

<b>REQUEST</b>	Proposed Zoning: UMUD-O, SPA, uptown mixed use district, optional, site plan amendment
<b>LOCATION</b>	Approximately 1.05 acres located on the south side of the intersection at North Tryon Street and East Fifth Street.
<b>CENTER, CORRIDOR OR WEDGE</b>	Center
<b>SUMMARY OF PETITION</b>	This petition proposes a site plan amendment for the Blumenthal Performing Arts Center to allow additional signage options for facilities and exhibits.
<b>STAFF RECOMMENDATION</b>	Staff recommends approval of this petition upon resolution of the outstanding issues. This petition is consistent with the <i>Center City 2010 Vision Plan</i> .
<b>Property Owner</b>	City of Charlotte
<b>Petitioner</b>	City of Charlotte
<b>Agent/Representative</b>	N/A
<b>Community Meeting</b>	Meeting is required and has been held. Report available online.

**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.

- **Existing Zoning and Land Use**

The subject property is developed with the Blumenthal Performing Arts Center. All abutting and adjacent properties are zoned UMUD or UMUD-O and developed with office, retail, institutional or cultural uses.

- **Rezoning History in Area**

Recent rezonings in the area include: Petition 2004-028, which approved a UMUD-O request to redevelop the former convention center for restaurant, retail, office, and entertainment uses. Petition 2005-020 proposed signage options for the Charlotte Arena via a UMUD-O request, and Petition 2007-107 approved a UMUD-O request to allow encroachments into the setback and reduce urban open space requirements.

- **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*.
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**PUBLIC INFRASTRUCTURE** (see full department reports online)

- **Vehicle Trip Generation:** Not applicable.
  - **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.
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**OUTSTANDING ISSUES**

1. Amend Note 1 to delete “multiple banners per establishment”.
  2. Amend Note 5 to limit the maximum number of bulletin boards to the 12 that currently exist or specify the square footage of each bulletin board and provide a maximum square footage allowed.
  3. Amend Note 6 to specify that window signage is for the sole purpose of posting notice of upcoming events.
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**Attachments Online at [www.rezoning.org](http://www.rezoning.org)**

- Application
- CATS Review
- CDOT Review
- Charlotte Fire Department Review
- CMU Review
- Community Meeting Report
- LUESA Review
- Neighborhood and Business Services Review
- Site Plan
- Storm Water Review

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