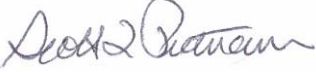


Charlotte Department of Transportation

Memorandum

Date: March 30, 2007

To: Keith MacVean
Charlotte-Mecklenburg Planning Department

From: Scott L. Putnam 
Development Services Division

Subject: Rezoning Petition 07-065: TEXT AMENDMENT: Allow full animation on electronic message centers for theaters and hotels.

As proposed, the Charlotte Department of Transportation (CDOT) does not recommend approval of this Text Amendment.

We have the following specific comments that are critical to CDOT's support of the Text Amendment:

1. Full animation on an electronic message center advertisement signs near roadways may distract motorists' attention from likely hazards on the road and interfere with the effectiveness of traffic regulations that promote safe use of the public right-of-way.
2. Approval of this text amendment may be in violation of the intent of the North Carolina Outdoor Advertising Act. The Text Amendment needs to reference and not be in violation of North Carolina State General Statute 136 through 140, and the Administrative Code of North Carolina, 19A NCAC02E.0201 – 02E.0226.
3. This Text Amendment also needs to reference and not be in violation with the Federal Highway Administration (FHWA) Research Review of Potential Safety Effects of Electronic Billboards on Driver Attention and Distraction-Final Report, dated September 11, 2001.

If we can be of further assistance, please advise.

SLP

Attachment

c: R. H. Grochoske
M.A. Cook
J.D. Kimbler
A. Christenbury

E.D. McDonald
Charley Schalliol
Rezoning File (2)

