

REQUEST	Current Zoning: UMUD-O (uptown mixed use, optional) Proposed Zoning: UMUD-O SPA (uptown mixed use, optional, site plan amendment)
LOCATION	Approximately 1.96 acres located at the southwest intersection of South College Street and East Stonewall Street and east of John Belk Freeway. (Council District 1 - Kinsey)
SUMMARY OF PETITION	The petition proposes an amendment to allow for additional signage for a high-rise building under construction in the Uptown area.
PROPERTY OWNER PETITIONER AGENT/REPRESENTATIVE	PH COS Charlotte, LLC Regions Bank Keith MacVean and Jeff Brown, Moore & Van Allen, PLLC
COMMUNITY MEETING	Meeting is required and has been held. Report available online. Number of people attending the Community Meeting: 0

STATEMENT OF CONSISTENCY	<ul style="list-style-type: none"> • The Zoning Committee found this petition to be consistent with the <i>Charlotte Center City 2020 Vision Plan</i>, based on information from the staff analysis and the public hearing, and because: <ul style="list-style-type: none"> • While this plan does not make a specific land use recommendation for the site, it recognizes Center City's continuing role as the central economic engine and diversified employment hub of the region. • Therefore, this petition was found to be reasonable and in the public interest, based on information from the staff analysis and the public hearing, and because: <ul style="list-style-type: none"> • The petition proposes to increase the allowed signage for a new uptown building to permit additional exterior signage; and • Two signs are proposed to be located at the top of an 18-story building that has just been completed; and • The two proposed signs will have limited impact due to their location above ground and size in comparison to the building; and • They are also consistent with the signage provided for the NASCAR Hall of Fame office tower; <p>By a 6-0 vote of the Zoning Committee (motion by McClung seconded by Spencer).</p>
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ZONING COMMITTEE ACTION	<p>The Zoning Committee voted 6-0 to APPROVAL of this petition with the following modifications:</p> <p><u>Signage</u></p> <ol style="list-style-type: none"> 1. The information related to the 31-square foot wall sign at the pedestrian level has been removed from the plan. 2. The sign face graphic area has been modified on the site plan.
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VOTE	<p>Motion/Second: Spencer / Majeed</p> <p>Yeas: Fryday, Majeed, McClung, McMillan, Spencer, and Sullivan</p> <p>Nays: None</p> <p>Absent: None</p> <p>Recused: None</p>
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ZONING COMMITTEE DISCUSSION	Staff presented this item noting that all outstanding issues had been addressed and that this petition is consistent with the <i>Charlotte Center City 2020 Vision Plan</i> . There was no further discussion of this request.
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STAFF OPINIONStaff agrees with the recommendation of the Zoning Committee.

FINAL STAFF ANALYSIS
(Pre-Hearing Analysis online at www.rezoning.org)**PLANNING STAFF REVIEW****Proposed Request Details**

The site plan accompanying this petition contains the following provisions:

- Signage request to allow two wall mounted signs up to 335 square feet each near the top of the building which has just been completed.
- Provisions that the previous optional request for open space and ground floor retail for petition 1999-038 (Westin Hotel) still remain.
- Optional provisions for the following:
 - Additional sign face area square footage in excess of the UMUD (uptown mixed use) district allowances. The proposed wall sign area will be approximately be 335 square feet per sign. This optional request represents a wall signage increase of 135 square feet.
- **Public Plans and Policies**
 - The petition is consistent with the *Charlotte Center City 2020 Vision Plan*. While this plan does not make a specific land use recommendation for the site, it recognizes Center City's continuing role as the central economic engine and diversified employment hub of the region.

TRANSPORTATION CONSIDERATIONS

- No issues.

DEPARTMENT COMMENTS (see full department reports online)

- **Charlotte Area Transit System:** No issues.
 - **Charlotte Department of Housing and Neighborhood Services:** No issues.
 - **Charlotte Fire Department:** No issues.
 - **Charlotte-Mecklenburg Schools:** Non-residential petitions do not impact the number of students attending local schools.
 - **Charlotte Water:** No issues.
 - **Engineering and Property Management:**
 - **Arborist:** No issues.
 - **Erosion Control:** No issues.
 - **Land Development:** No issues.
 - **Storm Water Services:** No issues.
 - **Urban Forestry:** No issues.
 - **Mecklenburg County Land Use and Environmental Services Agency:** No issues.
 - **Mecklenburg County Parks and Recreation Department:** No issues.
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Attachments Online at www.rezoning.org

- Application
- Pre-Hearing Staff Analysis
- Site Plan
- Locator Map
- Community Meeting Report
- Department Comments
 - Charlotte Area Transit System Review
 - Charlotte Department of Neighborhood and Housing Services Review
 - Charlotte Fire Department Review
 - Charlotte Water Review
 - Engineering and Property Management Review
 - City Arborist Review
 - Erosion Control

- Land Development
- Storm Water
- Urban Forestry
- Mecklenburg County Land Use and Environmental Services Agency Review
- Mecklenburg County Parks and Recreation Review
- Transportation Review

Planner: Solomon Fortune (704) 336-8326