

**ARTICLE 12  
SIGN STANDARDS.**

*Table of Contents*

12.1 GENERAL PROVISIONS .....12-2

12.2 SIGN PERMIT .....12-6

12.3 PROHIBITED SIGNS.....12-8

12.4 SIGNS THAT DO NOT REQUIRE A PERMIT .....12-9

12.5 PERMANENT SIGNS THAT REQUIRE A PERMIT .....12-11

12.6 TEMPORARY SIGNS THAT REQUIRE A PERMIT .....12-14

12.7 OUTDOOR ADVERTISING (BILLBOARD) SIGNS .....12-15

## **12.1. GENERAL PROVISION.**

### **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:

- 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;
- to maintain and enhance the aesthetic environment and the Town's ability to attract sources of economic development and growth;
- to improve pedestrian and traffic safety;
- to minimize the possible adverse effect of signs on nearby public and private property; and
- 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:

**12.1.2.1.** 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;

**12.1.2.2.** 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;

**12.1.2.3.** To prohibit all signs not expressly permitted by this Ordinance; and

**12.1.2.4.** To provide for the enforcement of the provisions of this Ordinance.

### **12.1.3. ALTERATION OF SIGN FACE.**

The physical alteration of a sign face or supporting structure shall be considered the same as construction of a new sign which shall require a permit and conformity to all the dimensional requirements of this Ordinance. However, repainting of sign or replacement of sign type shall be considered maintenance or repair and shall not require a permit.

### **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. DEFINITIONS.**

The terms used in this Section shall have the meaning assigned herein. Any term not defined herein shall have the meaning assigned in Appendix A to this Ordinance.

**A-Frame Sign** - A portable sign comprised of two separate panels or faces joined at the top and spread apart at the bottom to form the base on which the sign stands.

**Animation** - The movement, or the optical illusion of movement of any part of the sign structure, design or pictorial segment including the movement of any illumination or the flashing, scintillating or varying of light intensity. The automatic changing of all or any part of the facing of a sign shall be considered to be animation. Also included in this definition are signs having "chasing action" which is the action of a row of lights commonly used to create the appearance of motion.

**Balloon** - A nonporous bag of material filled with heated or non-heated air or gas so as to rise or float in the atmosphere.

**Banner** - A sign or outside advertising display having the character, letters, illustrations, ornamentations, symbol, color or visual representation applied to cloth, paper, vinyl, fabric, plastic, or like kind of malleable material with or without frame. National flags, state or municipal flags, or the official flag of any institution or business shall not be considered banners.

**Building Front** - The linear length of building facing a street right-of-way or in the case of a planned unit development, a legal private access road.

**Business or Building Identification Sign** - A pedestrian oriented sign attached to a building, which bears only the name, number(s) and/or logo of the building and/or the tenant.

**Canopy** - A protective cover over a door, entrance, window, or outdoor service area which is attached to or cantilevered from a building. Also known as an awning. Permanent marquees and porticoes which are designed as a continuous or integral part of the structure shall not be considered canopies.

**Canopy Sign** - A sign that is suspended from, attached to, supported from, applied to, or constructed as part of a canopy or awning.

**Changeable Copy Sign** - A sign on which message copy is changed manually in the field through attachment of letters, numbers, symbols and other similar characters of changeable pictorial panels. Also known as a reader-board sign.

**Combined Development** - Two or more establishments or businesses occupying a common building or adjoining buildings which are designed and developed in a coordinated manner and which share parking, driveways and other common facilities.

**Commercial Message** - Any sign wording, logo, or other representation that, directly or indirectly, names, advertises, or calls attention to a business,

product, service, or other commercial activity.

**Electronic Message Board** - A sign which displays messages, such as time and temperature, in alternating light cycles.

**Facade** - The entire building walls, including wall faces, parapets, fascia, windows, doors, canopy and visible roof structures of one complete elevation.

**Facsimile Sign** - An oversized, three-dimensional object, such as a chicken bucket, automobile (or automobile part), or human figure, which may or may not contain advertising matter, and may or may not contain information about products sold on the premises, and is located in such a manner as to attract attention.

**Fence Sign** - A sign mounted on, attached to, or constructed as part of a fence or similar structure.

**Festoon Lighting** - A string of outdoor lights suspended between two or more points.

**Flag** - Any fabric, banner or bunting containing distinctive colors, patterns, or symbols, used as a symbol of government, political subdivision, or other entity.

**Gasoline Pump Signs** - Signs attached to gasoline and motor vehicle fuel pumps, which display material incidental to the operation of the pumps, such as price, fuel type and self-service instructions.

**Grade** - The uppermost surface directly below the sign or immediately adjacent to the support. Where the uppermost surface has been artificially raised for landscaping or other purposes, grade shall be measured from the level of the nearest Town or state street curb.

**Ground Sign** - A free-standing sign with its base or its supports mounted directly to the ground.

**Historic Building** - Any building 50 years old or

more with distinctive architectural features characteristic of the period of history during which it was originally constructed.

**Holiday Decorations** - Displays erected on a seasonal basis in observance of religious, national or state holidays, which are not intended to be permanent in nature, and which contain no advertising material or commercial message.

**Illumination, Indirect** - Illumination which reflects light from an artificial light source intentionally directed upon a surface. This shall also include silhouettes of letters or symbols placed before a background of reflected light.

**Illumination, Internal** - Illumination provided from a source located inside or within the face of the sign.

**Individual Establishment or Business** - A single establishment or business occupying one or more buildings designed to function as a single enterprise which does not share off-street parking, driveways, or other common facilities with an adjacent establishment or development.

**Inflatable Signs** - A three-dimensional object, filled with air or gas, and located in such a manner as to attract attention.

**Mansard** - A steeply pitched roof, pitched at such an angle as to resemble a building wall.

**Monument Sign** – A ground sign that is mounted generally flush with the surrounding grade. It may not be attached to a pole or pylon, nor raised by mounting on a man-made berm, wall, or similar structure. Supporting elements may not exceed 24 inches in height and are included in the measurement of sign height.

**Off-Premise Sign** - A sign identifying/advertising and/or directing the public to a business, or merchandise, or service, or institution, or residential area, or entertainment which is located, sold, rented,

leased, produced, manufactured and/or furnished at a place other than the real property on which said sign is located. However, this definition shall include Outdoor Advertising or “Billboard” signs.

**On-Premise Sign** - A sign or display that identifies or communicates a message related to the activity conducted, the service offered, or the commodity sold on the premises where the sign is located.

**Outdoor Advertising (Billboard) Signs** - A permanently installed sign identifying/advertising and/or directing the public to a business, or merchandise, or service, or institution, or residential area, or entertainment which is located, sold, rented, leased, produced, manufactured and/or furnished at a place other than the real property on which said sign is located.

**Panel** - The primary surface of a sign that carries the identifying/advertising message.

**Pennant** - Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in series, designed to move in the wind.

**Political Sign** - A sign advertising a candidate or issue to be voted upon on a specific election day, which is attached to the ground by a stake or stakes, but which excludes any other sign defined as a portable sign.

**Portable Sign** - Any sign designed or intended to be readily relocated whether or not it is permanently attached to a building, structure or on the ground. Portable signs also include signs on wheels or on portable structures such as trailers, tent signs, A-frame or T-shaped signs and normal advertising placed on motor vehicles which are not used regularly and are placed in such a manner as to attract attention.

**Projecting Sign** - A sign which projects from a structure into a vehicular or pedestrian access way,

more than one foot from the surface on which it is mounted, and is mounted usually, but not always, at right angles to the building.

**Pylon (or Pole) Sign** – A ground mounted sign attached to one or more posts, whose base is greater than 24 inches above grade.

**Roof Sign** – Any sign erected, constructed, and/or painted wholly or partially on or above the roof of a building.

**Sign** - Any display of letters, words, numbers, symbols, emblems, objects, pictures, or any combination thereof made visible for the purpose of attracting attention or of making something known, whether such display be made on, attached to, or constructed as part of a building, structure, vehicle, or object.

**Spinner** - A wind activated, propeller-type device, which may or may not be attached to advertising copy.

**Streamer** - A string or strip of miniature or full size pennants or flags which may or may not be suspended between two points.

**T-Shaped Sign** - A portable sign comprised of one or more panels or faces joined at the bottom to a perpendicular base on which the sign stands.

**Temporary Sign** - A sign advertising a special event and not intended to be displayed on a permanent basis.

**Valance** - A short apron which is designed and installed as part of a canopy/awning and is usually, but not necessarily vertical.

**Vehicle Sign** – See Portable Sign.

**Wall Sign** - A sign affixed on and parallel to the exterior wall of any building and projecting not more than 12 inches from the wall. Signs mounted on

porticoes shall be considered as wall signs.

**Window Sign** - A sign which is applied to the building glass area located such that the identifying/advertising message, symbol, insignia, visual representation, logotype or any other form which communicates information can be read from off-premise.

## 12.2. SIGN PERMIT.

### 12.2.1. SIGNAGE PLAN REQUIRED.

For any lot on which the owner proposes to erect one or more signs requiring a permit the owner shall submit to the Administrator a Signage Plan containing the following. For a combined development or other multi-tenant development, a master signage plan shall be required.

- An accurate Plot Plan of the lot or parcel, at such scale as the Administrator may reasonably require;
- Location of buildings, parking lots, driveways, and landscaped areas on such lot or parcel;
- Computation of the maximum total sign area, the maximum area for individual signs, the height of signs and the number of freestanding signs allowed on the lot(s) or parcel(s) included in the plan under this Ordinance; and
- 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. Incidental signs need not be shown.
- The Administrator shall review the application in accordance with the criteria established in this Ordinance. The Administrator shall solicit review comments in accordance with general review procedures.
- Permanent signs for planned unit developments, Traditional Neighborhood Developments and conditional uses shall be reviewed as part of the site plan.

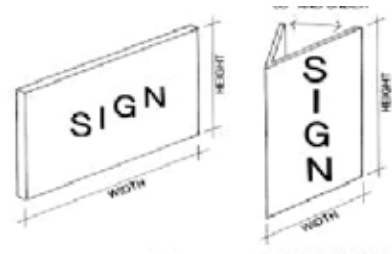
### 12.2.2. SIGN AREA COMPUTATIONS.

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

**12.2.2.1. 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

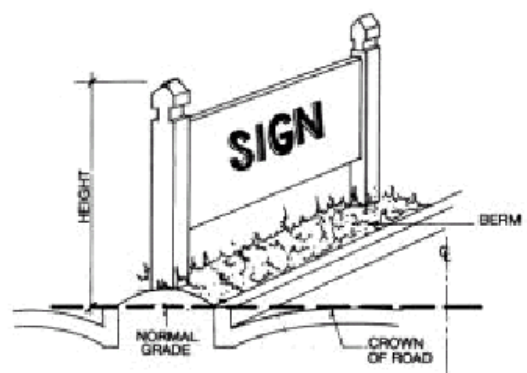
the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing, or decorative fence or wall when such fence or wall otherwise meets zoning ordinance regulations and is clearly incidental to the display itself.

**12.2.2.2. 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.



Single-faced sign

Double-faced sign



Sign Height Computation

**12.2.2.3. Computation of Height.** The height of a

sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be either of (1) existing grade prior to construction or (2) newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the Principal Structure on the lot or parcel, whichever is lower.

**12.2.3. DESIGN, CONSTRUCTION, AND MAINTENANCE.**

All signs shall be designed, constructed, and sign maintenance shall occur, in accordance with the following standards:

**12.2.3.1.** 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.

**12.2.3.2.** Except for banners, flags, temporary signs, and window signs conforming in all respects with the requirements of this Ordinance, all signs shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.

**12.2.4. PERMIT EXPIRATIONS.**

Sign Permits shall be good for up to six months. Permits may be renewed prior to the end of the six-month period, if necessary. However, If the permit expires, the original cost of the permit shall be charged as the renewal fee.

## **12.3. PROHIBITED SIGNS.**

**12.3.1. Applicability.** The following signs are prohibited within the Town of Harrisburg and its extraterritorial jurisdiction:

- Signs which approximate official highway signs, warning signs or regulatory devices.
- Signs displaying blinking, flashing or intermittent lights, animation, and moving parts, except as provided for in §§ 12.5.2.2 and 12.5.4.1.
- Portable signs (excluding A-frame signs as allowed in Article 12.6.5)
- “Wrap-around” signs or other continuous wall signs that extend around building corners or radii.
- Off-Premise signs
- Facsimile Signs.
- Signs placed within any required sight triangle.
- 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.
- Roof signs.
- Pavement markings for purposes other than traffic control.
- 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 and certain signs permitted in the CC, TND, PUD, and TOD districts. (See § 12.1.4)
- Signs that contain language and/or pictures obscene to the general public in accordance with NCGS 14-190.1.
- Signs that advertise an activity or business no longer conducted on the property on which the sign is located.
- Indirect illumination, 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 Concord Regional Airport runways, or that causes a nuisance to adjoining property.
- Signs that obstruct fire escapes, windows, doors or other openings used as means of egress or as required legal ventilation.
- Signs containing or consisting of pennants, ribbons, streamers, festoon lighting, balloons (or inflatable signs), or spinners.
- Signs that do not conform to the provisions of these regulations.

## **12.4. SIGNS THAT DO NOT REQUIRE A PERMIT.**

### **12.4.1. Applicability.**

No permit is required for the following signs, provided they are not prohibited as defined in § 12.2, and provided they comply with the conditions set forth. Signs permissible in this section shall not be considered in determining the total sign area, however, if a sign exceeds the size or in any other way does not comply with these limitations, it shall be considered as a prohibited sign and/or shall be subject to all other provisions in Article 12.

### **12.4.2. Building Marker Signs.**

A building marker sign may include only the building name, date of construction, or historical data on historic buildings or sites; and shall be cut or etched into masonry, bronze, or similar material.

### **12.4.3. Business Identification Sign.**

A pedestrian oriented sign attached to a building to identify the tenant within. Such sign shall contain no advertising other than trade name and/or logotype. One sign is permitted per entrance. **MAXIMUM SIZE IS SIX SQUARE FEET.**

### **12.4.4. Flags.**

Flags of the United States of America, the State of North Carolina, Cabarrus County, the Town, or foreign nations having diplomatic relations with the United States, and any other flag adopted or sanctioned by an elected legislative body of competent jurisdiction, provided that such flag shall not be flown from a pole the top of which is more than 40 feet in height. Such flags shall be flown in accordance with protocol established by the Congress of the United States for the Stars and Stripes. Any flag not meeting these conditions shall be considered a banner sign and shall be subject to regulation as such. **MAXIMUM SIZE IS 60 SQUARE FEET.**

### **12.4.5. Governmental Signs.**

Signs posted by various local, state, and federal agencies such as regulatory signs, welcome signs, town sponsored special event signs, holiday or seasonal signs/banners/decorations and traffic control signs.

### **12.4.6. Incidental Signs.**

Signs indicating vehicular entrances and exits, parking areas, one-way traffic, no trespassing,

dumping, loitering, etc. Such signs shall not exceed three feet in height, shall not obstruct any vehicular sight triangle, and shall be located no farther than 15 feet away from the edge of the entrance or exit which it delineates. No more than two signs per entrance or exit shall be permitted. Such signs may be illuminated and shall contain no sign copy other than directional information. **MAXIMUM SIZE IS FOUR SQUARE FEET.**

### **12.4.7. Occupant/Street Number Signs.**

Non-illuminated signs affixed to structures, mailboxes, decorative light posts, driveway entrances, etc., which serve to identify the address of the structure or occupant. All such signs are required to be placed in such a manner as to be visible from the street.

### **12.4.8. Political Signs.**

Political signs shall not be illuminated, shall not be located within a public street right-of-way or located closer than 10 feet to the edge of street pavement or within a required sight triangle, shall not be attached to trees or utility poles, and shall be no taller than four feet. Political Signs may be displayed during a period beginning 45 days prior to an election and concluding 48 hours after the election. In the event of a runoff election, political signs for the candidates involved may remain on display until 48 hours after the runoff election. All portable and roof-mounted signs for political advertisement are prohibited. All signs that violate the above provisions and/or political signs that remain more than 48 hours after the election shall be removed for disposal by the Town. **MAXIMUM SIZE IS SIX SQUARE FEET.**

### **12.4.9. Public Service Signs.**

Signs displayed for the convenience of the general public, such as signs for public rest rooms, automobile inspection, hours of operation, freight entrances, credit cards accepted, etc. Such signs may be illuminated and shall contain no sign copy other than service information and trade names and/or logos for the business. **MAXIMUM SIZE IS SIX SQUARE FEET.**

### **12.4.10. Real Estate Signs – Residential Properties (On-Premise).**

Signs which advertise the sale or lease of the property

on which said sign is located. Such signs may not be illuminated or located within a sight triangle or public right-of-way and shall be removed no later than seven days after the sale or lease of the property. Signs are limited to one per street frontage. **MAXIMUM SIZE IS SIX SQUARE FEET.**

**12.4.11. Real Estate Signs – Non-Residential Properties (On-Premise).**

Signs which advertise the sale or lease of the property on which said sign is located. Such signs may not be illuminated or located within a sight triangle or public right-of-way and shall be removed no later than seven days after the sale or lease of the property. Signs are limited to one per street frontage. **MAXIMUM SIZE IS 32 SQUARE FEET.**

**12.4.12. Suspended Canopy Signs.**

Signs attached to the underside of canopy/awnings in all districts. Such sign shall not be illuminated, shall contain no advertising other than the trade name and/or logotype. One sign is permitted per business, and such signs shall meet the provisions for clearance as described in the latest edition of The North Carolina State Building Code. **MAXIMUM SIZE IS FOUR SQUARE FEET.**

**12.4.13. Window Signs.**

Signs placed or painted on the interior or exterior of glass windows or doors provided that such signs cover no more than 30 percent of the glass area of the entire storefront. Window signs that cover more than 30 percent of the glass shall be considered as wall signs and shall meet requirements for wall signs within the appropriate zoning district.

**12.4.14 Special Event Signs for Public, Quasi-Public or Non-Profit organizations.**

Signs may be erected by public, quasi-public, or non-profit organizations such as schools and churches for promoting events or sales open to the public such as festivals, fairs, parades, fund drives, revivals, sporting events, bake sales, and charity benefits:

- Signs are limited to one (1) on-premise sign per street frontage at a time.
- Such signs may be erected within fourteen (14) days of the event and shall be removed seventy-two (72) hours after the end of an event.

- Such signs shall not be illuminated and **MAXIMUM SIZE IS 18 SQUARE FEET.** Signs must also include the name of the organization and either the street address or a telephone number.

**12.4.15 Yard Sale Signs.**

Such signs may be placed on-premise provided they are not located in a sight triangle or street right-of-way nor placed on any tree, street sign, or utility pole. Such signs may not be illuminated and may remain in place for 72 hours in any thirty (30) day period. **MAXIMUM SIZE IS TWO SQUARE FEET.**

## 12.5 PERMANENT SIGNS THAT REQUIRE A PERMIT.

**12.5.1 Applicability.** The Section shall govern regulations for signs permanently installed on a site and which are required to obtain a sign permit in accordance with § 12.2 of this Ordinance.

### 12.5.2 WALL SIGNS.

**12.5.2.1.** The maximum permitted sign area, location, characteristics, and number of Wall Signs shall be determined in accordance with Tables 12.1-1 through 12.1-5 and as outlined in this § 12.5.2.

**12.5.2.2** The following additional regulations shall apply to on-premise wall mounted signs:

- **Signs on Building Walls Which Do Not Face Public Streets** - The permitted wall sign may be placed on a wall that does not face a public street. The maximum allowable size shall be calculated as if the wall faces a public street. The maximum allowable size for a sign on one wall is not transferable to a wall with less frontage.
- **Additional Wall Sign or Canopy Sign Permitted on Corner or Double Frontage Lots** - Lots with more than one street frontage shall be allowed to erect one additional wall or canopy sign on the secondary street frontage, provided that the secondary frontage is at least 100 feet in width at the street right-of-way. The secondary wall sign may not be placed on the same building wall as the primary sign.
- **Additional Wall Sign or Canopy Sign Permitted to Face Side or Rear Parking Lot** - Lots with parking to the side or rear of a building shall be allowed to erect one additional wall or canopy sign facing the parking lot, provided that at least 50 percent of the required parking for the establishment is located to the side or rear of the building and an entrance to the establishment faces the parking lot. The secondary wall sign may not be placed on the same building wall as the primary sign.
- **Location Requirements for Wall Signs** - No

wall sign may extend more than one foot from the exterior of the wall and no portion of a sign shall extend above the wall on which it is mounted.

- **Wall Signs on Historic Buildings** - Wall signs on historic buildings 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. 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.
- **Changeable Copy.** Changeable copy or “reader board” area and electronic message board area are permitted as wall signs provided that the changeable copy or electronic message board area does not exceed 50 percent of the total area of the sign. Where electronic message boards are used, only time and temperature shall be displayed.

### 12.5.3 CANOPY/AWNING SIGNS.

**12.5.3.1** The maximum permitted sign area, location, characteristics, and number of Canopy/Awning Signs shall be determined in accordance with Tables 12.1-1 through 12.1-5 and as outlined in this § 12.5.3. The following additional regulations shall apply to canopy/awning signs:

- **Valance and Copy Size for Canopy/Awning Signs** - The valance, or apron, for any canopy shall in no case exceed 12 inches in height. Individual letters or symbols on these valances shall not exceed nine inches in height. This provision shall apply only to valances to which sign copy is affixed.
- **Illumination for Canopy/Awning Signs** - Canopy/awning signs that may be illuminated shall have no bare bulbs present on or around the sign face.

- **Canopy/Awning Signs on Historic Buildings** - No canopy/awning sign shall be permitted on a historic building unless documentation indicates that such a sign was used on the building when originally constructed and occupied. The design and coloration of such signs shall be compatible with the character of the building.
- **Clearance Requirements for Canopy/ Awning Signs and Suspended Canopy Signs** - All canopy/awning signs attached to the underside of a canopy/awning shall maintain the minimum clearance above the ground level of any sidewalk or vehicular access area as specified in the most recent edition of the North Carolina State Building Code.
- **Canopy/Awning Signs and Wall Mounted Signs for Combined Developments** - All establishments within combined developments shall use as individual identification signs, exclusively, canopy/awning or wall signs. No mixing of sign types within a combined development shall be permitted, except that canopies/awnings containing no advertising copy, may be used in combination with wall mounted signs

**12.5.4 ON-PREMISE GROUND SIGNS.**

**12.5.4.1** The maximum permitted sign area, location, characteristics, and number of On-Premise Ground-Mounted Signs shall be determined in accordance with Table 12.1-1 through 12.1-5 and as outlined in this § 12.5.4. The following additional regulations shall apply to on-premise ground-mounted signs:

- **Base Landscaping for Ground-Mounted Signs** - All ground-mounted 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.
- **Distance Requirements from Existing Ground Signs** - No proposed ground-mounted sign shall be placed within 50 feet of an existing ground-

mounted sign.

- **Ground-Mounted Signs for Combined Developments** – All uses within a combined development (includes more than one establishment or business on a common parcel) shall share the permitted ground-mounted sign(s) that is (are) permitted in accordance with Table 12.1-1 through 12.1-4. These regulations shall not apply to outparcels of the development, as outparcels are separate parcels of land.
- **Changeable Copy.** Changeable copy or “reader board” area and electronic message board area are permitted as on-premise ground signs provided that the changeable copy or electronic message board area does not exceed 50 percent of the total area of the sign. Where electronic message boards are used, only time and temperature shall be displayed.
- **Drive-Through Menu Signs** – Drive-through menu signs shall be limited to a maximum size of 32 square feet.
- **Additional Ground Signs** - Lots with more than one street frontage shall be allowed to erect one ground sign per frontage, provided that each frontage is at least 100 feet in width at the street right-of-way. No two ground signs shall be placed on the same street frontage.

**12.5.5 PROJECTING OR SUSPENDED SIGNS.**

**12.5.5.1** The maximum permitted sign area, location, characteristics, and number of Projecting or Suspended Signs shall be determined in accordance with Table 12.1-1 through 12.1-5 and as outlined in this § 12.5.5. The following additional regulations shall apply to projecting or suspended signs:

- An identification, projecting or suspended sign shall include only the address and name of occupant.
- A projecting or suspended sign shall not extend more than five (5) feet into the public right-of-way. In no case shall this category of sign be permitted to encroach over a motorized vehicle

travel way such a public or private street, alley, or driveway. If such a sign is suspended or projects above a public right-of-way, the issuance and continuation of a sign permit shall be conditioned on the sign owner obtaining, and maintaining in force, liability insurance in an amount of not less than \$500,000 per occurrence per sign.

## **12.6 TEMPORARY SIGNS THAT REQUIRE A PERMIT.**

### **12.6.1 APPLICABILITY.**

The Section shall regulate temporary signs, which are permitted on a limited basis with the issuance of a temporary sign permit. Permitted temporary signs are identified in this § 12.6 and are subject to the following provisions.

**12.6.2 For-profit Temporary Signs** - Businesses advertising special sales, special events and promotions, may display one temporary sign (banner) per establishment in addition to the permitted signs, provided that such sign is not illuminated and is mounted flush against the building wall. Such temporary sign permits may be granted up to four times per calendar year for 30 days with a 30-day separation period between permits. **MAXIMUM SIZE IS 18 SQUARE FEET.**

**12.6.3 Itinerant Merchants** – Itinerant merchants may erect one temporary (banner) sign per establishment, prior to the permanent signage being installed, provided that such sign is not illuminated and is mounted flush against the building wall. Such temporary sign permits may be granted up to for 30 days. **MAXIMUM SIZE IS 18 SQUARE FEET.**

### **12.6.4 Construction/Contractor’s and Subdivision Project Signs.**

Such signs shall be non-illuminated and may be located in any district to identify future tenants, home builders, contractors, and architectural or engineering designers during the period of construction. These signs shall be removed no later than seven days after the completion of a project. **MAXIMUM SIZE IS 32 SQUARE FEET.**

### **12.6.5 A-Frame Signs**

Businesses and Not-for-Profit Organizations advertising special sales, special events, and/or special promotions may display one A-Frame sign as defined in Article 12.1.5 per establishment in addition to the permitted signs, provided that such sign is not illuminated and it adheres to all of the provisions concerning such signs found in Article 12. Such temporary sign permits may be granted for up to 120 days within 1 calendar year. Each permit may have multiple sign postings as long as the start and stop dates for each sign posting are listed and the

total amount of days listed does not exceed 120 days within 1 calendar year. Permits must be applied for at least 5 business days prior to the date of the first sign posting. All A-Frame signs must meet the following requirements:

- a) The A-frame sign must be professionally fabricated from the following materials only: plastic, metal, wood, melamine, and/or chalkboard.
- b) The size limitations for the message portion on all a-frame signs must be no larger than six square feet per side.
- c) A-frame signs may only be displayed during the businesses specified business hours. Business hours must be indicated on the temporary permit application.
- d) Messages may be changed on an A-frame sign within a requested set of permit dates provided that the sign is designed to accommodate such changes, i.e. a wood and chalkboard sign or metal and melamine sign.
- e) A-frame signs are only allowed as on-premise signs.

## **12.7 OUTDOOR ADVERTISING (BILLBOARD) SIGNS.**

### **12.7.4 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 § 12.7.

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

- Such signs shall be permitted only in the I-1 and I-2 districts with the issuance of a Conditional Use Permit.
- Such signs shall be limited to a maximum size of :
  - 378 square feet along Interstate 85
  - 150 square feet along all other streets or roads.
- Such signs shall be setback a minimum of fifty (50) feet from the public right-of-way, or any legal private access road.
- Such signs shall not exceed thirty (30) feet in height.
- 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.
- 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.
- 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.
- 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.
- 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.
- No off-premises outdoor advertising sign shall be located in a required front yard setback.
- Such signs shall meet 30 PSF wind loading requirements and all supports shall be of steel, aluminum, concrete or other non-combustible material.
- 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.

Table 12.1-1 Standards for Permanent Signage in C-2 Zoning District

Sign Type	Number Allowed	Max. Sign Area	Max. Height	Sign Location
<b>Ground Signs*</b>	1 per frontage			
Individual Business	per section 12.5.4.1	50 square feet	6 ft.	Outside of street right-of-way and site triangle
Combined Development	1 per frontage per section 12.5.4.1	50 square feet plus 10 sf per additional tennant upto a maximum of 100 sf	10 ft.	Outside of street right-of-way and site triangle
Subdivision Entrance Sign	1 per entrance road	32 square feet	6 feet	Outside of street right-of-way and site triangle
<b>Wall Signs</b> Individual Business and Combined Developments	1 per frontage per sections 12.5.2.2	For buildings with no more than 100 linear feet of frontage (wall which serves as the building’s “front”) the following shall apply: 1.0 sf per lineal ft. of the building the wall sign is to be attached to up to 50 square feet maximum sign area  For buildings with more than 100 linear feet frontage the following shall apply: 1.0 s.f. per 2 linear feet of the building the wall sign is to be attached to up to 100 square feet maximum sign area.	not to extend above the vertical wall	n/a
<b>Canopy/ Awning Signs</b> Individual Business and Combined Developments	May be substituted for allowed wall signs	12 sf	n/a	n/a
<b>Projecting/ Suspended Signs</b> Individual Business and Combined Developments	May be substituted for allowed wall sign	For first floor units Suspended sign-4sf Projecting sign-6sf  For second floor and higher units Projecting sign – 18sf Suspended sign – 4 sf	n/a	No portion of a projecting or suspended sign shall extend more than 5 ft. from building wall

\* Ground signs may be Monument style only. Pole and Pylon style signs are prohibited.

Table 12.1-2 Standards for Permanent Signage in O-1, CD, I-1, and I-2 Zoning Districts

Sign Type	Number Allowed	Max. Sign Area	Max. Height	Sign Location
<b>Ground Signs*</b> Individual Business	1 per frontage per section 12.5.4.1	32 square feet	6 ft.	Outside of street right-of-way and site triangle
Combined Development	1 per frontage per section 12.5.4.1	32 square feet plus 8 sf per additional tenant upto a maximum of 64 sf	6 ft.	Outside of street right-of-way and site triangle
Subdivision Entrance Sign	1 per entrance road	32 square feet	6 feet	Outside of street right-of-way and site triangle
<b>Wall Signs</b> Individual Business and Combined Developments	1 per frontage per sections 12.5.2.2	1.0 sf per lineal ft. of the building wall sign is attached to upto 50 square feet maximum sign area	not to extend above the vertical wall	n/a
<b>Canopy/ Awning Signs</b> Individual Business and Combined Developments	May be substituted for allowed wall signs	12 sf	n/a	n/a
<b>Projecting/ Suspended Signs</b> Individual Business and Combined Developments	May be substituted for allowed wall sign	For first floor units Suspended sign-4sf Projecting sign-6sf For second floor and higher units Projecting sign – 18sf Suspended sign – 4 sf	n/a	No portion of a projecting or suspended sign shall extend more than 5 ft. from building wall

\* Ground signs may be Monument style only. Pole and Pylon style signs are prohibited.

Table 12.1-3 Standards for Permanent Signage in B-1, CC, and TND Zoning Districts

Sign Type	Number Allowed	Max. Sign Area	Max. Height	Sign Location
<b>Ground Signs*</b> Individual Business	1 per frontage per section 12.5.4.1	16 square feet	4 ft.	Outside of street right-of-way and site triangle
Combined Development	1 per frontage per section 12.5.4.1	16 square feet plus 8 sf per additional tenant upto a maximum of 32 sf	4 ft.	Outside of street right-of-way and site triangle
Subdivision Entrance Sign	1 per entrance road	16 square feet	4 feet	Outside of street right-of-way and site triangle
<b>Wall Signs</b> Individual Business and Combined Developments	1 per frontage per sections 12.5.2.2	1.0 sf per lineal ft. of the building the wall sign is to be attached to up to 32 square feet maximum sign area	not to extend above the vertical wall	n/a
<b>Canopy/ Awning Signs</b> Individual Business and Combined Developments	May be substituted for allowed wall signs	12 sf	n/a	n/a
<b>Projecting/ Suspended Signs</b> Individual Business and Combined Developments	May be substituted for allowed wall sign	<b>For first floor units</b> Suspended sign – 4 sf Projecting sign-6 sf <b>For second floor and higher units</b>  Projecting sign – 18 sf Suspended sign – 4 sf	n/a	No portion of a projecting or suspended sign shall extend more than 5 ft. from building wall

\* Ground signs may be Monument style only. Pole and Pylon style signs are prohibited.

**Table 12.1-4 Standards for Permanent Signage in Residential Districts (AG, RE, RL, RM-1, RM-2, RV, RC, TND and PUD)**

Sign Type	Number Allowed	Max. Sign Area	Max. Height	Sign Location
<b>Ground Signs*</b> Apartments, Condominiums, Residential Subdivisions, and Manuf. Home Parks	2 per entrance	16 sf	6 ft.	Outside of street right-of-way and site triangle
Home Occupation	not permitted	n/a	n/a	n/a
Group Care Facilities, Rooming or Boarding Houses, Bed and Breakfast Inns, and Similar Uses	1 per premises	16 sf	4 ft.	Outside of street right-of-way and site triangle
Churches, Schools, Community Centers, Public Bldgs., and Similar Uses	1 per premises	16 sf	4 ft.	Outside of street right-of-way and site triangle
Other Uses	1 per premises	16 sf	4 ft.	Outside of street right-of-way and site triangle

\* Ground signs may be Monument style only. Pole and Pylon style signs are prohibited.

Note: Table Continues on next page

Table 12.1-4 (continued)

Sign Type	Number Allowed	Max. Sign Area	Max. Height	Sign Location
<b>Wall Signs</b> Apartments, Condominiums, Residential Subdivisions, and Manuf. Home Parks	not permitted	n/a	n/a	n/a
Home Occupation	1 per premises	4 sf  8sf for rural home occupation only	n/a	n/a
Group Care Facilities, Rooming or Boarding Houses, Bed and Breakfast Inns, and Similar Uses	1 per premises* *as a substitute for a ground sign	5 sf	n/a	n/a
Churches, Schools, Community Centers, Public Bldgs., and Similar Uses	1 per premises	16 sf	n/a	n/a
Other Uses	1 per premises	16 sf	n/a	n/a

\* Ground signs may be Monument style only. Pole and Pylon style signs are prohibited.

<i>Table 12.1-5 Standards for Sign Characteristics</i>									
	<b>AG</b>	<b>RE, RL, RM-1, RM-2, RV, RC, PUD, TND, TOD</b>	<b>CC, TC</b>	<b>OI</b>	<b>B1</b>	<b>I1</b>	<b>I2</b>	<b>C1, PUD</b>	<b>C2</b>
P - Permitted									
Animated	-	-	-	-	-	-	-	-	--
Changeable Copy	-	-	P	P	P	-	-	P	P
Illumination, Internal	-	-	P	P	P	P	P	P	P
Illumination, Indirect	P	P	P	P	P	P	P	P	P
Illumination, Indirect, Exposed Bulbs or neon	-	-	P	-	-	-	-	-	-

**Table 12.1-6 Standards for Permanent Signage in C-1 and PUD Zoning District**

<b>Sign Type</b>	<b>Number Allowed</b>	<b>Max. Sign Area</b>	<b>Max. Height</b>	<b>Sign Location</b>
<b><u>Ground Signs*</u></b> Individual Business	1 per frontage per section 12.5.4.1	32 square feet	6 ft.	Outside of street right-of-way and site triangle
Combined Development	1 per frontage per section 12.5.4.1	32 square feet plus 8 sf per additional tenant upto a maximum of 64 sf	6 ft.	Outside of street right-of-way and site triangle
Subdivision Entrance Sign	1 per entrance road	32 square feet	6 feet	Outside of street right-of-way and site triangle
<b><u>Wall Signs</u></b> Individual Business and Combined Developments	1 per frontage per sections 12.5.2.2	For buildings with no more than 100 linear feet of frontage (wall which serves as the building’s “front”) the following shall apply: 1.0 sf per lineal ft. of the building the wall sign is to be attached to up to 50 square feet maximum sign area  For buildings with more than 100 linear feet frontage the following shall apply: 1.0 s.f. per 2 linear feet of the building the wall sign is to be attached to up to 100 square feet maximum sign area.	not to extend above the vertical wall	n/a
<b><u>Canopy/ Awning Signs</u></b> Individual Business and Combined Developments	May be substituted for allowed wall signs	12 sf	n/a	n/a
<b><u>Projecting/ Suspended Signs</u></b> Individual Business and Combined Developments	May be substituted for allowed wall sign	For first floor units Suspended sign-4sf Projecting sign-6sf For second floor and higher units Projecting sign – 18sf Suspended sign – 4 sf	n/a	No portion of a projecting or suspended sign shall extend more than 5 ft. from building wall

\* Ground signs may be Monument style only. Pole and Pylon style signs are prohibited.