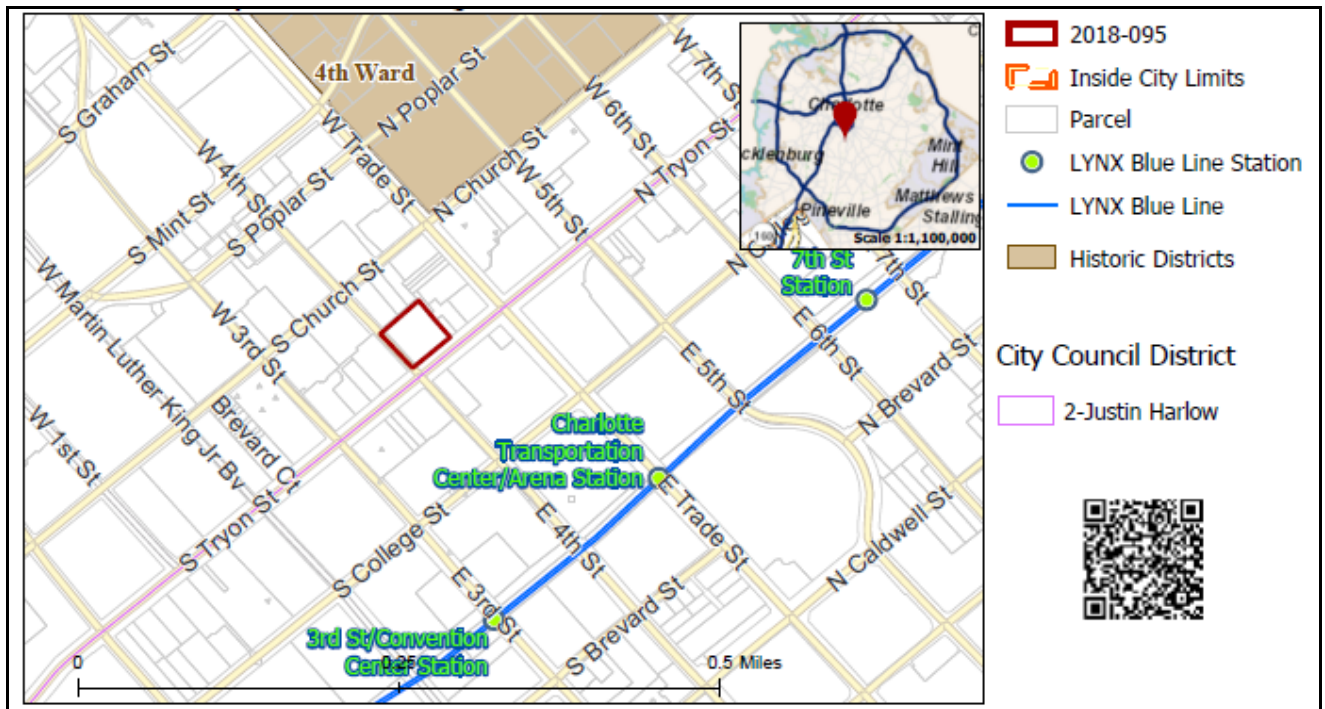


**REQUEST**

Current Zoning: UMUD (uptown mixed use)  
Proposed Zoning: UMUD-O (uptown mixed use, optional)

**LOCATION**

Approximately 0.82 acres located at the corner of North Tryon Street and West 4<sup>th</sup> Street.  
(Council District 2 - Harlow)



**SUMMARY OF PETITION**

The petition proposes additional signage for an existing First Citizens high-rise building in the uptown area.

**PROPERTY OWNER**

First Citizens Bank & TR CO

**PETITIONER**

WeWork Companies, Inc.

**AGENT/REPRESENTATIVE**

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: 2

**STAFF  
RECOMMENDATION**

Staff recommends approval of this petition.

Plan Consistency

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.

Rationale for Recommendation

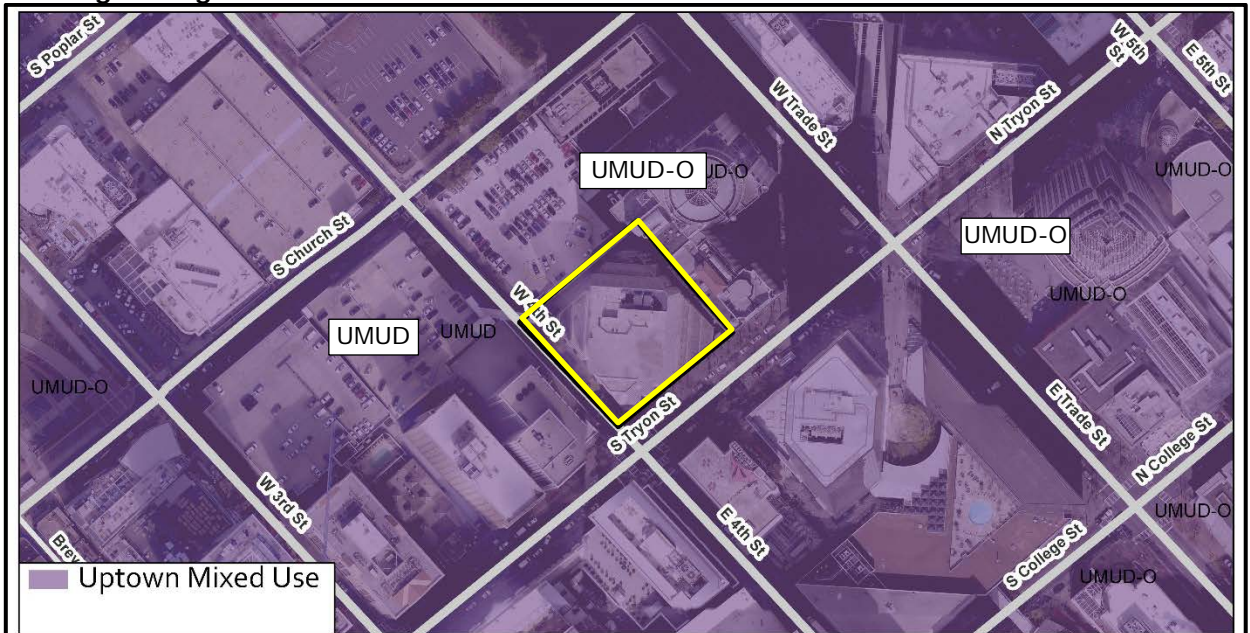
- The petition proposes an optional request to increase the allowed exterior signage for an existing uptown building.
- One sign area, equal to 650 square feet, is proposed for one side of the top parapet (a low protective wall that rises above the roof) of the existing high-rise building.

- The proposed signage will have limited impact due to its location above the ground-floor and since the building is 90 feet tall in comparison to the building and is consistent with similar signage approved for other UMUD-O requests in the Uptown area varying from 330 to 650 square feet.
- All other signage will conform to the UMUD zoning district standards.

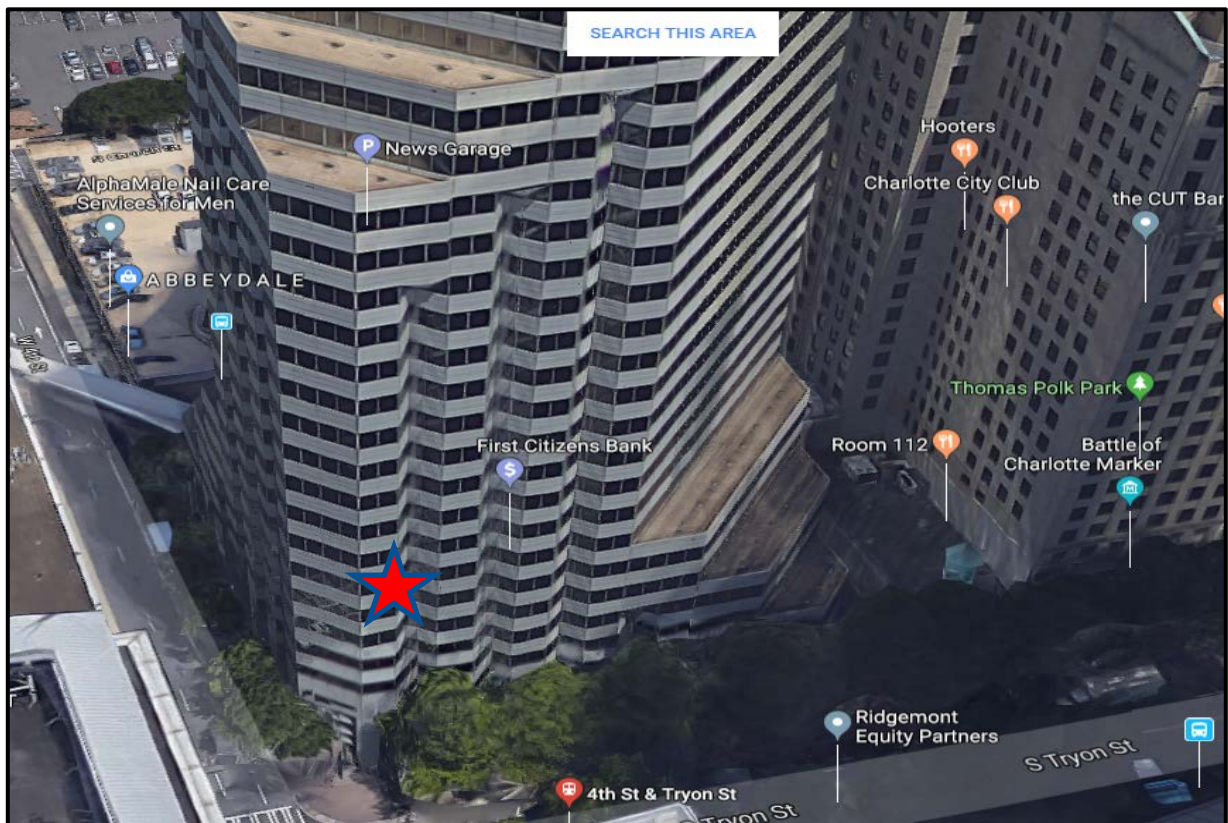
## PLANNING STAFF REVIEW

**Proposed Request Details** The site plan accompanying this petition contains the following provisions:

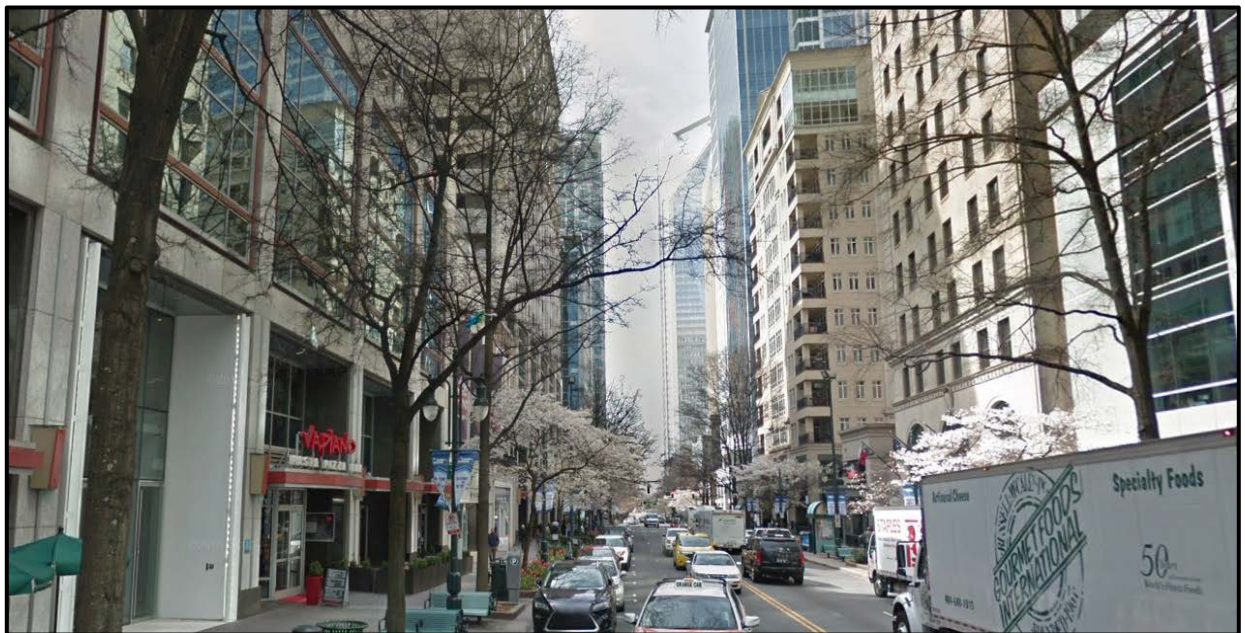
- Optional signage request to allow one additional wall mounted sign up to 650 square feet on one building face near the top of the building.
- Digital signage will not be allowed for the increased sign request.
- **Existing Zoning and Land Use**



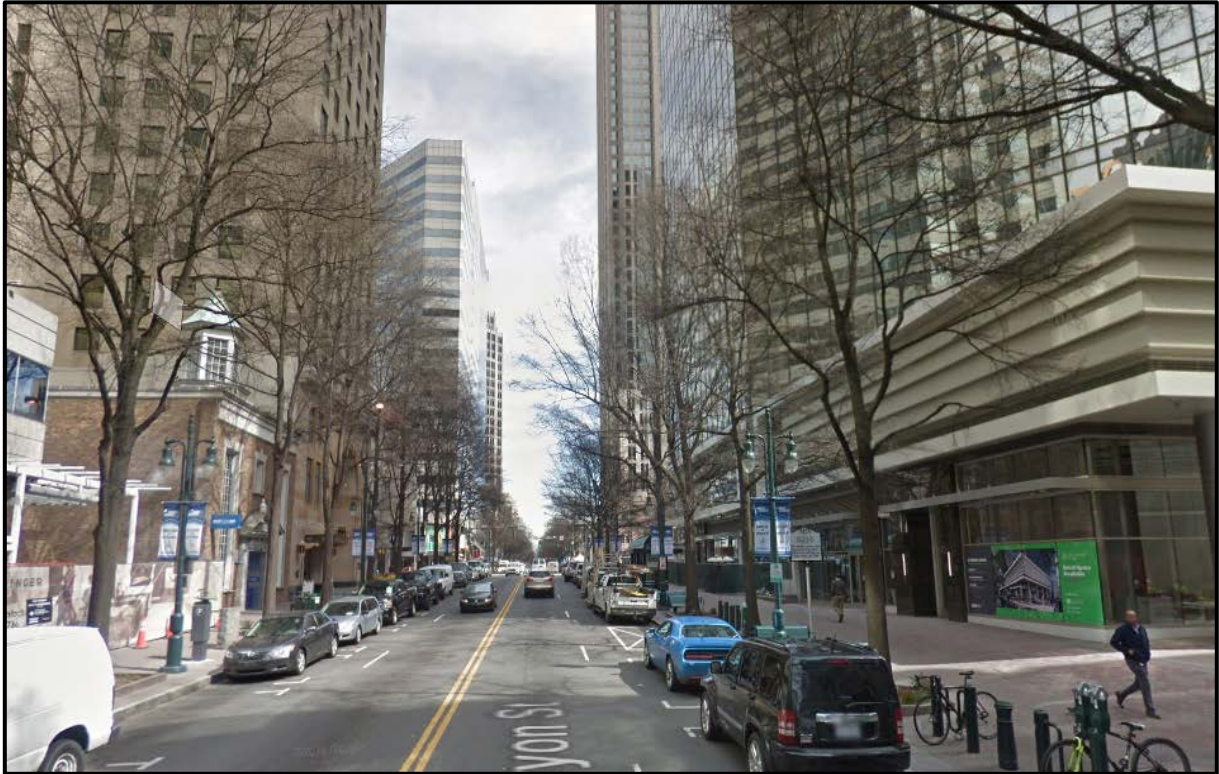
- The subject property is developed with a commercial high-rise building (First Citizens Tower).
- The surrounding properties are zoned UMUD (uptown mixed use) and UMUD-O (uptown mixed use, optional) and developed with various commercial mid- and high-rise buildings.



The subject property is developed with a high-rise office building. The red star indicates the subject site.

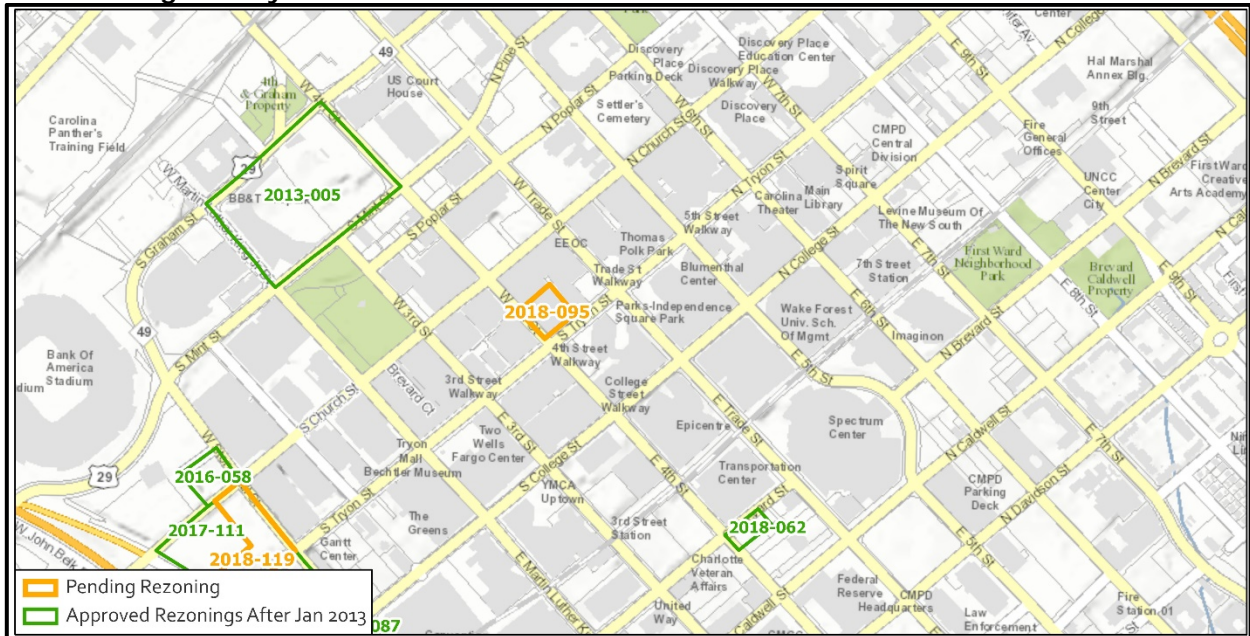


Properties to the south and west along South Tryon Street are developed with mixed use buildings.



Properties to the north and east along South Tryon Street are developed with mixed use buildings.

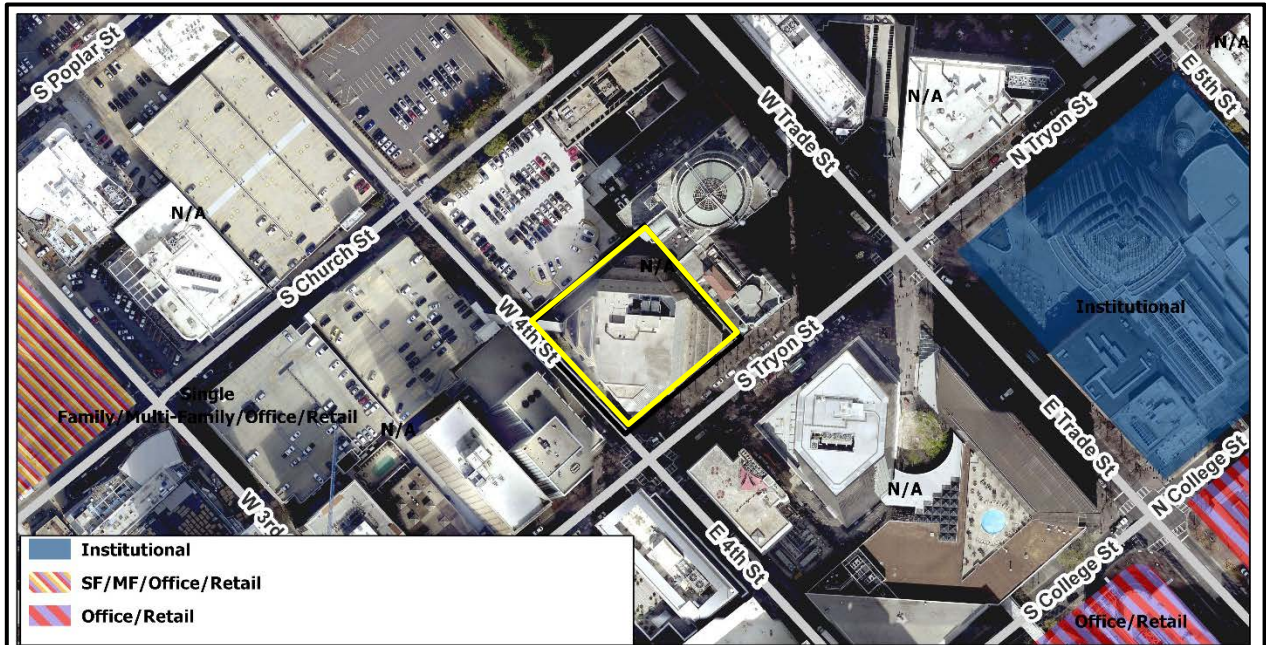
- Rezoning History in Area**



Petition Number	Summary of Petition	Status
2018-119	Request to rezone 2.18 acres from UMUD (uptown mixed use) to UMUD-O (uptown mixed use, optional) to allow an encroachment into the required setback.	Pending
2018-062	Rezoned 0.36 acres to UMUD-O (uptown mixed use, optional) to allow the development of a new building with all uses in the UMUD (uptown mixed use) district.	Approved
2017-111	Rezoned 2.13 acres to UMUD-O (uptown mixed use, optional) to allow an optional request for signage.	Approved

2016-058	Rezoned 0.81 acres to UMUD (uptown mixed use) to allow all uses in the district.	Approved
2013-005	Rezoned 8.42 acres to UMUD-O (uptown mixed use, optional) to allow the development of a baseball stadium and buildings.	Approved

- **Public Plans and Policies**



The *Charlotte Center City 2020 Vision Plan* does not make a specific land use recommendation for the site. However, it recognizes Center City's continuing role as the central economic engine and diversified employment hub of the region.

- **TRANSPORTATION CONSIDERATIONS**

- The purpose of the site plan is to allow optional provisions for signage. CDOT review is not required.
- **Vehicle Trip Generation:**  
Current Zoning:  
Existing Use: 4,300 trips per day (based on 477,000 square feet of office).  
Entitlement: 4,300 trips per day (based on 477,000 square feet of office).  
Proposed Zoning: 4,300 trips per day (based on 477,000 square feet of office).

**DEPARTMENT COMMENTS** (see full department reports online)

- **Charlotte Area Transit System:** No outstanding issues.
- **Charlotte Department of Housing and Neighborhood Services:** No outstanding issues.
- **Charlotte Fire Department:** No outstanding issues.
- **Charlotte Water:** Charlotte Water has accessible water and sanitary system infrastructure for the rezoning boundary.
- **Engineering and Property Management:**
  - **Arborist:** No outstanding issues.
  - **Erosion Control:** No outstanding issues.
  - **Land Development:** No outstanding issues.
  - **Storm Water Services:** No outstanding issues.
  - **Urban Forestry:** No outstanding issues.
- **Mecklenburg County Land Use and Environmental Services Agency:** No comments submitted.
- **Mecklenburg County Parks and Recreation Department:** No outstanding issues.

**REQUESTED TECHNICAL REVISIONS**Site and Building Design

- ~~1. Provide a site data table, showing: Existing zoning, proposed zoning, and parcel number(s).~~ Addressed
  - ~~2. Provide a sheet showing the subject parcel and the surrounding zoning.~~ Addressed
  - ~~3. Place the petition number 2018-095 on the site plan.~~ Addressed
- 

**Attachments Online at [www.rezoning.org](http://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
  - Transportation Review

**Planner:** Solomon Fortune (704) 336-8326