

ARTICLE IV. - SIGNS

DIVISION 1. - GENERALLY

Sec. 22-241. - Purpose of article.

- (a) This article is adopted for the purpose of regulating and controlling signs and their placement throughout the zoning jurisdiction of the city, enhancing the health, safety, visual communication, and environment of the residences within this area, and establishing procedures through which these purposes can be fulfilled.
- (b) The regulations are based in part on aesthetic considerations. Specifically, with regard to the aesthetic, the diminution in value of the individual's property is balanced against the corresponding gain to the public from such regulation. The regulations do not result in confiscation of the most substantial part of the value of the property or deprive the property owners of the property's reasonable use. In addition, the aesthetic regulations are intended to provide corollary benefits to the general community such as protection of property values, promotion of tourism, indirect protection of health and safety, and the preservation of the character and integrity of the community.

(Ord. No. 02005-11, 7-7-05)

Sec. 22-242. - Definitions.

The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Attached sign shall mean:

- (1) *Projecting*: A sign attached to and supported by a building and extending beyond the building to which it is attached at a right angle; or
- (2) *Wall*: A sign attached to or painted on a wall or building, with the exposed display surface of the sign in a plane parallel to the plane of the wall to which it is attached or painted.

Building wall shall mean an exterior bearing or nonbearing vertical structure which encompasses the area between the final grade elevation and the eaves of the building and is used as an enclosed wall for a building. A porch, balcony, or stoop is part of the building structure and may be considered as building wall space.

Business frontage shall mean the distance, measured along a wall of a building side on which at least one (1) main entrance is located. If the building has a main entrance on more than one (1) side, the longest side shall be used to compute overall signage square footage, and no other sides shall be included in such calculations.

Changeable copy sign shall mean any sign designed so that letters or numbers attached to the sign can be periodically changed to indicate a different message. This shall include electronic message boards, LED type signs, and electronic price signs per section 22-297. This shall not include or be interpreted to permit electronic or changeable copy on outdoor advertising signs described in division 4.

Controlled access roadway shall mean a roadway with four (4) or more lanes divided by a median with speed limits that would exceed fifty (50) miles per hour, where access to and from the road is by interchange only.

Freestanding sign shall mean any sign that is not attached to a building structure, is over forty-two (42) inches in height, and does not exceed a maximum height of twenty-five (25) feet measured from the ground line. Such signs shall be permanently mounted to the ground.

Ground sign (low profile sign) shall mean any sign that is not attached to any building structure, is under forty-two (42) inches in height and up to twelve (12) feet in length. Such signs shall be permanently secured to the ground.

Illuminated sign shall mean a sign that is illuminated by an electric or other device, mainly for clear visibility at night.

Major entrance shall mean a street entrance or entrances leading from collector streets, major thoroughfares or highways to subdivisions, multi-family uses, planned unit developments, industrial, commercial, or office and institutional subdivisions, as determined by the zoning administrator and zoning officer.

Major thoroughfare, for purposes of signage, shall mean a major thoroughfare constituting all streets public or private that have a minimum right-of-way width of sixty (60) feet.

Master sign plan is a set of specifications for all signage to be used in conjunction with a development, including all outparcels. The specifications shall include location, number, size, type, letter size and color. Such specifications may be more restrictive, but may not be less restrictive than the regulations within the underlying zoning classification.

Off-premise signs mean signs that draw attention to or communicates information about a business, service, commodity, accommodation, attraction, or other activity that is conducted, sold or offered at a location other than the premises on which the sign is located. All off-premise signs shall be attached wall signs.

Outdoor advertising shall mean any sign which advertises an establishment, service, commodity, goods, or entertainment sold or offered on premises other than that sold or offered on property where the sign is located.

Owner shall mean any person, firm, corporation, lessee, receiver, trustee, guardian, or personal representative, holding legal title or legal right to occupy or carry on business in a structure or any facility and shall include each and every person who:

- (1) Shall have title to or benefit of a sign; or
- (2) For whose benefit any type of sign is erected or maintained.

Where there is more than one (1) owner, their duties and obligations under this article are joint, and several, and shall include the responsibility for such sign.

Parapet wall shall mean that portion of the building support wall that is constructed in conjunction with the building structure, extends above the level of the roof line, and is a part of the original construction or a part of substantial structural changes made subsequent to the original construction.

Political sign shall mean a sign which advertises, informs, or attracts attention to political candidates or political issues.

Portable sign shall mean any sign, which is manifestly designed to be transported from one (1) place to another, whether on its own trailer, wheels, or otherwise even though the wheels of such sign may be removed, and the remaining chassis or support constructed without wheels is converted to an A- or T-frame sign and typically has space provided for advertising messages that may be changed at will by the replacement of lettering or symbols.

Real estate sign shall mean a sign advertising the premises (on which the sign is located) for sale, rent or lease.

Right-of-way shall mean an area owned or maintained by the city, the state, any railway system or private concern for the placement, use, or maintenance of roads, utilities, or railroads.

Roof line shall mean the edge of the roof around the building structure where a wall intersects with the eaves of the roof.

Secured shall mean placement in a concrete footing, holes with compacted earth or gravel, or other approved support, so as to be solidly affixed to the ground as a permanent structure.

Shopping center is defined as a building or a group of buildings, either connected or freestanding, under one (1) ownership or multiple ownerships of land parcels that is designed and has been approved by the city council of the city as a shopping center with common parking, pedestrian movement, ingress and egress, and used or intended to be used for the retail sale of goods and services to the public.

Sign shall mean any device designed to inform or attract the attention of persons not on the premises on which the sign is located.

Special event shall mean any activity or circumstance of a business or organization which is not part of its daily or regularly scheduled activities. Such activities may include without limitation grand openings, closeout sales (pursuant to G.S. 66-76 et seq.), and fundraising membership drives or events of civic, philanthropic, educational, or religious organizations or charities.

Strip shopping center shall mean a building or a group of buildings, either connected or freestanding, under one (1) ownership or multiple ownership of land parcels that is designed and has been approved by the city as a strip shopping center with common parking, exterior ingress and egress, and used or intended to be used for the retail sale of goods and services to the public.

Surface area shall mean the entire surface area of a sign or billboard measured by the dimensions of the square, rectangle, semicircle, or parallelogram thereof, and comprising the entire sign inclusive of any border or trim and all the elements of the matter displayed, but excluding the base or apron, supports, and other structural members. In the case of three-dimensional letters or letters directly painted on the wall surface, the surface area shall mean that area encompassing the individual letters themselves, including any trim or border and excluding the background that supports the three-dimensional letters.

Temporary sign shall mean a sign that can be used only for a designated period of time.

Traffic sign shall mean a sign indicating federal, state, county, or city speed limits, warnings, instructions, or regulations for vehicular, bicycle, and pedestrian movement.

Windblown signs shall mean any banner, pennant, spinner, streamer, moored blimp, or gas balloon that is designed to advertise, inform, or attract the attention of persons not on the premises on which the sign is located.

Zone shall mean a zoning district established pursuant to this chapter.

(Ord. No. 02005-11, 7-7-05; Ord. No. 02008-09, 7-8-08; Ord. No. 02012-07, 6-19-12)

Cross reference— Definitions and rules of construction generally, § 1-2.

Sec. 22-243. - Permit—Required.

With the exception of those signs specifically authorized in division 2 of this article no sign may be erected without a permit from the zoning administrator.

(Ord. No. 02005-11, 7-7-05)

Sec. 22-244. - Same—Application.

- (a) An application for a permit shall be submitted on a form obtainable at the office of the zoning administrator. Each application shall be accompanied by plans which shall:
 - (1) Indicate the proposed site by identifying the property by ownership, location, and use;
 - (2) Show the location of the sign on the lot in relation to property lines and building, zoning district boundaries, right-of-way lines, and existing signs;
 - (3) Show size, character, complete structural specifications and methods of anchoring and support.
- (b) If conditions warrant, the zoning administrator may require additional information which will enable him to determine if a sign will be erected in conformance with this article.

(Ord. No. 02005-11, 7-7-05)

Sec. 22-245. - Same—Fees.

- (a) No permit shall be issued until the exact dimensions and area of the sign have been filed with the zoning administrator and the fees paid according to current adopted fee schedule.
- (b) Exempt from this fee requirement shall be those signs specified in division 2 of this article.

(Ord. No. 02005-11, 7-7-05)

Sec. 22-246. - Same—Posting of number required.

Every sign erected, constructed, or maintained, for which a permit is required, shall have affixed on the front thereof the number of the permit issued for such sign by the zoning administrator.

(Ord. No. 02005-11, 7-7-05)

Sec. 22-247. - Maintenance.

- (a) All signs shall be maintained in a state of good repair. Whenever it shall appear to the zoning administrator that any sign has been constructed, is being maintained in violation of the terms of this section, or is unsafe or insecure, such sign shall either be made to conform with all applicable sign regulations or shall be removed at the expense of the owner, within ten (10) days after written notification thereof by the zoning administrator.
- (b) Any sign or sign structure which the zoning administrator with the concurrence of the chief building official reasonably deems to be in danger of falling or otherwise creating the apprehension of an immediate safety hazard shall be removed immediately by the city, the land owner, or owner of the sign. The removal shall be at the expense of the owner.
- (c) It shall be the duty of the zoning administrator to inspect every freestanding sign, ground sign, wall sign, or projecting sign at least annually in order to determine that the sign meets the requirements set forth in this section.

(Ord. No. 02005-11, 7-7-05)

Sec. 22-248. - Nonconforming signs—Unlawful.

- (a) It shall be unlawful for any person to erect or place any sign which does not conform to the requirements of this article.
- (b) All signs existing on August 2, 1990, which do not conform to the requirements set forth in this article shall be removed or brought into compliance with this article within forty-two (42) months from August 2, 1990. Upon failure to comply with the requirements of this article, the zoning administrator may cause the removal of any nonconforming sign at the expense of the owner as set forth in section 22-249.
- (c) Notwithstanding subsection (b) of this section, all roof signs, rotating signs, flashing signs, and any freestanding sign over twenty-five (25) feet erected before the enactment of this article in which a valid sign permit was issued shall not be subject to the amortization provisions set forth in subsection (b) of this section. However, the sign shall be designated as nonconforming. And, if within any twelve-month period, the sign requires alterations and repairs in excess of fifty (50) percent of the then physical value of the existing sign, such sign shall be made to conform to the requirements of this article.
- (d) A nonconforming sign made of paper, cloth, or other nondurable material or any sign that is not permanently affixed to a building or the ground, including portable signs, shall be removed within six (6) months from August 2, 1990.
- (e) A nonconforming sign shall not be replaced by another nonconforming sign except that the substitution or interchange of poster panels, painted boards, or demountable material on nonconforming signs shall be permitted through the period prescribed by this section.
- (f) Minor repairs and maintenance of nonconforming signs, such as repainting, electrical repairs, and neon tubing repairs shall be permitted. However, no structural repairs or changes in the size or shape of the sign shall be permitted except to make the sign comply with the requirements of this article.
- (g) Owners of nonconforming, off-premises signs shall not be eligible to receive a zoning compliance permit to erect a new off-premises sign until all nonconforming off-premises signs in their ownership and subject to this article comply fully with the provisions of this article.

(Ord. No. 02005-11, 7-7-05)

Sec. 22-249. - Reserved.

Editor's note— Ord. No. O2007-13, adopted September 6, 2007, repealed § 22-249 in its entirety, which pertained to nonconforming signs—notice; remedy; removal, and derived from Ord. No. O2005-11, adopted July 7, 2005.

Sec. 22-250. - Structure.

Structural requirements for signs shall be those requirements found in chapter 23 of the state building code.

(Ord. No. 02005-11, 7-7-05)

Sec. 22-251. - Traffic precautions.

- (a) The following practices in relation to signs are prohibited, notwithstanding any other provisions of this article, in order to preserve the safety of pedestrian, bicycle, and vehicular movement:
 - (1) No sign, or part thereof, shall violate chapter 12.
 - (2) No sign shall use such words as "stop," "slow," "caution," "danger," or similar warnings or admonitions which may be confused with traffic directional or warning signs erected by state or local governmental agencies.
- (b) For all zoning districts:
 - (1) No sign or sign structure shall be erected, constructed, or maintained in any right-of-way.
 - (2) No freestanding sign exceeding forty-two (42) inches in height shall be located within twelve (12) feet of any right-of-way. No sign shall obstruct the driveway sight distance area at the intersection of any driveway and street. The driveway sight distance area shall mean the horizontal area and vertical area defined as follows:
 - a. *Horizontal area* means the triangular area formed by connecting the point of intersection of the right-of-way with the driveway edge, a point along the driveway edge a distance of ten (10) feet from the intersection point, and a point along the right-of-way a minimum distance of ten (10) feet.
 - b. *Vertical area* means the area between three (3) feet six (6) inches and ten (10) feet above the horizontal area measured from the level of the point of intersection of the right-of-way and the edge of the driveway.
 - (3) The owner or person in possession of any land on which a sign exists in violation of this section shall remove the sign within thirty (30) days after written notification by the zoning code enforcement officer. If the owner or person in possession shall fail to remove the sign, the zoning code enforcement officer shall forward all legal documents, correspondence, and other evidence to the city attorney for legal action. The violator shall be notified by letter that the city attorney is in the process of investigating the violation.

(Ord. No. 02005-11, 7-7-05; Ord. No. O2010-14, 10-12-10)

Sec. 22-252. - Illumination.

- (a) *Light source restrictions.* No strobe lights, rotary beacons, or zip lights shall be permitted. No sign within three hundred (300) feet of a residential zone, other than permitted signs associated with twenty-four-hour a day business operations, shall be illuminated between the hours of 12:00 midnight and 6:00 a.m.
- (b) *Criteria for illuminated signs.*
 - (1) Illuminated signs may have either an interior or exterior source of illumination, or a combination of both.
 - (2) Interior illumination, which exists where the source of illumination is from within the sign itself, shall be such that the illumination emanating from the sign is diffused.
 - (3) Exterior illumination, which exists where the source of illumination is provided by such devices including but not limited to floodlights or spotlights, shall be so placed and so shielded as to prevent the direct rays of illumination from being cast upon neighboring lots or vehicles approaching on a public way from any direction.
 - (4) Where illuminated signs are required to be nonflashing, the illumination for the sign shall not, either totally or in part, flash on and off.
 - (5) Wiring of electric signs. All electric signs with internal wiring or lighting equipment and all external lighting equipment used to direct light on signs must bear the seal of approval of an electrical testing laboratory that is nationally recognized as having the facilities for testing and requires proper installation in accordance with the National Electrical Code. All wiring to electric signs or to lighting equipment directed to freestanding signs or ground signs must be underground.

(Ord. No. 02005-11, 7-7-05)

Sec. 22-253. - Setback and height.

- (a) All freestanding and ground signs in the business, industrial, and institutional and office district shall be a minimum of twelve (12) feet from any right-of-way and a minimum of ten (10) feet from any side lot line.
- (b) If the lot on which a ground sign is to be located is zoned other than residential, but is immediately adjacent to a lot zoned for

residential use, then a distance of at least fifty (50) feet shall intervene between the closest part of such sign and the adjacent lot line of the property in the residential district, provided that all outdoor advertising signs shall conform to the requirements of sections 22-311 through 22-316.

(Ord. No. 02005-11, 7-7-05; Ord. No. O2010-14, 10-12-10)

Sec. 22-254. - Location restrictions.

- (a) No sign shall be permitted on any public right-of-way except as specifically authorized in this article.
- (b) No sign shall be attached to or painted on any telephone pole, telegraph pole, power pole, or other manmade object not intended to support a sign, nor attached to or painted on any tree, rock, or other natural object, not authorized in this section.
- (c) Signs shall not obstruct any window, door, fire escape, stairway, ladder, or opening intended to provide light, ventilation, air ingress or egress for any building, structure, or lot.

(Ord. No. 02005-11, 7-7-05)

Sec. 22-255. - Reserved.

Sec. 22-256. - Prohibited signs.

Unless otherwise permitted, the following signs are expressly prohibited within all zoning districts:

- (1) *Portable signs prohibited.* Portable signs are prohibited from location or use within the city and its extraterritorial planning jurisdiction, except as permitted in section 22-296.
- (2) *Roof signs prohibited.* Roof signs are prohibited from location or use within the city and its extraterritorial planning jurisdiction.
- (3) *Other prohibited signs.*
 - a. Flashing signs;
 - b. Floating signs;
 - c. Rotating signs;
 - d. Banners, posters, pennants, ribbons, streamers, strings of light bulbs, spinners, or other similar devices, except as permitted in section 22-296;
 - e. No flag of the United States or the State of North Carolina shall be displayed as part of a commercial promotion. When displayed, the flags shall be allowed to hang free and never draped or tied back;
 - f. Signs advertising an activity, product, or service no longer conducted on the premise upon which the sign is located;
 - g. Any sign which is a copy or imitation of an official sign, or which purports to have official status.

(Ord. No. 02005-11, 7-7-05; Ord. No. O2014-06, 5-8-14)

Secs. 22-257—22-270. - Reserved.

DIVISION 2. - PERMITS NOT REQUIRED

Sec. 22-271. - Application of division.

The signs listed in this division are exempt from permit requirements but shall conform to all other applicable provisions of this article. In addition, all signs using electrical wiring and connection shall require an electrical permit.

(Ord. No. 02005-11, 7-7-05)

Sec. 22-272. - Setback.

Signs which do not require a permit from the zoning administrator shall be set back at least twelve (12) feet from any public right-of-way line or property line and shall be set back at least twenty-five (25) feet from any road intersection.

(Ord. No. 02005-11, 7-7-05)

Sec. 22-273. - Signs not subject to control.

The following signs are permitted in all zoning districts:

- (1) Signs or plates on residential structures or premises giving the name or address of the occupant, mailboxes, paper tubes, and similar uses customarily associated with residential structures.
 - a. All single-family residential structures shall have address numbers which are a minimum of three (3) inches in height and must be conspicuously located so as to provide clear visibility from the road which the structure fronts.
 - b. All multifamily and nonresidential structures shall have address numbers which are a minimum of six (6) inches in height and must be conspicuously located so as to provide clear visibility from the road which the structure fronts.
- (2) Signs posted upon property relating to private parking, warning the public against trespassing, or against danger from animals. Such signs shall contain no more than two (2) square feet in surface area per side.
- (3) City, county, state, and federal traffic signs.
- (4) Historical markers, monuments, or signs erected by public authority.
- (5) Official notices or advertisements posted or displayed by or under the direction of any court official in the performance of his official or directed duties, or by trustees under deeds of trust or other similar instruments. Such signs shall be temporary in nature.
- (6) Signs denoting the location of underground utilities.
- (7) Signs posted in association with municipal, county, state, or federal authorities for crime prevention and public safety and health. The city council shall approve all such signs prior to the installation of such signs.
- (8) Municipal, school, recreational, and civic club-sponsored ground signs. Schedule of events, rules and regulations signs at a maximum height of six (6) feet with a maximum surface area of sixteen (16) square feet per side, or a total aggregate of thirty-two (32) square feet. All schedule of events and rules and regulation signs shall be located a minimum of fifteen (15) feet from any right-of-way. Signs of this nature need no permit, but must be approved by the current zoning administrator.
- (9) Holiday decorations in season. If illuminated, the decorations must comply with section 22-252 of this article.
- (10) Quasi-public signs not to exceed four (4) square feet in size which are displayed strictly for the direction, safety, or convenience of the public, including signs which identify restrooms, parking areas, entrances or exits, freight entrances, or the like. Such signs which are other than official government signs shall conform to the illumination restrictions of the district in which they are located.
- (11) Any flag, badge, or insignia customarily displayed by any government or governmental agency or by any charitable, civic, fraternal, patriotic, religious, or similar organization, provided that such sign is not prohibited by law or otherwise contrary to the provisions of the Constitution of the United States, the Constitution of North Carolina, or contrary to case law interpreting such constitutional provisions.

(Ord. No. 02005-11, 7-7-05)

Secs. 22-274—22-290. - Reserved.

DIVISION 3. - DISTRICT REQUIREMENTS

Sec. 22-291. - Residential districts.

22-291.1. *General.* No sign shall be erected or displayed in any residential district except as allowed under division 2 of this article or as provided in this section.

22-291.2. *Allowed signs.* The following signs shall be allowed in a residential zoning district.

- (1) One (1) real estate sign limited to a maximum total surface area of five (5) square feet per side, not to exceed ten (10) square feet in total aggregate. Such sign shall be a maximum height of forty-two (42) inches. The sign shall be removed when the premises are rented or when the property is sold.
- (2) Temporary signs, lighting, and displays which are part of customary holiday decorations and annual civic events, not placed in any right-of-way.
- (3) Political signs may be located in the vicinity of a polling place for a period not to exceed twenty-four (24) hours preceding the opening of polls. The signs shall contain a maximum of four (4) square feet per side of sign area and be located at a height not to exceed forty-two (42) inches. Only one (1) political sign per parcel or tract of land per candidate is allowed. A temporary permit is required.
- (4) A sign advertising the sale of produce, grown on the premises where the produce is being sold shall be permitted with no more than four (4) square feet per side and shall not exceed a height of forty-two (42) inches.
- (5) Residential subdivision signs:
 - a. A uniform sign plan is required for all residential subdivisions, prior to final subdivision approval. The uniform sign plan shall consist of three (3) elements: color, style, and location. Any owner or developer of a subdivision may submit a master sign plan for city council approval. If the master sign plan does not conform to the regulations of this section, the city council shall have the authority to vary or modify the requirements of this article so that the spirit of the sign ordinance shall be observed. The master sign plan shall be approved prior to final subdivision approval.
 - b. Subdivisions and multifamily developments are permitted to have ground signs. Each sign shall be located at a major entrance into the subdivision or multifamily development, provided that the name of the subdivision or multifamily development does not exceed sixteen (16) square feet per side, a maximum of thirty-two (32) square feet of total surface area for each sign, and can be illuminated by white light only. A permanent permit is required.
 - c. A ground sign with the name of a subdivision or multifamily development may be located within the right-of-way if the major entrance to the subdivision is divided by a median a minimum of fifty (50) feet long and ten (10) feet wide. The sign shall be located a minimum of ten (10) feet from the end of the right-of-way radius. A permanent permit is required.

22-291.3. *Signs allowed for non-residential uses in a residential zone.*

- (1) *Free standing signs.* One freestanding sign per street frontage is allowed. For lots with less than one hundred fifty (150) foot street frontage, the sign shall not exceed six (6) feet in height and twelve (12) square feet in area. For lots with frontage of one hundred fifty (150) feet or more, the sign shall not exceed six (6) feet in height and twenty-five (25) square feet in area. Public and non-profit organizations shall be allowed to have free standing signs up to thirty-two (32) square feet in area, however, those signs in excess of twenty-five (25) feet in area shall be limited to four (4) feet in height. (Ground signs)
- (2) *Wall signs.* One wall sign shall be allowed per building provided the sign does not exceed twenty-five (25) square feet or fifteen (15) percent of the wall area; whichever is greater.
- (3) *Temporary signs.* Temporary signs shall be allowed for in residential districts for special events, subject to the following requirements:
 - a. The sign shall not be displayed for more than thirty (30) consecutive days.
 - b. The sign shall not exceed thirty-two (32) square feet in area.
 - c. The sign shall be for a special event, not a routine activity.
 - d. Only one (1) sign shall be allowed per institution or facility per special event.
 - e. Each institution or facility may be issued only two (2) permits for a temporary sign within a 12-month period. Each

12-month period shall begin with the issuance of the first permit and shall expire twelve (12) months from that date.

(Ord. No. 02005-11, 7-7-05)

Sec. 22-292. - Business districts.

No sign shall be erected or displayed in any business district except as allowed under division 2 of this article or as provided in this section. Where there is a single building or a cluster of buildings connected or freestanding on a single land parcel, not considered a shopping center, the total aggregate of all signs, excluding freestanding signs, shall not exceed two (2) square feet in surface area for each linear foot of combined building frontage of all related buildings. The land parcel or tract is allowed signage as follows:

(1) *C-1 central commercial district.*

a. *Attached signs.* The following regulations shall apply:

1. The sign area of an attached sign is measured by finding the area of the minimum imaginary rectangle or square of vertical and horizontal lines which fully enclose all sign words, copy, or message.
2. No sign on a building side shall exceed ten (10) percent of the first floor wall area. The first floor wall shall be the side used to determine building frontage.
3. No sign shall project more than twelve (12) inches from the building wall. Signs are allowed to extend down no more than eighteen (18) inches from under the eaves of a roof or overhang of a porch or breezeway to the top of the sign, provided there shall be a clearance of seven (7) feet from the bottom of the sign to a walking surface for pedestrian movement.
4. A mansard roof with an angle of sixty (60) degrees or more from horizontal shall be considered a wall space for sign purposes. No sign shall project more than twelve (12) inches from the building wall, at the base of the sign.
5. No sign shall extend above the height of the building roof line. In case of a flat roof, no sign shall extend above the roof line.

Exception: The zoning administrator may approve the installation of a wall sign on the parapet wall portion of the business frontage where a parapet wall is constructed on three (3) or more sides of the building for the purpose of concealing mechanical equipment, provided the sign or portion of the sign does not extend above the parapet wall. The height of that portion of the parapet wall over the main entrance to the building may be extended by fifty (50) percent of the parapet wall height, where the extended portion of the parapet wall meets all building code requirements.

6. All freestanding signs must be secured to the ground or affixed so as not to create a public safety hazard. Also, no freestanding sign exceeding forty-two (42) inches in height shall be located within twelve (12) feet of any right-of-way. No sign shall obstruct the driveway sight distance area at an intersection of a driveway and street.

b. *Ground Signs.*

1. Each lot within this district is allowed one ground sign, provided the sign shall be approved by the zoning administrator and complies with the following regulations:
 - i. The surface area shall not exceed sixteen (16) square feet per side, three (3) feet in height, five (5) feet in length, and a maximum of thirty-two (32) square feet of total aggregate when the lot frontage is less than one hundred (100) feet.
 - ii. The surface area shall not exceed thirty-two (32) square feet per side and a maximum of sixty-four (64) square feet total aggregate, provided the lot has a minimum of one hundred (100) feet of road frontage.
 - iii. No sign shall obstruct the driveway sight distance area at an intersection of a driveway and street.
 - iv. The ground sign may be illuminated provided that only the sign area shall be lit.

c. *Freestanding signs.*

1. If a ground sign is not utilized, each lot within this district is allowed one freestanding sign, provided the sign

shall be approved by the zoning administrator and comply with the following regulations:

- i. The surface area shall not exceed sixteen (16) square feet per side, and a maximum of thirty-two (32) square feet of total aggregate when the lot frontage is less than one hundred (100) feet.
 - ii. The surface area shall not exceed thirty-two (32) square feet per side and a maximum of sixty-four (64) square feet total aggregate, provided the lot has a minimum of one hundred (100) feet of road frontage.
 - iii. No sign shall obstruct the driveway sight distance area at an intersection of a driveway and street.
 - iv. The freestanding sign may be illuminated, provided that only the sign area shall be lit.
- d. *Off-premise signs.* Off-premise wall signs shall direct vehicular and pedestrian traffic to a specific location and complies with the following regulations:
1. The proposed sign tenant shall have written permission from the property owner to install an off-premise wall sign.
 2. The sign shall meet all of the requirements as previously set forth in this ordinance.
 3. Combined sign square footage of the off-premise sign and property owner sign shall not exceed ten (percent) of the first floor wall square footage.
 - i. The sign area of an attached sign is measured by finding the area of the minimum imaginary rectangle or square of vertical and horizontal lines which fully enclose all sign words, copy, or message.
 4. The permit fee for off-premise wall signs shall be the same as the wall sign fee in the adopted fee schedule.
 5. All off-premise signs shall be in accordance with all other standards and regulations as set forth in article IV of this chapter.

(2) *C-2 shopping center district.*

- a. *Master sign plan.* A master sign plan is a set of specifications for all signage to be used in conjunction with a development, including all outparcels. The specifications shall consist of location, number, size, type, letter size and color. A master sign plan shall be submitted and approved prior to the issuance of any development or building permits for a shopping center or outparcel.

Specifications may be more restrictive, but may not be less restrictive than the regulations within the underlying zoning classification, except; any owner or developer of a shopping center may submit a master sign plan for approval by the zoning administrator. If the master sign plan does not conform to the regulations of this section, the zoning administrator shall have the authority to vary or modify the requirements of this article so that the spirit of this article shall be observed.

Signs allowed in shopping center districts include attached and ground or freestanding signs.

1. The total aggregate area of all signs in a strip shopping center, excluding ground or freestanding signs, shall not exceed two (2) square feet in surface area for each linear foot of combined business frontage.
2. The total aggregate area of all signs in a shopping center mall, including ground or freestanding signs, shall not exceed one (1) square foot of surface area for each linear foot of combined business frontage.
3. No sign on a building side shall exceed ten (10) percent of the first floor wall area. The first floor wall shall be the side used to determine building frontage.
4. Ground or freestanding signs shall not exceed one hundred (100) square feet per side in surface area, two hundred (200) square feet total aggregate, and shall denote only the name of the shopping center. Each ground or freestanding sign shall be located at an entrance onto a major thoroughfare. Only one (1) ground or freestanding sign, per adjoining thoroughfare, shall be allowed.
5. Where a hotel or motel is located within the boundaries of a site plan approved as a shopping center, in which case one (1) additional ground or freestanding sign shall be permitted, denoting the name of the hotel or motel, provided the sign meets all the requirements of this section.
6. The ground or freestanding sign may be located in a median provided that the dimensions of the median are fifty (50) feet long and ten (10) feet wide. The sign shall be located a minimum of ten (10) feet from the end of the right-of-way radius.

- b. Any outparcel not associated with the site at the time of the sign site plan approval shall be permitted signage not to exceed ten (10) feet, excluding a freestanding sign, in surface area for each linear foot of combined business frontage.
1. Attached signs. The following regulations shall apply:
 - i. The sign area of an attached sign is measured by finding the area of the minimum imaginary rectangle or square of vertical and horizontal lines which fully enclose all sign words, copy, or message.
 - ii. No sign on a building side shall exceed ten (10) percent of the first floor wall area. The first floor wall shall be the side used to determine building frontage.
 - iii. No sign shall project more than twelve (12) inches from the building wall. Signs are allowed to extend down no more than eighteen (18) inches from under the eaves of a roof or overhang of a porch or breezeway to the top of the sign, provided there shall be a clearance of seven (7) feet from the bottom of the sign to a walking surface for pedestrian movement.
 - iv. A mansard roof with an angle sixty (60) degrees or more from horizontal shall be considered a wall space for sign purposes. No sign shall project more than twelve (12) inches from the building wall, at the base of the sign.
 - v. No sign shall extend above the height of the building roof line. In case of a flat roof, no sign shall extend above the roof line.

Exception: The zoning administrator may approve the installation of a wall sign on the parapet wall portion of the business frontage where a parapet wall is constructed on three (3) or more sides of the building for the purpose of concealing mechanical equipment, provided the sign or portion of the sign does not extend above the parapet wall. The height of that portion of the parapet wall over the main entrance to the building may be extended by fifty (50) percent of the parapet wall height, where the extended portion of the parapet wall meets all building code requirements.
 2. Ground signs.
 - i. Each lot within this district is allowed one ground sign, provided the sign shall comply with the following regulations:
 - ii. The surface area shall not exceed thirty-two (32) square feet per side and a maximum of sixty-four (64) square feet total aggregate.
 - iii. No sign shall obstruct the driveway sight distance area at an intersection of a driveway and street.
 - iv. The ground sign may be illuminated, provided that only the sign area shall be lit.
 3. If a ground sign is not utilized, each lot within this district is allowed one (1) freestanding sign, provided the sign shall comply with the following regulations:
 - i. The surface area shall not exceed one hundred (100) square feet per side and a maximum of two hundred (200) square feet.
 - ii. No sign shall obstruct the driveway sight distance area at an intersection of a driveway and street.
 - iii. The freestanding sign may be illuminated, provided that only the sign area shall be lit.
- (3) C-3 highway commercial district. Signage within this district shall consist of attached signs and freestanding or ground signs as specified:
- a. *Attached signs.* The following regulations shall apply:
 1. The sign area of an attached sign is measured by finding the area of the minimum imaginary rectangle or square of vertical and horizontal lines which fully enclose all sign words, copy, or message.
 2. No sign on a building side shall exceed ten (10) percent of the first floor wall area. The first floor wall shall be the side used to determine building frontage.
 3. No sign shall project more than twelve (12) inches from the building wall. Signs are allowed to extend down no more than eighteen (18) inches from under the eaves of a roof or overhang of a porch or breezeway to the top of the sign, provided there shall be a clearance of seven (7) feet from the bottom of the sign to a walking surface for pedestrian movement.

4. A mansard roof with an angle sixty (60) degrees or more from horizontal shall be considered a wall space for sign project more than twelve (12) inches from the building wall, at the base of the sign.
5. No sign shall extend above the height of the building roof line. In case of a flat roof, no sign shall extend above the roof line.

Exception: The zoning administrator may approve the installation of a wall sign on the parapet wall portion of the business frontage where a parapet wall is constructed on three (3) or more sides of the building for the purpose of concealing mechanical equipment, provided the sign or portion of the sign does not extend above the parapet wall. The height of that portion of the parapet wall over the main entrance to the building may be extended by fifty (50) percent of the parapet wall height, where the extended portion of the parapet wall meets all building code requirements.

- b. *Ground signs.* Each lot within this district is allowed one ground sign, provided the sign shall comply with the following regulations:
 1. The surface area shall not exceed thirty-two (32) square feet per side and a maximum of sixty-four (64) square feet total aggregate.
 2. No sign shall obstruct the driveway sight distance area at an intersection of a driveway and street.
 3. The ground sign may be illuminated, provided that only the sign area shall be lit.
 - c. *Freestanding signs.* If a ground sign is not utilized, each lot within this district is allowed one freestanding sign, provided the sign shall comply with the following regulations:
 1. The surface area shall not exceed one hundred (100) square feet per side and a maximum of two hundred (200) square feet.
 2. Notwithstanding subsection (3)c.1. of this section, cluster shopping strips within this district shall be permitted an additional amount of freestanding signage not exceeding twenty-four (24) square feet per business.
 3. No sign shall obstruct the driveway sight distance area at an intersection of a driveway and street.
 4. The freestanding sign may be illuminated, provided that only the sign area shall be lit.
- (4) *C-4 neighborhood business district.* There are three (3) types of signs allowed in this district: attached, ground, or freestanding signs. Where there is a single building or building clusters, connected or freestanding on a single land parcel, the total aggregate of all signs, excluding ground or freestanding signs, shall not exceed two (2) square feet in surface area for each linear foot of combined building frontage of all related buildings. The land parcel or tract is allowed signage as follows:
- a. *Attached signs.* The sign area of an attached sign is measured by finding the area of the minimum imaginary rectangle or square of vertical and horizontal lines which fully enclose all sign words, copy, or message. No sign on a building side shall exceed ten (10) percent of the first floor wall area. The first floor wall shall be the side used to determine building frontage.
 1. No sign shall extend above the height of the building roof line. On case of a flat roof, no sign shall extend above the roof line.

Exception: The Zoning Administrator may approve the installation of a wall sign on the parapet wall portion of the business frontage where a parapet wall is constructed on three (3) or more sides of the building for the purpose of concealing mechanical equipment, provided the sign or portion of the sign does not extend above the parapet wall. The height of that portion of the parapet wall over the main entrance to the building may be extended by fifty (50) percent of the parapet wall height, where the extended portion of the parapet wall meets all building code requirements.
 - b. *Ground signs or freestanding signs.* Each tract or parcel of land in this district is allowed one ground or freestanding sign, provided the parcel contains no more than five (5) acres. If the tract or parcel of land contains five (5) acres or more, two (2) ground or freestanding signs shall be allowed, provided the tract or parcel has a minimum of three hundred (300) feet of road frontage and each sign is located at a major entrance onto a major thoroughfare. (Example: If the tract or parcel has direct access only onto one thoroughfare, then only one ground or freestanding

sign shall be allowed. If the tract or parcel has direct access onto more than one thoroughfare, a maximum of only two (2) ground or freestanding signs shall be permitted with one at each entrance.) The entrances shall be a minimum of two hundred (200) feet apart.

1. Lots with a frontage of less than one hundred (100) feet, shall be allowed a sign surface area not to exceed sixteen (16) square feet per side, and a maximum of thirty-two (32) square feet of total sign aggregate.
2. Lots with a frontage of one hundred (100) feet or more shall be allowed a surface area not to exceed thirty-two (32) square feet per side with a maximum of sixty-four (64) square feet total.
3. A ground or freestanding sign may be located in a median, provided that the dimensions of the median are fifty (50) feet long and ten (10) feet wide.
4. No sign shall obstruct the driveway sight distance area at an intersection of a driveway and street.
5. The ground or freestanding signs can be illuminated, but only the sign area shall be lit.

(Ord. No. 02005-11, 7-7-05; Ord. No. O2010-14, 10-12-10; Ord. No. O2012-07, 6-19-12)

Sec. 22-293. - Industrial districts.

No sign shall be erected or displayed in any industrial district except as allowed under division 2 of this article or as provided in this section. There are three (3) types of signs allowed in these districts: attached, ground, or freestanding signs. Where there is a single building or building clusters, connected or freestanding on a single land parcel, the total aggregate of all signs, excluding ground or freestanding signs, shall not exceed two (2) square feet in surface area for each linear foot of combined building frontage of all related buildings. The land parcel or tract is allowed signage as follows:

- (1) *Attached signs.* The sign area of an attached sign is measured by finding the area of the minimum imaginary rectangle or square of vertical and horizontal lines which fully enclose all sign words, copy, or message. No sign on a building side shall exceed ten (10) percent of the first floor wall area. The first floor wall shall be the side used to determine building frontage.
- (2) *Ground or freestanding signs.* Each tract or parcel of land in this district is allowed one ground or freestanding sign, provided the parcel contains no more than five (5) acres. If the tract or parcel of land contains five (5) acres or more, two (2) ground or freestanding signs shall be allowed, provided the tract or parcel has a minimum of three hundred (300) feet of road frontage and each sign is located at a major entrance onto a major thoroughfare. (Example: If the tract or parcel has direct access only onto one thoroughfare, then only one ground or freestanding sign shall be allowed. If the tract or parcel has direct access onto more than one thoroughfare, a maximum of only two (2) ground or freestanding signs shall be permitted with one at each entrance.) The entrances shall be a minimum of two hundred (200) feet apart.
 - a. Lots with a frontage of less than one hundred (100) feet, shall be allowed a sign surface area not to exceed thirty-two (32) square feet per side, and a maximum of sixty-four (64) square feet of total sign aggregate.
 - b. Lots with a frontage of one hundred (100) feet or more shall be allowed a surface area not to exceed one hundred (100) square feet per side with a maximum of two hundred (200) square feet total.
- (3) *Outdoor advertising* shall be allowed as provided in division 4 of this article.

(Ord. No. 02005-11, 7-7-05)

Sec. 22-294. - Institutional and office district.

No sign shall be erected or displayed in any institutional and office district except as allowed under division 2 of this article or as provided in this section. There are three (3) types of signs allowed in this district: attached, ground, or freestanding signs. Where there is a single building or building clusters, connected or freestanding on a single land parcel, the total aggregate of all signs, excluding ground or freestanding signs, shall not exceed two (2) square feet in surface area for each linear foot of combined building frontage of all related buildings. The land parcel or tract is allowed signage as follows:

- (1) *Attached signs.* The sign area of an attached sign is measured by finding the area of the minimum imaginary rectangle or square of vertical and horizontal lines which fully enclose all sign words, copy, or message. No sign on a building side

shall exceed ten (10) percent of the first floor wall area. The first floor wall shall be the side used to determine building frontage.

- (2) *Ground or freestanding signs.* Each tract or parcel of land in this district is allowed one (1) ground or freestanding sign, provided the parcel contains no more than five (5) acres. If the tract or parcel of land contains five (5) acres or more, two (2) ground or freestanding signs shall be allowed, provided the tract or parcel has a minimum of three hundred (300) feet of road frontage and each sign is located at a major entrance onto a major thoroughfare. (Example: If the tract or parcel has direct access only onto one thoroughfare, then only one ground or freestanding sign shall be allowed. If the tract or parcel has direct access onto more than one thoroughfare, a maximum of only two (2) ground or freestanding signs shall be permitted with one at each entrance.) The entrances shall be a minimum of two hundred (200) feet apart.
- Lots with a frontage of less than one hundred (100) feet shall be allowed a sign surface area not to exceed thirty-two (32) square feet per side, and a maximum of sixty-four (64) square feet of total sign aggregate.
 - Lots with a frontage of one hundred (100) feet or more shall be allowed a surface area not to exceed one hundred (100) square feet per side with a maximum of two hundred (200) square feet total.
 - A ground or freestanding sign may be located in a median, provided that the dimensions of the median are fifty (50) feet long and ten (10) feet wide.
 - No sign shall obstruct the driveway sight distance area at an intersection of a driveway and street.
 - The ground or freestanding signs can be illuminated, but only the sign area shall be lit.

(Ord. No. 02005-11, 7-7-05)

Sec. 22-295. - Interstate highway user's sign.

- It is the intention of the city council to create an overlay of existing zoning districts adjacent to Interstate 95 (within seven hundred fifty (750) feet of an Interstate 95 exit ramp's outer intersection with a state road (U.S., N.C., or S.R.)) where businesses which rely principally on interstate travel for their trade may erect a single high-rise sign of extraordinary height according to the following standards:
- A single high-rise sign may be permitted as follows:
 - The use requesting the sign must principally offer travel services, which are defined as gasoline, food, lodging, or camping and must occupy a lot of at least one (1) acre.
 - The height of the sign is limited to sixty (60) feet and a maximum area of three hundred (300) feet.
 - Notwithstanding subsection (b)(2) of this section, the zoning administrator may allow a greater height, up to a maximum of eighty (80) feet in order to permit four (4) seconds of visibility of the sign prior to the beginning of the exit ramp for traffic traveling at the legal speed limit. If the zoning administrator allows additional height, the maximum sign size may be increased five (5) square feet for each additional foot of allowed height above sixty (60) feet.
 - All such signs shall observe a minimum twenty-foot setback from all lot lines.
 - Where a high-rise sign is installed, all other signs on that lot shall be either attached signs or miscellaneous temporary signs as described in [section 22-296](#). Notwithstanding the foregoing, an additional freestanding sign may be installed, if it is separated from the limited access highway high-rise sign by more than three hundred fifty (350) feet. The area of the high-rise sign shall cause calculations of permitted sign area to be reduced to one-half for other signs.
 - Where a high-rise sign is installed, the applicant may not utilize outdoor advertising (billboards) on Interstate 95 within the city extraterritorial planning jurisdiction that advertises the use upon which the high-rise sign is located.
 - High-rise signs erected under the version of the provisions in effect as of September 6, 1990, (i.e. the date of the ordinance from which this section was derived) are not subject to the amortization provisions of [section 22-248](#). However, if within any twelve-month period, an existing high-rise sign requires alterations and repairs in excess of fifty (50) percent of the then physical value of the existing sign, such high-rise sign shall be made to conform to the requirements of this section.

(Ord. No. 02005-11, 7-7-05)

Sec. 22-296. - Temporary signs.

The following signs are permitted, provided that they conform to the regulations of the zones in which they are to be located as to size, location, and type of construction, unless specified otherwise in this section:

(a) *General provisions.*

1. A permit shall be obtained prior to the placement of any temporary sign. A sketch showing the location for each sign, except political signs, and a drawing showing the dimension and height of each sign shall accompany all applications. All permit applications shall be signed by the business owner and the property owner.
2. A permit fee shall be paid according to the current fee schedule adopted by the city council.
3. No signs shall be placed in the public right-of-way or within twenty-five (25) feet of an intersection
4. No signs shall be attached in any way to street lights or other utility poles or equipment.
5. All temporary signs shall meet all applicable setback requirements and shall not include flashing or colored lights.
6. All temporary signs shall meet all additional requirements imposed in this article.

(b) *Temporary signs permitted.*

1. *Political signs.* Signs of political candidates' parties or groups supporting the candidacy of any individual for office or waging public support of, or opposition to, any public issues to be voted upon. Permits for such signs are allowed with the following conditions
 - a. *Size:* No sign shall exceed sixteen (16) square feet per side, thirty-two (32) square feet in total aggregate. Signs shall not exceed forty-eight (48) inches in height. All signs not attached to building structures shall be self-supporting.
 - b. *Time limit:*
 - i. *Primary:* Political signs shall be placed no more than forty-five (45) days before one-stop early voting begins and shall be removed within five (5) business days after the primary.
 - ii. *General election:* Political signs shall be placed no more than forty-five (45) days before one-stop early voting begins and shall be removed within five (5) business days after the general election.
 - c. *Reserved.*
 - d. *Fee:* The fee shall be according to the adopted Fee Schedule.
 - e. *Additional regulations:*
 - i. No more than one (1) political sign per candidate is allowed on any tract or parcel of land.
 - ii. All candidates shall be issued one political sign permit per election year.
2. *Special events.* Signs advertising the place and date of community events, fairs, carnivals, horse shows, and similar events, may be permitted.
 - a. *Size:* No sign shall exceed sixteen (16) square feet per side, thirty-two (32) square feet in total aggregate. Signs shall not exceed forty-eight (48) inches in height. All signs not attached to building structures shall be self-supporting.
 - b. *Time limit:* Permits for special events may be approved for one (1) to thirty (30) days. No sign or other form of advertisement shall be exhibited for more than seven (7) days prior to the day such event or activity is to commence.
 - c. *Removal of signs.* Signs shall be removed at the close of the special event or activity and shall not be displayed after the expiration of the permit or the close of the special event or activity.
3. *Portable signs.*
 - a. *Size:* Portable signs shall not exceed thirty-two (32) square feet in surface area, a maximum height of six (6) feet, and the total aggregate for all signs for a single project shall not exceed sixty-four (64) square feet in surface area. All signs not attached to building structures shall be self-supporting.
 - b. *Time limit:* Permits for portable signs may be approved for one (1) to thirty (30) days. No sign or other form of advertisement shall be exhibited for more than seven (7) days prior to the day of a [special event] or activity is to commence.
 - c. *Removal of signs:* Signs shall be removed at the close of the special event or activity and shall not be displayed

after the expiration of the permit or the close of the special event or activity.

- d. *Additional regulations:* No more than one (1) portable sign, with or without wheels, shall be permitted on a parcel of land for a grand opening, special sale, special event or similar activity.

A permit for a portable sign may not be issued again for the same business or occupancy for a period of twelve (12) calendar months.

4. *Yard sale signs.*

- a. *Size:* One (1) sign on the lot of the yard sale, provided the sign does not exceed forty-two (42) inches in height, four (4) square feet per side, and eight (8) square feet total aggregate.

A yard sale shall be allowed two (2) additional directional signs located off-premises provided written permission to erect said signs is received from the property owners upon whose property such signs are to be placed and the signs do not exceed forty-two (42) inches in height, four (4) square feet per side, and eight (8) square feet total aggregate.

- b. *Time limitations:* No sign or other form of advertisement shall be exhibited for more than three (3) days prior to the day such sale is to commence.
- c. *Removal of signs:* Signs must be removed at the close of the yard sale activities or by the end of daylight, whichever first occurs.

5. *Construction signs, non-residential.* Temporary signs denoting or advertising contractors, architects, developers, real estate agents, or owners connected with the construction of nonresidential structures or the sale and lease of vacant land may be permitted,

- a. *Size:* Construction signs shall not exceed thirty-two (32) square feet in surface area, a maximum height of six (6) feet, and the total aggregate for all signs for a single project shall not exceed sixty-four (64) square feet in surface area. All signs not attached to building structures shall be self-supporting.
- b. *Time limit:* Permits for construction signs may be approved for up to one hundred eighty (180) days. Construction signs may be renewed for an additional one hundred eighty (180) days upon submittal and approval of a written request to the zoning administrator.
- c. *Removal of signs:* Signs shall be removed at the expiration of the permit, at the conclusion of the construction or upon the sale or lease of the property, whichever comes first. Signs shall not be displayed after the expiration of the permit.

6. *Banners and windblown signs.* Initial business opening, sale, or special event:

- a. *Size:* Each sign shall not exceed thirty-two (32) square feet in total aggregate. Each parcel shall be allowed a maximum of three (3) signs with a total square footage not to exceed forty-eight (48) square feet.
- b. *Time limit:* Permits for banners or windblown signs may be approved for one (1) to thirty (30) days. No sign or other form of advertisement shall be exhibited for more than seven (7) days prior to the day of opening a store or activity is to commence.
- c. *Removal of signs:* Signs shall be removed at the close of the special event or activity and shall not be displayed after the expiration of the permit or the close of the special event or activity.
- d. *Additional regulations:* Such signs may be freestanding or attached to any part of the building wall. Banners and windblown signs shall be issued once a quarter each calendar year.

(Ord. No. 02005-11, 7-7-05; Ord. No. 02014-05, 5-8-14)

Sec. 22-297. - Special provisions.

(a) Service stations are allowed additional signs listed below:

- (1) Gasoline price and self-service signs located at and secured to each pump island and not exceeding nine (9) square feet per side. One additional, gasoline price, self-service ground sign may be located at another place other than the pump island but must be permanently located on the business site.
- (2) Each gasoline pump shall be allowed to display only the brand name or emblem of the gasoline and shall not exceed the

limits on the face of the pump.

- (3) A state inspection sign shall be permitted on the business site, provided the sign does not exceed four (4) square feet per side.
- (4) No signage is allowed on canopies.
- (b) Signs on interior window glass are permitted, provided that they denote only special events or special sales. Such signs shall not exceed a maximum coverage of twenty-five (25) percent of the gross glass area on any one side of the building.
- (c) Changeable copy signs.
 - (1) Shall be allowed on either ground signs, freestanding signs, or wall signs.
 - (2) Shall be allowed in C-2, Shopping Center District; C-3, Highway Commercial District; I-10, Restricted Industrial District; and I-100, Industrial District.
 - (3) Shall be a physically part of the primary sign.
 - (4) The message shall not scroll, flash, rotate, or contain animation or live action.
 - (5) The message shall not change in increments of less than two (2) minutes.
 - (6) Only one changeable copy sign shall be permitted per property, sign may contain two (2) back to back faces on a freestanding or ground sign.
 - a. Electronic portion shall not exceed fifty (50) percent of the primary sign area; Ground signs not over six (6) feet in height will be eligible to receive a bonus ten (10) percent of area for a maximum of sixty (60) percent of the primary sign area.
 - b. Electronic signs for theaters shall not exceed eighty (80) percent of the primary sign area.
 - c. Does not include gas price signs. See subsection 22-297(a).
 - d. Does not include drive through restaurants with digital menu boards:
 - 1. Electronic portion of menu boards shall not exceed more than twenty-five (25) percent of the menu board sign area.
 - 2. Electronic portion of all combined menu boards shall not exceed an area of thirty (30) square feet per property.
 - (7) No sign shall be permitted to operate between the hours of 12:00 a.m. and 6:00 a.m. when within one hundred (100) feet of an existing residential single family zoning district, including public rights-of-way in the measurement.

(Ord. No. 02005-11, 7-7-05; Ord. No. 02008-09, 7-8-08)

Secs. 22-298—22-310. - Reserved.

DIVISION 4. - OUTDOOR ADVERTISING

Sec. 22-311. - Permitted districts.

- (a) Outdoor advertising signs shall be permitted only in the I-100 industrial district, except as specified in subsection (b) of this section.
- (b) Outdoor advertising signs may be permitted in I-10 zoning districts outside the corporate limits, but within the extraterritorial jurisdiction, provided that a minimum of the standards in this division have been met, that the application for a permit has received the approval of the planning board and the city council, and the application fee is paid. The conditional use permit will be valid for a period of three (3) years, at which time it must be renewed by the planning board and the city council. The permit may be renewed for another three-year period or cancelled.
- (c) Outdoor advertising signs shall be allowed in C-3 zoning districts immediately adjacent to Interstate 95 located as provided in section 22-315.

(Ord. No. 02005-11, 7-7-05; Ord. No. 02006-03, 7-6-06)

Cross reference— C-3 highway commercial district; principal permitted uses, § 22-181.

Sec. 22-312. - Setback.

Outdoor advertising signs shall in no case be located any closer than thirty (30) feet to any property line. No advertising structure shall be located closer than one hundred fifty (150) feet to a lot zoned for residential purposes.

(Ord. No. 02005-11, 7-7-05)

Sec. 22-313. - Area, height, and width.

No outdoor advertising sign shall be more than four hundred (400) square feet in size, except that on interstate highways signs shall not be greater than six hundred seventy-two (672) square feet. The maximum height shall be no more than fifty (50) feet above the freeway grade, and the maximum width shall be no more than forty-eight (48) feet.

(Ord. No. 02005-11, 7-7-05; Ord. No. 02006-03, 7-6-06)

Sec. 22-314. - Illumination.

Outdoor advertising signs may be illuminated, provided that such illumination is in accordance with section 22-252. Outdoor advertising signs shall be nonflashing and shall be in accordance with the state department of transportation outdoor advertising manual.

(Ord. No. 02005-11, 7-7-05)

Sec. 22-315. - Location restrictions.

- (a) No two (2) outdoor advertising signs shall be spaced less than three hundred (300) feet apart, except that on interstate highways signs shall be spaced no less than five hundred (500) feet apart.
- (b) No part of the sign shall be located more than two hundred (200) feet from the edge of the interstate right-of-way, measured perpendicular to the right-of-way.

(Ord. No. 02005-11, 7-7-05; Ord. No. 02006-03, 7-6-06)

Sec. 22-316. - Additional guidelines.

The structural support methods for each sign shall meet the wind loading design requirements as stated in the state building code. Outdoor advertising signs more than four hundred (400) square feet in size shall be supported on a steel single pole structure. If at any time the state department of transportation standards for outdoor advertising are more stringent or restrictive than this article, it is the responsibility of the sign owner to ensure compliance with state outdoor advertising central regulations.

(Ord. No. 02005-11, 7-7-05; Ord. No. 02006-03, 7-6-06)

Secs. 22-317—22-340. - Reserved.