



Zoning Committee

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.
(District 1 - Egleston)

PETITIONER

Crescent Communities, LLC

ZONING COMMITTEE ACTION/ STATEMENT OF CONSISTENCY

The Zoning Committee voted 6-0 to recommend APPROVAL of this petition and adopt the consistency statement as follows:

This petition is found to be **consistent** with the *Charlotte Center City 2020 Vision Plan*, based on the 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 to 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 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 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.

Motion/Second: McClung / Nwasike
Yeas: Gussman, Ham, McClung, Nwasike, Spencer,
and Wiggins
Nays: None
Absent: Watkins
Recused: None

**ZONING COMMITTEE
DISCUSSION**

Staff provided a summary of this request, noting the site plan amendment is primarily due to the recent sign ordinance text amendment affecting how the individual sign letters are measured. A Commissioner commented that the request is consistent with requests in Uptown. The rules were suspended in order to allow a representative for the petition respond to an inquiry by a Commissioner regarding LED signage and investigating sustainable sourcing. The representative responded that alternative had not been investigated by the petitioner. There was no discussion of this request.

PLANNER

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