



# 9 SIGNS

## 9.1 PURPOSE AND INTENT

These Sign regulations are intended to:

- A. Encourage the effective use of Signs as a means of communication;
- B. Encourage Signs which, by their design, are integrated with and harmonious to the Buildings and sites which they occupy;
- C. Eliminate excessive and confusing Sign displays;
- D. Maintain and improve the appearance of the Town and its Extraterritorial Jurisdiction as an attractive place to live and conduct business;
- E. Safeguard and enhance property values by minimizing the possible adverse effects of Signs on nearby property;
- F. Support and complement the land use objectives of the Comprehensive Plan and this UDO;
- G. Protect public and private investment in Buildings and open spaces;
- H. Eliminate potential hazards to motorists and pedestrians resulting from Signs;
- I. Create consistency among Signs within a coordinated development; and,
- J. Establish reasonable limits on the number, time and manner (including but not limited to the spacing, materials and size of Signs) to avoid Sign clutter.

## 9.2 APPLICABILITY

The regulations contained in this Chapter shall apply to the location, erection and maintenance of Signs in any use district regulated by this UDO.

## CONTENTS

9.1	PURPOSE AND INTENT .....	167
9.2	APPLICABILITY .....	167
9.3	PROHIBITED SIGNS .....	168
9.4	CALCULATION OF SIGN MEASUREMENTS ..	170
9.5	SIGN STANDARDS .....	171
9.6	CONSTRUCTION AND MAINTENANCE OF SIGNS .....	183

- A. Freestanding Signs as Accessory Structures.**  
Freestanding Signs and Sign Structures are considered Accessory Structures. As Accessory Structures, Freestanding Signs and Sign Structures may not occupy a Lot without a primary use or building also being legally located on the Lot, unless in compliance with the regulations of this UDO for Temporary Signs.
- B. Exempt Signs.**
1. Any Sign required by any local, state or federal governmental agency.
  2. Works of Art - murals subject to the following:
    - a. Murals are considered a form of public art and do not require a Sign Permit.
    - b. Murals are permitted on building walls in the DMX and IVMX districts only.
    - c. Murals must not contain any logos, slogans, trademarks or advertising messages of any kind.
    - d. Mural shall not cover up or interrupt major architectural elements of a Building.
    - e. Maximum mural size is 32 sf surface area.
  3. Cornerstones with dedication dates and building name if less than 4 sf.
  4. 1 governmental flag as defined by GS §144-7 up to 40 sf in size and 1 flag pole up to 35 ft in height per Lot.
  5. Gateway Signs or Focal Points if required by Chapter 8 of this UDO.
  6. Fence Wraps as defined by GS §160D-908.
- C.** The Town Council may suspend Temporary Sign regulations during a declared emergency, natural disaster or pandemic.
- D. Waiver of Sign Regulations.**  
A waiver of the regulations contained in this Chapter may be heard and determined in connection with either a petition for a Conditional Zoning District (CD), Special Use Permit, Development Plan, or Major Subdivision Plan. A waiver of the regulations contained in

this Chapter may only be granted upon making the following findings:

1. The proposed Signs are harmonious to the buildings and sites which they occupy;
2. The proposed Signs will not create a hazard to motorists or pedestrians resulting from the sign location, size or configuration;
3. The proposed Signs will not increase the total combined Sign Surface Area allowed for the Front Sign Zone and Building Signs on the Lot, Outlot, Integrated Center, Business Park, industrial park, Subdivision or Building served by the proposed Signs;
4. The proposed Signs will result in an overall pattern of signs for the Lot, Outlot, Integrated Center, Business Park, industrial park, Subdivision or Building which is equivalent to or superior to that achievable under the applicable regulations;
5. The proposed Signs will be compatible with and will enhance the use or value of area properties;
6. The proposed Signs are consistent with the intent of the Comprehensive Plan; and,
7. The proposed Signs are consistent with the intent and purpose of this UDO.

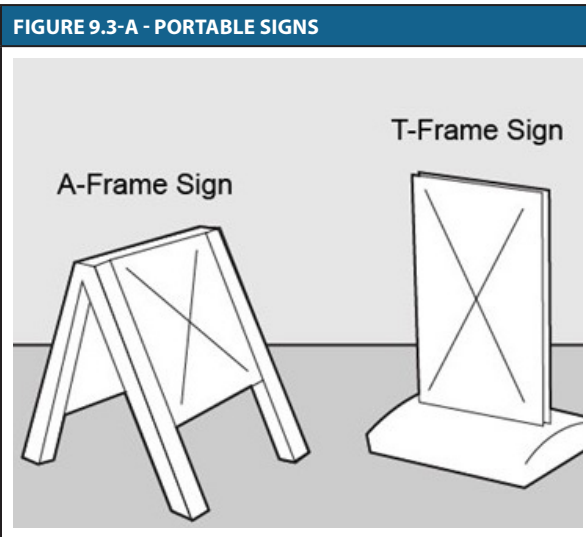
## 9.3 PROHIBITED SIGNS

The following Signs are prohibited in all use districts:

- A.** Signs located on, in or above the Right-of-Way of any street or alley, except for:
1. Official Signs or Signs erected on behalf of or pursuant to authorization of a governmental body;
  2. Projecting Signs, as expressly permitted by this Chapter; and,
  3. Signs in medians, as expressly permitted by this Chapter.
- B.** Signs which interfere with street intersections. No Sign, permanent or temporary, may be erected so that it interferes with the sight distance requirements of this UDO.
- C.** Signs which interfere with, obstruct the view of, imitate, copy, purport to be, or may be confused

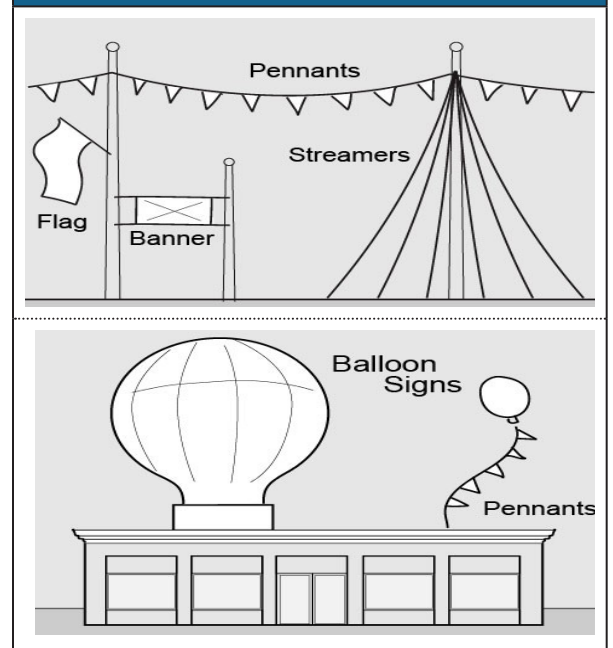
with any authorized official sign, traffic sign, traffic signal, or traffic control device.

- D. Signs which obstruct or interrupt major architectural elements or features of a Building or windows.
- E. Cabinet or Box Signs.
- F. Portable Signs, including but not limited to:
  1. A-frame, T-frame, menu board, and sandwich board signs (except as expressly permitted by this Chapter);



2. Signs on portable trailer frames; and,
  3. Signs attached to or painted on a vehicle parked and visible from the public Right-of-Way, except that a vehicle used in the normal day-to-day operation of a business use is not considered a Portable Sign if the vehicle is parked beside or behind the Building in which the use is located or as expressly permitted in this UDO within the district the business is located.
- G. Rotating or moving signs, including hand-held signs moved by a person.
  - H. Windblown devices with or without printed text, including but not limited to any Banner, pennant, spinner, streamer, propeller, disc, moored blimp, gas Balloon or Flag, that is designed to inform or attract attention except as specifically provided otherwise in this Chapter or as expressly permitted in this UDO within the district the business is located.

**FIGURE 9.3-B - EXAMPLES OF WINDBLOWN DESIGNS**



- I. Signs attached to trees.
- J. Signs attached to utility poles, except for Signs erected on behalf of or pursuant to authorization of a governmental body or the utility company having jurisdiction over such poles.
- K. Signs that bear or contain statements, words or pictures of an obscene, pornographic, immoral character, or which contain advertising matter which is untruthful.
- L. Any Sign that obstructs or substantially interferes with any window, door, fire escape, stairway, ladder or opening intended to provide light, air, ingress or egress to any Building.
- M. Any Changeable Copy Sign (except as expressly permitted by this Chapter), including without limitation an Electronic Variable Message Sign (EVMS) on which the message changes more than 6 times per minute.
- N. Any rotating beam, beacon, intermittent light, lights of changing degrees of intensity, or flashing illumination in connection with any Sign surface, except as part of an Electronic Variable Message Sign (EVMS) on which the message does not change more than 6 times per minute.
- O. Non-temporary Signs for Nonconforming Uses as set forth in Chapter 10 of this UDO.

- P. Roof signs.
- Q. Any other type of Sign located on private property outside of a public Right-of-Way not expressly permitted by this Chapter.

## 9.4 CALCULATION OF SIGN MEASUREMENTS

**A. Calculation of Sign Surface Area.** The Sign Surface Area shall be computed by means of the smallest square, rectangle, circle, triangle, or combination thereof that will encompass the extreme limit of the copy, representation, logo, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the Sign from the backdrop or structure against which it is attached or affixed. The Sign Surface Area does not include any support framework, bracing, or decorative fence or wall when such fence or wall otherwise meets the pertinent use district regulations and is clearly incidental to the display itself.

1. **Double-Faced Signs.** The Sign Surface Area of a double-faced, back-to-back sign shall be calculated as 1 Sign. If an angle is present between the 2 faces of a double-faced sign, it shall be considered 2 Signs.

**B. Calculation of Sign Height.** The height of a Sign shall be computed as the distance from the base of the Sign at Grade including any support framework, bracing, or other ornamental shell to the top of the highest attached component of the Sign.

**C. Calculation of Sign Area Copy for Wall Signs.**

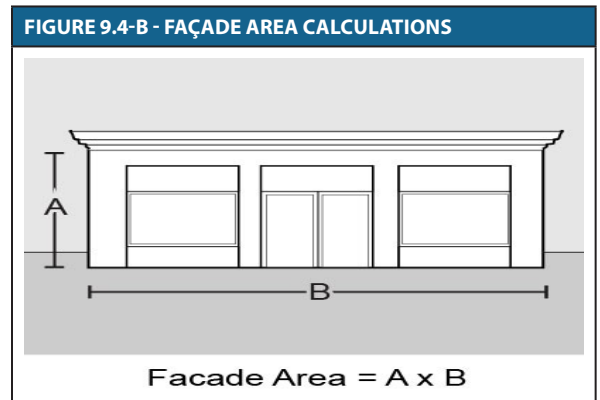
1. The sign area copy for Wall Signs located on Buildings less than 50 ft and 3 stories in Height shall be limited to:
  - a. 5 ft maximum in any dimension for logos or emblems; and,
  - b. 4 ft maximum in any dimension for letters.



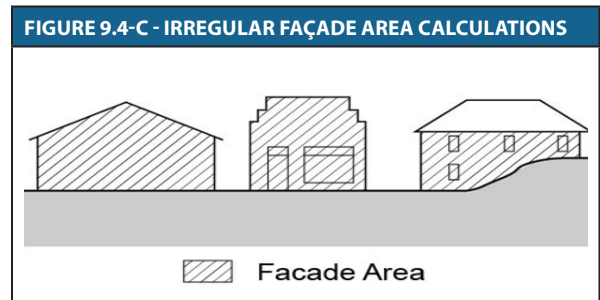
2. The sign area copy for all Wall Signs located on Buildings greater than or equal to 50 ft and 3 stories in Height shall be limited per the requirements set in Table 9.5.2-A – N18.

**D. Calculation of Façade Area for Building Signs.** The following regulations apply when calculating the area of a façade upon which a Building Sign may be placed:

1. **Square or Rectangular Shaped Façade.** The length of the building or tenant space times the height of the building or tenant space.



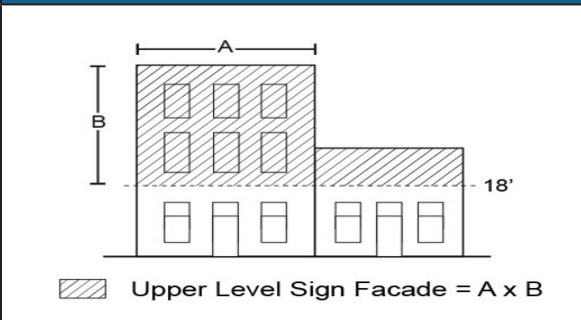
2. **Irregular Shaped Façade.** The actual surface area of the façade of the building or tenant space above grade and beneath the top of the wall.



### 3. Multistory Buildings in NMX and DMX Districts.

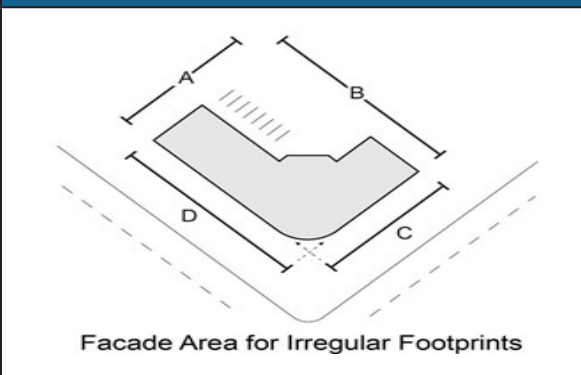
- a. **Lower Level Signs.** The actual surface area of the façade of the building or tenant space above grade.

FIGURE 9.4-D - UPPER LEVEL SIGN FAÇADE



4. **Buildings With Irregular Footprints.** The smallest 2 dimensional areas, pursuant to the above regulations, from which the façade, or portion thereof, may be viewed (C and D in Figure 9.4-E).

FIGURE 9.4-E - FAÇADE AREA FOR IRREGULAR FOOTPRINTS



## 9.5 SIGN STANDARDS

### 9.5.1 SIGN ZONES

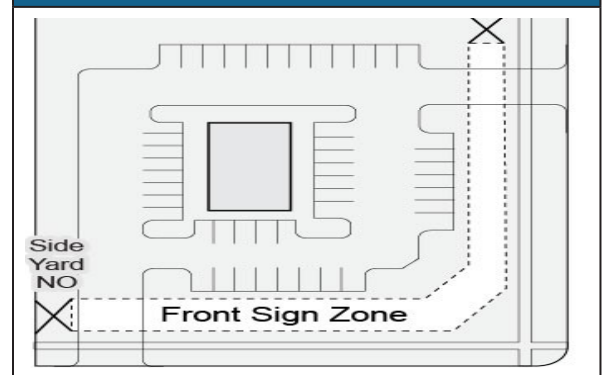
Sign zones regulate the number and location of Freestanding Signs located on a Lot, Single Use Site, Campus, Integrated Center, Business Park, industrial park, Project or Subdivision. Sign zones are determined as follows:

#### A. Front Sign Zone.

1. **Description.** A Front Sign Zone is the area of a Lot which corresponds to the Minimum Front or Side - Corner Setback, provided, however, such Signs:

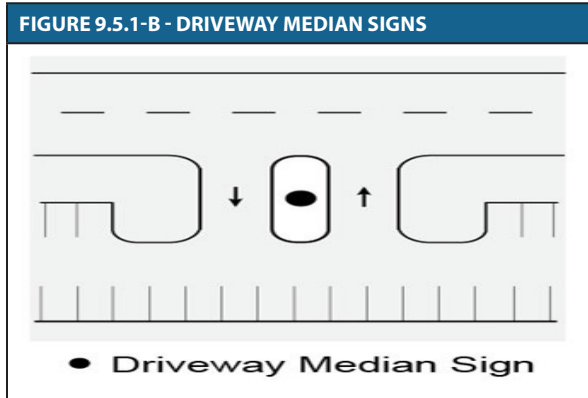
- a. Are not located in those portions of the Front or Side - Corner Setback that overlap with a Minimum Side or Rear Setback;
- b. Are not located in a required Perimeter Buffer between non-residential and Residential Use Districts;
- c. Are not located within 2 ft from the back of curb / edge of pavement of any Driveway; and,
- d. Are not located within the Right-of-Way unless specifically authorized by the governmental authority having jurisdiction over improvements in such Right-of-Way.

FIGURE 9.5.1-A - FRONT SIGN ZONE

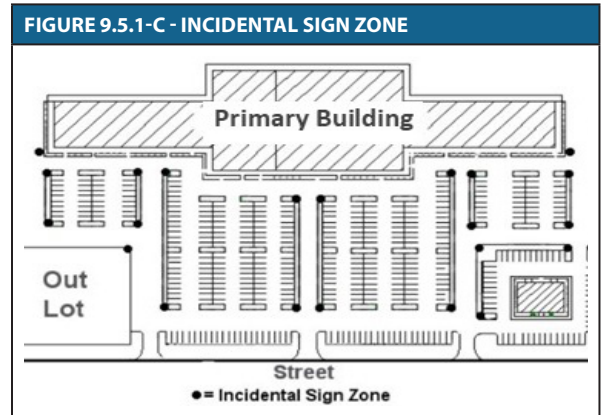


2. **Signs in Medians.** A Front Sign Zone includes the area of a central island in a median-divided Driveway or entrance street only if the Sign:
  - a. Is setback a minimum 2 ft from the back of curb / edge of pavement which defines a central island median;
  - b. Is located in the median of an entrance street and is approved for encroachment into the Right-of-Way by the governmental authority having jurisdiction over improvements in such Right-of-Way; and,
  - c. Is located in the median of an entrance street and is covered by: a maintenance, indemnity and hold harmless agreement deemed acceptable by the Town Council; and, liability insurance in a manner and extent deemed acceptable by the Town Council, to assume all

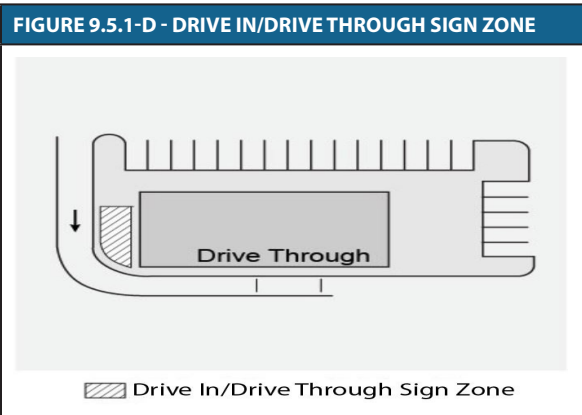
responsibility for the maintenance of and costs associated with any damages related to the location, erection, placement or maintenance of such Sign.



- B. Incidental Sign Zone.** An Incidental Sign Zone is the area of a Lot (or Outlot) in a Single Use Site, Campus, Integrated Center, Business Park, industrial park, Project or Subdivision, located: at a turning point along an interior Access Drive; along pedestrian circulation routes within the Project; or immediately abutting an interior Access Drive, vehicle Parking Area, private street, or internal public street. The Incidental Sign Zone is intended to provide an area for Incidental Signs or Signs designating areas/vehicle parking spaces for Accessory Uses to the primary use of a site, including (but not limited to): curbside pickup, take out, online order pickup, cart corrals, and similar uses. Such Signs:
1. Must not interfere or conflict with Sidewalks or Walkways by maintaining a minimum of 5 ft clear for pedestrian flow; and,
  2. Must not be located above any public Sidewalk, public Parking Area, or common area; and,
  3. Must not interfere or conflict with any minimum required vehicle Parking Areas, Loading Areas, drive aisle, Driveways, interior Access Drives, Interior Access Driveways, Perimeter Buffers or Foundation Landscaping.



- C. Directional Sign Zone.** A Directional Sign Zone is the area of a Campus, Integrated Center, Business Park, industrial park, or Major Subdivision, located: at the turning point of an interior Access Drive; along pedestrian circulation routes within the Project, or immediately abutting an interior Access Drive, vehicle Parking Area, private street, or public street. The Directional Sign Zone is intended for Signs used to direct pedestrian or vehicular travel to areas within the Campus, Integrated Center, Business Park, industrial park, or Major Subdivision. Such Signs:
1. Must not interfere or conflict with Sidewalks or Walkways by maintaining a minimum of 5 ft clear for pedestrian flow; and,
  2. Must not interfere or conflict with any minimum required vehicle Parking Areas, loading areas, drive aisle, Driveways, interior Access Drives, Interior Access Driveways, Perimeter Buffers, or Foundation Landscaping.
- D. Drive In/Drive Through Sign Zone.** A Drive In/Drive Through Sign Zone is the area bounded by:
1. The back of curb / edge of pavement located on the driver's side of an interior Access Drive serving a Drive In/Drive Through facility;
  2. A line parallel to and not more than 10 ft from such back of curb / edge of pavement; and,
  3. Located between 1 and 6 car lengths from the first occurrence of a Drive In/Drive Through facility.



E. **Right-of-Way/Sight Distance.** Freestanding Signs shall not encroach into any public Right-of-Way and shall comply with the sight distance requirements of this UDO.

**9.5.2 SIGN REGULATIONS IN ALL USE DISTRICTS**

TABLE 9.5.2-A – SIGN REGULATIONS: ALL USE DISTRICTS							
Use Type	Use	Sign Type	Sign Regulations				
			Maximum Number	Sign Zone	Maximum Sign Surface Area (sf)	Maximum Height (ft)	Materials
Residential & Non-residential	Detached Dwellings, Group and Family Care Homes, Residential Care Facilities, and Manufactured Dwellings	Freestanding	1	Front	2	3	n/a
		Wall	1 (If no Freestanding)	n/a	2	n/a	n/a
Residential & Non-residential	Attached Dwelling and Apartment Dwelling Projects	Freestanding (Ground Only, Single-Faced)	2 (N1)	Front, immediately adjacent to and on either side of a Driveway or street entrance (N2)(N3)	24	6 (N4)	Ornamental metal, stone, brick, masonry, or other permanent material
		Freestanding (Ground Only, Double-Faced)	1 (N1)	Front (N2)(N3)	See Table 9.5.2-B	6 (N4)	Ornamental metal, stone, brick, masonry, or other permanent material
		Wall	1	Adjacent to primary building entrance	2	n/a	Ornamental metal, stone, brick, masonry, or other permanent material
		Window	No limit except for limit of 1 illuminated Window Sign	n/a	25% of window area (N5)(N6)	n/a	n/a

TABLE 9.5.2-A – SIGN REGULATIONS: ALL USE DISTRICTS							
Use Type	Use	Sign Type	Sign Regulations				
			Maximum Number	Sign Zone	Maximum Sign Surface Area (sf)	Maximum Height (ft)	Materials
Residential	Major Subdivisions	Freestanding (Ground Only) Single-Faced	1 (N1)(N7)	Front; if 2 Signs, immediately adjacent to and on either side of a Driveway or entrance street (N2)(N3)	24 (ground); 3 (post & arm); 4 (illuminated)	6 (ground); 8 (post & arm) (N8)	Ornamental metal, stone, brick, masonry, or other permanent material
		Freestanding (Ground Only) Double-Faced	2 (N1)(N7)	Front (N2)(N3)	40	6	Ornamental metal, stone, brick, masonry, or other permanent material
Residential	Non-residential Uses	Freestanding (Ground Only) Single-Faced	2 (N1)	Front; if 2 Signs, immediately adjacent to and on either side of a Driveway or entrance street (N2)(N3)	20 (N9)	4 (ground) (N10); 8 (post & arm)	Ornamental metal, stone, brick, masonry, or other permanent material
		Freestanding (Ground Only) Double-Faced	1 ground, 1 post & arm (N1)	Front (N2)	20 (N9)	4 (ground) (N10); 8 (post & arm) (N8)	Ornamental metal, stone, brick, masonry, or other permanent material
		Wall (Single Use Site)	No limit (N11)	(N12)	Front façade: 3% of total area; side and rear façades: 2% of total area; max length: 80% of length of façade (N13)(N14)	n/a	n/a
		Wall (Integrated Center)	No limit (N11) (N14)	(N12)	Front façade: 3% of total area; side and rear façades: 2% of total area; max length: 80% of length of façade (N13)(N14)	n/a	n/a
		Window	No limit except for limit of 1 illuminated Window Sign	n/a	25% of window area (N5)(N6)	n/a	n/a
		Projecting (Single Use Site)	1	n/a	(N15)	See Section 9.5.4.A	n/a
		Projecting (Integrated Center)	1	(N16)	(N15)	See Section 9.5.4.A	n/a



TABLE 9.5.2-A – SIGN REGULATIONS: ALL USE DISTRICTS

Use Type	Use	Sign Type	Sign Regulations				
			Maximum Number	Sign Zone	Maximum Sign Surface Area (sf)	Maximum Height (ft)	Materials
Residential	Non-residential Uses	Incidental	1 per Incidental Sign Zone	Incidental Sign Zone	4	4	n/a
Non-residential (Except DMX)	Single Use Sites	Freestanding (Single-Faced)	2 (N17)	Front, immediately adjacent to and on either side of a Driveway or street entrance (N2)(N3)	See Table 9.5.2-B	See Table 9.5.2-B	Ornamental metal, stone, brick, masonry, or other permanent material
		Freestanding (Double-Faced)	1 (N17)	Front (N2)(N3)	32 (ground); 6 (post & arm)	6 (ground); see Table 9.5.2-B (post & arm)	Ornamental metal, stone, brick, masonry, or other permanent material
		Wall	No limit (N11)	(N12)	5% of front façade area; 3% of side or rear façade area; max length: 80% of length of façade (N13)	n/a	n/a
		Window	No limit except for limit of 1 illuminated Window Sign	n/a	25% of window area (N5)(N6)	n/a	n/a
		Projecting	1	n/a	(N15)	See Section 9.5.4.A	n/a
		Incidental	1 per Incidental Sign Zone	Incidental Sign Zone	4	4	n/a
Non-residential (Except DMX)	Campuses, Integrated Centers, Business Parks, Industrial Parks, Major Non-residential Subdivisions	Freestanding (Single-Faced)	2 (N17)	Front, immediately adjacent to and on either side of a Driveway or entrance street (N2)(N3)	See Table 9.5.2-B	See Table 9.5.2-B	Ornamental metal, stone, brick, masonry, or other permanent material
		Freestanding (Double-Faced)	1 (N17)	Front (N2)(N3)	See Table 9.5.2-B	See Table 9.5.2-B	Ornamental metal, stone, brick, masonry, or other permanent material
		Freestanding (Outlots, Single-Faced)	2	Front; if 2 Signs, immediately adjacent to and on either side of a Driveway or entrance street	24 (ground); 6 (post & arm)	6 (ground); 8 (post & arm) (N8)	Ornamental metal, stone, brick, masonry, or other permanent material

TABLE 9.5.2-A – SIGN REGULATIONS: ALL USE DISTRICTS

Use Type	Use	Sign Type	Sign Regulations				
			Maximum Number	Sign Zone	Maximum Sign Surface Area (sf)	Maximum Height (ft)	Materials
Non-residential (Except DMX)	Campuses, Integrated Centers, Business Parks, Industrial Parks, Major Non-residential Subdivisions	Freestanding (Outlots, Double-Faced)	1	Front	32 (ground) 6 (post & arm);	7 (ground); 8 (post & arm) (N8)	Ornamental metal, stone, brick, masonry, or other permanent material
		Wall (N18)	No limit (N11) (N14)	(N13)	5% of front façade area; 3% of side or rear façade area; max length: 80% of length of façade (N14)	n/a	n/a
		Window	No limit except for limit of 1 illuminated Window Sign	n/a	25% of window area (N5)(N6)	n/a	n/a
		Projecting	1	(N16)	(N15)	See Section 9.5.4.A	n/a
		Incidental	1 per Incidental Sign Zone	Incidental Sign Zone	4	4	n/a
		Directional	1 per Directional Sign Zone	Directional Sign Zone	See Table 9.5.2-B	See Table 9.5.2-B	n/a
DMX	All Non-residential Uses	Freestanding (Single-Faced)	2 per Front Sign Zone with minimum 50 ft (N1)	Front; immediately adjacent to and on either side of a Driveway or entrance street (N2)	8 (ground); 8 (post & arm); 4 (illuminated) (N9)	4 (ground) (N10); 8 (post & arm) (N8)	Ornamental metal, stone, brick, masonry, or other permanent material
		Freestanding (Double-Faced)	1 (N1)	Front (N2)	8 (ground); 8 (post & arm); 4 (illuminated) (N9)	5 (ground) (N10); 8 (post & arm) (N8)	Ornamental metal, stone, brick, masonry, or other permanent material
		Wall (Single Use Site)	No limit (N11)	(N12)	(N13)(N15)	n/a	n/a
		Wall (Integrated Center)	No limit (N11) (N14)	(N12)	(N13)(N15)	n/a	n/a
		Window	No limit except for limit of 1 illuminated Window Sign	n/a	25% of window area (N5)(N6)	n/a	n/a
		Projecting (Single Use Site)	1	n/a	(N15)	See Section 9.5.4.A	n/a
		Projecting (Integrated Center)	1	(N16)	(N15)	See Section 9.5.4.A	n/a

TABLE 9.5.2-A – SIGN REGULATIONS: ALL USE DISTRICTS							
Use Type	Use	Sign Type	Sign Regulations				
			Maximum Number	Sign Zone	Maximum Sign Surface Area (sf)	Maximum Height (ft)	Materials
DMX	All Non-residential Uses	Incidental	1 per Incidental Sign Zone	Incidental Sign Zone	4	4	n/a

TABLE 9.5.2-A - NOTES	
N1	If a Project or Subdivision has a Front Sign Zone over 300 ft long and more than 1 Driveway or entrance street, 1 additional double-faced or 2 additional single-faced Signs are allowed.
N2	If on a Corner Lot, 1 Sign Face may be located on either side of a Driveway or entrance street, and 1 Sign Face may be located anywhere else in the Front Sign Zone subject to the separation requirement; or, 2 Sign Faces may be placed on 1 Sign Structure located at the corner of the lot with 1 Sign Face visible from each Street Frontage, provided: (i) if 2 Sign Faces are placed on 1 Sign Structure, the 2 Sign Faces shall be allocated 1 from each Front Sign Zone; and, (ii) notwithstanding the regulations of Section 9.4.A.1, the angle of separation between the Sign faces located at the corner of a Lot may be between 15 and 120 degrees.
N3	No closer than 200 ft from another Freestanding Sign, not including Signs on either side of the same Driveway or entrance street or Signs placed at the corner of a lot on 1 Sign Structure.
N4	Unless integrated into a fence, decorative wall or column, in which case the Sign may not exceed the height limit for a fence in that Use District.
N5	For multi-pane windows, the surface area of the window equals the combined surface area of the individual panes, or in the case of a glass curtain wall, the combined surface area of the individual glass panels.
N6	All illuminated Window Signs have a maximum area of 2 sf.
N7	1 Freestanding Sign shall be permitted for each: Street Frontage of a Lot; entrance of a Subdivision under construction (including 1 phase identification sign for each clearly identifiable phase entrance internal to a Subdivision up to a maximum of 2 Signs per phase); each Lot Line abutting a platted common area; and, each Lot Line abutting a Recreational Area developed as part of the same Subdivision.
N8	Decorative post elements may extend to a maximum height of 10 ft (see Figure 9.5.2-A).
N9	Public and Institutional Uses except Cemeteries, Civic Buildings, Schools, and Religious Uses not to exceed 32 sf.
N10	Public and Institutional Uses except Cemeteries, Civic Buildings, Schools, and Religious Uses not to exceed 6 ft.
N11	There shall be no limit to the number of Wall Signs per façade, provided that: (i) the total Sign Surface Area of all Wall Signs located on each building façade shall not exceed the maximum Sign Surface Area for the building façade upon which such Signs are located; and, (ii) all Signs or message elements shall be considered parts of the same Sign and shall be measured as set forth in Section 9.4 – Calculation of Sign Measurements.
N12	Any side or rear Wall Sign oriented toward a Residential Use District shall not be illuminated.
N13	For any Building or Structure in a Residential Use District which has more than 1 façade oriented toward a Street, the maximum Wall Sign area of 3% applies to all building or structure façades oriented toward a Street. For any Building, Structure or tenant space in a Non-residential Use District which has a façade orientated toward more than 1 Street, the maximum Sign Surface Area of 5% shall apply to all building, structure or tenant space façades oriented toward a Street. No Wall Sign may occupy more than 80% of the length of the façade on which it is placed.
N14	In any instance in which there are multiple uses located within the same Building, there shall be no limit to the number of Wall Signs per façade, provided that the total Sign Surface Area of all Wall Signs located on each building façade comply with the following requirements: (i) for tenants that have outside entrances serving the general public, the Sign Surface Area shall be calculated individually for each tenant with an outside entrance serving the general public; (ii) for tenants utilizing common outside entrances to serve the general public, all Signs or message elements shall be on common wall areas (i.e., not a façade on a tenant space with an outside entrance serving the general public), and all Signs or Sign elements on the same Building façade shall be considered parts of the same Sign for the purpose of calculating Sign Surface Area; (iii) the maximum Sign Surface Area shall be based upon the lesser of the building façade or tenant space upon which such Signs are located; and, (iv) the Sign Surface Area of all Wall Signs or message elements shall be measured as set forth in Section 9.4. – Calculation of Sign Measurements.

TABLE 9.5.2-A - NOTES	
<b>N15</b>	<p>(1) Lower Level Wall Signs: Wall Signs located on the lower 18 ft of Building Height or the actual Building Height, whichever is less, shall be considered lower level Wall Signs. The total Sign Surface Area of all lower level Wall Signs oriented to an individual façade shall not exceed:</p> <p>(a) Front Façade – 5% of the total area of the lower 18 ft or the actual Building Height, whichever is lesser, of front façade of a Building, provided, however, that for any Building which has more than 1 façade oriented toward a Street, the maximum Sign Surface Area of 5% shall apply to all building façades oriented toward a Street; and,</p> <p>(b) Side and Rear Façades – 3% of the total area of the lower 18 ft or the actual Building Height, whichever is lesser, of a side or rear façade of a Building.</p> <p>(2) Upper Level Wall Signs: Wall Signs located above the lower 18 ft of Building Height shall be considered upper level Wall Signs. The total Sign Surface Area of all upper level Wall Signs oriented to an individual façade shall not exceed:</p> <p>(a) Front Façade – 3% of the total area of the front façade of a Building located above 18 ft above grade, except that for any Building which has more than 1 façade oriented toward a Street, the maximum Sign Surface Area of 3% shall apply to all building façades oriented toward a Street; and,</p> <p>(b) Side and Rear Façades – 2% of the total area of a side or rear façade of a Building located above 18 ft above grade.</p>
<b>N16</b>	Tenant space must occupy at least 20 ft of the width of the front façade of the Building.
<b>N17</b>	If the Front Sign Zone has between 300 and 1000 ft of length and has more than 1 Driveway or entrance street, 1 additional double-faced or 2 additional single-faced Signs are allowed per Front Sign Zone. If the Front Sign Zone has more than 1000 ft of length and has more than 2 Driveways or entrance streets, 2 additional double-faced or 4 additional single-faced Signs are allowed per Front Sign Zone.
<b>N18</b>	When the Building is at least 50 ft and 3 stories in height, a Wall Sign extending not more than 3 ft from the building façade located on the upper horizontal band of the Building is allowed. This type of Sign shall be up to 250 sf or 5% of the façade on which it's placed, whichever is larger; shall have a maximum height of 8 ft, and shall have a maximum length of 80% of the length of the façade on which it's placed. These Signs must not be placed below the start of the highest floor or extend above the roof line, must not cover windows or architectural details, and shall only be internally illuminated in accordance with Section 9.5.3.B of this Chapter. There may be no more than 1 Sign per building façade and no more than 2 Signs per Building, and no more than 1 tenant or Building may be identified on the Sign per building façade.

TABLE 9.5.2-B - SIGN REGULATIONS: MAXIMUM SIGN DIMENSIONS FOR FREESTANDING GROUND SIGNS						
Front Sign Zone Length (ft)	Single-Faced Sign Surface Area (sf)	Double-Faced Sign Surface Area (sf)	Maximum Sign Height (ft)		Directional Sign Surface Area (sf)	Directional Sign Height (ft)
<500	24	40	6		Project <10 acres: 3	Project <10 acres: 6
		6 post & arm	8/10 post & arm (N1)			
500-1000	24	2 @ 40 each or 1 @ 80	8		Project 10-20 acres: 8	Project 10-20 acres: 8
		8 post & arm	10/12 post & arm (N1)			
>1000	24	2 @ 40 each or 1 @ 80	15		Project >20 acres: 10	Project >20 acres: 10
		12 post & arm	13/15 post & arm (N1)			

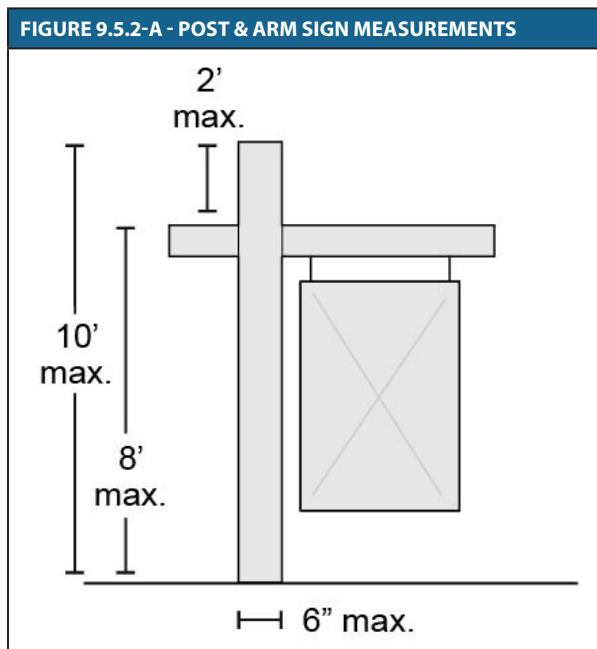
TABLE 9.5.2-B - NOTES	
<b>N1</b>	Height: The maximum height of a freestanding post & arm sign shall not exceed the smaller height specified. However, decorative post elements may extend to the larger height specified.

**TABLE 9.5.2-C - SIGN REGULATIONS: SIGN REGULATIONS FOR TEMPORARY SIGNS**

Use District	Use	Sign Type	Sign Regulations			
			Maximum Number	Maximum Sign Surface Area (sf)	Maximum Height (ft)	Time
Residential	All	Freestanding (Single-Faced)	1 (N1)	6	4	(N2)(N3)(N4)
		Freestanding (Double-Faced)	1 (N1)	6	4	(N2)(N3)(N4)
		Wall	(N5)	(N5)	(N5)	(N2)
		Window	No limit	25% of window area (N6)	n/a	(N3)
Non-residential	All	Freestanding (Single-Faced)	1 (N7)	24	6	(N2)(N3)(N4)(N8)
		Freestanding (Double-Faced)	1 (N7)	40	6	(N2)(N3)(N4)(N8)
		Wall	(N5)	(N5)	(N5)	(N2)
		Window	No limit	25% of window area (N6)	n/a	(N3)

**TABLE 9.5.2-C - NOTES**

<b>N1</b>	Number: 1 Freestanding Sign shall be permitted for each: street frontage of a Lot; entrance of a Subdivision under construction; each Lot Line abutting a platted common area; and, each Lot Line abutting a recreational area developed as part of the same Subdivision.
<b>N2</b>	Time: Unless otherwise permitted by this Chapter, Signs shall be permitted a maximum 4x per calendar year; 21 days per occurrence; 30 days between occurrences.
<b>N3</b>	Location: Signs located outside of businesses, Temporary Real Estate Offices, and open houses shall only be displayed during business and/or open house hours or when the property is for sale; shall be within 10 ft of the main customer entrance and shall not be located in any Public Right-of-Way; and shall not be illuminated.
<b>N4</b>	Time: For Signs erected during construction: must be placed less than 30 days prior to the issuance of Civil Construction Drawing approval and removed less than 15 days after the issuance of a Certificate of Occupancy.
<b>N5</b>	Area: There shall be no limit to the number of Wall Signs per façade, provided that: (i) the total Sign Surface Area of all Wall Signs located on each building façade shall not exceed the maximum Sign Surface Area for the building façade upon which such Signs are located; (ii) all Signs or message elements shall be considered parts of the same Sign and shall be measured as set forth in Section 9.4 – Calculation of Sign Measurements.
<b>N6</b>	Area: For multi-pane windows, the surface area of the window equals the combined surface area of the individual panes, or in the case of a glass curtain wall, the combined surface area of the individual glass panels.
<b>N7</b>	Number: If the Front Sign Zone has between 300 and 1000 ft of length and has more than 1 Driveway or entrance street, 1 additional double-faced or 2 additional single-faced Signs are allowed per Front Sign Zone. If the Front Sign Zone has more than 1000 ft of length and has more than 2 Driveways or entrance streets, 2 additional double-faced or 4 additional single-faced Signs are allowed per Front Sign Zone.
<b>N8</b>	Time: Temporary Signs located on properties for sale or lease may remain for up to 180 days once permitted.



### 9.5.3 GENERAL SIGN REGULATIONS FOR ALL USE DISTRICTS

#### A. General Sign Design.

- Information included shall be limited to provide for readability and to decrease confusion.
- All Signs requiring permits shall be constructed of materials that present a finished appearance with lettering professionally painted or applied. The use of hand-painted lettering or graffiti on plywood or other similar material is prohibited.
- For projects where a Development Plan is required for attached residential, Integrated Center, Business Park, industrial park, or mixed-use development, Signs shall be consistent and compatible with the architectural and site design features of the development.

#### B. Illuminated Signs.

- Lighting directed towards a Sign shall be shielded so that it illuminates only the Sign Surface and does not shine on, cause glare to or otherwise impair the vision of the driver of any motor vehicle traveling on a Public Right-of-Way. This does not apply to

Signs that are an integral part of a vending machine or are less than 2 sf in surface area.

- Illuminated Signs shall be directed and shielded so as to not cause glare to adjacent properties.

#### C. Changeable Copy Signs. Changeable Copy Signs are permitted as part of an otherwise permitted Sign, provided that:

- For Single Use Sites:** a maximum of 1 Changeable Copy Sign is permitted per street frontage which is a part of a Freestanding Sign;
- For Integrated Centers:** either 1 Changeable Copy Sign is permitted as part of a Freestanding Sign, or each individual Use within an Integrated Center is permitted 1 Changeable Copy Sign; and,
- The Changeable Copy Sign shall not exceed 40% of the Sign Surface Area of the permitted Sign, provided, however, an Electronic Variable Message Sign (EVMS) shall not exceed 20% of the Sign Surface Area of the permitted Sign.

#### D. Drive In/Drive Through Signs. Freestanding Signs associated with a Drive In/Drive Through facility are permitted per the following conditions:

- Freestanding Signs associated with a Drive In/Drive Through facility are permitted within the Drive In/Drive Through Sign Zone as an accessory to a Drive In/Drive Through Use.
- Drive In/Drive Through Signs are limited to 64 sf in Sign Surface Area and 7 ft in height. The Drive In/Drive Through Sign may be designed as separate ground Signs grouped together and may include the use of preview boards designed as separate Ground Signs installed at a distance earlier in the Drive In/Drive Through Sign Zone. However, the total surface area of all Signs shall not exceed 64 sf.
- Freestanding Signs associated with a Drive In/Drive Through facility shall not be legible from an adjacent property or public street.

4. Freestanding Signs associated with a Drive In/Drive Through facility may be internally or externally illuminated per the requirements of this Chapter.
5. Signs with speakers or intercoms shall be designed and located in a manner to direct noise away from adjacent properties.

**E. Flags.**

1. Flags shall be displayed on permanent flagpoles.
2. **Maximum Flagpole Dimensions.**
  - a. **Vertical flagpoles:** 35 ft in height measured from Grade to the top of the pole.
  - b. **Mast arm flagpoles:** 8 ft in length measured from the wall on which the flagpole is attached to the end of the pole. The bottom edge of Flags on mast arm flagpoles shall be at least 8 ft above Grade over a Walkway, Sidewalk, or Driveway, or 15 ft above Grade over a Public Right-of-Way.
3. **Maximum Number.** 2 flags per Lot, excluding exempt flags.
4. **Maximum Surface Area.**
  - a. **Detached Dwellings, Attached Dwellings, and Manufactured Dwellings:** 15 sf.
  - b. **All other Uses:**
    - i. **Flagpoles up to 24 ft in height:** 24 sf.
    - ii. **Flagpoles up to 35 ft in height:** 40 sf.

**9.5.4 ADDITIONAL SIGN REGULATIONS FOR COMMERCIAL & MIXED-USE AND EMPLOYMENT/CAMPUS USE DISTRICTS AND NON-RESIDENTIAL USES IN RESIDENTIAL USE DISTRICTS**

- A. Projecting Signs, All Use Districts.** Projecting Signs are allowed in all Use Districts. The maximum Sign Surface Area for a Projecting Sign shall be the same as for a lower level Wall Sign or upper level Wall Sign. If a Projecting Sign straddles the boundary between a lower level Wall Sign and an upper level Wall Sign, the

maximum Sign Surface Area permitted shall be the same as for an upper level Wall Sign.

1. Projecting Signs shall not extend more than 20% above the lower of the soffit, parapet, Eave Line or roof line of the façade on which the Projecting Sign is attached.

**2. Maximum Projection.**

- a. 4 ft from or beyond its supporting Building.
- b. 3 ft from an imaginary perpendicular vertical plane located at the street pavement line, curb or outside edge of Sidewalk.
- c. Projecting Signs in compliance with the above regulations may project into the air rights of a Public Right-of-Way if approval for such encroachment into the air rights of a Public Right-of-Way is obtained from the governmental authority having jurisdiction over improvements in the Public Right-of-Way prior to the placement of the Projecting Sign.

3. **Maximum Height.** The bottom edge of a Projecting Sign shall be at least 8 ft above Grade over a Walkway or Sidewalk, or 15 ft above Grade over a Driveway or Public Right-of-Way.

- B. Awning, Canopy or Marquee Signs.** Wherever a Building Sign is permitted, the use of an Awning, Canopy or Marquee Sign is allowed subject to the following provisions:

1. **Maximum Area.** Maximum is the area allocated to the façade of the Building upon which the Awning, Canopy or Marquee is attached.
2. **Maximum Sign Surface Area.**
  - a. 50% of the total area of an Awning or Canopy; or,
  - b. 75% of the total area of a Marquee.
3. **Maximum Projection.** The maximum projection of an Awning, Canopy or Marquee is 8 ft from or beyond its supporting Building and shall not project

beyond any Walkway adjacent to the Building.

4. **Marquee Sign.** A Marquee Sign may include a non-changeable copy sign attached to or mounted on top of a Marquee, subject to the Sign Surface Area limitations set forth above.

**C. Poster Boxes.** In addition to other permitted Building Signs, a Theater may install 1 or more back-lighted or internally illuminated poster boxes, provided that:

1. **Maximum Sign Surface Area:** 36 x 54 in.
2. **Maximum Height:** 10 ft above grade.
3. Poster boxes are permanently mounted to the Building wall;
4. The Sign Surface Area of poster boxes are calculated individually unless otherwise required by this Chapter;
5. Poster boxes, in combination with all other permitted Building Signs, do not exceed the total Sign Surface Area permitted for the Building; and,
6. The total number of poster boxes does not exceed the greater of 2 poster boxes for a Theater containing 1 screen or 1 stage, or 1 poster box per screen or stage for each Theater containing multiple screens or stages.

**D. Suspended Signs in Integrated Centers.**

Suspended Signs are permitted on any Building containing 2 or more individual, non-related and separately operated Uses subject to the following regulations:

1. **Maximum Number:** 1 suspended Sign per tenant with a building entrance serving the general public per façade of a Building;
2. **Maximum Sign Surface Area:** 2 sf.
3. All portions of the suspended Sign or Sign Structure shall be at least 8 ft above finished Grade.

**E. Light Pole Signs.** Light Pole Signs are permitted in all non-residential use districts as specified below:

1. **Sign Type.** Light Pole Signs are limited to Banner Signs which are mounted with upper

and lower horizontal supports on light poles located on the Lot.

**2. Maximum Sign Surface Area.**

- a. **Standard light poles:** 15 sf.
- b. **Decorative light poles:** 4 sf.

3. Light Pole Signs shall maintain a minimum vertical clearance of 12 ft from Grade to the bottom of the Sign.

4. Light Pole Signs shall be mounted to project perpendicular from light poles.

**5. Configuration.** All Light Pole Signs placed on a Lot must:

- a. Be of the same dimensions;
- b. If placed on light poles located at the interior edge of a setback, be oriented on the side of the light poles facing inward to the Lot; and,
- c. Be placed at the same relative height and location on all light poles.

**6. Number.** Maximum 2 Light Pole Signs per light pole, provided that the Light Pole Signs are located immediately across from each other on the pole.

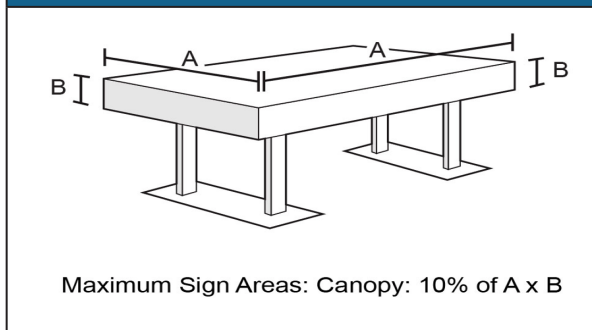
**7. Location.** Light Pole Signs are permitted on light poles which are internal to a Lot, and which define an edge to an interior Access Drive or a customer Parking Area.

**F. Fueling Station Signs.** Signs may be located on a Fueling Station Canopy, Canopy supporting columns (Projecting Sign) Spandrels, pump islands or dispensers.

1. Signs on a Fueling Station Canopy must not exceed 10% of the surface area of the Canopy.
2. Signs at the pump may be located on either a gasoline island Spandrel or a gasoline pump island, but not both.



FIGURE 9.5.4-B - FUELING STATION SIGNS

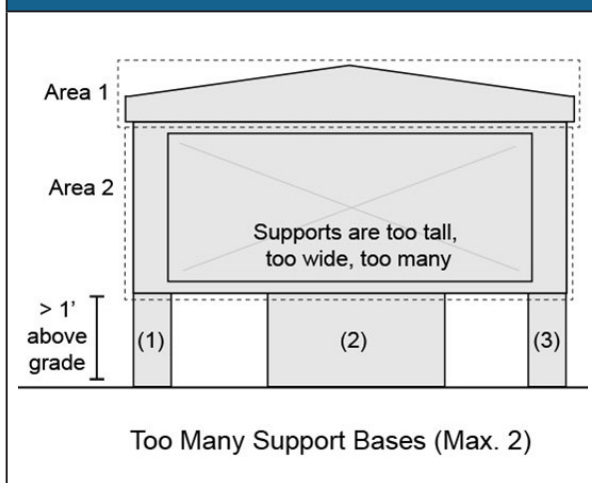


## 9.6 CONSTRUCTION & MAINTENANCE OF SIGNS

### A. Support Base.

1. **Ground Sign.** If any support, upright, bracing or framework is proposed to support a Ground Sign and has a width or diameter in excess of 6 in in any dimension, said support shall:
  - a. be encased in an ornamental shell of stone, brick, ornamental metal or similar materials; or,
  - b. be constructed of an external support structure including stone, brick, ornamental metal or similar materials. The maximum number of supports, uprights, bracing or framework extending between Grade and the base of the Sign Face is 2.

FIGURE 9.6-A - SUPPORT BASE EXAMPLE



2. **Post & Arm Sign.** The maximum dimension for any support, upright, bracing or framework used to support a post & arm Sign is 6 in. (See Figure 9.5.2-A)

### B. Removal of Signs and Sign Structures.

Notwithstanding anything contained in Chapter 10 of this UDO, Signs and Sign Structures are subject to the following removal provisions:

1. When the Use, Building, or any business, product, activity or service offered on the premise not located in a Building, is removed, any Sign and Sign Structure located on the Lot shall also be removed within 60 days of any such cessation of Use. Any new Sign or Sign Structure located after such coincident removal, is located in compliance with the provisions of this UDO.
2. When a legally established Nonconforming Use, Building, or any business, product, activity or service not located in a Building, suffers a partial destruction in excess of the value specified in Chapter 10 of this UDO and such Use, Building, or business, product, activity or service must be removed and brought into compliance with the terms of this UDO, any Sign or Sign Structure located on the Lot shall also be brought into compliance with the terms of this UDO.
3. Upon the expiration date of a UDO permit for a Temporary Sign, all Signs and support structures associated with such Temporary Sign are removed by midnight on the date of expiration.

- C. **Landscaping of Freestanding Signs.** All Freestanding Signs must be provided with a landscaped area at least equal to the Sign Surface Area of the Sign. Landscaping may include any size or variety of annuals, perennials, ornamental grasses, hedge plants, or trees. Plant materials used to satisfy this provision shall not be used to satisfy landscaping required by any other provision of this UDO.

- D. **Cutting of Trees or Shrubs.** No person, for the purpose of increasing or enhancing the visibility of any Sign, shall damage, trim, destroy, or remove any trees, shrubs or other vegetation located:

1. Within any Public Right-of-Way unless the work is done pursuant to the express written authorization of the governmental department having jurisdiction over said Public Right-of-Way;
2. On property that is not under ownership or control of the person doing or responsible for such work unless the work is done pursuant to the express authorization of the person owning the property where such trees or shrubs are located; or,
3. In any area where such trees or shrubs are required to remain under a permit issued under this UDO.

- E. Maintenance of Signs.** Nothing contained in this Chapter prevents the maintenance, repainting or posting of legally established Signs. Maintenance may include the replacement of Sign Surfaces within a Sign Structure provided that the Sign Structure is not removed or changed in any dimension. All Signs shall be maintained in good repair (e.g., without peeling paint or broken Sign Faces) and in operable condition (e.g., if internally illuminated, all light bulbs or tubes are operational) at all times.
- F. Nonconforming Signs.** See Chapter 10 – Nonconforming Situations.