

<b>REQUEST</b>	Proposed Zoning: UMUD-O, SPA, uptown mixed use district, optional, site plan amendment
<b>LOCATION</b>	Approximately 2.74 acres located on the north corner of the intersection at North Tryon Street and West Sixth Street.
<b>CENTER, CORRIDOR OR WEDGE</b>	Center
<b>SUMMARY OF PETITION</b>	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.
<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 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.

- **Existing Zoning and Land Use**

The subject property is occupied by Discovery Place. Adjacent properties are developed with residential, office, retail, institutional and cultural uses zoned UMUD, UMUD-O, MUDD(CD), and UR-1, 2 and 3.

- **Rezoning History in Area**

Recent rezoning in the area include: 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*.

**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**

- The petitioner should:
    1. Add a note approval will be obtained from the Historic District Commission for signage attached to the parking deck.
    2. Amend Note 1 to delete “multiple banners per establishment.”
    3. Specify whether window signage may be in the form of video or LED screens.
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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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