

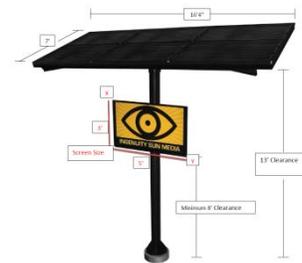
<b>REQUEST</b>	Current Zoning: MUDD-O, mixed use development district, optional Proposed Zoning: MUDD-O SPA, mixed use development district, optional, site plan amendment
<b>LOCATION</b>	Approximately 9.18 acres located on the northeast corner at the intersection of Hamilton Street and NC Music Factory Boulevard. (Council District 2 - Austin)
<b>SUMMARY OF PETITION</b>	The petition proposes a site plan amendment to allow the installation of five detached digital solar powered advertising signs on the subject property.
<b>STAFF RECOMMENDATION</b>	Staff recommends approval of this petition upon resolution of outstanding issues. The site is isolated and is primarily surrounded by interstate highways, a railroad and industrial properties; therefore, the type of signs proposed to be place on the site will have limited impact on adjacent properties. This petition is consistent with <i>the Center City 2020 Vision Plan</i> .
<b>PROPERTY OWNER PETITIONER AGENT/REPRESENTATIVE</b>	Noah Lazes, Music Factory Condominiums, LLC, & Fiber Mills, LLC Ingenuity Sun Media, LLC Music Factory Condominiums, LLC and Fiber Mills, LLC
<b>COMMUNITY MEETING</b>	Meeting is required and has been held. Report available online. Number of people attending the Community Meeting: 10

**PLANNING STAFF REVIEW**

- **Background**
  - Petition 2005-043 rezoned the subject site to MUDD-O (mixed use development, optional) to allow the development of 600 residential units and 600,000 square feet for office, retail, and entertainment uses.
  - Petition 2011-003 approved a site plan amendment optional request for an 820-square foot "JFG" sign, and a possible 500-square foot identification sign for the NC Music Factory Venue.
- **Proposed Request Details**

The site plan accompanying this petition contains the following provisions:

  - The location of five proposed internal digital solar powered advertising signs for the NC Music Factory.
  - A map labeling the setbacks and location description of each proposed sign.
  - Digital sign face advertising area limited to 15 square feet per side.
  - Minimum height of the proposed signs mounted on a pole will be eight feet.
  - The proposed solar array affixed to the sign will be 112 square feet.
  - All proposed signs will be oriented so that they are not directly facing the public right-of-way.
  - The following prohibitions apply to the proposed signage:
    - No trees shall be removed to install any sign.
    - If any trees are required to be moved, they will be placed as near to the current location as possible.
- **Existing Zoning and Land Use**
  - The site is currently zoned MUDD-O (mixed-use development, optional) and developed with several commercial structures and the NC Music Factory entertainment facility. The property north and east of the site is zoned I-1 (light industrial) and I-2 (general industrial) and used for a government service garage and power substation. The property across Hamilton Street to the west is zoned I-2(CD) (general industrial, conditional) and is currently developed with a commercial structure and surface parking lot.



- **Rezoning History in Area**
    - Petition 2012-043 rezoned 3.62 acres east of the site to MUDD(CD) (mixed use development, conditional) to allow the development of 250 residential units.
    - Petition 2013-096 rezoned 15.1 acres east of the site to I-1(CD) (light industrial, conditional) to allow an expansion of up to 207,000 square feet for warehousing and office use.
  - **Public Plans and Policies**
    - The *Center City 2020 Vision Plan* (2011) recommends a variety of residential, office, retail, entertainment, and cultural uses for the subject site.
    - The petition is consistent with the *Center City 2020 Vision Plan* (2011).
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**DEPARTMENT COMMENTS** (see full department reports online)

- **Charlotte Area Transit System:** No comments received.
  - **Charlotte Department of Neighborhood & Business Services Housing:** No issues.
  - **Charlotte Department of Neighborhood & Business Services Code Enforcement:** Should add a note that digital signs allowed under this provision will require an application for a sign permit.
  - **Transportation:** The petition will not affect the number of vehicle trips.
    - **Connectivity:** No issues.
  - **Charlotte Fire Department:** No comments received.
  - **Charlotte-Mecklenburg Schools:** Non-residential petitions do not impact the number of students attending local schools.
  - **Charlotte-Mecklenburg Storm Water Services:** No issues.
  - **Engineering and Property Management:** No issues.
  - **Mecklenburg County Land Use and Environmental Services Agency:** No comments received.
  - **Mecklenburg County Parks and Recreation Department:** No issues.
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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 minimum ordinance standards.

**OUTSTANDING ISSUES**

- The petitioner should:
    1. Provide a site plan that is a minimum of 24" by 36" and includes all previously approved conditional notes from rezoning petitions 2005-043 and 2011-003.
    2. Place the conditional notes in the site plan note format.
    3. Add a note to the site plan that the optional request is for five detached digital advertising signs.
    4. Clarify that signs/screens will not be visible from the public right-of-way.
    5. Add a note limiting the maximum height of the overall total sign.
    6. Label the maximum sign height on the site plan and the sign diagram.
    7. Clarify that no trees will be moved in order for these signs to be installed.
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**Attachments Online at [www.rezoning.org](http://www.rezoning.org)**

- Application
- Site Plan
- Community Meeting Report
- Charlotte Department of Neighborhood & Business Services Review
- Charlotte-Mecklenburg Storm Water Services Review
- Engineering and Property Management Review
- Mecklenburg County Parks and Recreation Review

**Planner:** Solomon Fortune (704) 336-8326