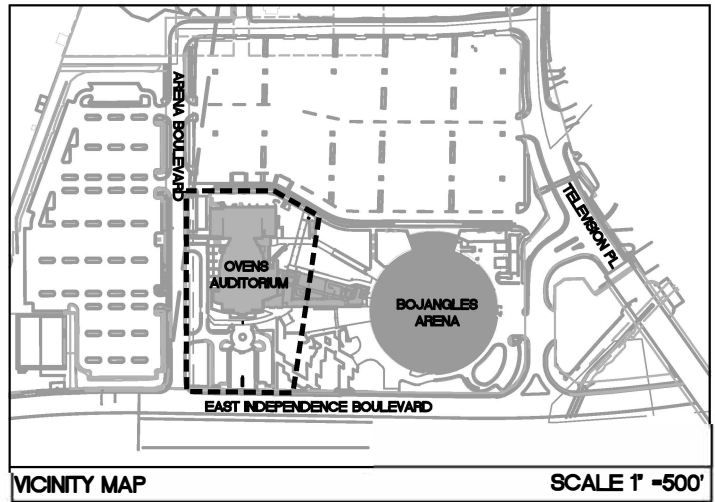


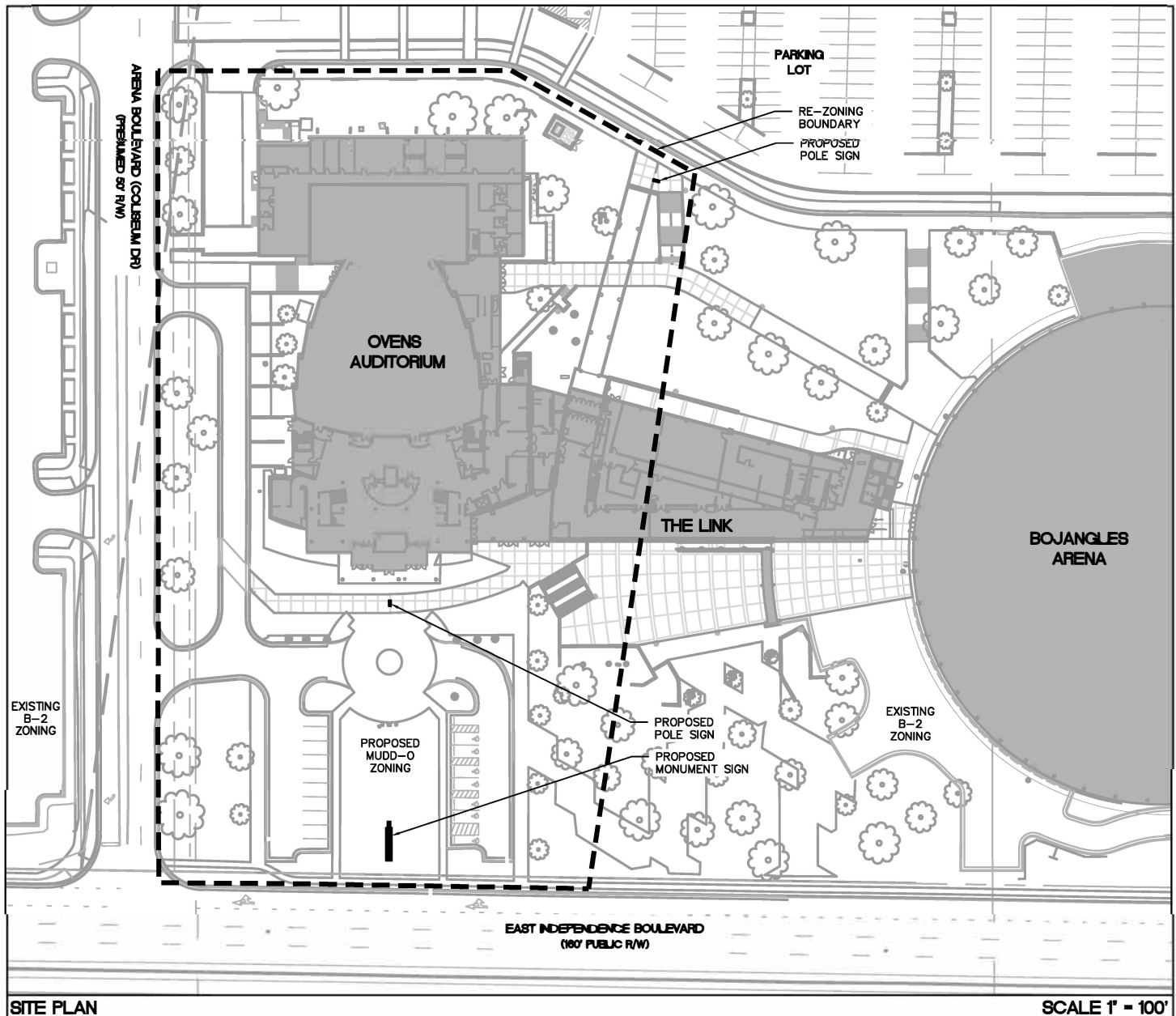
**REZONING APPLICATION**

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.



**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)**

<b>Zoning District Permitted</b>	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
<b>Location</b>	Cannot locate within the required setbacks and yards
<b>Maximum Sign Face Area</b>	380sf
<b>Maximum Height</b>	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'
<b>Maximum Number of Sign Faces</b>	1 per side of sign
<b>Sign Support</b>	Freestanding of unipole construction only
<b>Permit Required</b>	A sign permit application shall be submitted in accordance with Section 13.4
<b>Limitations</b>	Moving, rotating, fluttering, blinking, or flashing elements prohibited  Animation, video, audio, pyrotechnic components prohibited  Bluecasting components prohibited
<b>Message Duration</b>	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
<b>Message Type</b>	Off-premise advertising and noncommercial messages
<b>Illumination</b>	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
<b>Spacing of Sign to Residential Districts</b>	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

13.10

## **B. Electronic Sign**

1. Electronic signs are permitted for non-residential uses within the urban, general commercial, industrial, institutional, and research/office districts. In addition, electronic signs are also permitted for the following:
  - a. The following uses in any district are permitted an electronic sign: cultural facility, educational facility - primary or secondary, educational facility - university or college, government office/facility, park/playground, place of worship.
2. Only one electronic sign per lot is permitted.
3. Electronic outdoor advertising signs are controlled by Section 13.11.
4. Each message or image displayed on an electronic sign shall be static for a minimum of eight seconds. Electronic signs shall display static text messages only, with no animation or effects simulating animation or video. Scrolling, flashing, animation, or movement of the message or any component of the sign is prohibited. Any message change sequence shall be accomplished immediately by changing from one screen to another without transition effect. Such prohibition does not apply to the UMUD District.

Based on the above requirements, the following exceptions are being requested:

### **MUDD - Optional for BoPlex.**

Optional Provisions:

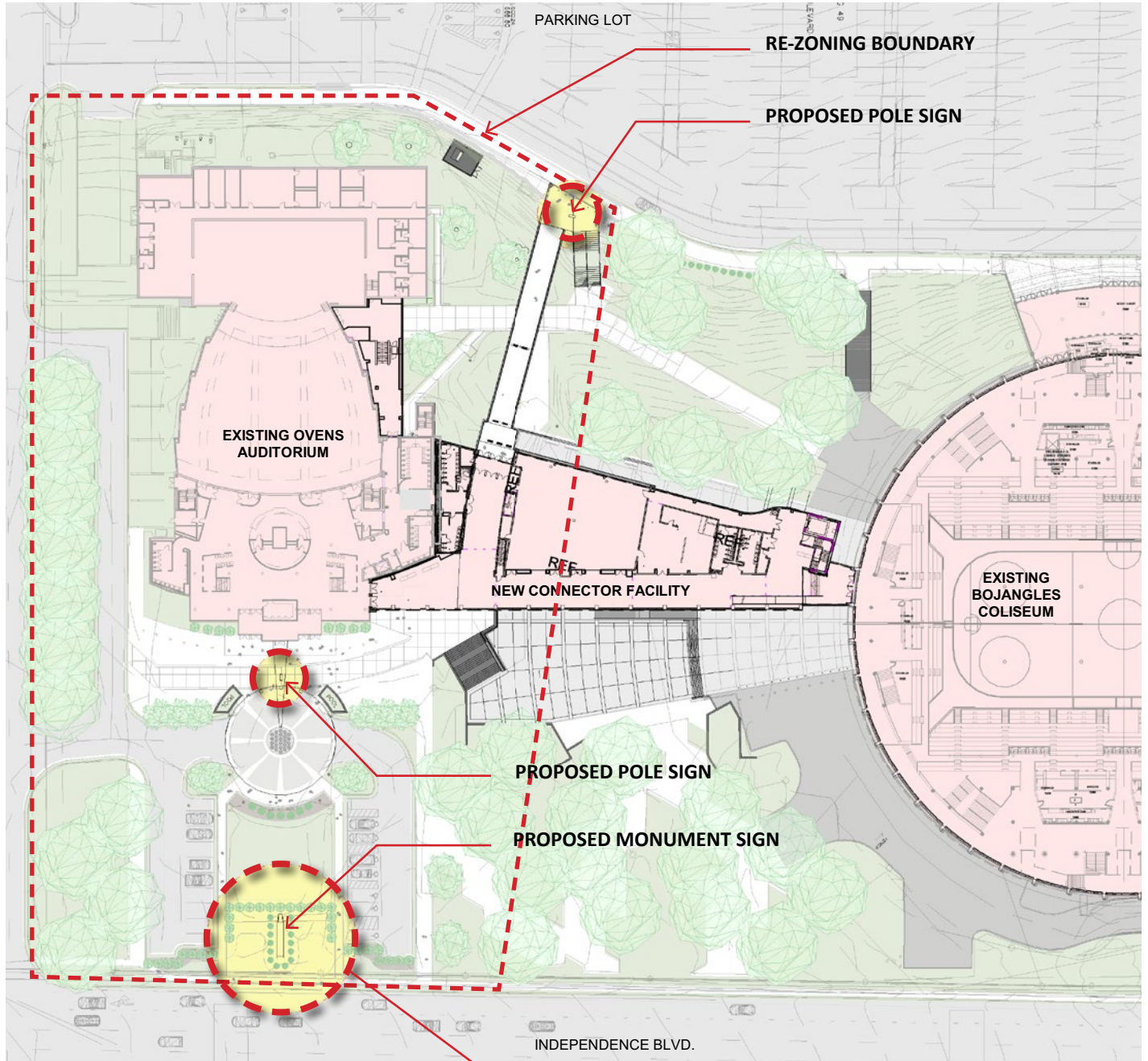
Due to the unique site, location and age of this property, the Petitioner, through the MUDD-Optional (MUDD-O) process, seeks modification from the precise application requirements of the MUDD Ordinance to as it applies to the proposed signage, existing building facade, existing site layout as noted below:

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), and Chapter 21 Trees.

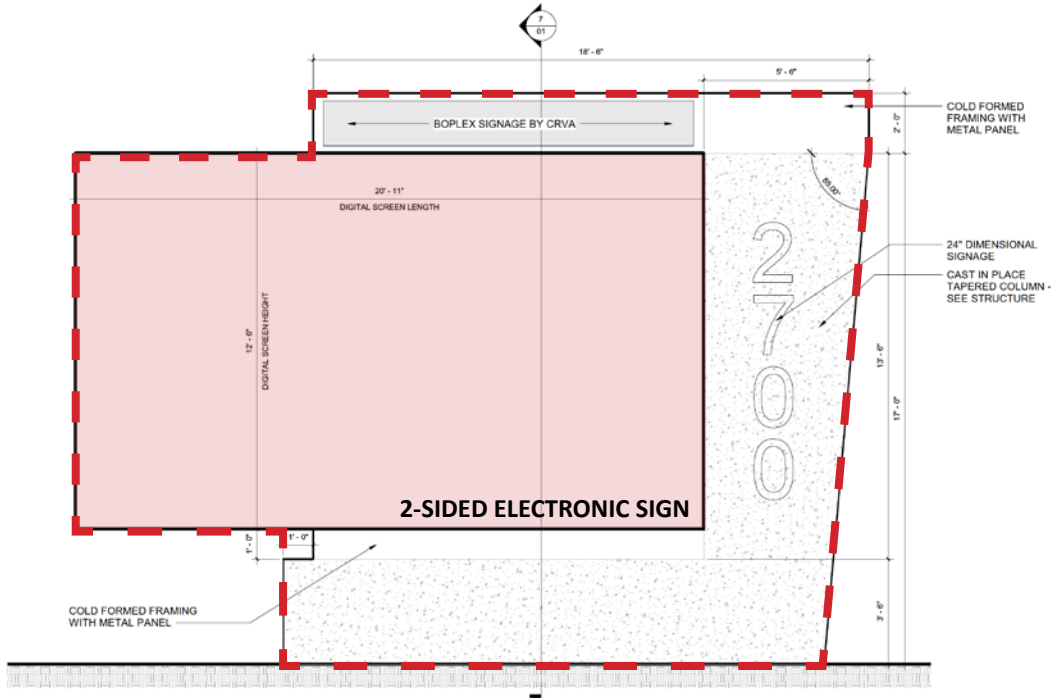
The conditions may include but are not limited to parking between the building and setback, articulation of the building façade, length of blank walls, percentage of required openings in the building facade, recessed entrances, streetscape/sidewalk/ bike parking requirements, screening of service areas,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



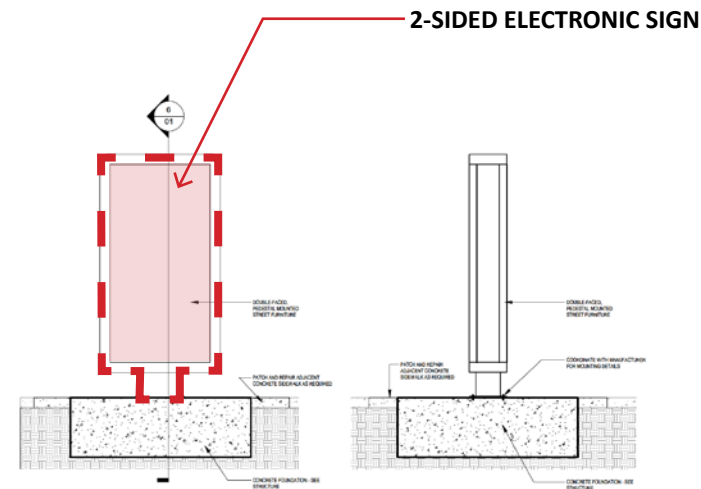
BoPlex SITE PLAN



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

