



## Memo

To: City of Charlotte Planning Commission  
From: Bryan Myrkle, Community Development Director  
Date: September 9, 2022  
Re: Staff report on the proposed Comprehensive Sign Plan - 328 Lansing St

### Background

The City of Charlotte recently adopted a new sign ordinance. One of the key features of the new ordinance is the ability of property owners to seek the approval of a Comprehensive Sign Plan for proposed signage that does not conform to general standards of the ordinance, but which may still have merit and which the Planning Commission may wish to allow.

As it happens, one of the first new commercial signage proposals received by the City following the passage of this ordinance appears to be a good fit for this option.

To refresh the Planning Commissioner's memories, a Comprehensive Sign Plan is: *a coordinated plan of all signs, including exempt signs for a business, or businesses, located on a development site. The sign plan shall include, but not be limited to, the locations, dimensions, colors, letter styles, and sign types of all signs to be installed on a site.*

The guidance given to the Planning Commission under our new ordinance is as follows: *A Comprehensive Sign Plan (CSP) may be submitted that permits consideration of unique conditions, flexibility and creativity. Such CSP is subject to approval by the Planning Commission who may permit additional signs and/or sign area based on the applicant's demonstration of unique characteristics of the design, building, and/or site and appropriate landscaping associated with the freestanding signs. The approval of a CSP cannot impose more restrictive requirements than permitted by the basic standards. Once a CSP has been approved subsequent applications for specific signs on the site shall be approved administratively when the proposed sign is in compliance with the approved CSP.*

In this case, the former 5/3<sup>rd</sup> Bank site is being redeveloped into a 3-suite retail center. The proposed signage includes two prominent roof signs, which our new ordinance explicitly prohibits. However, in this case, the architecture of the building does not lend itself to the easy location of three street facing primary wall signs, and the addition of roof signs may be a good solution.

The Planning Commission is asked to consider whether the proposed signage for this redevelopment meets the criteria and merits approval.

**Recommendation**

I believe the proposal is a good fit for this new regulation and the Planning Commission consider approving the Comprehensive Sign Plan for 328 Lansing St.

**Suggested Motion**

I move the approval of the proposed Comprehensive Sign Plan as presented **[or]** with changes.