

REQUEST	Current Zoning: UMUD, uptown mixed use district Proposed Zoning: UMUD-O, uptown mixed use district, optional
LOCATION	Approximately 1.55 acres located along North College Street between East 6 th Street and East 7 th Street.
CENTER, CORRIDOR OR WEDGE	Center
SUMMARY OF PETITION	This petition proposes to provide additional signage options for identifying cultural facilities and exhibits related to the Spirit Square complex.
Property Owner	Mecklenburg County
Petitioner	Mecklenburg County
Agent/Representative	Jacqueline McNeil/Mecklenburg County
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 with the following modifications:</p> <ol style="list-style-type: none"> 1. The petitioner amended Note 1 and deleted the language "multiple banners per establishment". The petitioner has added "Allow a maximum of three banners per wall elevation that may not be attached to the building wall or canopy on a permanent basis. 2. The petitioner amended Note 4 to allow the five existing exterior bulletin boards located on the N. Tryon Street elevations (identifying Attachments) for the sole purpose of posting notices of tenant names or upcoming events. 3. The petitioner added a note to state that video screens are permitted at a maximum size of 200 square feet per operating unit and limit to a maximum of one video screen per elevation. 4. The petitioner amended Note 5 to reference an attachment identifying the location (along the Seventh Street façade) of the request to allow up to 100 percent window coverage.
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VOTE	<table border="0"> <tr> <td>Motion/Second:</td> <td>Dodson/Randolph</td> </tr> <tr> <td>Yeas:</td> <td>Allen, Dodson, Griffith, Randolph and Rosenburgh</td> </tr> <tr> <td>Nays:</td> <td>None</td> </tr> <tr> <td>Absent:</td> <td>Simmons and Walker</td> </tr> <tr> <td>Recused:</td> <td>None</td> </tr> </table>	Motion/Second:	Dodson/Randolph	Yeas:	Allen, Dodson, Griffith, Randolph and Rosenburgh	Nays:	None	Absent:	Simmons and Walker	Recused:	None
Motion/Second:	Dodson/Randolph										
Yeas:	Allen, Dodson, Griffith, Randolph and Rosenburgh										
Nays:	None										
Absent:	Simmons and Walker										
Recused:	None										

ZONING COMMITTEE DISCUSSION	Staff presented this petition and identified modifications made to the requested optional sign provisions. Staff provided examples of some of the proposed types of signage, as submitted by the applicant. There were no questions associated with this petition.
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STATEMENT OF CONSISTENCY	This petition is found to be consistent with the <i>Center City 2010 Vision Plan</i> and to be reasonable and in the public interest, by a 5-0 vote of the Zoning Committee (motion by Commissioner Griffith seconded by Commissioner Allen).
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STAFF OPINION	Staff agrees with the recommendation of the Zoning Committee.
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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:

- A maximum of three banners per wall elevation in total.
- Banners not to exceed ten percent of the building wall with a maximum of 800 square feet per banner.
- Advertisement limited to ten percent of the banner total area or a maximum of 30 square feet, whichever is less.
- Up to five exterior bulletin boards for the sole purpose of posting notices of upcoming events.
- Up to 100 percent window coverage along the Seventh Street facade, which may be in the form of video and/or LED screens. For all other window signage, up to one-half (50 percent) of panes may be fully covered.
- Wall signage not to exceed 500 square feet per elevation, excluding bulletin boards.

- **Public Plans and Policies**

- The *Center City 2010 Vision Plan* (2000) envisions the Uptown as having a variety of living, entertainment, and cultural activities.

- **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 issues.
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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

- 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

Planner: Claire Lyte-Graham (704) 336-3782