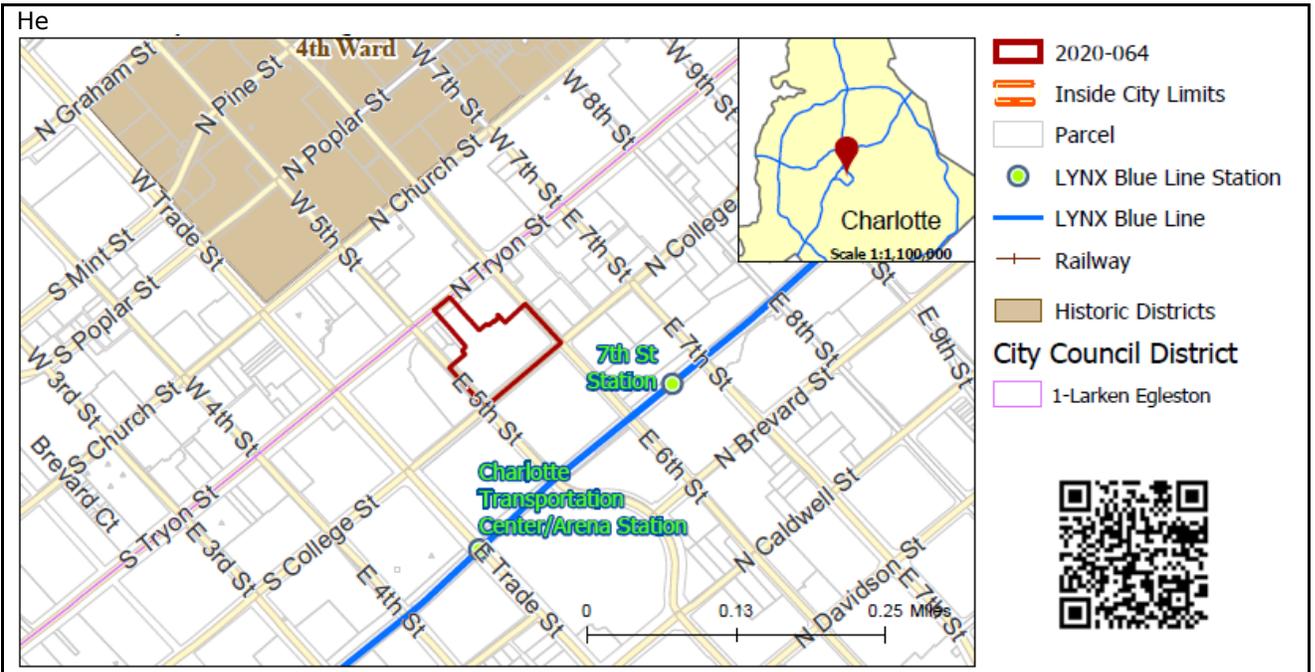


**REQUEST**

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

**LOCATION**

Approximately 2.34 acres bounded by the northeast side of 5<sup>th</sup> Street, southeast of North Tryon Street, southwest of East 6<sup>th</sup> Street, and northwest of North College Street.



**SUMMARY OF PETITION**

The petition proposes to modify an approved plan to allow additional signage for the Hearst Tower in Uptown.

**PROPERTY OWNER**

Truist Bank

**PETITIONER**

Truist Signage

**AGENT/REPRESENTATIVE**

Collin Brown and Brittany Lins

**COMMUNITY MEETING**

Meeting is required and has been held. Report available online.  
Number of people attending the Community Meeting: 0

**STAFF  
RECOMMENDATION**

Staff recommends approval of this petition upon resolution of outstanding issues related to requested technical revisions.

Plan Consistency

The petition is consistent with the *Charlotte Center City 2020 Vision Plan (2011)*. 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.

Rationale for Recommendation

- The petition proposes an optional request to increase the allowed exterior signage for an existing uptown building.
- The previous optional requests and design details from petition 2001-076 will remain for the subject site.

- The request will allow skyline signs for an uptown building that are in proportion to the size of the high-rise structure.
- The proposed signage will accommodate an additional identifying element for a major structure in uptown.

**PLANNING STAFF REVIEW**

• **Proposed Request Details**

The site plan amendment contains the following changes:

- Allows previous optional requests and design details from petition 2001-076 to remain for the subject site.
- Proposes the following optional provision:
  - Allow four (4) skyline signs with a total maximum sign face area of 3,076 square feet to be allocated between all four sides of the existing office tower, as generally depicted on the rezoning plan. All other signage will conform to UMUD zoning district standards in the ordinance.
- Building elevations depicting the proposed signage locations.

• **Existing Zoning and Land Use**

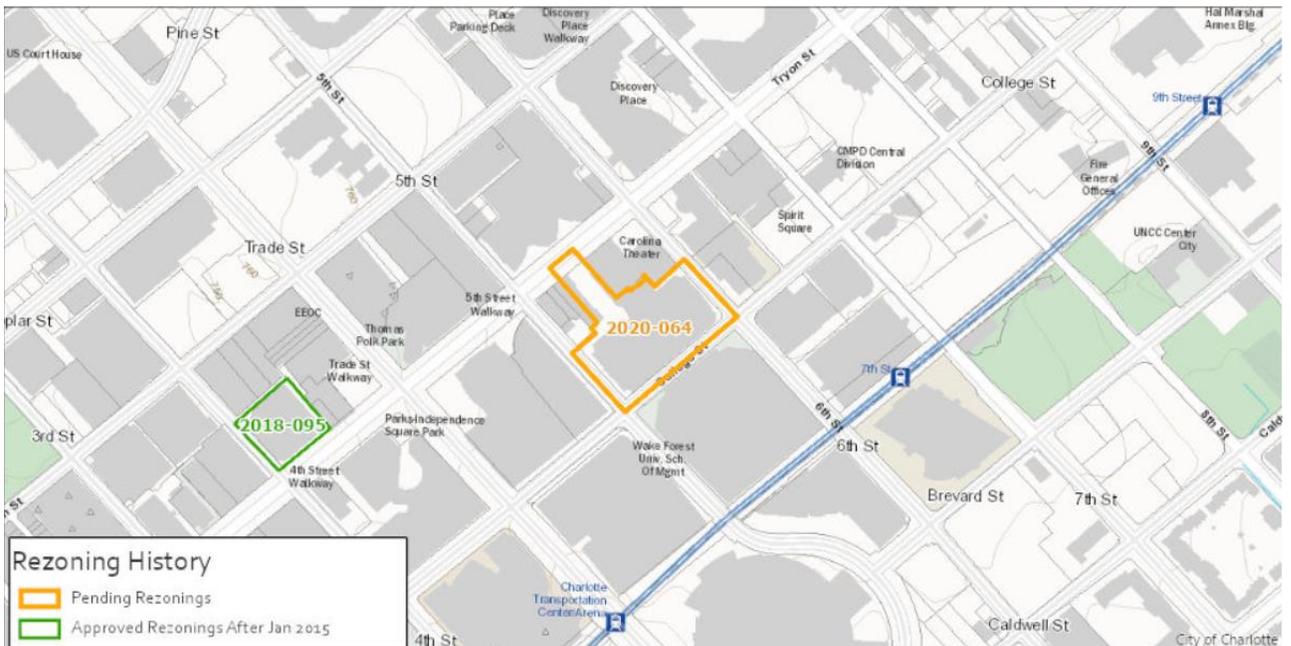


- The subject site is currently developed with an office building constructed in 2001.
- The site was rezoned via petition 2001-076 for an optional provision to allow for a reduction of the amount of urban open space trees and seating in affiliation with development of a 47-story office tower with a building area of 989,486 square foot.



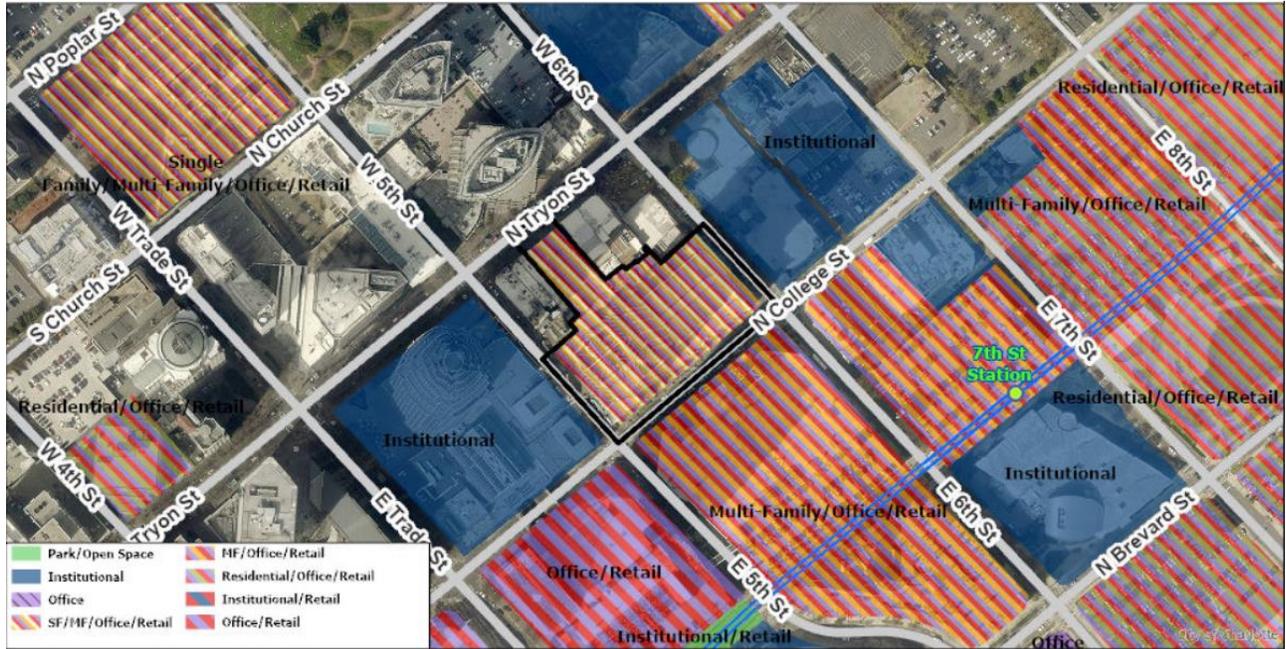
The subject site is an office tower located in Uptown.

- **Rezoning History in Area**



Petition Number	Summary of Petition	Status
2018-095	UMUD-O SPA to modify an approved plan with an optional request to allow additional signage for an existing First Citizens high-rise building. Prohibited digital signage.	Approved

• **Public Plans and Policies**



- The Charlotte Center City 2020 Vision Plan (2011) does not make a specific land use recommendation for this site. However, the plan encourages future development that will contribute to the overall viability and livability of Center City. The plan recognizes Center City 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.

• **TRANSPORTATION SUMMARY**

- CDOT has no transportation issues with this petition.

• **ACTIVE PROJECTS NEAR THE SITE:**

- Uptown Cycletrack, Phase 2
  - Scope: Convert northern lane of 6<sup>th</sup> St. to a two-way separated cycletrack between McDowell St. and I-77 (via 5<sup>th</sup> St.). Some reconfiguration of pavement markings, loading, and parking on 6<sup>th</sup> St. in the vicinity of this petition will occur.
  - Phase: 100% Design
  - Construction: beginning Fall 2020 and completion by Fall 2021

• **TRANSPORTATION CONSIDERATIONS**

- No outstanding issues.
- **Vehicle Trip Generation:**
  - Current Zoning:
    - Existing Use: high rise office tower with ground floor retail building trips per day (989,500 square feet of office).
    - Entitlement: Too many uses to determine.
    - Proposed Zoning: Too many uses to determine.

**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-Mecklenburg Schools:** No comments submitted.
- **Charlotte Water:** No comments submitted.
- **Engineering and Property Management:**
  - **Arborist:** No comments submitted.
  - **Erosion Control:** No comments submitted.
  - **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 outstanding issues.
- **Mecklenburg County Parks and Recreation Department:** No outstanding issues.

**REQUESTED TECHNICAL REVISIONS**

1. Label each sheet 2020-064.
2. Note proposed zoning is UMUD-O SPA.
3. Place signage optional provision request on the site plan.
4. Update ownership information on the site plan.
5. Ensure optional provision language references the correct chapter in the ordinance.
6. Ensure all entitlements under 2001-076 are noted in this plan.
7. Remove heading "approved rezoning petition 2001-076" and reference in language.

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**See Attachments (applications, department memos, maps etc.) Online at [www.rezoning.org](http://www.rezoning.org)**

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