

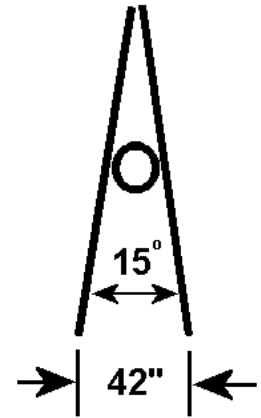
Section 7.03 Sign Regulations.

G. General Sign Regulations.

1. Calculation of Sign Surface Area.

a. Multi-faced Signs.

The *sign surface area* for a *sign* with more than one (1) *sign face* shall be computed by adding together the *sign surface area* of all *sign faces* visible from any one point. When two (2) *sign faces* are placed back to back, or at no greater than fifteen (15) degrees from one another, so that both faces cannot be viewed from any point at the same time, and when such *sign faces* are part of the same *sign structure* and are not more than forty-two (42) inches apart, the *sign surface area* shall be computed by the measurement of one (1) of the *sign faces*.



Sign Face Angle and Separation

b. Ground Sign Support Base as Sign Surface Area.

In the case of a *freestanding ground sign* with an ornamental shell or external support *structure* up to 50 percent of the allowed sign surface area may be used as the support structure and not count toward the overall sign surface area for the sign. [Amended Ordinance #06-14]*

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c. *Sign Surface Area Determinations.*

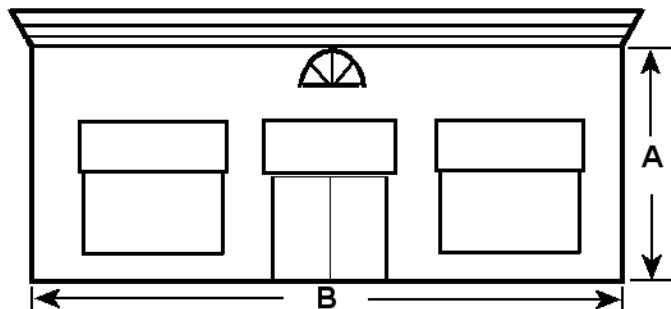
When calculating the *sign surface area* of any *sign*, a maximum of three (3) distinct and abutting "Areas" made up of squares or rectangles may be used to encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the *sign* from the backdrop or *structure* against which it is placed. The minimum dimension for any area shall be one (1) inch. [Amended Ordinance #13-07]*



Areas Used to Determine Sign Surface Area

In the case of a *freestanding ground sign* with a base or pole cover is not in excess of eighteen (18) inches in width and not in excess of one (1) foot in height above *grade* to the base of the *sign face*, a maximum of two (2) "Support Areas" shall be permitted which shall not be included in the count of the maximum number of "Areas". Any such additional "Support Areas" or "Support Areas" in excess of eighteen (18) inches in width or in excess of one (1) foot in height above *grade* to the base of the *sign face* shall be included in the overall calculation of *sign surface area*.

d. Façade Area Calculations for *Building Signs* – When calculating the area of a façade upon which a *building sign* may be placed, the following regulations shall be followed to determine the area of the façade:

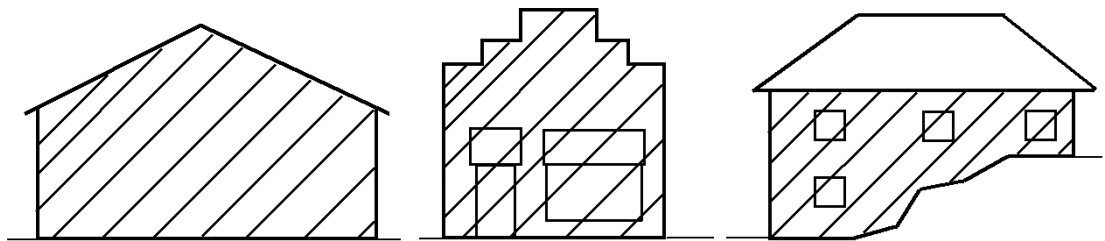


Façade Area = A X B

Façade Area Calculations – Square or Rectangular Shaped Façade

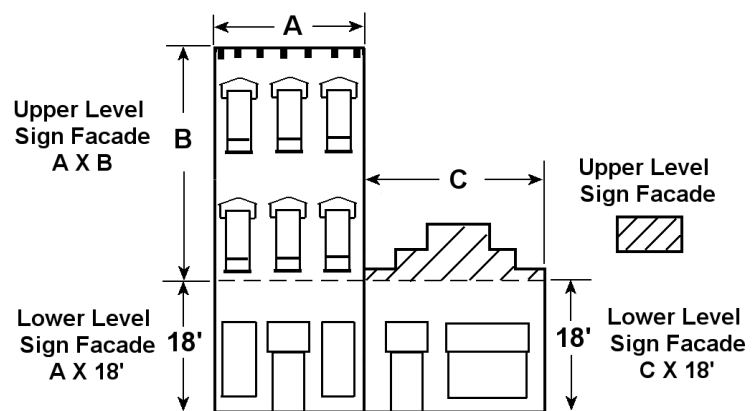
- (1) Square or Rectangular Shaped Façade – The area of the façade of the *building* or tenant space shall be the length of the *building* or tenant space times the height of the *building* or tenant space.
- (2) Irregular Shaped Façade – The area of the façade shall be the actual surface area of the façade of the *building* or tenant space above grade and beneath the top of the wall.

 – **Façade Area**



Façade Area – Irregular Shaped Façade

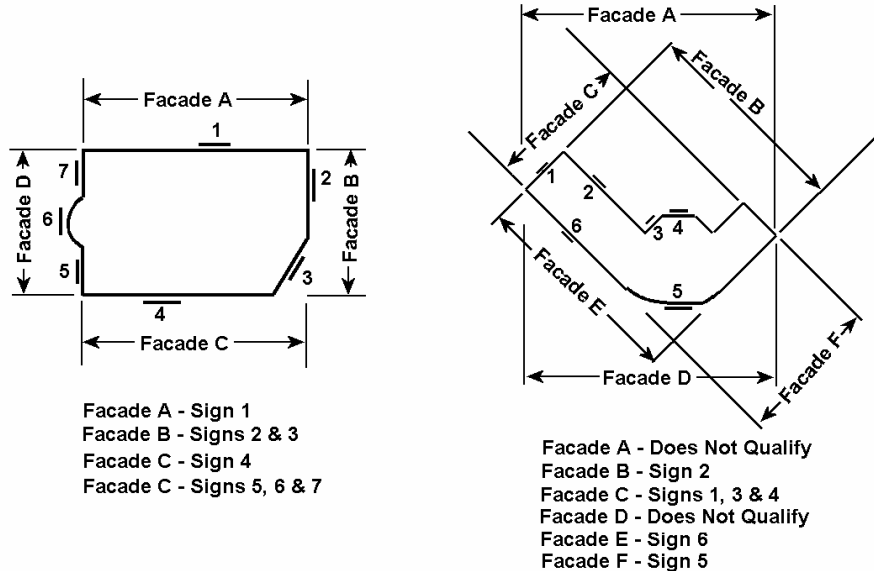
- (3) Lower Level Signs In the LB or TV *Districts* – The area of the façade for lower level *building signs* shall be the actual surface area of the façade of the *building* or tenant space above grade and beneath the lesser of top of the wall or eighteen (18) feet above grade. [Amended Ordinance #04-11]*
- (4) Upper Level Signs in the LB or TV *District* - The area of the façade for upper level *building signs* shall be the actual surface area of the façade of the building or tenant space located above eighteen (18) feet above grade. [Amended Ordinance #04-11]*



Façade Area – Upper and Lower Level Signs

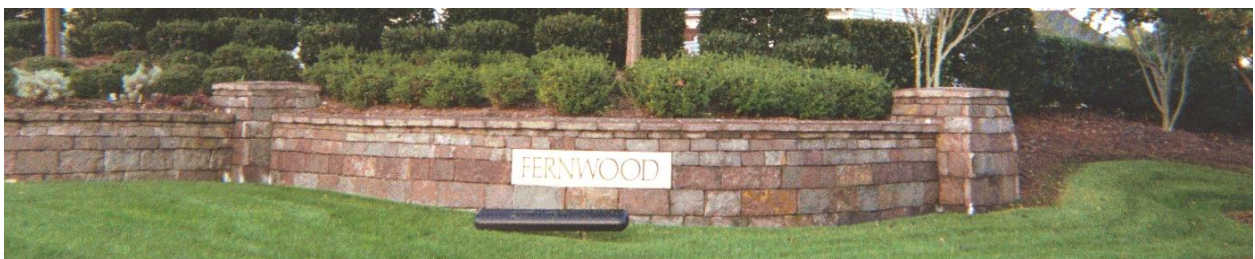
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- (5) Buildings With Irregular Footprints – The area of the façade shall be determined by the smallest two dimensional area, pursuant to the above regulations, from which the façade, or portion thereof, may be viewed.



Façade Area for Buildings with Irregular Footprints

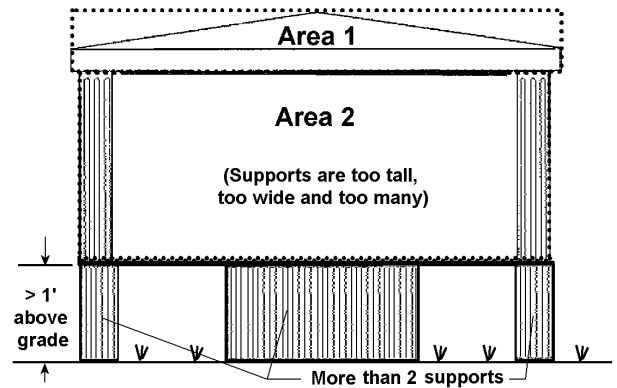
- e. Signs on Ornamental, Decorative Fence or Masonry Wall – The *sign surface area* of a *sign face* located on an ornamental, decorative fence or masonry wall shall be limited to the area of the *sign face* only if the fence or wall has a length of not less than three (3) times the width of the *sign* or message element. If a fence or wall is less than three (3) times the width of the *sign* or message element, the fence or wall shall be deemed to be part of the background of the display used to differentiate the sign from the backdrop and the entire area of the fence or wall shall be considered part of the support structure. The height of such shall not exceed six (6) feet in height. [Amended Ordinance #06-14]*



Ornamental, Decorative Fence or Masonry Wall Greater Than Three Times Length of Sign

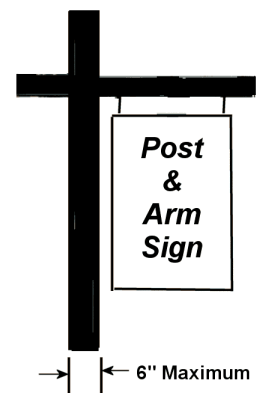
2. Support Base.

- a. *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 six (6) inches in any dimension, said support, upright, bracing or framework shall (i) be encased in an ornamental shell of stone, brick, ornamental metal or similar materials, or (ii) be constructed of an external support *structure* including stone, brick, ornamental metal or similar materials, provided that the maximum number of supports, uprights, bracing or framework extending between *grade* and the base of the *sign face* shall not exceed two (2).



Too Many Support Bases

- b. *Post & Arm Sign* – No support, upright, bracing or framework used to support a *post & arm sign* shall exceed six (6) inches in any dimension.
[Amended Ordinance #06-14]



Post & Arm Sign

3. Freestanding Signs as Accessory Structures.

Freestanding signs and *sign structures* are hereby declared to be *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*.

4. Removal of Signs and Sign Structures. [Amended Ordinance #09-20]*

Notwithstanding anything contained in Section 1.21, J. – Legally Established Nonconforming Signs to the contrary, *signs* and *sign structures*, shall be subject to the following removal provisions: [Amended Ordinance #09-20]*

- a. When the *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* and accessory to such *building*, or business, product, activity or service shall also be removed coincidentally with the

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removal of such *building*, or business, product, activity or service within 60 days of any such cessation of business. [Amended Ordinance #06-14]*

Any new *sign* or *sign structure* located after such coincident removal, shall be located in compliance with the provisions of this UDO.

- b. When a *legally established nonconforming building*, or any business, product, activity or service not located in a *building*, suffers a partial destruction in excess of the value specified in Section 1.21, J. – Legally Established Nonconforming Signs of this UDO and such *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.
- c. Upon the expiration date of a *UDO permit* for a *temporary sign*, all *signs* and support *structures* associated with such *temporary sign* shall be removed by midnight on the date of expiration. [Added Ordinance #13-07]*

5. Landscaping of Freestanding Signs.

All *freestanding signs* shall 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 the calculation of *plant unit value* required by any other provision of this UDO.

6. 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:

- a. Within any *public street right-of-way* unless the work is done pursuant to the express written authorization of the governmental department having jurisdiction over said *public street*;
- b. 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,
- c. In any area where such trees or shrubs are required to remain under a permit issued under this UDO.

7. Illuminated Signs.

- a. The text or message portion of the *sign face* of an internally illuminated box *sign* shall be lighter or brighter than the background color of the *sign face*. This provision shall not be applicable to a *changeable copy sign*, when permitted.
- b. 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*. (See Section 7.02, A., 13. – Glare on Public Right-of-Way for related regulations.)
- c. This sub-Section shall not apply to *signs* that are an integral part of a vending machine, telephone booth or, do not exceed two (2) square feet in *sign surface area*.

8. Changeable Copy Signs.

Changeable copy signs shall be permitted as part of an otherwise permitted *sign*, provided that:

- a. If a *single use site*, a maximum of one (1) *changeable copy sign* shall be permitted per street frontage which is a part of a *freestanding sign*; [Amended Ordinance #06-14, #13-07]*
- b. If an *integrated center*, either one (1) *changeable copy sign* shall be permitted as part of a *freestanding sign*, or each individual use within an *integrated center* shall be permitted one (1) *changeable copy sign*; and [Amended Ordinance #13-07]*
- c. The *changeable copy sign* shall not exceed forty (40) percent of the *sign surface area* of the permitted *sign*, provided, however, an *Electronic Variable Message Sign (EVMS)* shall not exceed twenty (20) percent of the *sign surface area* of the permitted *sign*.

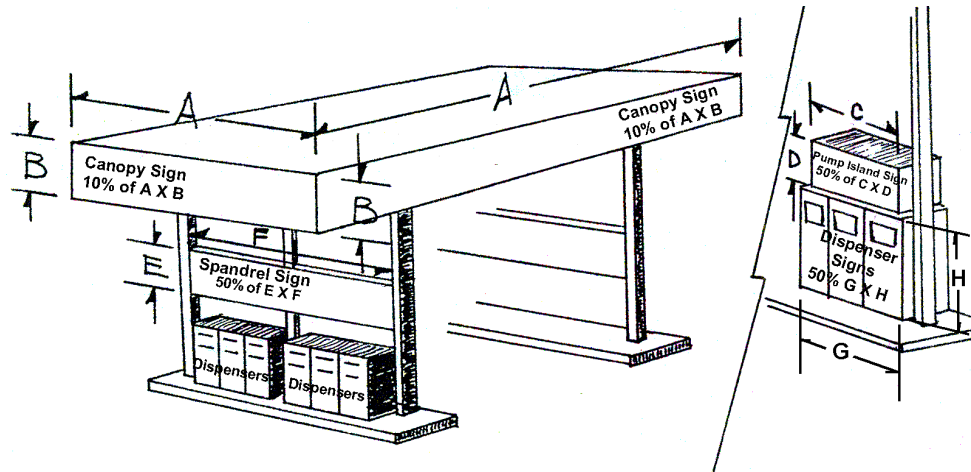
9. Gasoline Service Station Signs.

Signs may be located on a gasoline island *canopy*, spandrels, pump islands or dispensers and shall be considered as and regulated as *building wall signs* subject to the following exceptions:

- a. Such *signs* located on a gasoline island *canopy*, gasoline island spandrels, gasoline pump islands or gasoline dispensers shall not exceed:
 - (1) ten (10) percent of the surface area of the facade of the *canopy*; or,

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- (2) fifty (50) percent of the façade of the gasoline dispensers, spandrel or pump island upon which such *sign* is located.
- b. Such *signs* may be located on either a gasoline island spandrel or a gasoline pump island, but not both.



Gasoline Service Station – Canopy, Spandrel, Pump Island and Dispenser Signs

10. Maintenance of Signs.

Nothing contained in this UDO shall be construed to prevent the maintenance, repainting or posting of legally established *signs*. Maintenance shall 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 shall be operational) at all times.

11. Exempt Signs.

- a. Any sign required by any local, state or federal governmental agency; or,
- b. Works of Art – if submitted and approved as part of a *Master Sign Plan* included in a *development plan* filed for Architectural and Site Design Review; or
- c. Cornerstones with dedication dates and building name if not greater than four (4) square feet. [Amended Ordinance #06-14]
- d. Light Pole *Sign Banners* – Town sponsored *sign banners* on public and private light poles; or [Added Ordinance #09-20]*

- e. One (1) governmental flag as defined by GS §144-7 up to forty (40) square feet in size and pole up to thirty (30) feet in height per lot. [Added Ordinance #09-20]*

12. Non-Conforming Signs – See Section 1.21, J. – Legally Established Nonconforming Signs.