

ARTICLE V

SIGNS

Section 501. Signs

No sign or sign structure may be erected, posted, hung, painted, rehung, repainted, repaired, replaced, changed or maintained in any district except in compliance with this section.

- 501.1 General sign regulations.
 - 501.1.1 No sign or sign structure shall be erected or constructed to interfere with vision clearance as defined in Section 204.
 - 501.1.2 No ground sign structure may be placed in the right-of-way.
 - 501.1.3 Individual stores in a shopping center may not have separate ground sign structures. The shopping center as a whole may display signs in accordance with this section.
 - 501.1.4 Signs and sign structures shall meet all requirements of the North Carolina State Building Code.
 - 501.1.5 Signs and sign structures shall be maintained at all times in a state of proper repair, with all braces, bolts, clips, guys, anchors, supporting frames and fastening free from deterioration, insect infestation, rot, rust or loosening. All signs shall be kept neatly finished, with lettering intact, and if of a type which requires painting, free from visible peeling, or chipping.
 - 501.1.6 Obsolete signs and their supporting structures shall be removed within ninety (90) days after they have been made obsolete by reason of the activity, business, product, or usage which the sign identifies or advertises being abandoned at the location to which the sign refers. This provision does not refer to billboards, until the commercial use of the billboard for rent has ceased. An extension of the ninety (90) day time limit for removal may be granted by the zoning administrator for reasonable cause.
 - 501.1.7 Illuminated signs shall be limited to those lighted from behind to silhouette letters and internally illuminated, and spotlighted signs. All illuminated and spotlighted signs shall be placed so as to prevent the light rays, illumination or glare from being cast directly on any building or on traffic.

- 501.1.8 Strings of light bulbs used in connection with commercial premises for commercial purposes shall be limited to white, yellow, or bug repellent bulbs and shall not cast glare on traffic or adjoining premises.
- 501.2 Prohibited signs. The following types of signs are expressly prohibited:
- 501.2.1 Signs with moving, revolving or rotating parts, or any sign which moves or gives an illusion of movement, except for time and temperature units and traditional barber poles, shall be prohibited in all districts.
- 501.2.2 Signs with lights or illumination which flash, move, rotate, blink, flicker, vary in intensity or color, or use intermittent electrical pulsations, except for time and temperature units.
- 501.2.3 Signs which obstruct the view of or could be confused with any authorized traffic sign, signal or device or make use of the words "stop", "look", "danger", or any other word, phrase, symbol or character in such a manner as to interfere with, mislead or confuse traffic.
- 501.2.4 Signs which obstruct openings required to be left uncovered or unobstructed by building codes, the housing code or other laws relating to buildings.
- 501.3 Off-site advertising signs. Off-site advertising signs (billboards) shall be permitted only as a special use in the C and LI districts. The conditions in Section 710 of this ordinance are not applicable to off-site advertising signs. A special use permit shall be granted provided the following conditions are met:
- 501.3.1 The property on which the sign is to be located must be adjacent to an interstate or federal aid primary highway.
- 501.3.2 The sign must be located within six hundred sixty (660) feet of the edge of the right-of-way of such highway.
- 501.3.3 The sign shall comply with all regulations of the North Carolina Department of Transportation, and with the North Carolina General Statutes.
- 501.3.4 No two (2) such structures shall be placed less than five hundred (500) feet apart. Distance shall be measured as specified in the North Carolina Administrative Code T19A: 02E.0200.
- 501.3.4 The sign will be compatible with the general neighborhood in which it is located and will not have a detrimental effect on adjoining properties.

501.4 Nonconforming signs. Nonconforming signs, when removed for other than normal maintenance may not be erected again, nor may any such sign be replaced with another nonconforming sign.

501.5 Permitted signs. Signs shall be permitted in accordance with Table 501.5.

TABLE 501.5

Type of Sign	Dimensions		District	Other Requirements
	Maximum Area in sq. ft.	Maximum Height in ft.		
Advertising, off-site (billboards)	See section 501.3		Special use in LI	See Section 501.3
Agricultural, advertising products produced on premises	32	8	Permitted use in RA, LI.	
Awning, silkscreened or sewn on front of awning	NA	NA	Permitted use in C, LI	
Bulletin board, church or public	32	8	Permitted use in all districts	
Canopy signs (may also be placed on nonraisable marquees)	4		Permitted use in C, LI	Identification only. 1 per establishment entrance way. Bottom of sign must be 7 feet above sidewalk level - more over public right-of-way if required by Town regulations
Construction site placards	64	12	Permitted use in all districts	Must be removed when construction has been completed
Directional signs containing no advertising matter:				
Traffic, safety, utility warning, public			Permitted use in all districts	
Pedestrian, public			Permitted use in all districts	

TABLE 501.5 (contd)

Type of Sign	Dimensions		District	Other Requirements
	Maximum Area in sq. ft.	Maximum Height in ft.		
Traffic and pedestrian, private			Permitted use in all districts	
No trespassing			Permitted use in all districts	
Off-site directional to churches, meeting halls, civic clubs	12		Permitted use in all districts	
Temporary directional to garage sales and similar events in residential area, excluding portable commercial signs	4		Permitted use in all districts	Must be posted no more than 24 hours before sale and removed within 24 hours after sale
Entrance or monument-type signs to subdivisions, neighborhoods, public, commercial, industrial, institutional establishments	32	Sign and pillars may not exceed 8 feet in height	Permitted use in all districts	No more than 2 per entrance allowed
The flag, pennant, or insignia of any nation or organization of nations, state, county, city, religious, civic or fraternal organization or educational institution, when not used in connection with a commercial promotion, or as an advertising device or as an integral part of another sign			Permitted use in all districts	In RA, RS, RH and RMH districts, wall and projecting insignia may not exceed 10 square feet in area nor may they project more than 9 feet from wall at farthest point. In business and industrial districts insignia may be placed on signs permitted in those districts. In any district flags or pennants shall not exceed fifteen (15) square feet or, if on a pole, one fourth height of pole, whichever gives the flag the greater permitted area.
Ground signs	150	35	Permitted use in L1	No more than 1 per street frontage containing entrance to use. May be used only for identification or on-site advertising.

TABLE 501.5 (contd)

Type of Sign	Dimensions		District	Other Requirements
	Maximum Area in sq. ft.	Maximum Height in ft.		
Ground signs (contd)	40	20	Permitted use in C	Must be at least 30 feet from any other ground sign. Must meet vision clearance of Section 204.
House numbers	4		Permitted use in all districts	May contain no advertising matter
Memorial signs, tablets, name of building and date of construction			Permitted use in all districts	Must be cut into a masonry surface or cast of metal and affixed flat against a surface
Name of occupant of residential premises	2		Permitted use in all districts	
Newspaper names on newspaper tubes			Permitted use in all districts	
No vacancy signs			Permitted use in all districts	
Political signs	4			Must be removed within 15 days after last election to which they pertain
Portable signs, including any signs mounted on a vehicle or a trailer or trailer-type device	32	10	Permitted use in C, LI	Nonrenewable permit from zoning administrator required. 10 day time limit. No more than 1 sign per establishment per street frontage. Same establishment may not have temporary sign(s) again for 2 days after removal of such sign(s). Such signs shall not have colored or flashing

TABLE 501.5 (contd)

Type of Sign	Dimensions		District	Other Requirements
	Maximum Area in sq. ft.	Maximum Height in ft.		
Professional or announcement signs	4		Permitted use in all districts	lights, or lights which cause glare on traffic or adjacent properties. Such signs shall not be located on the public right-of-way, nor obstruct vision clearance as indicated in 501.1.1 one per establishment
Projecting signs	20		Permitted use in C, LI	Sign may be no more than 9 feet from wall at farthest point. 1 such sign per face on street, or 2 per establishment whichever is less. Such sign may be hung on corner of building but shall count against the maximum allowed above. Establishment may not also have a wall or roof sign on same face as projecting sign Corner sign shall count as one face.
Real estate signs	6		Permitted use in residential and RA districts	
	32		Permitted use in C, LI	
Religious symbols at formal places of worship			Permitted use in all districts	
Roof signs - see wall signs				

TABLE 501.5 (contd)

Type of Sign	Dimensions		District	Other Requirements
	Maximum Area in sq. ft.	Maximum Height in ft.		
Service station signs, automobile or truck				Permitted use in all districts when accessory to a service station
Signs on racks for the orderly display of engine oil, provided such signs are no longer than the rack				
Signs on pumps and/or pump islands concerning the type and price of the fuel				
Signs on open portable tire racks provided the signs are no longer than the rack				
A sign may be painted on the inside and outside front door face of the closed tire rack, but shall not be painted on the sides or rear				
One double-faced on site advertising sign per street frontage showing the current price of fuel sold on the premises. Such sign shall be located off the right-of-way	20	5		
Temporary banners, pennants, streamers, excluding portable commercial signs				Permitted use in C,LI Only for opening of new business. May remain for no more than 4 weeks.
Temporary signs relating to farm auctions, agricultural production sales, annual charitable, civic or fraternal events, excluding portable commercial signs	20 off site 32 on site			Permitted use in all districts Off-site. No more than 1 per lot On-site. No more than 3 per lot May remain for no more than 45 days in all.

TABLE 501.5 (contd)

Type of Sign	Dimensions		District	Other Requirements
	Maximum Area in sq. ft.	Maximum Height in ft.		
Vending machine signs painted or mounted on the machine related to the products in the machine; bank machine or book depository signs which instruct customers or patrons			Permitted use in all districts	
Wall or roof signs	1.25 sq. ft. of sign area per running foot of building frontage	Such signs shall not project over the roof line of the building to which they are attached.	Permitted use in C	Wall signs must be mounted on area of wall free of windows, doors or other architectural detail. Sign may not interrupt or cover major architectural features. Only one wall, roof or projecting sign per establishment per street frontage is permitted other than those specifically mentioned elsewhere in this table. Such signs may be used only for identification or on-site advertising and at least 80% of sign face shall be for identification.
Window signs			Permitted use in C, LI	