



Adams Outdoor Advertising of Charlotte L.P.  
1134 North Graham Street  
Charlotte, NC 28026

**RE: VARIANCE**  
**Bryant Street at Highway I-77**  
**CASE NUMBER 2018-063**

To Whom It May Concern:

At its meeting on September 25, 2018, the City of Charlotte Zoning Board of Adjustment ("Board") **granted two** variances an 8 foot 9 inch increase of the 50 foot height requirement of an outdoor advertising sign and a 292 square foot increase of the 380 square foot required sign face area.

**The Board based its decision on the following findings of fact:**

1. The applicant is Adams Outdoor Advertising of Charlotte, L.P.
2. The proposed site is located at Bryant Street and Interstate 77, further identified as tax parcel 073-25C-01.
3. The property is zoned I-1 (light industrial district).
4. Outdoor advertising signs are permitted on industrially zoned properties along interstates (i.e. Class I thoroughfares).
5. A legal nonconforming static outdoor advertising sign is currently located on the site and has a state (NCDOT) permit.
6. The applicant contends that the sign has been in existence since the early 1970's.
7. The applicant is proposing to convert the existing static outdoor advertising sign to an electronic changeable face outdoor advertising sign.
8. Per Code Section 13.111(2), electronic changeable face outdoor advertising signs are allowed in accordance with the standard and regulations listed in Table 13.111(2)
9. The existing static outdoor advertising sign is mounted on a multi-pole I beam support structure.
10. Per Table 13.111(2), the sign must be a freestanding type sign with unipole construction.
11. The current height of the existing sign is 63 feet 7 inches.
12. Per Table 13.111 (2), the maximum height of an outdoor advertising sign is 50 feet measured from the base of the sign at the ground.
13. The current sign face area is 672 square feet.
14. Per Table 13.111 (2), the maximum sign face area is 380 square feet.
15. The applicant is seeking the following two variances to allow for the existing static outdoor advertising sign to be converted to an electronic changeable face outdoor advertising sign on the subject site:
  - a) An 8 foot 9 inch increase of the 50 foot height requirement of an outdoor advertising sign.
  - b) A 292 square foot increase of the 380 square foot required sign face area.
16. The proposed sign is to be a unipole structure rather than the current multi-pole construction.

17. NCDOT has regulations that restrict the height of outdoor advertising signs to 50 feet. NCDOT measures sign height differently than the City. NCDOT indicates that height is measured vertically from the adjacent edge of pavement of the main travel way to the top of the sign.
18. The road grade of Interstate 77 is elevated 8 foot 9 inches above the grade of the proposed outdoor advertising sign which creates a hardship for the proposed outdoor advertising sign to maintain a 50 foot height limitation and be visible from Interstate 77.
19. The proposed 58 foot 9 inch tall electronic changeable face outdoor advertising sign complies with all applicable NCDOT regulations. The proposed sign will be 4 feet 8 inches lower than the existing sign.
20. The converted sign is to be approximately 180 feet from the main travel way on I-77, due to Irwin Creek and an off ramp that creates the greater than typical separation.
21. The proposed 672 square foot sign face area is the same size as the existing sign.
22. The new sign will be angled so that it faces away from the apartments as shown on applicant's Exhibit #2.
23. Granting the variance will not alter the essential character of the area.
24. Granting the variance will not adversely affect adjacent or contiguous properties.

**Based upon the above findings of fact, the Board concludes that the applicant has met the standards set forth in North Carolina General Statutes § 160A-388, and more specifically:**

1. Unnecessary hardships would result from the strict application of the Ordinance.
2. The hardship results from conditions that are peculiar to the property (location, size or topography).
3. The hardship does not result from actions taken by the applicant or the property owner.
4. The requested variance is consistent with the spirit, purpose, and intent of the Zoning Ordinance, in that the public safety is secured and substantial justice is achieved.

If any permits are required, please make sure the variance case number is referenced on the permit application and/or site plan. Section 5.111 of the Zoning Ordinance provides that unless otherwise specified by the Board, any decision of the Board granting a variance shall automatically expire if a permit or a certificate of occupancy pertaining to the need for the variance is not obtained within two (2) years from the date of the meeting of the Board at which the Board rendered its decision.

Sincerely,

  
\_\_\_\_\_  
Paul Arena, Chairperson

Date

**DECISION FILED IN THE  
PLANNING DEPARTMENT:**

  
\_\_\_\_\_  
Shad Spencer, Zoning Administrator

Date