

REQUEST	Text amendment to Sections 2.201, 9.8504, 9.8606, 9.904, 9.906, 9.1207, 9.1209, 11.706, 12.416, 13.102, 13.108(b) of the Zoning Ordinance.
SUMMARY OF PETITION	The petition proposes to: 1) consolidate the information and advertising pillar sign standards into Chapter 13; 2) modify the information and advertising pillar sign definition; 3) modify the information and advertising pillar sign regulations; and 4) expand the zoning districts in which information pillar signs are permitted.
PETITIONER AGENT/REPRESENTATIVE	Charlotte-Mecklenburg Planning Commission Charlotte-Mecklenburg Planning Department
COMMUNITY MEETING	Meeting is not required.
STATEMENT OF CONSISTENCY	This petition is found to be consistent with adopted policies and reasonable and in the public interest, by a unanimous vote of the Zoning Committee (motion by Commissioner Dodson seconded by Commissioner Fallon).

ZONING COMMITTEE ACTION	The Zoning Committee voted unanimously to recommend APPROVAL of this petition.
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VOTE	Motion/Second: Walker/Phipps Yeas: Dodson, Fallon, Firestone, Lipton, Phipps, Rosenburgh, and Walker Nays: None Absent: None Recused: None
ZONING COMMITTEE DISCUSSION	Staff summarized the revisions to the text amendment made since the last public hearing. A revised copy of the text amendment was distributed. A Commissioner was concerned about the provision allowing an information and advertising pillar sign to have an audible message. Could the message technology convey public service information or advertising? Staff responded that the message content could be either. The Commissioner asked what type of technology could be utilized. Staff responded that there were no provisions restricting the message from being an automatic message, one that played by pressing a button, or one that was on a continuous loop, or other similar technology. The Commissioner asked if a provision be added to require the message to be turned off at a certain hour of the night. Staff responded that given the provision limiting the audible message to be heard beyond four feet from the pillar sign, staff did not identify this as an issue.
STAFF OPINION	Staff agrees with the recommendation of the Zoning Committee.

FINAL STAFF ANALYSIS
(Pre-Hearing Analysis online at www.rezoning.org)

PLANNING STAFF REVIEW

- **Proposed Request Details**

- The text amendment contains the following provisions:
 - Modifies the term, “information pillar” to “information and advertising pillar sign” and views the use as a “sign”, not an “accessory structure”.
 - Modifies the definition of information and advertising sign to “a detached sign designed to provide advertising and public information primarily to people walking”.
 - Consolidates the information and advertising pillar sign regulations into Chapter 13, Section 13.108(b).
 - A permit is required for the installation of the information and advertising pillar sign. Sign permits are not required.
 - Adds commercial center (CC) and research-3 (RE-3) zoning districts to the list of zoning districts that include MUDD, UMUD, and TOD.
 - Adds on-premise advertising signs to the list of advertising and public service information permitted on a pillar sign.
 - Retains the requirement that a minimum of 1/3 of the information and advertising pillar sign shaft or panels shall be permanently available for public service information. The remaining 2/3 of the pillar shaft may be used for on-premise advertising, off-premise information and advertising, or public service information.
 - Refines the design and materials of the information and advertising pillar sign:
 - A ground-mounted, monument sign with a vertical dimension greater than the horizontal dimension.
 - The base shall be flush with the ground.
 - Provides flexibility for the shape of the pillar sign by allowing the width or diameter of the shaft or panels to be up to three and one-half feet and designed for information and advertising signs.
 - Adds a provision that the cap shall be not only decorative but distinguishable from the shaft.
 - Adds plastic to the list of acceptable construction material that already includes metal, glass, and Plexiglas.
 - Retains the provision that the information and advertising pillar sign may be illuminated, but shall not cast glare.
 - Removes the requirement that the shaft must include a locking device under which the signs are placed.
 - Retains the provision that messages shall not be audible beyond four feet from the pillar sign shaft.
 - Modifies the electronic changeable face advertising and information message to only change once within a 24-hour period, instead of allowing animated images, graphics, or video active images). Defines “electronic changeable face”.
 - Modifies the location of information and advertising pillar signs:
 - Adds requirements that pillar signs shall be located in a mixed-use, multi-use, or non-residential development, as well as on a rapid transit platform.
 - Adds additional locational criteria, specifying that the pillar sign shall be located outside of any sidewalk, required setback, required side yard, required planting strip, required buffer, and required screening. Retains the provision to restrict location in the public street right-of-way.
 - Modifies the number of information and advertising pillar signs permitted at a location:
 - Removes the provision for up to two pillar signs at trolley station/platforms since the trolley stopped service last July.
 - Removes the provision for up to three pillar signs per combined rapid transit/trolley platform, since there will not be any.
 - Retains the provision allowing a maximum of two information and advertising pillar signs per rapid transit platform.

- Clarifies the provisions that allow up to a maximum of two information and advertising pillar signs in an urban open space of at least 2,000 square feet. Additional provisions clarify that the maximum number applies to the entire development, not to individual urban open spaces of 2,000 square feet or greater, and not to out-parcels.
- Adds a provision to allow the Planning Director, or designee, to designate and approve an alternative location for a pillar sign in a qualifying urban open space.
- Modifies the height provisions:
 - Adds a new provision to describe how the overall height is measured.
 - Provides flexibility by allowing information and advertising pillar signs to have a maximum height of nine feet or twelve feet, with the shaft having a maximum height of seven or nine feet, respectively.
 - Adds a provision that the overall height shall be measured from grade to the top of the cap.
 - The measurement of the shaft portion remains unchanged. It is measured from the top of the base element to the bottom of the cap element.
- Adds new regulations and graphics to require information and advertising pillar signs to be located a minimum distance from the back of the existing curb, based upon the classification of the nearest thoroughfare(s) and street(s), and the maximum height of the information and advertising pillar sign. If no curb exists, then the minimum distance shall be measured from the edge of all thoroughfare(s) and street(s) rights-of-ways.
 - Pillar signs with a maximum height of nine feet: 50-125 feet.
 - Pillar signs with a maximum height of twelve feet: 75-150 feet.
- **Public Plans and Policies**
 - This petition is consistent with adopted policies.

DEPARTMENT COMMENTS (see full department reports online)

- **Charlotte Area Transit System:** No comments received.
 - **Charlotte Department of Neighborhood & Business Services:** No issues.
 - **Charlotte Department of Transportation:** No issues.
 - **Charlotte Fire Department:** No issues.
 - **Charlotte-Mecklenburg Schools:** Not applicable.
 - **Charlotte-Mecklenburg Storm Water Services:** No issues.
 - **Mecklenburg County Land Use and Environmental Services Agency:** No comments received.
 - **Mecklenburg County Parks and Recreation Department:** No comments received.
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ENVIRONMENTALLY SENSITIVE SITE DESIGN (see full department reports online)

- **Site Design:**
 - There is no site plan associated with this text amendment.
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OUTSTANDING ISSUES

- No issues.
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Attachments Online at www.rezoning.org

- Application
- Pre-Hearing Staff Analysis
- Charlotte Department of Neighborhood & Business Services Review
- Charlotte Department of Transportation Review
- Charlotte Fire Department Review
- Charlotte-Mecklenburg Storm Water Services Review

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