

BOARD OF ALDERMEN

ITEM NO. C(6)

AGENDA ITEM ABSTRACT

MEETING DATE: December 4, 2012

**TITLE: Request-to-set a public hearing on Land Use Ordinance Amendments
Relating to Signage**

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| DEPARTMENT: Planning | PUBLIC HEARING: YES ___ NO <u>X</u> |
| ATTACHMENTS: A. Resolution B. Draft Ordinance C. Excerpt of Section 15-271 | FOR INFORMATION CONTACT: Christina Moon – 918-7325 Mike Brough – 929-3905 Marty Roupe – 918-7333 Patricia McGuire – 918-7327 |

PURPOSE

The purpose of this item is for the Board to consider setting a public hearing on a potential text amendment to the Land Use Ordinance regarding signage. A resolution setting a hearing date for January 29th has been prepared; Advisory Board review has been requested prior to the public hearing.

INFORMATION

During the Board of Aldermen's consideration of the Master Sign Plan for Phase 1 of the 300 East Main Street project, issues associated with the very specific directional signage needs of a large hotel emerged. In the case of the 300 East Main Street project, access to the hotel parking lot for travelers arriving from Chapel Hill occurs by way of Boyd Street, a small entrance drive located before the hotel property. Subsection 15-270 (3) of the Land Use Ordinance (LUO) defines off-premises signs as, "a sign that draws attention to or communicated information about a business, service, commodity, accommodation, attraction, or other activity that is conducted, sold, or offered at a location other than the premises on which the sign is located." The developers of the 300 East Main Street project expressed interest in placing a monument sign adjacent to the Boyd Street entrance to identify this entranceway. In order to assist with wayfinding, the sign would include the hotel name and logo. The area adjacent to the Boyd Street entrance is not part of the 300 East Main Street properties; a sign in this location would be considered an off-premises sign. Subsection 15-282 (a) prohibits off-premises signs in the B-1(G) zoning district.

At the September 25, 2012 public hearing, zoning staff explained that the Board could consider the design of the Boyd Street monument sign but that a text amendment would be needed to formally approve it. The Board directed the Town Attorney to draft such an amendment as part of its motion for the master sign plan. (Copies of the meeting minutes for September 25, 2012 are available at the following link: http://www.townofcarrboro.org/BoA/Minutes/2012/09_25_2012.pdf) A draft ordinance has been prepared (*Attachment B*).

FISCAL AND STAFF IMPACT

Public hearings involve staff and public notice costs associated with advisory board and Board of Aldermen review.

RECOMMENDATION

Staff recommends that the Board of Aldermen consider the resolution in *Attachment A* setting a public hearing for January 29, 2013 and referring the proposed amendments to the Planning Board, Orange County, the Transportation Advisory Board, and the Economic Sustainability Commission.