



Certified Recommendation

Raleigh Planning Commission

CR#

Case Information: TC-19-16 Wall Signage

Comprehensive Plan Guidance

<i>Applicable Policy Statements</i>	<p>Policy UD3.5 - Visually cohesive Streets; Create visually cohesive streetscapes using a variety of techniques including landscaping, undergrounding of utilities, and other street scape improvements.</p> <p>Policy UD2.3 – Activating the Street; New retail and mixed use centers activate the pedestrian environment and promote a walkable environment fostering the sense of place and relationship to the built environment.</p> <p>Policy UD 1.3 – Creating Attractive Facades; Well-designed building facades, storefront windows, attractive signage and lighting should be used to create visual interest. Monolithic or box like facades to promote human quality of the street.</p>
<i>Action Items</i>	Not applicable

Summary of Text Change

<i>Summary</i>	Amends Sections 7.4.3.D, 7.3.5 C and 7.3.6.C of Part 7 of the Raleigh Unified Development Ordinance to allow improvement in the type and visibility of various wall and canopy oriented sign styles.
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Summary of Impacts

<i>Impacts Identified</i>	<u>Adoption of TC-19-16; Provides a more unified and cohesive sign regulations and operates to increase the visual impact of particular signs which are related to the human scale of the street and promotes a pedestrian oriented streetscape.</u>
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Public Meetings

<i>Submitted</i>	<i>Committee</i>		<i>Planning Commission</i>	
10-18-2016	N/A		11-8-2016	

Attachments

1. Draft Ordinance

Planning Commission Recommendation

<i>Recommendation</i>	Approval ; 9-0
<i>Findings & Reasons</i>	<ol style="list-style-type: none"> 1. The wall signage regulations in the UDO are altered by the presence of a frontage. The restriction of wall signage in these instances is not practicable. 2. The proposed text change will revert the wall signage regulations to be consistent with the previous Part 10 Zoning Code standards.
<i>Motion and Vote</i>	Lyle/Fluhrer Aye: Lyle, Fluhrer, Schuster, Terando, Tomasulo, Jeffreys, Braun, Hicks, Swink

This document is a true and accurate statement of the findings and recommendations of the Planning Commission. Approval of this document incorporates all of the findings of the attached Staff Report.

Planning Director

Date

Planning Commission Chairperson

Date

Staff Coordinator:

Gary D. Mitchell gary.mitchell@raleighnc.gov



Zoning Staff Report – TC-2-16

Exemptions from Active Stormwater Control Measures

Request

<i>Section Reference</i>	TC-19-16 Wall Signage
<i>Basic Information</i>	Amends the UDO to amend those types of signs to permit more walkable and pedestrian oriented streetscapes.
<i>PC Recommendation Deadline</i>	

Comprehensive Plan Guidance

<i>Applicable Policies</i>	Not applicable
<i>Action Items</i>	Not applicable

Contact Information

<i>Staff Coordinator</i>	Gary D. Mitchell gary.mitchell@raleighnc.gov ; 919.996.2525
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History/Overview

This text change was initiated by the City Council, as a result of citizen's petition(s). Staff has reviewed the existing code and the earlier code to blend the positive aspects of the two (2) codes into this text amendment. This text amendment should promote the pedestrian scale of the streetscape while permitting individual commercial enterprises to have additional visibility along the street.

Purpose and Need

This text enhances the walkability of the city while promoting commercial enterprises that exist along the street frontage. It is designed to fuse the interests of citizens, the City and our Comprehensive Plan goals into an inclusive collaborative approach to achieve the aspirations of all stakeholders.

Alternatives Considered

None

Scoping of Impacts

Potential adverse impacts of the proposed text change have been identified as follows:

Increase in signage along the streetscape and façade of buildings which could become problematic if not regulated and actively enforced. A brochure of permitted signage and process could alleviate this adverse impact provided it is used as a public outreach/education initiative.

The adverse impacts of taking no action (retaining the existing regulations) have been identified as follows:

Undersized signage leads to loss of potential revenue by commercial enterprises but also makes it more difficult for the public to locate important merchants and enterprises offering the services desired. Current signage constraints make it difficult for existing enterprises to attract new customers and the general public has experienced impediments to finding particular attractions.

Impacts Summary

Adoption of Proposed Text Change

The adoption of this text will enhance the walkability and identification of commercial establishments by the general public.

No action

The status quo will be maintained and will continue to provide obstacles for both commercial enterprises and the general public to acquire the goods and services desired.

**ORDINANCE NO. 2016-654 TC 388
TC-19-16**

**AN ORDINANCE TO AMEND SECTIONS 7.4.3.D, 7.5.3.C, AND 7.3.6.C.1
OF THE RALEIGH UNIFIED DEVELOPMENT ORDINANCE
TO REVISE THE SIGN REGULATIONS FOR WALL SIGNS
AND AWNING, GALLERY, AND MARQUEE SIGNS**

WHEREAS, the intent of the Unified Development Ordinance for the City of Raleigh was to create more predictable development;

WHEREAS, the existing sign regulations in Chapter 7.3.4.D specify the design criteria for Wall signs;

WHEREAS, the existing sign regulations in Chapter 7.3.5.C.3 specify the design criteria for projecting signs;

WHEREAS, the existing sign regulations in Chapter 7.3.6.C specify the design criteria for Awning, Gallery and Marquee signs;

WHEREAS, based upon the desire to have a more consistent regulations relating to these sign types;

WHEREAS, the Unified Development Ordinance does provide a more predictable form for these sign types; and

WHEREAS, the City of Raleigh has determined it appropriate to preserve this predictability related to Wall, Awning, Gallery, and Marquee signs;

NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF RALEIGH THAT:

Section 1. Section 7.3.4.D, Wall Signs, of Part 7 Raleigh Unified Development Ordinance, related to frontages, is hereby deleted in its entirety from the Raleigh Unified Development Ordinance, and Section 7.3.4.E is re-lettered D.

D. ~~Frontage Standards~~

	DE	PL	GR	UL	UG	SH
D1 Size (max)	40 sf					
D2 Height (max)	5'	5'	5'	5'	5'	5'
D3 Projection (max)	6"	12"	6"	6"	6"	6"
D4 Signs per business (max per street frontage)	1	1	1	1	1	1

Section 2. **Section 7.3.5.C.3, Projecting Signs.** of the Part 7 Raleigh Unified Development Ordinance, relating to location, is hereby amended by insertion of the following language and deletion of the following strikethrough language:

C.3. Projection from wall (max) ~~5'~~ 6'

Section 3. **Sections 7.3.6.C.1 and C.2, Awning, Gallery, Marquee Signs** of the Part 7 Raleigh Unified Development Ordinance, relating to size, is hereby amended by insertion of the following language and deletion of the following strikethrough language:

C. Size

C.1. Area (max) ~~15sq~~ Two (2) square feet per linear foot of each building wall facing a public street or facing a private access way if the subject property has no frontage on a public street.

C.2. ~~Height above or below awning, gallery, or marquee (max) 12'~~ No portion of the sign shall exceed a height of thirty-six (36) inches above the height of the awning, gallery, marquee/canopy.

There are no changes to C.3 in this section.

Section 4. All laws and clauses of laws in conflict herewith are repealed to the extent of such conflict.

Section 5. If this ordinance or application thereof to any person or circumstance is held invalid, such invalidity shall not affect other provisions or applications of the ordinance which can be given separate effect and to this end the provisions of this ordinance are declared to be severable.

Section 6. This text change has been reviewed by the Raleigh City Planning Commission.

Section 7. This ordinance has been adopted following a duly advertised public hearing of the Raleigh City Council.

Section 8. This ordinance has been provided to the North Carolina Capital Commission as required by law.

Section 9. This ordinance shall be enforced as provided in N.C.G.S. 160A-175 or as provided in the Raleigh City Code. All criminal sanctions shall be the maximum allowed by law notwithstanding the fifty dollar limit in N.C.G.S. §14-4(a) or similar limitations.

Section 10. This ordinance is effective 5 days after adoption.

ADOPTED: December 6, 2016
EFFECTIVE: December 11, 2016

DISTRIBUTION: Planning – Bowers, Crane, Hodge, Mitchell
City Attorney – Seymour, Hargrove-Bailey
Department Heads
Transcription Services – Taylor

Prepared by the Department of City Planning