



Rezoning Petition - 2023-129

550 South Tryon Street

1. General Provisions:

- a. **Site Description.** The sole purpose of this Site Plan Amendment is to accommodate signage plans for an existing office building development bound by South Church Street, West Brooklyn Village Avenue (previously West Stonewall Street), South Tryon Street, and Levine Avenue of the Arts (previously West First Street) in Uptown Charlotte, more particularly described as Mecklenburg County Tax County Parcel 073-031-121 (the "Site")

- b. Except as provided herein, the standards established under approved Rezoning Petition 2010-008 (**attached for reference**) or as otherwise applicable under the Ordinance for the UMUD-O SPA zoning classification shall govern all development on the Site.

2. Optional Provisions for UMUD-O SPA:

In addition to those optional provisions established in approved Rezoning Petition 2010-008, incorporated herein, the following optional provision is provided to accommodate deviation from the UMUD-O SPA standards under the Ordinance.

- a. **Signage.** To allow two (2) **1,880 square feet** skyline signs with a total maximum sign area of 3,760 square feet to be allocated between two sides of the existing office tower, generally as depicted on this Rezoning Plan. **Such signs will be face-lit channel letters.**

3. Site Data:

Address: 550 South Tryon Street, Charlotte, NC 28202

Tax Parcel: 073-031-121

Zoning: UMUD-O-SPA

Proposed Zoning: UMUD-O-SPA

Proposed Use: Existing - Commercial - General - Office

Building Height: 786'

Stories: 48 Floors (54 in total with mechanical floors)

Size (Acres): 1.48 Acres or 64,721 sf



VICINITY MAP
NOT TO SCALE

A circle with a vertical radius and a dashed line segment from the center to the upper-left quadrant.

R.B.C. CORPORATION SUBDIVISION
500 BLOCK OF S. TRYON ST., SHEET 3 OF 6
ELEVATION 740 FT AND ABOVE

WEST STONEWALL STREET
(VARIABLE PUBLIC R/W)

DATE _____

Perkins&Will

REZONING PETITION - 2023-129

PROJECT
550 SOUTH TRYON
STREET

550 South Tryon Street
Charlotte, NC, 28202

PROJECT NAME: 550 SOUTH TRYON STREET

TAX PARCEL: 073-031-121

ZONING: UMUD-O SPA

PROPOSED USE: EXISTING - COMMERCIAL -
GENERAL OFFICE

OPTIONS FOR UMUD-O SPA

1. ALLOW MULTIPLE BANNERS PER ESTABLISHMENT WITH MAXIMUM OF 3 PER WALL ELEVATION THAT MAY NOT BE ATTACHED IN TOTAL TO THE BUILDING WALL OR CANOPY ON A PERMANENT BASIS. ALL BANNERS THAT ARE PROJECTING WILL BE LOCATED AT LEAST TEN (10) FEET ABOVE GRADE.

2. EACH BANNER MAY NOT EXCEED 10% OF THE TOTAL WALL AREA WITH A MAXIMUM OF 800 SQUARE FEET PER BANNER.

3. ADVERTISEMENT IS LIMITED TO 10 PERCENT OF THE BANNER TOTAL AREA OR A MAXIMUM OF 30 SQUARE FEET WHICHEVER IS LESS.

4. VIDEO SIGNS - DETACHED OR ATTACHED
MAXIMUM SIZE 200 SQUARE FEET.

5. OPTIONAL REQUEST FOR SIGNAGE TO ALLOW TWO (2) 1,880 SQUARE FEET SKYLINE SIGNS WITH A TOTAL MAXIMUM SIGN AREA OF 3,760 SQUARE FEET TO BE ALLOCATED BETWEEN TWO SIDES OF THE EXISTING OFFICE TOWER, GENERALLY AS DEPECTED ON THIS REZONING PLAN. SUCH SIGNS WILL BE FACE-LIT CHANNEL LETTERS.

BUILDING HEIGHT: 786'

STORIES: 48 FLOORS (54 IN TOTAL WITH MECHANICAL FLOORS)

SIZE (ACRES): 1.48 ACRES OR 64,721 SF

SETBACKS: 20' AT SOUTH TRYON STREET, 12' AT SOUTH CHURCH STREET, 12' AT WEST BROOKLYN VILLAGE AVENUE (PREVIOUSLY WEST STONEWALL STREET). NOTE - ALL SET BACKS FROM BACK OF CURB.

MARK	ISSUE	DATE
Job Number		9/21/23
		TITLE

ISSUE CHART

SITE PLAN

SHEET NUMBER

G01-01

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10-08

SIGNAGE REGULATIONS ANALYSIS

A general analysis of the applicable signage requirements follows:

Charlotte Municipal City Code Chapter 13 covers signs and allows in a UMUD zoned area:

- 1) One "wall sign" (such as the NAME OF CULTURAL FACILITY inscription) up to 200 square feet per wall. This calculation would include the space between the characters, and would allow a 10% increase in area to 220 square feet, where there is no defined "field" to the lettering.
- 2) Canopy signs are allowed, but are included in the calculation for wall signs above. Thus the aggregate of both wall and canopy signs on any wall may not exceed the maximum areas of 200 or 220 square feet referred to above.
- 3) Projecting Signs may be up to 200 square feet per wall and may project up to 4 feet into the required setback from the curb but may not project more than 6 feet. They must have a minimum of 9 feet clearance below them to grade.
- 4) Cultural or religious buildings are also allowed one sign measuring 32 square feet and two additional signs each measuring 16 square feet for primary identification, and as "bulletin boards".
- 5) Other parts of the code refer to "Banners" but all of these are considered as temporary and may not be erected on any kind of permanent basis.

Based on the above requirements the following exceptions are requested:

UMUD – Optional for Cultural Facilities

1. Allow multiple banners per establishment with a maximum of 3 per wall elevation that may not be attached in total to the building wall or canopy on a permanent basis. All banners that are projecting will be located at least ten (10) feet above grade.
2. Each banner may not exceed 10% of the total wall area with a maximum of 800 square feet per banner.
3. Advertisement is limited to 10 percent of the banner total area or a maximum of 30 square feet whichever is less.
4. Video Signs - Detached or attached. Maximum size 200 square feet.

**APPROVED BY
CITY COUNCIL**

DEC 21 2009

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