

<b>REQUEST</b>	Current Zoning: UMUD-O, uptown mixed-use district, optional Proposed Zoning: UMUD-O, uptown mixed-use district, optional, site plan amendment.
<b>LOCATION</b>	Approximately 7.68 acres located in the block bounded by E. Trade Street, N. Caldwell Street, E. 5th Street and the Lynx Blue Line.
<b>CENTER, CORRIDOR OR WEDGE</b>	Center
<b>SUMMARY OF PETITION</b>	This request seeks a site plan amendment to an existing UMUD-O for the City of Charlotte Arena to allow the option to add signage.
<b>Property Owner</b>	City of Charlotte
<b>Petitioner</b>	Charlotte Arena Operations, LLC
<b>Agent/Representative</b>	King and Spalding
<b>Community Meeting</b>	Meeting required and held. Report online.

<b>ZONING COMMITTEE ACTION</b>	<p>The Zoning Committee voted unanimously to recommend <b>Approval</b> of this petition, with the following modifications:</p> <ul style="list-style-type: none"> <li>• The petitioner agreed to eliminate the hexagonal accent pieces from all signs except one sign located along the light rail line.</li> <li>• The petitioner eliminated the options to use reflective paint, digital signage and LED color-changing lights on the roof sign but reserved the right to use and a painted sign with either down lighting or LED boardertube lights to outline the letters.</li> </ul>
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<b>VOTE</b>	<p>Motion/Second: Rosenburgh/Randolph Yeas: Allen, Griffith, Howard, Johnson, Lipton, Randolph, Rosenburgh Nays: None Absent: None Recused: None</p>
<b>ZONING COMMITTEE DISCUSSION</b>	<p>Tammie Keplinger explained that the petition proposes a UMUD Optional request for the arena signage package for the replacement of several permitted signs and various new signs, including a roof sign. She noted that since the public hearing, the petition has been amended to request that the roof sign be illuminated and to add an option to use light-emitting diode (LED) border tube on the roof. New conditional notes specify that the roof sign may be lit from dusk to 12 a.m. only when an event is taking place at the arena and that the roof sign will be illuminated using down lighting. An additional note requires the Charlotte-Mecklenburg Planning Department staff to review the signs prior to the issuance of sign permits. All outstanding site plan issues have been addressed.</p> <p>One Commissioner questioned staff's position on the LED lights. Staff expressed support noting that a compromise, which addresses both the commercial and aesthetic needs, was reached with the petitioner. In addition, staff will have additional opportunity to review the signs before they are permitted. The petitioner's agent Jeff Brown explained that the simulated pictures of the roof sign were taken from the tallest point of</p>

either the Wachovia or Bank of America building. He added that the LED lights will be 18 to 24 inches above the rooftop and the goal is to have the sign down lit, with no upward beams.

**STATEMENT OF CONSISTENCY**

This petition is found to be consistent with the *Brevard Land Use and Urban Design Plan (2008)* and to be reasonable and in the public interest, by unanimous vote of the Zoning Committee (motion by Commissioner Rosenburgh second by Randolph).

**STAFF OPINION**

Staff agrees with the recommendation of the Zoning Committee.

**FINAL STAFF ANALYSIS**

(Pre-Hearing Analysis online at [www.rezoning.org](http://www.rezoning.org))

**PLANNING STAFF REVIEW**

**Proposed Request Details**

The site plan accompanying this petition contains the following provisions:

- A new wall sign (sheet 2.1p(b)) along the East Trade Street façade with the Time Warner Cable name and three hexagonal logos that will be 612 square feet.
- A larger sign (sheet 2.2p) above the East Trade Street entrance with the Time Warner Cable name that will be 75 square feet.
- A larger sign (sheet 2.4p) above the Fifth Street entrance with the Time Warner Cable name that will be 108 square feet.
- A new wall sign (sheet 2.5p(a1)(a2)) along the façade facing East Trade Street and North Caldwell Street with the Time Warner Cable Name and three hexagonal logos that will be 612 square feet.
- A new sign (sheet 2.6p) above the North Caldwell Street entrance with the Time Warner Cable name and three hexagonal logos that will be 212.5 square feet.
- A new rooftop sign (sheet 2.7) on the arena roof with the Time Warner Cable name that could be a painted sign with down lighting fixtures with the ability to wash the graphic and provide nighttime viewing of the sign above or a painted sign outlined with LED Bordertube lights that will be 36,250 square feet in size.
- Two replacement banners (sheet 2.8p) along East Fifth Street with the Time Warner Cable name and three hexagonal logos that will be a total of 72 square feet.
- Eight replacement banners along East Trade Street with the Roadrunner character depicted to be a total of 72 square feet.
- A new wall sign (sheet 3.7p(a1)) at the intersection of East Fifth Street and North Caldwell Street that will be 300 square feet.
- The package also includes replacement signs that will utilize already approved square footages.

**Public Plans and Policies**

*Brevard Street Land Use and Urban Design Plan (2008)* recommends retail for this site.

**STAFF RECOMMENDATION (Updated)**

Staff recommends approval of the petition, as modified.

**PUBLIC INFRASTRUCTURE UPDATES** (see full department reports online)

**CDOT:** No issues.

**Charlotte Fire Department:** No issues.

**CATS:** No comments received.

**Connectivity:** Connectivity is not an issue.

**Schools:** This non-residential request will not impact the school system.

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**ENVIRONMENTALLY SENSITIVE SITE DESIGN** (see full department reports online)

**Storm Water:** No issues.

**LUESA:** No issues.

**Site Design:** No issues.

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**OUTSTANDING ISSUES**

1. All outstanding site plan issues have been resolved.
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**Attachments Online at [www.rezoning.org](http://www.rezoning.org)**

Pre-Hearing Staff Analysis

Application Form

Site Plan

Community Meeting Report and Sign-In Sheet

Others: Signage Standards

**Planner:** Tim Manes (704) 336-8320