

**ARTICLE 11: SIGN STANDARDS**

**Section 11.1: Purpose and Intent**

These sign regulations are intended to:

11.1.1. Encourage the effective use of signs as a means of communication for businesses, organizations and individuals in the Town of Rolesville;

11.1.2. Promote the safe, uniform, and efficient operation of all elements of the traffic stream and streets, specifically in regards to the regulation of directional signs, protect against nuisances and hazards in the interest of the public's safety, and allow for minimum sign standards for visibility and legibility of signs;

11.1.3. Maintain and enhance the taxable value and aesthetics of land and structures in Rolesville by protecting the character and stability of the agricultural, recreational, residential, commercial, and industrial areas, and promote the orderly and beneficial development of such areas with signs that are compatible with their surroundings and that aid orientation, while precluding the placement of signs that contribute to sign clutter or that conceal or obstruct adjacent land uses or signs;

11.1.4. Minimize the possible adverse effects of signs on nearby public and private property; and

11.1.5. Implement the provisions of the Comprehensive Plan, as updated from time to time.

**Section 11.2: Definition of "Sign"**

For purposes of this ordinance, a "sign" is any temporary or permanent identification, description, animation, illustration, or device, illuminated or non-illuminated, which is visible from any public right-of-way and which directs attention to any realty, product, service, place, activity, person, institution, performance, commodity, firm, business or solicitation, including but not limited to any permanently installed or situated merchandise or any emblem, painting, banner, poster, bulletin board, pennant, placard or temporary sign designed to identify or convey information.

Height, number and size of signs. Unless otherwise provided, the total surface area of all signs on any lot shall not exceed the limitations set forth in this ordinance, and all signs, except those excluded from regulation under this section, shall be included in this calculation. All signs shall comply with Section 3107 of the North Carolina Building Code, and in the event that the requirements and standards set forth therein conflict with the requirements and standards of this ordinance, the more restrictive shall apply. All signs shall require a sign permit issued by the Planning Department unless specifically provided in this Article.

11.2.1

Specific Exclusions: (i) Graphics and lettering painted on or attached to vending machines, gas pumps, mailboxes, ice containers, or similar dispensing devices, are not considered "signs" as contemplated by this ordinance, and are therefore permitted so long as they are oriented primarily to the users of the devices and not towards the street; (ii) holiday decorations and flags on residential property are not considered "signs" as contemplated by this ordinance, and are therefore permitted.

11.2.3

Severability: If any provisions within the ordinance are found to be illegal, invalid, or unconstitutional by any court of competent jurisdiction, it will not affect any remaining sections of the ordinance.

**Section 11.3: Permanent Signs**

11.3.1

General Permanent Sign Regulations

Zoning District	Sign Type	Maximum Sign Area Per Lot	Maximum Signs	Maximum Height
<b>Residential Zones:</b> All Residential Districts (R-40W, R-80W, R-IS, R-I, R-ID, R-II, R-IID, R&PUD(residential uses), UMH, R-MH)	(1) Freestanding signs on residential, single family lots <sup>1</sup> (2) other permissible uses	(1) 8 square feet  (2) 32 square feet	1	4 feet
	Wall <sup>2,3</sup>	24 square feet	1	N/A
	Signs located at Residential Development Entrances <sup>1</sup>	32 square feet	1	8 feet
<b>Business Districts:</b> All Business Districts (O&P, C, C-O, C-W, I, I-W, R&PUD (non-residential uses))	Freestanding <sup>1</sup>	80 square feet	1 per street frontage, 2 maximum	12 feet
	Wall: Building up to 100,000 square feet floor Area <sup>2,3</sup>	Greater of 60 square feet or 10% of frontage wall area	N/A	N/A
	Wall: Building over 100,000 square feet <sup>2,3</sup>	Greater of 60 square feet or 7% of frontage wall area	N/A	N/A

11.3.2

Signs for a Non-Residential Multi-Tenant Building or Center

Multi-Tenant Sign Type	Maximum Sign Area	Maximum Number	Maximum Height
<b>Freestanding Signs<sup>1</sup>:</b> Development up to 100,000 square feet	100 square feet	1 per street front, 2 maximum	12 feet
Development over 100,000 square feet	120 square feet	2 per street frontage, 3 maximum	15 feet

<b>Wall<sup>2,3</sup>: (including canopy face)</b> Development up to 100,000 square feet	Greater of 60 square feet or 10% of frontage wall area	N/A	N/A
Development over 100,000 square feet	Greater of 60 square feet or 10% of frontage wall area	N/A	N/A
For 100,000 square foot major individual tenant in a shopping center	Greater of 60 square feet or 7% of business frontage wall area	N/A	N/A
<b>Canopy Underhang:</b> Projects of any size	4 square feet	1 per business	Bottom of sign maximum 18 inches below bottom of canopy face

### 11.3.3 Criteria and Standards for Signs in a Commercial, Multi-Tenant Building or Center

<b>Criteria</b>	<b>Wall Signs</b>	<b>Freestanding Signs</b>
Locations	Uniform vertical and horizontal positions on storefront	Outside of vehicular site triangles and setback no less than five (5) feet from street right-of-way
Type	Similar style encouraged; logos allowed; maximum of 2 lines per sign	Monument or pole supported
Materials	Uniform; compliment building façade materials	
Colors	Same 3 matching colors (maximum) on each sign encouraged; pattern or scheme required. Garish schemes not allowed.	
Illumination	Signs may be illuminated or not, but all illumination must be the same type and intensity of light	Signs may be illuminated or not, but all illumination must be the same type and intensity of light. Poles may not be illuminated.
Poles	N/A	One pole preferred. for signs other than multi-business signs. Minimum skirt width of 4 feet for single pole. Maximum of 2 poles per sign. Poles may not be illuminated.

11.3.4 Signs in a Non-residential Subdivision

Sign Type	Maximum Sign Area	Maximum Number	Maximum Height
<b>Freestanding<sup>1</sup>:</b> Subdivision entrance or a freestanding multi-tenant sign (monument sign preferred)	72 square feet	1 per exterior road frontage, 2 maximum	12 feet for pole sign with minimum 7-foot wide base, 8 feet for monument
Monument Signs for individual parcels and lease lots	60 square feet	1 per parcel or lease lot	6 feet
<b>Wall<sup>2,3</sup>:</b> Including canopy face	Greater of 60 square feet or 10% of frontage wall area	N/A	N/A
Canopy Sign:	4 square feet	1 per business	Bottom of sign maximum 18 inches below bottom of canopy face

11.3.5 Criteria and Standards for Signs in a Non-residential Subdivision

Criteria	Wall Signs	Freestanding Signs
Locations	Uniform vertical positions; all centered on storefront or to one side of storefront	Outside of vehicular site triangles and setback no less than five (5) feet from street right-of-way
Type	Similar style encouraged; logos allowed	
Materials	Similar style; compliment building facade materials	
Colors	Same 3 matching colors (maximum) on each sign encouraged; pattern or scheme required. Garish schemes not allowed.	
Illumination	Signs may be illuminated or not, but all illumination must be the same type and intensity of light	
Poles	N/A	One pole preferred for signs Maximum of 2 poles per sign. Poles may not be illuminated.

**Table Footnotes:**

<sup>1</sup> Free standing signs

- a. Freestanding signs shall be securely fastened to the ground so that there is virtually no danger that the sign may be moved by wind or other forces of nature and cause injury to persons or property. All applications for a freestanding sign permit shall be accompanied by an engineer's sealed footing drawing and calculations testifying to the ability of the sign to withstand 100 mile-per-hour winds.
- b. No freestanding sign (temporary or permanent) shall encroach into any right-of-way, except as permitted by an encroachment agreement or other license executed by the

governmental authority having control of such right-of-way. Applicant shall provide the Town with evidence of such encroachment agreement or license prior to issuance of any permit. Signs erected in violation of this section are subject to removal by the governmental authority having control of such right-of-way.

- c. All freestanding signs (including multi-tenant signs) shall be located so as to produce an aesthetically pleasing separation (as determined by the Planning Director) between such signs along road frontages. Where possible, the distance should be at least 30 feet.
- d. The base of every permanent freestanding sign that requires a sign permit shall be landscaped. The size of the planted landscape area (except for Billboard signs regulated by Section 11.5 below) shall be determined by multiplying the height of the sign (measured from the ground to the upper most part of the sign or structure) by the width of the sign (widest dimension), divided by two, but in no case shall the planted area be less than 50 square feet, unless restricted by the amount or size of land upon which the sign is situated that is owned or controlled by the applicant. The planted landscape area shall contain materials such as, but not limited to: vegetative ground covers, perennials, shrubs, ornamental trees and mulch, but excluding paving and artificial plant materials. A sketch plan of the landscaped area with the name, quantity and spacing of plants shall be presented to the Planning Director as part of applying for sign permit.
- e. Poles and other supporting structures shall not be internally illuminated.
- f. Freestanding signs located in a Business District and along and facing U.S. 401 By-Pass may exceed 12 feet in height provided the provisions for Billboard Signs set forth in Section 11.5 are met.

## <sup>2</sup> Wall signs

- a. No sign may project more than eighteen (18) inches from the building wall.
- b. No wall sign shall project above the roofline, except for parapet walls.
- c. A sign may extend down from a roof or porch or walkway overhang not more than eighteen (18) inches (to the bottom of the sign), provided however that a minimum clearance of seven (7) feet between the bottom of the sign and the walking surface shall be maintained.
- d. Roof surfaces constructed at an angle of 75 degrees or more from horizontal shall be regarded as wall space for the purposes of this section.

## <sup>3</sup> Wall Mounted Banners

Wall-mounted banners may be displayed where the total area of all permanent wall signs is less than the total wall sign area allowed in this Section 11.3, provided the following conditions are met:

- a. Such banners are well maintained and kept in good repair (i.e. no tattering or fraying);
- b. The total area of permanent all signs and displayed wall-mounted banners does not exceed the total wall sign area allowed in this Section 11.3;
- c. The wall-mounted banners otherwise comply with the requirements of permanent wall signs (except for issuance of a building permit), and are systematically affixed to the wall with permanently anchored fasteners such that banner movement is restricted to the fullest extent practical; and
- d. The total area of displayed wall-mounted banners does not exceed 50% of the total wall sign area allowed in this Section 11.3.

<b>Section 11.4: Temporary Signs</b>
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The following temporary signs are permitted in addition to any allowed sign above and such temporary sign requires a sign permit.

a. Street banners. The Town Manager or his designee may issue a permit for the placement of a street banner in conjunction with a special event permit approved by the Town Board of Commissioners. The lowermost portion of the street banner shall not extend below fifteen (15) feet above the grade of the right-of-way. Street banners shall be limited in size to one hundred ten (110) square feet per face. The applicant shall provide proof of coordination with the owner(s) of the pole(s) to which the banner will be attached and shall accept any and all liability associated with the street banner and its means of attachment. Street banners are to be maintained in connection with an approved special event. As such, a street banner may be hung no more than fifteen (15) days prior to the event, and shall be removed no later than 72 hours following the conclusion of the event. Such street banner is subject to an encroachment agreement or other license from the governmental authority having control of such right-of-way.

b. Construction site identification signs, naming the project, developer, contractors, and others connected with the construction, sale or lease of structures, and related information, are permitted. Not more than one such sign may be erected per site, and it may not exceed 32 square feet in area or six (6) feet in height. Permits for such signs shall be limited to eighteen (18) months, with an eighteen-month permit renewable option. Permits for such signs shall be limited to a maximum of three (3) years which includes the original permit time period provided:

- i. such signs are not erected prior to development permit approval of the project identified;
- ii. that such permit has not expired and;
- iii. the signs are maintained in good condition and appearance as determined by the Planning Director.

Any such sign shall be removed within ten (10) days after the issuance of the final occupancy permit or where a site, development permit approval has expired. A one-year permit renewal beyond the three-year maximum time period may be granted only in limited instances if the Planning Director finds conditions such as extreme financial hardships, changes in project ownership status, or similar issues are preventing the sale or completion of the project.

c. Signs or banners advertising special events must be on private property and shall not be permitted within public rights-of-way. Permits for such banners or signs shall be limited to 30 days and no more than three times each year. Any such banner or sign shall be removed within ten days after the event was advertised, and it shall not exceed 32 square feet in area or six (6) feet in height.

d. Unless otherwise provided, one (1) windblown “feather” sign shall be permitted per business or institution provided that it does not exceed the more restrictive of the maximum height of signage allowed in that district or 10 feet. Permits for such signs shall be subject to annual renewal. Further, the feather sign shall not interfere with any required sight distances, nor encroach into any public right-of-way. The town reserves the right to require the removal or replacement of any feather sign that should come into disrepair.

e. Up to two (2) portable A-frame signs constructed with two (2) faces back-to-back and resting on the ground and at angle to each other not exceeding 45 degrees, commonly known as “sandwich boards,” shall be allowed per business or institution in all commercial districts provided that:

- i.) A sandwich board must be located within eight (8) feet of a doorway or under the roof line, and shall maintain a minimum five (5) foot wide pedestrian clearance zone along the pedestrian way, or if placed along a public right-of-way, must be at least ten (10) feet away from the edge of the right-of-way while still maintaining a minimum five (5) foot pedestrian clearance zone; and
- ii. Sandwich boards may only be displayed during the associated business’ hours of operation; and
- iii. Neither face shall exceed three (3) feet in width or four (4) feet in height; and
- iv. The sandwich board frame shall be constructed of a non-reflective material and/or color; and
- v. The sandwich board(s) have been issued a valid permit from the Town. Such permits shall be subject to annual renewal; and
- vi. If both allowable A-frame signs are placed along the right-of-way, then a feather sign (See subsection d. above) shall not be permitted.

f. The application for a permit under the above noted sections and the enjoyment of the rights to display signage pursuant to this section constitute an authorization by the owner of the sign that the Town may remove and destroy the sign if the owner fails to remove the sign within ten (10) days of the expiration of the last permit issued for the sign. If the sign is located on private property, the application for the permit for the sign and the enjoyment of the right to display such signage constitutes authorization for the Town to enter upon such private property to remove the sign pursuant to the above noted sections.

**Section 11.5: Billboard Signs**

“Billboard signs” are free-standing signs exceeding 12 feet in height, but not taller than 50 feet in height. Billboard signs are permitted only as follows:

- a. Billboard signs are permitted only with a special use permit issued by the Board of Commissioners. No billboard signs are permitted except for Digital Billboards (or Smartboards) along and facing U.S. 401 By-Pass, as set forth in paragraph 11.5 of this section. No billboard signs shall be permitted along and facing the U.S. 401 Business right-of-way.
- b. Billboard signs shall be spaced a minimum of 10,560 feet apart, measured between signs facing the same street regardless of whether such sign is within the Town’s planning jurisdiction.
- c. Where the structural support is visible from any street, the display shall be constructed on a single steel pole.
- d. The immediate premises shall be kept free from debris or undergrowth. Appropriate landscaping shall be placed and maintained at the base of the structural support of every Billboard advertising sign erected. A landscaping plan shall be considered through the special use permit process, but in no case shall the planted area be less than 50 square feet, unless restricted by the amount or size of land upon which the sign is situated that is owned or controlled by the applicant.
- e. All displays shall be maintained in a state of good repair. The backs and supporting structures of all billboard signs shall be kept painted in a neutral color to blend with the natural environment.
- f. While minor repairs, maintenance and the posting of new messages on billboard signs made nonconforming by this UDO are permitted, no changes in the size or construction of the sign shall be permitted except to make the sign comply with the requirements.
- g. Billboard signs may be placed back-to-back or in a v-type construction. Not more than one face is allowed on each side of the display.
- h. All Billboard signs must be Digital Billboards or Smartboards. Digital Billboard or Smartboard: A type of Billboard sign utilizing digital message technology, capable of changing the static message or copy on the sign electronically. A digital billboard may be internally or externally illuminated. Digital Billboards shall contain static messages only and shall not have animation, movement, or the appearance or optical illusion of movement, of any part of the sign structure. Each static message shall not include flashing, scintillating lighting or the varying of light intensity.
- i. The digital message on a Digital Billboard shall not change more than once every eight (8) seconds.
- j. Size, height and setback requirements are as follows:

<b>Standard</b>	
Maximum Surface Area	672 square feet
Minimum Setback	10 feet
Maximum Height	50 feet

**Section 11.6: Removal or Repair of Signs**

- 11.6.1. Whenever use of a building or premises by a specific business or activity is discontinued for that business or activity for a period of 60 days, signs pertaining to that business or activity shall be immediately removed by the owner. Failure to do so shall constitute abandonment of the sign and is sufficient grounds to order the sign's removal.
- 11.6.2. Every sign and sign structure shall be maintained in good condition at all times. The Planning Director shall have the authority to order painting, repair, alteration or removal of any sign or sign structure which constitutes, by reason of inadequate maintenance, dilapidation, obsolescence, or abandonment, a public

nuisance or hazard to safety, health, or public welfare. Permits for any such sign may be revoked in accordance with Section 3.4, Enforcement.

11.6.3. Procedures for handling violations are contained in Section 3.4, Enforcement.

**Section 11.7: Nonconforming Signs**

11.7.1 Nonconforming signs, when removed for other than normal maintenance, may not be erected again, nor may any such sign be replaced with another nonconforming sign.

11.7.2 All non-conforming, non-residential signs shall be discontinued or made conforming (amortized) within the time frame set forth below from the applicable date of this Article, unless specifically prohibited by state or federal law. All signs which are made non-conforming by an amendment to this Code or to the official zoning map, or extensions of the areas in which this Article is applicable shall be discontinued or made conforming (amortized) within the time frame set forth below from the applicable date of such amendment or extension, unless specifically prohibited by state or federal law.

<b>Amortization Schedule Time Frame</b>	
Temporary Sign	30 Days
Permanent (Non-Billboard)	12 Months

**Section 11.8: Master Sign Plan**

The purpose of this section is to set forth design criteria and standards for signage in particular types of development so as to produce a coordinated and complimentary graphic image that achieves consistency and harmony among signs. Shopping centers, business complexes, commercial subdivisions and mixed use residential subdivisions are required to meet the requirements of this section. Section 11.8 shall not apply to such developments approved prior to 2/3/14.

**11.8.1. Master sign plan required.**

- a. Master sign plans shall be required for the following types of development:
  - i. All multi-tenant complexes, excluding residential apartments.
  - ii. All commercial subdivisions. Refer to section 11.3 for requirements regarding dimensional and number requirements.
- b. The purpose of this plan is to detail the standards for uniformity which the development proposes to live up to, and to state the manner in which the design criteria and standards for uniform signage set forth in this section shall be met.
- c. Sign permits for individual businesses within the development (and therefore subject to the master sign plan) shall be approved by the Planning Director, following master sign plan approval.
- d. All signs within the development shall conform to the approved master sign plan on file with the Town. It shall be the responsibility of the owner of the development to ascertain that the most updated version is on file for purposes of this UDO.

**11.8.2. Master sign plan requirements.**

- a. The master sign plan is a document combining text descriptions of the physical properties of all signage and typical color graphics. The master sign plan shall provide at least the following elements:
  - i. A design review function is to be performed on behalf of the owner of the multi-tenant center. This may be achieved by designating an architect, landscape architect, or graphic designer as the official review person to which all proposed signage must be submitted by the tenants, prior to application for sign permits. Include the name, mailing address, electronic mail address, telephone and fax number for the designated review person.



Written approval of the official reviewer shall be required in order to receive the individual sign permit.

- ii. Color graphics and text description of the shopping center facade showing wall sign locations.
  - iii. Color graphics and text description of a typical wall sign, presenting the types of materials, colors, type style, minimum and maximum dimensions, and type of illumination.
  - iv. Color graphics and text description of each of the type styles and logos that comprise the chosen graphic theme or image that the shopping center is attempting to project.
  - v. Color graphics and text description of any freestanding identification or multiple business sign, indicating locations, actual materials, colors, type style, logos, dimensions, manner of attachment, and type of illumination, support walls with decorative caps.
  - vi. A map indicating the location of all proposed signs. A section addressing the procedure each tenant must follow in order to secure a sign permit from the Town Planning Department.
  - vii. A section addressing changes and updates to the master sign plan.
  - viii. A text list of the types of prohibited signs, if any.
  - ix. A statement that:  
"Any change in a sign by any tenant from the approved master sign plan will cause a uniform change or will require the applicant to obtain a statement from the official review person which assesses the extent to which the variation from the plan is in keeping with the intent and goals of the plan, and the extent to which the change is acceptable to the owner."
- b. Proposed changes shall be submitted to the Planning Director, who shall determine whether they are "substantive" or "nonsubstantive" changes to the master sign plan. Non-substantive changes may be approved by the Planning Director; substantive changes require an amendment to the master sign plan submitted to the Planning Board.

#### 11.8.3. **Review of master sign plans.**

- a. All master sign plans shall be complete, as determined by the Planning Department, prior to submission to the Planning Board for recommendation and to the Board of Commissioners for approval consideration. The Board of Commissioners shall have the authority to approve all master sign plans and amendments as provided for herein.
- b. One copy of the master sign plan shall be submitted to the Planning Department for staff review at the time of initial submittal.
- c. At the completion of the review period, the applicant shall be responsible for providing 13 complete copies incorporating any staff revisions.

#### 11.8.4. **Amendments to approved master sign plans.**

- a. The Planning Director shall determine whether paragraph b below is applicable in any given case. All changes to an existing master plan require a formal application with all required information, as determined by the Planning Department, to enable the staff and the Planning Board to properly evaluate the requested change.
- b. Non-substantive deviations from approved master sign plans are permissible with approval from the Planning Director. A deviation is insignificant if it results in only minor changes to the master sign plan and to the overall appearance of the development (minor changes are defined as, but not limited to, sign size, letter styles, materials, etc.). Decisions shall be made on a case-by-case basis.
- c. Substantive modifications of an approved master sign plan greater in scope than what is described in paragraph b above are permissible only with the approval of the Board of Commissioners.

<b>Section 11.9: Signs in Public Rights-of-Way</b>
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Signs are prohibited within any public right-of-way except where the North Carolina Department of Transportation or the Board of Commissioners has granted, in writing, such encroachment pursuant to its regular procedures for reviewing and approving encroachments within public rights-of-way.

### **Section 11.10: Prohibited Signs**

The following signs are prohibited in all zoning districts.

- 11.10.1. Any non-governmental sign which by its location, shape, size, message, color or operation would tend to obstruct the view of or be confused with official traffic or railroad signs, signals or devices or other signs erected by governmental agencies;
- 11.10.2. Any sign which, at its proposed location, would interfere with the view necessary for motorists, bicyclists or pedestrians to proceed safely through intersections or to enter onto or exit from public streets or private roads or driveways;
- 11.10.3. Any sign placed or shaped so as to interfere with or obstruct any door, fire escape, stairway, walkway, opening intended to provide light, air, ingress or egress for any building or with vehicular movement on public streets or drives;
- 11.10.4. Any sign, or portion thereof, which, to attract attention, moves, rotates, flutters or appears to move in any way, whether by natural, electrical or mechanical means, including banners, flags, propellers and similar devices except as permitted in this Article 11;
- 11.10.5. Any sign which contains or is illuminated by flashing or intermittent lights, lights of changing degrees of intensity, or rotating lights;
- 11.10.6. Portable signs, including any sign displayed on or painted on vehicles or trailers used primarily for the purpose of attracting attention, except signs painted or permanently attached to a commercial vehicle shall be allowed provided:
  - a. The vehicle is road worthy and is regularly used as part of the business operation;
  - b. The vehicle displays a current license that is registered to said vehicle and;
  - c. The vehicle is current with any required North Carolina inspection.

**Note. The intent of Section 11.10.6 above is to prohibit the use of commercial vehicles that are used strictly for signage purposes in cases where there is no regular use of the vehicle in the business operation (i.e. the vehicle is not operable and is parked in one location and is not moved on any regular basis). Commercial vehicles that are regularly used as part of business are not restricted under this section.**

- 11.10.7 Any temporary sign or banner, except as specifically permitted in in this Article.
- 11.10.8 Any sign or portion thereof placed into or overhanging any right-of-way, except as specifically permitted in this Article.
- 11.10.9 Any sign extending above or placed upon any roof surface excluding parapet walls.
- 11.10.10 Any windblown sign, except as permitted 11.4.

### **Section 11.11: Signs Allowed Without a Permit**

The following signs may be erected and maintained in all districts without a permit.

- 11.11.1. Signs on interior window glass, regardless of number, size or coverage. Signs on glass doors are limited to 30 percent coverage of the glass area and enough clear area shall be maintained to allow adequate vision to ensure safe use of the doors by people of all sizes;
- 11.11.2. Un-illuminated temporary signs which advertise the sale, rental or lease of the premises upon which the sign is located, limited to six (6) square feet in total area for residential uses, and 32 square feet in total area for non-residential properties. Any such sign shall not be placed within any right-of-way or situated so as to interfere with sight distance, shall be limited to one sign per street frontage and six (6) feet in height and shall be removed within ten days of the sale, lease or rental of the property advertised or within ten days of the date the sold sign is added or affixed;
- 11.11.3. Changes in the moveable lettering of any permitted signs;
- 11.11.4. Signs advertising a special event such as a fair, carnival, circus, fish fry, garage sale or other similar happening provided the following conditions are met:
  - a. Signs are not erected more than two (2) weeks before the event, and shall be removed not later than three days after the event.
  - b. Signs shall be placed no closer than ten (10) feet back from the curb line or edge of pavement.
  - c. Signs shall not be placed on any existing official governmental signs, including legal notices, identification and informational signs and traffic, directional or regulatory signs.
  - d. Signs shall not be placed on any utility poles, trees on public right-of- way, or street medians.
  - e. Signs shall not exceed three (3) feet in height and twelve (12) square feet in total area of all signs.
- 11.11.5. Political signs erected in connection with elections or political campaigns are permitted in accordance with the requirements set forth in North Carolina General Statute §136-32. Such requirements shall apply to sign placement relative to all public streets regardless of whether such street is state maintained or town maintained.
- 11.11.6. Signs sponsored by government, school, recreational or civic clubs providing rules for the use of developments and sites, such as a pool, or schedules, are permitted on the same site as the organization or use, limited to sixteen (16) square feet per side, 32 square feet in aggregate area.
- 11.11.7. Signs on residential structures, premises or mailboxes giving the names and/or address of the occupants. In addition, thereto, no more than two (2) signs posted on property relating to private parking or warning the public against trespassing or danger from animals, provided any such sign shall not exceed two square feet in area.
- 11.11.8. Signs erected by, on behalf of, or pursuant to the authorization of a governmental body, including legal notices, identification, safety and informational signs, and traffic, directional, and regulatory signs.
- 11.11.9. Official signs of a noncommercial nature erected by public utilities, such as signs denoting the location of underground utilities.
- 11.11.10. Flags, pennants, banners or insignia of any governmental, civic or non-profit organization when not displayed in connection with a commercial venture or an advertising device provided the maximum height for such does not exceed forty (40) feet or the height of the tallest principal building on the site whichever is greater; and the maximum size of such flag, pennant, or insignia does not exceed 100 square feet.
- 11.11.11. Signs proclaiming religious, political, or other noncommercial messages that do not exceed one (1) per abutting street and sixteen (16) square feet in area and that are not internally illuminated.
- 11.11.12. Memorial sign, tablets, cornerstones, name of building and date of construction signs that are cut into a masonry surface or cast of metal affixed flat against a surface.

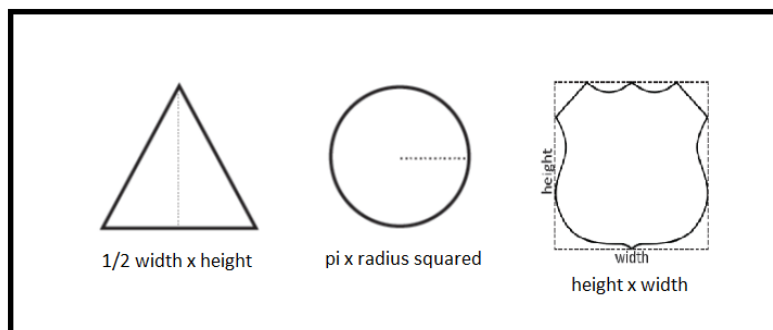
11.11.13. Newspaper names on newspaper tubes, vending machine signs painted or mounted on the machine related to the products in the machine; signs on bank automatic teller machine (ATM); and book depository signs and No Vacancy signs;

11.11.14 House numbers and related residential address text, provided that the text character height is no less than 4 inches or greater than 12 inches.

### Section 11.12: Computation

11.12.1. Sign area.

- a. **Area to be included.** The area of a sign shall include all lettering, wording, designs and symbols, together with the background, whether open or enclosed, on which they are displayed. The supporting structure or bracing of a sign shall be omitted in measuring the area of the sign unless such structure or bracing is made part of the message or face of the sign. If the area to be included is that of an ordinary geometric shape the area of which is determined by a simple equation, then the sign area shall be calculated by use of such simple equation. For example, if the area to be included is a circle, then the sign area shall be calculated by **area =  $\pi r^2$** . For the purposes of calculating the sign area of a circle,  **$\pi$  (pi) = 3.14**.



- b. **Signs attached to walls.** Where a sign consists of individual letters, words or symbols attached to a surface, building, canopy, awning, wall or window, the sign area shall be the area of the smallest rectangle which completely encompasses all such letters, words or symbols and any accompanying background of a color different than the natural color of the wall.
- c. **Gas sales or convenience store with gas sales.** The registered trademark of the brand of gas sold shall not be considered in the number of wall signs allowed, but the area of such trademarks shall be included in the maximum sign area permitted by lot.

11.12.2. **Computation of height.** The height of a sign shall be computed as the distance from the base of the sign at a computed grade to the top of the highest attached component of the sign. The computed grade shall be 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, whichever is lower.

### Amendments

*10/04/04 entire document; 10/19/10 to §11.5 through TA10-04; 02/03/14 entire Article through TA13-07; 4/21/15 §11.13 and §11.9.1 through TA14-09; 11/17/15 entire Article through TA15-08.*