

REQUEST	Current Zoning: UMUD-O, uptown mixed-use district, optional Proposed Zoning: UMUD-O S.P.A., uptown mixed-use district, optional, site plan amendment.
LOCATION	Approximately 7.68 acres located in the block bounded by E. Trade Street, N. Caldwell Street, E. 5th Street and the Lynx Blue Line.
CENTER, CORRIDOR OR WEDGE	Center
SUMMARY OF PETITION	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.
STAFF RECOMMENDATION	The request is consistent with the adopted plans for the area. However, staff does not support some of the signage or banners that advertise Time Warner Services or the option to use reflective paint, digital signage or LED color changing lights on the rooftop sign. These specific signs are outlined in the outstanding issues. Staff recommends approval upon resolution of outstanding site plan amendment issues.
Property Owner Petitioner Agent/Representative	City of Charlotte Charlotte Arena Operations, LLC King and Spalding
Community Meeting	Meeting is required and has been held. Report available online.

PLANNING STAFF REVIEW

- **Proposed Request Details**

The signage package 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 reflective paint, digital signage or LED color changing lights that will be 36,250 square feet.
- 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.

- **Existing Zoning and Land Use**

The properties surrounding the site are zoned UMUD or UMUD-O. The Federal Reserve, a parking lot and Bell South are located across N. Caldwell Street. Across E. Trade are several office uses,

the YMCA site and CATS Transit Station. The rail line borders the property to the northwest. Across the realigned E. 5th Street, the properties are used for office and non-residential purposes.

Rezoning History in Area

In 2007, a rezoning to UMUD was approved across the rail line for the Ritz Carlton and an office building. In 2005, the arena site was rezoned to UMUD-O with an optional request for signs.

Public Plans and Policies

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

PUBLIC INFRASTRUCTURE (see full department reports online)

Vehicle Trip Generation: Not applicable.

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.

ENVIRONMENTALLY SENSITIVE SITE DESIGN (see full department reports online)

Storm Water: No issues

LUESA: No issues

SITE DESIGN:

The use of reflective paint or digital signage and LED color changing lights on the roof sign would cause visual clutter and light emissions that may be intrusive, especially to residents in high rise buildings.

OUTSTANDING ISSUES

1. The petitioner should eliminate the hexagonal accent pieces, which are advertisements, from all signs except the sign shown on sheet 2.9p which is located next to other advertisements.
 2. The petitioner should eliminate the replacement banners with hexagonal accent pieces and the Roadrunner character, which are advertisements, from the package.
 3. The petitioner should eliminate the options to use reflective paint or digital signage and LED color changing lights on the roof sign. These options could allow this sign to be intrusive to people in the surrounding high rise buildings.
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Attachments Online at www.rezoning.org

Application Form
Site Plan
CDOT Review
Storm Water Review
LUESA Review
Fire Department Review
Community Meeting Report

Planner: Tim Manes (704-336-8320)