

Sign Regulations

**Update Text Amendment
Petition #2020-104**

Background

▶ October 2019 Update

- Petition #2019-103
- First **comprehensive rewrite** since 1992
- Preceded by new sign regulations for new TOD zoning districts in April 2019

▶ New Chapter 13 – Signs:

- Addressed trends in community, development, legal environment, and sign/advertising industry
- Created **consistency, uniformity, and updated language** to be clear, simple & easy to use
- Collated regulations



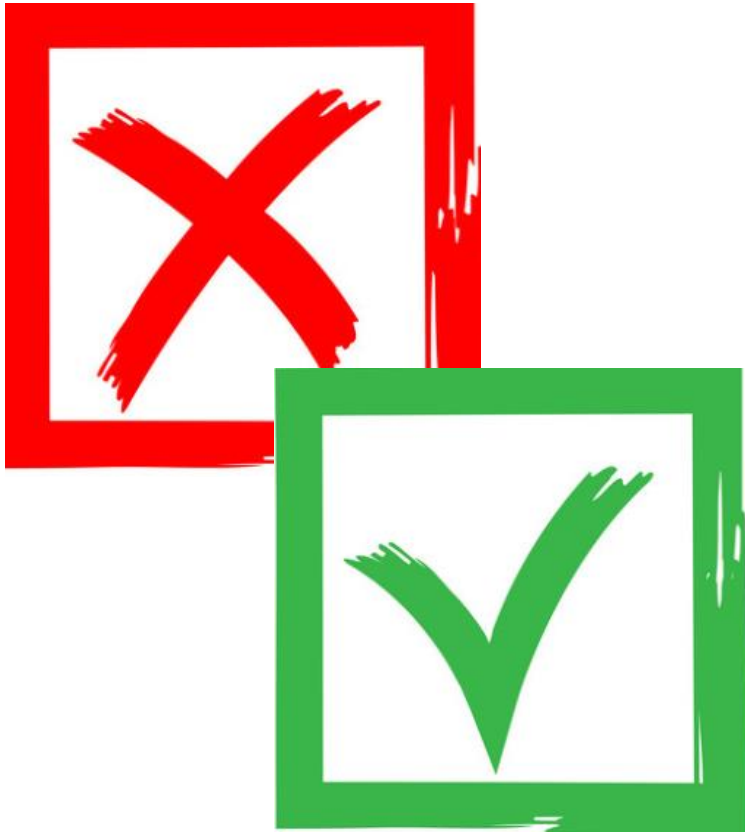
Context and Purpose

▶ Daily Application

- Daily use by stakeholders provides almost instant, continuous **feedback**
- **Opportunities for improvement** quickly identified

▶ Purpose of Petition #2020-104:

- Provide additional flexibility and allow more creative design
- Provide better scale for certain sign types
- Provide for greater utilization of wall space for sign area
- Address unintended consequences
- Clarify the enforcement process
- Update, add, and delete graphics and definitions



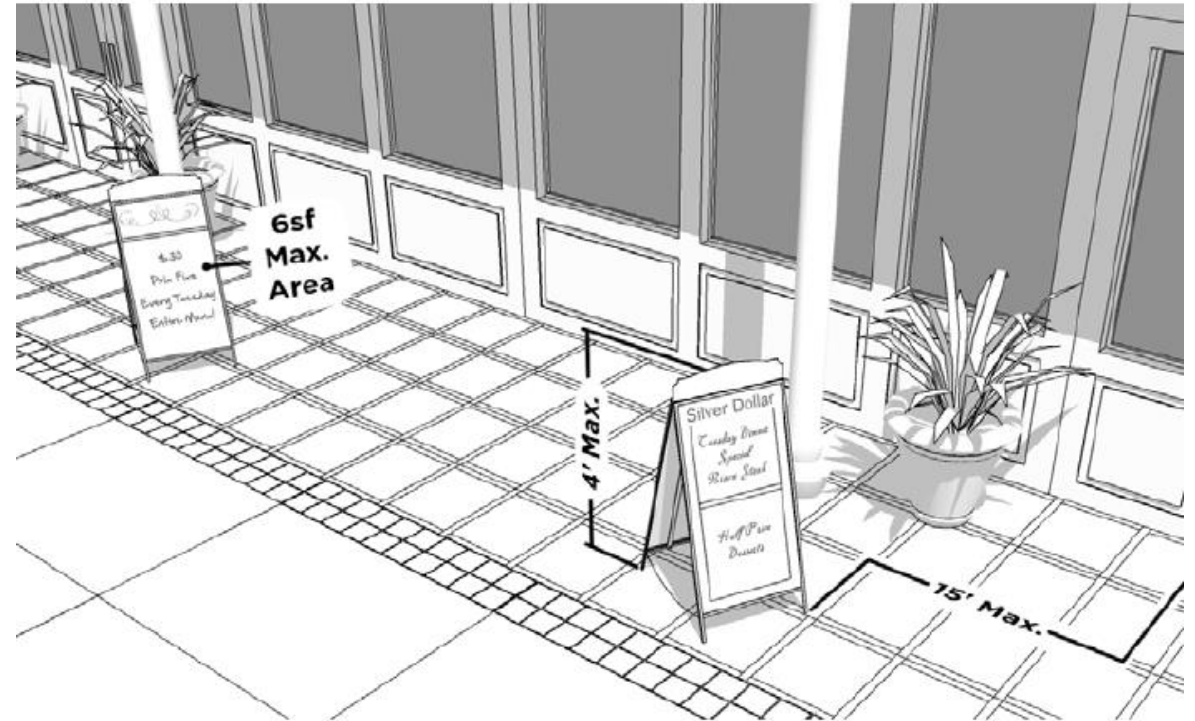
A-frame, Awning, and Canopy Signs

▶ A-frame Signs

- Proposed for commercial, institutional, multi-family, and temporary outdoor sales uses in **ALL** Districts
 - Previously just non-residential uses in B-1, B-2, and Urban Districts

▶ Awning and Canopy Signs

- Uncoupled from Wall-Mounted Signs to **regulate separately**
 - Frees up square footage previously counted against the 300 sf of wall sign area



Sign

Detached Pole and Skyline Signs

Skyline Signs

Building Height	Sign Area
50' – 75'	300sf
>75' – 100'	480sf
>100' – 200'	600sf
>200' – 500'	720sf
>500'	850sf

▶ Provide Better Scaling

- Conflict between location of installed sign and use/visibility
 - e.g. – Small sign at top of large building, small sign to passing/approaching motoring traffic

▶ Skyline Signs

- Sign area based on building height

▶ Detached Pole Signs

- Increase from 42 sf to 84 sf
 - About the mid-point of the original regs. updated in October 2019

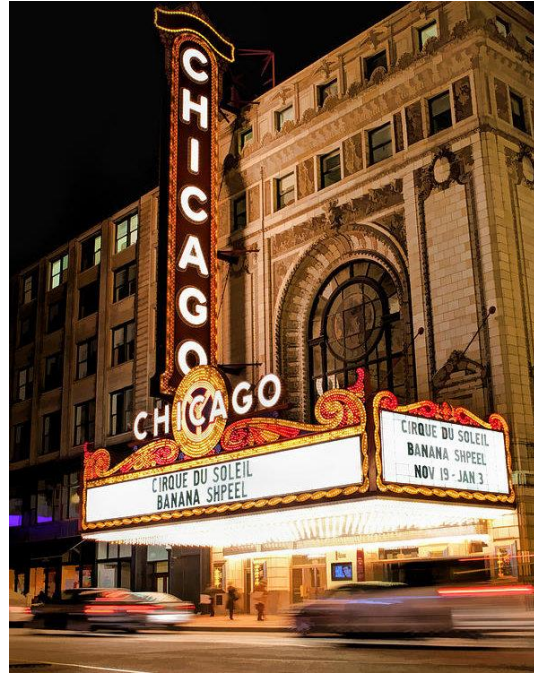
Marquee Signs

► Creative Design

- New language for vertically-oriented extension off of main marquee structure

► Clarifying Language

- Physical form
- Encroachments



Wall-Mounted Signs



► Creativity & Flexibility

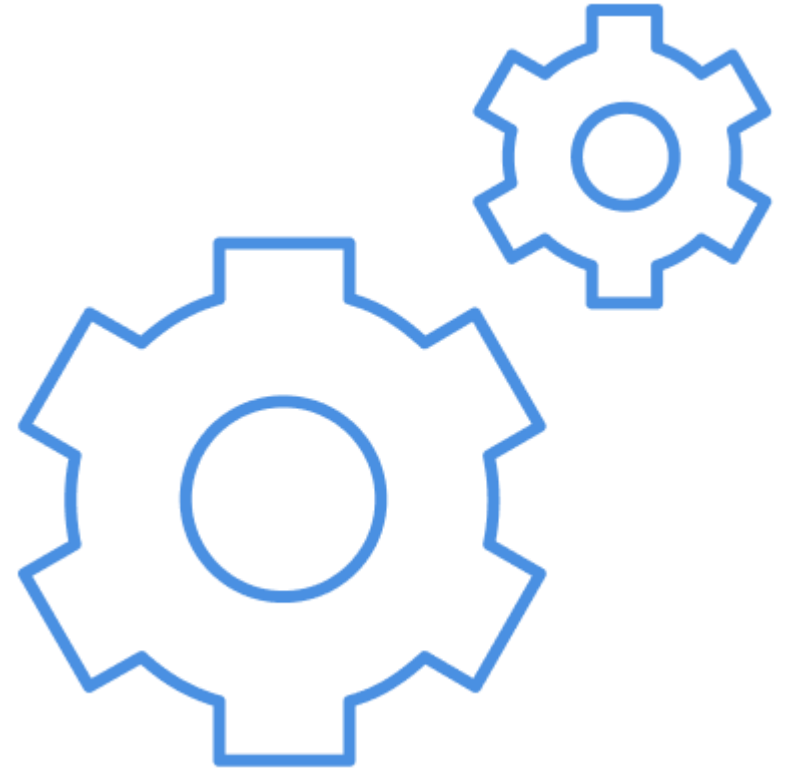
- Uncoupled Awning and Canopy Signs
 - Frees up additional wall sign area
- Allow, with conditions, projections above tops of walls for certain form of signs
 - Previously not allowed and/or only allowed with a parapet

► Clarify Language/Graphic(s)

- Correcting mismatch between language and graphic(s)

Technical Corrections

- ▶ **Applicability, Sign Permit**
 - Logos/labels/signs on equipment
 - Historic District Commission (HDC)
- ▶ **Definitions**
 - On-Premise Advertising
 - Portable Sign Structure
 - Sign Face (new)
- ▶ **Measurement**
 - Sign Face(s)
- ▶ **Enforcement**
 - Notice of Violation (NOV) v. Warning Citation
- ▶ **Clarifications/Correcting Errors**
 - Scrivener's errors
 - Grammar, punctuation, etc.



Schedule & Moving Forward

SEPTEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

▶ UDO Website

- Sign regulations page to be updated ASAP

▶ Schedule

- September 21 – Public Hearing
- October 6 – Zoning Cmte. Recommend.
- October 19 – City Council Decision

Homework – Signs Text Amendment

▶ **Subsequent to this meeting, we will email the following to OAC members:**

✓ Sign Regulations Text Amendment (RZ #2020-104)

Please provide your feedback by email directly to Kevin.



▶ **Kevin May**

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- kevin.may@charlottenc.gov