

REQUEST	Proposed Zoning: Proposed Zoning: UMUD-O, SPA, uptown mixed use district, optional, site plan amendment
LOCATION	Approximately 1.05 acres located on the south side of the intersection at North Tryon Street and East Fifth Street.
CENTER, CORRIDOR OR WEDGE	Center
SUMMARY OF PETITION	This petition proposes a site plan amendment for the Blumenthal Performing Arts Center to allow additional signage options for facilities and exhibits.
Property Owner	City of Charlotte
Petitioner	City of Charlotte
Agent/Representative	N/A
Community Meeting	Meeting is required and has been held. Report available online.

ZONING COMMITTEE ACTION	<p>The Zoning Committee voted unanimously to recommend APPROVAL of this petition, including the following modifications:</p> <ul style="list-style-type: none"> • The petitioner amended Note 1 to allow a maximum of three banners. Deleted reference to multiple banners. • The petitioner amended Note 5 to allow a maximum of 14 bulletin boards for the sole purpose of posting notices of upcoming events, consisting of 12 existing bulletin boards on the North Tryon Street facade and two proposed bulletin board displays on the College Street façade. The proposed bulletin boards total 65 square feet in area. In addition, provided a reference to an accompanying labeled attachment that specifies the location of the existing bulletin boards. • The petitioner amended Note 6 to specify that window signage is for the sole purpose of posting notice of upcoming events and referenced accompanying attachments that specify the location of window signage along the Fifth Street and College Street facades for which 100 percent coverage is requested.
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VOTE	<table border="0"> <tr> <td>Motion/Second:</td> <td>Griffith/Dodson</td> </tr> <tr> <td>Yeas:</td> <td>Allen, Dodson, Griffith, Randolph and Rosenburgh</td> </tr> <tr> <td>Nays:</td> <td>None</td> </tr> <tr> <td>Absent:</td> <td>Simmons and Walker</td> </tr> <tr> <td>Recused:</td> <td>None</td> </tr> </table>	Motion/Second:	Griffith/Dodson	Yeas:	Allen, Dodson, Griffith, Randolph and Rosenburgh	Nays:	None	Absent:	Simmons and Walker	Recused:	None
Motion/Second:	Griffith/Dodson										
Yeas:	Allen, Dodson, Griffith, Randolph and Rosenburgh										
Nays:	None										
Absent:	Simmons and Walker										
Recused:	None										

ZONING COMMITTEE DISCUSSION Staff reviewed the petition and noted that all site plan issues had been addressed and that the petition is consistent with the *Center City 2010 Vision Plan* and appropriate for approval.

STATEMENT OF CONSISTENCY This petition is found to be consistent with the *Center City 2010 Vision Plan* and to be reasonable and in the public interest, by a unanimous vote of the Zoning Committee (motion by Commissioner Griffith seconded by Commissioner Randolph).

STAFF OPINION Staff agrees with the recommendation of the Zoning Committee.

FINAL STAFF ANALYSIS

(Pre-Hearing Analysis online at www.rezoning.org)

PLANNING STAFF REVIEW**• Proposed Request Details**

The site plan accompanying this petition contains the following provisions:

- All of the originally approved conditions from Petition 1989-014.
- Sign Options:
 1. A maximum of three banners per wall elevation in total.
 2. Banners not to exceed ten percent of the building wall with a maximum of 800 square feet per banner.
 3. Advertisement limited to ten percent of the banner total area or a maximum of 30 square feet, whichever is less.
 4. Attached or detached video screens at a maximum size of 200 square feet per operating unit. Limit of one operating unit per elevation.
 5. Up to 14 exterior bulletin boards for the sole purpose of posting notices of upcoming events.
 6. Up to 100 percent window coverage that may be in the form of video or LED screens, along the Fifth Street and College Street facades. For all other window signage, up to one-half (50 percent) of windowpanes may be fully covered.
 7. Wall signage not to exceed 500 square feet per elevation, excluding bulletin boards.
 8. A detached electronic sign located at the corner of North Tryon Street and East Fifth Street at a maximum height of no more than 16 feet.

• Public Plans and Policies

- The *Center City 2010 Vision Plan* (2000) envisions the Uptown as having a variety of living, entertainment, and cultural activities.
- This petition is consistent with the *Center City 2010 Vision Plan*.

• STAFF RECOMMENDATION (Updated)

- Staff agrees with the recommendation of the Zoning Committee.
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PUBLIC INFRASTRUCTURE UPDATES (see full department reports online)

- **CDOT:** No issues.
 - **Charlotte Fire Department:** No issues.
 - **CATS:** No issues.
 - **Connectivity:** No issues.
 - **Neighborhood and Business Services:** No issues.
 - **Schools:** CMS does not comment on non-residential rezoning petitions.
 - **Park and Recreation:** No comments received.
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ENVIRONMENTALLY SENSITIVE SITE DESIGN (see full department reports online)

- **Storm Water:** No issues.
- **LUESA:** No issues.
- **Site Design:** The following explains how the petition addresses the environmentally sensitive site design guidance in the *General Development Policies*.
- The site meets minimum ordinance standards.

OUTSTANDING ISSUES

- None.
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Attachments Online at www.rezoning.org

- Application Form
- CATS Review
- CDOT Review
- Charlotte Fire Department Review
- CMS Review
- Community Meeting Report
- LUESA Review
- Neighborhood and Business Services Review
- Pre-Hearing Staff Analysis
- Site Plan
- Storm Water Review

Planner: Sonja Sanders (704) 336-8327