



Zoning Committee

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**REQUEST**

Current Zoning: UMUD-O SPA (uptown mixed-use district, optional, site plan amendment)

Proposed Zoning: UMUD-O SPA (uptown mixed-use district, optional, site plan amendment)

**LOCATION**

Approximately 1.48 acres located at the east side of the intersection of South Church Street and West Brooklyn Village Avenue, along the northwest side of South Tryon Street. (Council District 2 - Graham)

**PETITIONER**

Wells Fargo Bank, National Association

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**ZONING COMMITTEE ACTION/ STATEMENT OF CONSISTENCY**

The Zoning Committee voted 5-2 to recommend DENIAL of this petition and adopt the consistency statement as follows:

**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 or in the public interest based on the information from the staff analysis and the public hearing, and because:

- The proposed sign is approximately double the square footage of the largest existing skyline signage in Uptown.
- Permitting this larger signage could create a scenario where larger and larger signage is requested.
- The proposed signage would not increase the attractiveness of Uptown or the Tryon Street corridor.

Motion/Second: Winiker / Welton

Yeas: Winiker, Whilden, Lansdell, Russell, Sealey.

Nays: Neeley, Welton.

Absent: None

Recused: None

**ZONING COMMITTEE  
DISCUSSION**

Staff provided a summary of the petition and noted that it is consistent with the *Charlotte Center City 2040 Vision Plan*.

Commissioner Winiker asked about the size of the proposed sign relative to the size of the Truist building skyline signage stating that the proposed signage size is double that of the Truist Building. Staff stated that the proposed signage is a little less than double the size and that the larger of the Truist skyline signs are approximately 980 square feet.

Commissioner Sealey stated that he has concerns with the request as 550 South Tryon Street is an iconic building in Charlotte but could not see any zoning rationale of why the signage should not be approved.

Chairman Welton stated that zoning changes last in perpetuity though the businesses in the building may change. He asked what would happen if the bank changed names, would they be bound by these provisions, if approved? Staff stated that the content of sign is not in question rather the size of the skyline sign.

Chairman Welton asked if the provision of the request require the sign to always say Wells Fargo? Staff stated that would not be possible under the current site plan amendment request.

Commissioner Winiker asked if the business in the building changed, could the content of the signage change. Staff stated that the content of the signage could change if the business changed.

Commissioner Wilden stated that the Truist signage is very bright, and these proposed signs could cause a nuisance with generated light pollution.

Chairman Welton asked if there are standards regarding brightness on the Ordinance? Staff stated that there a maximum permitted number of NITS for signage illumination. Staff stated that the signage is limited to backlit channel letter similar to the Honeywell building signage so that feature could help limit the potential for light pollution.

Staff also clarified that if the content of the signage changed it would still be limited to backlit channel letters per the provisions of the proposed site plan amendment.

Chairman Welton asked of the sign would be required to be in English. Staff stated that English language is not a requirement.

There was no further discussion of this petition.

**MINORITY OPINION**

Chairman Welton stated that the reasons for the size, the composition, and mechanics of signage are set out in the Zoning Ordinance and as long as the petitioner follows the process layout by the Zoning Ordinance the signage should be approved.

**PLANNER**

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