
REQUEST	Text amendment to Section 13.110 of the Zoning Ordinance
SUMMARY OF PETITION	The petition proposes to create special regulations for detached business identification signs impacted by government sponsored transportation projects.
STAFF RECOMMENDATION	Staff recommends approval of this petition. The petition is consistent with adopted policies, provides regulatory flexibility and supports City sponsored capital improvement project.
PETITIONER	Charlotte-Mecklenburg Planning Department
AGENT/REPRESENTATIVE	Charlotte-Mecklenburg Planning Department
COMMUNITY MEETING	Meeting is not required.

PLANNING STAFF REVIEW

- **Background**

- Government sponsored transportation projects (such as public road improvement projects by NCDOT or CDOT, or CATS rapid transit projects) can have a number of unintended consequences for existing business identification signs located on properties that abut the project:
 - The acquisition of additional right-of-way for the project may include property on which an existing detached business identification sign is located and the sign will need to be relocated.
 - The public project may change the elevation of travel lanes from which a detached business sign is oriented, making it difficult to view.
 - The public project may add retaining walls or other features, resulting in impaired visibility of an existing detached business sign.
- In many cases, relocation of the detached sign to meet the existing standards is simple. In other cases, the options available to property owners are limited or non-existent. For example, if the location or type of the detached sign was limited by a conditional rezoning, that location or type of sign may no longer be visible. In other cases, the existing zoning classification may only allow monument signs that can no longer be seen due to the elevation of travel lanes.
- This text amendment will create flexible sign options for impacted properties.

- **Proposed Request Details**

The text amendment contains the following provisions:

- Creates special regulations for detached business identification signs when a government sponsored transportation project requires either the relocation of an existing detached business identification sign or impairs the visibility of an existing detached business identification sign to the adjacent travel lane.
- Adjustments to the detached sign location and standards may be requested for the follow circumstances if the visibility of a sign is impaired as a result to the transportation project:
 - Relocation of business identification signs approved on a conditional site plan.
 - Conversion of ground-mounted or monument business identification signs to a pole.
 - Conversion may be requested even if the zoning district or conditional site plan does not allow pole signs.
 - Modifications to the maximum allowable height of a detached business identification sign.
 - Modifications may be requested even if the height is greater than that allowed in the zoning district or conditional site plan.

- Applications for relocation, conversion and modifications to existing detached business identification signs will be submitted to the Planning Department for review and approval by the Planning Director, or designee. Considerations in granting approval include, but are not limited to:
 - Need for relocation due to the government sponsored transportation project
 - Loss of visibility to the adjacent lane of travel
 - Impact of relocated utility lines
 - Purpose and intent of sign restrictions on conditional site plan
 - Topographical changes due to the government sponsored transportation project
 - Unusual or unique circumstances
 - If the sign is proposed to be moved, has the distance between the existing and proposed location been minimized
 - If converting to a pole sign, has the requested increase in the sign height been minimized
 - If increasing the maximum sign height, has the increase in the proposed sign height been minimized
 - All other sign standards of Chapter 13 and the zoning district in which the sign is located must be met.
 - A new sign permit is required for each sign approved.
 - **Public Plans and Policies**
 - The petition is consistent with adopted policies, provides regulatory flexibility and supports City sponsored capital improvement project.
-

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.
 - Vehicle Trip Generation: Not applicable.
 - Connectivity: Not applicable.
 - **Charlotte Fire Department:** No comments received.
 - **Charlotte-Mecklenburg Schools:** Not applicable.
 - **Charlotte-Mecklenburg Storm Water Services:** No comments received.
 - **Mecklenburg County Land Use and Environmental Services Agency:** No comments received.
 - **Mecklenburg County Parks and Recreation Department:** No comments received.
-

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

- Application
- Text Amendment

Planner: Sandra Montgomery (704) 336-5722