

TA #19-07 CB and SP Wall Signs

PART 1: DESCRIPTION

TA19-07 is a request by Ryan McDaniels to amend Article 10.7.1 to allow buildings greater than 100,000 square feet located in Corporate Business and Special Purpose Zoning Districts to have wall signs up to 384 square feet in total (*See Attachment A, Application*).

PART 2: BACKGROUND

Currently, any building types in commercial districts (Highway Commercial, Corporate Business, Special Purpose, and Vehicular Sales) are permitted a wall mounted sign(s) up to 10% of the any wall face area fronting a street, up to a maximum of 128 feet. Currently if a project wants wall signs larger than 128 square feet, they would need to apply for a "Master Sign Program," which is a four-month process similar to a conditional district rezoning.

This text amendment request is for buildings strictly in Corporate Business (CB) and Special Purpose (SP) that are over 100,000 square feet to allow such buildings to have wall signs not exceeding 384 square feet without having to apply for a Master Sign Program.

Ryan McDaniels with Lake Norman Economic Development is proposing this amendment to the Zoning Ordinance to ensure that large buildings (100,000 sf+) have a sign that is proportional to the building's size.

An example of this is the Kurz building, which is currently under construction. This building is roughly 138,324 square feet. Below are images of two conceptual wall signs on the Kurz building that do not exceed 384 square feet. The two wall signs, which total 359 square feet, fit proportionality with the building's square footage.



The Huntersville Ordinances Advisory Board reviewed the proposed amendment at their September 5, 2019 meeting and recommended unanimous approval of the proposed language.

PART 3: RELEVANT HUNTERSVILLE 2030 COMMUNITY PLAN AND APPLICABLE LONG RANGE PLAN SECTIONS

The following are examples of relevant polices from the 2030 Huntersville Community Plan that may be incorporated into the Board’s statement of consistency for approval or denial of the request.

1. **Policy ED-3: Economic Development Competitive Advantage** – Target recruitment of business and industry for which Huntersville has a “competitive advantage” as identified in the Town SED or other application plan.
2. **Policy ED-14: Development Review Process** – Support efforts to improve efficiency and responsiveness of development review process for development proposals.

STAFF COMMENT: This text amendment would allow more flexibility for buildings that are 100,000 square feet or more and ensure that their wall sign(s) is proportional and easily visible from the street.

PART 4: STAFF RECOMMENDATION

Staff recommends approval of the request as presented.

PART 5: PUBLIC HEARING

The initial Public Hearing was held on November 4, 2019. Due to legal ad requirements, there will be a second Public Hearing which will be held on January 6, 2020.

PART 6: PLANNING BOARD RECOMMENDATION

The Planning Board is scheduled to hear this text amendment on January 28, 2020.

PART 7: ATTACHMENTS

Attachment A: Text Amendment Application
Attachment B: Proposed Ordinance

PART 8: STATEMENT OF CONSISTENCY – TA19-07

Planning Department: Approve (Consistent w/ Plans)

In considering the proposed amendment, TA19-07 to amend Article 10.7.1 to allow buildings greater than 100,000 square feet located in Corporate Business and Special Purpose Zoning Districts to have walls signs up to 384 square feet in total, the Planning Staff finds the requested amendment consistent with Policy ED-3 and Policy ED-14 of the Huntersville 2030 Community Plan.

It is reasonable and in the public interest to amend the Zoning Ordinance because allowing buildings 100,000+ in size to have wall signs not exceeding 384 square feet allows the signs to be proportional with the building size and easily visible from the street.