



## Agenda Abstract

### BOARD OF COMMISSIONERS

Meeting Date:	Dec. 9, 2024
Department:	Planning & Economic Development Division
Agenda Section:	Consent
Public hearing:	Yes
Date of public hearing:	Oct. 17, 2024

#### PRESENTER/INFORMATION CONTACT

Planner II Molly Boyle

#### ITEM TO BE CONSIDERED

**Subject:** Unified Development Ordinance text amendment (staff initiated):  
Section 6, Development Standards, Subsection 6.18, Signage, Paragraph 6.18.10, Billboards

##### Attachments:

1. Section 6, Subsection 6.18, Paragraph 6.18.10 with proposed amendments & clean version
2. Consistency statement
3. Ordinance

##### Summary:

Unified Development Ordinance Sub-paragraph 6.18.7.6 prohibits new and existing off-premise signs other than those expressly allowed by the Unified Development Ordinance. Unified Development Ordinance Section 9.2, Definitions, defines "Sign, Off-premise" as "Any sign which directs attention to a business, company, service, accommodation, or entertainment conducted, sold, or offered at a location other than the premises on which the sign is located." Unified Development Ordinance Paragraph 6.18.10 contains regulations specifically speaking to billboards, which are a type of off-premises sign.

In early May 2024, staff received an application to erect a billboard on property fronting South Churton Street between John Earl Street and Mayo Street. The application material contained a copy of Unified Development Ordinance Paragraph 6.18.10. Staff denied the application. In discussing the denial with the applicant, Unified Development Ordinance Paragraph 6.18.10 was identified as being misleading. The proposed amendment clarifies the town's intent to prohibit all off-premises signs not specifically allowed by the Unified Development Ordinance by removing specific reference to billboards.

The joint public hearing for this item was held on Oct. 17, 2024. No members of the public signed up to speak. Minutes from the hearing are available online at <https://mccmeetings.blob.core.usgovcloudapi.net/hillsbrnc-pubu/MEET-Minutes-f3dc8abc370f4f9aa2ff2f3acca993a3.pdf>. The Planning Board recommended approval of this item at its meeting on Nov. 21, 2024 (5-0 to approve).

##### Comprehensive Sustainability Plan goals:

Town Government & Public Services Goal 2: Adopt local laws, regulations and policies that help to achieve sustainable and equitable outcomes. (Strategy: Develop and adopt policies that help accomplish town goals.)

##### Financial impacts:

None.

**Staff recommendation and comments:**

Staff recommends approval of the Unified Development Ordinance text amendment as written.

**Action requested:**

Approve the Unified Development Ordinance text amendment.