

<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 7th and North Brevard Street.
<b>CENTER, CORRIDOR OR WEDGE</b>	Center
<b>SUMMARY OF PETITION</b>	This petition proposes signage options for the ImaginOn facility and special events.
<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>	Public Library of Charlotte & Mecklenburg County
<b>Petitioner</b>	Public Library of Charlotte & Mecklenburg County
<b>Agent/Representative</b>	Charles Brown, Public Library of Charlotte-Mecklenburg County
<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:
  - 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. Maximum of one video screen per elevation.
  
- **Existing Zoning and Land Use**  
The subject site is occupied by ImaginOn. All abutting and adjacent properties are zoned UMUD-O and UMUD and occupied by a mix of office, retail and institutional uses.
  
- **Rezoning History in Area**  
Recent rezonings include: Petition 2007-107, which approved a UMUD-O request to allow encroachments into the setback and reduce urban open space requirements. Petition 2008-129 approved a UMUD-O SPA request for sign options. Petition 2006-031 approved a UMUD-O to move overhead utilities lines instead burying the utility lines.
  
- **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 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 4 to limit the maximum number of bulletin boards to those that currently exist or specify the square footage of each bulletin board and provide a maximum square footage allowed.
  3. Specify whether window signage may be in the form of video or LED screens.
  4. Amend Note 7 to specify that video screens are permitted at a maximum size of 200 square feet per operating unit.
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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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