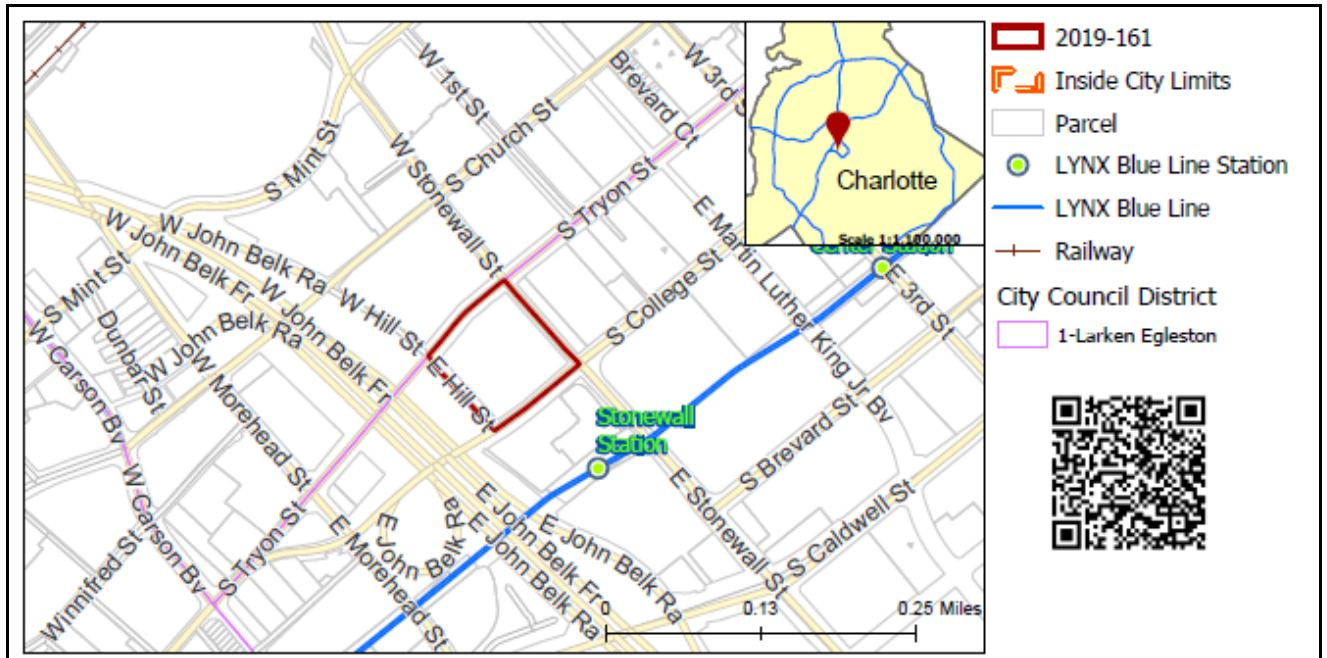


REQUEST

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

LOCATION

Approximately 2.4 acres bounded by S. Tryon Street and W. Hill Street east of John Belk Freeway.



SUMMARY OF PETITION

The petition proposes to modify an approved plan and update an optional provision related to signage for a building under construction in Uptown.

**PROPERTY OWNER
PETITIONER
AGENT/REPRESENTATIVE**

601 S Tryon LLC
Crescent Communities, LLC
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.

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 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 letters, 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.

PLANNING STAFF REVIEW

• **Proposed Request Details**

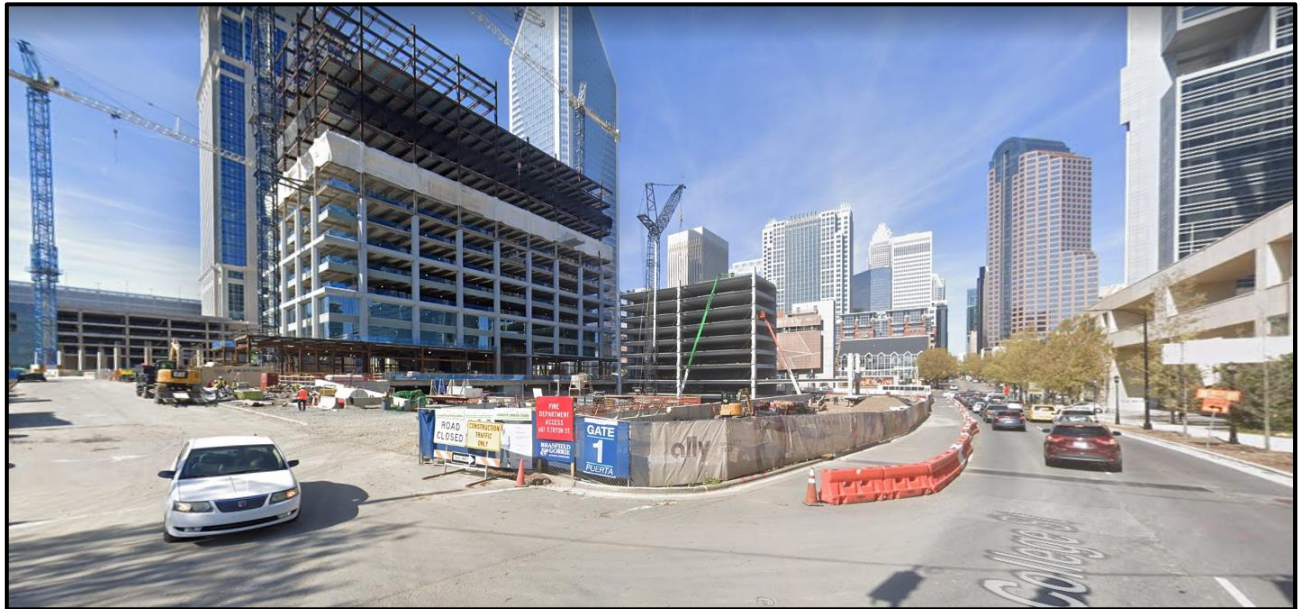
The site plan amendment contains the following changes:

- Allows previous optional requests and design details from petitions 2014-079 and 2017-199 will remain for the subject site.
- Proposes the following optional provision:
 - 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. Notes that allowable electronic signs shall be designed to pique visual interest through the use of channelized letters, multi-dimensional designs, or other techniques in order to avoid the appearance of traditional, flat “box like” signs or screens.

• **Existing Zoning and Land Use**

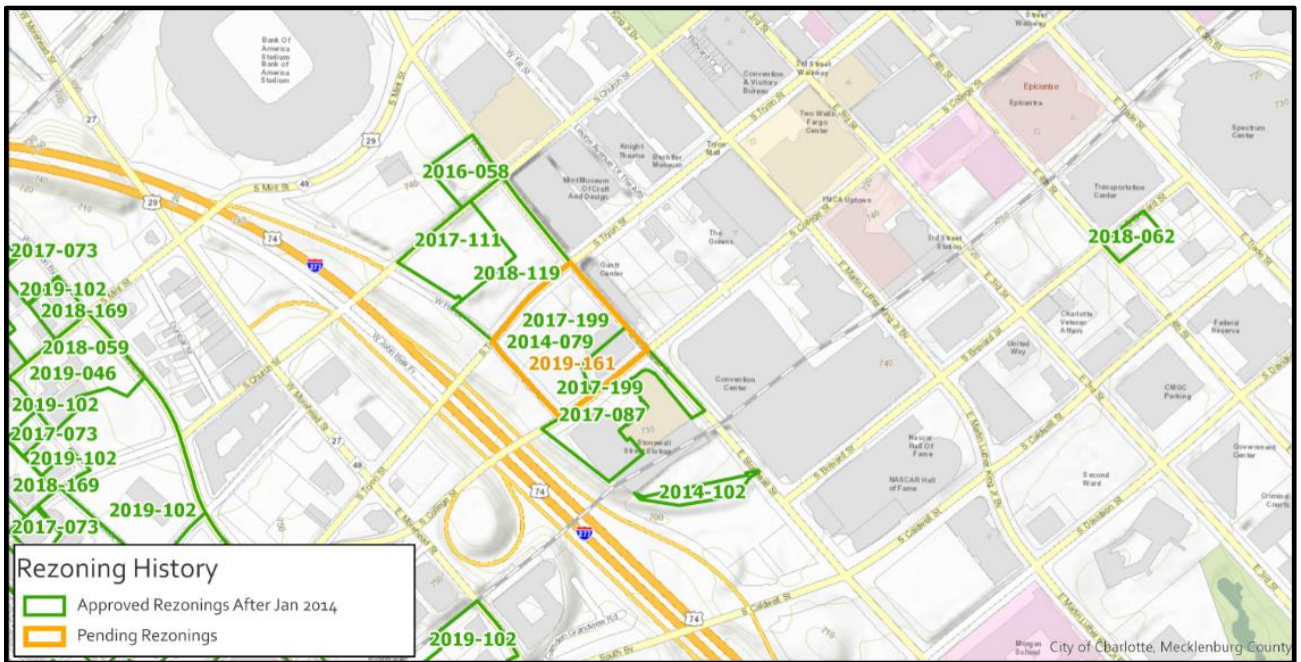


- The subject site is currently under development with a multi-story structure and is located in Uptown inside the I-277 Loop.
- The site is part of petition 2014-079 approved to allow all uses permitted in the UMUD and optional provisions pertaining to signage; temporary retail vendor zones; reduced setback; street right-of-way and streetscape; urban open space seating and trees; and loading spaces. Rezoning petition 2017-199 amended petition 2014-079 by adding a new optional provision to allow for a 10-foot overhead encroachment into the 22-foot setback along Stonewall Street. Previous optional requests and design details remained intact.



The subject site is currently under construction.

• **Rezoning History in Area**



Petition Number	Summary of Petition	Status
2019-153	UMUD-O SPA to modify an approved plan with an optional request to allow a valet drop off area for a building under construction in Uptown.	Approved
2019-102	Rezoned parcels (1,771.18 acres) under a range of zoning districts to 1 of 4 transit oriented development (TOD) districts.	Approved
2019-046	Rezoned 2.16 acres from I-2 to TOD-UC to allow all uses permitted in the TOD-UC zoning district.	Approved
2018-169	Amendment to the Zoning Ordinance to replace three existing transit oriented development districts with four new transit oriented development districts and regulations. These four new districts are the first phase of the City's Unified Development Ordinance (UDO).	Approved

2018-119	Rezoned 2.18 acres from UMUD to UMUD-) to allow the development of a non-residential building with optional request to allow a 10-foot cantilevered building encroachment on the site's frontage along South Tryon Street.	Approved
2018-062	Rezoned 0.36 acres from UMUD to UMUD-O to allow the development of a multi-story building to allow all uses in the UMUD district with optional site modifications	Approved
2018-059	Rezoned 1.01 acre site from I-2 to TOD-M to allow transit supportive uses per conventional TOD-M.	Approved
2017-199	Rezoned 3.50 acres from UMUD and UMUD-O to UMUD-O and UMUD-O SPA to allow all uses in the UMUD and optional requests regarding signage temporary, retail vendor zones, setback, street right-of-way and streetscape requirements.	Approved
2017-111	Rezoned 2.13 acres to UMUD-O (uptown mixed use, optional) for an optional request to allow increased signage for the subject site.	Approved
2017-087	UMUD-O SPA to allow for additional signage for a high-rise building.	Approved
2017-073	Rezoned 9.13 acres from B-2 HD, I-1 HD, and I-2 to B-2 TS HD, I-1 TS HD and I-2 TS to apply the transit supportive overlay to identified properties.	Approved
2016-058	Rezoned 0.81 acres from UMUD-O to UMUD, eliminating optional provisions and other associated conditions and allow all uses in UMUD by right.	Approved
2014-102	Rezoned 0.59 acre remnant parcel resulting from the reconfiguration of the I-277/Caldwell Street right-of-way to UMUD.	Approved
2014-079	Rezoned 3.0 acres from UMUD to UMUD-O to allow all uses in the UMD district and optional site modifications.	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 petition is a site plan amendment to approved 2017-199 to update signage request. CDOT has no comments.

- **ACTIVE PROJECTS NEAR THE SITE:**

- Not applicable

- **TRANSPORTATION CONSIDERATIONS**

- No outstanding issues.

- **Vehicle Trip Generation:**

Current Zoning:

Existing Use: 10,180 trips per day (766,560 square feet of office; 27,900 square feet of retail).

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:** See advisory comments at www.rezoning.org regarding sewer capacity.
- **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:** See advisory comments at www.rezoning.org regarding ground water services.
- **Mecklenburg County Parks and Recreation Department:** No outstanding issues.

REQUESTED TECHNICAL REVISIONS

- ~~1. Petition 2017-199 updated 2014-079; modify references in site plan language.~~ Addressed.
 - ~~2. Provide correct acreage on site plan.~~ Addressed.
-

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

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