

DEVELOPMENT STANDARDS

DEVELOPMENT STANDARDS 3.1674 ACRE SITE

DEVELOPMENT STANDARDS

General Provisions

These Development Standards form a part of the Technical Data Sheet associated with the Rezoning Petition filed by Spectrum Properties to accommodate redevelopment of that 3.16 acre site located at the intersection of Trade Street and College Street which includes the former Convention Center and which is more particularly described on the Technical Data Sheet (the "Site").

Development of the Site will be governed by the Technical Data Sheet, these Development Standards and the applicable provisions of the City of Charlotte Zoning Ordinance (the "Ordinance"). Unless the Technical Data Sheet or these Development Standards establish more stringent standards, the regulations established under the Ordinance for the UMUD zoning classification shall govern all development taking place on the Site, subject, however, to the "Optional" provisions provided below.

A. The Site is currently zoned UMUD. This Petition seeks the ability to redevelop and reuse the former Convention Center for the purpose of establishing new restaurant, commercial, retail, office, entertainment, theatre and other similar principal uses together with any accessory uses associated therewith. The redevelopment may occur in phases over an extended time frame.

B. This petition also accommodates redevelopment of the Site with new construction in accordance with any and all of the regulations established under the Ordinance for the UMUD zoning classification. In such an event, the Optional provisions noted below shall not be applicable.

Subject to the maximum building area set forth below, the Site may be devoted to any uses (including any accessory uses) as are permitted in the UMUD Zoning Classification.

3. Maximum Building Area

The existing building on the Site includes approximately 200,000 square feet of floor area. This building may be renovated and reused and, in addition, may also be expanded to up to approximately 250,000 square feet. Areas devoted to outdoor dining, courtyards and plazas shall also be allowed and will not be included in the calculation of the square footage limitation specified above.

4. Building Materials

Redevelopment of the existing building will utilize primarily stone, brick, stucco, cast stone, finished metal, glass, and/or architectural faced CMU construction materials.

5. UMUD-Optional Provisions

The Petitioner is requesting the following variations from the UMUD minimum standards for design and development as part of this UMUD (Optional) application:

A. <u>Setbacks</u> (Section 9.905) and <u>Linear Park</u> (Section 9.906): The existing building encroaches approximately 2 feet into the 12 foot setback along South College Street in the area near the intersection of South College Street and East Trade Street and approximately 25 feet into the 50 foot linear park along East Trade Street, as generally depicted on the Technical Data Sheet. These encroachments may continue. In addition, new building area may extend into any required setback as long as it is in line with the existing face of the building. However, along East Trade Street, the Petitioner reserves the sight to install raised planters along the face of the building in order to screen the base of the building and to augment the pedestrian's sense of the East Trade Street Linear Park. These planters may project up to six feet beyond the base of the building.

B. Rail Transit Corridor (Section 9.906): The service driveway and loading area may extend below grade approximately 15 feet into the 35 foot from centerline setback along the rail transit corridor, through a permanent encroachment easement as generally depicted on the Technical Data Sheet, subject to the approval of CATS or other appropriate governmental entity. The service driveway may also be gated. In addition, construction activity may extend approximately 20 feet into the setback subject to the approval of CATS or other appropriate governmental entity.

C. <u>Urban Open Space</u> (Section 9.906). The urban open space provisions shall not be applicable to the site. A terrace will extend from College Street and Trade Street to the rail line area. Although the amount of open space provided would exceed the ordinance provisions, it will be more than three feet above the level of the adjoining rights-of-way and therefore not in conformance with the specifications outlined by the Ordinance; D. Street Trees (Section 9.906). The existing planters along East Trade Street may be eliminated. Along East Trade Street, the Petitioner reserves the right to install raised planters along the face of the building in order to sergen the base of the building and to augment the pedestrian's sense of the Prade Street Linear Park These

planters may project up to six feet beyond the base of the building. Along East Trade Street and South College Street, street trees will be placed in tree planters. Other aspects of the streetscape plan, such as tree species and tree spacing, shall remain in effect. E. Signage (Chapter 13): The UMUD signage provisions may be modified to allow a vibrant, exciting signage system that identifies the Site and the tenants within the building as a signature urban retail/entertainment venue and creates a sense of place. All signage associated with the site shall conform to Section 13.108(a) of

the Ordinance with the exception of the following Optional variations: . Allowable signage types include all detached and attached signs permitted under Chapter 13 including and/or in addition to projecting signs and/or roof signs that may extend up to 20 feet above and/or beyond the

2. Permitted signage types include all signs permitted under Chapter 13 including and/or in addition to the

computer programmable L.E.D. systems with full-color, full-matrix display, full color outdoor video display.

decorative signs, fabricated letters, symbols and/or logos,

message centers including ticker tape type moving messages, signs with moveable parts.

movie posters, signs and/or banners. changeable copy signs,

movie type projected images from either direct projection or rear screen projection, digitally printed vinyl wall signs wrapped around a supporting structure, murals/artwork, and

3. Wall signage may cover up to 75 % of a single wall but may not cover more than an average of 50 % of the

4. No additional area limitation shall apply to wall signage and there is no additional maximum area per wall

. Wall signage may be may be transferred to another wall:

Wall signage may be located on any exterior building wall and/or any interior atrium/ gallery wall;

Wall signage may extend up to 20 feet above and/or beyond the parapet or roofline of the building;

Window signage shall not be calculated as a part of the maximum allowable wall signage area noted above;

REVISED 1-21-2004

PROPOSED P/L & ROW REMOVED FROM STREET FRONTAGE FOR CLARITY

10. Signage may extend from the building face and/or up to 20 feet above and/or beyond the parapet or roof. Signage located in the area between grade level and up to 10 feet in height from grade level may extend up to four inches into the 12 foot required setback on South College Street and East Fourth Street and the 25 foot required setback along East Trade Street. There may be any number of projecting signs located over 9 feet in height that conform to the standard UMUD sign provisions outlined in Section 13.108a(2) and the area of those signs shall be included within and calculated as part of the area outlined above in Section 5.E.3. Up to those signs shall be included within and calculated as part of the area outlined above in Section 5.E.3. Up to 10 projecting signs per building wall may be placed on that portion of the building wall located between 10 feet in height and 20 feet in height from grade level. These projecting signs may extend up to 8 feet into the 12 foot required setback on South College Speet and Past Fourth Speet and the 25 foot required setback along East Trade Street and the area of those signs shall not be included in or calculated as part of the area outlined above in Section 5.E.3. Up to 10 projecting signs per building wall may be placed on that portion of the building wall over 20 feet in height from grade level. These projecting signs may extend up to 14 feet into the 12 foot required setback on South College Street and East Fourth Street and the 25 foot required setback along Best Trade Street and the area of those signs shall not be included in or calculated as part of the area outlined above in Section 5.E.3:

11. There shall be no limit on the maximum sign area of individual projecting signs;

12. A projecting sign, wall sign, or combination of both may be located on any building wall;

13. Projecting signage shall not be calculated as a part of the maximum allowable wall signage area noted above except as otherwise provided in Section 5.E.10;

14. Canopies and/or awnings shall not be calculated as a part of the maximum allowable wall signage area

15. Signage placed on canopies and/or awnings shall not be calculated as a part of the maximum allowable

16. Up to five monolithic style monument signs of up to 15 feet in height may be placed within the required setbacks as long as they do not block the sidewalk and are generally in alignment with the street trees as shown on the Schemark Ground Level Plan. These parties of the monument signs between the base and eight feet in height shall not exceed three feet in width. Those portions of the monument signs over eight

feet in height shall not exceed 10 feet in width. Such detached signage will be limited to project identification

signs 17. All signs may be internally or externally lit by any means and at any times;

18. All signs may be temporary or permanent;

19. Signs may be in a fixed location or movable:

20. Artwork, such as but not limited to murals, may be painted directly onto the building facade(s) or digitally printed on an acrylic or vinyl type material and permanently applied to a facade;

21. In no event shall digitally printed vinyl projecting signs be allowed;

22. In no event shall internally illuminated flat panel acrylic face embossed signs with translucent vinyl

23. Any sign upon which the copy relates to upcoming or pending tenant sales events or building space leasing matters is subject to the standard UMUD sign provisions outlined in Section 13.108(a) rather than

24. Although building or site lighting is not considered signage under the Ordinance, these provisions recognize that lighting will be a key design element for the project. Any type of lighting, such as but not limited to accent lighting, tivoli type lighting, neon lights, flashing lights, colored lights, attached lighting, major or minor projecting lighting, light beams of any color and lamppost lighting may be utilized on the Site. Any lighting on the Site shall not be calculated as a part of the maximum allowable wall signage area noted above. In addition, year-round decorative lighting may be attached to trees on the site and/or within abutting rights-of-way subject to any necessary approval from the appropriate governmental entity.

F. Access Configuration: Vehicular access shall be as generally depicted on the Technical Data Sheet and Schematic Parking Level Two Plan. The overall access configuration including but not limited to the width of the service driveway along the abutting rail corridor, the turning radii along the abutting streets and the two existing and one proposed right turns only driveways on East Fourth Street, the two existing full movement driveways on East Trade Street and the one proposed right turns only driveway on East Trade Street shall be as generally depicted on the Technical Data Sheet and Schematic Parking Level Two Plan.

G. In addition to the above UMUD Optional variations, it is the intention of the Petitioner to retain and preserve any and all grandfathering rights under the Ordinance during the various phases of the redevelopmen process with respect ic the structure and other improvements currently in place on the Site which are not required to be removed or renovated to accommodate the particular associated redevelopment phase.

The existing parking structure is being maintained and reused along with several enclosed storage areas being reclaimed for additional parking spaces. These parking spaces are to be treated as existing parking spaces with any and all associated grandfathering status and privileges. Any and all parking areas may be restriped to their current configuration. Bicycle parking spaces shall be provided in the parking structure near the vehicular entrances. The minimum number of bicycle parking spaces shall be equivalent to five percent of the number of automobile parking spaces provided within the parking structure.

Vehicular access to the Site shall be as generally depicted on the Technical Data Sheet with two existing and one proposed right turns only access points along East Fourth Street and two existing full movement and one proposed right turns only access points along East Trade Street.

dequate fire protection in the form of fire hydrants will be provided to the Charlotte Fire Marshal's

9. Amendments to Rezoning Plan

Future amendments to the Technical Data Sheet, the Schematic Plan and these Development Standards may be applied for by the then Owner or Owners of the tract or tracts within the Site involved in accordance with the provisions of Chapter 6 of the Ordinance.

16. Binding Effect of the Rezoning Documents and Definition

A. If this Rezoning Petition is approved, all conditions applicable to development of the Site imposed under this Technical Data Sheet will, unless amended in the manner provided under the Ordinance, be binding upon and inure to the benefit of the Petitioner and the current and subsequent owners of the Site and their respective

B. Throughout these Pevelopment Standards, the terms, "Petitioner" and "owner" or "owners" shall be deemed to include the heirs, devisees, personal representatives, successors in interest and assigns of the Petitioner or the owner or owners of the Site from time to time who may be involved in any future

11. Statement With Respect To The Graphics Which Are Set Forth On Exhibits Accompanying The

A. The intent of the proposed redevelopment concept is to create a variety of architectural experiences. The redevelopment will utilize primarily stone, brick, stucco and/or architectural face block construction materials. The attached perspective and building elevations are intended to describe the conceptual architectural theme proposed for the building. However, it should be noted that the perspective and building elevations are schematic in nature. Accordingly, the architectural concept may be altered or simplified during design development and construction phases. Regardless of any design alterations, redevelopment of the existing building will utilize primarily stone, brick, stucco, cast stone, finished metal, glass, and/or architectural face CMIC construction vialibrials

B. It is currently contemplated that the rooftop will be used for active public space. However, it should be noted that the perspective and building elevations are schematic in nature and the rooftop concept may be altered or simplified during design development and construction phases. In addition, the existing rooftop structure may be preserved.

C. The intent of the proposed redevelopment concept is also to create an exciting signage system that creates a sense of place and identities the Site and the building tenants as a signature urban retail/entertainment venue. The signage graphics which accompany the Technical Data Sheet are intended to describe the conceptual signage system proposed for the Site. However, it should be noted that the signage graphics are schematic in nature and are not to be considered as specific signage plans but rather as preliminary graphic representations of the types and quality of signage proposed. Accordingly, the signage concept may be altered during design

RZ-1 **SPECTRUM PROPERTIES CONTACT: MR. JIM DULIN**

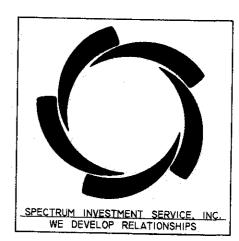


URBAN ENTERTAINMENT/MIXED USE CENTER

ADAPTIVE REUSE OF THE OLD CONVENTION CENTER CHARLOTTE, NC

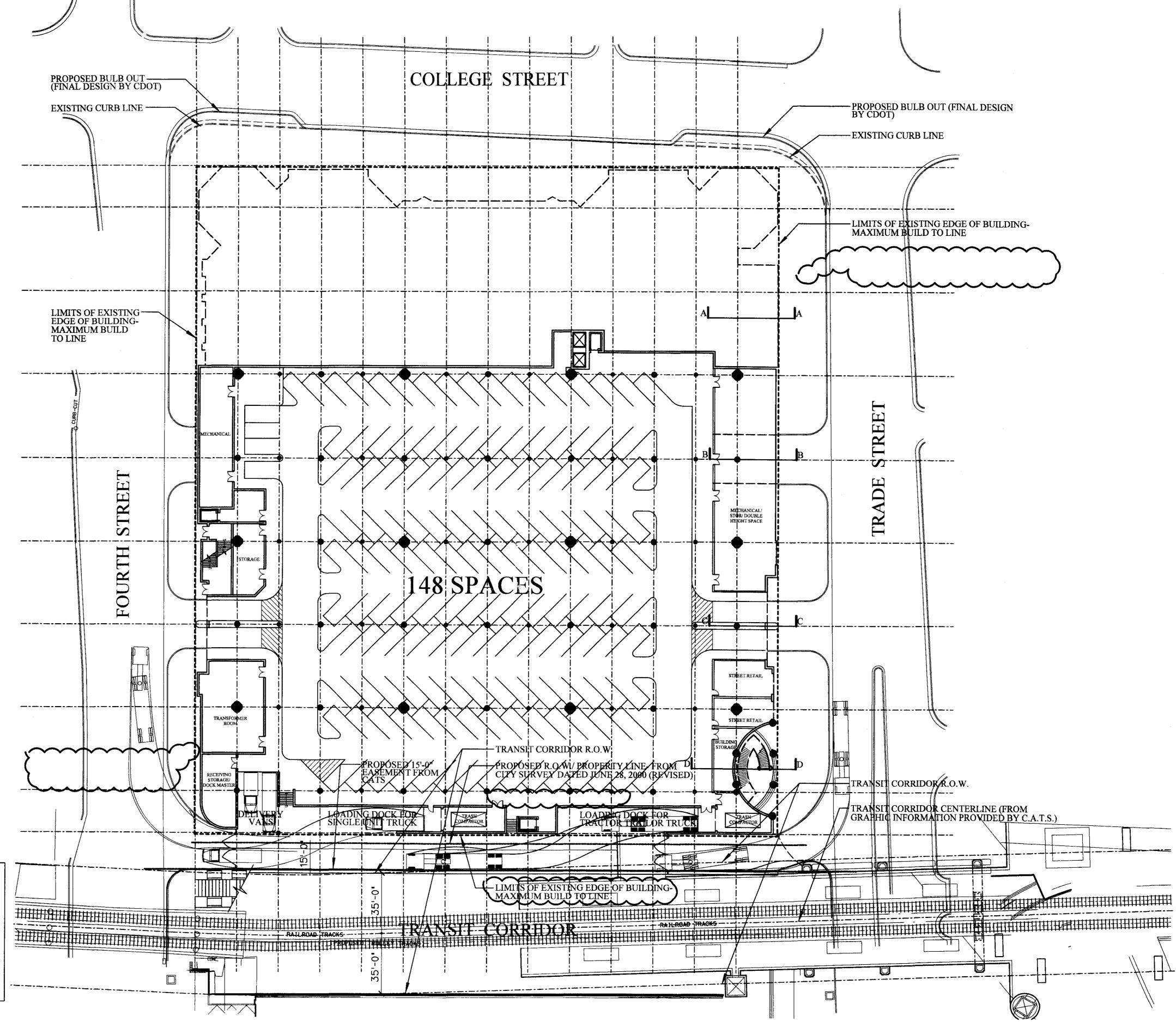
REZONING REQUEST

TECHNICAL DATA SHEET



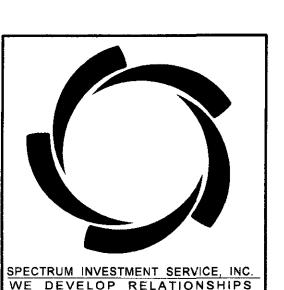


SCALE: 1" = 40'



THESE PLANS ARE SCHEMATIC IN NATURE AND ARE INTENDED TO CONVEY THE ARCHITECTURAL PLANNING CONCEPTS AT THIS TIME. THE SPECIFICS OF THIS PLAN MAY BE MODIFIED AS THE PROJECT PROGRESSES THROUGH THE DESIGN DEVELOPMENT AND CONSTRUCTION DOCUMENTATION PHASES OF THE DESIGN PROCESS HOWEVER, THE GENERAL ARCHITECTURAL CONCEPT WILL REMAIN CONSTANT, AND THE BUILDING FACADES WILL NOT EXTEND BEYOND THE LINE OF THE EXISTING FACE OF THE BUILDING (EXCEPTING STREET LEVEL PLANTERS, TERRACES, BALCONIES, PORTICOS/ ROOFS, ET CETERA.)

RZ-4 (REVISED)





SCHEMATIC PARKING LEVEL TWO

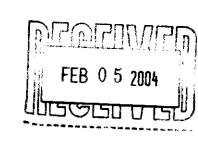
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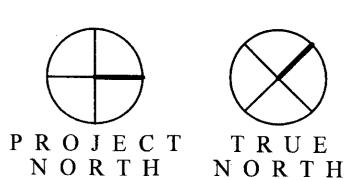
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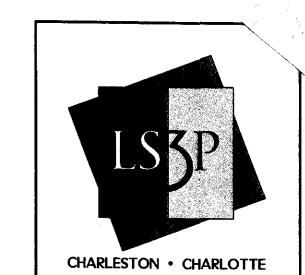
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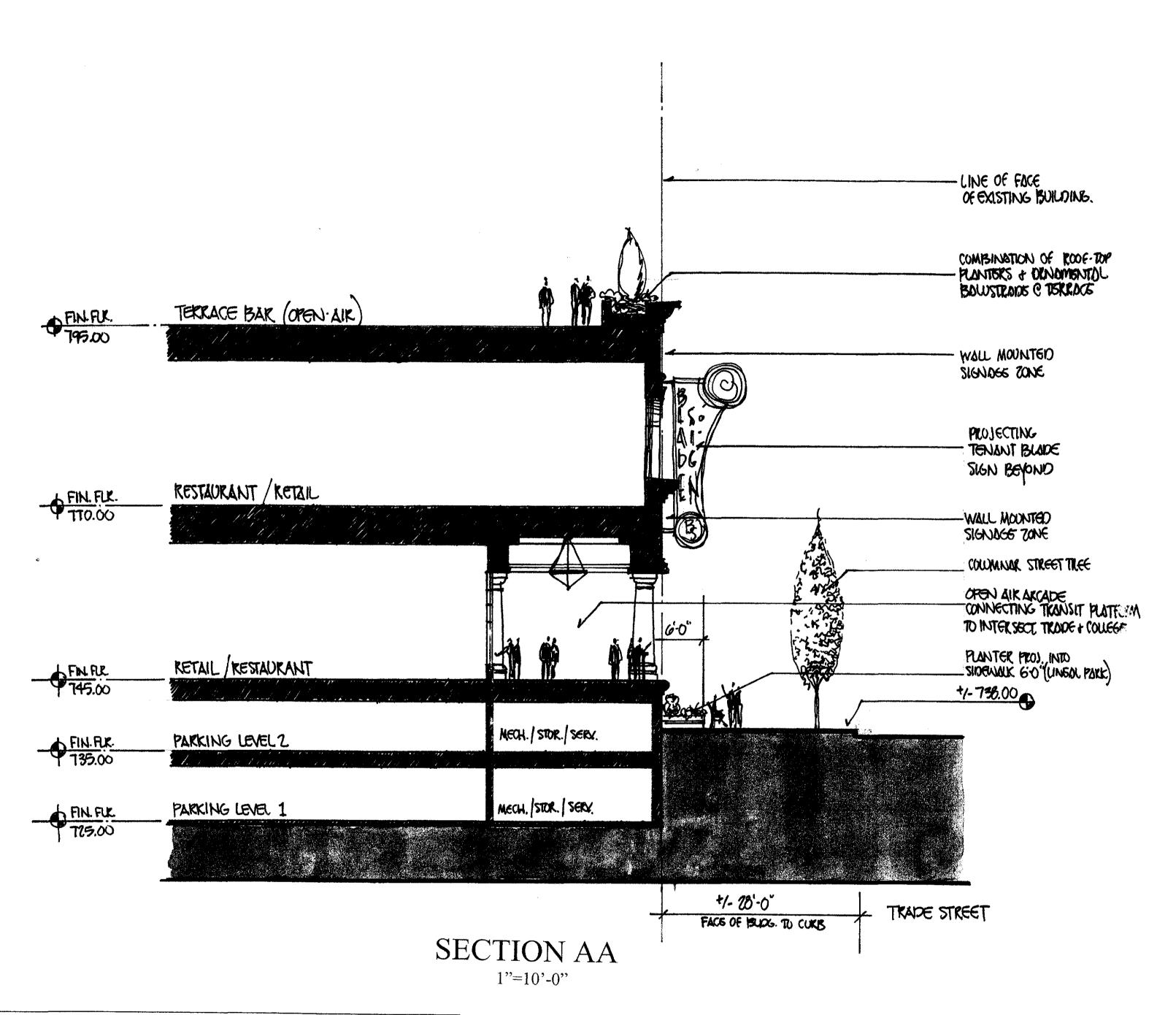
DECEMBER 23, 2003
REVISED - JANUARY 21, 2004

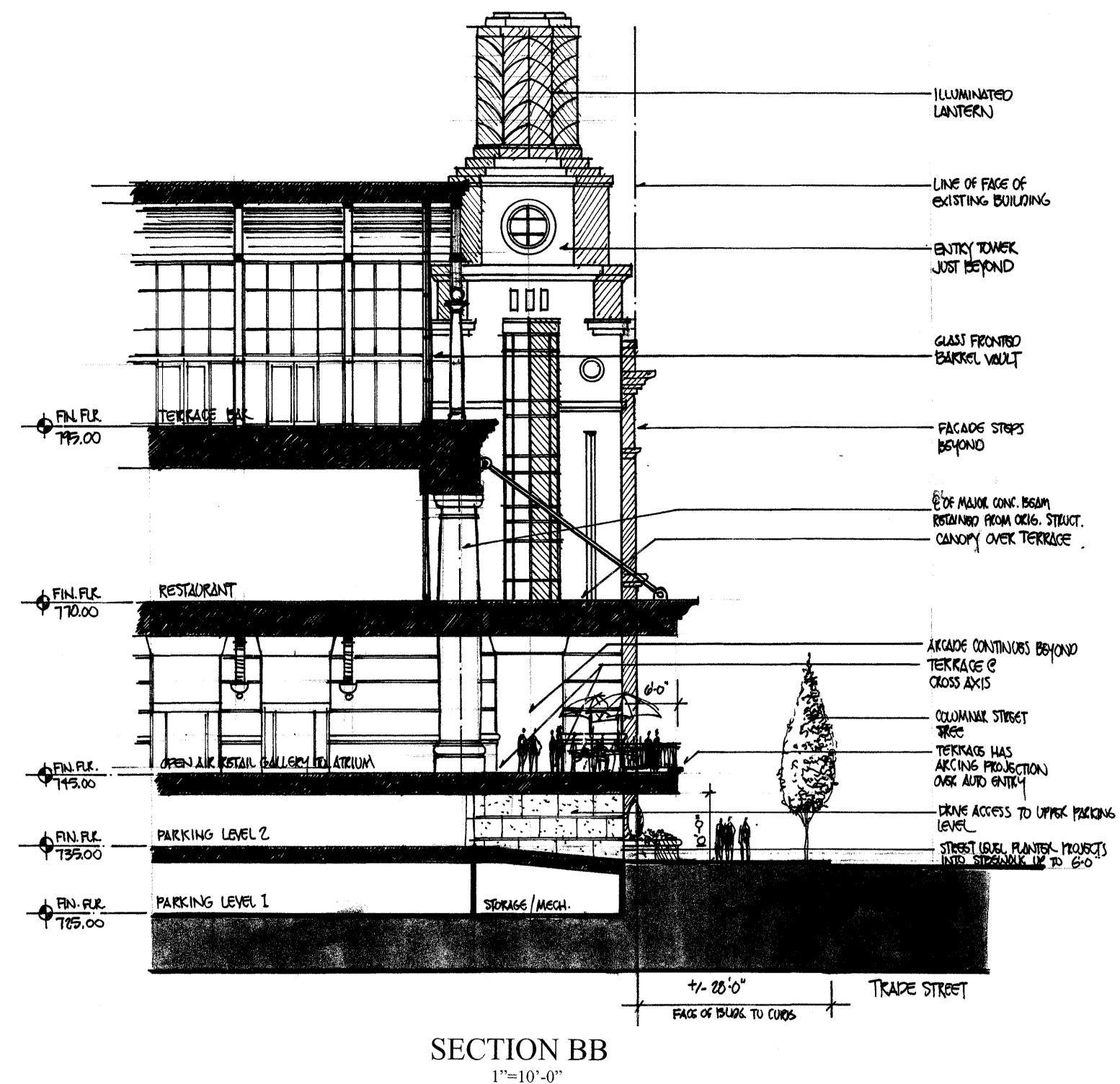
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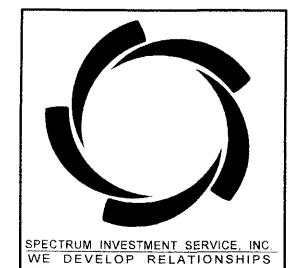






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RZ-14

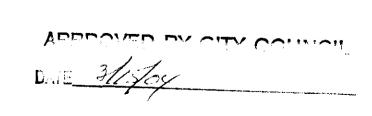


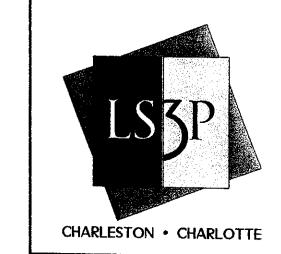


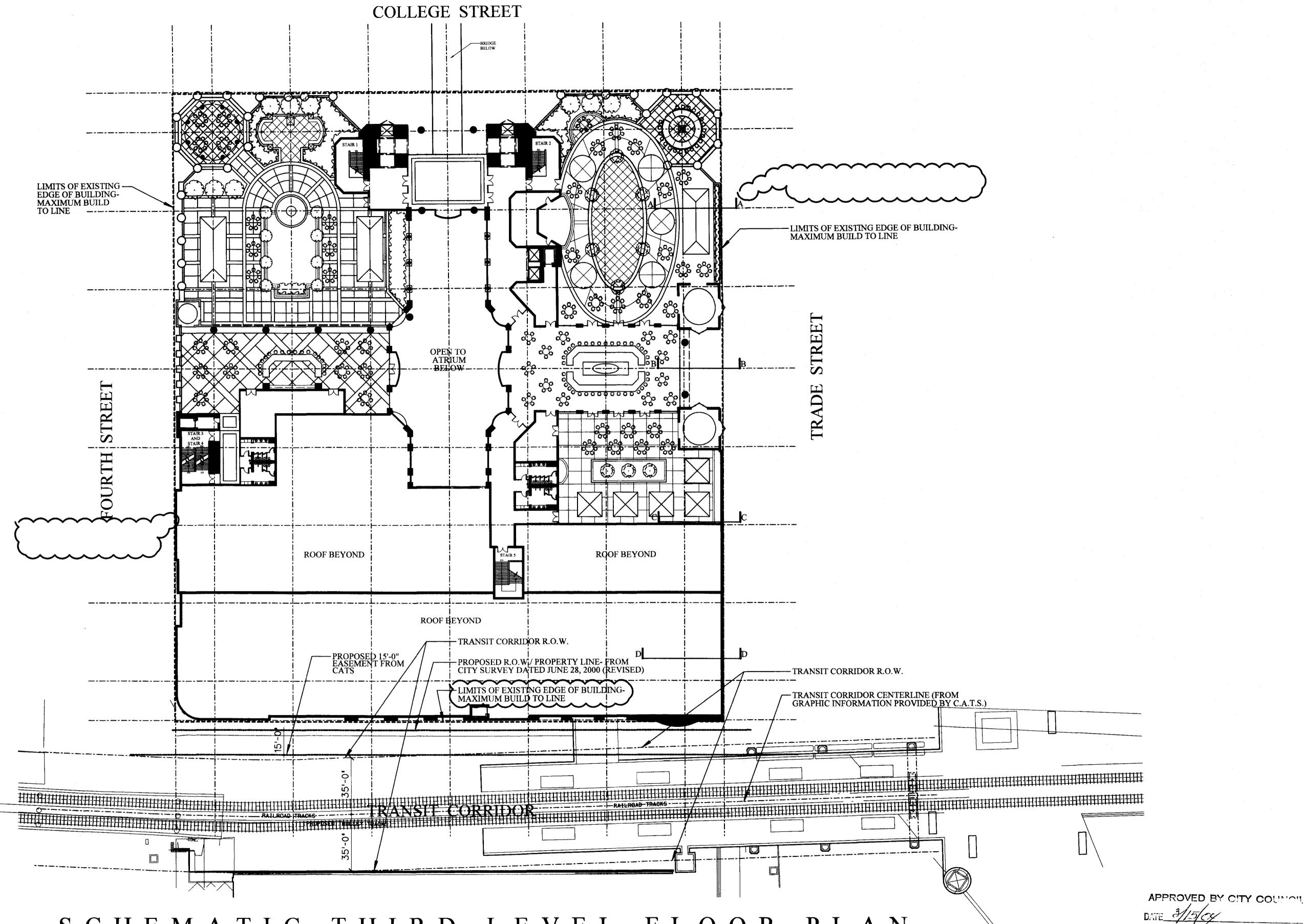
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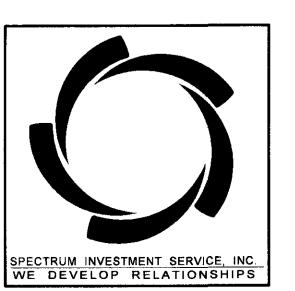






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RZ-8 (REVISED)



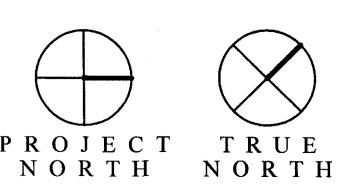


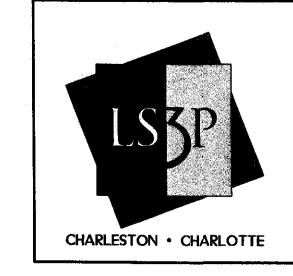
SCHEMATIC THIRD LEVEL FLOOR PLAN

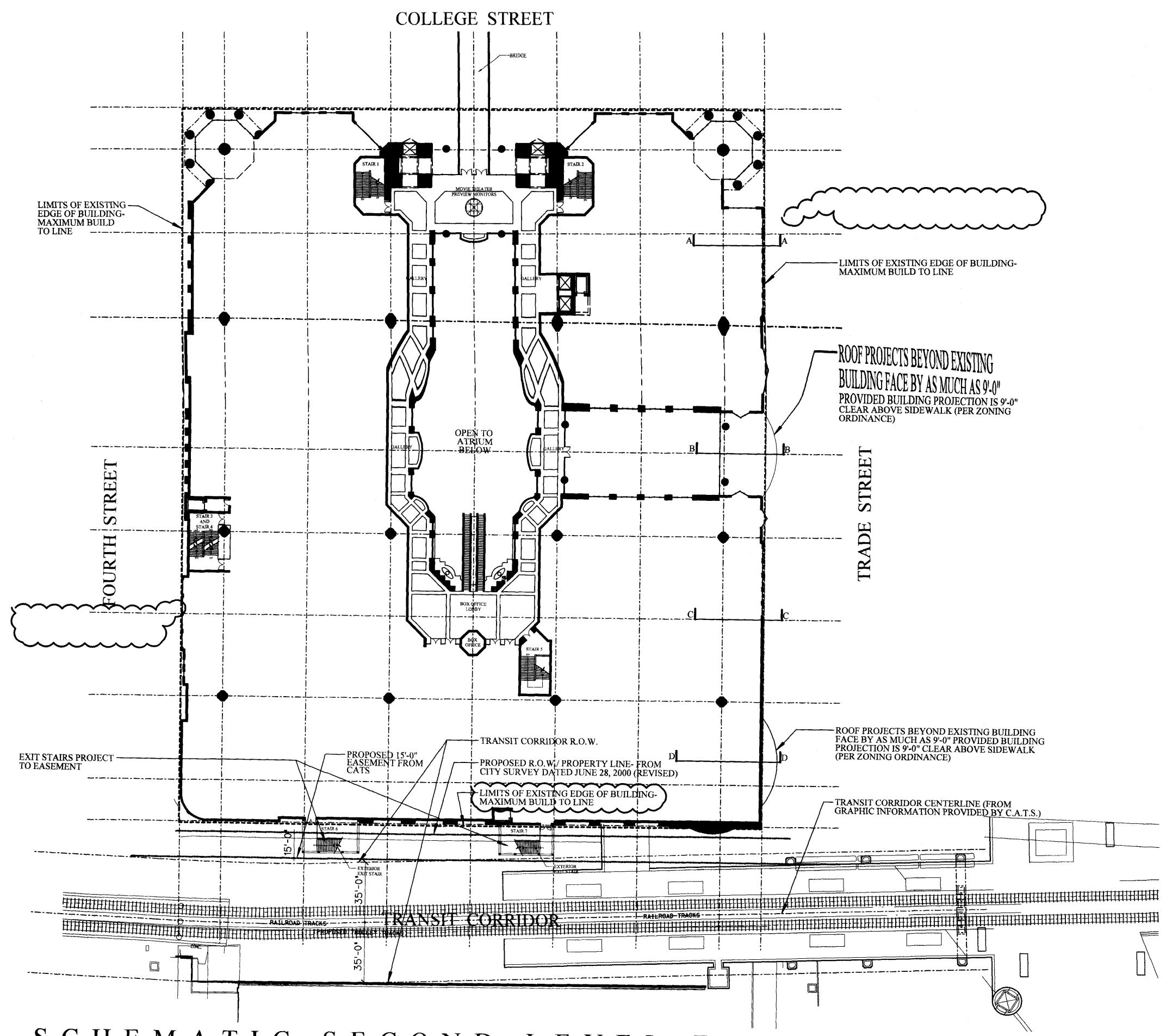
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DECEMBER 23, 2003 REVISED - JANUARY 21, 2004

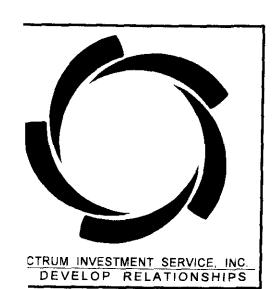






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(REVISED)



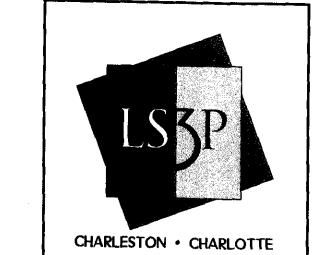


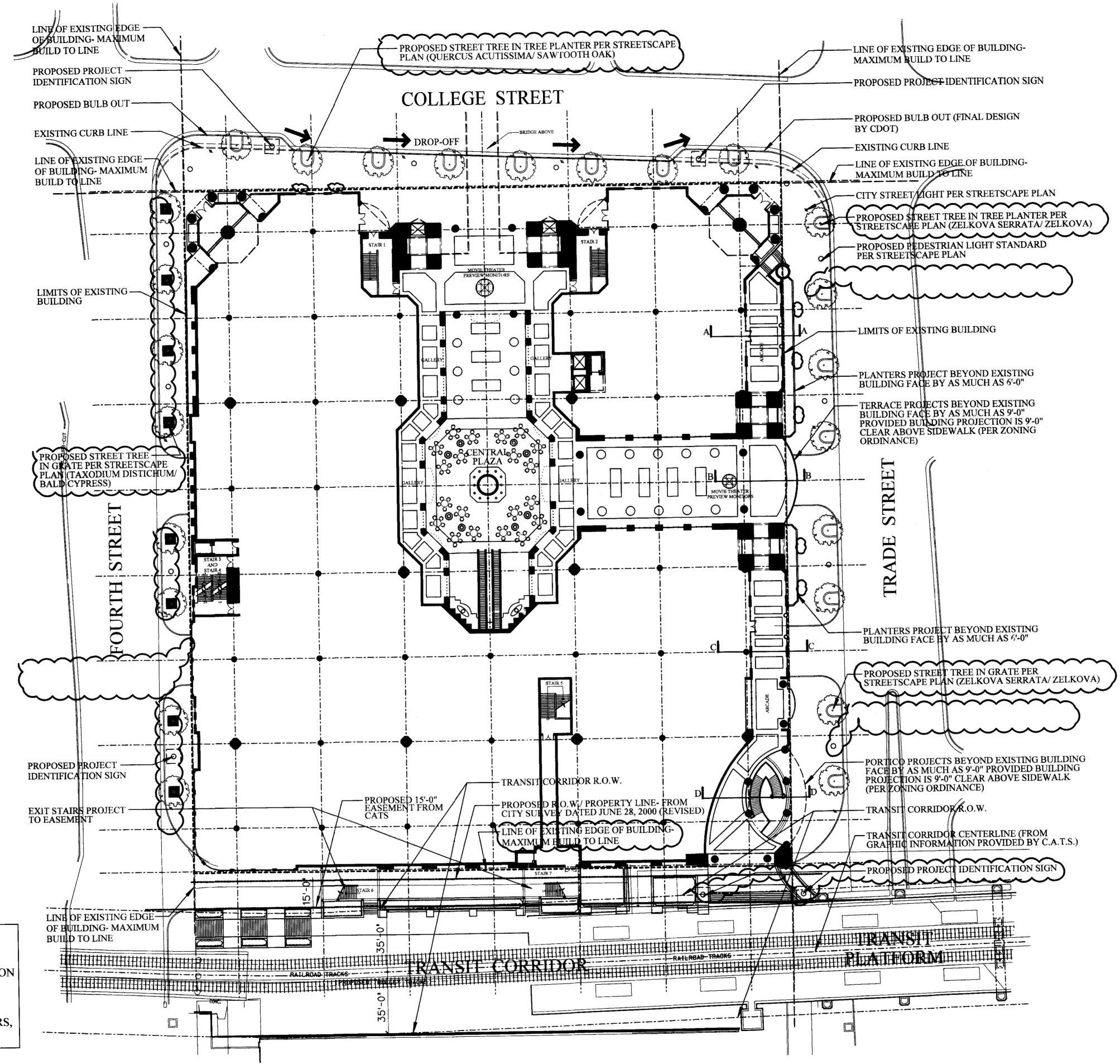
SCHEMATIC SECOND LEVEL FLOOR PLAN

URBAN ENTERTAINMENT/ MIXED-USE CENTER ADAPTIVE REUSE OF THE OLD CONVENTION CENTER CHARLOTTE, NC

DECEMBER 23, 2003 REVISED - JANUARY 21, 2004 NORTH NORTH

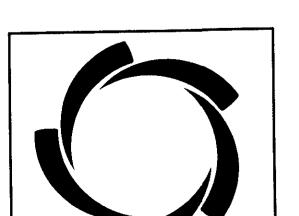






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RZ-6 (REVISED)



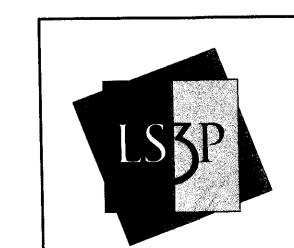


SCHEMATIC GROUND LEVEL FLOOR PLAN
URBAN ENTERTAINMENT/ MIXED-USE CENTER
ADAPTIVE REUSE OF THE OLD CONVENTION CENTER
CHARLOTTE, NC

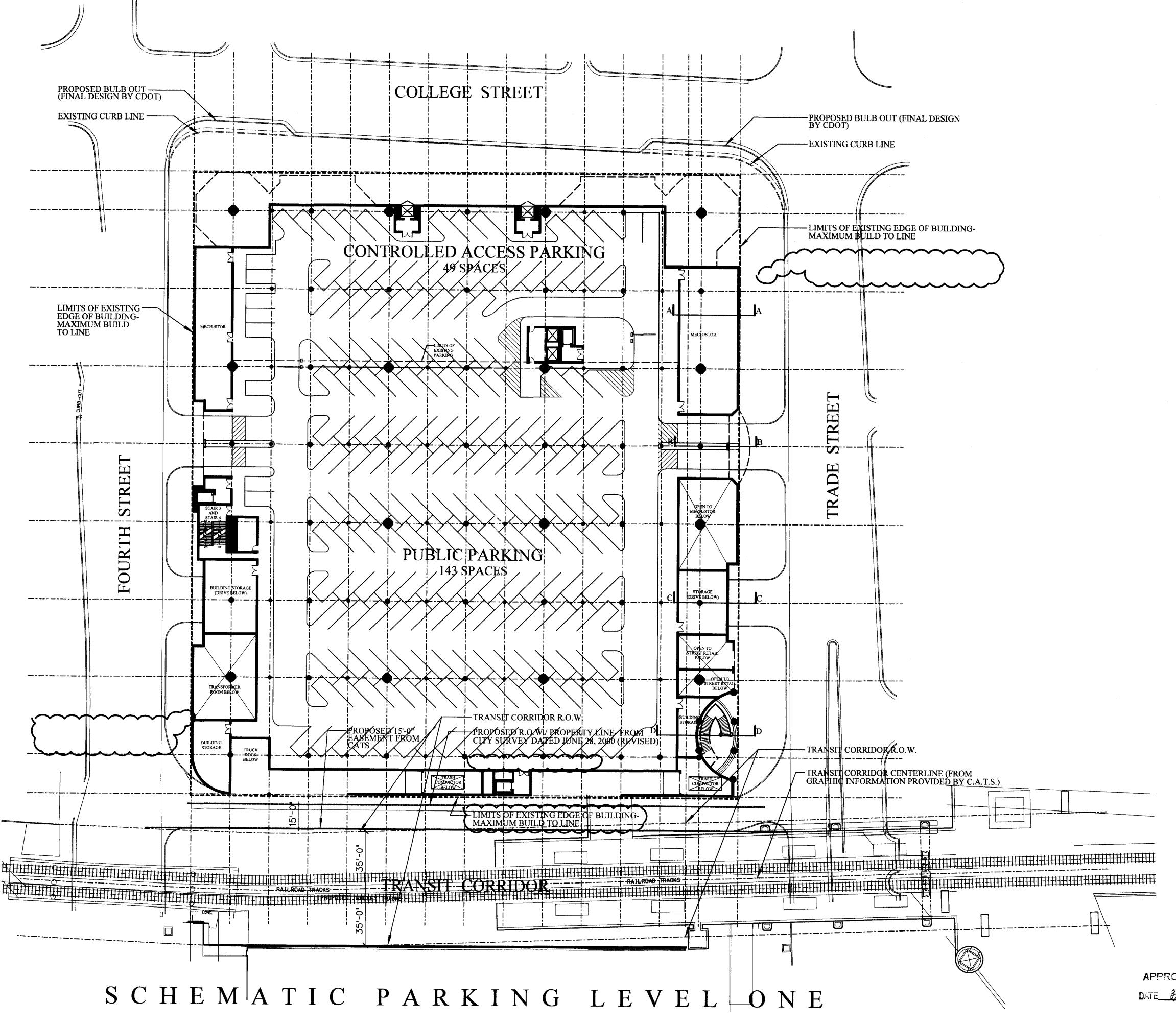
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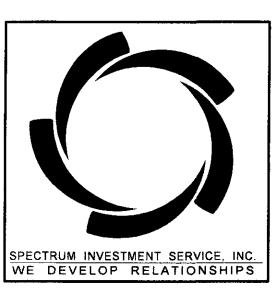


APPROVED BY CITY COUN'O'L



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RZ-5 (REVISED)

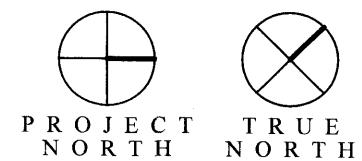


THE GHAZI COMPANY

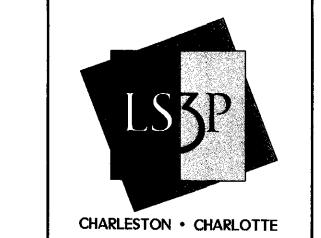
URBAN ENTERTAINMENT/ MIXED-USE CENTER ADAPTIVE REUSE OF THE OLD CONVENTION CENTER

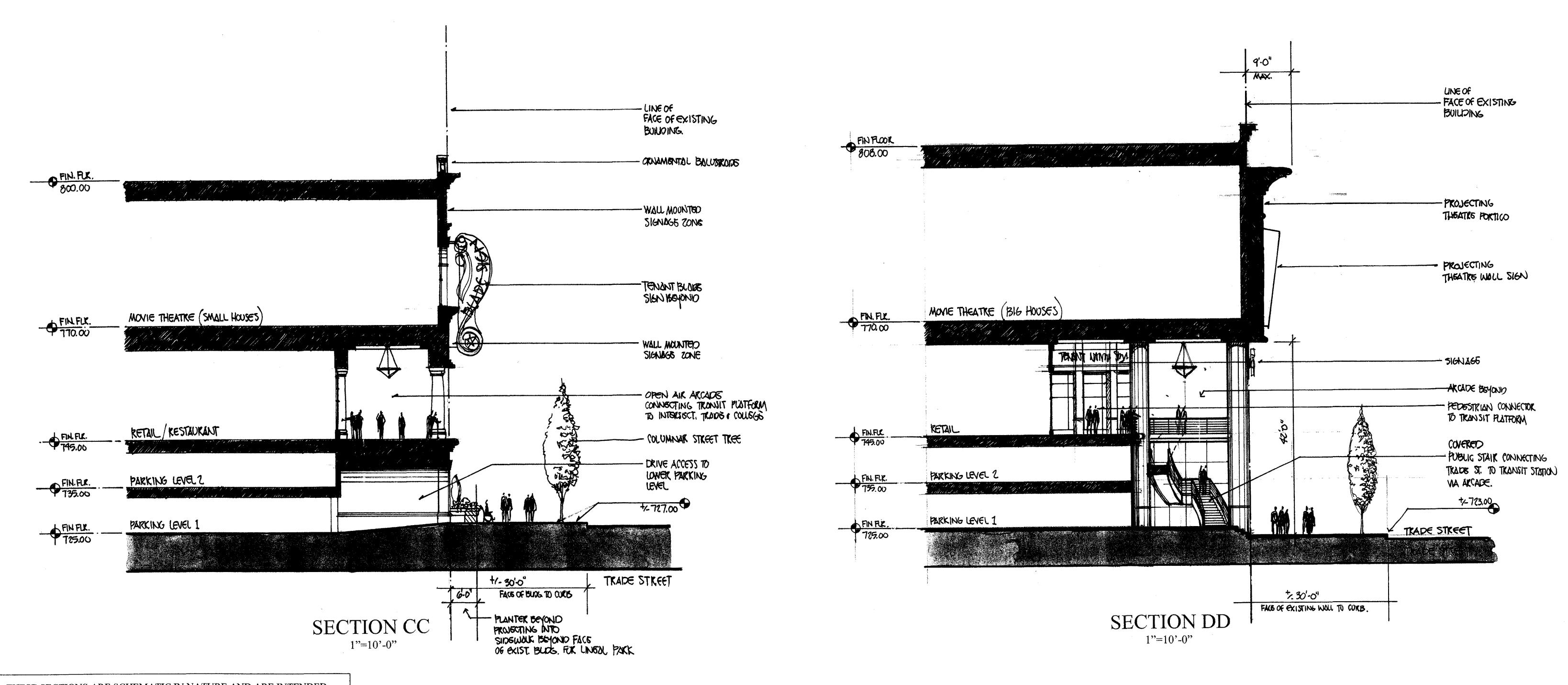
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RZ-15





SCHEMATIC SETIONS THROUGH ARCADE URBAN ENTERTAINMENT/ MIXED-USE CENTER ADAPTIVE REUSE OF THE OLD CONVENTION CENTER CHARLOTTE, NC

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DECEMBER 23, 2003

