



**Text Amendment 01-09
Chapter 10 Signs**

**Staff Analysis
July 1, 2009**

Applicant: Town of Cornelius
PO Box 399
Cornelius, North Carolina 28031

Consideration: *Planning Board:* July 13, 2009
Town Board Public Hearing: August 3, 2009

Proposed Text Amendments

The proposed Text Amendments to Chapter 2 and Chapter 10.3, 10.4 will amend the Code to allow for electronic signage subject to conditions within Highway Commercial zoning district. These signs are currently prohibited within the *Land Development Code*. Electronic signage will be subject to the following conditions:

1. Must continuously show one message for a minimum of one (1) hour before switching to another message except for time and temperature.
2. Signs shall not dim, flash, fade or scroll. Further signs shall not incorporate moving, rotating fluttering, blinking or flashing elements.
3. Signs shall not include animation, video, audio or blue casting components.
4. Maximum percentage of total sign area for Electronic signage is 25% of non-electronic face of sign.
5. No primary or secondary logo for the business shall appear electronically on the sign.
6. Sign surround shall be clad in brick, stone or stucco matching the principle building.
7. Electronic Signs shall only be affixed to ground mounted signs.
8. All non-conforming signs on the property where electronic sign is proposed must be removed prior to electronic sign installation
9. Convenience stores may be permitted electronic signage if located outside the Highway Commercial zoning district.

The *Land Development Code* Review Committee reviewed these Text Amendment change and reached the consensus that the Town Board of Commissioners should approve this revision to the *Land Development Code* as proposed.

Staff Recommendation

APPROVE *APPROVE W/CONDITIONS* *DENY*