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
Detached Pole and Skyline Signs

► **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

<table>
<thead>
<tr>
<th>Building Height</th>
<th>Sign Area</th>
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</thead>
<tbody>
<tr>
<td>50’ – 75’</td>
<td>300sf</td>
</tr>
<tr>
<td>&gt;75’ – 100’</td>
<td>480sf</td>
</tr>
<tr>
<td>&gt;100’ – 200’</td>
<td>600sf</td>
</tr>
<tr>
<td>&gt;200’ – 500’</td>
<td>720sf</td>
</tr>
<tr>
<td>&gt;500’</td>
<td>850sf</td>
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</tbody>
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► **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

► 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.

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- kevin.may@charlottenc.gov