

Petition 2020-104 by Charlotte Planning, Design, and Development

To Approve:

This petition is found to be **consistent** with the *Centers, Corridors and Wedges Growth Framework* goal to support a diverse and growing economy, based on the information from the staff analysis and the public hearing, and because the text amendment:

- 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; and
- 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.

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 text amendment:

- Clarifies the enforcement process by specifying notice procedures, making it easier to understand; and
- Updates, adds, and deletes definitions and graphics adding further clarity.

To Deny:

This petition is found to be **consistent** with the *Centers, Corridors and Wedges Growth Framework* goal to support a diverse and growing economy based on the information from the staff analysis and the public hearing, and because the text amendment:

- 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; and

- Updates, adds, and deletes definitions and graphics adding further clarity.

([However, we find](#)) this petition to not be reasonable and in the public interest based on the information from the staff analysis and the public hearing, and because the text amendment:

- (To be explained by the Zoning Committee)

Motion:

Approve or Deny

Maker:

2ND:

Vote:

Dissenting:

Recused: