

PRE-HEARING STAFF ANALYSIS

Rezoning Petition No. 2008-076

Property Owner:	Ayrsley Retail Development Group, LLC
Petitioner:	Charles T. Hodges
Location:	Approximately 2.78 acres located at the intersection of S. Tryon Street and Ayrsley Town Boulevard
Center, Corridor, or Wedge:	Center
Request:	MUDD-O, SPA, mixed use development, optional, site plan amendment

Summary

This petition proposes to amend the previously approved site plan to allow two building mounted LED signs along S. Tryon Street and to exchange portions of four existing static signs for LED systems.

Consistency and Conclusion

The request is consistent with the *Westside Strategic Plan* and the *Southwest District Plan* which recommend a community mix use center.

Existing Zoning and Land Use

The surrounding properties are zoned I-1, I-2, and MUDD (CD) and are occupied by retail, industrial, and mixed-use development.

Rezoning History in Area

The most recent rezoning in the immediate area was 2007-021 for the petitioned site to allow the following options to the MUDD standards:

Optional signage standards to create a Special Signage District to allow a wide variety of signage for visibility.

Optional MUDD screening standards for a parking deck that requires decorative elements such as grillwork or louvers on all levels.

Public Plans and Policies

The *Westside Strategic Plan* (2000) encourages more cohesive and pedestrian-oriented mixed-use developments at I-485 interchanges, but does not have a site-specific recommendation for this site. The *I-485 Interchange Analysis* (1999) recognizes the *Southwest District Plan* recommendation of a community mix use center.

The *Southwest District Plan* (1991) recommends a community mixed use center at the interchange of S. Tryon Street (Hwy. 49) / I-485 (Outer Belt).

The *General Development Policies* (2003) provide location and design guidelines to ensure new developments enhance the surrounding community.

Proposed Request Details

This petition proposes to amend the previously approved site plan to allow two building mounted LED signs along S. Tryon Street. The LED portion of the signs will not exceed 100 square feet and will change at intervals of 8 seconds or more.

The petition also proposes to replace portions of the existing freestanding static signs along S. Tryon Street and Interstate 485 with LED systems. The LED portion of freestanding sign (“G”) located along S. Tryon Street will be limited to a maximum of 50 square feet and a change interval of 8 seconds or greater. The LED portion of the three freestanding signs along Interstate 485 (“B”, “F”, and “C”) will be limited to a maximum of 100 square feet and a change interval of 8 seconds or greater.

A note on the site plan indicates that all previous conditions approved for this site are still applicable.

Public Infrastructure

Traffic Impact / CDOT Comments. Consistency with Transportation Action Plan (TAP): The two goals of the TAP that most directly affected the staff’s review of this petition define the integration of land use and transportation, and the provision of transportation choices.

Goal 1 of the TAP relies on the Centers, Corridors and Wedges land use strategy to be implemented. This project site is located in a Center and appears to support the Centers, Corridors and Wedges land use strategy.

Goal 2 of the TAP describes various connectivity and design features that are important for motorists, pedestrians, and bicyclists. Specific comments are identified below that need to be addressed for CDOT’s support of the petition and to bring the site plan into compliance with the TAP and best practices for multimodal transportation.

CATS. CATS did not comment on this petition.

Storm Water. Storm Water Services had no comments on this petition.

School Information. This petition will not impact the school system.

Outstanding Issues

Land Use. This petition is consistent with the adopted plans and appropriate from approval from a land use perspective.

Site plan. The petitioner is preparing a new site plan, therefore, any outstanding issues are forthcoming.