

<b>REQUEST</b>	Text amendment to Sections 13.102 and 13.110 of the Zoning Ordinance.
<b>SUMMARY OF PETITION</b>	The petition proposes to: 1) add new definitions for passenger rail stations and passenger rail platforms, and advertising signs on passenger rail platforms; and 2) allow advertising signs as a permitted use on passenger rail platforms, with prescribed conditions.
<b>PETITIONER AGENT/REPRESENTATIVE</b>	Charlotte Area Transit System Charlotte Area Transit System
<b>COMMUNITY MEETING</b>	Meeting is not required.
<b>STATEMENT OF CONSISTENCY</b>	This petition is found to be consistent with adopted policies and to be reasonable and in the public interest, by a unanimous vote of the Zoning Committee (motion by Commissioner Allen seconded by Commissioner Lathrop).

<b>ZONING COMMITTEE ACTION</b>	The Zoning Committee voted unanimously to recommend <b>APPROVAL</b> of this petition.
------------------------------------	---

<b>VOTE</b>	Motion/Second: Allen/Lathrop Yeas: Allen, Eschert, Johnson, Labovitz, Lathrop, and Phipps Nays: None Absent: Griffith Recused: None
-------------	---

<b>ZONING COMMITTEE DISCUSSION</b>	<p>Staff provided a summary of the text amendment. A question was asked if certain advertising was not permitted. The text amendment does not address content, but the petitioner did acknowledge at the public hearing that adjustments could be made. The Committee voted to suspend the rules to ask the petitioner to address this issue.</p> <p>Olaf Kinard, from Charlotte Area Transit System, addressed the question stating that the advertising policy is approved by the Metropolitan Transit Commission. It allows for for-profit, commercial advertising, government speech and alcoholic beverages advertising. He noted that CATS is prepared to amend the contract to restrict alcoholic advertising on these advertising signs located at the passenger rail stations.</p> <p>A question was asked if CATS would control the advertising or other entities. CATS will control the advertising.</p> <p>There were no further questions.</p>
--	---

<b>STAFF OPINION</b>	Staff agrees with the recommendation of the Zoning Committee.
----------------------	---

**FINAL STAFF ANALYSIS**  
(Pre-Hearing Analysis online at [www.rezoning.org](http://www.rezoning.org))

**PLANNING STAFF REVIEW**

- **Proposed Request Details**
  - The text amendment contains the following provisions:
    - Adds new definitions for passenger rail stations and passenger rail platforms, and advertising signs on passenger rail platforms.
    - Adds prescribed conditions for advertising signs on passenger rail platforms:
      - A sign plan, approved by the Planning Director, is required prior to the issuance of a permit.
      - A permit is required for each sign face.

- The advertising sign shall only be located on a passenger rail platform.
  - Sign faces shall be a minimum of four feet apart (except for two-sided signs).
  - Sign faces shall be oriented so as to not make the sign content discernible from any public street.
  - Sign faces shall not interfere with any public art work.
  - Sign faces shall not exceed 30 square feet in size.
  - Signs shall have a maximum height of three and one-half feet, measured from the platform floor, bottom of the sign, or fence post, or ballast to the top of the sign.
  - A maximum of six sign faces are permitted per passenger rail platform. The Planning Director may allow up to eight sign faces if consistent with an approved sign plan.
  - Signs may be free-standing if anchored to the passenger rail platform or may be attached to the platform wall or fence (one-sided with the back side of the frame black) only.
  - No flashing signs, embellishments, electronic or digital images are permitted.
  - No illumination is permitted.
- **Public Plans and Policies**
    - The petition is consistent with adopted policy.
  - **Staff Recommendation (Updated)**
    - Staff agrees with the recommendation of the Zoning Committee.
- 

**DEPARTMENT COMMENTS** (see full department reports online)

- **Charlotte Area Transit System:** No issues.
  - **Charlotte Department of Neighborhood & Business Services:** No comments received.
  - **Charlotte Department of Solid Waste Services:** No issues.
  - **Transportation:** No issues.
  - **Charlotte Fire Department:** No comments received.
  - **Charlotte-Mecklenburg Schools:** No comments received.
  - **Charlotte-Mecklenburg Storm Water Services:** No issues.
  - **Engineering and Property Management:** No issues.
  - **Mecklenburg County Land Use and Environmental Services Agency:** No comments received.
  - **Mecklenburg County Parks and Recreation Department:** No issues.
- 

**ENVIRONMENTALLY SENSITIVE SITE DESIGN** (see full department reports online)

- **Site Design:**
    - There is no site plan associated with this text amendment.
- 

**OUTSTANDING ISSUES**

- No issues.
- 

**Attachments Online at [www.rezoning.org](http://www.rezoning.org)**

- Application
- Charlotte Area Transit System Review
- Charlotte Department of Solid Waste Services Review
- Transportation Review
- Charlotte-Mecklenburg Storm Water Services Review
- Engineering and Property Management Review
- Mecklenburg County Parks and Recreation Review

**Planner:** Sandra Montgomery (704) 336-5722