

REQUEST	Text amendment to Chapter 13, "Signs", Sections 13.2, 13.3, 13.4, 13.5, 13.6, 13.7, 13.10, 13.12, 13.15, Tables 13-1, 13-2, 13-3, and the Table of Contents of the Zoning Ordinance.
SUMMARY OF PETITION	<p>The petition proposes to:</p> <ul style="list-style-type: none"> • Provide additional flexibility. • Allow innovative design. • Provide better scale for certain sign types. • Provide greater utilization of building wall space for sign area. • Address unintended consequences. • Clarify the enforcement process. • Update, add, and delete definitions and graphics.
PETITIONER AGENT/REPRESENTATIVE	Charlotte Planning, Design, and Development Charlotte Planning, Design, and Development
COMMUNITY MEETING	Meeting is not required.

STAFF RECOMMENDATION	<p>Staff recommends approval of this text amendment.</p> <p><u>Plan Consistency</u> The petition is consistent with the <i>Centers, Corridors and Wedges Growth Framework</i> goal to support a diverse and growing economy.</p> <p><u>Rationale for Recommendation</u></p> <ul style="list-style-type: none"> • Provides additional flexibility. For example, extending allowances for A-frame signs, and lowering the building height required for a skyline line. • Allows innovative design by introducing vertically-oriented marquee elements, and allowing certain wall sign types to project above a building roofline. • Provides better scale for certain sign types. For example, increasing the maximum size of skyline signs based on building height, and allowing placement of the signs in a larger area. • Provides greater utilization of building wall space for sign area by amending what is considered to be a wall sign. • Addresses unintended consequences such as adjusting sign area allowance for detached pole signs, and also exempting logos and labels not regulated by the Zoning Ordinance which are located on mechanical equipment, trash containers, and similar equipment. • Clarifies the enforcement process by specifying notice procedures, making it easier to understand. • Updates, adds, and deletes definitions and graphics adding further clarity.
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PLANNING STAFF REVIEW

- **Background**
 - City Council adopted new sign regulations on October 21, 2019, as part of the Unified Development Ordinance (UDO) process.
 - Since October, City staff has been working with Camiros Ltd, the UDO consultant, to address issues that have arisen, including providing additional flexibility, allowing innovative design, clarifying the enforcement process, and addressing unintended consequences. This text amendment is the result of this effort.

- **Proposed Request Details**

The text amendment contains the following provisions:

- Provides additional flexibility:
 - Allows A-frame signs for all commercial, institutional, multi-family, and temporary outdoor sales uses.
 - Allows ground signs in the TOD, B-2, I-1, and I-2 districts to be located out of the right-of-way or behind the sidewalk. Plus, deletes the requirement for ground signs located in the Urban Districts to be a minimum of 5' from the right-of-way, sidewalk, setback line, build-to-line, or maximum dimension of a build-to-zone.
 - Allows pole signs in the B-2, I-1, and I-2 districts to be up to 84 square feet in size.
 - Allows skyline signs in non-residential buildings and multi-family dwellings of 50' or more in height, rather than 80' in all urban, general commercial, research/office, industrial, and institutional districts.
 - Allows skyline signs to be better scaled, based on the building height, changing from a maximum of 300 square feet to up to a maximum of 850 square feet for buildings with a height greater than 500'.
 - Allows skyline signs to be placed within the top 20% of the height of the structure, rather than the top 15' of the structure.
 - Allows wall signs to project a maximum of 24" above the building roofline, but not horizontally beyond the end of the wall to which they are attached.
 - Expands the Planned Development Flexibility Option for coordinated, well-designed sign systems to include planned residential, non-residential, or mixed-use developments with 150 units for multi-family developments, or containing more than 325,000 square feet of non-residential uses.
 - Exempts banners from being securely attached to a building wall for institutional uses.
- Addresses unintended consequences:
 - Exempts logos and labels located on mechanical equipment, recycling bins, trash containers and similar equipment, which are part of the equipment as manufactured and/or installed, and are not regulated by this ordinance.
 - Closes gaps in non-commercial flagpole height categories.
 - Reduces the building height for skyline signs from 80' to 50' for multi-family dwellings.
 - Allows temporary real estate activity signs to not be limited to ground signs.
- Updates graphics:
 - Adds birds-eye views to the measurement of sign faces for angled signs, and updating the graphic to illustrate them on a base, instead a wall, where they are typically located.
 - Provides a better graphic for marquee signs that includes a vertically-oriented extension of the marquee sign extending upward and mounted perpendicular to the wall.
 - Provides updates to the skyline sign graphic and the wall sign graphic with new captions that match the written text requirements.
- Clarifies the text:
 - Adds text allowing a maximum of 2 light pole banners displayed on a light pole.
 - Adds text clarifying that portable sign structures include, but are not limited to, signs mounted on a trailer, wheeled carrier, or other non-motorized mobile structure, with or without wheels.
 - Clarifies when signs are considered to be double-faced, and the sign area measurements for such signs.
 - Clarifies that pole signs are limited to a maximum of 84 square feet in size.
 - Clarifies that marquee signs shall not project from a building façade more than 9'.
 - Clarifies that marquee signs are permitted a vertically-oriented extension above the roof of the marquee sign structure. The height of the extension is limited to a maximum of 24 inches above the building parapet, with a maximum projection of 75% of the depth of the marquee sign, measured perpendicularly from the building wall to the furthest point of the marquee structure.
 - Adds additional clarifying text for Notices of Violations and Warning Citations for various sign types and specifies the number of days given to correct the violations.
- Definitions:
 - Updates the definitions for on-premise advertising signs and portable sign structure.
 - Adds a new definition for sign face.

- **Public Plans and Policies**
 - The petition is consistent with the *Centers, Corridors and Wedges Growth Framework* goal to support a diverse and growing economy.

- **TRANSPORTATION SUMMARY**
 - No outstanding issues.

DEPARTMENT COMMENTS (see full department reports online)

- **Charlotte Area Transit System:** No outstanding issues.
- **Charlotte Department of Housing and Neighborhood Services:** No outstanding issues.
- **Charlotte Department of Solid Waste Services:** No outstanding issues.
- **Charlotte Fire Department:** No outstanding issues.
- **Charlotte-Mecklenburg Schools:** No outstanding issues.
- **Charlotte Water:** No outstanding issues.
- **Engineering and Property Management:**
 - **Arborist:** No comments submitted.
 - **Erosion Control:** No outstanding issues.
 - **Land Development:** No outstanding issues.
 - **Storm Water Services:** No outstanding issues.
 - **Urban Forestry:** No outstanding issues.
- **Mecklenburg County Land Use and Environmental Services Agency:** No outstanding issues.
- **Mecklenburg County Parks and Recreation Department:** No outstanding issues.

See Attachments (applications, department memos, maps etc.) Online at www.rezoning.org

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