

AGENDA
CHARLOTTE-MECKLENBURG PLANNING COMMISSION
ZONING COMMITTEE WORK SESSION
Charlotte-Mecklenburg Government Center, Rm 267
February 7, 2011
2:00 P.M.

Shad Spencer	<p>1. Petition No. 2011-003 by Music Factory Condominiums, LLC for a MUDD-O site plan amendment for approximately 1.77 acres located along the east side of Hamilton Street between Seaboard Street and West Brookshire Freeway.</p> <p>Staff recommends approval of this petition.</p> <p>Attachment 12</p> <p>Update: The following issues have been addressed:</p> <ol style="list-style-type: none"> 1. Exhibits have been provided of the two-sided roof mounted sign proposed by the optional provision. 2. Note C(1) under "Optional Provisions" has been clarified to indicate that the roof mounted sign to be installed on the northern side, facing West Brookshire Boulevard, will be the JFG sign. The maximum sign face area is limited to the existing sign face area of the JFG sign (820 square feet). The JFG sign shall have a minimum lease term of five years as indicated in Note C(3)(a). 3. Note C(3) has been added under "Optional Provisions" to indicate conditions under which the JFG sign is allowed to be removed and replaced with another sign. These conditions include the following: <ol style="list-style-type: none"> a. The replacement sign shall be limited to 500 square feet and be for the identification of the NC Music Factory venue and may advertise events and entertainment opportunities. b. The events and entertainment opportunities offered at the NC Music Factory may be displayed on an electronic changeable face sign while the remaining elements of the sign will remain static. c. Up to 20 percent of the electronic changeable sign face area may advertise sponsors of the events and entertainment opportunities. d. The final design and appearance of the replacement sign must be approved by the Planning Department prior to the issuance of a sign permit. 4. The roof mounted sign on the back side of the JFG sign, found in Note C(2) under "Optional Provisions", has been limited to an on-premise identification sign associated with the use(s) within the building it is atop. The maximum sign face area shall be 100 square feet and will take the place of the wall sign allowed on the southern facing wall. 5. The petitioner has agreed to modify Note C(3)(i) under "Optional Provisions" on its conditional rezoning plan so that it provides as follows: <ol style="list-style-type: none"> i. Messages or information on the electronic changeable face area of the Replacement Signs used to provide information on the various venues located at the North Carolina Music Factory and the events and entertainment opportunities offered and to be offered at the North Carolina Music Factory shall remain in a fixed, static position for a minimum of 6 hours. The Planning Director may authorize more frequent intervals of changes to the copy of information on the electronic changeable face area of the Replacement Sign based upon the following: <ol style="list-style-type: none"> i. The owner of the Site provides contextual graphics that provide a compelling reason for allowing more frequent changes; ii. The contextual graphics indicate that the sign copy displaying multiples events and entertainment opportunities are not legible from West Brookshire Freeway; and iii. The frequency of the changes to the copy or information shall not change the intent of the Replacement Sign being an identification sign and not a billboard sign.
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