

Petition 2019-161 by Crescent Communities, LLC

To Approve:

The petition is found to be **consistent** with the *Charlotte Center City 2020 Vision Plan*, based on information from the staff analysis and the public hearing, and because:

- While this plan does not make a specific land use recommendation for the site, it encourages future development contribute 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 proposes to modify an approved plan to increase the allowed signage for an uptown building under construction.
- The request will increase the previously approved two attached electronic signs (video or LED screen) from a maximum size of 300 square feet each to 450 square feet each.
- The allowable electronic signs will be designed to pique visual interest through the use of channelized letter, multi-dimensional designs, or other techniques in order to avoid the appearance of traditional, flat "box like" signs or screens.
- This signage will be limited to building identification, tenant identification, and artistic/civic/cultural displays or messages.
- Petition 2014-079 approved the use of several options for the development. Petition 2017-199 approved an additional optional request to allow for a 10-foot overhead encroachment into the 22-foot setback along Stonewall Street.
- The previous optional requests and design details from petition 2014-079 and 2017-199 will remain for the subject site.

To Deny:

The petition is found to be **consistent** with the *Charlotte Center City 2020 Vision Plan*, based on information from the staff analysis and the public hearing, and because, and because:

- While this plan does not make a specific land use recommendation for the site, it encourages future development contribute 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 Zoning Committee)

Motion:
Approve or Deny
Maker:
2ND:

Vote:
Dissenting:
Recused: