

ARTICLE 12 SIGN STANDARDS

12.1. GENERAL PROVISIONS.

12.1.1. PURPOSE.

This sign ordinance is adopted under the zoning authority of the Town in furtherance of the more general purposes set forth in this Ordinance.

The purpose of these sign regulations are:

- A.** To encourage the effective use of signs as a means of communication in the Town while preserving the rights of free speech under the First Amendment to the United States Constitution;
- B.** To maintain and enhance the aesthetic environment and the Town’s ability to attract sources of economic development and growth;
- C.** To improve pedestrian and traffic safety;
- D.** To minimize the possible adverse effect of signs on nearby public and private property; and
- E.** To enable the fair and consistent enforcement of these sign restrictions.

12.1.2. APPLICABILITY.

A sign may be constructed, erected, placed, established, painted, created, or maintained in the Town only in conformance with the standards, procedures, exemptions, and other requirements of this Ordinance. The effect of this Ordinance as more specifically set forth herein is:

- A.** To establish a permit system to allow a variety of types of signs in commercial and industrial zones, and a limited variety of signs in other zones, subject to the standards and the permit procedures of this Ordinance;
- B.** To allow certain signs that are small, unobtrusive, and incidental to the principal use of the respective lots on which they are located, subject to the substantive requirements of this Ordinance, but without a requirement for permits;
- C.** To prohibit all signs not expressly permitted by this Ordinance; and
- D.** To provide for the enforcement of the provisions of this Ordinance.

12.1.3. ALTERATION OF CONFORMING SIGNS

The replacement of sign faces, lettering or other features of a sign which conforms in every manner to the provisions of this Article shall be considered maintenance and shall not require a permit. Any alteration which modifies the area, height or illumination of a sign, or alters its locations shall be subject to the issuance of a zoning permit and the regulations of this Section.

12.1.4. SIGNS ON PUBLIC PROPERTY FORFEITED.

Any sign installed or placed on public property or within a public right-of-way, except in

conformance with the requirements of this Article, shall be forfeited to the public and is subject to confiscation. In addition to other remedies hereunder, the Administrator shall have the right to recover from the owner or person placing such a sign the full costs of removal and disposal of such sign.

12.1.5. SIGN PERMITTING AND REGISTRATION

To ensure compliance with the provisions of this Article, all persons proposing to display a sign shall obtain a sign permit, in accordance with the general procedure established for the issuance of permits in this Ordinance, or register such sign in accordance with the Town’s temporary sign registration program, as applicable, unless otherwise expressly exempted from such requirement. When a permit or registration is required, a permit shall be issued or the sign shall be registered prior to the installation or placement of such sign.

A. Permanent Signs Requiring a Permit:

The types of permanent signs listed below shall be required to receive a permit:

1. Wall Signs (12.4.2)
2. Freestanding Ground Signs (12.4.3)

B. Permanent Signs Not Requiring a Permit:

The types of permanent signs listed below shall not be required to receive a permit:

1. Incidental Signs (12.4.4)
2. Permanent Flag displays (12.4.5)

C. Signage Plan Required

For any lot on which the owner proposes to erect one or more signs requiring a permit or for a combined development or other multi-tenant development, a signage plan shall be required, which includes the following information:

1. An accurate Plot Plan of the lot or parcel, at such scale as the Administrator may reasonably require;
2. Location of buildings, parking lots, driveways, and landscaped areas on such lot or parcel;
3. Computation of the maximum total sign area, the maximum area for individual signs, the height of signs and the number of signs of each type allowed on the lot(s) or parcel(s) included in the plan under this Ordinance; and
4. An accurate indication on the plot plan of the proposed location of each present and future sign of any type, whether requiring a permit or not.
5. Permanent signs for planned developments shall be reviewed as part of the site plan.

D. Temporary Sign Registration.

The display of certain temporary signs, including the recurring placement of certain signs where permitted, shall require the registration of such temporary sign prior to its display.

1. Temporary Signs Requiring Registration.

- a. Type 3 Freestanding Temporary Signs (12.3.3.D)
- b. Wall Mounted Temporary Signs (12.3.4)

2. Registration Procedure and Standards

- a. The Administrator shall maintain a system for the submission of temporary sign registrations.
- b. Persons submitting a temporary sign for registration shall provide sufficient information, including the physical characteristics, display location and proposed period of display (if applicable), in order to determine its compliance with the applicable regulations.
- c. Only those signs which meet all of the requirements established by Section 12.3 for the particular type of sign may be registered. Signs not meeting those regulations will be denied registration. In the case of denial of registration, the person registering the temporary sign shall be notified of the specific reason for the denial of registration.
- d. Failure to register a temporary sign that is required to be registered prior to displaying it is a violation of this Ordinance.

12.1.6. SIGN AREA COMPUTATIONS.

The following principles shall control the computation of sign area and sign height:

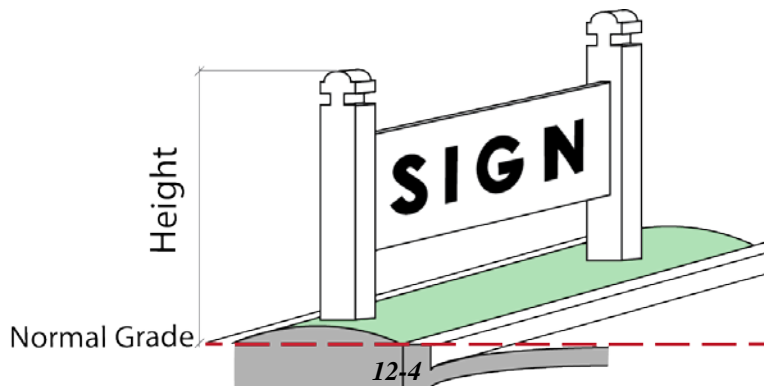
- A. Computation of Area of Single-faced Signs.** The area of a sign face shall be computed by means of the smallest square or rectangle, that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing, or decorative fence or wall when such fence or wall otherwise meets zoning ordinance regulations and is clearly incidental to the display itself.

FIGURE 12-1: MEASUREMENT OF A SIGN FACE



- B. Computation of Area of Multi-faced Signs.** The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces visible from any one point. When two identical sign faces are placed back to back, so that both faces cannot be viewed from any point at the same time, and when such sign faces are part of the same sign structure and not more than 42 inches apart, the sign area shall be computed by the measurement of one of the faces.
- C. Computation of Height.** The height of a freestanding sign shall be computed as the vertical distance from the point of the sign that is level with the highest paved portion of the street right-of-way or recorded access easement to the top of the highest attached component of the sign. The highest paved portion of the street right-of-way or recorded access easement shall be measured along the frontage of the property where the sign will be located at the point nearest the sign location. If it is necessary for the Administrator to determine the elevation of the highest paved portion of the street right-of-way along the property frontage, it will be the responsibility of the applicant to provide a document prepared by a licensed North Carolina surveyor demonstrating the grade from which the height of the sign will be measured. The design, colors and/or materials of the base or supports of any sign that is below the paved portion of the street right-of-way or recorded access easement shall be consistent with, or complimentary to, the portions of the sign above that point.

FIGURE 12-2: MEASUREMENT OF SIGN HEIGHT



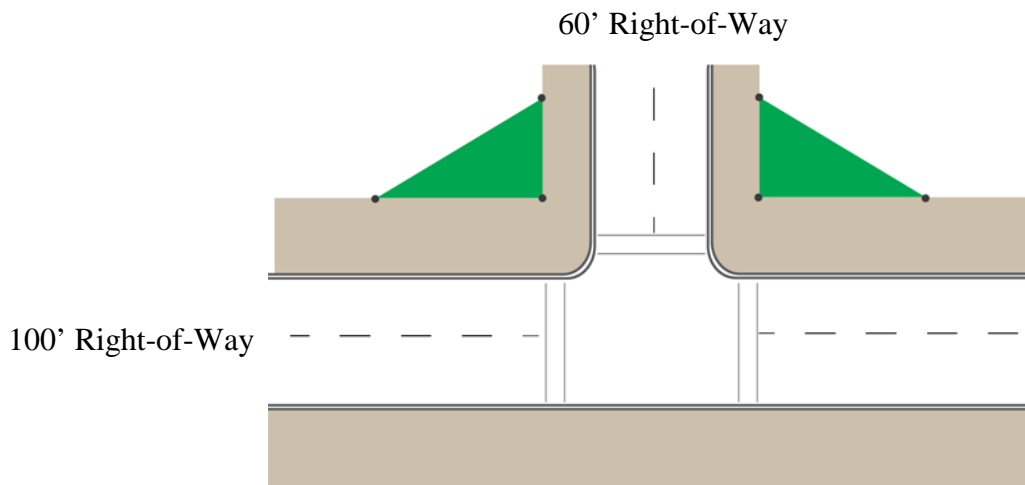
12.1.7. CLEAR SIGHT DISTANCE REQUIRED.

Clear sight distance at street intersections is required. Signs shall be located outside of the required sight triangle as detailed in Table 12.1-1 and Figure 12-3. Sight triangles are required in every zoning district except for the CC District. Sight triangles must be shown on all submitted plans depicting the location of signage for sign permit applications.

Table 12.1-1: Sight Triangle Leg Length along a Right-of-Way Measured from the Point of Intersection

Right-of-Way Width (feet)	Length (feet)
50	25
60	30
70	35
80	40
90	45
≥100	50

FIGURE 12-3: SIGHT TRIANGLE SAMPLE ILLUSTRATION



12.1.8. DESIGN, CONSTRUCTION, AND MAINTENANCE.

All signs shall be designed, constructed, and maintained, in accordance with the following standards:

- A.** All signs shall be constructed and maintained to retain sound structural condition, and shall comply with all applicable provision of the State Building Code, all applicable electrical codes, and this Ordinance, at all times.
- B.** Except for flags, certain temporary signs, and window signs conforming in all respects with the requirements of this Ordinance, all signs shall be constructed of rigid all weather materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.

12.1.9. CERTAIN GOVERNMENT SIGNS EXEMPT.

Official signs installed by units of local government having jurisdiction within the Town of Mount Pleasant, agencies of the State of North Carolina and federal government agencies are exempt from the regulations established by this Ordinance, provided that such signs are installed upon public property or within a right-of-way owned or maintained by said governmental agency and fully conform to all safety provisions established by this Ordinance. For the purposes of this section, official signs shall include any sign erected by the Town of Mount Pleasant.

12.1.10. COMPREHENSIVE SIGN PACKAGES.

As an alternative to the standards established by this Article, developments consisting of buildings which contain 100,000 square feet or more of gross floor area or occupy an area of 5 acres or more, may submit an application for a comprehensive sign package which details alternative regulations for the installation and display of signs within the development. Comprehensive sign packages shall be approved as an included condition when a petition for a conditional zoning district is submitted for qualifying projects. In all other cases, a comprehensive sign package shall be approved by the issuance of a Conditional Use Permit. Comprehensive sign packages may only be modified in the same manner in which they were originally approved. Comprehensive sign packages shall provide detailed regulations for the following, at a minimum:

- A.** Permitted sign types
- B.** Permitted sign area and height for each proposed sign
- C.** Permitted sign materials for each type of sign
- D.** Permitted types of illumination for each sign type
- E.** The location of all proposed signs, including permitted mounting locations for building mounted signs.
- F.** The type, display location, materials, size and height for any temporary signs permitted to be displayed.

The goal of the comprehensive sign package is to create an integrated typology for the permitted signs on the property subject to the approved comprehensive sign package. To that end, the proposed regulations shall be designed in a manner to require the use of signage with common characteristics both within individual sign types and across the various types of signs.

12.1.11. COMMON SIGNAGE PLANS REQUIRED

Where multiple building mounted signs of the same type (including wall, projecting and awning signs) are proposed for display on a building or group of buildings situated upon the same property or within a common development, such as a shopping center, the owner or developer shall submit a common signage plan that details a uniform approach to the permitted sign material(s), type of illumination and style of signage. Following the submission of the common signage plan, all signs installed within the area covered by the plan shall conform to the submitted plan. Common signage plans may only be altered following their submission if the original applicant or their successor agrees to modify all affected signage within the area covered by the plan to meet the new standard.

12.1.12. NONCONFORMING SIGNS.

In the interest of encouraging the eventual removal of signs that do not meet the current standards of the ordinance, the following standards are established to require the removal of nonconforming signs under certain circumstances.

A. Discontinuance of Occupancy and/or Use

Where one or more nonconforming signs are located on a parcel of land or building whose occupancy or use has been discontinued for a period of 180 consecutive days, such nonconforming sign(s) shall be removed, replaced or otherwise brought into conformance with the current standards of this Ordinance prior to the reestablishment of occupancy or use of the building or land associated with such sign(s).

B. Removal or Damage

Nonconforming signs that are voluntarily removed, or which are damaged to an extent greater than or equal to 50% of their replacement value, shall not be reestablished or repaired except in full conformance with the current standards of this Ordinance. The removal of a sign shall include situations in which the face or faces are removed from a nonconforming sign structure and not replaced within 180 days of the date of their removal.

C. Exceptions

Signs that were permitted in accordance with the standards of an overlay district or other conditional district shall be exempt from the requirements of this section.

12.2. PROHIBITED SIGNS.

12.2.1. APPLICABILITY.

The following signs are expressly prohibited within the Town of Mount Pleasant and its extraterritorial jurisdiction:

- A.** Signs which approximate official highway signs, warning signs or regulatory devices.
- B.** Portable signs as defined by this Ordinance.
- C.** Facsimile signs, as defined by this Ordinance.
- D.** Animated signs, as defined by this Ordinance.
- E.** Feather flags, including vertically displayed banner signs or flags mounted or attached to poles, where the height of the banner or flag exceeds twenty-five percent (25%) of the height of the pole when erected in its display position.
- F.** Signs placed within any required sight triangle.
- G.** Signs attached to or painted on utility poles, telephone poles, trees, parking meters, bridges and overpasses, rocks, other signs, benches and refuse container, except that the latter two may contain a logotype.
- H.** Roof signs.
- I.** Pavement markings for purposes other than traffic control.
- J.** Signs placed within or extending into the right-of-way of Town and state maintained streets and roads, except those signs erected by a duly constituted government body or which are expressly permitted to be placed within a right-of-way by this Ordinance or the North Carolina General Statutes.
- K.** Signs that contain language and/or pictures obscene to the general public in accordance with NCGS 14-190.1.
- L.** Indirect illumination for signs, such as floodlights, erected in such a manner as to cause glare that impairs driver vision on streets or roadways, pilot vision approaching or departing airport runways or heliport approaches, or that causes a nuisance to adjoining property.
- M.** Signs that obstruct fire escapes, windows, doors or other openings used as means of egress or as required legal ventilation.
- N.** Signs containing or consisting of pennants, ribbons, streamers, festoon lighting, balloons (or inflatable signs), spinners or windblown devices.
- O.** Signs that do not conform to the provisions of these regulations, except as otherwise provided in this Article.

12.3. TEMPORARY SIGNS.

12.3.1. APPLICABILITY.

The provisions of this section shall apply to the placement and display of temporary signage within the Town's jurisdiction. Any temporary sign that does not comply with the provisions of this Section is prohibited. Any sign which is permanently displayed shall comply with the provisions of Section 12.4, Permanent Signs.

12.3.2. COMMON STANDARDS.

All temporary signs shall comply with the following common standards:

- A.** Temporary signs shall not be illuminated or be provided with any electric service.
- B.** Temporary signs shall not be placed within any public street right-of-way, including within medians, unless expressly permitted by this ordinance or the North Carolina General Statutes.
- C.** Temporary signs attached to building walls (other than permitted temporary window signs) shall not be placed in a manner that obstructs any window, door, fire department sprinkler connection, or street number sign.
- D.** Temporary signs shall not be affixed to a permanent sign or its supporting structure, including both building mounted and freestanding permanent signs.
- E.** Temporary signs shall not be placed in a manner that obstructs clear sight distance (within the required sight triangle) for motorists at street intersections or driveways.
- F.** Temporary signs, other than Type 4 Freestanding Temporary Signs, shall not be placed upon any sidewalk or other pedestrian walkway.
- G.** Temporary signs shall not be placed on the roof of a building, or affixed to a motor vehicle, tree, utility pole or street sign.
- H.** Where temporary signs are limited in the duration of their display and limited in the total number of displays per calendar year, any required period of separation between such displays shall carry through to the following calendar year, and shall be observed prior to initiating the first allowed display during the new calendar year.

12.3.3. FREESTANDING TEMPORARY SIGNS.***12.3.3.1 General Provisions***

The following standards shall apply to all Freestanding Temporary Signs:

- A. Signs shall not be affixed to poles, posts, stakes or other supporting structures that are permanently installed or anchored into the ground through the use of concrete foundations or similar anchoring techniques, unless otherwise specified.
- B. Signs, other than Type 4 Freestanding Temporary signs, shall be set back from the edge of the right-of-way.
- C. No more than one (1) Freestanding Temporary Sign may be displayed on a parcel or group of adjacent parcels under common ownership or tenancy at any given time, regardless of type, unless otherwise expressly permitted.

12.3.3.2 Type 1 Freestanding Temporary Signs

Signs in this category consist of small, temporary yard signs that are typically associated with (but not limited to) the advertisement of real estate, political campaigns and meeting announcements. For examples of Type 1 Temporary Freestanding Signs, see Figure 7.1. Such signs are also subject to NCGS 136-32(b).

12.3.3.3 Type 2 Freestanding Temporary Signs

Signs in this category are typically referred to as “banners” that are typically associated with (but not limited to) the announcement of community, sporting and similar special events. For examples of Type 2 Temporary Freestanding Signs, see Figure 7.1.

12.3.3.4 Type 3 Freestanding Temporary Signs

Signs in this category are large temporary signs typically associated with (but not limited to) the advertisement of large tracts of land for sale, construction and development activity or the advertisement of commercial or industrial buildings for sale or lease. For examples of Type 3 Temporary Freestanding Signs, see Figure 7.1.

12.3.3.5 Type 4 Freestanding Temporary Signs

The category of signs defined as Type 4 Freestanding Temporary signs shall include only those signs which are constructed in a manner that is commonly referred to as an “A-frame” or “sandwich board” sign. The faces of the sign shall be connected at the top by hinges or similar mechanisms and the sign shall be self-supporting when placed in its display position.

TABLE 12.3-1: FREESTANDING TEMPORARY SIGN CRITERIA

Criteria	Type 1	Type 2	Type 3	Type 4
Zoning District	Any district	Any District	Any District	CC, B-1, C-1, C-2, CD
Registration Required	No	No	Yes	No
Land Use	<ul style="list-style-type: none"> Residential Use Group for lots or developments of 3 acres or less Vacant or undeveloped properties of 1 acre or less 	<ul style="list-style-type: none"> Institutional and Civic Use Group 	<ul style="list-style-type: none"> Residential Use Group for lots or developments of greater than 3 acres Vacant or undeveloped properties of greater than 1 acre Any property with a minimum of 200 feet of frontage on a public right-of-way 	<ul style="list-style-type: none"> Institutional and Civic Use Group Professional Office/Business Services Use Group Retail Trade Use Group
Max. Size ¹ (square feet)	6	18	18	6
Max. Height (feet)	4	4	6	4
Number Permitted ²	1	1	1	1 per customer entrance ⁴
Max. Duration	No Limit	7 days up to 12 times per calendar year	2 years ³	Between daily opening and closing
Mounting	Supported by posts or stakes	Supported by posts or stakes	Supported by a minimum of 2 posts or stakes	A-frame
Material	Rigid	Flexible	Rigid	Rigid
Other	NCGS 136-32 applies within state rights-of-way		Shall not be displayed upon a parcel that contains a permanent freestanding sign.	<ul style="list-style-type: none"> Shall be located within 10 feet of building wall and within 10 feet of a customer entrance May be located on sidewalk if with a minimum 3-foot clearance Shall not be placed in a landscaped area or parking area or driveway

¹The display area may be either single or dual-sided, but shall not consist of more than one (1) distinct component.

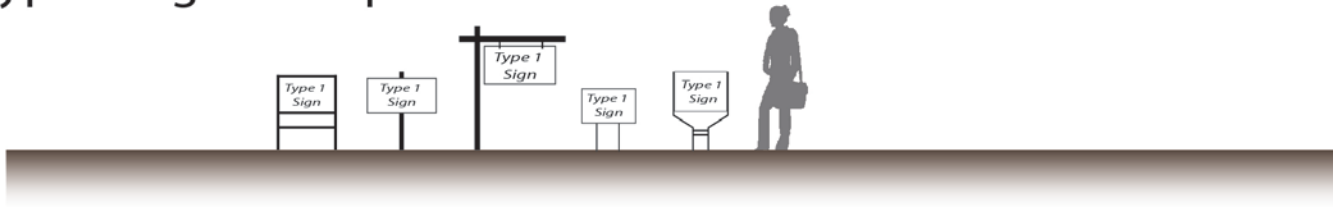
²Per parcel or group of adjacent parcels under common ownership or tenancy

³Provided that this limit shall not be apply if the land, and any building(s) and/or structure(s) upon such parcel or group of parcels is not occupied or in active use for purposes other than a use in the Residential Use Group at any time during the period of display.

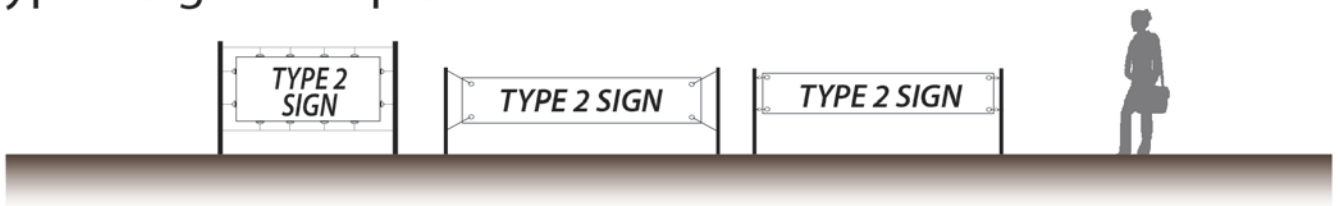
⁴Provided there is a separation of a minimum of 50 feet if there is more than one customer entrance per tenant space.

Figure 12-4: Temporary Freestanding Sign Examples

Type 1 Sign Examples



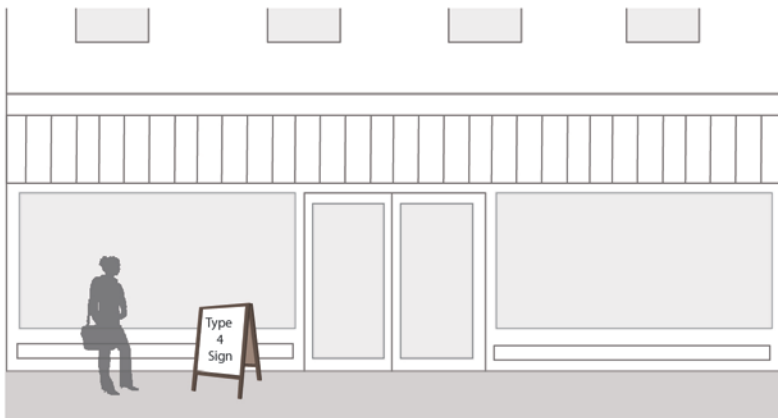
Type 2 Sign Examples



Type 3 Sign Examples



Type 4 Sign Example



12.3.4. WALL MOUNTED TEMPORARY SIGNS.

Temporary signs mounted to building walls may be displayed subject to the issuance of a registration in accordance with Section 12.1.5 (D) and the following provisions:

- A. Wall mounted temporary signs are permitted on buildings housing a use within the Institutional and Civic, Professional Office/Business Services, Retail Trade, Wholesale Trade, Manufacturing and Industrial Use Groups.
- B. One (1) temporary wall sign may be displayed per building occupied by a single tenant. Buildings designed for occupancy by multiple tenants where each tenant has a separate entrance may display one (1) temporary wall sign per tenant space. Buildings occupied by multiple tenants that share a common entrance may not display more than one (1) temporary wall sign at any given time.
- C. Temporary wall signs shall be mounted flush against the building wall and secured by fasteners or other anchors at each corner.
- D. The maximum display area for temporary wall signs shall be the greater of eighteen (18) square feet or twenty-five percent (25%) of the maximum permitted permanent wall signage, not to exceed 72 square feet.
- E. Temporary wall signs may be displayed for a maximum of thirty (30) consecutive calendar days.
- F. Temporary wall signs may be displayed a maximum of four (4) times per calendar year, with a minimum of thirty (30) days of separation between removing a temporary wall sign and displaying a new temporary wall sign. The minimum time period between temporary sign displays for buildings housing multiple uses that share a common entrance is ten (10) days.
- G. Beginning on the date that a certificate of occupancy for a newly constructed building or zoning permit for a bona fide change of use is issued and ending 60 calendar days following the issuance of said certificate or permit, a temporary wall sign in compliance with the remaining standards of this section may be displayed for the duration of the 60 day period. The display of a temporary wall sign subject to this provision shall be counted as one of the four (4) permitted displays for the calendar year in which the sign is removed. The required thirty (30) day separation period shall begin upon the removal of such sign.

12.3.5. TEMPORARY WINDOW SIGNAGE.

Temporary signs affixed to the interior of windows may be displayed subject to the following provisions:

- A. Temporary window signs exclude any sign which is permanently affixed to a window by means of chemical adhesion, painting, etching or similar means.
- B. Temporary window signs may not cover, in aggregate, more than 25 percent of the glazed area of the window to which they are affixed.
- C. Temporary window signage shall not be affixed to the exterior of a window.

12.3.6. HIGH-CAPACITY VENUES

Venues with an occupant load capacity of greater than 5,000 spectators/attendees may display up to ten (10) temporary signs, without limitation as to type or size, on the premises of the event, along with an unlimited number of strings of pennants. Such signage may be placed ten (10) days prior to a scheduled event, and shall be removed within five (5) days of the end of the event. Such signage shall comply with all other general requirements for temporary signs.

12.3.7. TEMPORARY USE SIGNAGE

The issuance of a Temporary Use Permit allows the display of one (1) Freestanding Temporary Sign (Type 1, 2 or 4) at the permitted location of the Temporary Use for the period of operation as specified in the Temporary Use Permit.

12.3.8. SUPPLEMENTAL LAND DEVELOPMENT SIGNAGE

Beginning upon the date of land development or construction activity authorized by a valid zoning permit, site plan, or subdivision plat approval and ending on the date that a certificate of compliance, certificate of occupancy, or final plat approval is granted, two (2) additional Type 1, 2 or 3 Freestanding Temporary Signs may be displayed upon the site of the permitted activity.

12.3.9. SUSPENSION OF TYPE 1 FREESTANDING SIGN REGULATIONS

Beginning on the 30th day prior to the beginning of early voting for any scheduled primary or election, as established by the North Carolina Board of Elections, and ending the 10th day following the primary or election, the limit on the number of Type 1 Freestanding Temporary Signs that may be displayed on a parcel containing a use in the Household Living use group is suspended. All other regulations associated with such signage shall remain in effect during such period of suspension. Following the end of such period of suspension of this regulation, the limit on the number of permitted Type 1 Freestanding Temporary Signs shall be in force until the following period of suspension.

12.4. PERMANENT SIGNS.

12.4.1. APPLICABILITY.

The following regulations govern the installation and display of permanent signage within the jurisdiction of this Ordinance. All permanently installed signage shall comply with these regulations unless otherwise explicitly exempted by the provisions of this Ordinance.

12.4.2. BUILDING SIGNS.

A permanent sign that is affixed to a building wall, window (greater than 10% glazed area), canopy or awning shall meet the following standards and are subject to the issuance of a Zoning Permit.

12.4.2.1 District and Size Standards

District	Sign Allowed	Type Allowed (See Fig. 12-5)	Max. Area (1 square foot per linear foot of building wall up to)	Max. Number (per wall per tenant)	Other
AG	PL*	flush	16 sf	1	<ul style="list-style-type: none"> • Area calculated based on total area of building wall upon which the sign(s) is (are) located • Max. area may be split between number of signs allowed
RE	PL*	flush	16 sf	1	
RL	PL*	flush	16 sf	1	
RM-1	PL*	flush	16 sf	1	
RM-2	PL*	flush	16 sf	1	
RV	PL*	flush	16 sf	1	
RC	PL*	flush	16 sf	1	
B-1	PL	Flush, awning	24 sf	2	
O-I	PL	Flush, awning	24 sf	2	
CC	PL	Flush, awning, projecting, canopy	24 sf	2	
C-1	PL	Flush, awning, projecting, canopy	32 sf	2	
C-2	PL	Flush, awning, projecting, canopy	128sf	4	
CD	PL	Flush, awning, projecting, canopy	128sf	4	
I-1	PL	Flush	128sf	4	
I-2	PL	Flush	128sf	4	

P: Sign permitted for non-residential uses

L: Illumination Allowed

*: External illumination only

FIGURE 12-5: BUILDING SIGN TYPES



Flush Wall Sign



Projecting Sign



Canopy Sign



Awning Signs

12.4.2.2 Design Standards

- A. Wall signs may be displayed on any building wall that includes a customer or public entrance, faces a parking area that contains twenty-five percent (25%) or more of the spaces provided for the building or use, or which is located within 100 feet of the right-of-way of a public or private street or internal drive that is fully separated from customer parking areas.
- B. Canopy signs shall not cover more than 50 percent of the canopy area. Canopies shall not be backlit.
- C. One (1) sign no larger than four (4) square feet in area may be suspended from an awning, canopy, breezeway or other pedestrian covering directly in front of a customer entrance for a nonresidential use. Such signs shall be mounted perpendicularly to the customer entrance and maintain a minimum of seven (7) feet of clearance above the pedestrian walkway. Such signs may not be illuminated.

FIGURE 12-6: SUSPENDED PEDESTRIAN SIGN



- D.** Window signs shall not comprise more than 30 percent of the window area in addition to the maximum area requirements of Section 12.4.2.1 above.
- E.** Wall signs shall not project more than 12 inches from the wall face, except for projecting signs which may project up to five (5) feet. Projecting signs shall provide a minimum eight (8) foot vertical clearance.
- F.** Projecting signs shall be limited to 16 square feet per façade.
- G.** Wall signs shall not extend above the parapet or eave of the building.
- H.** Permanent window signs that cover more than 10% of the glazed area of a window shall be considered permanent wall signs and shall be permitted as such.
- I.** Up to 50 percent of the allowable area of a wall sign may be manual changeable copy. No changeable copy feature is permitted to be included on a projecting, canopy, or awning sign.
- J.** Wall signs on contributing historic buildings within the National Register of Historic Places District shall be placed within the sign frieze, or distinct place within which a wall sign was intended to be located, if the building was designed for such. If a sign frieze is present, a wall sign placed within the frieze shall be permitted to exceed the maximum permitted sign area. No wall sign shall extend beyond such space. If there is no sign frieze, the wall sign shall be placed below the typical second floor window area. The design and coloration of such signs shall be compatible with the character of the building.
- K.** Repair, replacement or replicas of historic signs, including internally illuminated, back-lighted, indirect, exposed bulb, or neon signs, are permitted in the Center City District. A photo, picture, drawing, or sketch of the *original* sign shall accompany the sign application.

12.4.3. GROUND SIGNS

A freestanding sign located on-site that is permanently mounted to the ground shall meet the following requirements and are subject to the issuance of a Zoning Permit.

12.4.3.1 District and Size Standards

District	Sign Allowed	Type Allowed (See Fig. 12-9)	Max. Area (square feet)	Max. Height (feet)	Max. Number (per street frontage)	Other
AG	PL*	monument, arm	16	4	1	Freestanding ground signs are permitted in association with any principal nonresidential use in any zoning district. Freestanding ground signs may also be established in association with multi-family residential developments containing 16 or more dwelling units and single family residential subdivisions containing 24 or more individual lots.
RE	PL*	monument, arm	16	4	1	
RL	PL*	monument, arm	16	4	1	
RM-1	PL*	monument, arm	16	6	1	
RM-2	PL*	monument, arm	16	6	1	
RV	PL*	monument, arm	16	6	1	
RC	PL*	monument, arm	16	6	1	
B-1	PL	monument, arm	24	6	1	
O-I	PL	monument, arm	24	6	1	
CC	PL	monument, arm	24	4	1	
C-1	PL	monument, arm	32 sf + 8 sf per tenant up to 100 sf	6	1	
C-2	PL	monument, arm, encased pole, multi-tenant pylon	40 sf + 8 sf per tenant up to 100 sf	8 (20 ft on NC Hwy. 49)	1 for every 300 feet of frontage	
CD	PL	monument, arm	40 sf + 8 sf per tenant up to 100 sf	8	1 for every 300 feet of frontage	
I-1	PL	monument, arm	40 sf + 8 sf per tenant up to 100 sf	6	1 for every 300 feet of frontage	
I-2	PL	monument, arm	40 sf + 8 sf per tenant up to 100 sf	6	1 for every 300 feet of frontage	

P: Sign permitted for non-residential uses and development entrances

L: Illumination Allowed

*: External illumination only

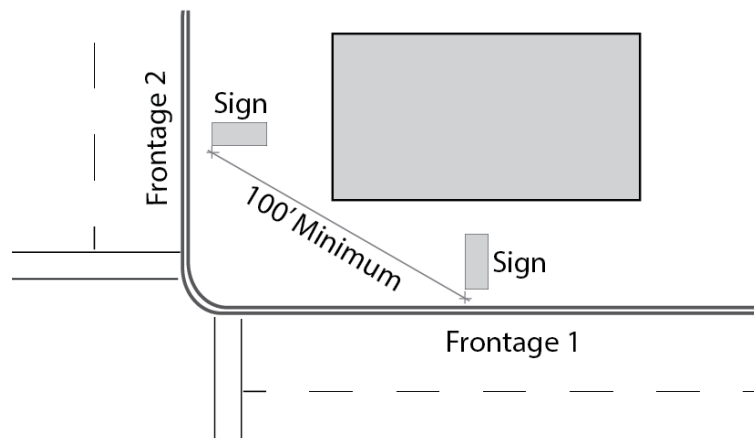
FIGURE 12-9: GROUND SIGN TYPES



12.4.3.2 Design Standards

- A. Freestanding ground signs shall not be located within 50 feet of any other freestanding ground sign unless the signs are separated by a street right-of-way. Freestanding ground signs shall not encroach into a street right-of-way or be located in any required sight triangle.
- B. One (1) freestanding ground sign may be displayed per road frontage, provided that where there are multiple road frontages, signs on the subject parcel may not be placed within 100 feet of each other as measured in a straight line.

FIGURE 12-8: MINIMUM SEPARATION FOR SIGNS ON SEPARATE FRONTAGES



- C.** Manual or analog changeable copy area may be included on any freestanding sign. The area devoted to changeable copy shall be limited to 75% of the total area of the sign face for signs in the C-1, C-2, I-1, and I-2 districts. In all other districts, the maximum changeable copy shall be limited to 50% of the total area of the sign face.
- D.** Electronic changeable copy area may be included on any conforming freestanding sign in the O-I, C-1, C-2, I-1, and I-2 districts. The area devoted to electronic changeable copy shall be limited to 75% of the total area of the sign face. All signs that include an electronic changeable copy feature shall meet the minimum North Carolina Department of Transportation requirements for lighting and message duration contained in NC Administrative Code 2E.0203(3a-c & 4a (i-iii)).
- E.** All freestanding signs located within parking or vehicular use areas, and not in yard areas, shall stand in a bed of landscaping at least 30 square feet in area. This area shall contain low growing materials such as ground covers, perennials, and shrubs, and shall be bordered by acceptable curbing materials as specified in Article 8 of this Ordinance.

12.4.4. INCIDENTAL SIGNS.

A freestanding sign located on-site that is permanently mounted to the ground shall meet the following requirements. Zoning Permits are not required for incidental signs.

12.4.4.1 Entrance Drive Signage

One (1) sign, not exceeding four (4) square feet in area, may be displayed on each side of the street entrance to the parking area or internal driveway network of a nonresidential use. Such signs shall not exceed three (3) feet in height, and shall be located within 15 feet of the intersection of the driveway with the right-of-way.

12.4.4.5 Drive-through Signage

One (1) sign, not to exceed 32 square feet in area may be displayed immediately adjacent to a drive through service lane. Such signs shall be oriented to face the drive through service lane.

12.4.4.6 Small Incidental Signs

Permanently installed signs smaller than two (2) square feet in area may be displayed without limitation as to number or location, provided that such signs are mounted or affixed to an occupiable building or other structure subject to regulation by the North Carolina Building Code. Such signs shall not be installed at a height greater than six (6) feet. Only signs installed greater than 30 feet from a street right-of-way shall qualify for this exemption.

12.4.4.7 Regulatory Signs

Signs required to be installed by any local, state, or federal rule, regulation or ordinance may be displayed in accordance with the standard establishing their size and placement. Examples of such signs include required building address signs and fire safety signage.

12.4.5 PERMANENT FLAG DISPLAYS

Up to three (3) flags may be displayed on an individual parcel of land or on an individual building within a combined development. Flags may be mounted on poles not exceeding 30 feet in height when associated with a residential use or 50 feet when associated with a nonresidential use. When mounted to a building wall that is permitted for the display of a wall sign, the size of the flags shall not exceed the maximum permitted wall sign area for that building wall. In no case shall building mounted flag poles extend above the top of the building wall to which they are attached. Zoning Permits are not required for permanent flag displays.

12.5. OUTDOOR ADVERTISING (BILLBOARD) SIGNS.

12.5.1. APPLICABILITY.

The maximum permitted sign area, location, characteristics, and number of off-premise Outdoor Advertising Signs shall be determined in accordance with the standards in this Section 12.5.

12.5.2. The following regulations shall apply off-premise Outdoor Advertising Signs:

- A.** Such signs shall be permitted only in the I-1 and I-2 districts with the issuance of a Conditional Use Permit.
- B.** Such signs shall be limited to a maximum size of 150 square feet.
- C.** Such signs shall be setback a minimum of fifty (50) feet from the public right-of-way, or any legal private access road.
- D.** Such signs shall not exceed thirty (30) feet in height.
- E.** There shall be only one (1) face per side of the sign. “Double-decker” signs with signs erected one over or above the other and side-by-side signs with signs erected one next to the other are prohibited.
- F.** Such signs shall be a minimum of one-thousand (1,000) feet from any Residential Zoning District or residentially developed property, whether within the jurisdictional limits of the Town or not. The distance shall be measured radially from the proposed sign location to the nearest point of the residential district or property.
- G.** Each such sign shall be a minimum of one-thousand (1,000) feet from any other off-premises outdoor advertising sign, located on the same or on the opposite side of the street. The distance shall be measured radially from the proposed sign location to the existing sign location.
- H.** Such signs shall be a minimum of one-hundred (100) feet from any existing or proposed building, off-street parking area or other building or structure. The distance shall be measured radially from the proposed sign location to the nearest point of the building, off-street parking area or other building or structure.
- I.** No vegetation in the public right-of-way shall be cut for the purpose of increasing or permitting visibility to such off-premises outdoor advertising sign unless approved by the chief engineer of the governmental authority having jurisdiction over such right-of-way.
- J.** No off-premises outdoor advertising sign shall be located in a required front yard setback.
- K.** Such signs shall meet 30 PSF wind loading requirements and all supports shall:
 - 1.** be of steel, aluminum, concrete or other non-combustible material.
 - 2.** No such sign shall be erected closer than ten (10) feet from any conductor of electricity, and all such signs shall comply with all requirements of the National Electrical Code with respect to clearance from overhead electrical conductors.
- L.** Billboards with LED or electronic reader boards are not permitted. (See Section 12.2 Prohibited signs)