

PLANNING AND ZONING COMMISSION RECOMMENDATION

On February 22, 2011, a public hearing was held before the Planning and Zoning Commission regarding the requests described below. All members of the Commission were present.

City of High Point

Text Amendment Case 11-02

A request by the City of High Point (City Manager's Office) to amend Note #4 of Table 5-16-2 of the Development Ordinance, regarding the length of time that an approved off-site directional sign may be permitted.

Mr. Loveland presented this request and recommended approval of the case as outlined in the staff report.

No one spoke in favor or in opposition to the text amendment.

The Planning & Zoning Commission recommended *approval* of Text Amendment Case 11-02, by a vote of 8-0.

**CITY OF HIGH POINT
PLANNING AND DEVELOPMENT DEPARTMENT**

**STAFF REPORT
TEXT AMENDMENT CASE 11-02
February 22, 2011**

Request	
Applicant: City of High Point City Manager's Office	Affected Ordinance Sections: Amendment will change footnote 4 of Table 5-16-12 entitled <i>Specifications For Accessory Freestanding Signs Requiring A Permit</i> .
Proposal: To amend the provision that allows off-site directional signs so as to allow the applicant to request and City Council to approve an expiration period that varies in length.	

Background

This amendment was requested by the City Manager's Office and is associated with the pending Special Use request for an off-site directional sign to serve Cornerstone Health Care's facility located off of Westchester Drive.

Details of Proposal

The City's Development Ordinance provides for the use of an off-site directional sign, allowed only by Special Use Permit, to address directional problems to sites. At the time the provision was created in the mid-1980s, several businesses had their primary road access altered due to a public road project. This rather unique sign provision provided a way to re-educate patrons on how to access these businesses. Because the need was viewed as temporary, the ordinance provision limits the duration of the Special Use Permit to two years. After this two year period, should an applicant still desire the sign, the Special Use Permit must be renewed, requiring review and approval by the Planning and Zoning Commission and City Council. This proposed amendment would allow an applicant to request that such a sign remain in place for a longer period of time, thus eliminating the renewal of the Special Use Permit every two years.

Analysis

The amendment would not alter the initial process to obtain an off-site directional sign, as a Special Use Permit (including a review of the required Findings of Fact) would still be required. This amendment would make it feasible however for an applicant to place such a sign for a period longer than two years, as it would require only one initial review and approval instead of a review and approval every two years. The approval of a longer time period is at the discretion and approval of City Council.

Recommendation

Staff recommends approval.

The amendment as proposed would make it feasible for off-site directional signs to be used for longer than two years.

Staff suggests that these changes are not inconsistent with the City's Land Use Plan.

Required Action

Planning and Zoning Commission:

Upon making its recommendation, the Planning and Zoning Commission must place in the official record a statement of consistency with the City's Land Use Plan, and any other officially adopted plan that may be applicable. This may be done by adopting the staff's findings as written in this report, by adopting the staff's findings with additions or changes as agreed upon by the Commission, or, if the Commission is in disagreement with staff's findings, by adoption of its own statement.

City Council:

Upon rendering its decision in this case, the High Point City Council also must place in the official record a statement of consistency with the City's Land Use Plan. This may be done by adopting the staff's findings as written in this report, by adopting the staff's findings with additions or changes as agreed upon by the Council, or, if the Council is in disagreement with staff's findings, by adoption of its own statement.

In addition, the City Council must, prior to adopting or rejecting any zoning amendment, explain why it considers the action taken to be reasonable and in the public interest. In this case, staff suggests that the approval of the applicant's request is reasonable and in the public interest because: 1) the amendment would make it more feasible for an off-site directional sign to be placed for a period of more than two years. The City Council may adopt this statement, it may add to or change this statement, or, if the Council is in disagreement with the above statement it will need to formulate its own reasonableness / public interest statement.

Report Preparation

This report was prepared by Planning and Development Department staff member Douglas Loveland, AICP and reviewed by Robert L. Robbins, AICP, and G. Lee Burnette, AICP, Director.

DRAFT TEXT AMENDMENT 11-02

PROPOSED AMENDMENT TO THE CITY OF HIGH POINT

DEVELOPMENT ORDINANCE

(This text amendment allows for the modification of the period of time for which an off-site sign is permitted.)

SECTION 1.

Part 1.

Note #4 of Table 5-16-2, which is entitled *Specifications For Accessory Freestanding Signs Requiring A Permit*, shall be amended as follows:

4) The number of ~~off-premise~~ **off-site** directional signs permitted shall be determined through the Special Use Permit process by recommendation of the Planning and Zoning Commission and City Council approval, and shall be based on the need for the signs(s) and the difficulty of access to the establishment. Where two (2) or more establishments at the same location receive approval of directional signs, such signs shall share the same support structure. The Special Use Permit shall expire after two (2) years ~~and shall be subject to re-approval~~ **unless a different expiration period is requested by the applicant and is approved by City Council. The Special Use Permit may be re-approved for a subsequent period(s) of time by the City Council upon request and review of need.**