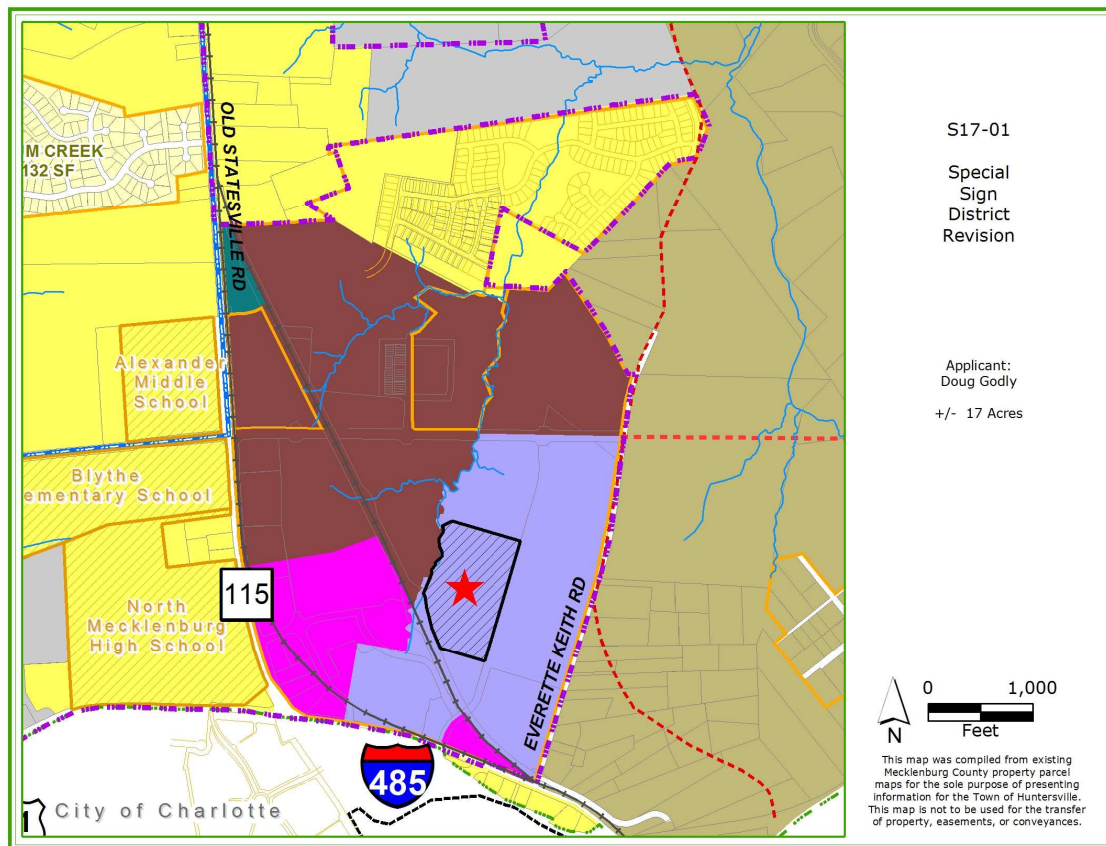


## Frankie's Fun Park - Bryton Special Sign District Overlay

### Project Description

Frankie's Fun Park (Frankie's) is requesting to amend the Bryton Special Sign District per Article 10.10.11. The Special Sign District was established to provide sign design flexibility for areas of unique character and special development potential.

Bryton is located to the northeast of the intersection of Eastfield Rd and Old Statesville Rd (NC 115). The subject property is zoned Special Purpose Conditional District (SP-CD).



### Details of the Special Sign District Overlay

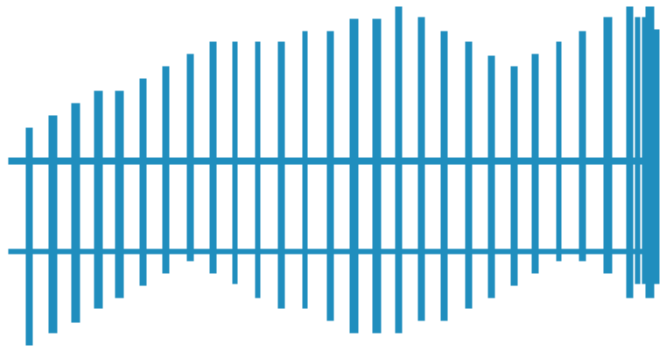
Due to the unique architecture of Frankie's and the Zoning Ordinances definition of a Sign (see below) the blue "Fin" accent features are deemed to be a sign and are included in the requested sign area. Staff and the Petitioner have also provided the dimensions of a Typical Sign design for a percentage comparison.

Definition:

Sign. Any object, device, structure, or part thereof, situated outdoors, which is used to advertise, identify, display, direct, or attract attention to an object, person, institution, organization, business, product, service, event or location by any means, including words,

letters, figures, designs, symbols, fixtures, colors, illumination, or projected images. Signs do not include the flag or emblem of any nation, organization of nations, state, city, or of any fraternal, religious or civic organization; works of art which in no way identify a product; or scoreboards located on athletic fields.

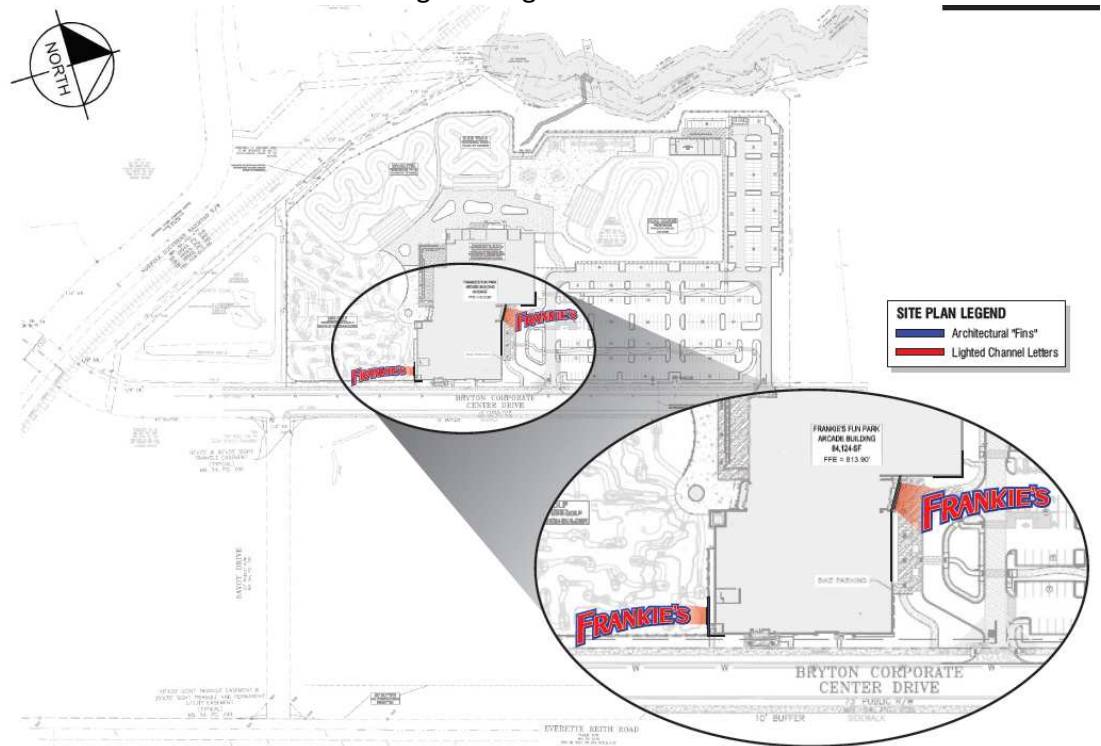
Fin Sign Example:

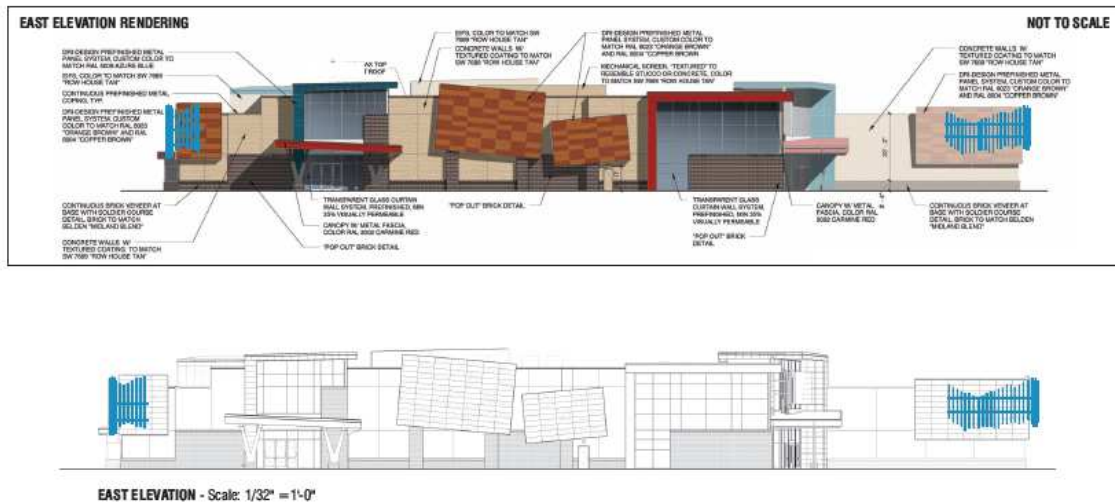


Typical Sign Example:



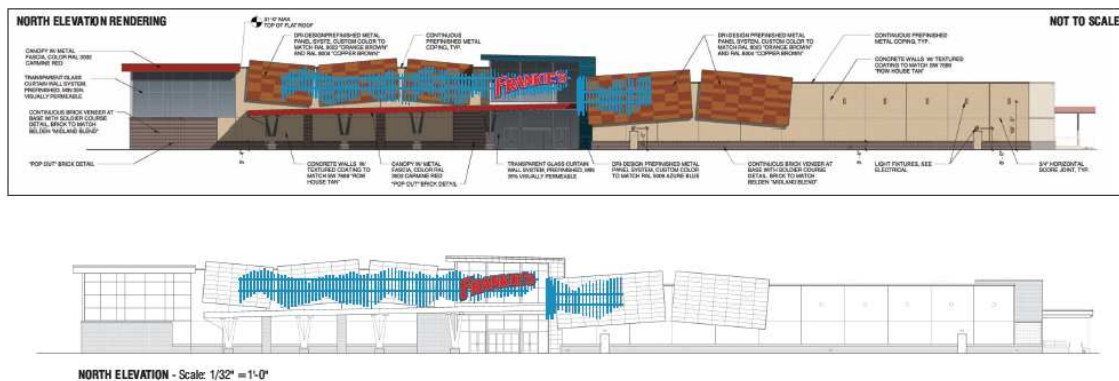
1. **Street fronting Wall Signs (East Facing Wall).** Frankie's is requesting to allow for an increased size of Street fronting Wall Signs.





The East Elevation is 6,507 sf in area. The requested “Fin” sign area is 664 sf or 10.2%. The Sign Ordinance standard is 10% of the Wall Face area not to exceed 128 sf.

2. **Non Street fronting Wall Signs (North and South Facing Walls).** Frankie’s is requesting to allow for an increased size of two Non Street fronting Wall Signs.



The North Elevation is 10,800 sf in area. The requested “Fin” sign area is 2,072 sf or 19.2%. The “Frankie’s” sign area is 304 sf or 2.8%. The Sign Ordinance allows for Non Street fronting Walls allows for up to 32 sf of sign area.



The South Elevation is 10,800 sf in area. The requested “Fin” sign area is 672 sf or 6.2%. The “Frankie’s” sign area is 118 sf or 1%. The Sign Ordinance allows for Non Street fronting Walls allows for up to 32 sf of sign area.

3. All other signs at Frankie's would comply with current ordinance.

### Staff Recommendation

As a prerequisite to the establishment of such a special sign district, it must be determined that the modified rules established for said district shall:

- a) Preserve and enhance the special character of the particular area; and
- b) Not contravene the intent of this ordinance; and
- c) Cause no disturbance to neighboring property lying outside the proposed district.

Due to the unique nature and architecture of Frankie's Staff supports the increase in allowed sign area. In doing so would not cause a disturbance to neighboring properties outside of the Bryton development.

### Planning Board Recommendation

TBD.

**Attachments/Enclosures**

## Attachments

- A – Application  
B – Zoning Ordinance Article 10.11.1  
C – Frankie’s Fun Park Sign Plan  
D – Neighborhood Meeting  
E – Bryton Special Sign District

## STATEMENT OF CONSISTENCY

Per the North Carolina General Statutes § 160A-383 and Article 11.4.7 b-d of the Town of Huntersville Zoning Ordinance, rezoning actions must be accompanied by a *Statement of Consistency*. Two statements are provided below that need to be incorporated into the motion either to approve or deny the petitioner's request.

**[Approve]**

In considering the proposed Special Sign District Overlay for the Bryton development the Town Board of Commissioners finds that it is consistent with the Town of Huntersville Zoning Ordinance and Community Plan. We recommend approving the Special Sign District, Petition S11-01, as presented. It is reasonable and in the public interest to approve the Special Sign District plan because..... (*Explain*)

OR

**[Deny]**

In considering the proposed Special Sign District Overlay for the Bryton development the Town Board of Commissioners finds that it contravenes the intent of the Town of Huntersville Zoning Ordinance and Community Plan. We recommend denial of the Special Sign District, Petition S11-01, as presented. It is not reasonable and not in the public interest to approve the Special Sign District plan because..... (*Explain*)