

**CHARLOTTE-MECKLENBURG PLANNING DEPARTMENT  
ZONING INTERPRETATION RECORD**

**Case No. ZIR-024 Signage Changeable Copy Policy**

**Subject of Policy:**

The City of Charlotte Zoning Ordinance allows twenty-five percent (25%) of a business identification signs to be changeable copy. Institutional uses in residential and institutional zoning districts are allow a sixteen (16) square foot bulletin board sign. Many institutions and business establishments are now incorporating LED lighting within these detached type signs.

The Ordinance prohibits signs that flash, flutter or rotate except in the Uptown Mixed Use District (UMUD). The current policy established in 2012 is that changeable copy for such detached signs not change message more than every two (2) minutes to not be considered a flashing sign. There has been an increase in the number of issues associated with the two (2) minute duration.

**Zoning Ordinance Titles, Sections and Numbers:**

Chapter 13 Signs  
Section 13.102. Definitions – “Changeable Copy”  
Section 13.109. District Regulations for Permanent On-Premises Signs

**Policy:**

**How often may a digital sign change messages and not be considered as a flashing, fluttering or rotating sign?**

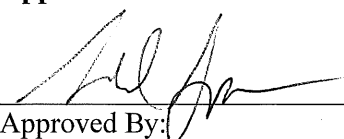
LED Signs Changeable Copy for detached signs in accordance with Code Sections 13.109 (1)(d) and 13.109(3)(a)(ii) along with Bulletin Board signs in accordance with Code Section 13.109(4)(a) of the City of Charlotte Zoning Ordinance *may change message every thirty (30) seconds* and the sign will not be considered as a flashing, fluttering or rotating sign with the following conditions:

1. Message must change from one static message to another instantaneously. There may be no scrolling of messages from left to right or top to bottom.
2. Sign illumination may not exceed a nit (candela per square meter) of 5000 during daylight hours and a nit of 250 between dusk to dawn as measured from the sign’s face at maximum brightness

**NOTE**

- a. A permit is required if changes are needed to the sign frame in order to accommodate the LED sign.
- b. No changeable copy is allowed for wall signs unless approved as an optional condition by City Council
- c. Prior to the issuance of a permit for a changeable copy sign, the applicant shall provide written certification from the sign manufacturer that the light intensity has been factory pre-set not to exceed the levels specified above. or provide an isolux lighting plan certified by an electrical engineer.

**Approval:**

  
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Approved By:  
**Shad Spencer**  
**Zoning Administrator**

1/15/19  
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Date: