

REQUEST	Current Zoning: UMUD (uptown mixed use) Proposed Zoning: UMUD-O (uptown mixed use, optional) with five- year vested rights
LOCATION	Approximately 2.13 acres located on South Church Street, north of John Belk Freeway and south of East Stonewall Street. (Council District 2 - Ivory)
SUMMARY OF PETITION	The petition proposes a site plan amendment to allow additional signage for a high-rise building under construction in the uptown area.
PROPERTY OWNER PETITIONER AGENT/REPRESENTATIVE	600 South Tryon Development, LLC Lincoln Harris, LLC Collin Brown and Bailey Patrick, Jr., K & L Gates LLP
COMMUNITY MEETING	Meeting is required and has been held. Report available online. Number of people attending the Community Meeting: 0

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 an existing uptown building to permit additional wall signage. • Three sign areas, equal to 270 square feet, are proposed for the four sides of the top parapet on the 33-story building currently under construction. • One sign area, equal to 600 square feet, is proposed along Hill Street • The proposed signage will have limited impact due to its location above the ground-floor and its size in comparison to the building. • All other signage will conform to the UMUD zoning district standards.
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PLANNING STAFF REVIEW

- **Proposed Request Details**
The site plan accompanying this petition contains the following provisions:
 - Signage request to allow a 600 square foot podium sign along Hill Street; wall signage is limited to 200 square feet per façade under the UMUD standards.
 - Signage request to allow a total of 1,080 square feet for several wall signs along each façade of the proposed building wall. Signage is limited to 200 square feet per façade under the UMUD standards.
 - A restriction that the overall 1,080 square feet cannot be combined into one sign and the building will be required to have several signs.
 - Optional provisions for the following allowances:
 - 1,080 square feet of wall signage for the entire project which is an increase of 880 square feet above what is allowed by the UMUD standards.
 - The 1,080 square feet of signage will consist of:
 - Up to 270 square feet per side of the high rise tower, and
 - Up to 600 square feet along the Hills Street podium.
- **Existing Zoning and Land Use**
 - The subject site is currently zoned UMUD (uptown mixed use district) and under construction for a new office building.
 - 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 south of the subject site to UMUD-O (uptown mixed use, optional) to allow the development of a 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 each.
 - Petition 2010-008 rezoned 4.62 acres east of the subject site to UMUD-O SPA (uptown mixed use, optional, site plan amendment) to allow several optional requests for signage. The request includes a video sign up to 200 square feet and banners with a maximum of 800 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, as this request is for signage.

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 comments received.
- **Mecklenburg County Parks and Recreation Department:** No issues.

OUTSTANDING ISSUESSite and Building Design

1. Add a note that no single sign may be larger than 250 square feet except for the requested 600 square foot sign along Hill Street.
2. Remove the request for five-year vested rights.

Attachments Online at www.rezoning.org

- Application
- Site Plan
- Locator Map
- Community Meeting Report
- Department Comments
 - Charlotte Area Transit System Review
 - Charlotte Department of Housing and Neighborhood Services Review
 - Charlotte Fire Department Review
 - Charlotte Water Review
 - Engineering and Property Management Review
 - City Arborist
 - Erosion Control
 - Land Development
 - Storm Water
 - Urban Forestry
 - Mecklenburg County Parks and Recreation Review