



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;
- 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; and,

9.2 APPLICABILITY

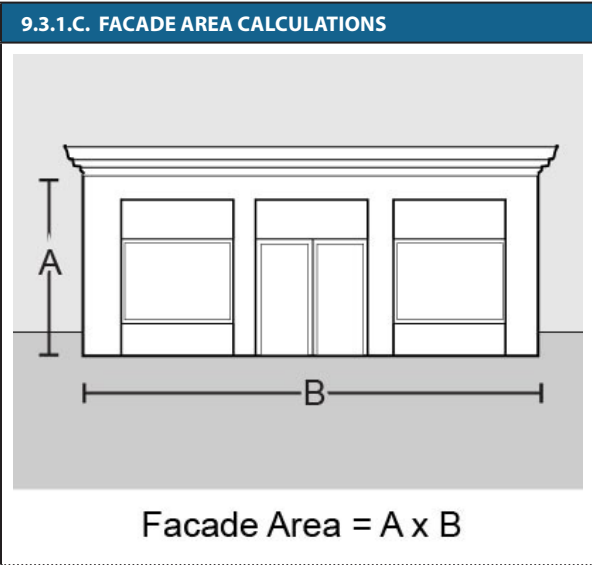
The regulations contained in this Section shall apply to the location, erection and maintenance of signs in any district regulated by this UDO.

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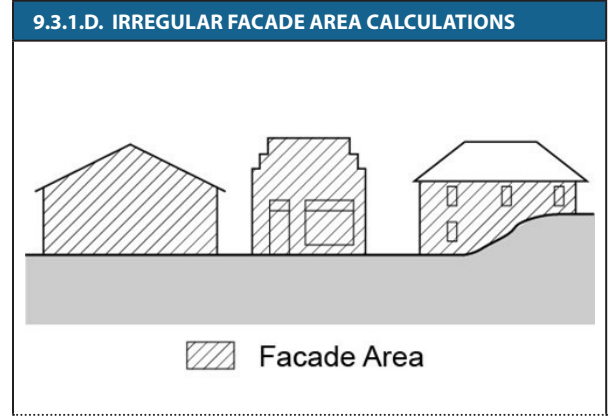
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9.3 COMPUTATION OF SIGN MEASUREMENTS

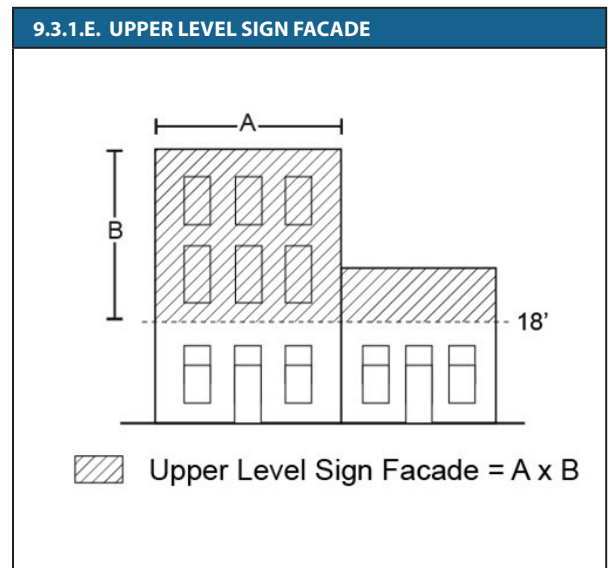
- A. **Calculation of Sign Area.** The area of a sign shall be computed by means of the smallest square, rectangle, circle, triangle, or combination thereof that will encompass the extreme limit of the copy, representation, logo, emblem, or other display, together with any material or color forming an 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 area does not include any support framework, bracing, or decorative fence or wall when such fence or wall otherwise meets the pertinent zoning regulations and is clearly incidental to the display itself.
- B. **Double-Faced Signs.** The sign surface area of a double-faced, back-to-back sign shall be calculated as one sign. If an angle is present between the two faces of a double-faced sign, it shall be considered two signs.
- C. **Facade Area Calculations for Building Signs.** The following regulations apply when calculating the area of a facade upon which a building sign may be placed:
 - 1. Square or Rectangular Shaped Facade - the length of the building or tenant space times the height of the building or tenant space.



- 2. Irregular Shaped Facade – the actual surface area of the facade of the building or tenant space above grade and beneath the top of the wall.

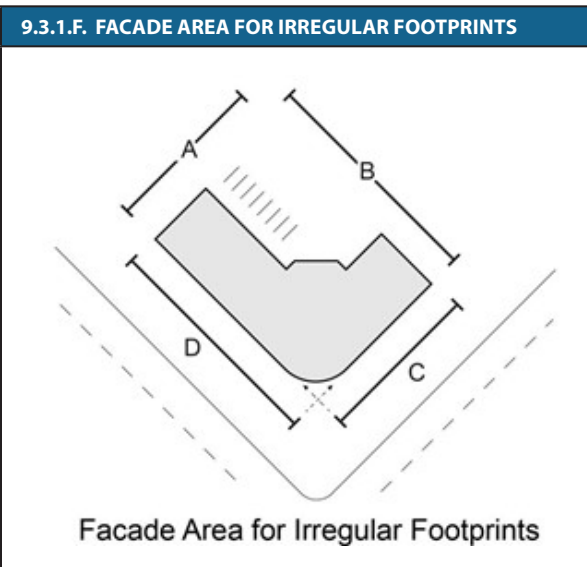


- 3. Multistory Buildings in NMX and DMX Districts
 - a. Lower Level Signs – the actual surface area of the facade of the building or tenant space above grade and beneath the lesser of top of the wall or 18 feet above grade.
 - b. Upper Level Signs - the actual surface area of the facade of the building or tenant space located above 18 feet above grade.



- 4. Buildings With Irregular Footprints – the smallest two dimensional area, pursuant to the above regulations, from which the facade,

or portion thereof, may be viewed (C and D below).



9.4 SIGN STANDARDS

9.4.1 SIGN ZONES

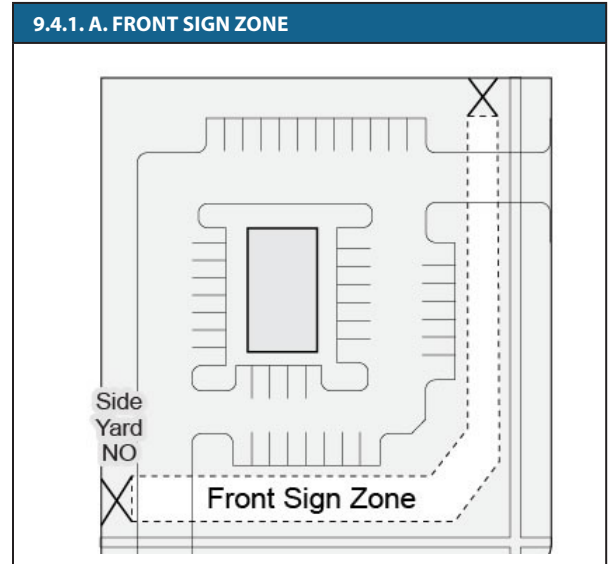
Throughout Section 9.4, reference is made to a variety of sign zones. Sign zones regulate the number and location of freestanding signs located on a lot, single use site, integrated center, business park, industrial park, attached dwelling project or subdivision. Sign zones are determined as follows:

A. Front Sign Zone

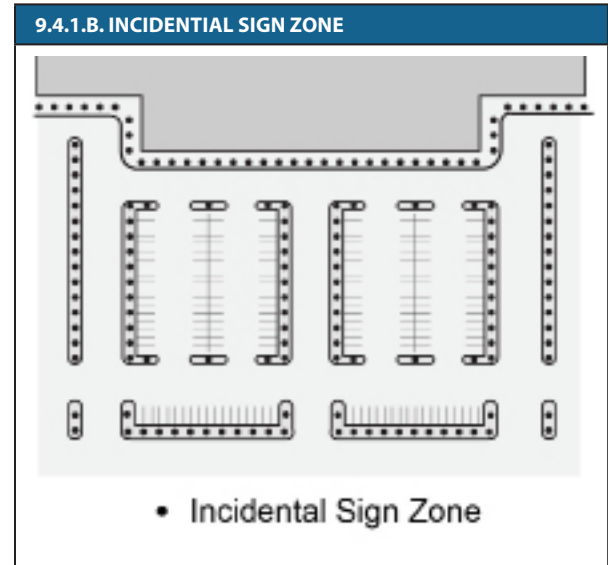
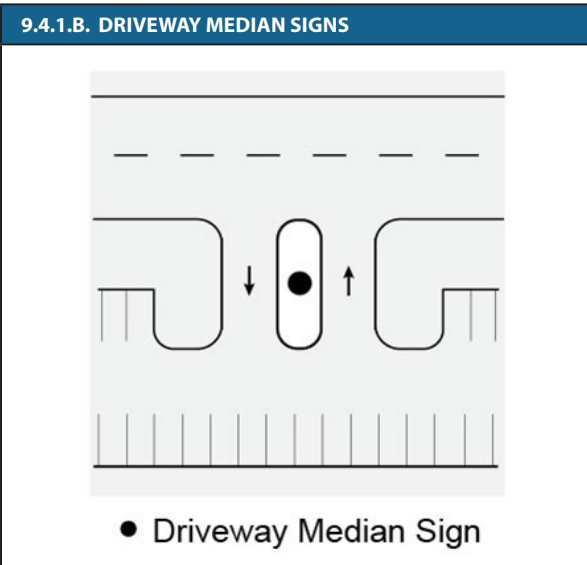
1. Description – A front sign zone is the area of a lot which corresponds to the minimum front setback, provided, however, such signs:
 - a. are not located in those portions of the front setback that overlap with a minimum side setback;
 - b. are not located in a required perimeter buffer between a non-residential and residential use;
 - c. are not located within 2 feet from the back of curb / edge of pavement of any driveway;
 - 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; and,

- e. comply with the regulations of Section 7.66 – Sight Distance Requirements of this UDO.



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 feet 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.

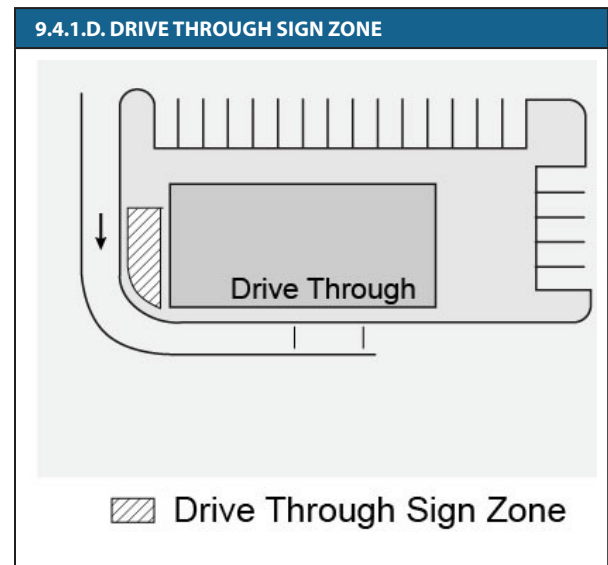


B. Incidental Sign Zone. An incidental sign zone is the area of a lot (or outlot) in a single use site, integrated center, business park, industrial park, attached dwelling project or subdivision, located: at a turning point along an interior access drive; along pedestrian circulation routes within the 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 directional 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 comply with the regulations of Section 7.66 – Sight Distance Requirements of this UDO;
2. must not interfere or conflict with sidewalks or walkways by maintaining a minimum of 5 feet clear for pedestrian flow; 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 landscape yards or foundation landscaping.

C. Drive Through Sign Zone. A 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 through facility;
2. a line parallel to and not more than 10 from such back of curb / edge of pavement; and,
3. located between 1 and 5 car lengths from the first occurrence of a drive through facility.



9.4.2 SIGNS IN RESIDENTIAL USE DISTRICTS (RR,SR, NR, NCR AND MXR)

A. Sign Regulations: Residential Use District Standards.

TABLE 9.4.2.A SIGN REGULATIONS: RESIDENTIAL USE DISTRICTS								
Use Type	Sign Type	Standard						
		Maximum Number	Location/Zone Maximum area (sf)	Maximum Area (sf)	Maximum Height (ft)	Materials	Time	Separation
Detached Dwellings, Group and Family Care Homes	Freestanding	1	Front	2	3			
	Wall	1 (if no freestanding)	On building	2				
	Window	No Limit	25% of area of window					
	Temporary (N17)	(N2)		2	3		4x per calendar year; 21 days per occurrence; 30 days between occurrence	
Attached Dwellings and Apartment Dwellings	Wall	1	Adjacent to main entrance	2		Ornamental metal, stone, brick, masonry, or other permanent material		
	Window	no limit	25% of area of window					
	Freestanding (ground only) single-faced	2 (N3)	Front, immediately adjacent to and on either side of a driveway or entrance street (N5)	24	6(N6)	Ornamental metal, stone, brick, masonry, or other permanent material		No closer than 200 ft. from another freestanding sign (N4)
	Freestanding (ground only) double-faced	1 (N3)	Front (N5)	24		Ornamental metal, stone, brick, masonry, or other permanent material		
	Temporary (N17)	(N2)		6	6		4x per calendar year; 21 days per occurrence; 30 days between occurrence	
Recorded, Platted Subdivisions	Freestanding (ground only) single-faced	1 (N8), (N9)	Front; if 2 signs, immediately adjacent to and on either side of a driveway or entrance street (N5)	8, ground; 4, illuminated; 3, post & arm (N12)	4, ground; 8, post & arm (N13)	Ornamental metal, stone, brick, masonry, or other permanent material		No closer than 200 ft. from another freestanding sign (N10); Ratio between min. and max. dimension not to exceed 2:1
	Freestanding (ground only) double-faced	2 (N8), (N9)	Front	40	6(N6)	Ornamental metal, stone, brick, masonry, or other permanent material		Ratio between min. and max. dimension not to exceed 2:2

TABLE 9.4.2.A SIGN REGULATIONS: RESIDENTIAL USE DISTRICTS

Use Type	Sign Type	Standard						
		Maximum Number	Location/Zone Maximum area (sf)	Maximum Area (sf)	Maximum Height (ft)	Materials	Time	Separation
Non-Residential Uses	Freestanding (ground only) single-faced	2 (N11)	Front; if 2 signs, immediately adjacent to and on either side of a driveway or entrance street (N5)	20	4, ground; 8, post & arm (N13)	Ornamental metal, stone, brick, masonry, or other permanent material		No closer than 200 ft. from another freestanding sign (N10); Ratio between min. and max. dimension not to exceed 2:1
	Freestanding (ground only) double-faced	1 ground, 1 post & arm (N11)	Front (N5)	20	4, ground (N13); 8, post & arm (N14)	Ornamental metal, stone, brick, masonry, or other permanent material		Ratio between min. and max. dimension not to exceed 2:2
	Wall (single-use)	No limit	Front façade = 3% of total area (N16); Side and rear facades = 2% of total area (N17); Max length = 80% of length of façade					Shall not interrupt major architectural elements or features of a building or windows
	Wall (integrated center)	(N15)	Front façade = 3% of total area (N16); Side and rear facades = 2% of total area (N17); Max length = 80% of length of façade					Shall not interrupt major architectural elements or features of a building or windows
	Incidental (ground or wall)	1	Incidental zone	2	3			
	Window	No limit	25% of area of window					
	Temporary	1 per street frontage or entrance of a subdivision under construction; lot line abutting a platted common area or each lot line abutting a recreational area in the subdivision			6	4		Max. 4 occurrences per year; Max. 21 days per occurrence; Min. 30 day separation between occurrences; For construction signs: placed less than 30 days prior to start of construction and removed less than 15 days after end of construction

TABLE 9.4.2.A NOTES

N1	Only a total of 1 sign, either freestanding or wall, permitted
N2	1 additional freestanding sign shall be permitted for each: street frontage of a lot; each lot line abutting a platted common area; and, each lot line abutting a recreational area developed as part of the same subdivision
N3	If an attached dwelling project has a front sign zone over 300 feet long and more than one driveway or entrance street, 1 additional double-faced or 2 additional single-faced signs are allowed
N4	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
N5	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 9.3 – Computation of Sign Measurements regarding the limitation that sign faces shall not be more than 15 degrees from being parallel, the angle of separation between the sign faces located at the corner of a lot may be between 15 and 120 degrees.
N6	Unless integrated into a fence, wall or column, in which case the sign may not exceed the height limit for a fence in that zoning district
N7	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
N8	If an attached dwelling project has a front sign zone over 300 feet long and more than 1 entrance street, 1 additional double-faced or 2 additional single-faced signs are allowed
N9	Phase identification signs permitted - 1 for each clearly identifiable phase entrance internal to a subdivision up to a maximum of 2 signs per phase
N10	Not including signs on either side of the same driveway or entrance street
N11	If a business has a front sign zone over 300 feet long and more than 1 driveway or entrance street, 1 additional double-faced or 2 additional single-faced signs are allowed
N12	Educational uses except family care home, government uses and religious uses not to exceed 32 sf
N13	Educational uses except family care home, governmental uses, and religious uses not to exceed 6 ft
N14	Decorative post elements may extend to a maximum height of 10 ft
N15	Where multiple uses are located within the same building, there shall be no limit on 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 regulations: (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 message elements on the same building façade shall be considered parts of the same sign for the purpose of calculating sign surface area; and (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.
N16	For any building or structure 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
N17	Additional standards for real estate office and open house signs in Section 9.4.2.E

B. **Right-of-Way/Sight Distance.** Freestanding signs shall not encroach into any public right-of-way and shall comply with the regulations of Section 7.66 – Sight Distance Requirements of this UDO.

9.4.3 SIGNS IN COMMERCIAL & MIXED-USE AND EMPLOYMENT / CAMPUS USE DISTRICTS

A. **Sign Regulations: Commercial & Mixed-Use and Employment / Campus Use District Standards.**

TABLE 9.4.3.A SIGN REGULATIONS: COMMERCIAL & MIXED-USE AND EMPLOYMENT / CAMPUS USE DISTRICTS

Use Type	Sign Type	Standard						
		Maximum Number	Location/Zone Maximum area (sf)	Maximum Area (sf)	Maximum Height (ft)	Materials	Time	Separation
Single Use Sites	Freestanding (single-face)	2 (N11)	Front; immediately adjacent to and on either side of a driveway or entrance street (N5)	24 (ground); 6 (post & arm)	6 (ground; table xx (post & arm)			No closer than 200 ft. from another freestanding sign (N10)
	Freestanding (double-face)	1 (N11)	Front (N5)	32 (ground); 6 (post & arm)	6 (ground; table xx (post & arm)			
	Wall		No limit (N18)	5% of front façade area (N20); 3% of side or rear façade area (N21); Max length = 80% of length of façade				Max. size of letters = 48 inches in any dimension; Max. size of logos = 60 inches in any dimension; Shall not interrupt major architectural elements or features of a building or windows
	Window			25% of the area of the window				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

TABLE 9.4.3.A SIGN REGULATIONS: COMMERCIAL & MIXED-USE AND EMPLOYMENT / CAMPUS USE DISTRICTS

Use Type	Sign Type	Standard						
		Maximum Number	Location/Zone Maximum area (sf)	Maximum Area (sf)	Maximum Height (ft)	Materials	Time	Separation
Integrated Centers, Business Parks, Industrial Parks	Wall		No limit (N19)	5% of front façade area (N20); 3% of side or rear façade area (N21); Max length = 80% of length of façade				Max. size of letters = 48 inches in any dimension; Max. size of logos = 60 inches in any dimension
	Window			25% of area of window				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
	Freestanding single-faced	2 (N3)	Front, immediately adjacent to and on either side of a driveway or entrance street (N5)					No closer than 200 ft. from another freestanding sign (N4)
	Freestanding double-faced	1 (N3)	Front (N5)	Table XX	Table XX			
	Freestanding - outlots, single-faced	2	Front; immediately adjacent to and on either side of a driveway or entrance street	24 (ground); 6 (post & arm)	6 (ground); 8 (post & arm) (N14)			
	Freestanding - outlots, double-faced	1	Front	32 (ground); 6 (post & arm)	7 (ground); 8 (post & arm) (N14)			
	Incidental	1	Incidental zone	2	3			

TABLE 9.4.3.A SIGN REGULATIONS: COMMERCIAL & MIXED-USE AND EMPLOYMENT / CAMPUS USE DISTRICTS

Use Type	Sign Type	Standard						
		Maximum Number	Location/Zone Maximum area (sf)	Maximum Area (sf)	Maximum Height (ft)	Materials	Time	Separation
All uses in the DMX Zone	Freestanding single-faced	2 per front zone with minimum 50 ft. (N11)	Front; immediately adjacent to and on either side of a driveway or entrance street (N5)	8 (ground); 8 (post & arm); 4 illuminated	4 (ground); 8 (post & arm) (N14)			No closer than 100 feet from another freestanding sign in a front sign zone on the same lot or integrated center; signs located on either side of an entrance street shall not be considered to be in violation of this spacing requirement
	Freestanding double-faced	1 (N11)	Front(N5)	8 (ground); 8 (post & arm); 4 illuminated	5 (ground); 8 (post & arm) (N14)	Ornamental metal, stone, brick, masonry, or other permanent material		
	Wall (single-use site)	no limit (N22)		(N24)				Shall not interrupt major architectural elements or features of a building or windows
	Wall (integrated center)	no limit (N23)		(N24)				Shall not interrupt major architectural elements or features of a building or windows
	Projecting (single-use site)	1		(N24)				Where projecting signs are located (upper or lower level), wall signs are prohibited
	Projecting (integrated center)	1		(N24)				Tenant space must occupy at least 20 feet of the width of the front façade of the building; where projecting signs are located (upper or lower level), wall signs are prohibited
	Incidental	1	Incidental zone	2	3			
	Window	no limit except for limit of one illuminated window sign		25% of the area of the window				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

TABLE 9.4.3.A SIGN REGULATIONS: COMMERCIAL & MIXED-USE AND EMPLOYMENT / CAMPUS USE DISTRICTS								
Use Type	Sign Type	Standard						
		Maximum Number	Location/Zone Maximum area (sf)	Maximum Area (sf)	Maximum Height (ft)	Materials	Time	Separation
	Temporary (all uses)	1 per street frontage or entrance of a subdivision under construction						Max. 4 occurrences per year; Max. 21 days per occurrence; Min. 30 day separation between occurrences; For construction signs: placed less than 30 days prior to start of construction and removed less than 15 days after end of construction

TABLE 9.4.3.A NOTES	
N17	<p>If the front sign zone has between 500 and 1000 feet 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</p> <p>If the front sign zone has more than 1000 feet 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</p>
N18	All signs or message elements on the same building façade shall be considered parts of the same sign for the purpose of calculating sign surface area
N19	<p>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 facade, provided that the total sign surface area of all wall signs located on each building façade comply with the following requirements:</p> <p>(a) 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;</p> <p>(b) 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;</p> <p>(c) 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,</p> <p>(d) the sign surface area of all wall signs or message elements shall be measured as set forth in Section 9.3. – Computation of Sign Measurements.</p>
N20	For any building, structure or tenant space which has a façade orientation toward more than 1 street, the maximum sign surface area of 5 percent shall apply to all building, structure or tenant space façades oriented toward a street;
N21	Any side or rear wall sign oriented toward a residential use district shall not be illuminated
N22	<p>There shall be no limit to the number of wall signs per facade, provided that:</p> <p>(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 facade upon which such signs are located; and,</p> <p>(ii) all signs or message elements shall be considered parts of the same sign and shall be measured as set forth in Section 9.3 – Computation of Sign Measurements.</p>
N23	<p>(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;</p> <p>(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 on a façade of a tenant with an outside entrance serving the general public), and all signs or message elements on the same building façade shall be considered parts of the same sign for the purpose of calculating sign surface area; and,</p>

TABLE 9.4.3.A NOTES

N24	<p>(1) Lower Level Wall Signs: Wall signs located on the lower 18 feet 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 facade shall not exceed:</p> <p>(a) Front Façade – 5 percent of the total area of the lower 18 feet or the actual building height, whichever is lesser, of front facade 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 percent shall apply to all building facades oriented toward a street; and,</p> <p>(b) Side and Rear Façades – 3 percent of the total area of the lower 18 feet or the actual building height, whichever is lesser, of a side or rear facade of a building.</p> <p>(2) Upper Level Wall Signs: Wall signs located above the lower 18 feet 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 facade shall not exceed:</p> <p>(a) Front Façade – 3 percent of the total area of the front facade of a building located above 18 feet above grade, provided, however, that for any building which has more than 1 façade oriented toward a street, the maximum sign surface area of 3 percent shall apply to all building facades oriented toward a street; and,</p> <p>(b) Side and Rear Façades – 2 percent of the total area of a side or rear facade of a building located above 18 feet above grade.</p> <p>(3) Projecting Signs: 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, as applicable, provided, however, 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.</p>
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B. Sign Area Example

9.4.3.A. SIGN AREA EXAMPLE

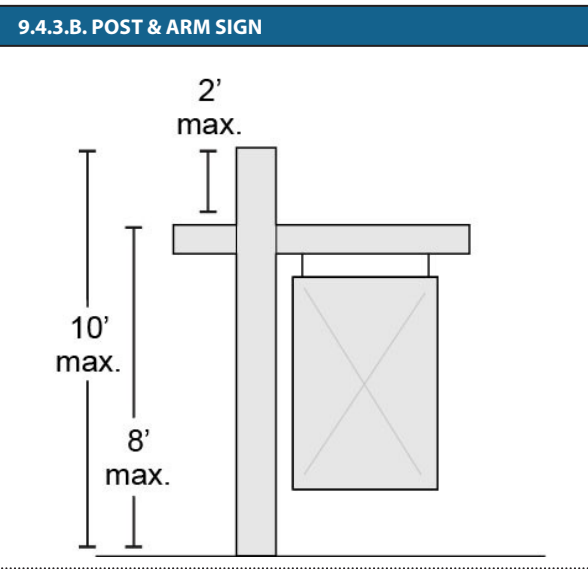


C. Additional general sign regulations for Commercial & Mixed-Use, or Employment/Campus Districts.

TABLE 9.4.3.B. MAXIMUM SIGN SURFACE AREA AND MAXIMUM HEIGHT FOR FREESTANDING GROUND SIGNS			
Integrated Center Identification Signage			
Length of Front Sign Zone	Single Faced Sign	Double Faced Sign	Maximum Height of Sign
<500 feet	24	40	6'
		6 Post & Arm	8'/10' Post & Arm**
>500 feet	24	2 @ 40 each * or 1 @ 80*	8'
		8 Post & Arm	10'/12' Post & Arm**
>1000 feet	24	2 @ 40 each * or 1 @ 80*	15'
		12 Post & Arm	13'/15' Post & Arm**

* The additional number of double faced signs and the additional size authorized by the limitation to only one (1) double faced sign applies only to integrated centers, business parks and industrial parks and does not apply to any single use site.

** The maximum height of a freestanding post & arm sign shall not exceed the smaller height specified above grade, provided, however, decorative post elements may extend to a maximum height of the larger height specified above grade.



1. Right-of-Way/Sight Distance. Freestanding signs shall not encroach into any public right-of-way and shall comply with the regulations of Section 7.4.5 – Sight Distance Requirements of this UDO.
2. 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.

D. Projecting Signs, all zoning districts. Projecting signs are allowed in all zoning 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, as applicable. If a projecting sign straddles the boundary between a lower and 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 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 feet from or beyond its supporting building.
 - b. 3 feet 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 feet above grade over a walkway or sidewalk, or fifteen 15 above grade over a driveway or public right-of-way.

E. 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. Total Area – Maximum is the area allocated to the facade of the building upon which the awning, canopy or marquee is attached.

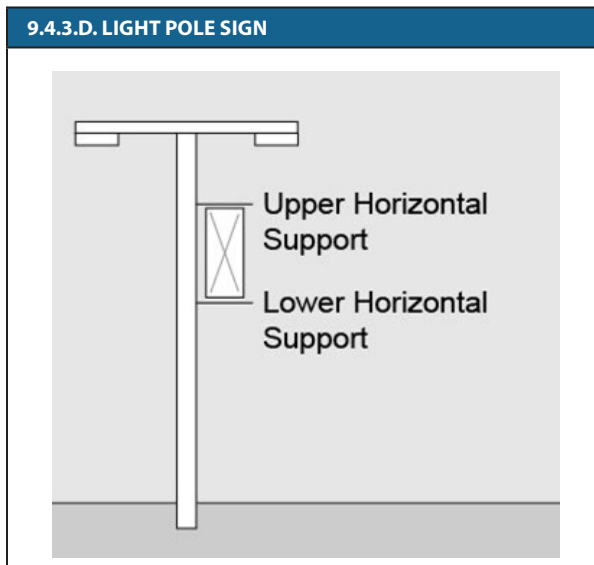
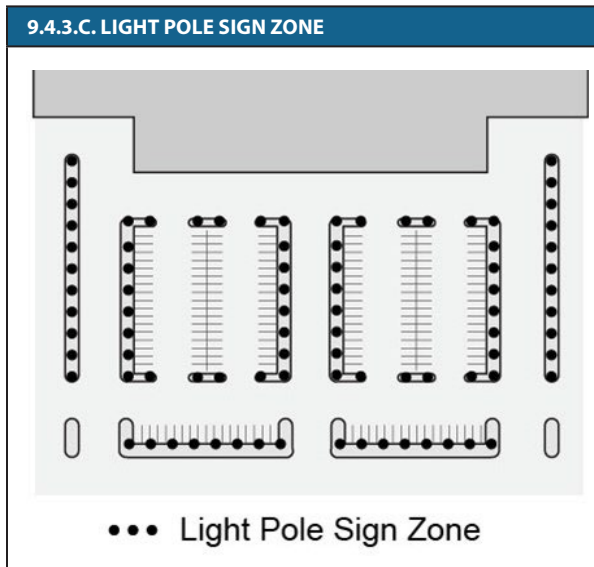
2. Sign Surface – Maximum is:
 - a. 50% of the total area of an awning or canopy; or,
 - b. 75% of the total area of a marquee.
3. Projection from Building – The maximum projection of an awning, canopy or marquee is 8 feet from or beyond its supporting building and shall not project beyond any walkway 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.

- F. Theater Poster Boxes.** In addition to other permitted building signs, a theater may install one or more back-lighted or internally illuminated poster boxes, provided that:
1. the maximum area is 36 x 54 inches;
 2. the maximum height is 10 feet above grade;
 3. poster boxes are permanently mounted to the building wall;
 4. notwithstanding the provisions of this UDO to include all portions of all signs within one calculation of sign surface area, the sign surface area of poster boxes are calculated individually;
 5. poster boxes, in combination with all other permitted building signs does 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 two poster boxes for a theater containing one screen or one stage, or one poster box per screen or stage for each theater containing multiple screens or stages.

- G. Suspended Signs in Integrated Centers.** Suspended signs are permitted on any building containing two or more individual, non-related and separately operated uses subject to the following regulations:
1. There is no more than one suspended sign per tenant with a building entrance serving the general public per facade of a building;

2. The maximum sign surface area of a suspended sign is 2 square feet.
3. All portions of the suspended sign or sign structure are 8 feet or more above finished grade.
4. Suspended signs are not internally illuminated or externally illuminated by a light focused on the suspended sign.

- H. Light Pole Signs.** Light pole signs are permitted in all non-residential use districts as specified below:
1. Type of Sign – Light pole signs are limited to banner signs:
 - a. which are mounted on light poles located on the lot; and,
 - b. which are mounted with upper and lower horizontal supports.
 2. Maximum Surface Area per Sign Face – Light pole signs must not exceed the maximum dimensions specified below, either:
 - a. 3 feet in width; or
 - b. 8 feet in height.
 3. 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.
 4. 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.
 5. 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.



9.4.4 GENERAL SIGN REGULATIONS

A. General Sign Design

1. Information included shall be limited to provide for readability and to decrease confusion.
2. 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.

B. Illuminated Signs

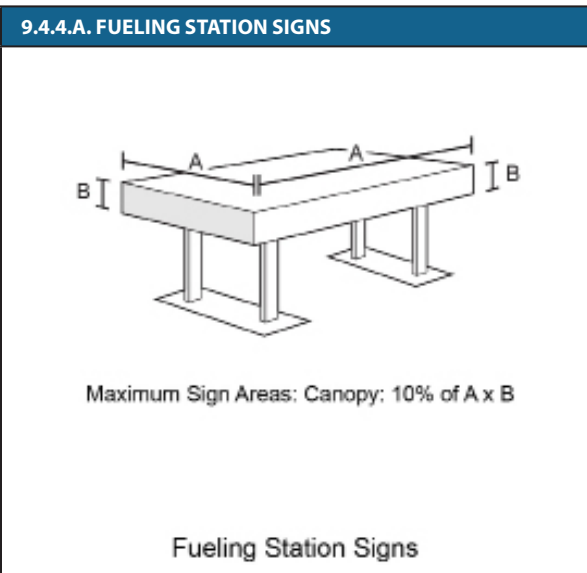
1. Lighting directed towards a sign shall be shielded so that it illuminates only the sign surface and does not shine on, cause glare to or otherwise impair the vision of the driver of any motor vehicle traveling on a public right-of-way. (See Section 7.9.2.N – Glare on Public Right-of-Way for related regulations.)
2. This sub-section does not apply to signs that are an integral part of a vending machine or are less than 2 square feet in surface area.

C. Changeable Copy Signs. Changeable copy signs are permitted as part of an otherwise permitted sign, provided that:

1. If a single use site, a maximum of 1 changeable copy sign is permitted per street frontage which is a part of a freestanding sign;
2. If an integrated center, 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
3. 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. Fueling Station Signs. Signs may be located on a gasoline island 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.



- E. **Menu Board Signs.** Menu board signs associated with a drive through or walk-up window are permitted per the following conditions:
1. Menu boards are permitted within the drive through sign zone as an accessory to a drive through restaurant use.
 2. Maximum size of a menu board sign is 32 square feet and maximum height is 6 feet.
 3. Two menu boards signs are permitted per drive through lane not to exceed 64 combined square feet.
 4. Menu boards shall not be legible from an adjacent property or public street.
 5. Menu boards may be internally or externally illuminated per the requirements of Section 9.4.4.
 6. Signs with speakers or intercoms shall be designed and located in a manner to direct noise away from adjoining properties.

- F. **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 square feet surface area.
3. Cornerstones with dedication dates and building name if less than 4 square feet.
 4. Light Pole Sign Banners – Town sponsored sign banners on public and private light poles.
 5. One governmental flag as defined by GS §144-7 up to 40 square feet in size and pole up to 40 feet in height per lot.
 6. Gateway Signs or Focal Points if required by Section 8.3.

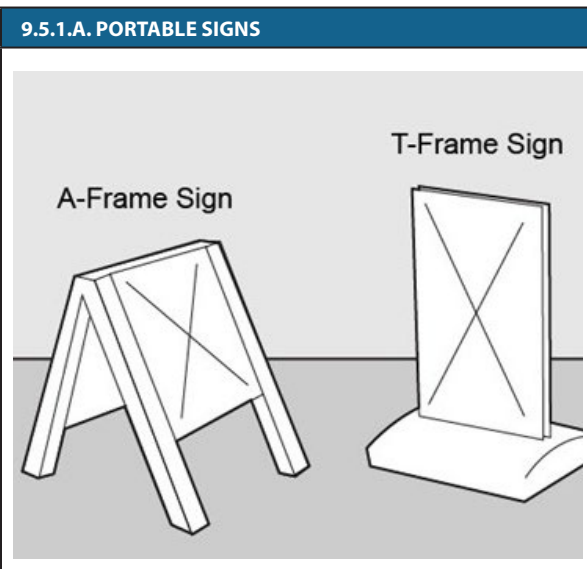
9.5 PROHIBITED SIGNS

9.5.1 PROHIBITED SIGN

The following signs are prohibited in all districts:

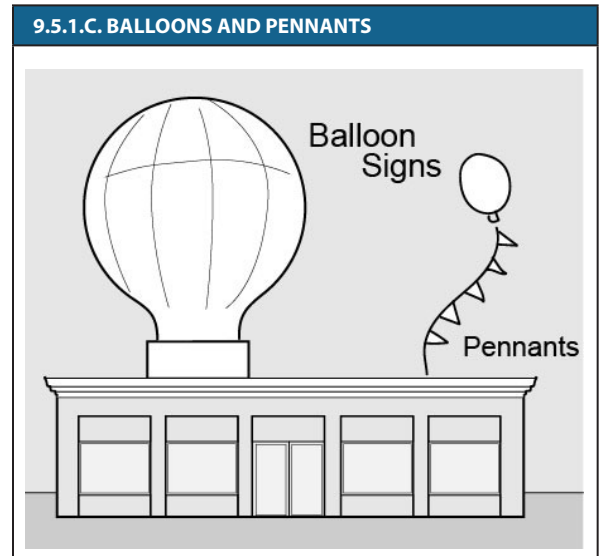
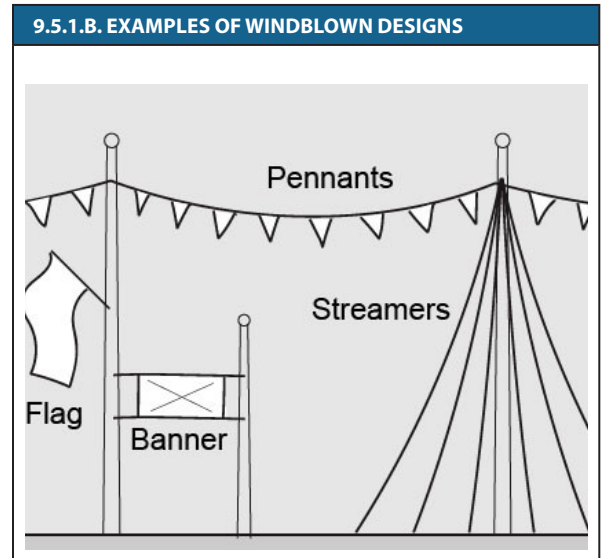
- A. Signs located on, in or above the right-of-way of any street or alley, except for:
 1. official signs or signs erected on behalf of or pursuant to authorization of a governmental body;
 2. projecting signs as expressly permitted by this chapter; and,
 3. signs in medians as regulated by Section 9.4.1.A.2. of this UDO.
- B. Signs which interfere with street intersections. No sign, permanent or temporary, may be erected so that it interferes with the sight distance as specified in Section 7.4.5 – Site 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. Cabinet or box signs.

- E. 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.



- F. Rotating or moving signs, including hand-held signs moved by a person.
- G. Windblown devices, 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 and provided that flags:
 1. may be used in any project or development which is required to file a Master Sign Plan provided such flags:

- a. have been specifically requested and approved as an integral element of such Master Sign Plan; and,
- b. do not exceed 40 square feet in area; or,
- 2. are permitted on any individual detached dwelling residential lot in a residential use district, provided such flags do not exceed 15 square feet in area.



- H. Signs attached to trees.
- I. 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.

- J. Signs that bear or contain statements, words or pictures of an obscene, pornographic, immoral character, or which contain advertising matter which is untruthful.
- K. 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.
- L. Any changeable copy sign, including without limitation an electronic variable message sign on which the message changes more than 6 times per minute.
- M. 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 on which the message does not change more than six times per minute.
- N. Non-temporary signs for non-conforming uses as set forth in Chapter 10 of this UDO.
- O. Roof Signs.
- P. Any other type of sign located on private property outside of a public right-of-way not expressly permitted by Chapter 9 of this UDO.

9.5.2 WAIVER OF SIGN REGULATIONS

In order to avoid undue hardship and to expedite the zoning approval process for developments within the Town and its Extraterritorial Jurisdiction, a waiver of the regulations contained in this Chapter may be heard and determined in connection with either a petition for zoning map change, development plan, or subdivision plan.

A waiver of the regulations contained in this Section may only be granted upon making the following findings:

- A. The proposed signs are harmonious to the buildings and sites which they occupy;
- B. The proposed signs will not create a hazard to motorists or pedestrians resulting from the sign location, size or configuration;
- C. The proposed signs will not increase the total combined sign surface area allowed for the front sign zone, interior sign zone and building signs on the lot, outlot, integrated center, business park, industrial park, subdivision or building served by the proposed signs;

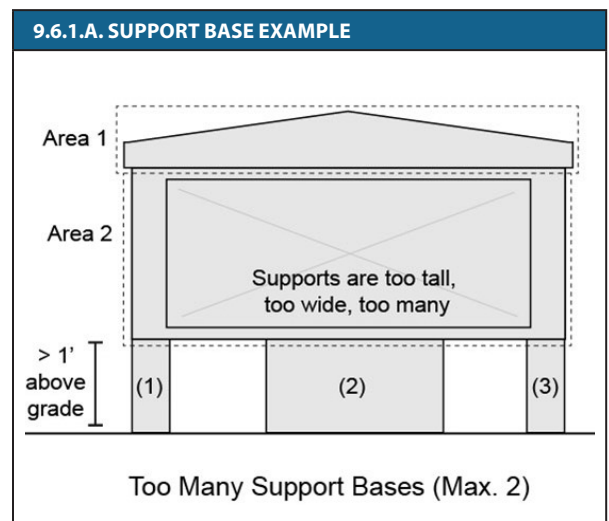
- D. The proposed signs will result in an overall pattern of signs for the lot, outlot, integrated center, business park, industrial park, subdivision or building which is equivalent to or superior to that achievable under the applicable regulations;
- E. The proposed signs will be compatible with and will enhance the use or value of area properties;
- F. The proposed signs are consistent with the intent of the Comprehensive Plan; and,
- G. The proposed signs are consistent with the intent and purpose of this UDO.

The Town Council may suspend temporary sign regulations during a declared emergency, natural disaster or pandemic.

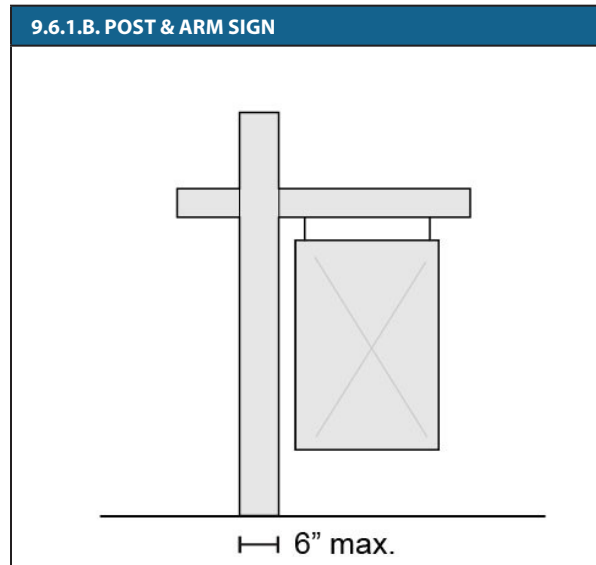
9.6 CONSTRUCTION & MAINTENANCE OF SIGNS

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 inches in any dimension, said support 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. The maximum number of supports, uprights, bracing or framework extending between grade and the base of the sign face is 2.



2. Post & Arm Sign – The maximum dimension for any support, upright, bracing or framework used to support a post & arm sign is 6 inches.



B. 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.

C. Removal of Signs and Sign Structures.

Notwithstanding anything contained in Section 10.5 Nonconforming Signs, signs and sign structures are subject to the following removal provisions:

1. 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 shall also be removed within 60 days of any such cessation of business.

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 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 10.5.C 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.

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.

D. 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.

E. 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 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;
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.

F. Maintenance of Signs. Nothing contained in this UDO 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.

- G. Non-conforming signs.** See Section 10.5 – Non-conforming signs.

HOLLY SPRINGS

North Carolina