
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 2.60 acres located on the east corner at the intersection of South Tryon Street and East Trade Street.
SUMMARY OF PETITION	The petition proposes to modify existing site plan optional development standards related to signage.
STAFF RECOMMENDATION	Staff recommends approval of this petition upon resolution of outstanding issues. This petition is consistent with the <i>Center City 2020 Vision Plan</i> .
PROPERTY OWNER PETITIONER AGENT/REPRESENTATIVE	Bank of America, N.A. Eric Mathis, Lincoln Harris Mark S. Van Sickle, RLA
COMMUNITY MEETING	Meeting is required and has been held. Report available online.

PLANNING STAFF REVIEW

- **Background**

Approval of rezoning petition 2007-107 addressed improvements associated with the construction of the Ritz Carlton and adjacent office tower and façade improvement to Founders Hall along North College Street. The request approved options to allow building, overhead pedestrian bridge and open space encroachments into the setback along North College Street, and to allow reduced exterior urban open space requirements. The 2007-107 petition did not include any request(s) to exceed UMUD requirements pertaining to signage.

- **Proposed Request Details**

The site plan amendment contains the following changes:

- Retain existing optional provisions pertaining to *Overhead Pedestrian Bridge Encroachments, Winter Garden Encroachments, Founders Hall and Façade Improvements, and Urban Open Space*.
- Add the following optional provisions to increase the allowed signage for the Bank of America Corporate Center and Founders Hall, to permit additional exterior signage on or within the buildings:
 - Signage is proposed on a per business basis along the street containing the business. A business in Founders Hall would be allowed signage on Tryon, Trade and College Streets. A business in the Corporate Center would be allowed signage on Tryon, Trade and College Streets.
 - Banners as signage will be allowed per the zoning ordinance and will count towards the maximum per business signage allowed per street frontage.
 - Maximum allowed signage area per frontage is proposed to be 10 percent of the building wall area associated with the signage location and not be limited to 200 square feet per building frontage.
 - Provision of building elevations showing possible locations of new signage.

- **Existing Zoning and Land Use**

The subject property is currently developed with Bank of America Corporate Center, Founders Hall and the Performing Arts Center and is zoned UMUD-O. The site is surrounded by a mix of uses on properties zoned UMUD and UMUD-O.

- **Rezoning History in Area**

Rezoning petitions 2010-014 through 2010-017 allowed additional signage options for cultural facilities located in Center City (Blumenthal Performing Arts Center, Discovery Place, ImaginOn, and the Public Library of Charlotte-Mecklenburg County). The approved sign options are as follow:

- Maximum of three banners per wall elevation in total (all facilities)
- Banners not to exceed 10 percent of the building wall with a maximum of 800 square feet per banner.
- Advertisement limited to 10 percent of the banner total area or a maximum of 30 square feet, whichever is less.
- Attached or detached video screens at a maximum of 200 square feet per operating unit. Limit of one operating unit per elevation.
- Permit exterior bulletin boards for the sole purpose of posting notices of upcoming events (Blumenthal Performing Arts Center- up to 14; Public Library – up to 5; ImaginOn – up to 5).
- Window signage up to 50% of window panes to be fully covered for all facilities, along with the following applications:
 - Up to 100% coverage may be in the form of video or LED screens along Fifth Street and College Street facades (Blumenthal).
 - Up to 70% permitted along Sixth Street façade (Discovery Place).
- Wall signage area per elevation, excluding bulletin boards: not to exceed 500 square feet for Blumenthal, Public Library and ImaginOn; not to exceed 600 square feet for Discovery Place.

- **Public Plans and Policies**

- *Charlotte Center City 2020 Vision Plan* (2011) recognizes Center City's continuing as the central economic engine and diversified employment hub of the region, and encourages enhancement of the pedestrian environment through use of visual improvements as one means to identify, support, and retain retail and business activities.
 - This petition is consistent with the *Charlotte Center City 2020 Vision Plan*.
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DEPARTMENT COMMENTS (see full department reports online)

- **Charlotte Area Transit System:** No issues.
 - **Charlotte Department of Neighborhood & Business Services:** No issues.
 - **Charlotte Department of Solid Waste Services:** No issues.
 - **Transportation:** 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 comments received.
 - **Mecklenburg County Parks and Recreation Department:** No comments received.
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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

- The petitioner should:
 1. Under "Rezoning Summary", note Proposed Zoning is UMUD-SPA.
 2. List existing optional provisions under rezoning petition 2007-107 pertaining to *Overhead Pedestrian Bridge Encroachments, Water Garden Encroachments and Founders Hall and Façade Encroachments*.
 3. Under Heading C, add the word "Proposed" to "Optional Provisions".
 4. Include the following language to Heading C: "...with Development A as generally depicted on the Rezoning Plan and Building Elevations and Sign Area Plan."
 5. Revise second and third sentences in Note H(a) to read: "A business in Founders Hall would be allowed ~~signage~~ a business identification sign per street on Tryon, Trade and College Streets. A business in the Corporate Center would be allowed ~~signage~~ a business identification sign per street on Tryon, Trade and College Streets".
 6. Note H(c) states that maximum allowed signage area per frontage shall increase to 10 percent of the building wall area. It should be noted that 10 percent is the current standard. Language should be revised to state that signage area shall be 10 percent of the building wall area associated with the signage location and limited to up to 500 square feet. The language indicating that the maximum sign size will not be limited to 200 square feet should be removed.
 7. Heading entitled "Amendments to Rezoning Plan: UMUD Review" should be relettered to "D". In addition, Note (a) under this heading should reference Section "D" not Section "C".
 8. Heading entitled "Binding Effect of the Rezoning Documents and Definitions" should be relettered to "E".
 9. On Sheet RZ1.0, identify building face encroachment into setback allowed by rezoning petition 2007-107. In addition, show support columns for pedestrian bridge along College Street.
 10. Add a note or language to the site plan that states no street trees will be negatively impacted by this proposal.
 11. Provide a detail showing an example of proposed signage.

Attachments Online at www.rezoning.org

- Application
- Site Plan
- Community Meeting Report
- Charlotte Area Transit System Review
- Neighborhood and Business Services Review
- Charlotte Department of Solid Waste Services Review
- Transportation Review
- Charlotte-Mecklenburg Storm Water Services Review
- Engineering and Property Management Review

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