



Zoning Committee

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**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.  
(Council District 1 - Egleston)

**PETITIONER**

Truist Signage

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**ZONING COMMITTEE  
ACTION/ STATEMENT  
OF CONSISTENCY**

The Zoning Committee voted 4-3 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:

- 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.

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 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 and that is in proportion to the size of the highrise structure.
- The proposed signage will accommodate an additional identifying element for a major structure in uptown.

Motion/Second: Wiggins / Kelly

Yeas: Ham, Kelly, Nwasike, and Wiggins

Nays: Gussman, Spencer, and Watkins

Absent: None

Recused: None

**ZONING COMMITTEE  
DISCUSSION**

Staff provided a summary of the petition, noting the request to allow 4 skyline signs with proposed locations. and noted that it is Choose an item. with the adopted area plan. One Commissioner commented that she has long been an advocate for signage amendments to add color and interest to the community. A Commissioner expressed intent to recommend denial stating that the former Hearst Tower is a wonderful example of Art Deco and that it helps create a sense of place and a unique skyline.

**MINORITY OPINION**

Commissioners Gussman, Spencer and Watkins felt that the former Hearst Tower is a wonderful example of Art Deco and that it helps create a sense of place, contributes to a unique skyline, potential signage on the upper stories will detract from those features.

**PLANNER**

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