
ARTICLE IV. 6.4 SIGNAGE STANDARDS

6.4.1 PURPOSE

The standards established in this Section are intended to:

1. Permit the effective use of signs as a means of communication;
2. Maintain and enhance the aesthetic environment and the ability of the City to attract economic development;
3. Improve pedestrian and vehicular traffic safety and minimize the distractions caused by signs;
4. Minimize the potential negative effects of signs on nearby property; and
5. Enable the fair and consistent enforcement of these sign regulations.

6.4.2 APPLICABILITY

Unless otherwise expressly exempted, the sign regulations of this Section shall be applied to every building owner, every lessee and every person responsible for or who causes the construction, repair, relocation or alteration of any sign within the jurisdiction of the City of Goldsboro. Signs may be erected, placed, established, painted, repaired and maintained only in conformance with the provisions of this Section.

6.4.3 EXEMPTED SIGNS

The following types of signs are exempted from the application, review and permit process (unless noted) as described below:

1. Official legal notice, identification, informational or traffic directional signs erected or required by governmental bodies.
2. Memorial signs, plaques or grave markers which are non-commercial in nature.
3. Signs unilluminated and bearing only property numbers, post box numbers, names of occupants of premises or other identification of premises not having commercial connotations. Maximum size is one square foot.
4. Signs painted or displayed on the interior of buildings or painted or displayed on the exterior of store windows provided that such signs cover no more than twenty-five percent of the glass area of the entire storefront.
5. Flags and insignia of any government, except when displayed in connection with commercial promotion.
6. Integral decorative or architectural features of buildings, except letters, trademarks, moving parts or flashing/moving lights.
7. Directional freestanding entrance/exit and/or parking signs may be erected on any non-residential lot for the purposes of directing the ingress and egress of traffic, provided that they conform to the following criteria:
 - a. One sign per driveway cut per lot; or
 - b. Two signs per 100 feet, or fraction thereof, of lot frontage of all immediately adjacent public streets.
 - c. The message shall be restricted to the business name or logo and information used to direct traffic. The business name or logo shall not exceed 50% of the total sign area.
 - d. Total sign area shall not exceed four square feet; maximum height: 42 inches; unless,
 - e. If common driveway is shared, total sign area shall not exceed eight square feet; maximum height: 42 inches.
 - f. Sign shall not be erected closer than two feet from property line.
8. Incidental signs indicating warnings, hazards and other general information provided that no such signs shall include any commercial message or logos.
9. Governmental signs.

10. One freestanding sign displaying the time and temperature, bearing no advertising matter unless otherwise specified, shall be permitted in addition to other freestanding signs, provided the area requirements for freestanding signs are not exceeded and all sign height and setback requirements have been met.
11. Any sign inside a building which is not visible from off the site on which it is located.

6.4.4 EXEMPTED TEMPORARY SIGNS

1. Construction/contractor's and subdivision project signs shall be non-illuminated and may be located in any district. Said sign may be used to identify price ranges, future tenants, current owners and participating firms including homebuilders, contractors, architects, engineers and similar information. Maximum size in residential zones is thirty-two square feet. In all other zones, the maximum size of the sign shall be sixty-four square feet and six feet in height. Such sign shall be removed no later than seven days after construction has been completed.
2. Political campaign signs announcing candidates shall not be illuminated, shall not be located within a public right of way or required sight triangle, shall not be attached to trees or utility poles. Such signs shall be displayed no sooner than sixty days prior to an election and must be removed no later than fourteen (14) days after the election. The maximum total size per parcel is thirty-two square feet and six feet in height. Such signs may not be placed on any property owned by the City of Goldsboro or any other governmental entity.
3. Real estate signs advertising a property for sale or lease shall be located on the premises of the subject property that is for sale, shall be non-illuminated, shall not be located within a public right-of- way or required sight triangle. Such signs shall be removed no later the seven days after the sale or lease of the property. Signs are limited to one per street frontage. Maximum size in a residential district is twelve (12) square feet. In a non-residential district, the maximum size is thirty-two square feet and six feet in height. Off-premise signs advertising an open house may be erected no more than three (3) days prior to the open house. Signs shall not be located within any road right-of-way or any sight triangle. Signs must be removed at the end of the open house.
4. Farm product signs advertising produce for sale shall be located on the premises where the product was produced and sold, shall be non-illuminated, shall not be located within a public right of way or required sight triangle. The sign shall be permitted only during the harvest season of the particular product and shall be removed when the season is over. Signs are limited to one per street frontage with a maximum size of thirty-two (32) square feet and a maximum height of six feet.
5. Special event signs and banners for religious, charitable, civic, fraternal or similar non-profit organizations provided that the sign shall be located on the premises of the subject property, shall be non-illuminated, shall not be located less than five feet from any public right of way or required sight triangle. The sign shall be erected no sooner than ten days prior to the event and removed no later than two days after the event. The maximum size of the sign shall be thirty-two square feet and a maximum height of six feet. Signs shall be limited to one per street frontage.
6. Yard sales signs may be placed on or off premises provided they shall be non-illuminated, shall not be located within a public right-of-way or any required sight triangle. Such signs are limited to three per sale, may remain in place for only three days in any thirty-day period and must be removed after the sale is over. The maximum size is four square feet and six feet in height.
7. Temporary signs, banners, lighting and displays as part of a customary holiday decoration or annual civic event provided such signs, lighting and displays are not placed in the public right of way or required sight triangle. Such signs or decorations shall be removed within seven days after the passing of the holiday or event.
8. Governmental message signs.

9. Overhead Banners erected by federal, state, county or municipal government, or for city-sponsored events within a street right-of-way for the purpose of guiding the public. Such signs shall not exceed 90 sq. ft. in area and shall not be displayed for more than 15 consecutive days. Sign shall be double-faced and shall be constructed of vinyl or other weather-resistant material at least 18 ounces in weight.
10. Farm product signs advertising produce for sale shall be located on the premises where the product was produced and sold, shall be non-illuminated, and shall be set back a minimum of ten feet from the public right of way. The sign shall be permitted only during the harvest season of the particular product and shall be removed when the season is over. Signs are limited to one per street frontage with a maximum size of thirty-two square feet and a maximum height of six feet.

6.4.5 PERMIT REQUIRED - BUT NO FEE

Temporary cloth, plastic or paper - banners, pennants or posters tied, posted or mounted tightly flat against existing buildings shall be allowed for a period of fourteen days to advertise a sale, grand opening or other special event provided that the sign shall be located on the premises of the subject property and shall be non-illuminated. These temporary special event signs shall be permitted for a total of 90 days in any calendar year. The maximum size of such signs is thirty-two square feet. Only one temporary banner, pennant or poster is allowed per business.

Grand Opening: For purposes of this section, the term "grand opening" shall be construed as a singular event of limited (10-day maximum) duration designed and intended to attract public attention to a recently established office, commercial, industrial or multi-family land use. Expansion of an existing principle use shall not be construed as a grand opening event. Addition of an accessory use shall not be construed as a grand opening event. No temporary use shall be construed as a grand opening event.

Such event shall commence not later than sixty (60) days following any occupancy for use to qualify for a grand opening sign. No grand opening sign(s) shall be displayed for more than ten (10) total and continuous days. No maximum sign surface area requirement shall be established for such sign(s). Pennants, streamers, balloons and other advertising devices are acceptable for grand openings. Search lights and flashing lights are prohibited for grand opening events.

Large Inflatable Balloons and Tethered Balloons used as Advertising: Large inflatable balloons, blimps, tethered balloons and similar advertising devices shall be allowed twice a year for a period of seven (7) days per occurrence. Tethered balloons shall be set back from all power lines and road right-of-ways one foot for each foot of height above ground level the balloon is flown.

Special Event Off-Premise Signs for Non-Profit Organizations: Off-premise special events signs for religious, charitable, civic, fraternal or similar non-profit organizations shall be allowed provided no signs shall be located less than five (5) feet from a public right-of-way or required sight triangle. The signs shall be erected no sooner than seven (7) days prior to the event and removed no later than two (2) days after the event. The maximum size of the sign shall be 32 sq. ft. with a maximum height of six (6) feet. The number of off-premise signs shall not exceed ten (10). Signs shall be limited to one (1) per street frontage.

The maximum number of special event off-premise sign permits allowed per year shall be limited to four (4).

6.4.6 PROHIBITED SIGNS

1. Any sign that copies, imitates an official sign, or purports to have official status;
2. Any sign attached to an accessory structure, except as a private informational or directional traffic sign if such is not visible from off the subject site;
3. Any mobile, temporary or portable sign;
4. Any roof-mounted sign;
5. Any cloth, paper or plastic - banner or pennant beyond the ninety (90) day yearly limit as allowed in Section 6.4.5;
6. Any sign advertising an activity, business, product or service no longer conducted on the premises upon which the sign is located; Such sign shall be removed within a six-month period.
7. Any sign that encroaches upon a required sight distance triangle;
8. Pavement markings for purposes other than traffic control;
9. Signs within public rights of way or on public property except as otherwise expressly permitted;
10. Unless expressly permitted for special events, banners, posters, pennants, ribbons, streamers, strings of lights, spinners or other similar moving devices;
11. Signs with flashing, moving, blinking, rotating, or scintillating lights or parts or lights of varying intensities that may distract drivers;
12. Signs that by their position, illumination, size, shape or color obstruct, impair or interfere with traffic signs signals or devices;
13. Signs that cause nuisance or disabling glare for traffic or on adjacent property;
14. Signs that exhibit images or language of an obscene or sexual nature according to NCGS 14-190.1;
15. Signs that obstruct or substantially interfere with any window, door, fire escape, stairway or opening intended to provide light, air, ingress or egress to any building; and
16. Signs attached to or painted on utility poles, telephone poles, trees, parking meters, bridges and overpasses, rocks, other signs, or refuse containers, unless erected by a public agency.
17. Any permanent sign which is not commercially constructed or manufactured.
18. Civil defense-style searchlights.
19. Off-premise real estate signs except for open houses as permitted in Section 6.4.3.
20. Moving/rotating signs.
21. Any vehicle parked in a location or manner for the purpose of serving as an advertising sign.

6.4.7 PLAN AND APPLICATION REQUIREMENTS

Unless otherwise expressly exempted, no sign may be erected, placed, replaced, painted, repainted, repaired or structurally altered until after a sign permit application fee has been paid, a sign plan has been reviewed and approved by the Planning and Community Development Department and a sign permit has been obtained from the Building Inspector.

Each application for a sign permit shall be accompanied by plans that meet the requirements of Appendix A.

6.4.8 COMPUTATIONS AND MEASUREMENTS

Surface area – The surface area of a sign shall be computed as including the entire area within a regular geometric form or combination of regular geometric forms comprising all of the display area of the sign and including all of the elements of the matter displayed. Frames and structural members not bearing advertising matter shall not be included in computation of surface area. Freestanding signs shall be computed on the basis of one surface only, provided the opposite surface is identical in size and shape, not necessarily in copy or advertisement. The allowable sign area computed by applying the square feet/linear feet multiplier shall cover all signs on the building or structure and freestanding signs, except where high rise signs are specifically added to the allowable signs.

Height - The height of a sign shall be computed as the distance to the highest point of the sign or sign structure, measured from the base of the sign at normal grade. Normal grade shall be considered to be existing grade prior to construction; or newly established grade after construction, exclusive of any filling, berming, mounding or excavating solely for the purpose of locating the sign. In cases where normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade is equal to the elevation of the nearest point of the crown of a public street.

Number of Signs - For the purposes of determining the number of signs, a sign shall be considered to be a single display surface or display device containing elements organized, related and composed to form a cohesive unit. Where matter is displayed in a random manner without an organized relationship of elements or where there is doubt about the organization of elements, each element shall be considered a single sign. A two-sided sign shall be regarded as one sign.

Maximum allowable sign area - The maximum allowable sign area computed by applying the square feet to linear feet multiplier shall cover all signs on the building/structure and ground signs, except where high-rise signs are specifically added to the allowable signs.

Lots with more than one building wall with public street frontage – If a building has frontage on more than one public street, then the total sign surface permitted on that lot shall be the sum of the sign surface area allotments for each public street on which the building wall has frontage.

Building frontage – Building frontage shall mean the horizontal length of a building wall facing a public street or public parking area, whichever is greater. If that side is not a straight wall, being concave, convex or having projections, the building frontage shall be the horizontal distance from the corner at one end of the wall facing the public street to the corner at the opposite end of the wall facing the same public street.

6.4.9 INSTALLATION AND LOCATION STANDARDS

All signs and sign structures shall be located outside of the public right of way except as expressly permitted by this Ordinance and approved by the NC Department of Transportation if located in a State right of way or the Goldsboro City Engineer if located within a City right of way.

The following signs shall be permitted in any public right of way:

1. Public signs erected on behalf of a governmental body to identify public property, convey public information or to direct pedestrian or vehicular traffic;
2. Bus stop signs erected by the transit authority;
3. Informational signs of a public utility regarding its poles, lines, pipes or facilities;
4. Awning signs projecting over a public right of way in the Central Business District, but not limiting or encroaching on vehicular or pedestrian movements;
5. Signs posted in association with crime prevention, public safety or health by any governmental body;
6. Legal notices posted by a governmental body; and
7. Emergency warning signs or directional signs posted by a governmental agency, public utility or contractor as part of a construction project within the right of way.

No freestanding sign shall be located in a sight distance triangle and no sign may extend above a parapet or canopy or be placed upon a roof surface.

6.4.10 MAINTENANCE STANDARDS

All signs and components thereof, including without limitation supports, brackets, braces and anchors shall be maintained in a state of good repair. Upon determination that a sign is structurally unsafe, hazardous or endangers the safety of the public or property, the building inspector shall order the sign to be made safe or removed. Such action shall be required by notice delivered by hand or by certified mail to the registered sign owner, occupant or property owner of the premises on which the sign is located or the person or firm that initially received the sign permit. Failure to repair or remove the offending hazardous sign within fourteen days after receipt of written notification shall constitute a zoning violation and be punishable by any remedy set forth in Section 4.0 (Enforcement). If such order is not complied within fourteen days, the building inspector shall remove the offending sign at the expense of the owner or lessee thereof.

If a sign advertises a business, service, commodity, accommodation, attraction or other enterprise or activity that is no longer operating or being offered or conducted, that sign shall be considered abandoned and shall be removed by the sign owner, occupant or property owner where the sign is located or other party having control over the sign. Such removal shall be required by notice delivered by certified mail to the registered sign owner, occupant or property owner of the premises on which the sign is located or the person or firm that initially received the sign permit. Failure to remove the abandoned sign within fourteen days after receipt of written notification shall constitute a zoning violation and be punishable by any remedy set forth in Section 4.0 (Enforcement).

6.4.11 ILLUMINATION STANDARDS

All electric signs with internal wiring or lighting equipment and external lighting equipment used to direct light on to signs shall bear the seal of approval of an electrical testing laboratory that is nationally recognized and requires proper installation in accordance with the National Electric Code. All wiring to freestanding signs or to lighting equipment erected after the effective date of this Ordinance must be underground.

External lighting directed toward a sign shall be shielded so that it illuminates only the face of the sign and does not shine directly into or cause glare onto a public right of way or any adjacent properties. In addition, such lighting shall be shielded to prevent the direct view of the light source from any residence, residential district or public right of way.

Internal lighting shall be limited to lighting from behind to silhouette letters and figures or lighted internally with glass or plastic faces bearing the advertising message. Provided, however, that exposed neon tubing not exceeding fifteen watts shall be permitted.

No sign may contain or be illuminated by flashing or intermittent light or lights that change in degree of intensity, except those that provide public information such as time, temperature and date.

6.4.12 OUTDOOR ADVERTISING STRUCTURES (BILLBOARDS)

Outdoor advertising structures, not adjacent to a freeway as identified by the Highway Map (Figure 3.1) included within the City of Goldsboro's Long-Range Transportation Plan, shall be limited to the Highway Business and I-2 General Industry zoning districts and on property utilized for a bona fide farm. Billboards are not allowed adjacent to any freeway as identified by the Highway Map (Figure 3.1) included within the City's Long-Range Transportation Plan. A permit shall be required for any new outdoor advertising structure in accordance with this section.

Outdoor advertising structures shall be a minimum of fifty feet from any existing or proposed building, off street parking area or other building or structure. The distance shall be measured radially from the proposed sign location to the nearest point of the building or off street parking area. In no case shall an outdoor advertising structure be located closer than five hundred (500) feet to a lot

zoned or developed for residential purposes or within one thousand (1,000) feet of any other outdoor advertising structure.

Outdoor advertising structures shall be subject to the building setback requirements and height limitations of the zoning district in which they are located provided no outdoor advertising structure exceeds fifty feet in height. Such structures located on property being utilized as a bona fide farm shall not be closer than twenty feet to any street or right-of-way.

Billboard sign structures, including the back, shall be maintained in a neutral color to blend in with the background environment of the site.

No outdoor advertising structure shall exceed four hundred (400) square feet in area. There shall be only one face per side of the sign. "Double decker" signs with signs erected one over or above the other and side-by-side signs with signs erected one next to another are prohibited. Billboard structures shall be monopole in design.

Billboards that use automatic changeable face using LED technology shall be permitted in accordance with this section provided such signs comply with the following standards:

1. The sign shall not contain or display flashing, intermittent or moving lights including animated or scrolling advertising.
2. The changeable message shall remain in a fixed position for at least eight (8) seconds.
3. If a message is changed electronically, it must be accomplished within an interval of two (2) seconds or less.
4. The changeable copy sign shall not be placed within one thousand (1,000) feet of another automatic changeable copy sign.
5. Existing billboards, conforming or nonconforming, may be modified or replaced to an automatic changeable copy billboard provided any such change meets the requirements of this section.
6. The sign shall contain a default design that will freeze the sign in one position if a malfunction occurs.
7. All signs shall meet North Carolina Department of Transportation standards.
8. Failure to comply with the provisions of this section shall serve as justification to revoke the permit for the changeable copy LED billboard. Changeable copy billboards that have had their permits revoked shall cease activity upon notice by the City and shall be removed within thirty (30) days of such notification.

6.4.13 GENERAL SIGN STANDARDS

Wall signs - The following standards shall apply to on-premise wall mounted signs:

1. If a building does not have frontage facing a public street, the permitted wall sign shall be placed on the wall containing the main entrance, provided the size of the wall sign was calculated as if it faced a public street. Wall signs may be placed on end walls, provided the total sign area does not exceed the total allowable sign area.

2. No wall sign shall extend more than one foot from the exterior of the wall and no portion of a wall sign may extend above the wall on which it is mounted.
3. Wall signs on historic buildings shall be placed within the sign frieze or distinct place within which a wall sign was intended to be located, if the building was designed for such. If there is no sign frieze, the wall sign shall be placed below the typical second floor windows area. The design and coloring of such signs shall be compatible with the character of the building.

Canopy/Awning signs – The following standards shall apply to on premise canopy/awning type signs.

1. One canopy/awning sign may be allowed only in lieu of all other signage permitted on the wall to which the canopy/awning is attached.
2. The valence or apron for any canopy or awning shall in no case exceed twelve inches in height. Individual letters or symbols on these valences shall not exceed nine inches in height. This provision shall apply only to valences to which an advertising message is attached.
3. All canopy or awning type signs shall maintain the minimum clearance above the ground level of any sidewalk or vehicular access area as specified in the most recent edition of the International Building Code.
4. All establishments within combined developments shall use as individual identification either canopy/awning or wall signs.
5. No more than 20% of canopy may be occupied by signage.
6. Canopy signage may not extend above or below the fascia of the canopy.

Freestanding signs – The following provisions shall apply to all on premise freestanding signs.

1. All freestanding signs located within parking or vehicular use areas, and not in yard areas, shall stand in a landscaped area at least thirty square feet in area. This area shall contain low growing shrubs, ground covers, perennials etc. and shall be bordered by acceptable curbing as approved by the City Engineer.
2. No proposed freestanding sign shall be placed within fifty feet of an existing ground-mounted sign.
3. All uses within combined developments (includes one or more establishment or business on a common parcel) shall share the permitted freestanding sign(s). These regulations shall not apply to outparcels of the development, as outparcels are separate parcels of land.
4. Lots with more than one street frontage shall be allowed to erect one freestanding sign per frontage, provided that each frontage is at least one hundred feet in length at the street right of way. No two ground signs shall be placed on the same street frontage. The total area of both signs shall not exceed the permitted area for the district in which the signs are located.
5. Lots that do not have frontage along a public street may request an off-premise advertising sign in accordance with this section with the approval of the Planning Commission and City Council.

Electronic Changeable Copy Readerboards - Electronic changeable readerboards may be allowed on part of any freestanding or wall sign provided the sign is included in the overall area calculations for that sign and complies with the following

1. The minimum time in between message changes shall be ten (10) seconds.
2. No animation shall be allowed.

3. The sign shall in no way flash, blink, rotate or use scintillating lights or lights of varying intensities that may distract drivers.
4. The light emitted from such signs shall comply with the maximum footcandle requirements, as measured at the property line, of Section 6.2.5.2 of the UDO.

6.4.14 PERMITTED SIGN STANDARDS BY DISTRICT

6.4.14.1 RESIDENTIAL AND AGRICULTURAL DISTRICTS

Boarding House/Bed and Breakfasts

Boarding house and bed and breakfast signs shall be limited to one unilluminated identification sign located either on the exterior wall of the residence or as a ground sign. If freestanding, the sign shall be no greater than four feet in height. The maximum size of the sign shall be ten square feet.

(a) Major Home Occupations

Major home occupation signs shall be limited to one unilluminated sign located on the exterior wall of the residence. No other signage, temporary or otherwise, is permitted. The maximum size of the sign is two square feet. Minor home occupations shall not have any signage.

(b) Apartments (Multi-Family)

Apartment signs shall be limited to one sign located on the exterior wall of the building or one freestanding sign, no greater than six feet in height and set back a minimum of ten feet from the street right of way. The maximum size of the sign for complexes of three units or less shall be sixteen square feet. The maximum size of the sign for complexes of more than three units shall be thirty-two square feet. Either sign may be internally illuminated or flood-lit provided such signs do not create glare.

(c) Manufactured Home Parks

Manufactured Home Parks shall be limited to one freestanding sign, no greater than six feet in height and set back a minimum of ten feet from the street right of way. The maximum size of the sign shall be thirty-two square feet. Said sign may be internally illuminated or flood-lit provided such signs do not create glare.

(d) Subdivisions

Subdivision signs shall be limited to one per entrance. The sign may be illuminated, but shall be ground-mounted, no greater than six feet in height. The sign shall be located to either side of the entrance road, outside of the intersecting street right of way and setback from the entrance road and adjacent private property lines a minimum of ten feet, or the sign may be located in a minimum eight by twenty foot landscaped median in the entry road, setback a minimum of fourteen feet from the intersecting street right of way and bordered by acceptable curbing as approved by the City Engineer. The maximum size of the sign is thirty-two square feet. Subdivision signs must be maintained by a homeowner's association.

6.4.14.2 OFFICE AND INSTITUTIONAL DISTRICTS

Office-Residence

Office-Residence signs shall be limited to one unilluminated sign located on the exterior wall of the building or one unilluminated freestanding sign, no greater than four feet in height and set back a

minimum of ten feet from the street right of way. The maximum size of the sign shall be ten square feet.

Office and Institutional 1 & 2

Signs in these districts shall be limited to wall, canopy/awning and freestanding signs. In addition to wall, canopy or awning signs, one freestanding sign shall be permitted whose size shall be limited to forty square feet or 20 percent of the total allowable area, whichever is more. Any such freestanding signs will be counted in the total allowable area. If the building has two street frontages, one additional freestanding sign, not to exceed thirty-two square feet, will be permitted, provided the total number of freestanding signs does not exceed two and the total allowable area is not exceeded. Neither of these permitted freestanding signs shall exceed eight feet in height.

The total allowable area for all signs, excluding any exempt signage, in this district shall be one and a half square feet of sign area per one linear foot of building frontage on a public street.

6.4.14.3 COMMERCIAL DISTRICTS

(a) Neighborhood Business

Signs in this district shall be limited to wall, canopy/awning and freestanding signs. In addition to wall, canopy or awning signs, one freestanding sign shall be permitted whose size shall be limited to sixty square feet or 20 percent of the total allowable area, whichever is more. Any such freestanding sign will be counted in the total allowable area.

If the building has two street frontages, one additional freestanding sign, not to exceed thirty-two square feet, will be permitted, provided the total number of freestanding signs does not exceed two and the total allowable area is not exceeded. Neither of these permitted freestanding signs shall exceed twenty feet in height.

The total allowable area for all signs, excluding exempt signage, in this district shall be one and a half square feet of sign area per one linear foot of building frontage on the public street.

(b) Shopping Center

Signs in this district shall be limited to wall, canopy/marquee and freestanding signs. In addition to wall, canopy or awning signs, one freestanding sign shall be permitted for shopping center identification, whose size shall be limited to two hundred (200) square feet. Height shall not exceed 25 ft. Any such freestanding sign erected for shopping center identification will not be counted in the total allowable sign area.

If the building has two street frontages exceeding five hundred linear feet in length each, one additional freestanding sign not exceeding 100 sq. ft. will be permitted, provided the total number of freestanding identification signs does not exceed two and the total allowable area is not exceeded. Such signs shall be a minimum of five hundred feet apart as measured along the public street. Neither of these freestanding signs shall be located within five hundred feet of any residentially zoned or developed property. Neither of these permitted freestanding signs shall exceed twenty-five feet in height.

In addition, one freestanding directory sign may be permitted. It shall be located near to the principle entrance to the parking area. Such sign shall be located away from any public right of way, so that drivers can conveniently pull up to and read the sign without impeding traffic on any driveway or entrance serving the property. Such sign shall not exceed sixteen square

feet in area and six feet in height and shall count against the total allowable signage for the shopping center.

One freestanding sign not exceeding 80 sq. ft. in area and 25 ft. in height shall be permitted for each outparcel or parcel that is zoned Shopping Center but is developed as a single building or group of buildings in one development which is less than 30,000 sq. ft. in area.

The total allowable area for all signs, excluding exempt signage, in this district shall be one and a half square feet of sign area per one linear foot of building frontage on the street.

(c) Central Business District

Signs in this district shall be limited to wall, canopy, marquee and projecting signs. One projecting sign may be permitted per building, which shall not exceed twenty square feet in area, and shall not project more than two feet measured perpendicular to the building surface. Buildings occupied by more than one establishment shall combine any projecting signs into one structural unit installed as a single projecting sign.

Freestanding buildings set back from the road right-of-way or uses providing their own off-street parking may have one (1) freestanding sign erected in the front yard provided the sign is not backlit and does not exceed five (5) ft. in height. The sign area shall not exceed 32 sq. ft. in area. Where applicable, the Historic District Commission shall take care to preserve the character of the area when approving freestanding signs in the Historic District.

In addition to other signs, one directional sign bearing an advertising message for businesses within the block and contiguous to the property on which the sign is located is permitted, provided it can be shown that internal traffic circulation and flow will reduce traffic congestion in the streets and left turn vehicular movements will be reduced. Such signs shall not exceed six feet in height, twelve square feet in area and only one sign is permitted per entrance/exit. If more than one business is advertising ingress or egress, it shall share the same directional sign with others on the block.

The total allowable area for all signs, excluding incidental signage, in this district shall be one and a half square feet of sign area per one linear feet of building frontage on the street. Party walls or property lines shall define individual buildings.

(d) Highway and Airport Business

Signs in these districts shall be limited to wall, canopy/awning and marquee signs. The following types of freestanding signs shall also be permitted:

1. One (1) freestanding sign shall be permitted provided such sign does not exceed 80 square feet in area;
2. If the building has two street frontages, one additional ground-mounted sign will be permitted, provided the total number of ground identification signs does not exceed two and the total allowable area of eighty square feet per sign is not exceeded. Only one ground-mounted sign per street frontage is permitted;

The total allowable area for all signs, excluding exempt signage, in this district shall be two and one-half square feet of sign area per one linear foot of building frontage on the street.

One high-rise sign shall be permitted in addition to other permitted signs within the

Highway Business zoning district if the business is contiguous to a controlled access highway as defined by the State Department of Transportation and Highway Safety. Such a sign shall not exceed 250 square feet in area. High-rise signs shall not exceed 100 ft. in height.

(e) General Business

Signs in this district shall be limited to wall, canopy/awning and marquee signs. The following types of freestanding signs shall also be permitted:

1. One (1) freestanding sign shall be permitted provided such sign does not exceed 80 square feet in area.
2. If the building has two street frontages, one additional freestanding sign will be permitted, provided the total number of freestanding identification signs does not exceed two and the total allowable area of eighty square feet per sign is not exceeded. Only one freestanding sign per street frontage is permitted;

The total allowable area for all signs, excluding exempt signage, in this district shall be three square feet of sign area per one linear foot of building frontage on the street.

(f) Industrial and Business Parks – 1 and 2

Building signs in this district shall be limited to wall, canopy/awning and ground signs. In addition to wall, canopy or awning signs, one ground-mounted sign shall be permitted whose size shall be limited to one hundred fifty (150) square feet, and which shall be counted in the total allowable area.

If the building has two street frontages exceeding five hundred linear feet in length each, one additional ground-mounted sign not exceeding 100 sq. ft. will be permitted, provided the total number of ground identification signs does not exceed two and the total allowable sign area is not exceeded. Such signs shall be a minimum of five hundred feet apart as measured along the street frontage. Neither of these ground-mounted signs shall be located within five hundred feet of any residentially zoned or developed property. Neither of these permitted ground-mounted signs shall exceed fifteen (15) feet in height.

Park identification signs shall be permitted at each entrance to the park. The identification sign shall not exceed sixty-four square feet in area and be limited to six feet in height.

In addition, one ground-mounted Park Directory sign may be permitted for each entrance. Such sign shall be located away from any public right of way so that drivers can conveniently pull up to and read the sign without impeding traffic on any driveway or entrance serving the property. Such sign shall not exceed twenty-four square feet in area and six feet in height.

The total allowable area for all building signs, excluding incidental signage, in this district shall be one and a half square feet of sign area per one linear foot of building frontage on the street. Park signs (identification and directory) shall not be counted towards any building sign area limits.

(g) Light and General Industry I-1&2

Industrial signs in the I-1 district shall be limited to wall, canopy/awning and ground signs. In addition to wall, canopy or awning signs, one (1) freestanding sign not exceeding six (8) feet in height shall be permitted whose size shall be limited to forty (40) sq. ft. which will be counted in the total allowable sign area.

The total allowable area for all signs in the I-1 zoning district shall not exceed one (1) sq. ft. for each lineal foot of building wall facing a public street or public parking lot.

Signs in the I-2 zoning district shall be limited to wall, canopy, awning and marquee. One (1) freestanding sign not to exceed eighty (80) sq. ft. shall be permitted. The height of the freestanding sign shall not exceed twenty-five (25) feet.

If the building has two (2) street frontages, one additional sign will be permitted provided the total number of freestanding signs does not exceed two and the total allowable area of eighty (80) sq. ft. is not exceeded. Only one (1) freestanding sign per street is allowed.

The total allowable area for all signs shall be one and a half (1.5) sq. ft. of sign area per one (1) linear sq. ft. of building frontage on the street.

(h) Planned Unit Development

Each use in a PUD shall follow the sign regulations for the most restrictive district in which such use would be normally permitted. (See Table 5-4 - Table of permitted uses). In addition, all signage in a PUD shall be of a coordinated design with respect to type, color, fonts, placement, illumination, materials and construction. The total allowable area for all signs, excluding incidental signage, in this district shall be one and a half square feet of sign area per one linear foot of building frontage on the street.

6.4.15 SECTION RESERVED