

## **Charlotte-Mecklenburg Planning Department**

**DATE:** Dec 21, 2016

TO: Donald Moore Zoning Supervisor - - **,** -

FROM: Ed McKinney Interim, Planning Director

SUBJECT: Administrative Approval for Petition No. 2005-043, 2011-003, and 2014-022 Fiber Mills, LLC

Attached is the revised site plan for the petition above. This request allows the modification of the proposed site plan as listed below. Since these changes do not alter the intent of the development and meets the requirements of the Charlotte Zoning Ordinance Section 6.207 <u>Alterations to Approval</u>, minor changes, I am administratively approving this plan. Please use these plans when evaluating requests for building permits and certificates of occupancy.

• Modification of development entitlements since the approval of petition 2015-062.

Reasons for Staff's support of the request:

• The site plan complies with the conditional notes and still meets the intent of the approved site plan approved by the City Council.

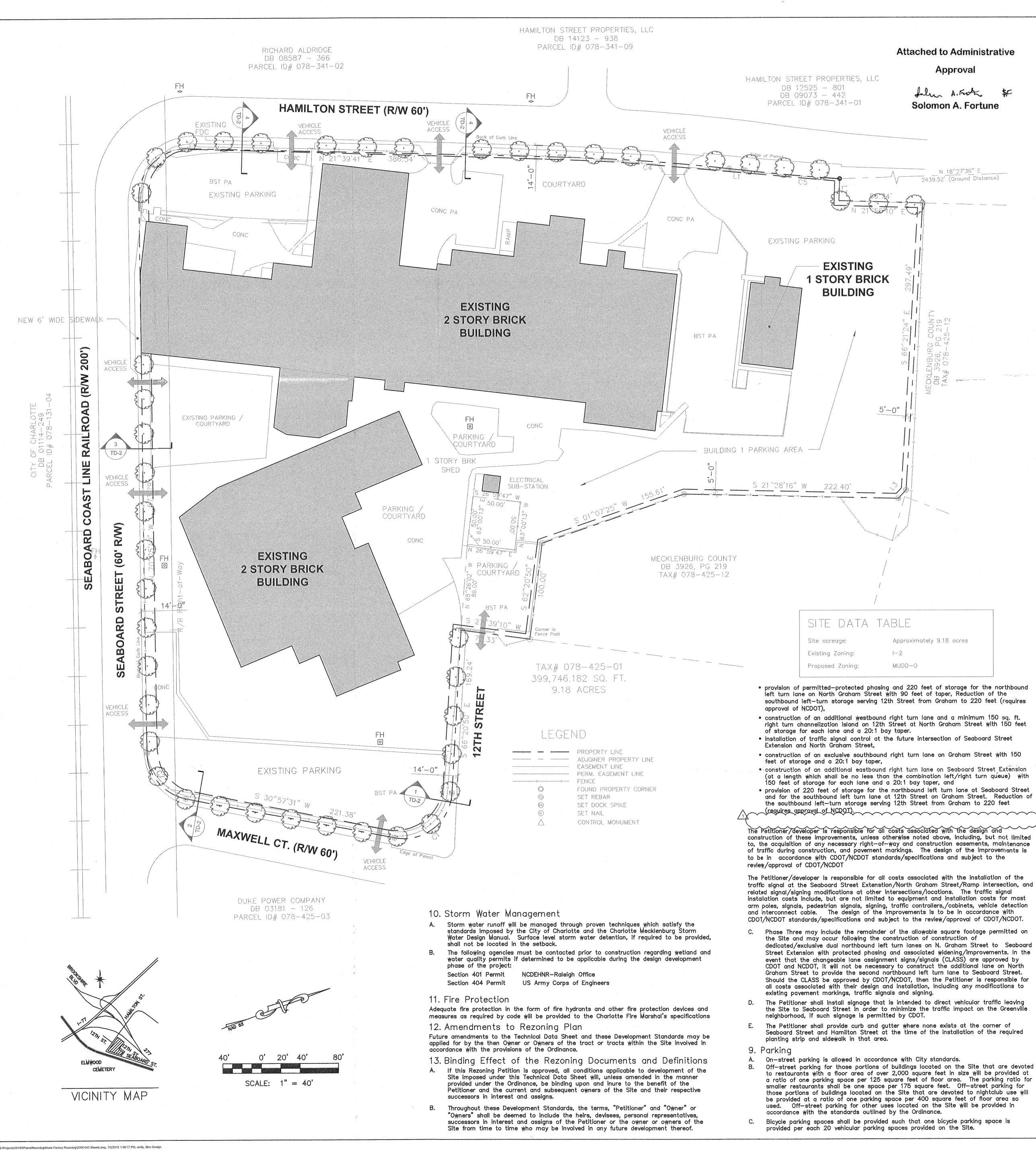
# Note: All other Zoning, Subdivision, Tree Ordinances, Building Codes, and conditional requirements still apply.

Signage was not reviewed as part of this request.

CHARLOTTE-MECKLENBURG PLANNING DEPARTMENT

www.charmeck.org

600 East Fourth Street Charlotte, NC 28202-2853 PH: (704)-336-2205 FAX: (704)-336-5123



- The Petitioner/developer is responsible for all costs associated with the installation of the traffic signal at the Seaboard Street Extension/North Graham Street/Ramp intersection, and related signal/signing modifications at other intersections/locations. The traffic signal installation costs include, but are not limited to equipment and installation costs for mast
- and interconnect cable. The design of the improvements is to be in accordance with CDOT/NCDOT standards/specifications and subject to the review/approval of CDOT/NCDOT. Phase Three may include the remainder of the allowable square footage permitted on the Site and may occur following the construction of construction of dedicated/exclusive dual northbound left turn lanes on N. Graham Street to Seaboard
- Street Extension with protected phasing and associated widening/improvements. In the event that the changeable lane assignment signs/signals (CLASS) are approved by CDOT and NCDOT, it will not be necessary to construct the additional lane on North Graham Street to provide the second northbound left turn lane to Seaboard Street. Should the CLASS be approved by CDOT/NCDOT, then the Petitioner is responsible for all costs associated with their design and installation, including any modifications to
- the Site to Seaboard Street in order to minimize the traffic impact on the Greenville
- Seaboard Street and Hamilton Street at the time of the installation of the required
- Off-street parking for those portions of buildings located on the Site that are devoted to restaurants with a floor area of over 2,000 square feet in size will be provided at a ratio of one parking space per 125 square feet of floor area. The parking ratio for smaller restaurants shall be one space per 175 square feet. Off-street parking for those portions of buildings located on the Site that are devoted to nightclub use will be provided at a ratio of one parking space per 400 square feet of floor area so used. Off-street parking for other uses located on the Site will be provided in
- Bicycle parking spaces shall be provided such that one bicycle parking space is provided per each 20 yehicular parking spaces provided on the Site.

# DEVELOPMENT STANDARDS

subject, however, to the "Optional" provisions provided below.

General Provisions

1. Summary of Request The Site is currently zoned I-2. This Petition seeks the ability to reuse, redevelop and expand the old Fiber Mill for purposes of authorizing and accommodating new restaurant, entertainment, commercial, retail, office, bank or other financial institution, civic, institutional and other similar principal uses together with any accessory uses associated therewith as are permitted by the MUDD Zoning District and subject to the Optional provisions outlined below. The redevelopment may occur in phases over an extended time frame. 2. Permissable Development

Development of the Site will be governed by the Technical Data Sheet, these Development

"Ordinance"). Unless the Technical Data Sheet or these Development Standards establish

more stringent standards, the regulations established under the Ordinance for the Mixed Use

Development District (MUDD) Zoning Classification shall govern the development of the Site

Standards and the applicable provisions of the City of Charlotte Zoning Ordinance (the

The Site may be devoted to one or more restaurant, entertainment, commercial, retail, office, bank or other financial institution, civic, institutional and other similar principal uses together with any accessory uses as are permitted in the MUDD-Zoning Classification subject to the following limitations and provisions:

- No more than 198,000 square feet of non-residential floor area shall be permitted on the Site: • Of this total amount of non-residential floor area, up to 65,000 square feet of office
- floor area is permitted, up to 5,000 square feet of retail floor area is permitted and up to 128,000 square feet of entertainment floor area is permitted; • No residential units may be developed on the Site;
- Any single retail tenant shall not exceed 5,000 square feet of floor area;
- Structured and/or surface level parking areas shall not be included within the maximum floor areas noted above;
   Buildings located on the Site shall not exceed 120 feet in height; • Entertainment floor area includes establishments such as restaurants, nightclubs, theaters and similar uses and shall not be considered to be retail uses within the
- context of this provision; and Areas devoted to outdoor dining or seating , courtyards, plazas and/or musical performance areas are allowed and will not be included within the maximum floor areas noted above.
- 3. Existing Development
- A. Portions of the Site are presently developed and occupied by the Fiber Mill buildings. Those buildings may either be preserved and reused; renovated and reused; and/or removed or replaced as determined by the Petitioner.
- B. Ancillary parking and maneuvering areas may be renovated, reused, removed or replaced
- 4. Setbacks, Side Yards and Rear Yards
- A. All new building and parking areas on the Site shall be located a minimum of 14 feet from the back of the curb line along the abutting public streets. B. Side and/or rear vards are not required to be provided within the interior of the
- development or along the project edges/property lines.

5. MUDD-Optional Provisions

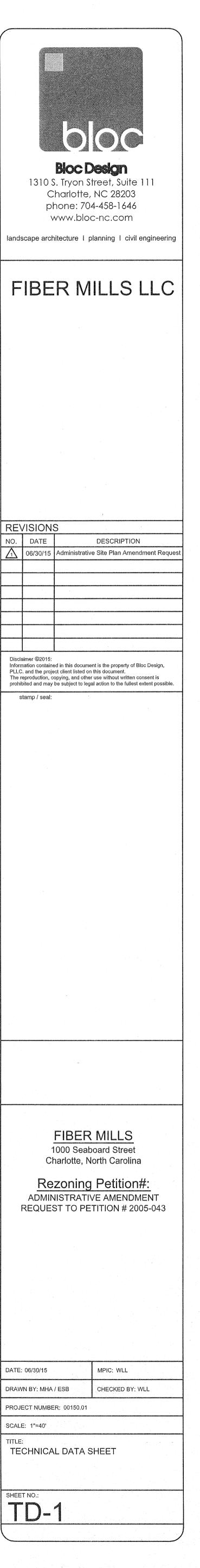
This Petition proposes utilization of the MUDD-O provision to accommodate the following variations: A. Due to the Site's frontage on four public streets and the plans for potential

- preservation of some or all of the existing buildings, the MUDD-Optional plan allows parking and maneuvering in front of buildings. However, newly created parking areas will not be located between buildings and abutting public streets and any new buildings would be placed such that parking is not located between the buildings and the public streets. In the event existing parking is located between new buildings and public streets, it shall be removed. Parking areas located between public streets and buildings shall be converted to outdoor plazas, outdoor dining areas courtyards and/or similar treatments with some parking areas located between public streets and buildings being allowed to remain so long as they are enhanced through the addition of outdoor plazas, outdoor dining areas, courtyards and/or similar treatments within two years of the reuse of a nearby building or within two years of new construction activity in nearby areas
- . Up to two detached , ground-mounted project/tenant identification signs of up to 25feet in height and 100 square feet in size may be placed on the Site. One monument style building/tenant identification sign for each of the buildings located on the Site may be installed. These signs must be located along interior private streets or driveways and may be up to 6 feet in height and 18 square feet in size. Detached project identification signage shall not be located within the required Zoning Ordinance setback. Wall and projecting signage shall conform to the UMUD District standards of the Ordinance. A portion of the allowable detached sign square footage may be transferred to bring a larger than allowable wall sign into compliance.
- The approved optional signage provisions set out on the approved conditional rezoning plan relating to Rezoning Petition No. 2014-022 shall continue to apply to the Site, such that the signs allowed under that conditional rezoning plan may be installed and maintained on the Site. Seaboard Street is currently being studied for potential widening to four lanes. As
- such, the Technical Data Sheet is based upon a future back of curb along Seaboard Street that would accommodate such widening. In the event a decision is made not to widen Seaboard Street, the back of curb shall be deemed to be the existing back of curb rather than the future back of curb and the sidewalk and planting strip along Seaboard Street may then be measured from the existing back of curb. The installation of new sidewalks and planting strips along Seaboard Street and the portion of Hamilton Street that intersects with Seaboard Street may be delayed until a final decision is made about the road widening project.
- Due to the plans for potential preservation of one or more existing buildings located near the existing curb line associated with Seaboard Street, the planting strip along those portions of Seaboard Street may be eliminated or reduced in width in accordance with the available space if such building(s) are preserved. However, the required six foot sidewalk will be installed in any event. In the event existing buildings are not preserved, the required eight foot planting strip and six foot sidewalk will be installed
- 6. Design and Performance Standards
- A. All new buildings will have windows and/or doors oriented to adjoining streets
- Internal sidewalks of at least five feet in width shall be provided on the Site so as to provide pedestrian connections between the parking areas and buildings on the Site and to the abutting public sidewalk system.
- C. Outdoor dining and courtyard areas may be located within the "established" (but outside of the "required") setbacks. All new parking lot lighting shall be designed such that direct illumination does not
- extend past any exterior project edge. All new parking lot lighting shall be capped and not exceed 30 feet in height. Any new lighting attached to a building shall be capped and downwardly directed.
- New wall pak type lighting shall not be permitted
- Wall-mounted decorative light fixtures such as sconces are permitted. G. The attached cross sections depict the existing and proposed streetscape treatment. The streetscape treatment will include an eight foot planting strip, a six foot sidewalk and a five foot planting strip for the purpose of screening of parking areas. The portion of the streetscape treatment (including the eight foot planting strip, the six foot sidewalk and the five foot planting / screening strip) that is determined to not
- be impacted by the future road project would be commenced within 30 days of the approval of the rezoning. The remaining portion of the streetscape treatment would be installed within three months of the completion of the Seaboard Street roadway project.
- The existing fencing located along the perimeter of the Site will be removed within 30 days of the approval of the rezoning.
- The Site Plan includes the attached rendering of the front courtyard. The front courtyard will be constructed generally as depicted on the attached rendering. However, the Petitioner reserves the right to revise or redevelop the courtyard over the long term future of the development.
- Any parking structures will either be 1) located within the interior of the site and not visible from the adjoining streets or 2) the street edge of any parking structure shall be lined with other uses
- 7. Vehicular Access

below.

The number of vehicular access points shall be limited to that depicted on the Technical Data Sheet. The placement and configuration of these access points are subject to any modifications required to accommodate final site and architectural construction plans and designs and to any adjustments required for approval by the Charlotte Department of Transportation.

- 8. Transportation / Phasina
- A. Phase One of the redevelopment may include up to 250,000 square feet of occupied space (within the existing buildings or within new buildings) prior to the planned improvement of Seaboard Street. Of the 250,000 square feet of development permitted within Phase One no more than 30,000 square feet may be devoted to office uses.
- Β. Phase Two of the redevelopment may include up to 75 percent of the total allowable development sayare footage and may occur once the following improvements have been completed:
- construction of Seaboard Street Extension between existing Seaboard Street and North Graham Street to a minimum of 4 lanes in accordance with the alignment designed by Gannett Fleming, Inc. Should Seaboard Street Extension be constructed by other parties as part of the NCDOT's Intermodal/9th Street Rail Crossing Closure Project, the Petitioner is responsible for all design/construction costs for those items that are in addition to the conceptual plan prepared by Gannett Fleming, Inc. and described



REVISIONS

Disclaimer ©2015:

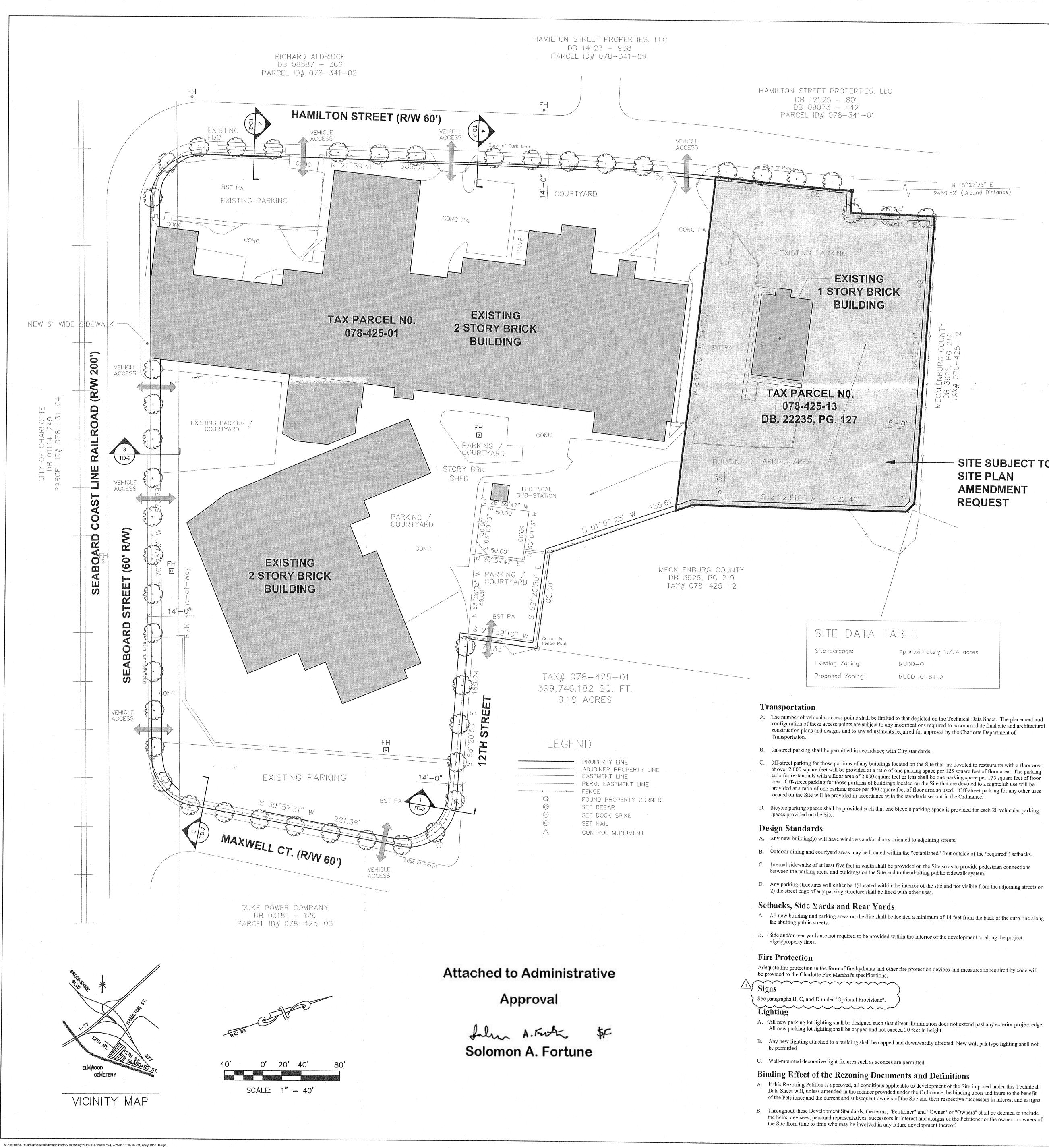
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DATE: 06/30/15

SCALE: 1"=40'

SHEET NO

NO. DATE



# **DEVELOPMENT STANDARDS**

#### **General Provisions**

A. These Development Standards form a part of the Technical Data Sheet associated with the Rezoning Petition filed by Music Factory Condominiums, LLC to accommodate the installation of additional signs on that approximately 1.774 acre site located on the eastern side of Hamilton Street north of Seaboard Street and which is more particularly depicted on the Technical Data Sheet (the "Site").

- B. Development of the Site will be governed by the Technical Data Sheet, these Development Standards and the applicable provisions of the City of Charlotte Zoning Ordinance (the "Ordinance"). Unless the Technical Data Sheet or these Development Standards establish more stringent standards, the regulations established under the Ordinance for the Mixed Use Development District (MUDD) zoning district shall govern the development of the Site subject, however, to the "Optional" provisions provided below.
- C. The Site is a portion of an approximately 9.18 acre site (the "Original Rezoning Site") that was rezoned from the I-2 zoning district to the MUDD-O zoning district by the Charlotte City Council on May 16, 2005 pursuant to Rezoning Petition No. 2005-043 to accommodate the re-use, redevelopment and expansion of the old Fiber Mill with residential, restaurant, entertainment, commercial, retail, office, bank or other financial institution, civic and institutional uses and similar uses permitted in the MUDD zoning district.
- The sole purpose of this Rezoning Petition is to amend the approved conditional rezoning plan for the Site to permit the installation of additional signs thereon, which signs are more particularly described below. The 7.403 acre portion of the Original Rezoning Site designated as Tax Parcel No. 078-425-01 on the Mecklenburg County Tax Maps (hereinafter referred to as the "Related Parcel") is not a part of or subject to this Rezoning Petition.
- The Site is currently improved with an approximately 4,450 square foot building and parking and maneuvering areas. The building may be preserved and reused; renovated and reused; and/or removed or replaced as determined by the ) Petitioner. The parking and maneuvering areas may be renovated, reused, removed or replaced.
- $\langle$  Future amendments to the Technical Data Sheet and these Development Standards may be applied for by the then Owner or Owners of the Site in accordance with the provisions of Chapter 6 of the Ordinance.

#### **Optional Provisions**

- The approval of this Rezoning Petition authorizes the utilization of the MUDD-O provisions to accommodate the following variations from the Ordinance requirements:
- Due to the plans for the preservation and use of the existing building on the Site until such time as the Site is redeveloped, this MUDD-Optional plan allows parking and maneuvering in front of the building. However, newly created parking areas will not be located between the building and abutting public streets and any new building(s) will be placed such that parking is not located between the new building(s) and abutting public streets. In the event that existing parking is located between new building(s) and public streets, it shall be removed. Parking areas located between public streets and building(s) shall be converted to outdoor plazas, outdoor dining areas, courtyards and/or similar treatments with some parking areas located between public streets and buildings being allowed to remain so long as they are enhanced through the addition of outdoor plazas, outdoor dining areas, courtyards and/or similar treatments within two years of the reuse of a nearby building or within two years of new construction activity in nearby areas.
- One monument style building/tenant identification sign for each of the buildings located on the Site may be installed. В. These signs must be located along interior private streets or driveways and may be up to 6 feet in height and 18 square feet in size. Detached project identification signage shall not be located within the required Zoning Ordinance setback. Wall and projecting signage shall conform to the UMUD District standards of the Ordinance.
- C. The approved optional signage provisions set out on the approved conditional rezoning plan relating to Rezoning Petition No. 2014-022 shall continue to apply to the Site, such that the signs allowed under that conditional rezoning plan may be installed and maintained on the Site.
- D. In addition to the signage described in paragraphs B and C above, the following signs may be installed on the existing building located on the Site:
- (1) <u>The JFG Sign</u> (a) The "JFG Sign" depicted on <u>Exhibits A and B</u> on Sheet TD-2 may be installed on the roof of the existing
  - building located on the Site as on off-premises, roof mounted sign. (b) If installed, the JFG Sign shall be installed as generally depicted on Exhibits B and C on Sheet TD-2, and the sign face area shall generally face West Brookshire Freeway. (c) The maximum sign face area of the JFG Sign shall be 820 square feet.
  - (d) The JFG Sign may be illuminated provided, however, that any illumination devices shall be effectively shielded so as to prevent beams or rays of light from being directed at any portion of a street or highway. Illumination intensity or brilliance shall not cause glare or impair the vision of motorists, and shall not interfere with any driver's operation of a motor vehicle.

#### (2) <u>The Rear Support Sign</u>

- (a) An on-premises, roof mounted sign may be installed on the rear of the support structure of the sign referenced above in subparagraph 1 (the "Rear Support Sign") as generally depicted on Exhibits C and D on Sheet TD-2. The Rear Support Sign must direct attention to the businesses or uses located in the building located on the Site. The sign depicted on Exhibits C and D is an illustrative example of the Rear Support Sign.
- (b) The maximum sign face area of the Rear Support Sign shall be 100 square feet. (c) The Rear Support Sign may be illuminated provided, however, that any illumination devices shall be effectively shielded so as to prevent beams or rays of light from being directed at any portion of a street or
- highway. Illumination intensity or brilliance shall not cause glare or impair the vision of motorists, and shall not interfere with any driver's operation of a motor vehicle. (d) The Rear Support Sign shall be in lieu of a wall sign on the wall of the building that the sign face area of
- the Rear Support Sign directly addresses or faces.. Therefore, in the event that the Rear Support Sign is installed, a wall sign on the wall of the building that the sign face area of the Rear Support Sign directly addresses or faces shall not be permitted. However, wall signs may be installed on the other walls of the building located on the Site in accordance with the requirements of the UMUD zoning district.

## (3) **Replacement Sign for the JFG Sign**

- a) The JFG Sign, if installed, will be installed on the roof of the existing building located on the Site pursuant to a written lease agreement between the owner of the JFG Sign and the owner of the Site (the 'Sign Lease"). The Sign Lease shall have a minimum term of 5 years.
- (b) The JFG Sign may be replaced with another sign (the "Replacement Sign") that meets the standards and requirements set out below upon the earlier to occur of the following: i.) the expiration of the 5 year period commencing on the date that Rezoning Petition No. 2011-003 is
- approved by the Charlotte City Council and expiring 5 years thereafter if no Sign Lease is established for the JFG Sign; and
- ii.) the termination of the Sign Lease prior to the expiration of its lease term. (c) If installed, the Replacement Sign must be installed in the location of the JFG Sign.
- (d) The Replacement Sign shall be an on-premises, roof mounted sign. The Site and the Related Parcel shall be deemed to be the premises for the purposes of this paragraph. (e) A portion of the Replacement Sign will be an electronic changeable face sign, and the remaining areas of the Replacement Sign will be static.
- (f) The static portions of the Replacement Sign shall identify the North Carolina Music Factory, which is located on the Site and the Related Parcel. The electronic changeable face area of the Replacement Sign shall provide information on the various venues located at the North Carolina Music Factory and shall announce and provide information regarding the events and entertainment opportunities offered and to be offered at the North Carolina Music Factory. Up to 20 percent of the electronic changeable face area of
- the Replacement Sign may advertise sponsors of the events and entertainment opportunities offered and to be offered at the North Carolina Music Factory. The maximum sign face area of the Replacement Sign shall be 500 square feet. (h) No moving, rotating, fluttering, blinking or flashing elements are permitted, and no animation, video,
- audio, pyrotechnic or bluecasting components are permitted. Messages or information on the electronic changeable face area of the Replacement Sign used to provide information on the various venues located at the North Carolina Music Factory and the events and entertainment opportunities offered and to be offered at the North Carolina Music Factory shall remain in a fixed, static position for a minimum of 6 hours. The Planning Director may authorize more frequent intervals of changes to the copy or information on the electronic changeable face area of the Replacement Sign based upon the following:
- i.) the owner of the Site provides contextual graphics that provide a compelling reason for allowing more frequent changes; ii.) the contextual graphics indicate that the sign copy displaying multiple events and entertainment
- opportunities are not legible from West Brookshire Freeway; and iii.) the frequency of the changes to the copy or information shall not change the intent of the Replacement Sign being an identification sign and not a billboard sign.
- (j) The electronic changeable face area of the Replacement Sign shall have an automatic dimmer (factory set to the illumination intensities set out below) and a photo cell sensor to adjust the illumination intensity or brilliance of the electronic changeable face so that it shall not cause glare or impair the vision of motorists, and shall not interfere with any driver's operation of a motor vehicle. The electronic
- changeable face area shall not exceed a maximum illumination of 7,500 nits (candelas per square meter) during daylight hours and a maximum illumination of 500 nits between dusk to dawn as measured from the electronic changeable face at maximum brightness. Any external illumination devices shall be effectively shielded so as to prevent beams or rays of light from being directed at any portion of a street or highway, or any residential use.
- (k) The design and appearance of the Replacement Sign must be approved by the Planning Department prior to the issuance of a sign permit for the Replacement Sign. Set out as Exhibit E on Sheet TD-2 is a rendering of a sign that is representative of the design intent for the Replacement Sign. The actual design of the Replacement Sign may vary from the sign depicted on Exhibit E.

1 Permitted Uses and Density The Site may be devoted only to one or more restaurant, entertainment, and other similar principal uses together with any accessory uses as are permitted in the MUDD zoning district subject to the following limitations and provisions:

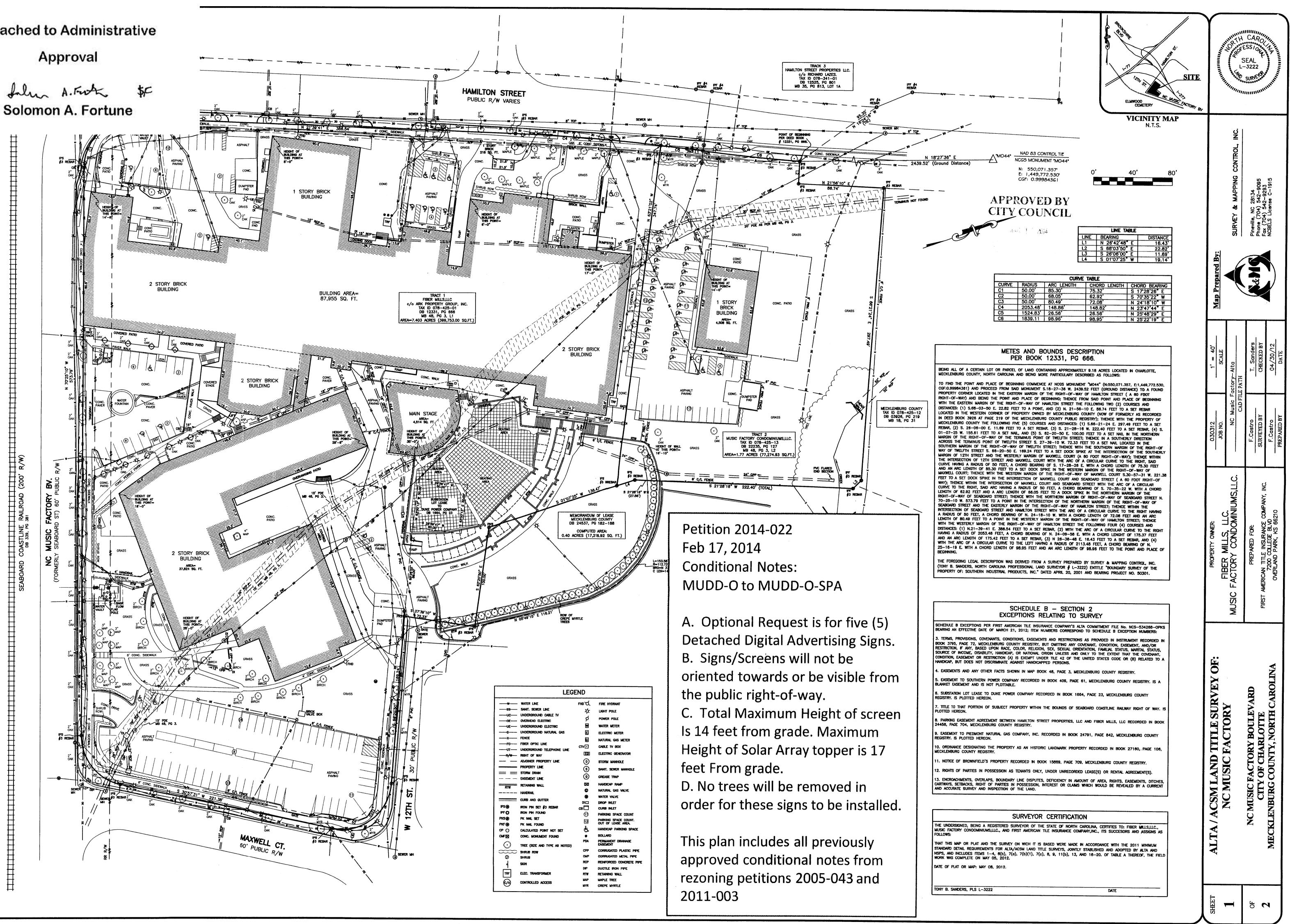
- No more than 10,000 square feet of floor area shall be permitted on the Site; • The floor area permitted on the Site may be devoted only to entertainment uses as defined below;
- No residential units may be developed on the Site;

Structured and/or surface level parking areas shall not be included within the maximum floor area noted above:
Buildings located on the Site shall not exceed 120 feet in height:
Entertainment uses include establishments such as restaurants, nightclubs, theaters and similar uses and shall not e considered to be retail uses within the context of this provision; and as devoted to outdoor dining or seating, courtyards, plazas and/or musical performance areas are allowed and will not be included within the maximum floor areas noted above.



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Attached to Administrative Approval

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Petition no. 2014-022

### Sun Media Tree: 6 panel version with 3'x5' LED Screen



Indicates Screen Direction. Short side is front facing screen

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NC Music Factory SMT Locations



- Signs will face internal to site
- Signs will not orient or be visible from public right of way
- No trees will be removed to install signs
- If any trees are required to be moved, they will be placed as near to the current location as possible

9 Panel Solar Array Sun Media Tree installed in Grassy area next to sand volleyball courts outside VBGB. Screen oriented facing East towards VBGB and parking lot area away from Hamilton Street. Hamilton Street is 60' to the West of location.

28 Panel Solar Array on low roof next to entrance of The Fillmore

4 Panel Solar Array Sun Media Tree installed next to "Small Bar" patio area in parking lot on North side of stairs. Sign oriented facing towards the Small Bar to the ENE away from Hamilton Street. Solar Signage set back 41' from Hamilton Street



sidewalk 25' to the East of Hamilton Street. Sign oriented to the SSE.

4 Panel Solar Array Sun Media Tree installed in Grassy area to the South of NCMF Ticket Booth and parallel to

Street Street Furniture \* Sun Media Street Sign installed at ground level in grassy island to the West of patio and North of Hamilton Street. Sign oriented facing into courtyard/driveway away from Hamilton Street. Signage set back 18' from Hamilton Street. 6 Panel Solar Array Sun Media Tree installed in Grassy area to the East of NCMF Parking Lot #1 and 76' to the North of Hamilton Street. Solar Signage oriented to the ENE facing parking lot and adjacent to private sidewalk.

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#### Attached to Administrative

Approval

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## APPROVED BY CITY COUNCIL

MAR 1 7 2014

Petition no. 2014-022

# NC Music Factory Digital Screen Locations all HIRDONNA Etter tot Wilding Street Furniture

## APPROVED BY CITY COUNCIL

MAR 1 7 2014

Attached to Administrative Approval

> folm A. Fort \$F Solomon A. Fortune