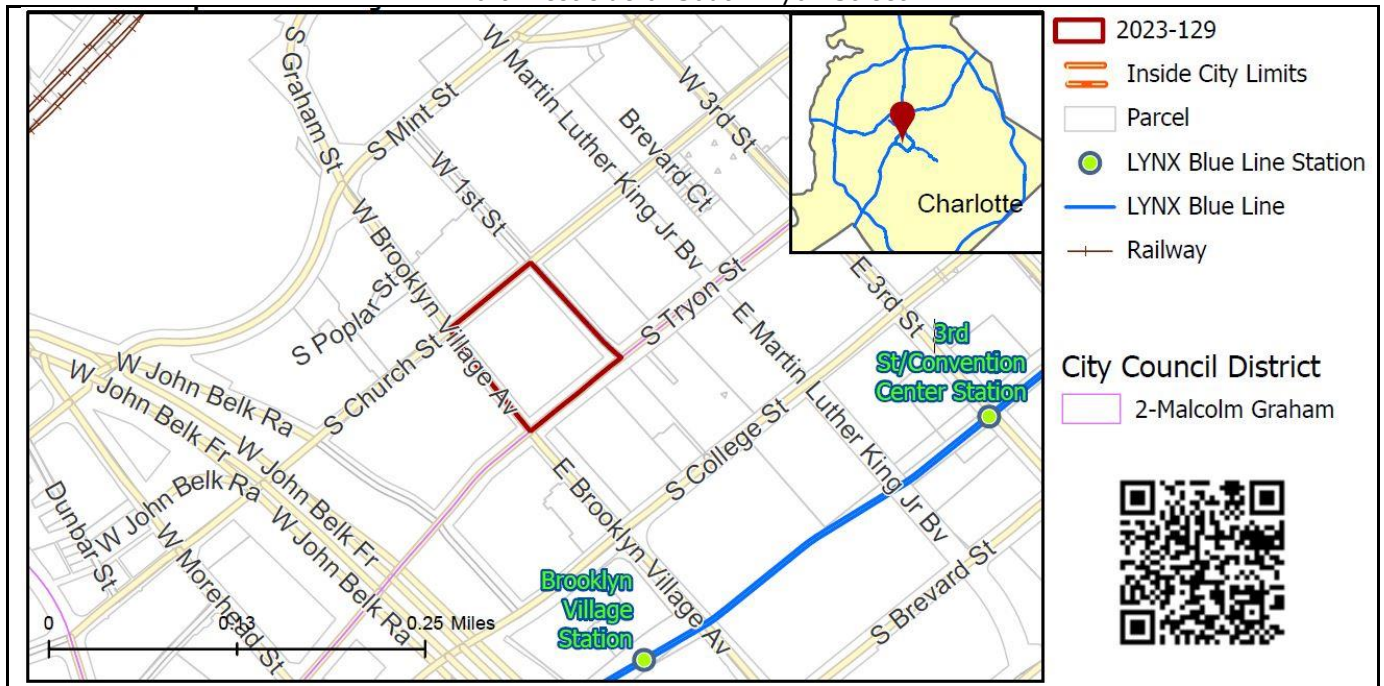


REQUEST

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

LOCATION

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.



SUMMARY OF PETITION

The petition proposes to allow two 1,880 square foot skyline signs. The site is developed with an office tower.

PROPERTY OWNER

Wells Fargo Properties, Inc.

PETITIONER

Wells Fargo Bank, National Association

AGENT/REPRESENTATIVE

Anthony Fox and Merrick Parrott, Parker Poe

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 upon resolution of technical revisions related to site and building design.

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.
- Previous sign requests for skyline signs have been made in uptown through the same process, with the largest being the Truist sign at approximately 980 square feet.

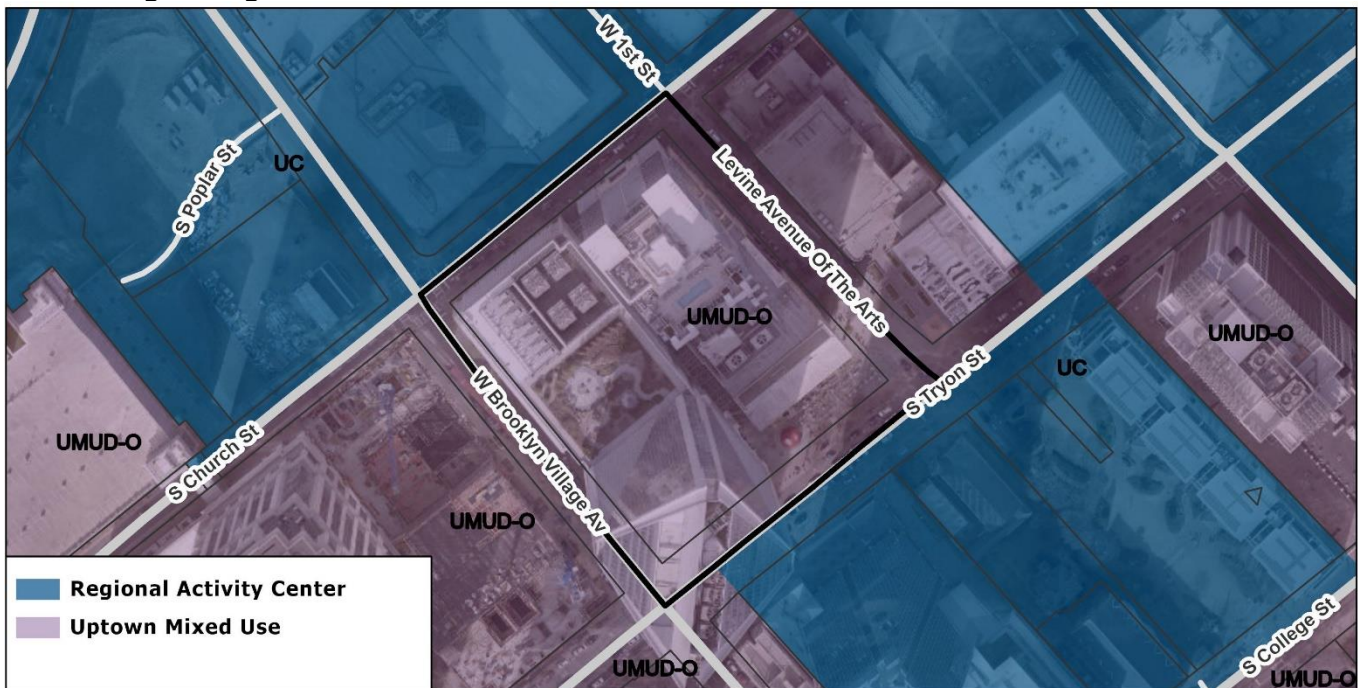
PLANNING STAFF REVIEW

• **Proposed Request Details**

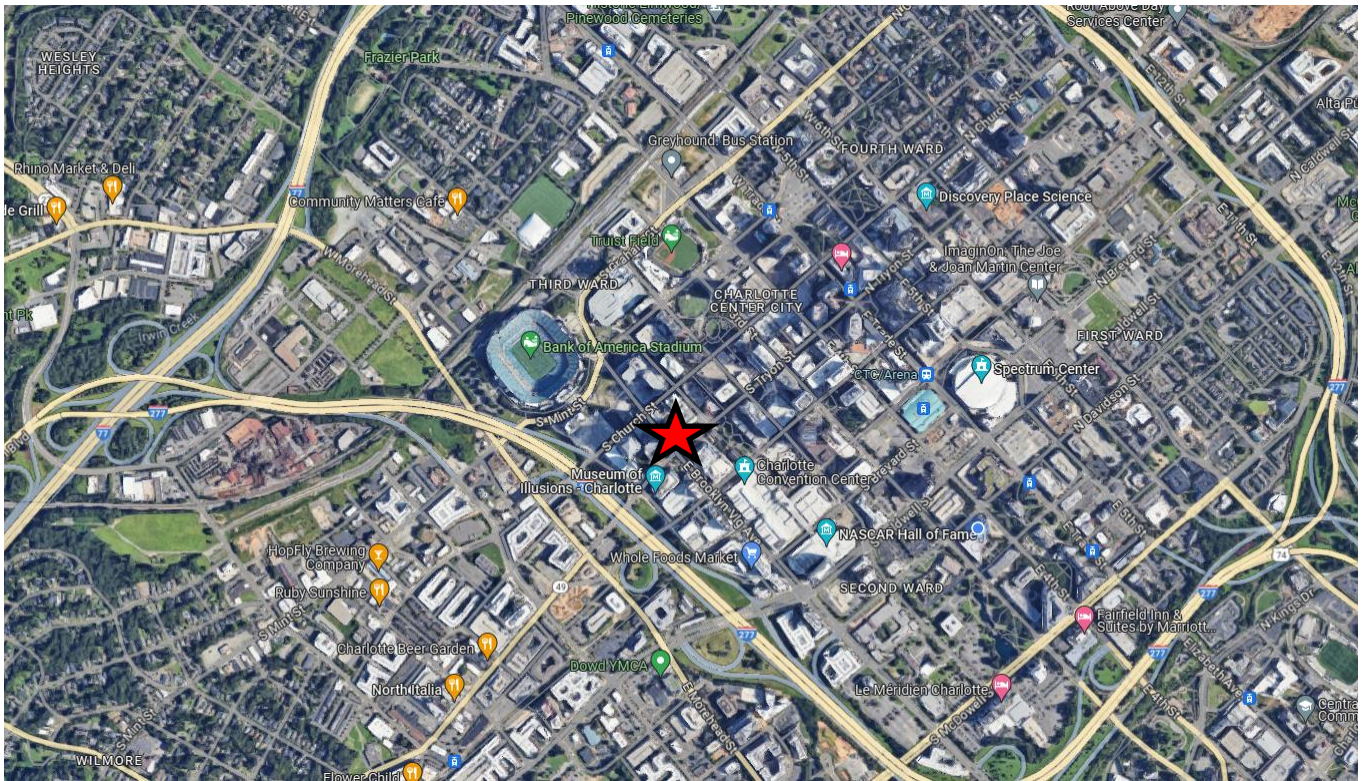
The site plan amendment contains the following changes:

- Proposes to allow up to two skyline signs at a maximum of 1,880 square feet each for a maximum skyline signage area of 3,760 square feet.

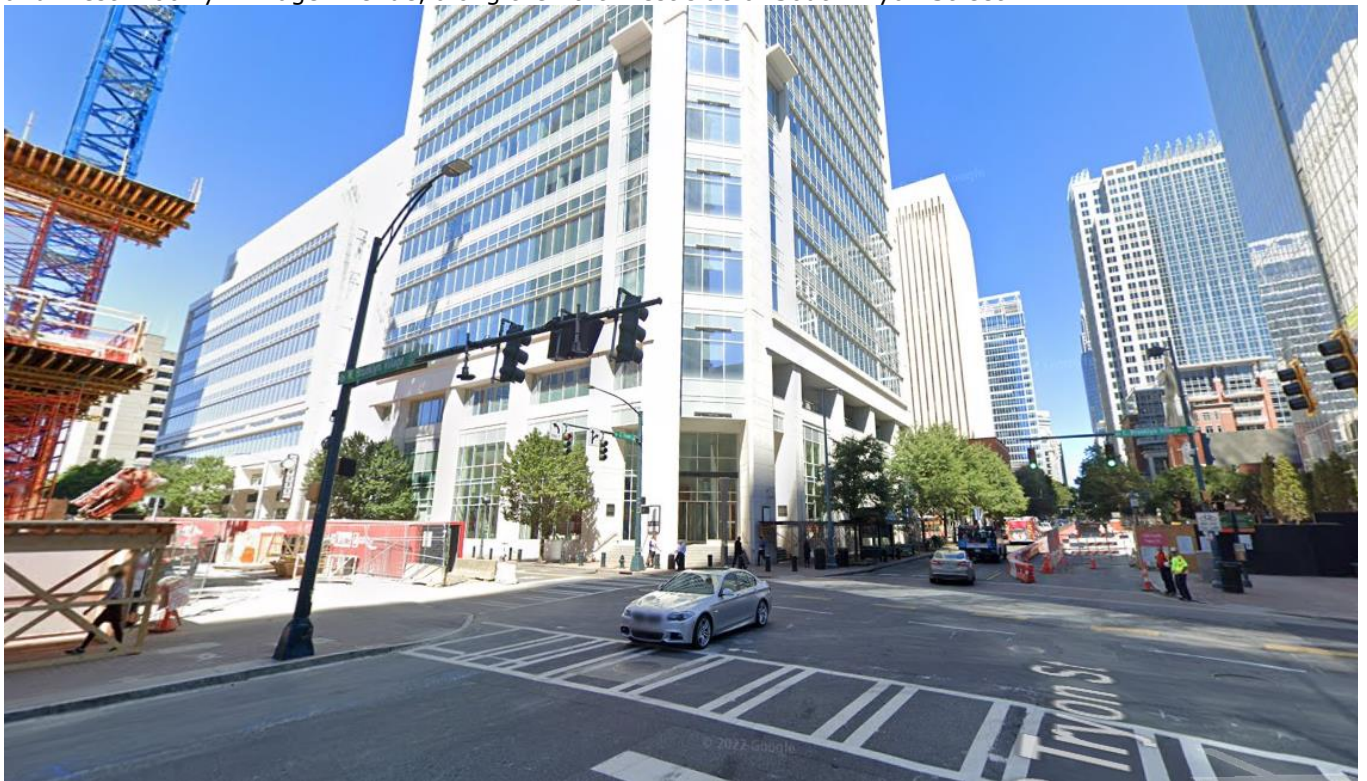
• **Existing Zoning**



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



The site (indicated by red star above) is 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.



View of the base of the tower from the intersection of South Tryon Street and East Brooklyn Village Avenue.



View of the tower looking east from I-277 on the inner loop of John Belk Freeway. The skyline sign is proposed to be mounted on the white upper horizontal portion of the building.



View of the tower looking southwest from the intersection of East Martin Luther King Jr. Boulevard and South Brevard Street. The skyline sign is proposed to be mounted on the white upper horizontal portion of the building.

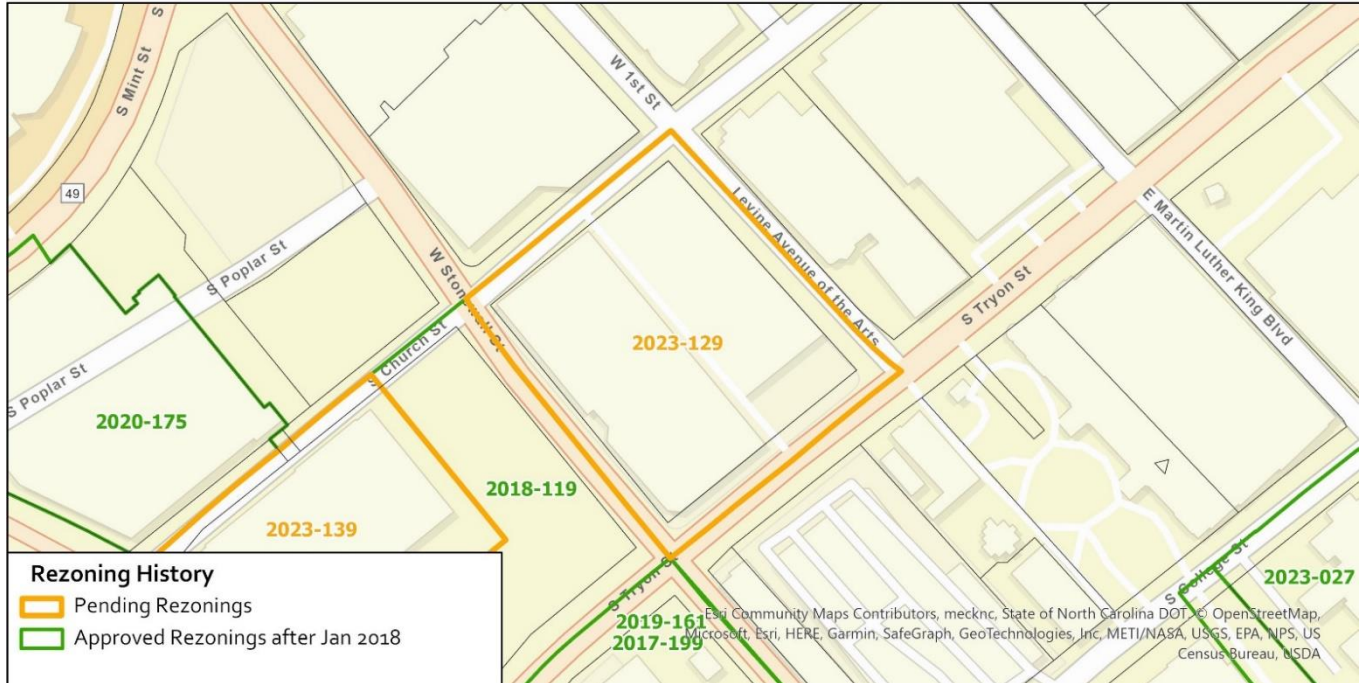


View of the Truist building skyline signs looking east from the intersection of West 6th Street and North Church Street. The rectangular "Truist" sign is approximately 980 square feet. The square Truist logo sign located on the left side of the building in the image is approximately 558 square feet. The skyline signage was approved by rezoning petition 2020-064.



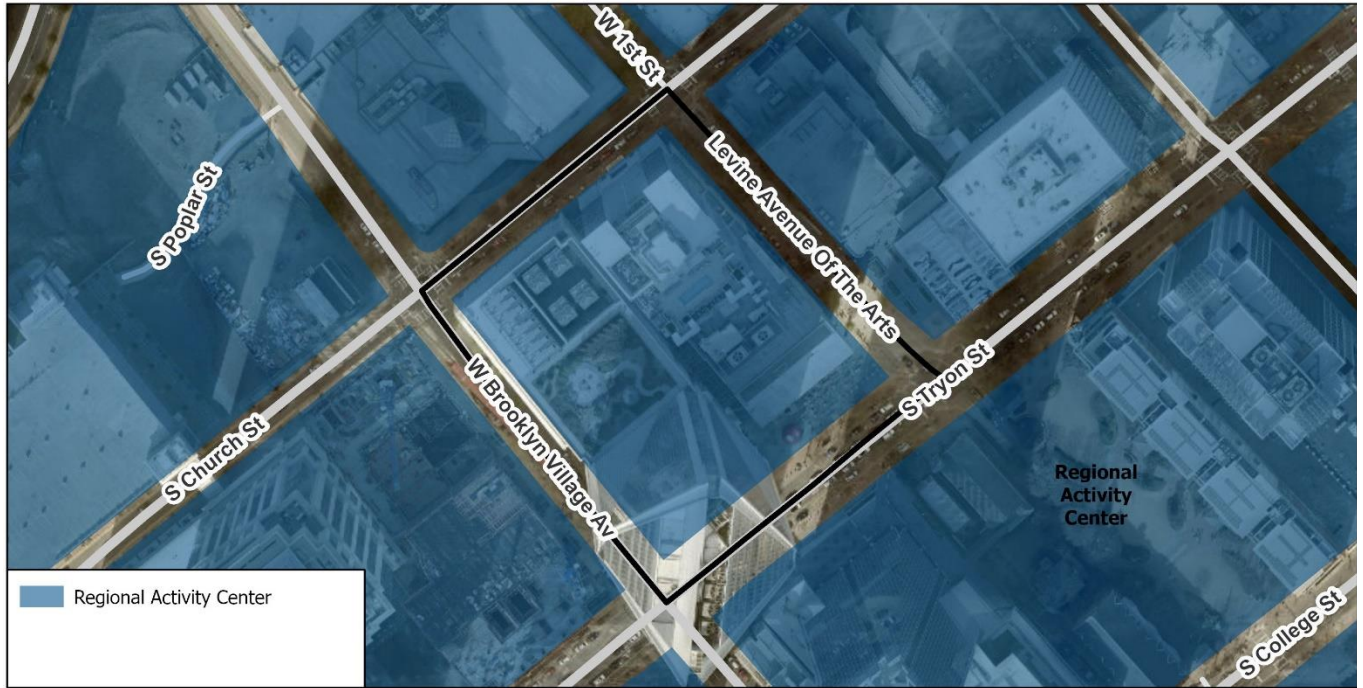
View of the Honeywell building skyline sign looking north from I-277 on the inner loop of John Belk Freeway. The "Honeywell" sign is approximately 350 square feet and was approved by rezoning petition 2020-175.

• **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
2019-161	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
2023-027	Approximately 2.73 acres bound by the south side of South College Street, west side of East Martin Luther King Jr. Boulevard, north side of South Brevard Street, and east side of East Brooklyn Village Avenue. From RAC to UMUD-O	Approved
2023-139	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. From UMUD-O 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 Tryon Street, a City-maintained major arterial, Brooklyn Village Ave, a City-maintained major arterial, Levine Avenue of the Art, a City-maintained local road and Church Street a City-maintained major arterial. The petition is within the Uptown Center City Activity Area and within Center City 2020 Vision Plan.

• **Active Projects:**

- N/A

• **Transportation Considerations**

- No outstanding issues.

• **Vehicle Trip Generation:**

Current Zoning:

Existing Use: 1,275 trips per day (based on 111,255 square feet of office).

Entitlement: 1,275 trips per day (based on 111,255 square feet of office).

Proposed Zoning: 1,275 trips per day (based on 111,255 square feet of office).

DEPARTMENT COMMENTS

- **Charlotte Area Transit System:** See advisory comments at 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 Tryon St and an existing 8-inch water distribution main along Brooklyn Village Ave and an existing 6-inch water distribution main along Levine Avenue of the Arts and 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 and an existing 12-inch gravity sewer main located along Levine Avenue of the Arts and an existing 8-inch gravity sewer main located along S Tryon St and an existing 8-inch gravity sewer main located along Brooklyn Village Ave. See advisory comments at www.rezoning.org
- **Erosion Control:** No comments submitted.
- **Mecklenburg County Land Use and Environmental Services Agency:** See advisory comments at 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 REVISIONSSite and Building Design

1. Update proposed optional provisions to specify that the requested skyline sign be made up of channel letter construction.
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Additional information (department memos, site plans, maps etc.) online at www.rezoning.org

Planner: Maxx Oliver 704-336-3818