

Petition 2023-139 by Lincoln Harris

To Approve:

This petition is found to be **consistent** with the *Charlotte Center City 2040 Vision Plan* (2021). based on the information from the staff analysis and the public hearing, and because:

- The *Charlotte Center City 2040 Vision Plan* (2021) encourages future development and contributes to the overall viability and livability of Center City.

Therefore, we find this petition to be reasonable and in the public interest, based on the information from the staff analysis and the public hearing, and because:

- The petition is an optional request to increase the allowed exterior signage for an existing uptown building.
- The petition could facilitate Goal 8 of the *Charlotte Center City 2040 Vision Plan* specially contributing to make the Tryon Street corridor a distinctive destination by increasing visual interest along the street.
- Similar signs have been requested in uptown through the same process, with the largest being 650 square feet located on the Convention Center.
- The Zoning Ordinance limits wall mounted signs to 10% of the wall area per tenant or 300 square feet, whichever is less. However, approved optional provisions could permit more intense signage.

To Deny:

This petition is found to be **consistent** with the *Charlotte Center City 2040 Vision Plan* (2021) based on the information from the staff analysis and the public hearing, and because:

- The *Charlotte Center City 2040 Vision Plan* (2021) encourages future development and contributes to the overall viability and livability of Center City.

However, we find this petition to not be reasonable and in the public interest based on the information from the staff analysis and the public hearing, and because:

- (To be explained by the Zoning Committee)