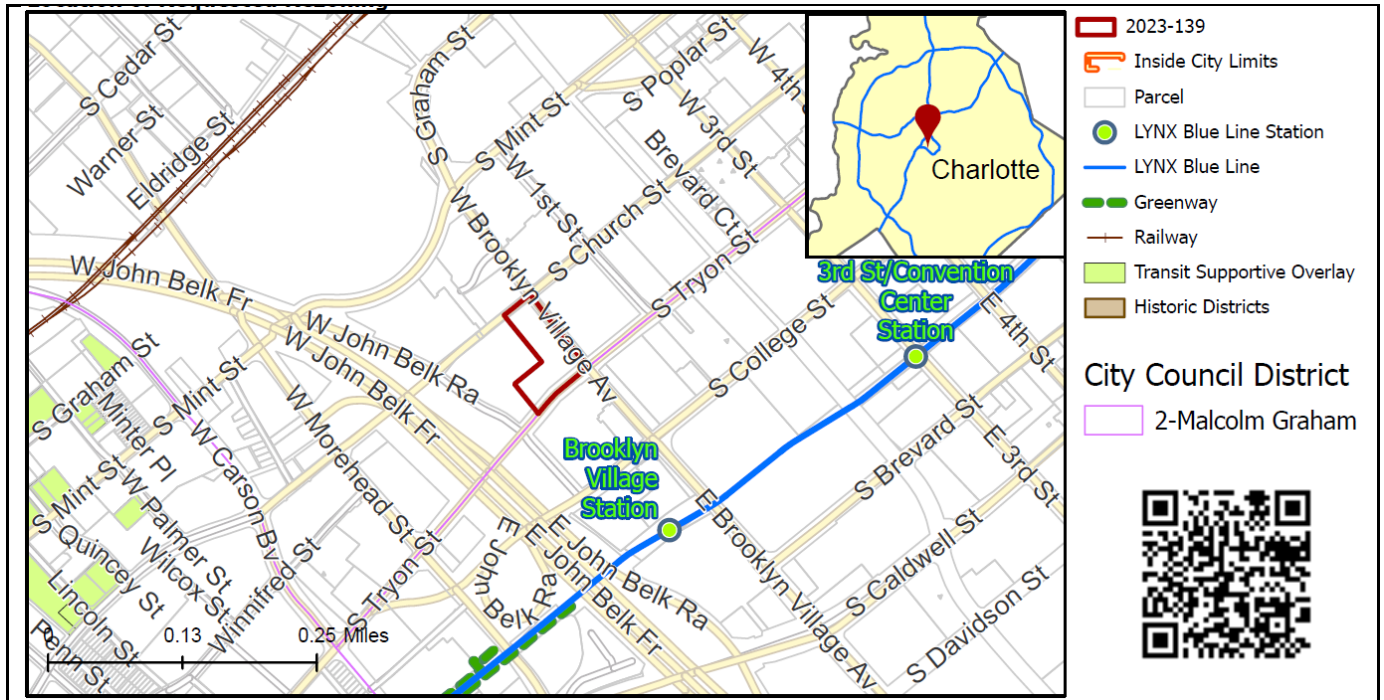


**REQUEST**

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

**LOCATION**

Approximately 1.621 acres located along the southwest side of West Brooklyn Village Avenue, the northwest side of South Tryon Street, and the southeast side of South Church Street.



**SUMMARY OF PETITION**

The petition proposes to allow up to three electronic changeable copy signs totaling a maximum of ~~5,900~~ **4,800** square feet. The site is developed with a mixed-use office tower.

**PROPERTY OWNER**

Stonewall Tower Development, LLC

**PETITIONER**

Lincoln Harris

**AGENT/REPRESENTATIVE**

Collin Brown and Brittany Lins, Alexander Ricks, PLLC

**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 2040 Vision Plan* (2021). While this plan does not make a specific land use recommendations for the site, it encourages future development and contributes to the overall viability and livability of Center City.

Rationale for Recommendation

- The petition is an optional request to increase the allowed exterior signage for an existing uptown building.
- The petition could facilitate Goal 8 of the *Charlotte Center City 2040 Vision Plan* specially contributing to make the Tryon Street corridor a distinctive destination by increasing visual interest along the street.

- Similar signs have been requested in uptown through the same process, with the largest being 650 square feet located on the Convention Center.
- The Zoning Ordinance limits wall mounted signs to 10% of the wall area per tenant or 300 square feet, whichever is less. However, approved optional provisions could permit more intense signage.

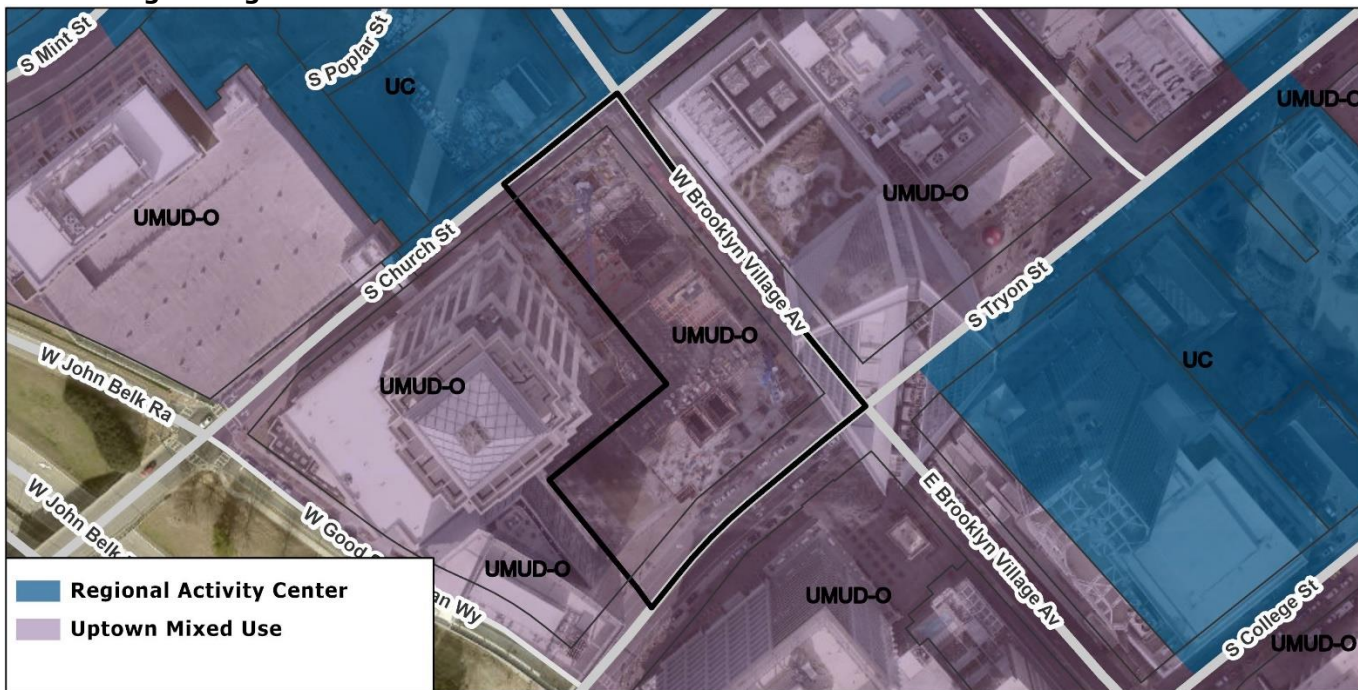
**PLANNING STAFF REVIEW**

• **Proposed Request Details**

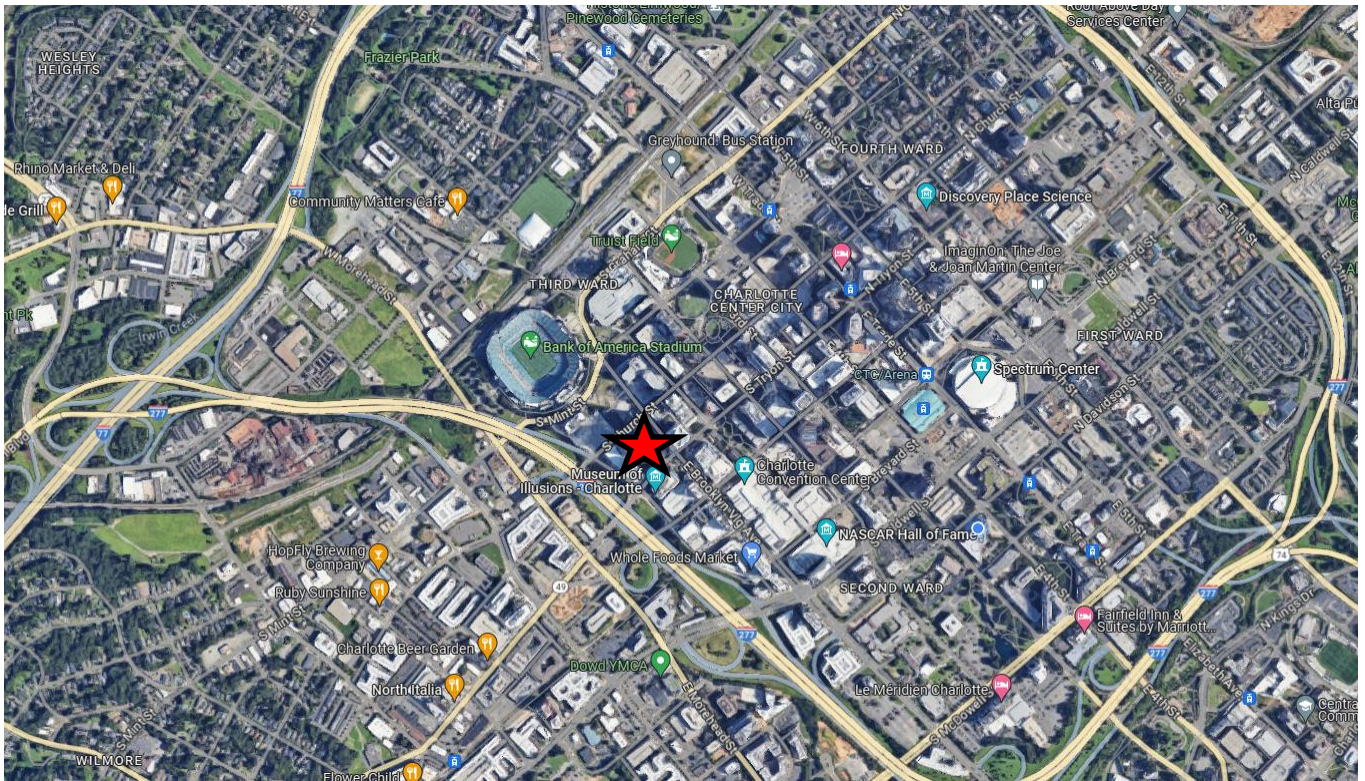
The site plan amendment contains the following changes:

- Proposes to allow up to three electronic changeable copy signs totaling up to ~~5,900~~ 4,800 square feet.
  - Sign 1 at the site’s Tryon Street Plaza is proposed to be 1,400 square feet.
  - Sign 2 at Tryon Street and Brooklyn Village Avenue is proposed to be 1,400 square feet.
  - Sign 3 at Brooklyn Village Avenue and Church Street is proposed to be ~~3,100~~ 2,000 square feet.

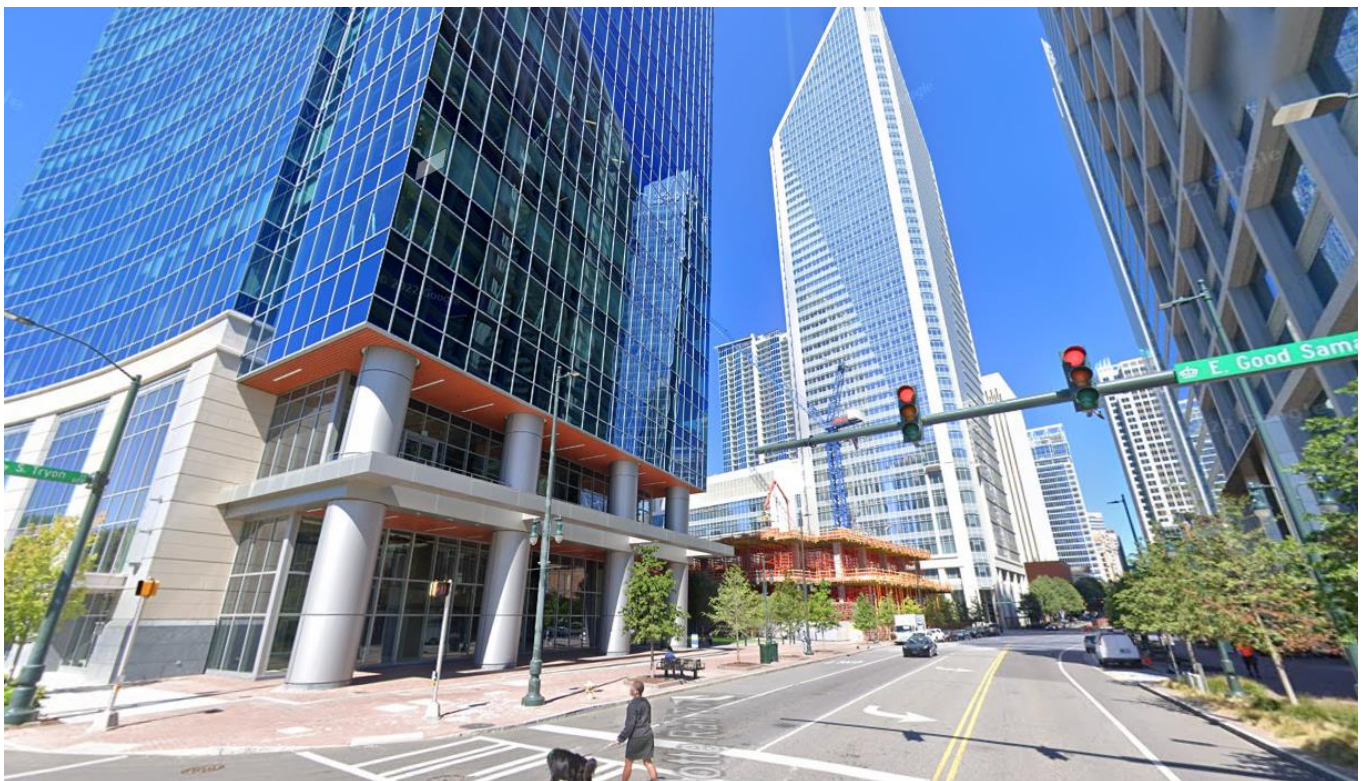
• **Existing Zoning**



- The site is currently zoned UMUD-O (uptown mixed-use development, optional) and is adjacent to other sites zoned UMUD-O as well as UC (uptown core).



The site (indicated by red star above) is located along the southwest side of West Brooklyn Village Avenue, the northwest side of South Tryon Street, and the southeast side of South Church Street.



View of the site looking north from the intersection of South Tryon Street and East Good Samaritan Way. The subject building is under construction in this image and the Tryon Street plaza is located between the building at the left in the foreground and the building under construction in the bottom center of the image.



View of the site looking south from the intersection of South Tryon Street and East Brooklyn Village Avenue. The sign is proposed to be located on the building under construction at the southwest corner of this intersection.



View of the site looking south from the intersection of South Church Street and East Brooklyn Village Avenue. The sign is proposed to be located on the building under construction at the southeast corner of this intersection.



View of the electronic changeable copy projecting sign located on the Charlotte Convention Center. This sign is approximately 650 square feet per face and was approved by rezoning petition 2011-055.



View of the electronic changeable copy wall and projecting signs located on Queen City Quarter. The projecting signs are approximately 234 square feet per sign face and the electronic banner sign is approximately 276 square feet. These signs were approved in 2013 by an administrative amendment to rezoning petition 2004-028.

• **Rezoning History in Area**



Petition Number	Summary of Petition	Status
2017-199	Approximately 3.50 acres bounded by East Stonewall Street, South Tryon Street, South College Street right-of-way and east Hill Street. From UMUD to UMUD-O	Approved
2018-119	Approximately 2.18 acres bounded by South Tryon Street, West Stonewall Street, South Church Street, and John Belk Freeway. From UMUD to UMUD-O	Approved
2019-153	Approximately 0.64 acres bounded by S. Tryon St and W. Hill Street east of John Belk Frwy. From UMUD-O to UMUD-O SPA.	Approved
2019-161	Approximately 2.4 acres bounded by S. Tryon Street and W. Hill Street east of John Belk Freeway. From UMUD-O to UMUD-O SPA.	Approved
2020-175	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. From UMUD to UMUD-O.	Approved
2023-129	Approximately 1.48 acres located at the east side of the intersection of South Church Street and West Brooklyn Village Avenue, along the northwest side of South Tryon Street. From UMUD-O SPA to UMUD-O SPA	Pending

- **Public Plans and Policies**



- The 2040 Policy Map (2022) recommends the Regional Activity Center Place Type.

- **TRANSPORTATION SUMMARY**

- The site is located adjacent to South Church Street, a City-maintained major arterial and Good Samaritan Way a City-maintained local road. The petition is within the Uptown Center City Activity Area and within Center City 2020 Vision Plan. A Comprehensive Transportation Review (CTR) is not necessary for the complete review of this petition due to the nature of the optional provisions for signage.

- **Active Projects:**

- N/A

- **Transportation Considerations**

- No outstanding issues.

- **Vehicle Trip Generation:**

Current Zoning:

Existing Use: 5,267 trips per day (based on 461,008 sq.ft. of office and 15,433 sq.ft. of retail).

Entitlement: 5,267 trips per day (based on 461,008 sq.ft. of office and 15,433 sq.ft. of retail).

Proposed Zoning: 5,267 trips per day (based on 461,008 sq.ft. of office and 15,433 sq.ft. of retail).

## DEPARTMENT COMMENTS

- **Charlotte Area Transit System:** See advisory comments at [www.rezoning.org](http://www.rezoning.org)
- **Charlotte Department of Housing and Neighborhood Services:** No comments submitted.
- **Charlotte Fire Department:** No comments submitted.
- **Charlotte-Mecklenburg Schools:** Nonresidential petitions do not impact the number of students generated.
- **Charlotte Water:** Accessible water system infrastructure for the rezoning boundary via an existing 12-inch water distribution main along S Church St. Accessible sanitary sewer system infrastructure for the rezoning boundary via an existing 8-inch gravity sewer main located along S Church St. See advisory comments at [www.rezoning.org](http://www.rezoning.org)
- **Erosion Control:** No comments submitted.
- **Mecklenburg County Land Use and Environmental Services Agency:** See advisory comments at [www.rezoning.org](http://www.rezoning.org)
- **Mecklenburg County Parks and Recreation Department:** No comments submitted.
- **Stormwater Services Land Development Engineering:** No comments submitted.

- **Storm Water Services:** No comments submitted.
- **Urban Forestry / City Arborist:** No comments submitted.

**REQUESTED TECHNICAL REVISIONS**Site and Building Design

- ~~1. The language of the proposed optional provisions should be updated to describe the requested signage as wall signs in accordance with the standards Chapter 13 of the Zoning Ordinance.~~

**ADDRESSED**

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**Additional information (department memos, site plans, maps etc.) online at [www.rezoning.org](http://www.rezoning.org)**

**Planner:** Maxx Oliver 704-336-3818