

REQUEST	Text amendment to Section 13.108(b)
SUMMARY OF PETITION	The petition proposes to modify the information and advertising pillar sign regulations by removing information and advertising pillar signs on rapid transit platforms.
PETITIONER AGENT/REPRESENTATIVE	Charlotte Area Transit System Charlotte Area Transit System
COMMUNITY MEETING	Meeting is not required.
STATEMENT OF CONSISTENCY	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 Eschert seconded by Commissioner Nealon).

ZONING COMMITTEE ACTION	The Zoning Committee voted unanimously to recommend APPROVAL of this petition.
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VOTE	Motion/Second: Walker/Nealon Yeas: Eschert, Johnson, Labovitz, Lathrop, Nealon, and Walker Nays: None Absent: Allen Recused: None
ZONING COMMITTEE DISCUSSION	Staff presented an overview of the text amendment. A question was asked about why CATS was pursuing this text amendment to eliminate the ability to advertise on information and advertising pillars. Staff responded that CATS is not interested in the information and advertising pillars as an advertising medium. The initial cost of the pillar is high compared to the flat, rectangular, signs approved by City Council in January. In addition, advertisers are more familiar with and demand the more traditional type signage versus signage on pillars. Staff supports the removal of the information and advertising pillars.
STAFF OPINION	Staff agrees with the recommendation of the Zoning Committee.

FINAL STAFF ANALYSIS
(Pre-Hearing Analysis online at www.rezoning.org)

PLANNING STAFF REVIEW

- **Background**
 - The recent approval of Petition 2013-064 allowed the Charlotte Area Transit System to place advertising signs on passenger rail platforms, with a sign plan approved by the Planning Director.
 - The signage allowed as a result of the approval of Petition 2013-064 replaces the signs placed on information and advertising pillars located on rapid transit platforms. As a result, allowances for signs on information and advertising pillars are no longer needed.

- **Proposed Request Details**
 - The text amendment contains the following provisions:
 - Remove the option to locate information and advertising pillar signs on a rapid transit platform.
 - **Public Plans and Policies**
 - The petition is consistent with adopted policy.
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DEPARTMENT COMMENTS (see full department reports online)

- **Charlotte Area Transit System:** No comments received.
 - **Charlotte Department of Neighborhood & Business Services:** No comments received.
 - **Transportation:** No comments received.
 - **Charlotte Fire Department:** No comments received.
 - **Charlotte-Mecklenburg Schools:** Not applicable.
 - **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.
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ENVIRONMENTALLY SENSITIVE SITE DESIGN (see full department reports online)

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

- No issues.
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Attachments Online at www.rezoning.org

- Application
- Pre-Hearing Staff Analysis
- Charlotte-Mecklenburg Storm Water Services Review
- Engineering and Property Management Review
- Mecklenburg County Parks and Recreation Review

Planner: Sandra Montgomery (704) 336-5722