

**ZONING COMMITTEE
RECOMMENDATION
January 25, 2006**

Rezoning Petition No. 2006-001

Petitioner: Charlotte-Mecklenburg Planning Commission

Request: Text Amendment to change the square footage of temporary event banners located in the UMUD zoning district from up to 200 square feet, up to 1,000 square feet or 10 % of the wall area, whichever is smaller. Banners can also be erected no sooner than 7 days prior to the major event, rather than 3 days. Written notice of proposed banner locations, size, duration, and number shall be provided to Charlotte Center City Partners.

Action: The Zoning Committee voted unanimously to recommend **APPROVAL** of this text amendment.

Vote: Yeas: Carter, Cooksey, Farman, Howard, Hughes, Shield

Nays: None

Absent: Ratcliffe

Summary of Petition

This text amendment would modify the total area of off-premise temporary event banners located in the UMUD zoning district. The size of the banners would change from the current size of up to 200 square feet to up to 1000 square feet in area, or 10% of the wall area, whichever is smaller. The amendment would also allow major event banners to be erected no sooner than 7 days prior to the event, rather than 3 days.

In addition, a requirement has been added that written notice of the proposed banner location, number, sizes, and duration shall be filed with Charlotte Center City Partners prior to issuance of a banner permit. This will allow Charlotte Center City Partners to have knowledge of the banners going up in the Center City.

Zoning Committee Discussion/Rationale

Keith MacVean reviewed the text amendment and discussion ensued about the size of the Nextel banners in Uptown last year, which were much larger than 1,000 square feet in size. He noted that the Zoning Administrator had recommended this amendment.

Statement of Consistency

Upon a motion made by Cooksey and seconded by Howard, the Zoning Committee unanimously found this petition to be reasonable, in the public interest, and consistent with adopted plans and policies.

Vote

Upon a motion made by Cooksey and seconded by Howard, the Zoning Committee voted unanimously to recommend approval of this text amendment.

Staff Opinion

Staff agrees with the recommendation of the Zoning Committee.