

BOARD OF ALDERMEN

ITEM NO. B(3)

AGENDA ITEM ABSTRACT

MEETING DATE: June 26, 2012

TITLE: Public Hearing on Land Use Ordinance Text Amendment to Authorize Deviations from the Requirements of the Sign Ordinance

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| DEPARTMENT: Planning | PUBLIC HEARING: YES <u>X</u> NO <u> </u> |
| ATTACHMENTS: <ul style="list-style-type: none">A. Consistency ResolutionsB. Draft OrdinanceC. Resolution to set a public hearing for September 25thD. LUO ExcerptE. Recommendations from advisory boards and Orange County | FOR INFORMATION CONTACT: Patricia McGuire – 918-7327 Christina Moon – 918-7325 Mike Brough – 929-3905 |

PURPOSE

The purpose of this agenda item is for the Board of Aldermen to consider amending the Land Use Ordinance (LUO) relating to the approval process for signage for multi-use businesses in one or more multi-story buildings, located in the B-1(C) or B-1(G) zoning districts and subject to a conditional use permit. A draft ordinance relating to signage has been prepared. The Board must receive public comments before taking action on the draft ordinance.

INFORMATION

Currently, Section 15-276(c) of the Land Use Ordinance allocates the size of commercial signs based on linear street frontage. With a maximum building height of two-to three-stories in the downtown area, this sign allocation system has balanced the interests of local business to advertise their operations, provide sufficient information for wayfinding needs, while retaining the traditional main street feel of historic downtown Carrboro. Amendments following the Vision 2020 process created an opportunity for higher density--taller buildings--than historically allowed in the downtown area. As new development projects come online, concerns over the amount of signage currently allocated have emerged; the ground breaking for 300 East Main Street hotel and parking deck have brought these concerns to the forefront.

At the May 15th Board of Aldermen meeting, staff identified four possible approaches for preparing text amendments to better accommodate this new type of development model. (See attached link for agenda materials http://www.townofcarrboro.org/BoA/Agendas/2012/05_15_2012_D5.pdf) The Board directed staff to pursue Option #4, to establish a new subsection under Section 15-271 which would allow developers to apply for a modification to a CUP for the approval of a master sign plan. The modification would require a public hearing.

A draft ordinance was presented at the June 7th Joint Review meeting. Discussion focused on whether there were sufficient performance standards in the draft ordinance, sufficient criteria for
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using the CUP modification for a master sign plan instead of following the sign ordinance, and the role of advisory boards to review technical matters. Specific comments from the advisory boards are included as part of Attachment F.

While the draft ordinance, if approved, would be an available option for all future projects, the developers for 300 East Main Street are ready to move forward with their particular sign application for the first phase of their project. Should the Board adopt the draft ordinance, the developers for 300 East Main Street will likely refine their application materials over the summer and be ready for formal consideration at the September public hearing. Staff has prepared a resolution to request that public hearing (*Attachment C*).

FISCAL AND STAFF IMPACT

Additional staff preparation time and Board of Aldermen time may be involved in reviewing applications filed in accordance with these changes. The developer must pay the costs associated with holding a public hearing for CUP modifications.

RECOMMENDATION

Staff recommends that the Board of Aldermen consider adopting the resolution finding consistency, and the draft ordinance (*Attachments A-1 and B*). Staff also recommends that the Board consider adopting the resolution to set a public hearing for September 25th to receive input on the master sign plan for 300 East Main Street (*Attachment C*).