

<b>REQUEST</b>	Current Zoning: UMUD, uptown mixed use district Proposed Zoning: UMUD-O, uptown mixed use district, optional
<b>LOCATION</b>	Approximately 2.79 acres located at the western corner at the intersection of East 7 <sup>th</sup> Street and North Brevard.
<b>CENTER, CORRIDOR OR WEDGE</b>	Center
<b>SUMMARY OF PETITION</b>	This petition proposes signage options for the ImaginOn facility and exhibits.
<b>Property Owner</b>	Public Library of Charlotte & Mecklenburg County
<b>Petitioner</b>	Public Library of Charlotte & Mecklenburg County
<b>Agent/Representative</b>	Jacqueline McNeil/Mecklenburg County
<b>Community Meeting</b>	Meeting is required and has been held. Report available online.

<b>ZONING COMMITTEE ACTION</b>	<p>The Zoning Committee voted unanimously to recommend <b>APPROVAL</b> of this petition, including the following modifications:</p> <ol style="list-style-type: none"> <li>1. The petitioner amended Note 1 to allow a maximum of 3 banners and deleted references to "multiple banners per establishment".</li> <li>2. The petitioner amended Note 4 to allow for 5 existing bulletin boards and referenced attachment 2010-016A, B, C, D E containing pictures.</li> <li>3. The petitioner specified that window signage may be either video or LED screens.</li> <li>4. The petitioner amended Note 7 to specify that video screens are permitted at a maximum size of 200 square feet per operating unit.</li> </ol>
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<b>VOTE</b>	Motion/Second: Randolph/Dodson
	Yeas: Allen, Dobson, 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 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](http://www.rezoning.org))

**PLANNING STAFF REVIEW**

- **Proposed Request Details**  
The site plan accompanying this petition contains the following provisions:
  - All of the development standards for the UMUD district will apply.

- Sign options:
    1. A maximum of three banners per wall elevation in total.
    2. Banners not to exceed 10 percent of the total wall area 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. Up to five exterior bulletin boards for the sole purpose of posting notices of upcoming events.
    5. Window signage up to one-half (50 percent) of window coverage.
    6. Wall signage not to exceed 500 square feet per elevation, excluding bulletin boards.
    7. Detached or attached video screens at a maximum size of 200 square feet per elevation.
    8. Maximum of one video screen 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 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.
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**Attachments Online at [www.rezoning.org](http://www.rezoning.org)**

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