

**ZONING ORDINANCE
TEXT AMENDMENT APPLICATION**

CITY OF CHARLOTTE

FY2009 Petition #: <u>2013-003</u>
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<i>Office Use Only</i>

Section #: 13.110.(2) Planned Development Flexibility Option

Purpose of Change:

The purpose of this amendment is to accommodate visibility needs of larger planned developments located adjacent to freeways by allowing a regional mall, a shopping center, an office complex or a mixed use development with more than 500,000 square feet of gross floor area and frontage on a freeway or expressway (i.e. Class I street) to have detached identification signs along a freeway or expressway (i.e. Class I street) that exceeds certain limits currently provided by way of the Planned Development Flexibility Option.

The Planned Development Flexibility Option section of the sign regulations allows a 25% increase in the size of allowed detached identification signs as well as an increase in the number of signs that may be placed along each street front. However, the section requires that signs approved under this provision be limited in height and size. The specified height does not typically create visibility challenges for developments along most streets, but, the current height and size requirements for a detached identification sign along a freeway or expressway (Class I street) do create challenges regarding the project visibility and identification because of the distances and speeds vehicles are traveling along a freeway. Therefore, a change to the Planned Development Flexibility Option standards to allow larger and higher signs for significant developments located along a Class I street addresses the circumstances associated with trying to provide effective identification along higher speed freeways or expressways.

Accordingly, this proposed amendment would allow a regional mall, a shopping center, an office complex or a mixed use development located on 36 acres or greater with at least 500,000 square feet of gross floor area and with frontage on a Class I street to locate up to two (2) detached signs along the Class I street frontage that can be up to 50 feet in height and have up to 300 square feet of sign area.

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