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<b>REQUEST</b>	Current Zoning: UMUD, uptown mixed use district Proposed Zoning: UMUD-O, uptown mixed use district, optional
<b>LOCATION</b>	Approximately 10.96 acres generally bounded by South College Street, Martin Luther King Jr. Boulevard, South Brevard Street, and East Stonewall Street.
<b>SUMMARY OF PETITION</b>	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.
<b>STAFF RECOMMENDATION</b>	Staff recommends approval of this petition. The petition is consistent with the <i>Center City 2020 Vision Plan</i> .
<b>PROPERTY OWNER PETITIONER AGENT/REPRESENTATIVE</b>	City of Charlotte Charlotte Regional Visitors Authority Charlotte Regional Visitors Authority
<b>COMMUNITY MEETING</b>	Meeting is required and has been held. Report available online.

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#### 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.

- **Existing Zoning and Land Use**

The subject site is occupied by the Charlotte Convention Center. All abutting and adjacent properties are zoned UMUD-O and UMUD and occupied by a mix of office, retail, residential and civic uses.

- **Rezoning History in Area**

There have been a number of rezonings from UMUD to UMUD-O to accommodate various development proposals. In 2010, several cultural facilities within the Center City received approvals for various optional signage regulations. Other facilities, within the Center City, that currently utilize electronic video boards include the Arena (324 square foot sign), NASCAR Hall of Fame (720 square foot sign), and Knights Theater (1006 square foot sign).

- **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*.
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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.
    - **Vehicle Trip Generation:** The petition will not affect the number of vehicle trips.
    - **Connectivity:** No issues.
  - **Charlotte Fire Department:** No comments received.
  - **Charlotte-Mecklenburg Schools:** Not applicable.
  - **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 minimum ordinance standards.

**OUTSTANDING ISSUES**

- No issues.
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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 Department of Transportation Review
- Charlotte-Mecklenburg Storm Water Services Review
- Mecklenburg County Land Use and Environmental Services Agency Review

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