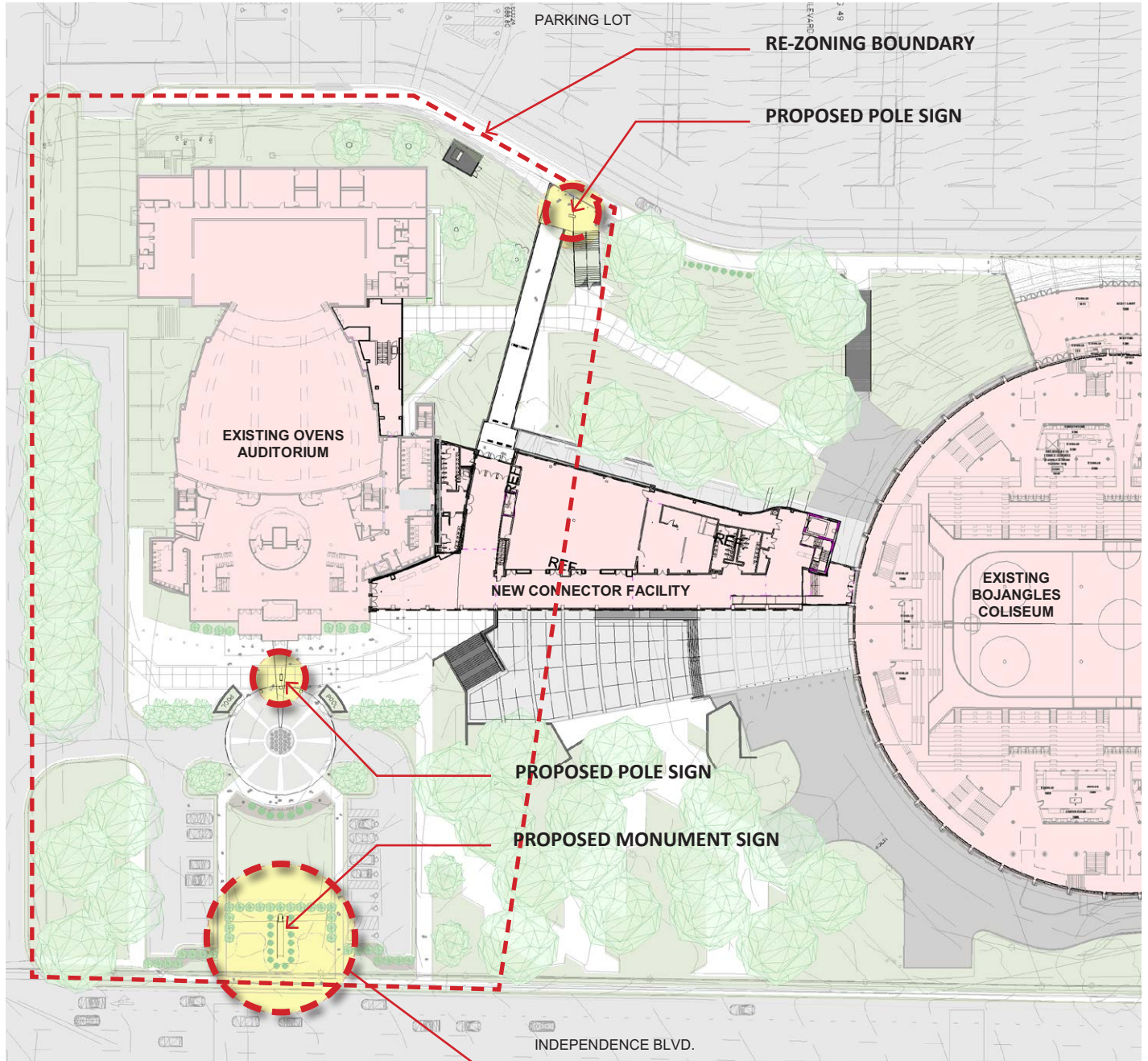
The conditions may include but are not limited to parking between the building and setback, articulation of the building façade, length of blank walls, percentage of required openings in the building facade, recessed entrances, streetscape/sidewalk/ bike parking requirements, and screening of service areas.

Improvements planned for the site:

The optional provisions above are being proposed for the signage elements indicated in this application only. No other buildings or structures are being proposed under this re-zoning petition. See site plan on following page indicating the (1) Monument sign and (2) locations of pole mounted sign locations.

CONDITIONAL NOTES:

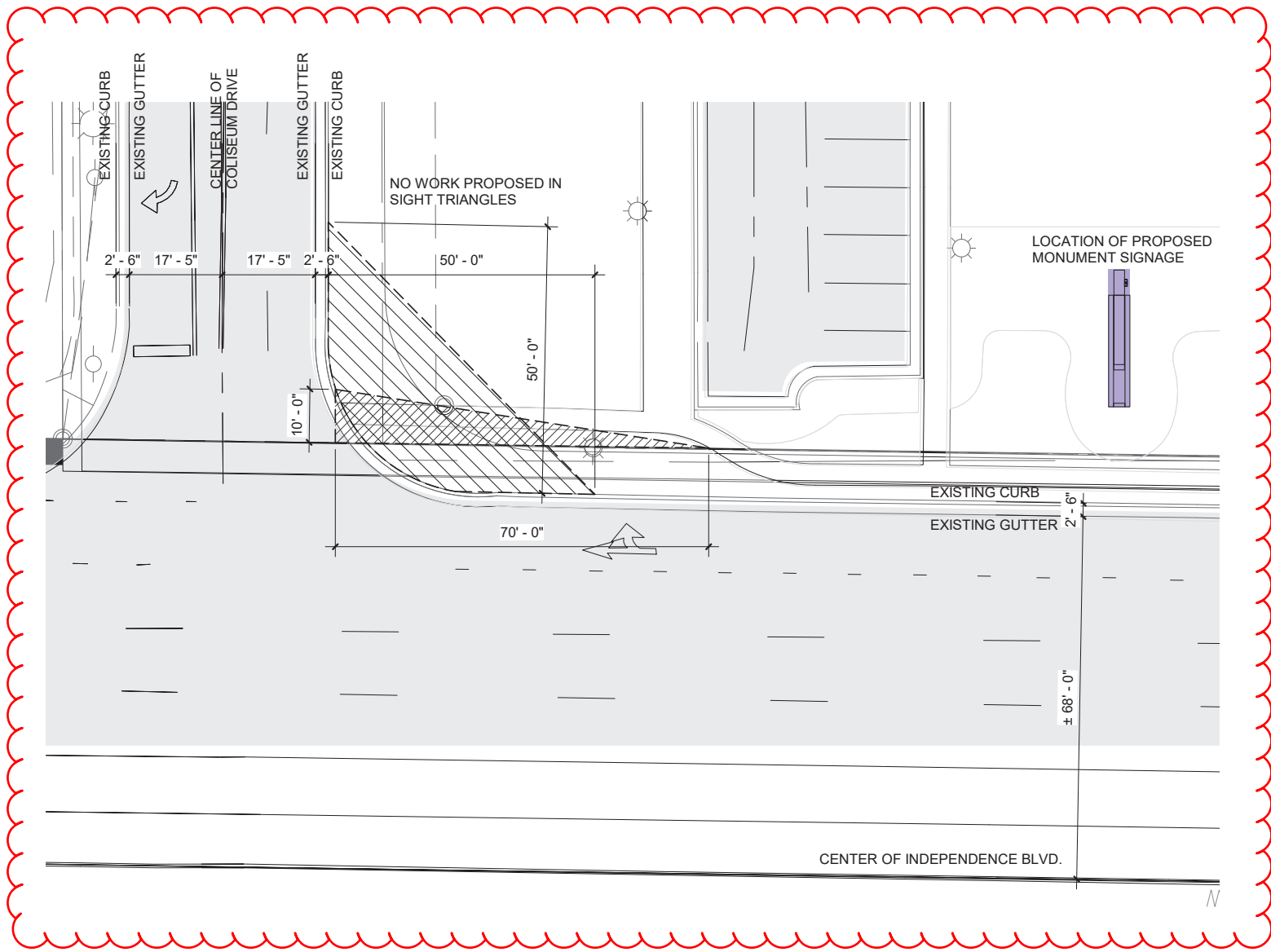
1. Owner commits to obtaining a permit with the NCDOT outdoor Advertising Unit prior to construction.
2. All public roadway improvements will be subject to the standards and criteria of CDOT and NCDOT, as applicable, to the roadway improvements within their respective road system authority. It is understood that such improvements may be undertaken by the Petitioner on its own or in conjunction with other development or roadway projects taking place within the broad central Mecklenburg area, by way of a private/public partnership effort or other public sector project support.
3. The existing sign is to be saved & salvaged to be relocated on site at a location that is evaluated and approved under a separate process with the City of Charlotte zoning staff and other regulatory agencies as required.

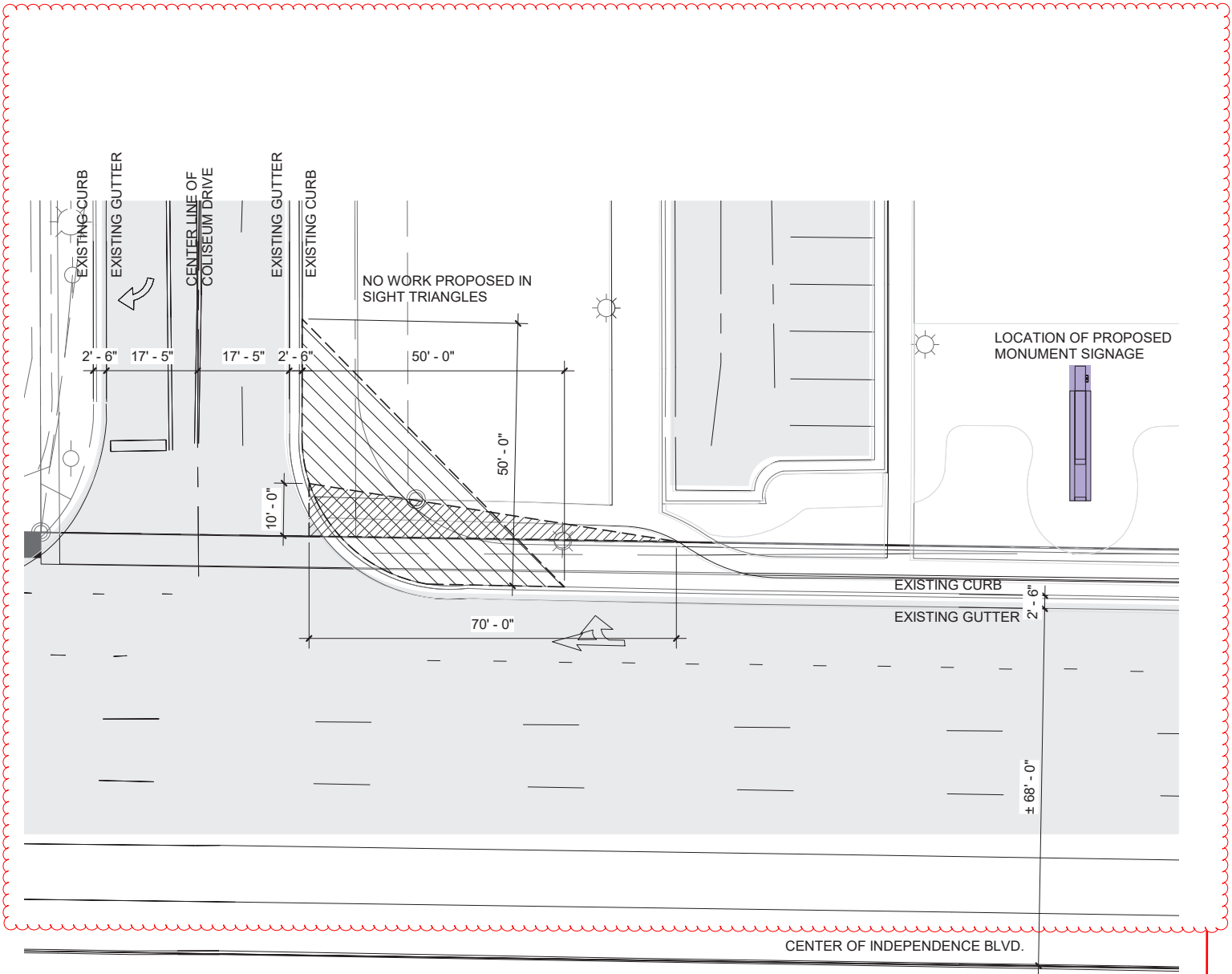


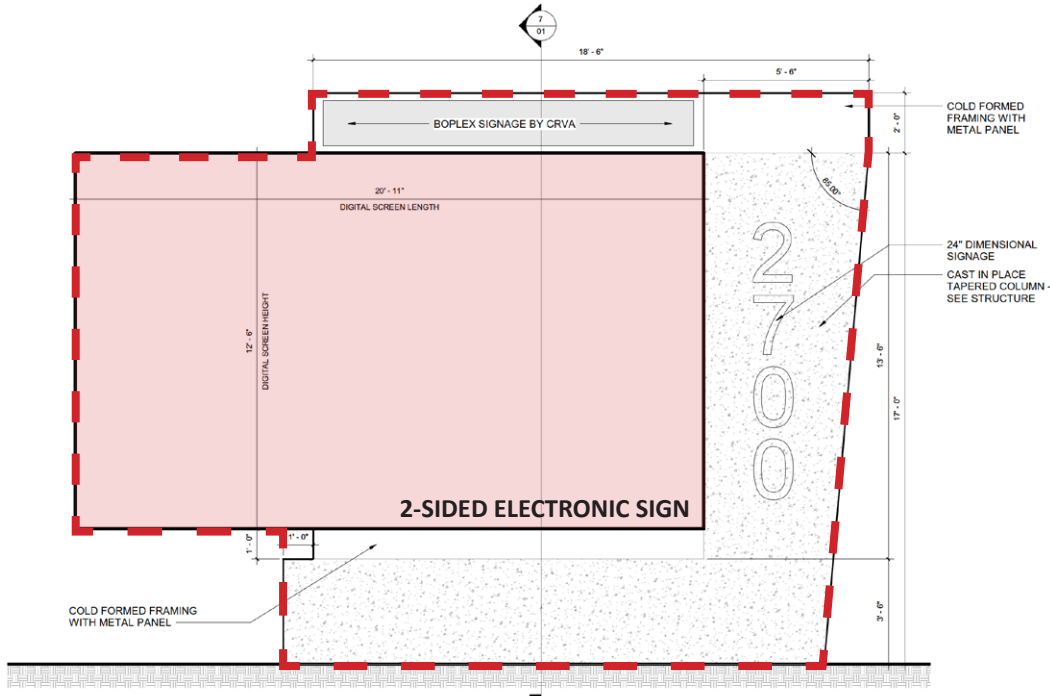
BoPlex SITE PLAN



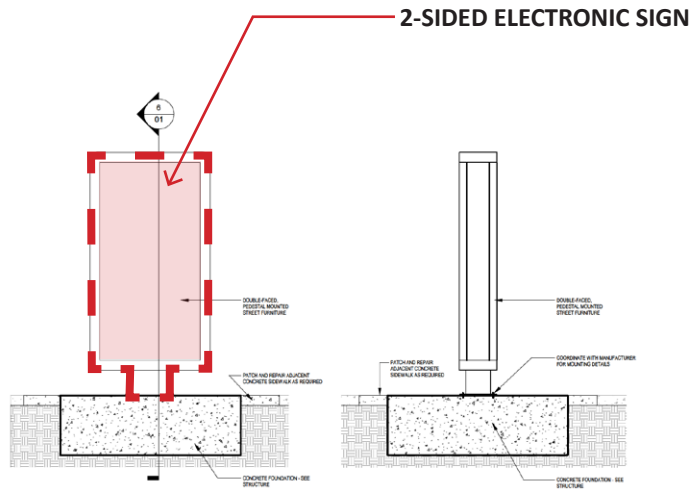
EXISTING MONUMENT SIGN TO BE REPLACED IN THE SAME LOCATION



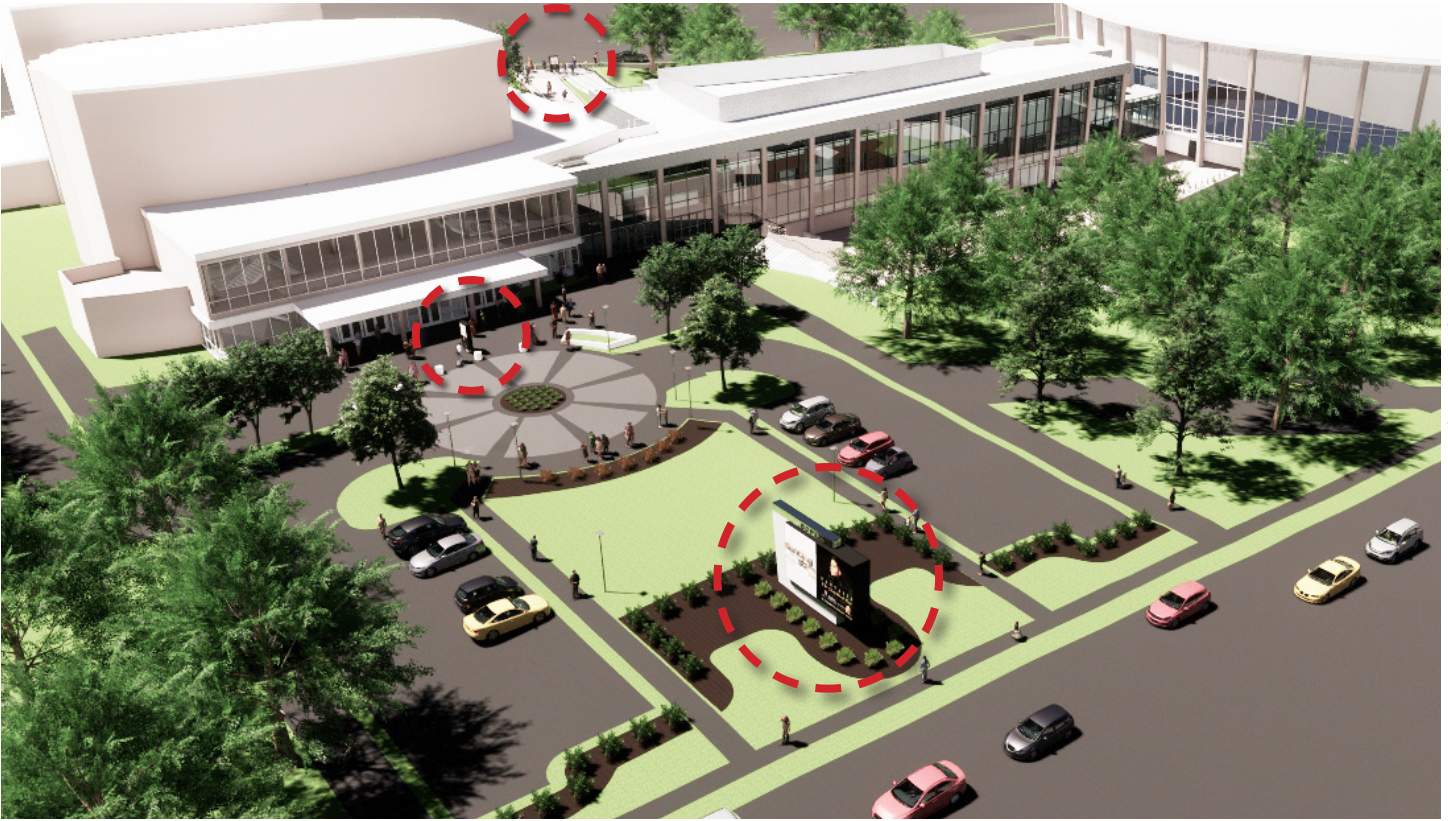




PROPOSED MONUMENT SIGN



PROPOSED POLE MOUNTED SIGN



AERIAL RENDERING OF PROPOSED SIGNAGE

EYE-LEVEL RENDERING OF PROPOSED MONUMENT SIGNAGE





EYE-LEVEL RENDERING OF PROPOSED MONUMENT SIGNAGE

EYE-LEVEL RENDERING OF PROPOSED POLE MOUNTED SIGNAGE

