

<b>REQUEST</b>	Current Zoning: UMUD-O, uptown mixed use district, optional Proposed Zoning: UMUD-O (SPA), uptown mixed use district, optional, site plan amendment
<b>LOCATION</b>	Approximately 2.60 acres located on the east corner at the intersection of South Tryon Street and East Trade Street.
<b>SUMMARY OF PETITION</b>	The petition proposes to modify existing site plan optional development standards related to signage.
<b>PROPERTY OWNER PETITIONER AGENT/REPRESENTATIVE</b>	Bank of America, N.A. Eric Mathis, Lincoln Harris Mark S. Van Sickle, RLA
<b>COMMUNITY MEETING STATEMENT OF CONSISTENCY</b>	Meeting is required and has been held. Report available online. This petition is found to be consistent with the <i>Charlotte Center City 2020 Vision Plan</i> and to be reasonable and in the public interest, by a unanimous vote of the Zoning Committee (motion by Commissioner Dodson seconded by Commissioner Allen).

<b>ZONING COMMITTEE ACTION</b>	<p>The Zoning Committee voted unanimously to recommend <b>APPROVAL</b> of this petition with the following modifications:</p> <ol style="list-style-type: none"> <li>1. "Rezoning Summary" information has been revised to note Proposed Zoning is UMUD-<del>SPA</del>.</li> <li>2. The petitioner has listed existing optional provisions under rezoning petition 2007-107 pertaining to Overhead Pedestrian Bridge Encroachments, Water Garden Encroachments and Founders Hall and Façade Encroachments.</li> <li>3. Added the word "<u>Proposed</u>" to Heading C "Optional Provisions".</li> <li>4. Included the following language to Heading C: "...with Development A as generally depicted on the Rezoning Plan and Building Elevations <u>and Sign Area Plan.</u>"</li> <li>5. Relettered Note H(c) to Note C5(b) and modified language to read that: "A business in Founders Hall would be allowed <del>signage</del> <u>a business identification sign</u> per street on Tryon, Trade and College Streets. A business in the Corporate Center would be allowed <del>signage</del> <u>a business identification sign</u> per street on Tryon, Trade and College Streets".</li> <li>6. Revised language in Note C5(d) to state that signage area shall be 10 percent of the building wall area associated with the signage location, that signage is currently limited to 200 square feet per building frontage and will be limited to up to 500 square feet.</li> <li>7. Relettered "Amendments to Rezoning Plan: UMUD Review" to "E". Note (a) under this heading references Section "D".</li> <li>8. Relettered "Binding Effect of the Rezoning Documents and Definitions" should be relettered to "F".</li> <li>9. On Sheet RZ1.0, added notes and details identifying building face encroachment into setback allowed by rezoning petition 2007-107. Revised site plan now shows support columns for pedestrian bridge along College Street.</li> <li>10. Added Note C5(e) to state no signs will adversely impact the health and vitality of street trees.</li> </ol>
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	<p>11. The agent has indicated that it is unknown at this time what the proposed signage will look like.</p> <p>12. Added Note D entitled "Other Development Alternatives under UMUD without Optional Variations" and associated language, as was listed and provided on rezoning petition 2007-107 site plan.</p>
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<b>VOTE</b>	<p>Motion/Second: Zoutewelle/Allen</p> <p>Yeas: Allen, Dodson, Rosenburgh, and Zoutewelle</p> <p>Nays: None</p> <p>Absent: Griffith and Phipps</p> <p>Recused: Firestone</p>
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**ZONING COMMITTEE DISCUSSION** Staff presented this proposed site plan amendment to the Committee, noting that the original approval did not include optional provisions for signage. Staff stated that the new proposal involves retention of all existing optional provisions, and new optional provisions to allow business identification signage and banners on Tryon, Trade and College Streets. Staff noted that proposed signage would be limited to a maximum 500 square feet per building frontage. There was no discussion of this petition.

**STAFF OPINION** Staff agrees with the recommendation of the Zoning Committee.

**FINAL STAFF ANALYSIS**  
 (Pre-Hearing Analysis online at [www.rezoning.org](http://www.rezoning.org))

**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, not be limited to 200 square feet per building frontage and be allowed up to a maximum 500 square feet.
- Provision of building elevations showing possible locations of new signage.
- Inclusion of note stating that signs will not impact health and vitality of street trees.

- **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*.
  - **Staff Recommendation (Updated)**
    - Staff agrees with the recommendation of the Zoning Committee.
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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.
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**OUTSTANDING ISSUES**

- No issues.
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**Attachments Online at [www.rezoning.org](http://www.rezoning.org)**

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

**Planner:** Claire Lyte-Graham (704) 336-3782