

Signs

11.1 GENERAL PURPOSE AND INTENT

It is the purpose of this chapter to authorize the use of signs whose size, type, and location are compatible with their surroundings; to ensure signs do not become a public hazard, traffic hazard, or nuisance; to preserve the characteristics of each district; and to protect and enhance the overall appearance of the community. It is not the intent of this chapter to prohibit any sign, display, or device containing any lawful, noncommercial message.

11.2 APPLICABILITY

All signs within the Town of Wake Forest's jurisdiction area shall be covered by these regulations and be erected, constructed, or maintained in accordance with the provisions of this section.

11.2.1 PERMITS REQUIRED

- A. Except as provided otherwise in Sections 11.8 and 11.9 or elsewhere in this chapter, it shall be unlawful for any person to erect, construct, enlarge, move, or replace any sign without first obtaining a sign permit, in accordance with the Development Permit process in Section 15.6.1, from the Administrator to ensure compliance with the provisions of this ordinance.
- B. Additional permits may be necessary pursuant to the regulations in the state building code or other sections of this ordinance.

11.2.2 ALTERATION OF SIGN FACE

Cleaning, electrical repair, resurfacing, and other maintenance of a sign shall not require a permit. The changing of tenant name panels on multiple-tenant development signage and the change of copy on other signs specifically designed for changeable copy shall not require a permit.

11.2.3 MASTER SIGN PLAN

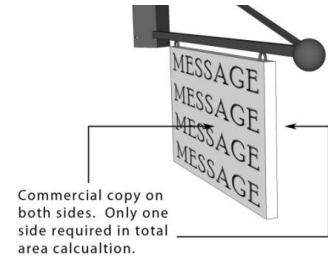
A master sign plan shall be required for Planned Unit Development Districts. The master sign plan is used for establishing the parameters for the size, location, and design of signs for a large, single development.

11.3 COMPUTATION OF SIGNAGE MEASUREMENTS

11.3.1 COMPUTATION OF SIGN AREA

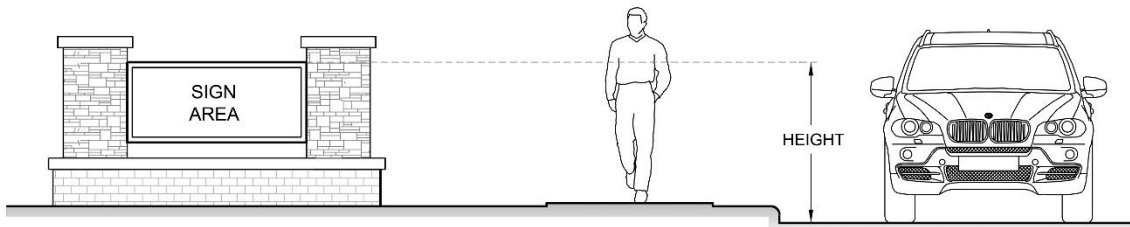
- A. The area of a sign face shall be deemed to be the entire area within the smallest polygon that will encompass the extreme limits of the writing, representation, emblem, or other display on the sign that can be reasonably calculated.
- B. The area shall also include any material or color forming 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.
- C. Frames or structural members not bearing informational or representational matter shall not be included in computation of the area of a sign face.

- D. All sides of a multi-sided sign shall be included in the computation of area, except that the total area of a 2-sided back-to-back to sign shall only be calculated as the area of one of the sides as illustrated at right.



11.3.2 COMPUTATION OF HEIGHT

- A. **Attached Signs:** The sign height for attached signs shall be computed as the distance from the finished grade at the base of the building to which the sign is attached to the top of the highest component of the sign.
- B. **Freestanding Signs:** The maximum height shall be as measured from street grade or the sidewalk (where one exists), whichever is lower.



11.4 GENERAL PROVISIONS

11.4.1 LOCATION AND ENCROACHMENT

- A. Permitted signs shall be located outside of the street right-of-way, behind sidewalk areas, and outside of required site triangles, except where encroachments are specifically permitted by the provisions of this chapter.
- B. If an encroachment into the public right-of-way is proposed, an encroachment agreement must be granted by the Town or NCDOT prior to applying for a permit; or placing a sign if a permit is not required.
- C. All attached signs shall be mounted and attached to buildings in a secure manner, shall not include wire or turnbuckle guy, and shall be maintained in good repair for safety and appearance.
- D. Non-governmental signs shall not be attached to or painted on power poles, light poles, telephone poles, traffic signs, or other objects not intended to support a sign. Utility pole banners require a permit per Section 11.11.1.

11.4.2 MATERIALS, STRUCTURAL, AND PLACEMENT REQUIREMENTS

- A. All attached signs and sign support frames shall be mounted and attached to building in a secure manner, shall not include wire or turnbuckle guy, and shall be maintained in good repair for safety and appearance.
- B. All permanently installed signs shall be able to resist normal loads from positive and negative wind pressure, snow, and other conditions as required by the current edition of the North Carolina version of the International Building Code.
- C. The Administrator and/or the Building Inspector reserves the right to require sign load calculations and attachment design from a state licensed structural engineer, and to require same engineer to certify the sign installation in writing.

- D. All attached signs shall be placed on buildings with care as to not cover or cause damage to any architectural feature on the subject building, including windows or any part of a window.

11.5 NONCONFORMING SIGNS

11.5.1 LIMITATION ON NON-CONFORMING SIGNS

Signs erected after the passage of this section shall conform to the standards set forth herein. All legal nonconforming signs in existence as of the effective date of this chapter may be continued and shall be maintained in good condition. Nothing in this ordinance shall prevent the normal maintenance of an existing non-conforming sign. However, a nonconforming sign shall not be:

- A. Changed to another type or shape of nonconforming sign; however, the copy, content, or message of the sign may be changed so long as the shape or size of the sign is not altered.
- B. Structurally altered, except for normal maintenance.
- C. Physically expanded, enlarged, or extended in any manner.
- D. Reestablished after discontinuance for 30 days unless such sign is designated as a local landmark.
- E. Reestablished after the sign is removed, except for normal maintenance; unless such sign designated as a local landmark.
- F. Reestablished after damage or destruction where the estimated expense of reconstruction exceeds 33% of the appraised replacement cost of the sign in its entirety.

11.6 SIGN ILLUMINATION

- A. **Prohibited Lighting:** No flashing or intermittent illumination shall be permitted on any advertising sign or structure. No internal illumination shall occur within a National Register Historic District.
- B. **Shielding Required:** Any indirect lighting or spot lighting shall require complete shielding of all light sources so as to illuminate only the face of the sign and prevent glare from off-site.
- C. **Lighting to Comply with Chapter 10:** All sign illumination shall be in conformance with Chapter 10, Lighting.

11.7 MAINTENANCE AND INSPECTION OF SIGNS

Signs shall be kept in proper repair. The following maintenance requirements must be observed for all signs visible from any public street or highway within the jurisdiction of the Town of Wake Forest.

11.7.1 DAMAGED SIGNS

- A. **Surface Appearance:** No sign shall have more than 20% of its surface area covered with disfigured, cracked, ripped, or peeling paint or poster paper for a period of more than 30 successive days.
- B. **Broken Displays:** No sign shall remain with a bent or broken display area, broken supports, loose appendages, or struts or stand more than 15 degrees from the perpendicular for a period of more than 30 successive days.

C. Illuminated Signs: No indirect or internally illuminated sign shall have only partial illumination for a period of more than 30 successive days.

11.7.2 INSPECTIONS

All signs for which a permit is required shall be subject to inspection by the town. A representative of the town shall be authorized to enter at all reasonable times upon any property or premises to ascertain whether the provisions of the code are being obeyed. The town may order the removal of any sign that is not in accordance with the provisions of the code.

11.7.3 ENFORCEMENT

- A. Substandard Signs:** The owners of any sign judged substandard by the Town of Wake Forest Zoning and Code Enforcement Officer shall be notified in writing and the said owner shall have 30 days in which to make repairs. If the said order is not complied with within 30 days, the Zoning Enforcement Officer shall remove such sign at the expense of the owner or lessee thereof plus administrative fees.
- B. Signs on Public Property:** Any sign installed or placed on public property or within a public right-of-way shall be forfeited to the public and is subject to confiscation and disposal. In addition to other remedies hereunder, the Administrator shall have the right to recover from the property owner, business owner, or person placing such a sign the full costs of removal and disposal of such sign.

11.8 PERMANENT SIGNAGE STANDARDS

Sign Type	Conditions	Permitted Location	Max. Area	Maximum Height	Permit Required	Max. Number	Illumination
Address / Tenant Identification Signs	11.10.1	All Districts	1 sq ft per tenant, owner, location or business	n/a	No	1 per tenant	n/a
Awning / Canopy Signs	11.10.2	All Businesses except Home Occupations	50% of the awning area	n/a	Yes	n/a	External Only
Directional Signs	11.10.3	All commercial projects	4 sq ft per face	3 ft	Yes	Max of 2 signs per entrance or exit	Internal or External
Drive-Thru Menu Boards	11.10.4	NB, HB, RA-HC, NMX, UMX, PUD	40 sq ft per lane	6 ft	Yes	2 per drive-thru lane	Internal Only
Electronic Message Boards	11.10.5	HB, NB	Shall not comprise more than 25% of the primary sign area	See 11.10.11	Yes	One per sign	See 11.10.11

Sign Type	Conditions	Permitted Location	Maximum Area	Maximum Height	Permit Required	Maximum Number	Illumination
Gas Station Pricing	11.10.6	-	-	-	-	-	-
A. Canopy Signage	11.10.6	Canopy over Gas Pumps	1 sq ft per canopy linear foot	Cannot extend beyond canopy structure	Yes	1 per side facing street, alley, or parking area	Internal Only
B. Monument	11.10.6	Incorporated into allowable monument sign	16 sq ft for LED pricer, or 25%, of allowable monument sign, whichever is greater	See 11.10.9	Yes	See 11.10.9	Internal Only
C. Wall Sign	11.10.6	See 11.10.17	16 sq ft	See 11.10.17	Yes	See 11.10.17	Internal Only
Governmental Signs	11.10.7	All Districts	n/a	n/a	No	n/a	Internal or External
Historic Identification Plaques	N/A	All Districts – on historic sites only.	4 sq ft per plaque	2 ft	No	One per historic site	External Only
Incidental Signs	11.10.8	All Districts	4 sq ft	4 ft	No	n/a	Internal or External
Legal & Warning Signs	11.10.9	All Districts	n/a	n/a	No	n/a	n/a
Monument Signs (Single-Use or Single Building Site)	11.10.10	OS, RD, GR3, GR5, GR10, UR	12 sq ft for non-residential uses	6 ft	Yes	1 per street frontage	Internal or External
		HB	70 sq ft	12 ft			
		NB, RMX, NMX	40 sq ft	10 ft			
		UMX, RA, HC	15 sq ft	6 ft			
		LI, HI	70 sq ft	10 ft			
		ICD	24 sq ft	7 ft		1 per public entrance & 1 per building for ICD	
Monument Signs (Multiple Non-Residential Buildings Site)	11.10.10	HB, NB, NMX, LI, HI, RMX, UMX, ICD	Option 1: 70 sq ft	Option 1: 12 ft	Yes	Option 1: 1 per street frontage	Internal or External
			Option 2: 32 sq ft	Option 2: 6 ft		Option 2: 1 per street frontage and 1 per outparcel	
Monument Signs (Residential)	11.10.10	All residential development	12 sq ft	n/a	Yes	See 11.10.11.B	External Only
Murals/Wall Art	11.10.11	HB, NB, NMX, LI, HI, RMX, UMX, ICD	n/a	n/a	Yes	n/a	External Only
Occupant/Street Number Signs	11.10.12	All Districts	2 sq ft	2 ft	No	n/a	Internal or External

Sign Type	Conditions	Permitted Location	Maximum Area	Maximum Height	Permit Required	Maximum Number	Illumination
Post & Arm Signs	11.10.13	Businesses and Home Occupations in all districts except UMX and RA-HC	4 sq ft	4.5ft	Yes	1 per tenant	External only
Projecting/ Suspended Signs	11.10.14	NMX, UMX, RA-HC, RMX	6 sq ft per story; max of 12 sq ft	Shall not extend above 1 st floor	Yes	1 per tenant; Max of 2 per building	External Only
Theatre Marquee Signs	11.10.15	Theatres only	1.5 sq ft per linear foot of building wall area shall be in sum with permitted wall sign area	n/a	Yes	1 per tenant	Internal or External
Vending Machine/Automatic Teller & Gasoline Pump Signs	11.10.16	Located on machine only	n/a	n/a	No	1 per machine	Not allowed
Wall Signs	11.10.17	OS, RD, GR3, GR5, GR10, UR	0.5 sq ft per linear ft of building wall	No sign shall extend above roofline	Yes	1 sign per building wall	Internal or External
		HI, LI, HB, NB, NMX	Front Façade: 1.5 sq ft per linear ft of storefront Side & Rear Façade: 1 sq ft per linear ft of building wall			4 signs per building wall	
		RMX, RA-HC, UMX	Front, Side & Rear Façade: 1 sq ft per linear ft of building wall			2 signs per building wall	
		ICD	4 sq ft per building entrance 24 sq ft per building at main entrance			1 per building entrance	
Window/Door Signs	11.10.18	Urban Districts: All Businesses except Home Occupations	15% of the gross glass area on any one side of the building	n/a	No	n/a	n/a
		Rural/Suburban Districts: All Businesses except Home Occupations	30% of the gross glass area on any one side of the building				

11.9 TEMPORARY SIGNAGE STANDARDS

Sign Type	Conditions	Permitted Location	Maximum Area	Maximum Height	Permit Required	Maximum Number	Illumination
Banners	11.11.1	-	-	-	-	-	-
A. Special Event	11.11.1	All Districts	32 sq ft	4 ft	Yes	1 banner per street frontage	Not allowed
B. Grand Opening	11.11.1	All Districts	32 sq ft	4 ft	Yes	1 banner per street frontage	Not allowed
C. Utility Pole	11.11.1	All Districts	a. 3'x8' or; b. 3' 1/2 "x 5'1/2" * All utility pole signs placed within a development shall be same dimensions.	To be determined by utility provider	Yes	Single light pole: 1 banner Double light pole: 2 banners	Streetlight is only illumination allowed
Construction Project Signs	11.11.2	-	-	-	-	-	-
A. Non-Residential	11.11.2	All Commercial Districts	New Construction: 32 sq ft	New Construction: 8 ft	Yes	New Project: 1 per street frontage	External Only
			Renovation Project: 16 sq ft	Renovations: 6 ft		Renovation: 1 per project.	
B. Residential	11.11.2	All Residential Districts	New Construction: 32 sq ft	New Construction: 8 ft	Yes	New Construction: 1 per main entrance of each phase (applicable for new subdivisions only)	External Only
			Renovation Project: 16 sq ft	Renovations: 6 ft		Renovation: One per project.	
Flags	11.11.3	All Districts	15 sq ft	n/a	No	See 11.11.3	External Only
Holiday Decorations	11.11.4	All Districts	n/a	n/a	No	n/a	Internal or External
Model Homes/Sales Office Signs	11. 11.5	All Districts: Only on model homes and lots used as sales offices for single-family residential subdivisions	Model Home: 16 sq ft	8 ft	Yes	One per lot	Not allowed
			Sales Office: 32 sq ft				
Political Signs	11. 11.6	All Districts	4 sq ft	4 ft	No	n/a	Not allowed
Portable / A-Frame Signs	11. 11.7	All Districts	12 sq ft per side	4.5 ft	No	1 per tenant	Not allowed

Sign Type	Conditions	Permitted Location	Maximum Area	Maximum Height	Permit Required	Maximum Number	Illumination
Public Event Signs	11.11.8	All Districts	n/a	n/a	Yes	n/a	External Only
Real Estate Signs	11.11.9	All Districts	See 11.11.9	See 11.11.9	No	1 per street frontage	Not allowed
Residential Temporary Signage	11.11.10	-	-	-	-	-	-
A. Marketing	11.11.10	New Subdivisions, TNDs, or multi-family developments	12 sq ft	6 ft	Yes	4 per development	External Only
B. Directional	11.11.10	New Subdivisions, TNDs, or multi-family developments	4 sq ft	4 ft	Yes	4 per development	External Only
Yard Sale Signs	11.11.11	All districts	4 sq ft	4 ft	No	1 per street frontage	Not allowed

11.10 PERMANENT SIGNAGE ADDITIONAL STANDARDS

11.10.1 ADDRESS/TENANT IDENTIFICATION SIGNS

Incidental signs that list tenants, unit numbers, address, contact information, hours of operation, and similar non-commercial characteristics, in a multi-tenant building with common entry.



11.10.2 AWNING/CANOPY SIGNS

Signs integrated into traditional storefront awnings that project over a sidewalk from the building façade.



11.10.3 DIRECTIONAL SIGNS ON PRIVATE PROPERTY

- A. All such signs shall be permitted on non-residential property only.
- B. Directional signs must be located on the premises to which directions are indicated.
- C. Such signs may contain no copy (i.e., company name or logo) other than directional information.
- D. Shall be a minimum of five (5) feet from right-of-way.

11.10.4 DRIVE-THRU MENU BOARDS

- A. **Location/Placement:** Menu boards shall be allowed only as an accessory use to a restaurant having a drive-through window.

11.10.5 ELECTRONIC MESSAGE BOARDS

- A. **Message Variation:** The electronic message shall not change in increments of less than 2 minutes and shall not scroll. New messages shall be timed to fade in and out slowly.
- B. **Message and Background Color:** The background color shall be black with no illumination; text and graphics shall be of red or amber color only. Only one color may be displayed.

11.10.6 GAS STATION PRICING

- A. Canopy Signs
 - 1. Canopy signs shall not extend beyond the ends or extremities of the canopy to which they are attached.
 - 2. Sign shall only have changeable pricing and company name and logo.
- B. Monument Signs
 - 1. The LED pricing portion of the monument sign must be incorporated into a monument sign regulated under Section 11.10.10.
- C. Wall Signs
 - 1. An LED pricing sign is exempt from the requirements of 11.10.5. The maximum size allowed for the wall pricing sign is 16 square feet counts towards the total allowable wall signage.

11.10.7 GOVERNMENTAL SIGNS

- A. Signs posted by various local, state, and federal agencies in the performance of their duties such as regulatory signs, welcome signs, and traffic signs.
- B. Signs installed under governmental authority which note the donation of buildings, structures, or streetscape materials (such as, but not limited to benches, park facilities, etc.).

11.10.8 INCIDENTAL SIGNS

- A. Signs posted upon private property containing information necessary or convenient for persons coming on a premise shall be located on the premises to which the information pertains. Examples include private parking, warning the public against trespassing, against danger from animals or other dangers or dangerous conditions.
- B. Signs that indicate towing shall be no smaller than 24" x 24" and be prominently displayed at the entrance thereto, displaying the name and phone number of the towing and storage company, and, if individually owned or leased, the parking lot or spaces within the lot are clearly marked by signs setting forth the name of each individual lessee or owner.
- C. No advertising, including names or logos, may be affixed to such a sign.
- D. Such signs must be single faced only and wholly attached to a building (may be located on windows or doors) or on posts throughout the site.

11.10.9 LEGAL AND WARNING SIGNS

- A. Signs erected to warn of danger or hazardous conditions such as signs erected by public utility companies or construction companies.

- B. Signs required for or specifically authorized for a public purpose by any law, statute, or ordinance.
- C. Signs that display information pertinent to the safety or legal responsibilities of the general public regarding a particular piece of property shall be located on the premises to which the information pertains. No advertising may be affixed to such a sign.

11.10.10 MONUMENT SIGNS

A sign supported permanently upon the ground by a continuous base or two (2) or more support posts at the outside edge, not attached to any building, and meets the conditions below.



A. Non-Residential Development Signage:

Requirements vary by commercial zoning district, for specific requirements please refer to Table-11.8.

B. Residential Development Signage:

1. Each subdivision, traditional neighborhood development, or multi-family development is permitted a maximum of 2 permanent monument signs to be located at each major entrance to the residential development.
2. Where a subdivision, traditional neighborhood development, or multi-family development contains defined neighborhoods, 1 monument sign is permitted for each entrance indicating that neighborhood's name only.
3. Signs are permitted on decorative or retaining walls at entrances to residential developments without limitation to size of the wall.
4. Monument signs shall have a maximum surface area of 12 square feet.

C. Landscaping Requirements:

1. All freestanding signs shall be provided with a landscaped area at least equal to the sign surface area of the sign. Such landscaping may include any size or variety of annuals, perennials, ornamental grasses, hedge plants, or trees.
2. This plant material shall not count towards any other required landscaping.

D. Additional Requirements:

1. All monument signs must be set back a minimum of five (5) feet from the right-of-way.
2. All freestanding signs shall include a support or base (minimum two feet in height and its width shall be at least 20% more than the width of the sign) constructed of stone, brick, or other deemed acceptable masonry material.
3. The maximum height of sign copy for all monument signs shall be one foot less than the maximum sign height. The purpose of this provision is to allow decorative borders or sign toppers to extend an additional foot beyond the height of the sign face.

11.10.11 MURALS/WALL ART

A hand-produced work of visual art which is painted or affixed directly upon to an exterior wall of a building. A mural is primarily intended to serve as a work of public art.

A. Mural Criteria

All murals shall be subject to the following regulations:

1. No mural shall be added to the primary façade of a building unless the proposed mural has been approved by the Public Art Commission (PAC).
2. Murals shall not be placed on primary residential structures.
3. The mural shall not extend more than twelve (12) inches from the plane of the wall upon which it is tiled or painted or to which it is affixed.
4. If the name of the business to which the mural is painted or affixed, it will be counted as a sign and must meet the regulations for attached signage.
5. The mural shall not advertise an off-premise business, only the business contained within the structure.
6. If proposed for a Locally Designated Historic Landmark or within a Local Historic District, an application for a Certificate of Appropriateness must be submitted to the Historic Preservation Planner prior to any paint or other material being added to the building to review for appropriateness. Buildings located in a National Register Historic District shall be required to submit a minor architectural review application which must be approved prior to any paint or other material being added to the building.

B. Prohibited Murals

1. Mechanically produced or computer-generated prints or images, including but not limited to digitally printed vinyl, unless a proposed mural is affixed to a metal or wooden frame.
2. Murals containing electrical or mechanical components.
3. Changing image murals.

11.10.12 OCCUPANT/STREET NUMBER SIGNS

Signs bearing property numbers, post office box numbers, names of occupants, or other identification of premises not having commercial connotations.

- A. All such signs must be placed in such a manner as to be visible from the street.
- B. Unit identification numbers shall be located on the front wall within 18 inches of the entrance or, if not feasible architecturally, prominently displayed on the building.
- C. Unit numbers, for single-family dwellings only, may in lieu of being located on the front wall, be located on the mailboxes or similar-sized surface attached thereto.
- D. Group housing developments which are comprised of courts or units not fronting a public street must be located on identification signs containing the name of the court, street, or way and the unit numbers on each private entrance.

11.10.13 POST AND ARM SIGNS

Minor or secondary signs which are used to identify the address of a building, or to identify the profession, family, organization, business, etc., occupying the building.

- A. Such signs shall be limited to one (1) per tenant and cannot be on the same lot as a monument sign.
- B. All post and arm signs must be set back a minimum of five (5) feet from the right-of-way.



11.10.14 PROJECTING/SUSPENDED SIGNS

Pedestrian-scaled signs on the first floor of the building mounted to the side of the building or underside of a balcony or arcade which can be read from both sides. Such signage is subject to the following standards:

- A. Such signs shall project perpendicular to the wall not more than three (3) feet.
- B. All lettering and graphics shall be permanent.
- C. The minimum clearance from such signage shall be seven (7) feet.

**11.10.15 THEATRE MARQUEE SIGNS**

Three-dimensional signs projecting from the side of a building which may extend above the roof line and/or incorporate changeable type. Such signs must be perpendicular to the façade of the building or at a forty-five (45) degree from the corner of the building.

**11.10.16 VENDING MACHINE/AUTOMATIC TELLER/ AND GASOLINE PUMP SIGNS**

Signs attached to and made an integral part of a vending machine, automatic teller machine, or gasoline pump if advertising or giving information about the products or services dispensed or vended by that machine. Such signage does not include signage advertising other products located on-site or inside the building.

11.10.17 WALL SIGNS

Flat signs, channel lettering, or three-dimensional signs which are painted or attached (parallel) to the wall of a building or structure, including located above a flat awning.

- A. Such signs will be limited to a maximum of a twelve (12) inch protrusion.

**11.10.18 WINDOW/DOOR SIGNS**

Flat signs or lettering which are painted or attached to the window of a building or structure. Such signs shall not be separately illuminated.

**11.11 TEMPORARY SIGNS ADDITIONAL STANDARDS****11.11.1 BANNERS**

A. Special Event Banners: Signs may be erected by public, civic, or non-profit organizations such as schools and churches for promoting special events as follows:

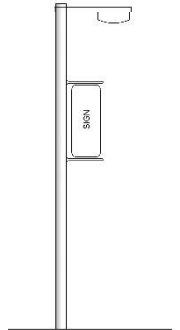
1. Signs for public events such as fund drives, fairs, festivals, sporting events, etc. may be displayed for a period of 30 days and shall be placed on-premises only. Such signs shall be removed within 48 hours of the end of the special event.
2. May not be placed within any public right-of-way or sight-distance triangle.
3. Such signage shall only be erected, placed, or located up to four (4) times per calendar year.

B. Grand Opening Banners: All banners shall follow all temporary special event banner regulations listed above, however; they may only be erected in connection with a grand opening of a business in the jurisdiction

1. Such signs shall not be displayed for a period longer than thirty (30 days).
2. Banners must be securely staked into the ground or firmly affixed to the building wall.

C. Utility Pole Banners: Decorative banners may be erected on city utility poles provided the banners are installed and removed by the applicant. Installation must be approved by the Administrator and the banners must be removed by an agreed upon date. Such banners may also be erected on buildings subject to the approval from the Administrator and are subject to the following criteria:

1. All utility pole banners must receive written approval from the electrical provider.
2. Must be mounted to poles with upper and lower horizontal supports.
3. All utility pole signs placed on a lot shall be of the same dimensions.
4. Shall be placed at the same relative height and location on all poles.
5. No pole shall contain more than two (2) pole signs, provided that such signs are located immediately across from each other.
6. Electrical provider may remove banner at any time under their discretion.
7. A renewable temporary sign permit to allow such banners shall only be valid for 180 days.



11.11.2 CONSTRUCTION PROJECT SIGNS

A. NON-RESIDENTIAL

1. **Permitted Districts:** All Commercial Districts
2. **Type Allowed:** Signage must be associated with new construction or a renovation project.
 - a. Freestanding: Shall not be located within any public right-of-way, sight-distance triangle, or easement.
 - b. Wall: Shall be attached tautly to the façade of the building or tenant space.
1. **Time Limit:** These signs are intended to be temporary and must be removed prior to the issuance of the 1st Certificate of Occupancy in each approved phase of permitted construction.

B. RESIDENTIAL

1. **Permitted Districts:** All Residential Districts.
2. **Type Allowed:** Signage must be associated with new construction or a renovation project.
 - a. Freestanding: Shall not be located within any public right-of-way, sight-distance triangle, or easement. Signage must be on subject lot, off-premise signage is not permitted.
 - b. Wall (On multifamily mixed-use buildings only): Shall be attached tautly to the façade of the building.

3. **Time Limit:** These signs are intended to be temporary and must be removed after completion of construction and/or prior to the acceptance of maintenance for any roads by the Town.

11.11.3 FLAGS, ETC.

- A. Flags or insignia of any nation, organization of nations, state, county or municipality, any religious, civic or fraternal organization, or any educational or cultural facility and/or any one corporate flag per lot provided the height of any pole shall not exceed the maximum building height for the district. Refer also to the United States Flag Code for usage of the United States Flag.
- B. Flags with commercial messages, on a traditional pole or building mounted pole, are allowed without a permit at the rate of one 3-foot by 5-foot flag per lot. Any such commercial flags beyond this allowance must receive approval as an attached or freestanding sign according to the provisions of this chapter.

11.11.4 HOLIDAY DECORATIONS

Temporary decorations or displays, when such are clearly incidental to and are customarily and commonly associated with any national, local, or religious holiday/celebration.

11.11.5 MODEL HOME/SALES OFFICE SIGNS

- A. **Time Limit:** Remove sign when sales office/model home ceases to exist.
- B. One (1) Portable/A-frame sign is allowed at each sales office lot, pursuant to all conditions set forth in Section 11.11.7

11.11.6 POLITICAL SIGNS

- A. Political signs shall not be located on any trees, utility poles, publicly owned property, or within a public street right-of-way, except within NCDOT right-of-way according to the standards of NCGS 136-32.
- B. Political signs may be displayed during a period beginning with the established filing date for an election and concluding 10 days after the election. In the event of a runoff election, political signs for the candidates involved may remain on display until 10 days after the runoff election.

11.11.7 PORTABLE/A-FRAME SIGNS

Pedestrian-scaled, non-permanent signs which are used to display menus, daily specials, sale announcements, and similar messages. Such signage shall meet the following criteria:

- A. Signs must be removed at the close of business each day.
- B. Rough-cut plywood is not an acceptable sign material.
- C. Decorative trim or molding shall surround the message area.
- D. Lettering shall be professionally painted or applied; however, chalkboard signs shall be permitted. Only chalkboard signs shall provide for changeable copy.
- E. Signs shall be located within 10 feet from the customer entrance and within the boundaries of the tenant space.
- F. All signs placed on a sidewalk shall maintain a minimum sidewalk clearance of 48 inches.



11.11.8 PUBLIC EVENT SIGNS

- A. Such signs or banners shall be permitted only for public event proclaimed/sponsored/endorsed by the Town Council or designee.
- B. Such signs may be located within the public right-of-way but outside of sight distance triangles.
- C. Such signs shall be removed within forty-eight (48) hours after the end of the event.

11.11.9 REAL ESTATE SIGNS

- A. Such signs may be no greater than 4 square feet in area (all types of signs) and 4 feet in height (if freestanding) when located on a residential property less than 2 acres.
- B. Such signs may be no greater than 16 square feet in area (all types of signs) and 8 feet in height (if freestanding) for non-residential properties or residential properties exceeding 2 acres.
- C. Real estate signs shall be removed within 1 day after the closing of the sale, rental, or lease of the property.
- D. Such signs shall only be located on property for sale or lease.

11.11.10 RESIDENTIAL TEMPORARY SIGNAGE

- A. Marketing Signage:
 - 1. All signage shall be affixed to decorative poles.
 - 2. Signs shall not be located within the public right-of-way or sight distance triangle.
 - 3. Such signs may only advertise elements relating specifically to the subject residential development such as amenities and housing types.
 - 4. All such signage must be removed at the termination of all sales offices in such neighborhood or development.
 - 5. Banners shall not be allowed as marketing signage.
- B. Directional Signage
 - 1. Temporary directional signs shall be directing potential residents to sales centers and/or amenities.
 - 2. All signs must be affixed to decorative poles.
 - 3. Signs shall not be located within any public right-of-way or sight distance triangle.
 - 4. All such signage must be removed at the termination of all sales offices in such neighborhood or development.

11.11.11 YARD SALE SIGNS

- 1. Such signs may be located on-premises only and shall not be located within a public right-of-way nor placed on a tree, street sign, or utility pole.
- 2. Such signs must be removed within 7 days of erection and no more than 24 hours after the conclusion of the yard sale.

11.12 PROHIBITED SIGNS**11.12.1 ABANDONED SIGNS OR SIGN STRUCTURES**

- A. Signs that advertise an activity or business no longer conducted on the property on which the sign is located are prohibited. Conforming signs designed for changeable copy may be covered instead of removed.
- B. Sign structures on which no sign is erected are prohibited.
- C. Such signs or sign structures must be removed within 30 days of becoming an abandoned sign or sign structure.

11.12.2 ANIMATED/FLASHING SIGNS OR SIGNS OF ILLUSION

Except for otherwise approved time and temperature signs, signs displaying blinking, flashing or intermittent lights, animation, and moving parts or signs giving the illusion of movement are prohibited. Time and temperature signs that rotate or move are not permitted.

11.12.3 BILLBOARDS

Sign structure and/or sign utilized to display a commercial message, provide commercial message, or provide commercial advertising for an establishment, an activity, a product, service, or entertainment, which is sold, produced, manufactured, available, or furnished at a place other than the property on which said sign and/or sign structure is located.

11.12.4 HANDHELD SIGNS

Signs which are not affixed to any structure, posts, or supports, but instead are aided by humans, this includes, but not limited to any spinning, directing, flipping, or holding.

11.12.5 LIGHTER-THAN-AIR SIGNS

Sign devices consisting of balloons (inflated or plastic), blimps, or similar types of lighter-than-air objects shall be prohibited, except those which are subject to Federal Aviation Administration (FAA) regulations.

11.12.6 NEON EXTERIOR SIGNS

Any electronic discharge tubing manufactured into shapes that form letters, parts of letter, skeleton tubing, or other decorative elements or logos and filled with various inert gases that are affixed to the exterior of the building.

11.12.7 OFF PREMISES SIGNS

All off-premises signs unless specifically allowed elsewhere in this chapter are prohibited.

11.12.8 POLE SIGNS

Any sign which is mounted on a freestanding pole or poles.

11.12.9 SIGNS RESEMBLING OFFICIAL SIGNS

Any sign that imitates an official governmental sign or violates the Law of the State relating to outdoor advertising is prohibited.

11.12.10 SIGNS RESEMBLING TRAFFIC SIGNALS

- A. Any sign which by color, location, or nature may be confused with official highway signs, warning signs, traffic signals, or other regulatory devices are prohibited.

- B. Any sign that uses the word "STOP", "SLOW", "CAUTION", "DANGER", or any other word which is likely to be confused with traffic, directional, and regulatory signs is prohibited.
- C. Any sign located in a manner or place which might constitute a traffic hazard is prohibited.

11.12.11 SIGNS OBSTRUCTING ACCESS

Any sign that obstructs free ingress or egress from a driveway or a required window, door, fire escape, stairway, ladder, or other required opening is prohibited.

11.12.12 SIGNS ON PUBLIC PROPERTY

Any sign installed or placed on public property or within a public right-of-way, including any sign held by or otherwise displayed upon a person. Such sign shall be forfeited to the public and is subject to confiscation and disposal. In addition to other remedies hereunder, the Administrator shall have the right to recover from the property owner, business owner, or person placing such a sign the full costs of removal and disposal of such sign.

11.12.13 SIGNS ON ROADSIDE APPURTENANCES

Signs attached to or painted on utility poles, telephone poles, trees, parking meters, bridges and overpasses, rocks, other signs, benches, fences, refuse containers, etc. are prohibited unless specifically allowed elsewhere in this chapter.

11.12.14 SIGNS WITH EXPOSED ELECTRICAL WIRING

All wiring shall be contained in conduit or enclosed in poles or raceways. In no case shall the wiring be exposed to the public.

11.12.15 WINDBLOWN DEVICES, ETC.

Signage containing or consisting of streamers, pennants, windblown propellers, string light bulbs, flutter/feather flags, sun blades, and similar installations.

All other signs not expressly permitted in this ordinance shall be considered prohibited.