



Zoning Committee

Zoning Committee Recommendation

Rezoning Petition 2020-104

October 6, 2020

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

PETITIONER

Charlotte Planning, Design, and Development

**ZONING COMMITTEE
ACTION/ STATEMENT
OF CONSISTENCY**

The Zoning Committee voted 7-0 to recommend APPROVAL of this petition with a staff recommended modification to delete Section 13.10.A.1.e in its entirety, and re-letter subsequent sections in alphabetical order, and adopt the consistency statement as follows:

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:

- 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 Choose an item. public interest based on information from the staff analysis and the public hearing and because:

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

Motion/Second: Kelly / Blumenthal
Yeas: Barbee, Blumenthal, Kelly, McMillan, Nwasike,
Samuel, and Welton
Nays: None
Absent: None
Recused: None

ZONING COMMITTEE DISCUSSION

Staff provided a summary of the petition and noted that it is consistent with *Centers, Corridors and Wedges Growth Framework*.

A question was asked about A-frame signs and if they are prohibited. Staff explained these signs are the “sandwich board” signs typically seen in the front of stores. A-frame signs are not prohibited.

What impact will this text amendment have on previous sign applications? Staff responded there will be no impact.

A commissioner expressed appreciation for flexibility and updates to the regulations. This is good example of flexibility built into the processes.

There was no further discussion of this petition.

PLANNER

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