

ZTA20-02

Zoning Text Amendments to the Unified Development Ordinance (UDO)

Applicant: Gaston County Planning Board

Proposed Text Change: Chapter 2 (Definitions): Table 2.7-1; Chapter 7 (Use and Building Lot Standards): Table 7.1-1; Chapter 8 (Supplemental Regulations): Section 8.4.30; Chapter 9 (General Provisions): Section 9.15(H); Chapter 12 (Sign Regulations): Section 12.1.1, 12.1.2, 12.2, 12.3, Table 12.4-4, Table 12.4-6, 12.5, 12.5.2, 12.5.3, 12.5.4, 12.5.5, 12.5.9, 12.5.10.

Description: Minor modification to existing sign regulations and small cell towers.



*Gaston County Department of Planning & Development Services
128 West Main Avenue, Gastonia, NC 28053 (704)866-3195*


Gaston County, North Carolina



PROPOSED TEXT AMENDMENTS – PUBLIC HEARING – JUNE 2020

Highlighted italics = additions; strikeouts = deletions

(Chapter 2 – Definitions)


Term	Use Table Subcategory*	Definition
Billboard		See "Sign, Off-premises Advertising "
Shroud		<p><i>A box or other container that contains and is designed to camouflage or conceal the presence of, a telecommunications facility, antenna, or accessory equipment.</i></p>  A 3D rendering of a telecommunications shroud. It shows a vertical pole with two rectangular boxes attached to it, one on each side. The boxes are designed to conceal equipment. The rendering is in a light blue/grey color scheme.
Sight Triangle		The horizontal and vertical areas at the intersections of streets and/or driveways which must remain unobstructed, in order to ensure that drivers can see traffic and pedestrians around the corner of the intersection, entrance or driveway.

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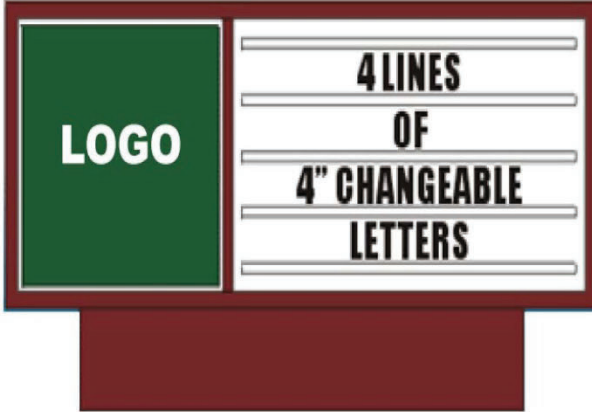


Sign		Any object, display, or structure, or part thereof, situated outdoors, which is used to advertise, identify, display, direct, or attract attention to an object, person, institution, organization, business, product, service, event or location by any means, including <i>which includes</i> words, letters, figures, design, symbols, fixtures, colors, illumination, or projected images.
Sign, Animated		<i>Any sign that uses movement or change of lighting to depict action or create a special effect or scene.</i>
Sign, Area		<i>The entire face of a sign including the advertising surface and any framing, trim, or molding, but not including the supporting structure. In computing area, only one side of a double-faced sign shall be considered</i>
Sign, Attention-Getting Devices		<i>Inflatable characters of shapes, air puppets, statues (other than memorials or grave markers), symbols, and objects used to attract attention to a lot, building, business or activity are considered signs</i>
Sign, Banner		<i>A sign intended to be hung either with or without a frame, possessing characters, letters, illustrations, or ornamentations applied to plastic or fabric of any kind.</i>
Sign, Beacon		<i>Any sign with one (1) or more beams directed into the atmosphere or directed at one (1) or more points not on the same zoning lot as the light source; also, any light with one (1) or more beams that rotate or move.</i>
Sign, Blade		<i>A flag sign which is normally taller than wide and in any shape, i.e. feather, flutter, teardrop, rectangle. Blade signs are a type of temporary sign.</i>
Sign Face		The portion of the sign used for display of sign copy including all background area, pictures, and any other advertising devices shown in the sign. Excluded from this definition are the sign frame and supports.
Sign Shop	Commercial Services	A place of business which constructs and / or erects signs for public display / uses.



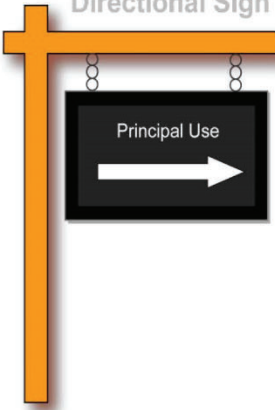
Sign, Awning		<p>A sign located on an awning.</p> 
Sign, Building Marker		<p>Any sign indicating the name of a building and date and incidental information about its construction. Such sign is typically cut into a masonry surface or made of bronze or other permanent material.</p>
Sign, Canopy		<p>A sign <u>attached to, painted, or printed onto</u> located on a canopy. See also, Sign, Marquee.</p>




Sign, Changeable Copy		<p>Any sign designed so that letters or numbers attached to the sign can be periodically changed to indicate a different message.</p> <p>A sign or portion thereof with characters, letters, or illustrations that can be changed or rearranged without altering the remaining face or the surface of the sign.</p>  <p>The diagram shows a rectangular sign with a dark red border and a matching base. On the left side of the sign is a green square containing the word "LOGO" in white capital letters. To the right of the logo is a white rectangular area divided into four horizontal sections by thin lines. Each section contains text: the top section says "4 LINES", the second says "OF", the third says "4\" CHANGEABLE", and the bottom section says "LETTERS".</p>
Sign, Copy		<p>Any combination of letters, numbers or other graphical representation that is intended to inform, direct or otherwise transmit information.</p> <p>Any words, letters, numbers, figures, characters, symbols, logos, or insignia that are used on a sign face.</p>

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Sign, Directional		<p>A sign fronting on a road containing only the name of the principal use, insignia, trademark, directional arrow and/or distance to the principal use. Such use shall not be visible to the motorist at the location at which the sign is placed.</p> <p>An on-premises sign designed to guide vehicular and/or pedestrian traffic.</p> <p>Directional Sign</p>  <p>The diagram shows a T-shaped orange post. A horizontal orange bar is attached to the top of the vertical post. A black rectangular sign is suspended from the horizontal bar by two chains. The sign has the text "Principal Use" in white at the top and a white arrow pointing to the right below it.</p>
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<p>Sign, Directory</p>	<p>A ground or building sign that lists tenants or occupants of a building or project, with unit numbers, arrows or other directional information.</p> <p>A sign on which the names and locations of occupants or the use of a building or property is identified.</p>  <p>The image shows a dark brown directory sign with a white border. At the top, it says "1525" in large white numbers. Below this, there are two columns of white rectangular signs, each with a small black number in a white box. The signs list the following tenants: 1. ARTISAN INTERIORS, 2. G.G.P., 3. NATIONAL ANALYTICAL INSTRUMENTS, 4. G.S. DUNN, 5. PHARMACOPHA, 6. AMESOS PLUMBING, 7. MARIN TERHITE CONTROL CO., 8. AMESOS PLUMBING, 9. PARNELL PHARMACEUTICALS, 10. PHIPA FLEUR BOTANICALS, 11. PHIPA FLEUR BOTANICALS, 12. PHIPA FLEUR BOTANICALS, 13. PHIPA FLEUR BOTANICALS, 14. PHIPA FLEUR BOTANICALS, 15. PHIPA FLEUR BOTANICALS.</p>
<p>Sign Face</p>	<p>The part of the sign that is or can be used to attract the attention of the public for any purpose. This definition includes any frame, structural member, or other part of the sign when such is designed or used, including the use of color or lighting to attract attention.</p>
<p>Sign, Flag</p>	<p>Any fabric, banner, or bunting containing distinctive colors, patterns, or symbols.</p>
<p>Sign, Flashing</p>	<p>A sign, the illumination of which is not constant in intensity when in use, and that exhibits sudden or marked changes in lighting effects.</p> <p>A sign that uses an intermittent, scrolled or flashing light source or windblown, solar and/or mechanically moved reflective material to attract attention.</p>




Sign, Free-Standing		Any sign that is not affixed to a building and is securely and permanently mounted in the ground. Such sign may include a ground, pole or monument sign.
Sign, Government		A sign usually erected and maintained by a public agency that provides the public with information and in no way relates to a business, commercial activity or specific use. Examples include, but are not limited to: speed limit signs, city limits signs, stop signs and street name signs.
Sign, Ground Mounted		Any sign which extends from the ground or which has supports which places the bottom thereof less than two (2) feet from the ground directly beneath the sign. A "monument" sign shall be considered to be a "ground sign." place the bottom thereof less than three and one-half feet from the ground directly beneath the sign. 
Sign, Height		The distance from the base of the sign at normal grade to the top of the highest attached component of the sign.
Sign, Identification		A sign bearing the address of the premises or name of occupant, but containing no logo or commercial message, which indicates the name, purpose or importance of a structure, feature or place.
Sign Illuminated		A sign either internally or externally illuminated. See Sign, Lighted or Sign, Luminous




Sign, Incidental		<p>A sign, generally informational, that has a purpose secondary to the use of the site on which it is located, such as "no parking," "entrance," "loading only," "telephone," and other similar information and directives. No sign with a commercial message legible from a position off the site on which the sign is located shall be considered an "incidental sign." (Remove picture)</p> <p>A sign used in conjunction with equipment or other functional elements for use or operation. These shall include, but not be limited to drive through menu boards, signs on automated teller machines, gas pumps, vending machines, or newspaper delivery boxes.</p>
Sign, Instructional		See Sign, Directional
Sign, Interactive		An electronic or animated sign that reacts to the behavior or electronic signals of the viewer.
Sign, Light Emitting Diode (LED)		A sign using light emitting diode technology that is designed to project an advertising display that is controlled via the use of a computer or similar type equipment. Such sign may emit messages that are either scrolled or static.




		
Sign, Lighted		A sign illuminated only by light cast upon the sign from an external light source.
Sign, Luminous		A sign lighted by or exposed to artificial lighting either by lights on or in the sign.



Sign, Mailbox		<p>The writing, text, representation, graphic, emblem or other display, together with any material or color forming an integral part of the background of the display that is placed on or is in any way affixed to a mailbox used for the purposes of official mail delivery to a lot.</p> 
Sign, Marquee		<p>The variable message portion of a canopy, free standing or other sign type. (remove picture)</p> <p>Any sign attached to, in any manner, a marquee. For the purposes of this definition, a marquee is defined as a permanent roof-like structure projecting beyond a building or extending along and projecting beyond the wall of the building, designed and constructed to provide protection from the weather.</p>
Sign, Memorial or Plaque		<p>A sign designating names of buildings and/or date of erection and other items such as architect, contractor, or others involved in a building's creation, cut into or attached to a building surface.</p>




Sign, Menu Board		<p>An accessory sign providing items and prices associated with a drive-through window.</p>  <p>The image shows a menu board for 'COLEONE'S' drive-through window. It has a green and white striped awning. The menu is divided into sections: 'CHICKEN STEAKS', 'CHICKEN STEAKS', and 'SANDWICHES'. Each section lists various items and their prices. At the bottom, there is a section for 'SODA' and 'DESSERTS'.</p>
Sign, Monument		<p>See "Sign, Ground" A freestanding sign supported primarily by an internal structural framework or integrated into landscaping or solid structural features other than support poles where the base of the sign is on the ground or no more than 18 inches above the adjacent grade</p>
Sign, Multi-Tenant		<p>See Sign, Directory</p>
Sign, Mural, Building Wrap Super Graphics		<p>A sign mounted or painted on the side of a building.</p>
Sign, Non-commercial Copy		<p>A sign, other than a "political sign" that contains a message through pictures, illustrations, symbols and/or words, or any combination thereof, which does not contain any reference to a business or product but displays a substantive message, statement or expression that is protected by the First Amendment to the Constitution of the United States.</p>
Sign, Nonconforming		<p>A sign that, on the effective date of this Ordinance or the date of any subsequent amendment thereto, does not conform to one (1) or more of the regulations set forth in this Ordinance.</p>



Sign, Off-Premises Advertising		<p>A sign, other than a "directional sign", "real estate sign", "political sign", "non-commercial copy sign" or other sign specially allowed by this Ordinance to be placed off-premises, that draws attention to or communicates information about a business, service, or commodity that exists or is conducted, sold, offered, maintained, or provided at a location other than the premises where the sign is located. An "off-premise advertising sign" may also be referred to as a "billboard." (remove picture)</p> <p>A sign at a location other than the premises for which the purpose of the sign is erected.</p>
Sign, On-Premises		A sign on the premises for which the purpose of the sign is erected.
Sign, People		A sign held by a person or a person in costume or decorative clothing.
Sign, Pennant		Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in series, designed to move in the wind.
Sign, Permanent Banner		Any banner constructed of lightweight fabric or similar material that is permanently mounted to a building by a permanent frame, excluding flags.
Sign, Pole		<p>A detached sign erected and maintained on a freestanding frame, mast, or pole and not attached to any building but not including ground-mounted or monument signs. The bottom of such signs shall be equal or greater than two (2) three and one-half (3-1/2) feet from the ground directly beneath the sign.</p>

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Sign, Political		A temporary sign that consists of a poster, placard, board, banner or other similar medium that contains a message related to a candidate running for office or a ballot issue, and which contains no commercial message.



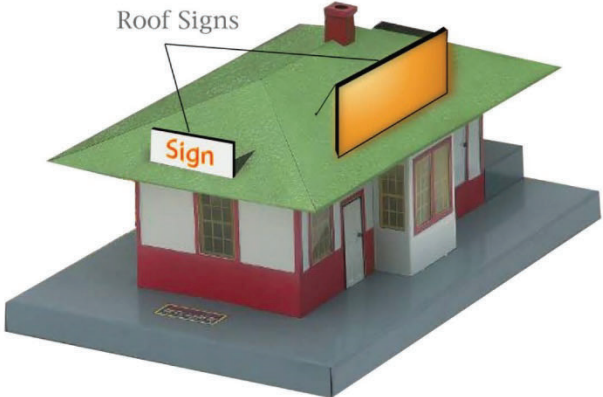
<p>Sign, Portable</p>	<p>Any sign not permanently attached to the ground or other permanent structure, nor specifically constructed for such attachment; or a sign designed to be transported, including but not limited to the following: signs designed to be transported by means of wheels; signs converted to A- or T-frames (sidewalk signs); changeable letter signs, electronic message signs, menu and sandwich board signs; gas or hot air filled balloons and umbrellas. Portable signs are considered to be Temporary Signs.</p> <div data-bbox="808 625 1312 1266"> </div>
<p>Sign, Projected-Image</p>	<p>Any sign image projected onto a building, sidewalk or other surface using laser light or other projection technology.</p>




Sign, Projecting		<p>Any sign other than a wall, awning, canopy, or marquee sign, which is affixed to a building and is supported only by the wall on which the sign is mounted.</p>  <p>The illustration shows two examples of projecting signs. On the left, a white rectangular sign with a metal bracket is mounted to a red brick wall. The sign has the text "WALL PROJECTING SWING SIGN" and "BUSINESS NAME" in red. On the right, a small, single-story building with a brown roof and a sign on its side is shown. The sign is labeled "Sign".</p>
Sign, Public Interest		<p>A sign on private property that displays information pertinent to the safety or legal responsibilities of the general public such as "Warning" and "No Trespassing" signs.</p>
Sign, Real Estate		<p>A sign which is used to offer for sale, lease, or rent the premises upon which such sign is placed.</p>

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Sign, Roof	<p>A sign erected or maintained in whole wholly or partially or in part upon on or over the roof or parapet of a building.</p>  <p>The diagram shows a small, single-story building with a green roof and red and white walls. Two signs are mounted on the roof: a small white sign with the word "Sign" in orange, and a larger orange rectangular sign. A label "Roof Signs" with a line points to both signs. The building sits on a grey base.</p>
Sign, Rotating	<p>A sign that revolves or turns or has external sign elements that revolves or turns. Such signs may be power-driven or be propelled by the force of wind or air.</p>

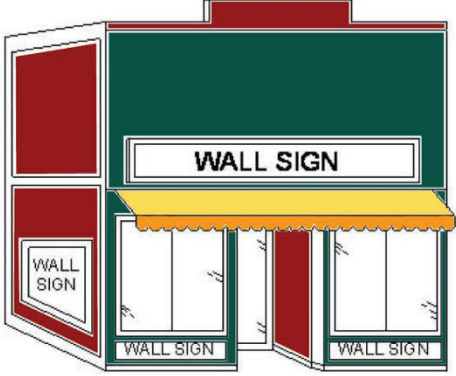


Sign, Sandwich Board		<p>A temporary A-frame sign not secured or attached to the ground or any building or structure, composed of a sign panel and supporting structure or one (1) or more panels that form both the structure and sign face, and that is intended to be placed in a sidewalk or pedestrian way.</p> 
Sign Shop	Commercial Services	A place of business which constructs and / or erects signs for public display / uses.
Sign, Snipe		Any sign that is tacked, nailed, posted, pasted, glued, or otherwise attached to trees, poles, stakes, fences, public benches, street lights, or other objects, or places on any public property or in the public right-of-way.
Sign Structure		The frame supporting a freestanding sign, wall sign, projecting sign, suspended sign, portable sign, marquee sign, or roof sign and poles or supports used to elevate or support the frame.
Sign, Subdivision Identification		A sign that gives the name of a residential or non-residential subdivision or multi-family development.




<p>Sign, Suspended</p>		<p>A sign that is suspended from the underside of a surface and is horizontal plane surface and supported by such surface.</p> 
<p>Sign, Temporary</p>		<p>A sign that is not permanently installed in the ground or affixed to any structure or building.</p>
<p>Signs, Vehicular</p>		<p>Signs on parked vehicles visible from the public right-of-way where the primary purpose of the vehicle as parked is to advertise a product or to direct people to a business or activity located on the same or nearby property. Vehicular signs shall not include business logos, identification or advertising on vehicles primarily used for other transportation purposes. Signs painted on (wrapped) or attached to parked vehicles visible from the public right-of-way and located on or near the premises for which the purpose of the sign was created.</p> 



Sign, Wall		<p>Any sign directly attached to an exterior wall of a building or dependent upon a building for its support with its exposed face parallel or approximately parallel to the plane of the building or structure on which the sign is affixed. Signs directly painted on walls shall be considered wall signs.</p>  <p>The diagram illustrates a building facade with several signs. A large green sign with the words "WALL SIGN" in white is mounted on the upper part of the wall. Below it, a yellow awning covers a set of windows. To the left of the awning, a smaller sign with the words "WALL SIGN" is mounted on the wall. To the right of the awning, another sign with the words "WALL SIGN" is mounted on the wall. The building has a red roof and red trim around the windows and doors.</p>
Sign, Window		<p>Any sign, pictures, symbol, or combination thereof, placed inside a window or upon the windowpanes or glass and is visible from the exterior of the window. This may include an etching of the glass.</p>



Term	Use Table Subcategory*	Definition
Wireless Facility, Small		The same meaning as the term “small wireless facility: as defined in G. S. 160D-931
Wireless Support Structure		<p>The same meaning as the term “wireless support structure” as defined in G. S. 160D-931. A utility pole or County utility pole is not a wireless support structure.</p> 

Highlighted italics = additions; strikeouts = deletions

Table 7.1-1 : Table of Uses

[illegible]

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(Chapter 8 – Supplemental Regulations)

8.4.30 ***TELECOMMUNICATION TOWERS, UP TO 45 FEET, SMALL CELL***

A. Small Cell Telecommunication Towers regulations in addition to section 8.4.25

B. Shall be located on an existing pole or streetlight.

C. Shall comply with all other regulations in Chapter 9 of this ordinance.

D. No new towers shall be located in areas where all utilities are located underground.

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(Chapter 9 – General Provisions)

SECTION 9.15 GENERAL PROVISIONS FOR ALL COMMUNICATION TOWERS

H. *Collocation of Small Wireless Facilities, Supplemental*

1. *Siting: To protect the unique aesthetics of the County, to minimize new visual, aesthetic, and public safety impacts, and to reduce the need for additional antenna-supporting structures, the County prefers that small wireless facilities be located outside the public right-of-way; collocated on existing utility poles or wireless support structures; concealed; and have their accessory equipment mounted on the utility pole or wireless support structure. These preferences are intended as guidance for development of an application for small wireless facilities.*
2. *Collocation of Small Wireless Facilities: Collocation of small wireless facilities on land used as single-family residential property or vacant land that is zoned for single-family development, and any small wireless facility that extends more than ten (10) feet above the utility pole, County utility pole, or wireless support structure on which it is collocated, are subject to this Section. Notwithstanding the foregoing, replacement of an existing streetlight for which the County's financially responsible with a streetlight capable of including a collocated, concealed small wireless facility is permitted on land used as single-family residential property or vacant land that is zoned for single-family development.*
3. *An abandoned small wireless facility shall be removed within one hundred eighty (180) days of abandonment.*
4. *Small wireless facilities shall be blended with the natural surroundings as much as possible. Colors and materials shall be used that are compatible with the surrounding area, except when otherwise required by applicable federal or state regulations. Small wireless facilities shall be located, designed, and/or screened to blend in with the existing natural or built surroundings to reduce the visual impacts as much as possible, and to be compatible with neighboring land uses and the character of the community.*
5. *All small wireless facilities shall be stealth facilities. Antenna and accessory equipment must be shrouded or otherwise concealed. Small wireless facilities shall blend with or match the structure to which they are attached.*



6. Small wireless facilities to be collocated with a streetlight must be designed such that all cabling is inside the streetlight pole.
7. Ground equipment shall be screened, to the extent possible, with evergreen plantings or other acceptable alternatives approved by the Administrator.
8. Small wireless facilities must meet applicable codes.
9. The placement of new utility poles is prohibited in single family residential property where all utilities are underground. Modification or replacement of qualifying utility poles and qualifying County or public utility poles existing as of March 1, 2020, is not prohibited; however, the maintenance, modification, operation, or replacement of qualifying utility poles and qualifying County or public utility poles associated with small wireless facilities are subject to the following requirements:
 - a. Applicant must obtain all other required permits, authorizations, approvals, agreements, and declarations that may be required for installation, modification, and/or operation of the proposed facility under federal, state, or local law, rules, or regulations, including but not limited to encroachment agreements and FCC approvals. An approval issued under this Section is not in lieu of any other permit required under the Unified Development Ordinance (UDO) or NC Building Code, nor is it a franchise, license, or other authorization to occupy the public right-of-way, or a license, lease, or agreement authorizing occupancy of any other public or private property. It does not create a vested right in occupying any particular location, and an applicant may be required to move and remove facilities at its expense consistent with other provisions of applicable law. An approval issued in error, based on incomplete or false information submitted by an applicant or that conflicts with the provisions of this ordinance, is not valid. No person may maintain a small wireless facility in place unless required state or federal authorization remain in force.
 - b. All small wireless facilities and related equipment, including but not limited to fences, cabinets, poles, and landscaping, shall be maintained in good working condition over the life of the use. This shall include keeping the structures maintained to the visual standards established at the time of approval. The small wireless facility shall remain free from trash, debris, litter, graffiti, and other forms of vandalism. Any damage shall be repaired as soon as practical, and in no instance more than thirty (30) calendar days from the date of



notification by the County. In public right-of-ways, damaged or deteriorated components must be corrected within five (5) business days of notification.

- c. Collocation of small wireless facilities shall commence within six (6) months of approval and each small wireless facility shall be activated for use no later than one (1) year from the date of approval. These time limits shall be extended if delay is caused by a lack of commercial power to the small wireless facility. The Administrator may grant an extension of these time limits, for good cause shown, upon receiving a request from the applicant before the expiration of the applicable time limit.*



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(Chapter 12 – Sign Regulations)

SECTION 12.1 GENERAL PROVISIONS

12.1.1 PURPOSE

The purposes of these sign regulations are:

- A. To encourage the effective use of signs as a means of communication.
- B. ~~To maintain and enhance the pleasing look of the County.~~ *To provide a pleasing overall environmental setting and good community appearance;*
- C. ~~To preserve the County as an attractive place to do business.~~ *To create and promote a productive, enterprising, professional business atmosphere;*
- D. ~~To improve motorist, bicyclist and pedestrian safety.~~ *To allow signs appropriate to the planned character and development of each zoning district;*
- E. ~~To minimize the possible adverse effects of signs on nearby public and private property.~~ *To ensure that permitted signs do not become a hazard or nuisance;*
- F. ~~To ensure that signs placed in the County are compatible with the high quality image that the County seeks.~~ *To promote traffic safety and safe way-finding for motorists, cyclists and pedestrians;*
- G. *To prevent permanent and temporary signs from conflicting with public safety signs;*

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H. To protect and enhance the value of properties; and

I. To ensure that the constitutionally guaranteed right of free speech is protected.

12.1.2 APPLICABILITY

~~A. APPLICABILITY~~

~~A sign may be erected, placed, established, painted, created or maintained in the County only in conformance with the standards, procedures, exemptions and other requirements of this Chapter and Ordinance.~~

~~B. EFFECT~~

~~The effects of these regulations as herein set forth are:~~

- ~~1. To establish a system to allow a variety of types of signs in the various zoning districts, subject to the standards and permit requirements herein contained.~~
- ~~2. To allow certain signs that are small, unobtrusive and incidental to the principal use of the lot upon which they are located, and without having to seek a permit.~~
- ~~3. To provide for temporary signs of a limited nature.~~
- ~~4. To prohibit all signs that are not expressly permitted by this Chapter.~~
- ~~5. To provide for the enforcement of the provisions of this Chapter.~~



- A. It shall be unlawful to construct, enlarge, modify, move or replace any sign or cause or cause the same to be done, without first obtaining a zoning permit for such sign from the Administrator as required by this ordinance. A fee shall be charged for each sign permit issued.
- B. Notwithstanding the above, changing or replacing the permanent copy on an existing lawful sign shall not require a permit, provided the copy change does not change the physical dimensions of the sign so as to render it in violation of this ordinance.
- C. If any section, specific provision, or standard of these regulations, that now exists or may exist in the future, is found by a court of competent jurisdiction to be invalid for any reason, the decision of the courts shall not affect the validity of any other section, provision, or standard of these regulations except the provision in question. The other portions of these regulations not affected by the decision shall remain in full force and effect.

SECTION 12.2 SIGNS NOT REQUIRING A PERMIT

The following signs shall be exempt from the regulations contained in this Chapter and shall not be required to have had a permit issued from the Administrator for their placement. Unless otherwise specified (e.g., signs specifically allowed to be located off-premises or placed in a street right-of-way), such signs shall not fall into any of the "prohibited sign" categories contained in Section 12.3. See Section 5.7 for procedures for obtaining a sign permit. Notwithstanding, any sign shown herein, except as where noted shall be placed outside of a street right-of-way or required sight distance triangle, unless specific authorization for such placement is granted by the County or NCDOT.

- A. ~~Any official or public notice or warning sign required by a valid or applicable federal, state, or local law; by a public utility company; or by a court of competent jurisdiction.~~ The following temporary signs and flags are permitted without a zoning permit in all residential zoning districts, but shall be in conformance with all other requirements of this ordinance:

- Balloons – less than two (2) feet in diameter
- Banners and Posters – 24 square feet or less
- Blade, Flutter, Feather Flags – 42 square feet or less
- Decorations and holiday displays exhibited for less than 60 days
- Flags – 42 square feet or less based on zoning district

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- Temporary – 24 square feet or less, one per lot
- People Signs – 16 square feet or less or as costumed

B. ~~Building marker signs that include the building name, date of construction, or historical data, if such sign is cut or etched into the building masonry, bronze or similar material.~~ The following temporary signs and flags are permitted without a zoning permit in all commercial and industrial zoning districts, but shall be in conformance with all other requirements of this ordinance:

- Balloons – less than two (2) feet in diameter
- Banners and Posters – 24 square feet or less
- Blade, Flutter, Feather Flags – 42 square feet or less
- Decorations and holiday displays – in place no longer than 60 consecutive days
- Flags – 42 square feet or less based on zoning district
- Temporary – 24 square feet or less, one per lot
- People Signs – 16 square feet or less or as costumed
- Sidewalk signs – 12 square feet or less
- Umbrellas – no higher than 8 feet from the ground or balcony
- Vehicle Signs – permit is required only if the vehicle is stationary during operating hours and located in view of a public right-of-way
- Window signs – covering less than 25% of window space

C. ~~On-premise Decorational, Seasonal, or Corporate Logo Flags. Decorational, seasonal flags, or corporate logo flags (that may include the company name, insignia or symbol) may be up to twenty four (24) square feet. Any official or public notice or warning sign required by a valid or applicable federal, state, or local law, by a public utility company, or by a court of competent jurisdiction.~~

D. ~~Governmental Signs. Building marker signs that include the building name, date of construction, or historical data, if such sign is cut or etched into the building masonry, bronze or similar material.~~

E. ~~On-premise Public Interest Signs. Signs indicating vehicular entrances and exits, parking areas, one-way traffic, "no trespassing", "no loitering", etc. Such signs may be illuminated, shall not exceed four (4) square feet in area and~~

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~~shall not be located at the driveway entrance or where other instruction is required.~~ **Governmental Signs**

- ~~F. Memorial signs, plaques or grave markers that are noncommercial in nature.~~
- ~~G. Flags, pennants, insignia, or religious symbols of any government, nonprofit or not for profit organization when not displayed as an advertising device for commercial purposes.~~
- ~~H. On premise (ground or wall) identification signs for residential uses that show the name and may also include the street address, with a maximum aggregate area of six (6) square feet.~~
- ~~I. Incidental signs. Such on premise signs shall be displayed for the convenience of the general public and includes such signs as signs for public rest rooms; automobile inspection; hours of operation; credit cards accepted, etc. Such signs may be illuminated and contain no other sign copy other than service information, trade names, and logos. Such signs shall be a maximum of six (6) square feet apiece.~~
- ~~J. Political Signs. Such signs shall be allowed if the following conditions are met:~~
 - ~~1. If placed within the street right of way:~~
 - ~~a. Sign area shall not exceed five (5) square feet;~~
 - ~~b. Sign height shall not exceed thirty six (36) inches above the street level surface nearest to said sign; provided however, if said sign is located within twelve (12) feet of the point of intersection of the edges of pavement of two (2) intersection streets, no such sign shall exceed thirty (30) inches in height above said street level. Notwithstanding the foregoing, the Administrator shall remove any such sign or group of signs that he deems to be an obstruction to the safe vision of motorists.~~
 - ~~c. Such signs shall not be put up more than thirty (30) days prior to Election Day and must be removed within ten (10) days following Election Day; provided however, signs of candidates in a runoff election may remain up until ten (10) days after said runoff election.~~

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- ~~d. No such sign shall be placed over any curb, street surface or sidewalk; or on any utility pole, government sign or signpost, bridge, tree, rock, fence, or guardrail; or within fifteen (15) feet of any fire hydrant.~~
 - ~~e. The tenant or other person entitled to possession of the property fronting along the street right of way on which such sign is placed may remove such sign at any time.~~
 - ~~f. Such signs shall not be placed on right of way fronting public facilities (e.g., government office or operations center, post office, Public Park, public cemetery, courthouse, public safety station, public library, public museum, public school, etc.) except on Election Day where said public facility is a polling place and placed in accordance with the rules of the Gaston County Board of Elections.~~
- ~~2. If placed on private property, outside the street right of way;~~
- ~~a. Sign area shall not exceed thirty two (32) square feet.~~
 - ~~b. Sign height shall not exceed ten (10) feet or two and one half (2.5) times the vertical dimension of the sign face, whichever is less.~~
 - ~~c. Such signs shall be removed within ten (10) days following election day; provided however, signs of candidates in a runoff election may remain up until ten (10) days after said runoff election.~~
 - ~~d. No such sign shall obstruct the safe vision of motorists.~~
 - ~~e. Irrespective of location, no campaign or election sign shall be lighted or luminous, nor shall it have any flashing lights or moving or windblown parts.~~
- ~~K. Temporary real estate signs advertising a specific property for sale, lease, rent or development, or "open houses" shall be located as follows:~~

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~~1. For Lease, For Rent, For Sale Signs~~

- ~~a. One (1) sign per street frontage advertising real estate "For Sale," "For Rent," "For Lease," or "For Development." The maximum area of such sign shall be as follows:~~
 - ~~i. Six (6) square feet in a residential district. A maximum area of sixteen (16) square feet shall be allowed in all residential districts for any lot with an area of three (3) acres or more and having over three hundred (300) feet of linear frontage along a thoroughfare, provided said sign is located along said thoroughfare;~~
 - ~~ii. Sixteen (16) square feet in any Office, or UMU District;~~
 - ~~iii. Thirty two (32) square feet in area in all other districts.~~
 - ~~iv. Such area allowances shall be followed provided that the sign is located on the property being advertised and so long as said sign is located behind the street right of way line.~~
 - ~~v. If the property so advertised lies on a corner lot or through lot, then a second sign may be permitted along the second street so long as the two (2) signs are at least two hundred (200) linear feet apart as measured by the shortest straight line.~~
- ~~b. Up to eight (8) off premise temporary directional signs per residential development for the purpose of providing directions to multiple new dwellings for sale or lease in said development; provided, each such sign is no larger than three (3) square feet in size and four (4) feet in height, and is attached to its own support anchored in the ground, and said sign is in place only between 6:00 p.m. on Fridays and 6:00 p.m. on Sundays.~~
- ~~c. Two (2) off premise directional signs per residential dwelling for sale; provided, each is no larger than two (2) square feet in size and two and a half (2.5) feet in height, and is attached to its own support anchored in the ground.~~

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~~2. — "Open House" Signs~~

- ~~a. — No greater than four (4) such off-premise signs shall be allowed per open house event.~~
- ~~b. — No greater than two (2) such signs shall be located per event shall be located at any one (1) intersection that points motorists in the same direction.~~
- ~~c. — Such signs shall be in place from 6:00 PM on Fridays until 6:00 PM on Sundays only.~~
- ~~d. — Such signs shall not exceed four (4) square feet in area apiece.~~
- ~~e. — No sign allowed under this subsection shall be illuminated.~~
- ~~f. — Any real estate sign located in the public right of way shall be deemed a violation of this Ordinance and may be removed by the Administrator and destroyed without notice.~~
- ~~g. — No signs shall be located within fifteen (15) feet of any fire hydrant.~~

~~L. — Signs providing agricultural products for sale shall be allowed provided that:~~

- ~~1. — On properties where agricultural products for sale are grown, one (1) such ground sign shall be allowed on roads upon which the property has frontage.~~
- ~~2. — On other private properties, with the permission of the property owner, provided that:~~
 - ~~a. — No more than two (2) such signs shall be allowed on any such piece of property.~~
 - ~~b. — No person, entity, or family shall be allowed more than eight (8) such signs for any sale location.~~
 - ~~c. — Such signs may be erected and in place only during the season where agricultural products are actually being sold.~~

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~~d. Such signs shall not exceed four (4) square feet in area apiece. Such signs shall not be illuminated.~~

~~M. Other on-premise temporary banners for nonresidential uses located in a nonresidential district provided that:~~

- ~~1. For a continuous advertising period not to exceed fourteen (14) days, on-premise banners, balloons less than two (2) feet in diameter, pennants, and flags for special events and grand openings are permitted so long as said sign objects are not located in a street right-of-way.~~
- ~~2. Within any calendar year, any use may be permitted temporary signs of this nature for no greater than three (3) fourteen (14) day periods.~~
- ~~3. No such banners or balloons shall be placed on a roof. Any banner or flag shall have a maximum area of twenty-four (24) square feet.~~
- ~~4. No more than three (3) on-premise banners and/or flags shall be allowed during each advertising period.~~
- ~~5. Requirements for other signs (that require sign permits) relating to "grand openings" are found in Section 12.5.6.~~

~~N. Off-premise directional signs for public, quasi-public and not-for-profit uses provided that:~~

- ~~1. Such signs shall be permanent ground signs. Portable signs shall not be allowed.~~
- ~~2. No greater than two (2) directional signs shall be allowed at any street corner.~~
- ~~3. No greater than two (2) directional signs per use shall be allowed.~~
- ~~4. No two (2) directional signs shall be located within five (5) linear feet of each other.~~
- ~~5. All directional signs shall be constructed of durable wood or non-reflective metal or plastic materials.~~
- ~~6. Directional signs shall not be illuminated.~~

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- ~~7. More than one (1) sign may be placed on the same sign support. The maximum area of any one sign shall be two (2) square feet. However, the maximum aggregate area of all signs on any sign structure shall be four (4) square feet.~~
- ~~O. Special event signs for public, quasi-public or not-for-profit organizations. Such signs may be erected by organizations (e.g., schools, churches, etc.) without a permit under the following conditions:~~
 - ~~1. The sign is in association with a special event (e.g., barbeque, rummage sale, fair, etc).~~
 - ~~2. Such signs shall be non-illuminated and may not be of a sign variety that is "prohibited" as shown in Section 12.3.~~
 - ~~3. Such signs shall have a maximum area of thirty-two (32) square feet.~~
 - ~~4. Ground or wall signs only shall be allowed.~~
 - ~~5. For scheduled events such as rummage sales, barbeques, etc, on-premise signs only (including portable signs) shall be allowed. Each such sign may remain in place for not greater than seven (7) days prior to the date of the event and removed no greater than twenty-four (24) hours after the termination of the event.~~
 - ~~6. For events such as parades, fairs and festivals, such signs may be erected (both on and off premises) within fourteen (14) days of the event and shall be removed within seventy-two (72) hours of the termination of the event.~~
- ~~P. Commercial signs placed in an athletic field and other enclosed outdoor space where such signs are intended to be visible by persons attending such events at such facilities.~~
- ~~Q. Holiday decorations, with no commercial messages. Such decorations may be placed in a street right-of-way and may be displayed between November 15 and January 15.~~

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- ~~R. Noncommercial copy signs provided that such signs are ground signs and are no greater than sixteen (16) square feet in area apiece and provided that such signs do not fit under any of the categories of "prohibited signs" as set forth in Section 12.3.~~
- ~~S. Yard Sale Signs (except for special event signs for public, quasi-public not for profit uses as set forth in Subsection O herein).~~
- ~~1. Such signs may not be illuminated and may be placed within twenty-four (24) hours prior to the yard sale, and removed within twenty-four (24) hours after the yard sales event.~~
- ~~2. Each such sign may have a maximum area of six (6) square feet. Such signs may be placed on or off premises, the latter with the permission of the property owner.~~
- ~~3. A maximum of three (3) off premise signs and one (1) on premise sign is allowed per yard sale.~~
- ~~T. Internal window signs, irrespective of whether the sign face can be seen by pedestrians or motorists from an adjoining street.~~
- ~~U. Other internal building signs, such that if a sign is inside a building and cannot be seen by a person of ordinary eyesight who is outside the building.~~
- ~~V. Breezeway or entryway signs, such that if a sign is located inside a breezeway or entranceway, under the roof and within the foundation line of the building but outside the actual entrance door and such sign cannot be seen by a person of ordinary eyesight who is not under the roof of the building or is outside the building.~~
- ~~W. Construction / Improvement signs (including financing signs and future development signs) are allowed under the following conditions:~~
- ~~1. Signs in conjunction with any residential use shall not exceed four (4) square feet each.~~
- ~~2. Signs in conjunction with all other uses shall have a maximum area of thirty-two (32) square feet each.~~

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~~3. One (1) sign per premises shall be allowed.~~

~~4. Such signs shall not be illuminated.~~

~~5. Such signs shall appear only at the construction site.~~

~~6. Such sign shall be allowed only after the building permit for such construction has been issued and is in effect. Such sign shall be removed within seven (7) days after a certificate of occupancy for any portion of the project has been issued.~~

~~X. Subdivision / Multi family Development / Planned Residential Development Identification Signs shall be allowed under the following conditions:~~

~~1. Such signs may be placed at each principal entrance to the development.~~

~~2. Such signs shall not exceed thirty-two (32) square feet in area apiece.~~

~~3. Such signs shall not exceed four (4) feet in height, unless integrated into a wall or column in which the sign is encased.~~

~~4. Such signs shall contain no commercial messages.~~

~~5. Such signs may be placed in a street median (i.e., in a street right-of-way), if specific permission for such is first given by the NCDOT and meets the requirements of Section 12.7.~~

~~Y. MAILBOX SIGNS~~

~~Signage on mailboxes shall be limited to that allowable under U.S. Postal Service Provisions, and shall also be limited to individual name(s) and the address of the property served by the mailbox. Commercial messages and directional information shall be prohibited.~~



~~Z BULLETIN BOARDS~~

~~External bulletin boards for any government, nonprofit or not for profit organization, provided that the bulletin board does not exceed sixteen (16) square feet in area and is located on site to be readily accessible to the public.~~

~~AA SIDEWALK CAFÉ / UMBRELLA~~

~~Sidewalk cafes, restaurants and other outdoor eating and social venues shall be allowed to have tables, chairs, umbrellas and similar objects normally associated with commercial signage.~~

~~AB MANUFACTURED HOME PARKS~~

~~Refer to Section 14.6.7 for the sign requirements.~~

SECTION 12.3 PROHIBITED SIGNS

- E. Flashing signs, signs with flashing or reflective disks, signs with flashing lights or lights of changing degree of intensity or color or signs with scrolled messages (except light emitting diode (LED) signs with electronically scrolled messages, government traffic signs and signs which give time and temperature information) shall be prohibited.

LED signs with electronically scrolled signs shall be allowed under the following conditions:

1. Each ~~scrolled~~ message shall remain static for a minimum period of eight (8) seconds;
2. There shall be a transition time period of no greater than two (2.0) seconds between sign messages;
3. The ~~scrolled~~-message area shall constitute no greater than fifty (50) percent of the sign area face.
4. *The sign must contain a default design that will freeze the sign in one position if a malfunction occurs.*

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5. The maximum brightness shall be 5000 nits during daylight hours (dawn to dusk). All illuminated signs must comply with the maximum luminance level of seven hundred fifty (750) cd/m² or Nits at least one-half hour before Apparent Sunset (dusk), as determined by the National Oceanic and Atmospheric Administration (NOAA), for the specific geographic location and date. All illuminated signs must comply with this maximum luminance level throughout the night, if the sign is energized, until Apparent Sunrise, (dawn) as determined by the NOAA, at which time the sign may resume luminance levels appropriate for daylight conditions.
 6. All signs along state-maintained roadways must meet North Carolina Department of Transportation regulations.
- M. ~~Signs that advertise an activity or business no longer conducted on the property upon which the sign is located.~~ Off-premise advertising signs.
- N. ~~Off-premise advertising signs.~~ Inflatable objects, including balloons with a diameter of two (2) feet or greater.
- O. ~~Inflatable objects, including balloons with a diameter of two (2) feet or greater.~~ Any other sign not expressly permitted by this Chapter shall be prohibited.
- P. ~~Any other sign not expressly permitted by this Chapter shall be prohibited.~~



TABLE 12.4-4
DIMENSIONAL AND LOCATIONAL STANDARDS FOR SIGNS REQUIRING A PERMIT
IN THE OLC, O-1, and O-M ZONING DISTRICTS

SIGN TYPE	SUPPL. REG.	NUMBER OF SIGNS ALLOWED**	MAXIMUM SIGN AREA (sq. ft.)**	MAXIMUM SIGN HEIGHT **	SIGN LOCATION***
Ground * Individual Business	12.5.4	One (1) per street front*	Two hundred (200) sq. ft. hospital; otherwise: If structure 0-25,000 sq. ft. gfa= fifty sixty-four (50 64) sq. ft. If structure over 25,000 sq ft gfa= sixty four one hundred (64 100) sq. ft	Ten (10) feet, except Twenty-four (24) feet for a hospital	12.5.4 G
Ground * Multi-Tenant Development Identification	12.5.4	One (1) per street front*	Sixty-four (64) sq. ft. plus six (6) sq ft for each tenant within the development up to one hundred (100) sq ft	Ten (10) feet	12.5.4 G
Wall Signs* Individual Business and Multi-tenant Developments	12.5.5	Three (3) per building wall.	Ten (10) percent of individual wall area up to an aggregate of sixty-four (64) sq ft per building wall*	No higher than the wall upon which the sign is mounted	N/A
Canopy/ Awning Signs* Individual Business and Multi-tenant Developments	12.5.1	One (1) per exterior customer entrance	Fifty (50) percent of canopy/awning area, up to a maximum of fifty (50) sq ft	N/A	N/A
Projecting/ Suspended Signs* Individual Business and Multi-tenant Developments	12.5.7	One (1) per exterior customer entrance	One (1) sq ft per linear foot of public street frontage, up to a maximum of sixteen (16) sq ft	N/A	N/A

* Refer to supplemental regulations for additional specifications

** Refer to Section 12.5.10 regarding "Master Sign Plans", approvals of which may allow for deviations from the standards shown herein

*** Refer to Section 12.5.4 (F) for sign setback requirements



TABLE 12.4-6
DIMENSIONAL AND LOCATIONAL STANDARDS FOR SIGNS REQUIRING A PERMIT
NON-RESIDENTIAL USES IN THE GPX, NBS, C-1, C-2, C-3, I-1, I-2, I-3 and I-U ZONING DISTRICTS

SIGN TYPE	SUPPL. REG.	NUMBER OF SIGNS ALLOWED***	MAXIMUM SIGN AREA (sq. ft.)***	MAXIMUM SIGN HEIGHT ***	SIGN LOCATION
<u>Ground / Pole / Off Premise*</u> Individual Business	12.5.4	A. 1. One (1) sign on each public street front provided that no two (2) signs are located within a straight line distance of two hundred (200) feet. 2. For any non-residential use, which contains more than one (1) principal structure, one (1) group or monument identification sign may be placed within twenty (20) ft. of each structure provided that the structure does not contain any wall identification sign.	A. 1. Sixty four (64) sq. ft., 2. Ten (10) sq. ft. B. For industrial uses located in an industrial zoning district, located on a lot adjacent to a four (4)-lane limited access divided highway = two hundred (200) sq. ft. provided that the sign is intended to be read from such divided highway. C. Pole signs = Forty eight (48) sq. ft.	A. 1. Twenty (20) feet, 2. Four (4) feet B. Twenty (20) feet for signs advertising an industrial use and intended to be read from a four (4)-lane divided highway. C. Twenty (20) feet	Outside of street right-of-way and required sight triangle*
<u>Ground / Pole*</u> Multi-Tenant Development Identification	12.5.4	One (1) freestanding sign on each thoroughfare frontage. Such sign shall be at least two hundred (200) linear feet apart as measured using the shortest straight line distance. The owner or manager of the development must file a statement with the zoning administrator that he will apprise all tenants of the development of sign regulations contained in this chapter.	Detached multitenant development sign: A. One hundred (100) sq. ft. B. Two hundred (200) sq. ft. for developments with a GFA greater than 25,000 sq. ft.	A. Twenty (20) feet B. Twenty five (25) feet	Outside of street right-of-way and required sight triangle*
<u>Wall Signs*</u> Individual Business and Multi-tenant Developments	12.5.5	No limit	Ten (10) percent of individual wall area up to an aggregate of one hundred (100) sq. ft. per building wall*	No higher than the wall upon which the sign is mounted	N/A
<u>Canopy/ Awning Signs*</u> Individual Business and Multi-tenant Developments	12.5.1	One (1) per exterior customer entrance	Fifty (50) percent of canopy/awning area. Square footage shall count towards total for wall sign square footage on applicable wall face.	N/A	N/A
<u>Projecting/ Suspended Signs**</u> Individual Business and Multi-tenant Developments	12.5.7	One (1) per exterior customer entrance	Up to ten (10) sq. ft.. Square footage shall count towards total for wall sign square footage on applicable wall face.	N/A	N/A

* Refer to supplemental regulations for additional specifications

** Refer to Section 12.5.9 for special regulations for permanent on-premise banners for automobile, truck, boat, manufactured home and recreational vehicle sales and rental facilities

*** Refer to Section 12.5.10 regarding "Master Sign Plans", approvals of which may allow for deviations from the standards shown herein



SECTION 12.5 DESIGN AND CONSTRUCTION STANDARDS

Any sign shown herein (except canopy/awning signs per Section 12.5.1, projecting / suspended signs per Section 12.5.7, and sandwich board signs per Section 12.5.8) shall be placed outside of a street right-of-way or required sight distance triangle, unless specific authorization for such placement is granted herein and/or by the NCDOT.

A. Construction Standards

- 1) All signs shall be constructed and installed in accordance with the applicable provisions of the North Carolina State Building Code.
- 2) All temporary signs shall be constructed of materials and printed on by inks capable of withstanding normal weather conditions.
- 3) All signs, except for banners, flags, temporary signs, and window signs, conforming in all respects with the requirements of this ordinance shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.

B. Electrical Standards – All illuminated signs shall be installed in accordance with the applicable provisions of the North Carolina State Electrical Code and all detached signs shall be illuminated by an underground electrical source.

C. Maintenance of Signs – All signs shall be maintained in good structural and aesthetic condition. Deficiencies such as chipped paint, broken plastic, missing letters and exposed light bulbs shall be evidence of a lack of maintenance.

D. Obstructions Prohibited – No sign shall be placed so as to obstruct the clear sight triangle at a street intersection nor shall any sign obstruct the view of motorists entering or leaving an off-street parking area.

E. Relation to Other Building Elements

- 1) Signs shall relate in their placement and size to other building elements without obscuring building elements such as windows, cornices, or decorative details, except that signs may be placed on the inside of windows.
- 2) Sign material and style shall complement the building façade in terms of design, scale, and materials.
- 3) Individual shop signs in a single storefront shall relate to each other in terms of design, size, placement on the building, and lettering style.
- 4) Signs placed on the inside of the window areas shall conceal no more than 25% of the area of the window on which the signs are located.

F. Sign Lighting

- 1) Neon, argon and similar lighting fixtures shall not be used anywhere on the exterior of a building; however, such signs if non-flashing and nonmoving may be mounted on the inside of store windows.



- 2) Signs shall be lighted with indirect light sources (e.g. backlighting). Floodlights may also be used if the light is directed only on the sign and not onto adjacent properties, roadways or the sky and the light fixtures are fully shielded from view through the use of landscaping.
- 3) No sign (other than a ground-mounted sign) within 100 linear feet of a pre-existing residential structure shall be illuminated between the hours of 11:00 pm and 6:00 am.
- 4) See Section 12.3 (E) for provisions for Electronic Message Signs and LED signs

Figure A – Flag Light



Figure B – Sign Light



5) Lighting or Signs and Flags

- a) For signs not internally illuminated, top-mounted fixtures are preferred for legally existing lighted signs. Lighting fixtures used to externally illuminate a sign are preferred to be mounted on the top of the sign structure and direct all light down toward the sign. See Figure B. Fixtures mounted on the ground shall use the minimum lumens necessary to illuminate the sign and shall not exceed 3,700 lumens. All such fixtures shall comply with the shielding requirements of this section.



- b) Signs constructed of translucent materials and wholly illuminated from within do not require shielding. Dark backgrounds with light lettering or symbols are preferred, to minimize detrimental effects. Total lamp lumens per sign shall not exceed 3,700 lumens.
- c) Top-mounted fixtures for the illumination of any flags are preferred. Lighting fixtures used to illuminate a flag can be mounted on the top of the flagpole and direct all light down toward the flag. See Figure B.
- d) Ground mounted fixtures shall not exceed 3,700 lumens and shall be directed specifically on the flag and no other features. All such fixtures shall comply with the shielding requirements of this section.
- e) No flag, except national flags, within 100 linear feet of a pre-existing residential structure shall be illuminated between the hours of 11:00 pm and 6:00 am.
- f) All illuminated signs must comply with the maximum luminance level of seven hundred fifty (750) cd/m² or Nits at least one-half hour before Apparent Sunset (dusk), as determined by the National Oceanic and Atmospheric Administration (NOAA), for the specific geographic location and date. All illuminated signs must comply with this maximum luminance level throughout the night, if the sign is energized, until Apparent Sunrise, (dawn) as determined by the NOAA, at which time the sign may resume luminance levels appropriate for daylight conditions.
- g) All signs along state-maintained roadways must meet North Carolina Department of Transportation regulations.
- h) Any interior lighted signs may not be lit at night when the face of the sign is removed or damaged in such a way that the light may distract drivers or adjacent property owners.

12.5.2 DIRECTORY SIGNS

Directory signs shall be allowed where a particular site includes more than one (1) principal use and shall not be counted towards meeting the maximum allowable sign area for the site or development, provided that:

- A. Directory signs shall be allowed in multi-tenant developments provided that such signs are: (i) located at least fifty (50) feet from any external public street right-of-way, and (ii) placed at internal street intersections within the

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development.

- B. Such signs shall each have a maximum area of twenty-four (24) square feet and be no greater than six (6) feet in height.
- C. ~~Such signs may contain business names or logos along with arrows and similar directional information.~~ **Reserved**
- D. ~~Such signs shall not contain any other commercial messages.~~ **Reserved**
- E. In lieu of a ground-mounted directory sign, such sign may be placed on a building wall. If so placed, such sign shall not exceed ten (10) percent of the allowable wall signage for such use.

12.5.4 GROUND / POLE SIGNS / **OFF-PREMISES**

- ~~H. Irrespective of the regulations shown above, the height of a free-standing pole sign for certain uses in the C-2 and C-3 districts shall be a minimum of fifty (50) feet and a maximum of eighty (80) feet and the area of such pole sign may be increased to two hundred (200) feet under the following conditions:~~
 - ~~1. The lot is located within a one thousand (1,000) foot linear radius of the centerline of a grade-separated intersection of a four lane, divided, limited access highway.~~

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-
- ~~2. The use being advertised is a restaurant (all varieties), automobile service station, motel, hotel, convenience store, hospital, urgent medical care facility or medical office.~~
 - ~~3. Said sign may exceed the normal height and area requirements that otherwise would be allowed for this use if the sign is oriented so as to be viewed by motorists traveling on the four lane, divided, limited access highway.~~
 - ~~4. If such a larger and/or higher pole sign is erected, a maximum of one (1) other on-premise freestanding sign may be erected on-site for the use in question. Said sign may only be a ground sign (as opposed to a pole sign) and shall have a maximum area of thirty two (32) square feet.~~



12.5.5 WALL SIGNS

~~D. A retail store in the C-1, C-2 or C-3 zoning district and exceeding forty thousand (40,000) square feet gross floor area may add a business name identification sign to its front building wall for any in-store adjunct business located within said retail store. Said adjunct business identification signage shall be allowed in addition to wall signage permitted pursuant to this section but no such adjunct business identification sign shall exceed twenty five (25) square feet in area and no retail store shall display more than a total of seventy five (75) square feet of adjunct business signage.~~

~~As used in this section, the term "in-store adjunct business" shall mean a small store or service located inside a larger retail store, but not associated by name or patron transaction with the main retail store.~~

~~Examples of such businesses include a financial institution, fast food restaurant chain, or "postal store and contract station" located in a separate area within a department store and operating under a different name. Leased specialty departments (e.g., shoes, jewelry) within a retail store, cosmetic counters with or without their own personnel, pharmacies, lunch counter, or eye care departments, either of which operate under the main store's name and/or conduct patron transactions through the main store transaction system are examples of store departments which shall not be deemed an in-store adjunct business.~~

~~Any such retail store housing inside said store an automatic teller machine (ATM) operated by a financial institution, but not associated with an adjunct business within the store, may display on the front wall an identification sign for said ATM. The ATM sign shall not exceed eight (8) square feet and shall be counted within the maximum seventy-five (75) square feet for adjunct business signs. **Reserved**~~

- E. Wall signs on designated historic buildings shall be placed within the sign frieze, or distinct place within which a wall sign was intended to be placed. No wall sign shall extend beyond such space. If there is no such sign frieze, the wall sign shall be placed below the typical second floor window area.
- F. If no on-premise ground mounted or pole signs are used where otherwise a ground mounted or pole sign would be allowed per Table 12.4-1 and Section 12.5.4, the aggregate allowable wall sign area may be increased by a factor of twenty-five (25) percent.



- G. Signs attached to a mansard portion of a roof shall be considered to be a wall sign.

12.5.9 ~~ON-PREMISE BANNERS FOR AUTOMOBILE, BOAT, MANUFACTURED HOME ETC. SALES USES (PERMANENT)~~ RESERVED

~~Special sign requirements regarding the provision of permanent on-site banners shall prevail for automobile, truck, boat, motorcycle, manufactured home and recreational vehicle sales and rental facilities. Such banners may be allowed under the following conditions:~~

- ~~A. The banners may consist of any color, design, copy or logo;~~
- ~~B. The banners shall be placed in a manner that does not obstruct or impair motorists' vision, particularly at ingress and egress points;~~
- ~~C. The banners shall be affixed, connected to three (3) or more corners, and shall be no more than sixteen (16) square feet in area;~~
- ~~D. The banners may consist of cloth, fiberglass, vinyl, or any non-rigid material. Banners shall not consist of any reflective and / or shiny-related material;~~
- ~~E. The banners may have up to two (2) flags for the first one hundred (100) feet of street frontage, plus a maximum of one (1) flag for each additional fifty (50) feet of frontage along a thoroughfare, plus up to one (1) flag for every fifteen-thousand (15,000) square feet of outdoor display area;~~
- ~~A. The banners shall not have an on-site flag within fifty (50) feet of another flag; and,~~
- ~~B. All banners and flags shall be located outside all right of ways.~~



12.5.10 MASTER SIGN PLAN FLEXIBILITY OPTION

B. APPLICABILITY

The planned development flexibility option is available to the following uses:

1. Planned unit developments and traditional neighborhood developments;
2. ~~Office parks, shopping centers, and industrial parks and similar multi-tenant developments with two hundred thousand (200,000) sq. ft. or greater of gross leasable area;~~
3. ~~Continuing care facilities;~~
4. ~~Stadiums; amusement parks; amphitheaters; auditoriums, and similar large-scale civic or recreational facilities.~~
5. ~~Indoor movie theaters.~~



