

PRE-HEARING STAFF ANALYSIS

Rezoning Petition No. 2006-001

Petitioner: Charlotte-Mecklenburg Planning Commission

Request: Text amendment to change the allowable square footage of off-premise major event banners in the UMUD zoning district, and to allow banners to be erected no sooner than seven (7) days before a major event.

Background

The current Zoning Ordinance permits off-premise temporary event banners in the Uptown Mixed Use District (UMUD) zoning district, provided they meet a number of requirements. One of those requirements is that the total area of temporary event banners combined shall not exceed 200 square feet in area per establishment. The ordinance further allows banners to be erected no sooner than 3 days before the major event and removed within 2 days after the event.

The Planning Commission staff has received comments from Charlotte Center City Partners, the Charlotte Regional Visitors Authority, and the City Manager's office, that the 200 square feet restriction in size may be too restrictive, and that banners should be allowed to be placed up earlier, particularly with major events, such as the Nextel All Star Race, the Meineke Car Care Bowl, and the CIAA basketball tournament. This text amendment is a result of staff re-evaluating the existing regulations.

Summary

This text amendment would modify the total area of off-premise temporary event banners from the current 200 square feet to 1000 square feet in area, or 10% of the wall area, whichever is smaller, per building wall.

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.

Consistency and Conclusion

This text amendment is appropriate for approval and is consistent with the purposes, goals, objectives, and policies of adopted plans.