

REQUEST Current Zoning: UMUD, uptown mixed use district
Proposed Zoning: UMUD-O, uptown mixed use district, optional

LOCATION Approximately 10.96 acres generally bounded by South College Street, Martin Luther King Jr. Boulevard, South Brevard Street, and East Stonewall Street.

SUMMARY OF PETITION The petition proposes a signage option for the Charlotte Convention Center to allow the main identification sign along South College Street to be replaced with an electronic video board sign.

PROPERTY OWNER City of Charlotte
PETITIONER Charlotte Regional Visitors Authority
AGENT/REPRESENTATIVE Charlotte Regional Visitors Authority

COMMUNITY MEETING Meeting is required and has been held. Report available online.

STATEMENT OF CONSISTENCY The proposed uses are found to be consistent with the *Center City 2020 Vision Plan* and to be reasonable and in the public interest by a unanimous vote of the Zoning Committee (motion by Commissioner Fallon and seconded by Commissioner Allen).

ZONING COMMITTEE ACTION The Zoning Committee voted unanimously to recommend **APPROVAL** of this petition.

VOTE

Motion/Second:	Zoutewelle/Griffith
Yeas:	Allen, Fallon, Griffith, Johnson, Lipton, Phipps, and Zoutewelle
Nays:	None
Absent:	None
Recused:	None

ZONING COMMITTEE DISCUSSION

Staff presented the petition to the Zoning Committee.

A Committee member questioned if there were any safety concerns with the video boards due to the possible distraction to motorists. CDOT staff stated they had no objection to video board signage at this location. Another member asked if video board signs are allowed outside the uptown area other than billboards. Staff responded that they are allowed but there are only a few due to this signage type being limited to urban zoning districts and they would only be supported in a development that warranted this type of signage. Committee members continued by discussing where video board signs were placed in the uptown area through other optional rezoning requests.

A Committee member questioned if the dimension components of the sign that go beyond the ordinance standards are part of the optional provision or would a variance be required. Staff stated that they are part of the optional provision for clarification but also mentioned that Convention Center received a variance for those dimensional components at the time the current sign was installed.

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:

- An optional provision to the UMUD sign regulations to permit the replacement of the existing Convention Center identification sign along South College Street with an electronic video board sign, in addition to signage allowed per current sign regulations. The electronic video board sign is proposed to extend vertically two feet above the parapet wall of the Charlotte Convention Center and project from the wall horizontally 27.66 feet. The two sided sign will not exceed 650 square feet per side and will be used to identify the facility, promote both current and upcoming events, display "Welcome to Charlotte" message as well as time and temperature.
 - **Public Plans and Policies**
 - The *Center City 2020 Vision Plan* (2011) envisions the Uptown as having a variety of living, entertainment, and cultural activities.
 - This petition is consistent with the *Center City 2020 Vision Plan*.
 - **Staff Recommendation (Updated)**
 - Staff agrees with the recommendation of the Zoning Committee.
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DEPARTMENT COMMENTS (see full department reports online)

- **Charlotte Area Transit System:** No comments received.
 - **Charlotte Department of Neighborhood & Business Services:** No issues.
 - **Charlotte Department of Transportation:** No issues.
 - **Charlotte Fire Department:** No comments received.
 - **Charlotte-Mecklenburg Schools:** No issues.
 - **Charlotte-Mecklenburg Storm Water Services:** No issues.
 - **Mecklenburg County Land Use and Environmental Services Agency:** No issues.
 - **Mecklenburg County Parks and Recreation Department:** No comments received.
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ENVIRONMENTALLY SENSITIVE SITE DESIGN (see full department reports online)

- **Site Design:** The following explains how the petition addresses the environmentally sensitive site design guidance in the *General Development Policies-Environment*.
 - This site meets the minimum ordinance standards.
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OUTSTANDING ISSUES

- No issues.
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Attachments Online at www.rezoning.org

- Application
- Pre-Hearing Staff Analysis
- Site Plan
- Community Meeting Report
- Charlotte Department of Neighborhood & Business Services Review
- Charlotte Department of Transportation Review
- Charlotte-Mecklenburg Storm Water Services Review
- Mecklenburg County Land Use and Environmental Services Agency

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