



Agenda Abstract PLANNING BOARD

Meeting Date:	July 18, 2024
Department:	Planning and Economic Development Division
Agenda Section:	6C
Public hearing:	Yes
Date of public hearing:	August 15, 2024 (tentative)

PRESENTER/INFORMATION CONTACT

Tom King, Senior Planner: (919) 296-9475; tom.king@hillsboroughnc.gov
Molly Boyle, Planner II: (919) 296-9473; molly.boyle@hillsboroughnc.gov

ITEM TO BE CONSIDERED

Subject: Unified Development Ordinance (UDO) 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

Summary:

UDO Sub-paragraph 6.18.7.6 prohibits new & existing off-premise signs other than those expressly allowed by the UDO. UDO 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." UDO 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 & Mayo Street. The application material contained a copy of UDO Paragraph 6.18.10. Staff denied the application. In discussing the denial with the applicant, UDO 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 UDO by removing specific reference to billboards.

Comprehensive Sustainability Plan goals:

- Town Government & Public Services Goal 2: Adopt local laws, regulations & policies that help to achieve sustainable & equitable outcomes.
 - Strategy: Develop & adopt policies that help accomplish town goals.
 - Implementation Action: Regularly review & update town policies as new information is garnered & achievements are met.

Financial impacts: None.

Staff recommendation: Refer amendment to August 15, 2024, joint public hearing.

Action requested: Refer amendment to August 15, 2024, joint public hearing.