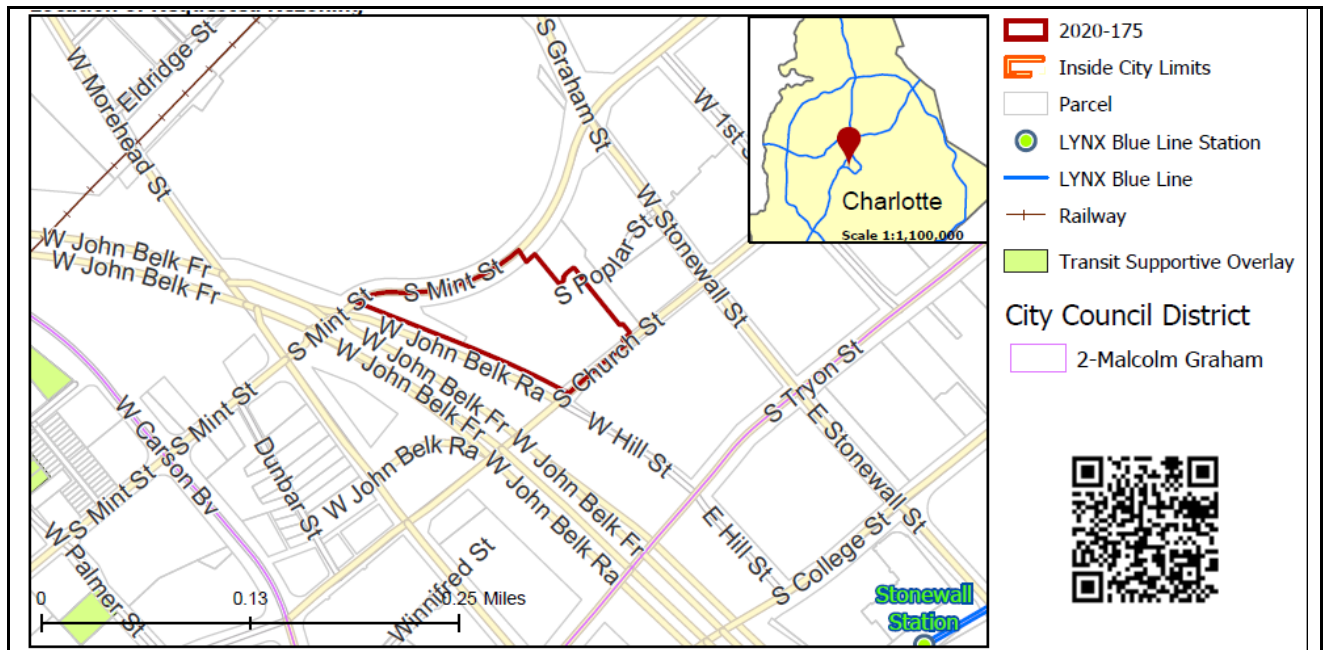


REQUEST

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

LOCATION

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



SUMMARY OF PETITION

The petition proposes optional provisions to deviate from the sign ordinance for an office tower and parking deck under construction in Uptown.

PROPERTY OWNER

720 South Church Development, LLC

PETITIONER

Lincoln Harris

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 the petition upon resolution of technical revisions to site and building design.

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 allow signs to be mounted to building curtain walls/windows for an uptown building under construction.
- The proposed signage will accommodate an additional identifying element for a major structure in uptown.

- The proposed signage will blend with the overall architecture of the building and will not obstruct internal views for the signs proposed on the glass surfaces.

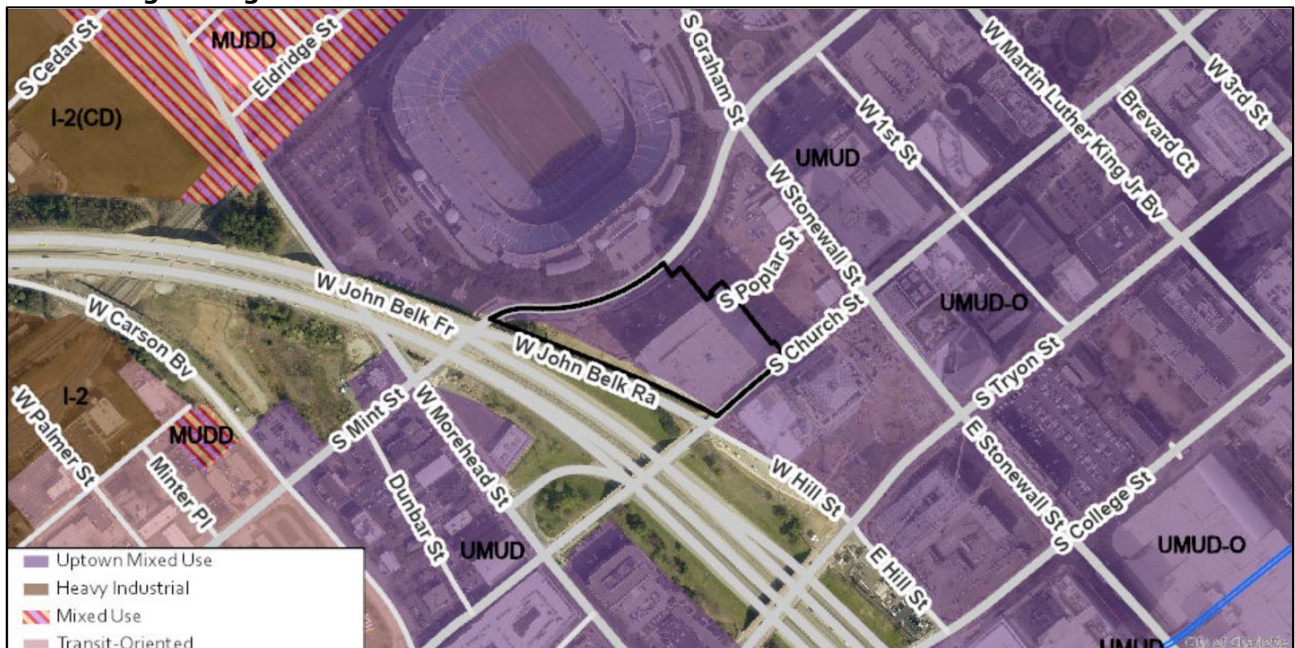
PLANNING STAFF REVIEW

• Proposed Request Details

The site plan accompanying this petition contains the following provisions:

- Proposes the following optional provision:
 - ~~Allow the following wall sign building areas on the building parapet, locations of which as generally depicted on the Rezoning Plan: a total of four (4) signs with a sign area of 350 square feet each, totaling a maximum 1,400 square feet between the four (4) parapet signs. All other signage shall conform to UMUD zoning district standards and not be included in this square footage calculation.~~
 - ~~Allow parapet signs to be mounted to building curtain walls/windows, where generally depicted on the Rezoning Plan.~~
 - To allow the following wall sign building areas, locations of which as generally depicted on the Rezoning Plan: a total of four (4) signs with a sign area of 350 square feet each, totaling a maximum 1,400 square feet between the four (4) signs. All other signage shall conform to UMUD zoning district standards and not be included in this square footage calculation.
 - To allow signs to be mounted to building curtain walls/windows, where generally depicted on the Rezoning Plan. The signage will consist of individual aluminum, face-lit channel letters attached to a raceway which in turn is mounted to and supported by the building's curtain wall system. The raceway will be painted to match the mullions of the curtainwall system. The channel letters will have day/night vinyl facing which will allow the letters to read as a color during the day and white when illuminated at night. Signage shall not cover windows within eight (8) vertical feet from finished floor.
- Building elevations depicting the proposed signage locations.

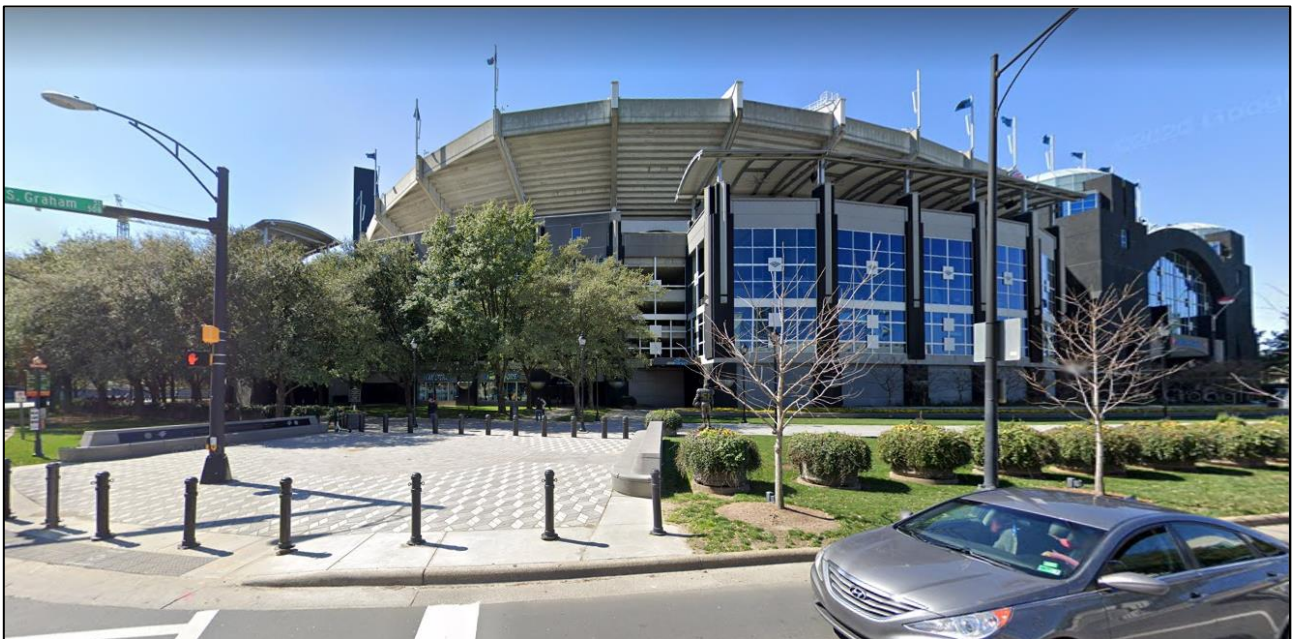
• Existing Zoning and Land Use



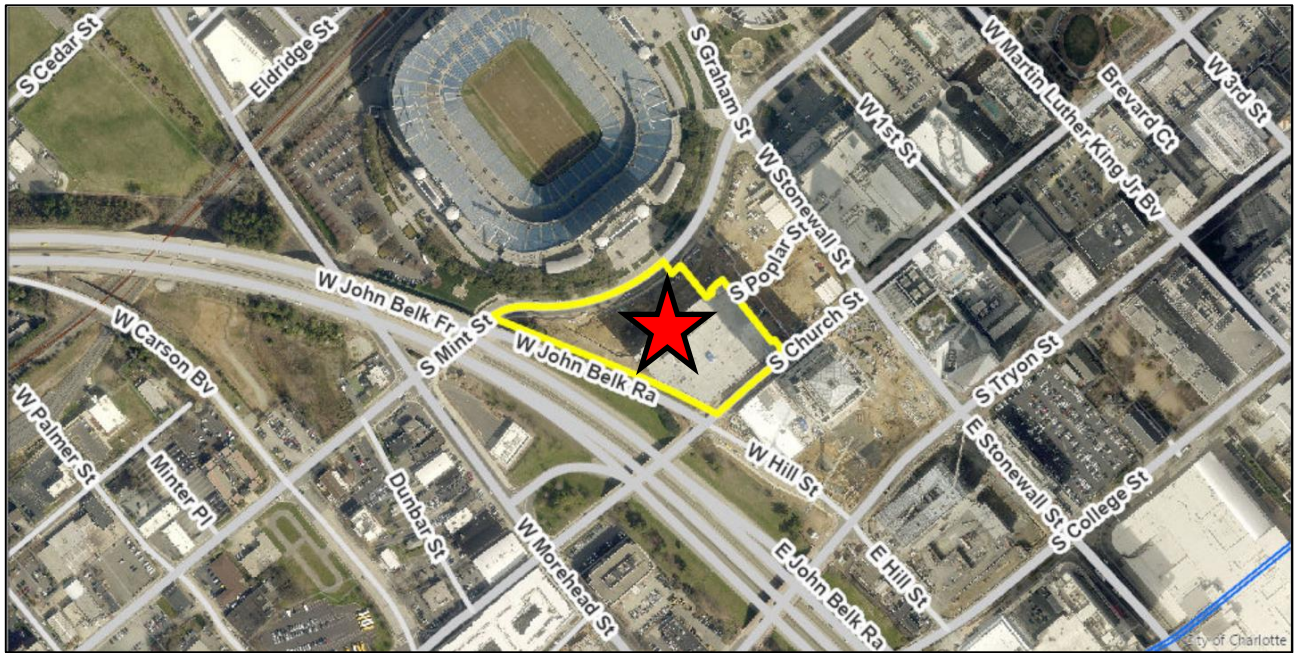
- The subject site is under construction with an office tower and parking deck in Uptown and surrounded by residential and non-residential uses primarily UMUD and UMUD-O along with MUDD, I-2, and I-2(CD). The site abuts the John Belk Freeway.



The subject site is currently under development with an office tower and parking deck located in Uptown.

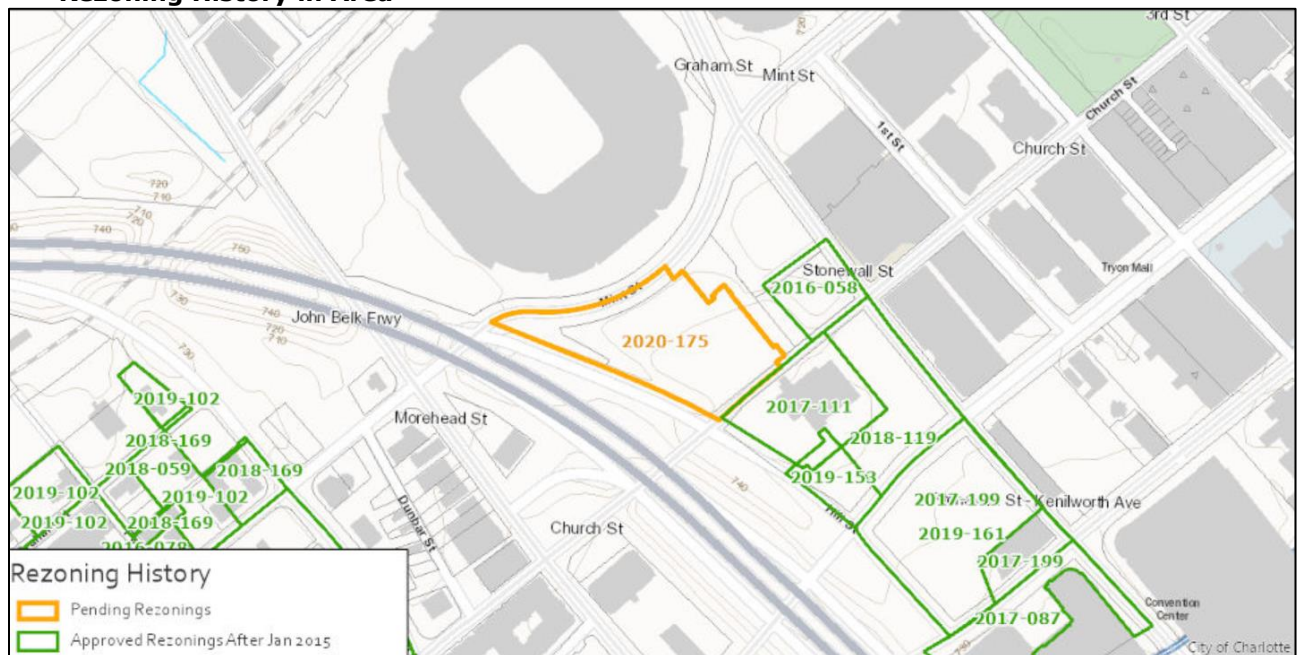


Across S. Mint Street is Bank of America Stadium



The rezoning site (denoted in blue) is located in Uptown and abuts the John Belk Freeway.

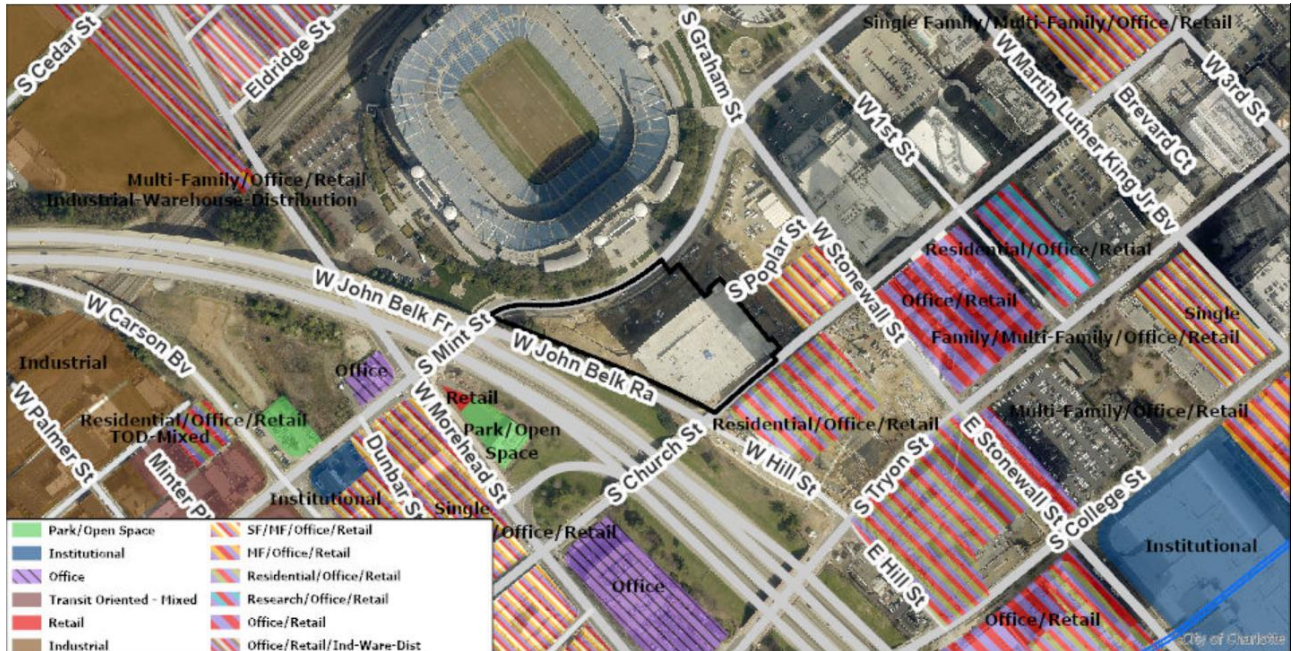
- Rezoning History in Area**



Petition Number	Summary of Petition	Status
2019-161	UMUD-O SPA for 2.4 acres to allow additional signage.	Approved
2019-153	UMUD-O SPA for 0.64 acres for valet parking for a building under construction.	Approved
2019-102	Rezone 1,771 acres to one of 4 TOD districts.	Approved
2018-169	Text amendment to modify TOD districts.	Approved
2018-119	Rezone 2.18 acres to UMUD-O to allow the development of a non-residential building with optional request to allow a 10-foot cantilevered encroachment.	Approved
2017-199	Rezoned 3.50 acres to UMUD-O and UMUD-O SPA to allow all uses in UMUD and optional requests for site modifications.	Approved
2017-111	Rezoned 2.13 acres to UMUD-O to all additional signage for a high-rise building under construction.	Approved

2017-087	UMUD-O SPA for 1.96 acres to allow for additional signage for a high-rise building under construction.	Approved
2016-058	Rezoned 0.81 acres to UMUD to allow the redevelopment of a parcel.	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**
 - The site is located on a major thoroughfare road [Mint Street]. The review of this rezoning petition is focused on the installation of a sign; site characteristics typically reviewed by CDOT are not proposed to change. Due to the nature of this petition, there are no comments provided by CDOT at this time as all site improvements were installed during initial development of this project in 2016 (LDUUMUDD-2016-00080). CDOT staff will again review the site plan during the permitting process and work on any transportation issues as they arise.
- **ACTIVE PROJECTS NEAR THE SITE:**
 - None
- **TRANSPORTATION CONSIDERATIONS**
 - No outstanding issues.
 - **Vehicle Trip Generation:**
 - Current Zoning:
 - Existing Use: Vacant
 - Entitlement: 3,095 trips (based upon 301,466 square feet of office)
 - Proposed Zoning: 3,095 trips (based upon 301,466 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-Mecklenburg Schools:** No comments submitted.
- **Charlotte Water:** No comments submitted.
- **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 outstanding issues.
- **Mecklenburg County Parks and Recreation Department:** No outstanding issues.

OUTSTANDING ISSUESSite and Building Design

1. ~~Remove the optional requests on the site plan and replace with the following optional request:
To allow a total of four (4) skyline signs to be mounted on building curtain walls, where generally depicted on the Rezoning Plan. All other signs shall conform to signage standards in the Zoning Ordinance and are not be included in this square footage calculation.~~ Staff request revised as listed below in Requested Technical Revisions.
2. ~~Staff does not support the proposed signs covering windows.~~ Concerns addressed with additional graphic information presented

REQUESTED TECHNICAL REVISIONSSite and Building Design

3. Please revise optional provisions to replace references to wall signs with skyline signs and clarify that the request is for skyline signs to cover fenestration as depicted on the site plan.
 4. Please revise optional provisions to reflect any provisions needed to address deviations for the proposed roof signs.
-

See Attachments (applications, department memos, maps etc.) Online at www.rezoning.org

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