



Zoning Committee

**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. (Council District 2 - Graham)

**PETITIONER**

Wells Fargo Bank, National Association

**ZONING COMMITTEE ACTION/ STATEMENT OF CONSISTENCY**

The Zoning Committee voted 7-0 to recommend APPROVAL of this petition and adopt the consistency statement as follows:

**To Approve:**

This petition is found to be **consistent** based on the information from the staff analysis and the public hearing, and because:

- The *Charlotte Center City 2040 Vision Plan (2021)* encourages future development and contributes to the overall viability and livability of Center City.

Therefore, we find this petition to be reasonable and in the public interest, based on the information from the staff analysis and the public hearing, and because:

- 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.

Motion/Second: Winiker / Sealey  
Yeas: Winiker, Sealey, Lansdell, Russell, Whilden,  
Neeley, Welton  
Nays: None  
Absent: None  
Recused: None

**ZONING COMMITTEE  
DISCUSSION**

Staff provided a summary of the petition and noted that it is consistent with the *Charlotte Center City 2040 Vision Plan*.

There was no further discussion of this petition.

**PLANNER**

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