



REQUEST	Proposed Zoning: Proposed Zoning: UMUD-O, SPA, uptown mixed use district, optional, site plan amendment
LOCATION	Approximately 2.74 acres located on the north corner of the intersection at North Tryon Street and West Sixth Street.
CENTER, CORRIDOR OR WEDGE	Center
SUMMARY OF PETITION	This petition proposes a site plan amendment for Discovery Place to allow additional signage options for facilities and exhibits. The site is located in the Fourth Ward Historic District.
Property Owner Petitioner Agent/Representative	City of Charlotte City of Charlotte 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 added a note that approval for any additional attached signage on the parking deck will be obtained from the Historic District Commission. • The petitioner amended Note 1 to allow a maximum of three banners per wall elevation. Deleted reference to multiple banners per establishment. • The petitioner specified that window signage may be in the form of video or LED screens. • The petitioner amended Note 7 to reference an accompanying attachment that specifies the location of window signage along the Sixth Street and North Tryon Street facades for which 70 percent coverage is requested.
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VOTE	Motion/Second: Dodson/Allen Yeas: Allen, Dodson, Griffith, Randolph and Rosenburgh Nays: None Absent: Simmons and Walker Recused: None
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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 Allen seconded by Commissioner Griffith).

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 1996-074.
- Sign Options:
 1. A maximum of three banners per wall elevation in total.
 2. Banners not to exceed 10 percent of the building wall with a maximum of 800 square feet per banner.
 3. Advertisement limited to 10 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 70 percent window coverage along the Sixth Street façade. For all other window signage, up to one-half (50 percent) of panes may be fully covered.
 6. Wall signage not to exceed 600 square feet per elevation.
 7. Projecting signs not to exceed six per elevation.

• 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.
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OUTSTANDING ISSUES

- None.

Attachments Online at www.rezoning.org

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

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