CHARLOTTE.
CHARLOTTE-MECKLENBURG PLANNING

Rezoning Petition 2013-005

ZONING COMMITTEE RECOMMENDATION
March 20, 2013

REQUEST	Current Zoning: UMUD-O, uptown mixed use district-optional Proposed Zoning: UMUD-O SPA, uptown mixed use district-optional, site plan amendment
LOCATION	Approximately 8.42 acres surrounded by Graham Street, W. 4th Street, Mint Street, and Martin Luther King, Jr. Boulevard. (Council District 2 – Mitchell)
SUMMARY OF PETITION	This site plan amendment proposes new optional requests to allow variations to the size, placement and number of signs, and to relocate required street trees.
PROPERTY OWNER **PETITIONER** **AGENT/REPRESENTATIVE**	Mecklenburg County Charlotte Knights Odell Associates, Inc.
COMMUNITY MEETING	Meeting is required and has been held. Report available online.
STATEMENT OF CONSISTENCY	This petition is found to be consistent with the *Charlotte 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 Allen seconded by Commissioner Labovitz).

ZONING COMMITTEE ACTION

The Zoning Committee voted unanimously to recommend APPROVAL of this petition with the following modifications:

1. Listed proposed zoning as UMUD-O SPA.
2. Removed notes "E" and the "Statement with respect to the graphics…" in their entirety.
3. Added a note that administrative changes may be made in accordance with Section 6.207.
4. Added a note indicating that the sign package represents the maximum amount of signage proposed for the ballpark, and specifies that it does not include the signage for the future outparcel development along Fourth Street, which will have signage subject to the standard UMUD regulations.
5. Reduced the square footage of the proposed 1,776 square foot sign on the rear of the batter's eye wall to 75% of the wall area with up to 5% for sponsorship.
6. Reduced the square footage of the proposed 1,711 square foot sign on the rear of the scoreboard to 75% of the wall area and limited the signage to "Ballpark Graphic with Partner logo." Partner logo will not exceed 5% of the graphic area.
7. Provided a note indicating the "Vintage 'Ghost Sign' Murals" identified along South Graham Street will be installed prior to the final certificate of occupancy being issued.

VOTE

Motion/Second:	Allen/Eschert
Yeas:	Allen, Eschert, Johnson, Labovitz, Lathrop and Zoutewelle
Nays:	None
Absent:	Walker
Recused:	Nealon

ZONING COMMITTEE DISCUSSION

Staff presented the petition to the Zoning Committee and indicated there were no outstanding issues.

One Committee member asked if the historical signage would include pictures from the Charlotte Negro League. It was noted that several members of that league still reside in Charlotte. The agent for the petitioner responded that this information will be kept in mind as the signage has not been designed.

Another Committee member asked about the location of the LED

"ribbon" and if the LED signs would be of the same intensity as other LED signs in the uptown. The petitioner's agent showed the location of the "ribbon" and stated that the brightness of the LED signs would be consistent with others that had been approved in the area.

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:
    - Permitted uses include a minor league baseball stadium and/or other uses permitted in the UMUD district.
    - Site will be viewed as a unified development, in terms of building elements and development components but may be subdivided to create interior lots with no side or rear yards, and no internal separation required.
    - Carryover of the optional provision approved for previous rezoning petition 2007-136 to allow vehicular maneuvering in the right-of-way along Martin Luther King, Jr. Boulevard.
    - New optional provisions include:
    - Variations regarding the size, placement and information contained within signage via identification, sponsorship and advertising signs. The proposed signage variations are included in a comprehensive signage plan document as part of the rezoning and are in the form of banners, decorative static artwork murals, static wall advertising graphic panels, historical plaques, LED moving message panels, a 490 square foot LED motion display panel, a graphic to cover up to 75% of the 1,776 square foot sign on the rear of the batter's eye wall and a graphic to cover up to 75% of the 1,711 square foot sign on the rear of the scoreboard.
    - Relocation of two street trees in front of the proposed 490 square foot LED motion display panel on Mint Street.
- **Public Plans and Policies**
  - The *Charlotte Center City 2020 Vision Plan (2011)* envisions the ballpark as being designed to add architectural interest to the neighborhood, providing a positive aesthetic impact on the streetscape, and providing public art.
  - The petition is consistent with the *Charlotte Center City 2020 Vision Plan*.
- **Staff Recommendation (Updated)**
  - Staff agrees with the recommendation of the Zoning Committee.

DEPARTMENT COMMENTS (see full department reports online)

- **Charlotte Area Transit System:** No issues.
- **Charlotte Department of Neighborhood & Business Services:** No issues.
  - **Vehicle Trip Generation:** The petition will not affect the number of vehicle trips.
  - **Connectivity:** No issues.
- **Charlotte Fire Department:** No issues.
- **Charlotte-Mecklenburg Schools:** Not applicable.
- **Charlotte-Mecklenburg Storm Water Services:** No issues.
- **Engineering and Property Management:** No issues.
- **Mecklenburg County Land Use and Environmental Services Agency:** No issues.
- **Mecklenburg County Parks and Recreation Department:** No issues.

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.

Attachments Online at www.rezoning.org

- Application
- Pre-Hearing Staff Analysis
- Site Plan
- Community Meeting Report
- Charlotte Area Transit System Review
- Charlotte Department of Neighborhood & Business Services Review
- Transportation Review
- Charlotte Fire Department Review
- Charlotte-Mecklenburg Storm Water Services Review
- Charlotte-Mecklenburg Utilities
- Engineering and Property Management Review
- Mecklenburg County Land Use and Environmental Services Agency Review
- Mecklenburg County Parks and Recreation Review
- Urban Forestry Review

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