



232 Matthews Station Street
Matthews, NC 28105
704.847.4411

ZONING APPLICATION FOR ORDINANCE TEXT CHANGE

APPLICATION NUMBER 2014-610 DATE FILED 12/31/13
PETITIONER'S NAME Jay Yon on behalf of Charlotte Korean SDA church
PETITIONER'S MAILING ADDRESS 3120 Sam Newell Rd, Matthews NC 28105
PETITIONER'S PHONE NUMBER/EMAIL ADDRESS 704 965 5018 yonconstruction@aol.com

I request consideration of the following change in text of the Matthews Zoning Ordinance:

Requested text change is:

- a change in wording to existing Section(s)
- an addition to Section(s)
- a deletion of wording at existing Section(s)

Below is the text requested to be changed, added or deleted:

Existing Section 153.150 Proposed Section 153.151

(continue on additional page(s) as necessary)

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What is the intended effect of this request? *See attached*

(continue on additional page(s) as necessary)

Text Change:

Section 153.150 SIGNS IN RURAL DISTRICT, ALL SINGLE AND MULTI-FAMILY DISTRICTS, AND THE MANUFACTURED HOME DISTRICT.

(A) Illuminations permitted. "Externally lighted" signs as defined in Sec. 153.141 are permitted in the Rural, Single- and Multi-Family, and Manufactured Home Districts.

(B) Internally illuminated signs may be permitted in RURAL DISTRICT, ALL SINGLE AND MULTI-FAMILY DISTRICTS, AND THE MANUFACTURED HOME DISTRICT provided such properties are located along a major thoroughfare. Signs located on church property, shall be permitted within one hundred (100) feet of any residential use. Such signs shall not be illuminated beyond 20,000 lumens.

Reasons to Keep our Internally Illuminated Sign:

A proper sign for the front of our church is needed as we are located on Sam Newell Road, a major thoroughfare in our neighborhood. The previous sign with an external light frequently was damaged by the landscape gentleman, so failed to function consistently which has been a concern. A new internally illuminated sign has been properly installed and has passed electrical inspection by the local authority. We request that the illuminated sign will be an accepted addition for the welfare and safety of the neighborhood.

We believe the internal light does not have the intensity or the color to cause annoyance to the public or to be a traffic hazard. The sign does not emit a flashing light to annoy or endanger the safety of the public. Inside the sign, there are 4 white fluorescent bulbs, 7 feet long with 75 watts each. They are estimated to need replacement every 5 years to become a consistent safety asset as the lawnmower will not damage it.

The more consistent and visible illuminated sign will help our visitors and seniors tremendously as they have missed our sign and therefore our church in the past. We hope that it will help drivers avoid erratic, last second maneuvers trying to locate our church. Penn State University conducted research for the United States Sign Foundation to discover that: "Internally illuminated on-premise signs have been shown to significantly increase the distance at which these signs can be read over externally illuminated signs." "In this study, internally illuminated signs gave drivers on average about 2 seconds (and in extreme cases almost 4 seconds) more time than externally illuminated signs to read the signs and maneuver their vehicles (known as Viewer Reaction Time or VRT), which could transfer to a tremendous safety benefit."

The Charlotte Korean Seventh Day Adventist Church was established in the late 1980s and our building was completed in the mid 1990s. It has served as a meeting place for worship, community fellowship, health meetings, and our annual bazaar with Korean food and garage sale. We cooperated in the road expansion of Sam Newell Road and gave up some of our parking space. With the remodeling of our road and with great expense, we added a long overdue proper sign. We request that the illuminated sign will be accepted for the welfare and safety of the neighborhood.