



City of **GREENSBORO** *North Carolina*

January 19, 2016 / City Council Meeting

“Gate City Blvd and Pole Mounted Banners”

Planning Department



Replace References to High Point Road and Lee Street with Gate City Boulevard

Roadway name change effective July 1, 2015

High Point Road and Lee Street Referenced With:
Visual Corridor Overlay(VCO)
Pole Mounted Banners





Expand Areas for Pole Mounted Banners

Pole Mounted Banners

Designed to enhance designated areas through unified displays (temporary events and as permanent identifiers)

Limited size (max. 24 sq. ft.) and amount of commercial messages (no more than 10% of banner)

Currently Allowed For -

- Central Business District
- Coliseum Complex and Related Events
- East Market Street Corridor
- Governmental Facilities
- College/University Campuses
- City Initiated Public Improvement Projects



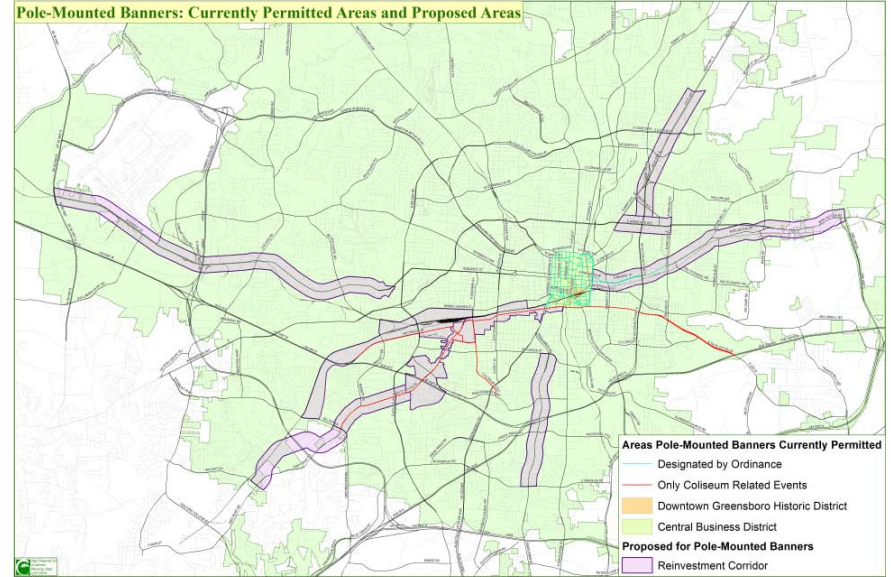


Expand Areas for Pole Mounted Banners

Proposed Ordinance Changes

Allow Pole Mounted Banners in Reinvestment Corridors (complement public investments)
- Designated in Comprehensive Plan

Change city initiated “public improvement projects” to “streetscape projects”
(tied to physical improvements to roadway corridors)





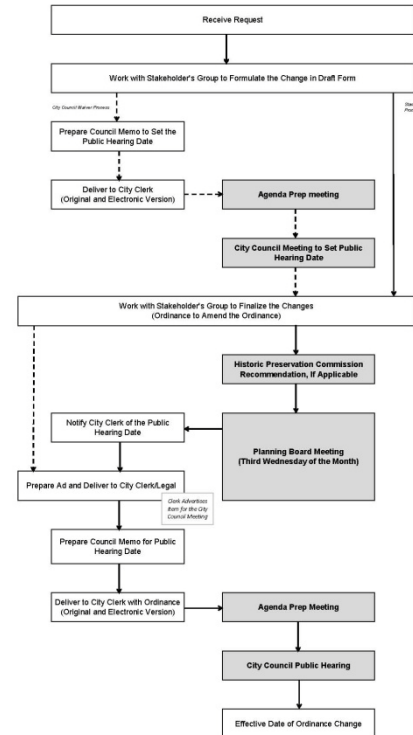
Planning Board Action

December 16, 2015

Planning Board Recommend Approval

Board Voted 8-0 in Favor

TEXT AMENDMENT PROCESS





ACTION REQUESTED

Hold a public hearing to receive public comments

Consider adoption of the text amendment



QUESTIONS?