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| 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: |

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| STAFF RECOMMENDATION | <p>Staff recommends approval of this petition upon resolution of outstanding issues related to signage.</p> <p><u>Plan Consistency</u> The petition is consistent with the <i>Charlotte Center City 2020 Vision Plan</i>. 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.</p> <p><u>Rationale for Recommendation</u></p> <ul style="list-style-type: none"> • The petition proposes to increase the allowed signage for a new uptown building to permit additional exterior signage. • Two signs are proposed to be located at the top of an 18-story building that has just been completed. • The two proposed signs will have limited impact due to their location above ground and size in comparison to the building. • They are also consistent with the signage provided for the NASCAR Hall of Fame office tower. |
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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 that has just been completed.
 - Provisions that the previous optional request for open space and ground for retail for petition 1999-038 (Westin Hotel) will still remain in place.
 - Optional provisions for the following allowances:
 - 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 or a 40% increase.
- **Existing Zoning and Land Use**
 - The site was rezoned under petition 1999-038 to allow optional provisions for the Westin Hotel to allow the total of 5,075 square feet of required open space to be located along East Stonewall Street and allow 50% of the ground floor retail requirement to be met by the hotel lobby area, restaurant, and lobby bar, and general retail. A total of 11,653 square feet was constructed.
 - The subject site is currently under construction for a new office building, and existing hotel (Westin) has already been built
 - The surrounding buildings are zoned UMUD (uptown mixed use district) and UMUD-O (uptown mixed uses, optional) and are developed with commercial high rise buildings.

- See “Rezoning Map” for existing zoning in the area.
- **Rezoning History in Area**
 - Petition 2014-079 rezoned 3.0 acres north of the subject site to UMUD-O (uptown mixed use, optional) to allow the development of retail, office, and residential high-rise building with structured parking. The request included optional provisions to allow increase signage for two video screens up to 300 square feet a piece.
- **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 Neighborhood & Business 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.

OUTSTANDING ISSUES

Signage

1. Delete the information related to the 31 square foot wall sign at the pedestrian level as this is allowed by the UMUD zoning district.
2. For the larger signs, remove the specific sign faces from graphics and replace with boxes which represent the allowed size of the signage.

Attachments Online at www.rezoning.org

- Application
- Site Plan
- Locator Map
- Community Meeting Report
- Department Comments
 - Charlotte Area Transit System Review
 - Charlotte Department of Neighborhood & Business 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