

DOCKET #: UDO-164
STAFF: Kirk Ericson

REQUEST

This UDO text amendment is proposed by City-County Planning Board staff to amend the UDO by modifying Chapter A, Article II, Definitions, and Chapter B, Article III, Sign Regulations. These modifications revise the sign standards for Winston-Salem and Forsyth County in order to simplify and clarify the sign regulation and review process, and make these standards more reflective of the mainstream of other North Carolina communities.

BACKGROUND

The need to revise our sign ordinance comes from several sources. The *Legacy* comprehensive plan, adopted in 2001, recommends enhancing the appearance of thoroughfares by requiring reduced sign sizes and heights (Action Item 17). The City Council requested a similar action as part of their 2002 Strategic Plan. A sign ordinance revision has also been a part of the City-County Planning Board's adopted work program since 2002. A community survey conducted by the Community Appearance Commission (CAC) ranked sign clutter as one of the main appearance problems in the community, and the CAC subsequently went on record requesting that sign regulations be overhauled. Additionally, staff realized that new sign standards could reduce the disparity between overall sign regulations and those which have become standard features of Special Use rezonings over the last 15 years. As a result, there could be less frequent need for Special Use District rezonings where sign size could be an issue. The Inspections Division also realizes the beneficial effect that an easier to understand and enforce sign ordinance can have on their department. Primarily, a new sign ordinance can also be a means of improving the visual appearance of our community, thereby making the community more attractive to new residents, visitors, and businesses.

The process used to develop the proposed sign ordinance was started in 2003. Staff researched other sign ordinances, particularly those of similarly sized municipalities in North Carolina and surrounding states as well as literature on sign regulation in general. Staff conducted a field survey of local signage and toured other cities in North Carolina. Staff also had conversations with people responsible for developing and enforcing sign regulations in various cities, and discussed the proposed ordinance with staff from the Urban Land Institute. An advisory committee was created in order to assist in determining the best approaches to sign regulation revisions. This committee met for several months in 2003-2004, and consisted of representatives who were designated by many different groups including the Chamber of Commerce, the Black Chamber of Commerce, the sign industry, design professionals, commercial realtors, civic/neighborhood groups, the Planning Board, and the Community Appearance Commission. Over several months, the sign committee developed a draft sign ordinance. This ordinance was then reviewed interdepartmentally.

Staff initially reviewed the ordinance from late 2004-early 2005 and suggested changes based on input from the Inspections Division and City Attorney's Office. At this point, the Chamber of Commerce requested a delay in going forward with the public process until 2006. Planning Staff presented a preliminary draft to the Chamber's Local Issues Committee in fall 2005 and received individual comments. Keeping these issues in mind, staff again reviewed and revised the sign ordinance, and in March 2006 two public information meetings were held. These meetings were well publicized, and various members of the community attended and made comments on the sign ordinance. Staff made several changes in response to these comments, and two more information sessions were held in May 2006. One of these meetings was held at the Chamber of Commerce and the other was held at City Hall South. Both of these meetings were well publicized, and again staff took comments and answered questions on the sign ordinance. Staff requested any final comments to be submitted by mid June and planned on a Planning Board hearing in August. At the Chamber's request, this public hearing was rescheduled from August to September to give more time for information about the proposed ordinance to get out. Staff stayed in close contact with the Chamber from March-June 2006, and made several changes to the sign ordinance that were beneficial to both the business community and the community as a whole.

Some major areas of discussion included the size and height of freestanding signs, methods of measuring sign size and height, attached sign size (attached sign size has not been regulated under the current sign ordinance), temporary sign regulations (temporary signage is illegal under the current ordinance), electronic message boards, abandoned signs, signs in the downtown area, and amortization of non-conforming freestanding signage.

Our current sign regulations were developed in the 1980s and allow signs up to 35 feet tall and 150 square feet in area. This is a very permissive allowance, and very few North Carolina communities allow signs any larger than this. Our current sign ordinance allows signs similar to those in High Point, North Wilkesboro, Rockingham, Greensboro, Jacksonville, and Fayetteville. Other major N.C. municipalities, such as Raleigh and Durham, have more restrictive sign ordinances than ours, but those are much less restrictive than places such as Cary and Chapel Hill. Our proposed sign ordinance is very similar to those of Raleigh and Durham, and several smaller cities and suburban areas around the state. In Forsyth County, the proposed regulations are similar to ones adopted several years ago in Clemmons, and are more permissive than those adopted in Kernersville and Lewisville.

ANALYSIS

There are several benefits to having reduced signage in the community. Appropriately scaled signage demonstrates to visitors, tourists, and potential residents and businesses that a community takes pride in its appearance. While staff recognizes that other issues, such as the presence of overhead utility lines, can also have a negative effect on community appearance, sign clutter is a significant characteristic of an unattractive streetscape. Lower signs are put in the range of vision of drivers, and are easier to see

quickly while driving. Smaller signage is also less expensive to construct, which represents a savings over the long run for. Reduced signage should be appropriately scaled to buildings and landscaping and should contribute to a unified streetscape appearance. Attractive business districts are also more sustainable over the long run than unattractive ones. Reduced sign size also would reduce the contrast between areas such as Clemmons, Lewisville and Kernersville on the one hand, and Winston-Salem and Forsyth County on the other hand.

The most significant feature of the proposed sign ordinance is the height and area of on-premises freestanding signs. The maximum sign size allowed by the proposed sign ordinance is 15 feet and 75 square feet for highway commercial and industrial development. Again, this figure is in the middle range of other major N.C. communities. Office and lower intensity commercial development would have a maximum sign allowance of 8 feet and 50 square feet. Downtown development is allowed signs of 6 feet and 36 square feet, in keeping with the fact that most downtown development will primarily utilize attached signage. Shopping Centers are allowed increased signage, and can have a maximum of 18 feet and 100 square feet, depending on specific conditions (size and zoning district) of that shopping center. Signs that are located within ¼ mile of an interchange and 400 feet from the centerline of a controlled access road in certain zoning districts have a maximum size allowance of 50 feet in height and 150 square feet in area. Freestanding signs with irregular shapes are allowed to exceed the respective area requirements of their zoning districts by 30 percent, provided certain conditions are met. This provision is designed to reward creative signage, which helps contribute to a unique community appearance. Attached signage ranges from 5-15 percent of building wall area, depending on whether a development is zoned for residential, office, or commercial development. All current wall signs will be grandfathered as part of the proposed sign ordinance, and the proposed attached signage regulations allow for similarly sized signs to those that currently exist in the community.

While temporary banners are prohibited under the current sign code, staff recognizes the appropriateness of this type of signage for a business or organization. As a result, temporary banners have been provided with restrictions by the new sign ordinance. Similarly, staff has seen the proliferation of electronic message boards (EMBs) in recent years, and recognizes that these signs are an evolution of manually changeable copy signs. If left unregulated, however, these signs can negatively contribute to the appearance of streetscapes due to the tendency of many such signs to continually change or even flash. Electronic signs are allowed by the proposed sign ordinance, but have additional requirements which control their rate of change and location. Staff has also proposed allowing certain temporary construction and development and real estate signs.

The proposed sign ordinance allows existing on-premises attached signage to be grandfathered, and proposes a ten year amortization period for freestanding signage that would be made nonconforming. Amortization provides a level playing field for new and existing signs in the community. Amortization periods for other North Carolina communities have ranged from 5-10 years. Staff believes that a ten year amortization period allows a fair amount of time for sign owners to come in conformance with the new

standards. Many cities, including Winston-Salem, have used amortization successfully in the past as a means of promoting a fair time period to phase in new sign requirements.

Adoption of the proposed sign ordinance would require adequate enforcement efforts. Currently, Inspections is limited in its ability to apply adequate enforcement resources, and as a result, there has been a proliferation of illegal temporary signage in the community. Due to a lack of manpower, enforcement of the sign ordinance has largely existed on a complaint driven basis. This approach has not been well received by the community, and efforts have been and are being made to change the methods of enforcement. This need for enforcement resources exists regardless of whether a new sign ordinance is adopted or whether the existing sign ordinance remains in place.

However, Inspections may need some temporary additional resources to properly administer the amortization provision of the proposed sign ordinance. Increased staff effort may be needed periodically during the ten year amortization period. Letters will need to be sent out during this amortization period to non-conforming sign owners. Near the end of the amortization period, field enforcement staff will need to check which non-conforming signs remain in existence and advise owners as to the compliance deadline. While this sounds like a significant amount of additional work, other municipalities have used interns to do the initial field work. It should be noted that in other communities with amortization periods for signs, many signs become compliant through the normal business cycle, such as the installation of a new corporate trade dress, change of tenants, closing of businesses, and voluntary sign changes. This lessens considerably the non-conforming signs that actually remain near the end of the amortization period.

While some in the community feel that there is no need to change the present sign ordinance that was developed over 20 years ago, many in the community have expressed support for standards that put our visual appearance in line with communities that are competitive in the 21st century economy. Revised sign regulations should not be seen as a unique aesthetic concern, but should be seen as part of a broader commitment to good community appearance. As with other recently revised supplementary development standards, our sign standards were created after a thorough period of research, and were not intended to be too permissive or too restrictive, but instead to be comparable to the mid-range of the other major communities in North Carolina. Staff recommends approval of the proposed text amendment.

RECOMMENDATION

APPROVAL

The following attachments are provided in addition to the preceding Staff Report:

- General Summary of On-Premises Sign Regulation Changes
- Comparison of N.C. Municipalities' Sign Standards (Graphic)
- Categories of Different N.C. Municipalities' Sign Regulations (Table)
- Resolutions of various organizations

UDO-164
AN ORDINANCE AMENDING
CHAPTERS A AND B OF THE *UNIFIED DEVELOPMENT ORDINANCES*
TO MODIFY THE ON-PREMISES SIGN REGULATIONS

Be it ordained by the _____, North Carolina, that the *Unified Development Ordinances* is hereby amended as follows:

Section 1. Chapter A - Definitions Ordinance, Article II - Definitions is amended as follows:

Chapter A - Definitions Ordinance

Article II – Definitions

~~**GROUND SIGN.** See Sign, Ground (On-Premises) and Sign, Ground (Off-Premises).~~

~~**PROJECTING SIGN.** See Sign, Projecting (On-Premises).~~

~~**REAL ESTATE SIGN.** See Sign, Real Estate.~~

~~**ROOF SIGN.** See Sign, Roof (On-Premises).~~

~~**SIGN.** Any form of publicity which is visible from any public way, directing attention to an individual, business, commodity, service, activity, or product, by means of words, lettering, parts of letters, figures, numerals, phrases, sentences, emblems, devices, designs, trade names or trademarks, or other pictorial matter designed to convey such information, and displayed by means of paint, bills, posters, panels, or other devices erected on an open framework, or attached or otherwise applied to stakes, posts, poles, trees, buildings, or other structures or supports.~~

~~**SIGN, AWNING (ON-PREMISES).** An on-premises sign constructed of fabric like, non-rigid material which is a part of a fabric or flexible plastic awning framed and attached to a building.~~

~~**SIGN, GROUND (OFF-PREMISES).** A freestanding sign which draws attention to or communicates information about a business, service, commodity, accommodation, attraction, or other activity which is conducted, sold, or offered at a location other than the premises on which the sign is located.~~

~~**SIGN, GROUND (ON-PREMISES).** A freestanding on-premises sign.~~

~~**SIGN, MARQUEE.** Any canopy substantially framed in steel which is durably constructed and of sufficient strength and design to carry superimposed sign structures.~~

~~**SIGN, OFF-PREMISES.** See Sign, Ground (Off-Premises).~~

~~**SIGN, PROJECTING (ON-PREMISES).** An on-premises sign supported by a pole or other supporting structure, hanging from a building.~~

SIGN, REAL ESTATE. ~~A sign which is designed for the sale, lease, promotion, and identification of real estate.~~

SIGN, ROOF (ON-PREMISES). ~~An on-premises sign located above the eaves and below the peak of the roof where the sign is located.~~

SIGN, WALL (ON-PREMISES). ~~An on-premises sign affixed to the wall of any building and completely in contact with the building throughout its greatest dimension, which does not extend beyond the main wall of the building more than twelve (12) inches except in accordance with these regulations.~~

WALL SIGN. ~~See Sign, Wall (On-Premises).~~

BUILDING FRONTAGE. Building frontage shall be the total length in linear feet of an establishment's portion of a building that fronts directly on a street, regardless of whether such portion of the building is functionally the front, rear, end or side of the building. Buildings with no street frontage shall use the linear frontage of the building's principal entrance.

CANOPY. A structure, either detached from or attached to and extending from the enclosed portion of a building, and used principally to provide shelter in connection with activities conducted in the principal building. This definition includes but is not limited to fuel station, bank and pharmacy canopies

EASEMENT, SIGHT. An easement which grants the right to maintain an unobstructed view across property located at a driveway or a street intersection.

ROOFLINE. The highest point of the main roof structure which shall not include cupolas, pylons, projections or minor raised portions of the roof.

SIGN. Any form of publicity which is visible from any public way, directing attention to an individual, business, commodity, service, activity, or product, by means of words, lettering, parts of letters, figures, numerals, phrases, sentences, emblems, devices, objects, designs, trade names or trademarks, or other pictorial matter designed to convey such information, and displayed by means of paint, bills, posters, panels, or other devices erected on an open framework, or attached or otherwise applied to stakes, posts, poles, trees, buildings, or other structures or supports. Notwithstanding the above, the following are considered signs: Beacons, spotlights, searchlights, and reflectors.

SIGN, ANIMATED. Any sign which flashes, revolves, rotates, or swings by mechanical means or which uses a change of lighting to depict action or to create a special effect or scene.

SIGN AREA. The total square footage of a sign as measured by the smallest rectangle, or sum of rectangles, that will encompass the extreme limits of the sign message, including logos, background, and framing up to three (3) inches wide, regardless of sign shape and whether or not open spaces exist. Any cutouts or extensions shall be included in the area of the sign. In the case of separate panel or cabinet type signs, the open spaces between the panels shall not count as sign area.

SIGN, AWNING (ON-PREMISES). An on-premises attached sign displayed, attached to or incorporated into the surface of an architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a covering of non-rigid materials, and/or fabric on a supporting framework that may be either permanent or retractable.



SIGN, BANNER. A temporary sign made of a flexible material such as canvas, sailcloth, plastic or waterproof paper.

SIGN, CANOPY. An on-premises sign attached to a canopy. See definition of “canopy.”



SIGN, CHANGEABLE COPY. A sign or portion of a sign that is devoted to and designed for manually or automatically changeable copy text and graphics. Changeable copy signs do not include time, date and/or temperature signs and electronic message signs as hereinafter defined.

SIGN, CONSTRUCTION AND DEVELOPMENT. A temporary sign allowed for a limited period of time that identifies a development under construction as well as design, construction and marketing information for a development.

SIGN, ELECTRONIC MESSAGE BOARD. A sign, or portion of a sign, that displays an electronic image and/or video, which may or may not include text. Such signs include any sign, or portion of a sign, that uses changing lights to form a sign message or messages or uses electronic means to change the sign message. Electronic message boards include but are not limited to signs also known as Electronic Reader Boards, Electronic Message Center Signs, Tri-Panel Message Systems, and Commercial Electronic-Variable Message Signs (CEVMS). Electronic Message Signs are not considered flashing signs.



SIGN, EMERGENCY, SAFETY, WARNING, OR TRAFFIC. Any emergency, safety, warning, or traffic sign installed by or at the direction of a governmental authority or with its approval.

SIGN, EXTERNALLY ILLUMINATED. A sign that features artificial illumination from a light source which provides light directly onto the sign face, or portions of the sign face, or its background, which light is then reflected back to the viewer.

SIGN, FREESTANDING. An on-premises sign, identifying the principal use conducted on the lot where the sign is located, that is placed on or anchored in the ground with one or more supports and that is not part of a building or other structure. Can also be referred to as a ground, monument, pole or pylon sign.

SIGN, GOVERNMENT. Any temporary or permanent sign erected and maintained for any government purposes other than signs placed on the premises of a publicly owned building or structure or other land use designed to identify to the land use to the public. Examples of government signs include, but are not limited to, speed limit signs, city limit and welcome signs, street name signs, and traffic signs. Conversely, a sign placed on a public building such as library, school or public safety building which identifies said building, shall not be considered a government sign.

SIGN, GROUND SURFACE. Any sign composed of manmade or organic materials displayed upon the surface of the ground.

SIGN HEIGHT. The height of an on-premises freestanding sign shall be measured from the road to which the sign is oriented or average grade of the site where the sign is located; whichever is higher, to the top of the highest attached component of the sign, the sign face, sign structure and any other appurtenance. Any change in a site's grade specifically designed to increase a sign's height shall be included as part of the sign's height.

SIGN, HISTORIC. A sign, or reproduction of a sign, which was originally installed at least twenty five (25) years ago and has received official certification as a Historic Sign by the Forsyth County Historic Resources Commission.

SIGN, HOME OCCUPATION. A sign used in conjunction with a home occupation meeting the requirements of Section B.2-6.4(D) of the UDO.

SIGN, INCIDENTAL. A temporary or permanent on-premises sign that is intended to provide information or direction for the convenience and necessity of the public and whose purpose is

secondary to the use of the lot on which it is located. Such signs include but are not limited to entrance and exit signs, building numbers, addresses, private parking signs, telephone, no trespassing signs or dangerous animal signs. Incidental signs are not intended to provide identification or advertising from any public way.

SIGN, INFORMATION, DIRECTION AND IDENTIFICATION. A sign containing information relating to direction and/or identification of a use that is installed by or at the direction of a governmental authority or with its approval. An Information, Direction, and Identification sign shall not contain any commercial content other than a symbol, name or logo of the establishment it serves.

SIGN, INTERNALLY ILLUMINATED. A sign that features artificial illumination from a light source located behind the sign face and which transmits light through the sign face or portions of the sign face to the viewer. Also known as backlit illumination. Exposed neon tubing and similar lighting shall not be considered an internally illuminated sign.

SIGN, LEAD-IN (DIRECTIONAL). An off-premises sign that solely provides directional information regarding the sale or lease of residential property.

SIGN, MENU BOARD. A sign displaying the bill of fare of a drive-in or drive-through restaurant.

SIGN, NEON. An illuminated sign containing a glass tube filled with neon or phosphors which are bent to form letters, symbols or other shapes.

SIGN, ON-PREMISES. A sign displaying information pertaining only to a business, industry, activity, or profession located on the premises where the sign is displayed, and pertaining only to the name of the business, type of product sold, manufactured, or assembled, and/or service, activity, or entertainment offered on said premises, including business identification and occupancy signs.

SIGN, POLITICAL. A temporary sign used in connection with a local, state, or national election or referendum.

SIGN, PORTABLE. A sign not permanently attached to the ground or other permanent structure, including but not limited to signs with attached wheels, A-frame signs, signs attached or painted on vehicles parked and visible from a street, unless said vehicle is used as a vehicle in the normal day-to-day operations of the business it advertises and is parked on the same zoning lot as the business. A sidewalk sign as defined by and in conformance with this ordinance is not considered a portable sign.



SIGN, PROJECTING. An on-premises attached sign end-mounted or otherwise attached to an exterior wall of a building and which projects not more than three (3) feet from the wall to which it is attached.

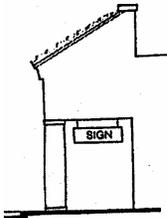


SIGN, REAL ESTATE. Any temporary sign displayed for the purpose of offering for sale, lease or rent the property on which such sign is erected, affixed or otherwise established.

SIGN, ROOF. An on-premises attached sign that is taller than the roof to which it is attached. Signs that do not extend above the roof, but are attached to the lower slope of a roof or attached to a parapet wall above a flat roof are considered wall signs. Signs that do not extend above the roofline but are attached to a mansard roof or canopy are considered wall signs.

SIGN, SIDEWALK. A single or double-faced moveable sign that is intended to be used on a sidewalk or pedestrian way in front of the business for which the commercial message is intended.

SIGN, SUSPENDED. An on-premises attached sign that is suspended from the underside of a horizontal plane surface or arm, such as a canopy or marquee, and is supported by such surface.



Suspended Sign

SIGN, TEMPORARY. A portable sign as defined by this ordinance or a sign to be used for a limited time period.

SIGN, WALL. An on-premises sign affixed to or painted on the wall of any building and completely in contact with the building throughout its greatest dimension, which does not extend beyond the main wall of the building more than fifteen (15) inches except in accordance with these regulations. A painted work of art or mural is not considered a wall sign. A window sign is considered a wall sign.

SIGN, WINDOW. An on-premises wall sign that is permanently etched into, attached to, or painted on the outside of a window and is legible from outside the window.

Section 2. Chapter B – Zoning Ordinance, Article II – Zoning Districts, *Official Zoning Maps*, and Uses is amended as follows:

Chapter B - Zoning Ordinance

Article II - Zoning Districts, *Official Zoning Maps*, and Uses

2-1 ZONING DISTRICTS

2-1.3 COMMERCIAL ZONING DISTRICTS - PURPOSE STATEMENTS AND REGULATIONS

(E) NB Neighborhood Business District.

- (3) Supplementary District Requirements.** Minimum lot sizes for single family residences must meet the requirements of Table B.3.4. Other supplemental district requirements are:

- (i) Signage. Only one sign per structure will be permitted in NB Districts. This sign may be a ~~ground~~ freestanding sign, projecting sign, roof sign, or wall sign. This sign ~~will be limited to four (4) square feet as defined in~~ shall meet the requirements of Section B.3-2.

(G) LB Limited Business District.

- (3) Supplementary District Requirements in GMAs 4 and 5.**

- (c) Signage. Only one sign per structure will be permitted in LB Districts in GMAs 4 and 5. The sign ~~will be limited to thirty-six (36) square feet as defined in~~ shall meet the requirements of Section B.3-2.

Section 3. Chapter B – Zoning Ordinance, Article III – Other Development Standards is amended as follows:

Chapter B - Zoning Ordinance

Article III - Other Development Standards

3-2 SIGN REGULATIONS

3-2.1 SIGN REGULATIONS

(A) **Purpose.** Signs are a necessary and beneficial use of property that contributes to our community's economic vitality and appearance. Reasonable sign regulations are necessary to protect public property and community aesthetics. The intent of this Ordinance is to regulate the type, number, physical dimensions, erection, placement and maintenance of signs in Winston-Salem and Forsyth County. The purpose is to:

- (1) Promote the public health, safety, and welfare of residents and visitors;
- (2) Provide an environment which fosters growth and development of business;
- (3) Protect commercial districts from visual clutter;
- (4) Protect property values;
- (5) Eliminate distractions which are hazardous to motorists and pedestrians;
- (6) Protect and enhance the natural beauty, cultural attributes, distinctive character and visual environment of Winston-Salem and Forsyth County;
- (7) Protect the public's ability to identify establishments and premises in an orderly, readable and safe manner;
- (8) Protect the public's investment in public buildings, streets, roads, highways and open spaces; and
- (9) Balance the individual rights of property owners to communicate their message with the public's right to be free of unreasonable distractions and aesthetic intrusions.

(B) **Effect.** The effect of this section is:

- (1) To establish a permit system that allows a variety of signs on business premises and a limited variety of signs on other premises, subject to this ordinance and its permit procedures.
- (2) To allow certain small, unobtrusive signs incidental to the principal use of a site without a permit if such signs meet the substantive requirements of this ordinance.
- (3) To prohibit off-premises advertising signs, except where regulation is controlled by State or Federal law.
- (4) To allow a variety of types of noncommercial signs subject to the same substantive and permit requirements that control on-premises signs.
- (5) To allow certain types of signs to make minor encroachments of the public right of way, if specially permitted.
- (6) To prohibit all signs not expressly permitted by this ordinance.

(C) **General Requirements.**

- (1) **Applicability.** The provisions of this Section are applicable to all signs, both off-premises and on-premises, unless otherwise provided for in this Ordinance. Any sign, in the districts where it is permitted, shall hereafter be in compliance with the provisions of this Section and shall meet all other regulations applicable to signs, including those found in the Code of Ordinances of the City of Winston-Salem and the Code of Ordinances of the County of Forsyth for signs erected in those jurisdictions, and in the North Carolina Building Code and National Electric Code.

- (2) **Required Permits and Approvals.**
- (a) **Zoning Permit.** A zoning permit shall be secured from the Zoning Officer prior to the construction, reconstruction, erection, enlargement, relocation, structural alteration, repair or removal to a sign, except as otherwise provided for in Section B.3-2.1(E) of this Ordinance.
 - (b) **H and HO Districts.** Prior to issuance of a zoning permit, a sign within the H and HO zoning districts requires the issuance of a Certificate of Appropriateness from the Forsyth County Historic Resources Commission.
 - (c) **Overlay District Approval.** Prior to issuance of a zoning permit, a sign within the NCO, TO, or AO zoning districts may be subject to additional approvals and requirements as provided for in the applicable overlay district section of this Ordinance.
 - (d) **Historic Sign Approval.** Prior to issuance of a zoning permit, a Historic Sign must meet the additional provisions Section B.3-2.1(F)(5) of this Ordinance and be classified as a Historic Sign by the Forsyth County Historic Resources Commission.
- (3) **Illumination.** Any externally illuminated sign shall be shielded so as not to cast direct light onto any residential district and as not to create a safety hazard.
- (4) **Location.**
- (a) **Public R.O.W.** No portion of a sign shall be located within the public right-of-way or sight distance triangles except as permitted by this Ordinance or Chapter 70 of the Code of Ordinances of the City of Winston-Salem, and with approval by the City of Winston-Salem or the NC Department of Transportation. This includes all above ground and below ground supports, frames, and embellishments or any portion of a sign attached to, affixed to, or painted on any utility pole, light standard, utility box or pedestal, tree, rock, or other natural object located within the public right-of-way or sight-distance triangles.
 - (b) **Traffic Hazard.** No sign shall be located in a manner which creates a traffic hazard.
 - (c) **Ingress and egress.** No sign shall be located in a manner that impairs ingress and egress through windows, doors, or other means of entering or exiting from a structure or building.
- (5) **Maintenance.** Signs shall be maintained in sound and safe condition. Any sign or supporting structure declared to be unsafe by the Director of

Inspections shall be repaired or removed by the owner immediately after notice by the Director of Inspections.

(6) On-Premises Sign Area Measurement Provisions.

(a) **Sign Area Measurement.** Sign area shall be computed by means of the smallest rectangle, or sum of rectangles, that will encompass the extreme limits of the sign message, including logos, background, and framing less than three (3) inches wide, regardless of sign shape and whether or not open spaces exist. Any cutouts or extensions shall be included in the area of the sign. In the case of separate panel or cabinet type signs, the open spaces between the panels shall not count as sign area.

(a) **Sign Area Measurement of Individual Letters.** In the case of individual letters or graphic elements affixed to, painted on or incised into a building wall or window, or part of an awning or canopy, the sign area shall comprise the smallest rectangle which completely encompasses all such letters and graphic elements and any accompanying background of a color different than the color of the surface to which the letters are attached. Where such sign includes multiple words and/or graphic elements, each word and graphic element shall be computed separately.

(b) **Area of a Multi-Faced Sign.** Each face of a sign that contains two (2) faces may contain up to the maximum permitted sign area. Each face of a sign with three (3) or more faces shall contain a minimum of fifty (50) percent less sign area per face than the maximum permitted sign area.

(c) **Area of a Multi-Tenant Sign or Changeable Copy Sign.** The face and frame of a portion of a sign that includes the names of individual tenants or an area for changeable copy shall count toward the total area of the sign.

(D) Prohibited Signs or Objects. The following signs or uses of signs are prohibited, unless otherwise provided for in this Ordinance:

(1) **Abandoned Sign.** A freestanding sign relating to or identifying an activity or establishment that is no longer conducted on the premises. Such signs include the sign's structure if the structure cannot be used for a legal use or does not comply with the height, area, or other physical requirements of this Ordinance. Such sign shall be in violation of the zoning ordinance if not brought into conformance or removed within 365 days after notification of the property and sign owner(s) by the Zoning Officer. A sign which meets the height and area requirements of this ordinance shall not be removed from its supporting cabinet structure

unless a new sign will replace that sign in the aforementioned structure. An Abandoned sign not replaced shall be left in its cabinet structure and shall be painted or otherwise masked using a solid, uniform color covering the sign.

- (2) **Roof Sign.** A sign that extends higher than the roof of a building or is attached to or painted on a roof structure, panels or walls constructed to screen rooftop mechanical equipment or a roof top penthouse. See Section B.3-2.1(I)(7).
 - (3) **Temporary and Portable Sign.** Any sign not permanently attached to the ground or other permanent structure, unless otherwise provided for in this Ordinance. Such signs include, but are not limited to, signs with attached wheels and signs attached or painted on vehicles parked and visible from the right-of-way, unless said vehicle is used as a vehicle in the normal day-to-day operations of the business it advertises and is parked on the same zoning lot as the business. This provision shall not apply to sidewalk signs as set forth in Section B.3-2.1(E)(11).
 - (4) **Sign with Moving and Flashing Lights or Parts.** Notwithstanding the provisions of Section B.3-2.1(F)(2), a sign with blinking, chasing, flashing or moving effects; or a sign displaying intermittent or flashing lights similar to those used in governmental traffic signals or used by police, fire, ambulance, or other emergency vehicles. Such signs include beacons, spotlights, searchlights, or reflectors and signs which revolve, rotate or swing by mechanical means.
 - (5) **Windblown Sign.** A fluttering, spinning, windblown or inflatable device, including pennants, streamers and propeller discs, except as set forth in Section B.3-2.1(E)(1), b.3-2.1(E)(2), and B.3-2.1(F)(4).
 - (6) **Use of Warning Words or Symbols.** A sign using the words *stop*, *danger*, or any other word, phrase, symbol, or character similar to terms used in a public safety warning or traffic sign.
 - (7) **Sexually Oriented Signs.** A sign which exhibits matter depicting, describing, or relating to (i) “specified anatomical areas,” as defined in G.S. 14-202.10 (10), or “specified sexual activities,” as defined in G.S. 14-202.10 (11); and/or (ii) “sexually oriented devices,” as defined in G.S. 14-202.10 (9).
 - (8) **Ground Surface Sign.** A sign composed of manmade or organic materials displayed upon the surface of the ground.
- (E) **Signs Allowed in Any District Without a Zoning Permit.** The following signs or uses of signs which meet the additional provisions of this Section are permitted in any zoning district, unless otherwise specified, with no zoning permit required:
- (1) **Local, State, National, Corporate, and Organizational Flags.** Local, state, and national flags shall have no size limitations. Additionally, one

- (1) corporate logo flag or organizational flag may exist on premises where an American Flag is flown. A corporate logo or organizational flag shall be no larger than the American Flag with which it is flown.
- (2) **Government Approved Signs.** A sign required by law; emergency, safety, warning, or traffic sign; or a sign installed by, at the direction of or with the approval of a governmental authority shall have no size requirements. Such signs include signs approved by a governmental authority which promote special points of interest and events, including but not limited to decorative banners in conformance with Section 70-14 of the City of Winston-Salem Code.
- (3) **Historical Marker.** A historical marker erected or placed by a historical nonprofit corporation, the Forsyth County Historic Resources Commission or other governmental authority with a maximum area of twelve (12) square feet.
- (4) **Church Directional Signs.** A sign in conformance with Article IV, Section 70-101 of the Code of Ordinances for the City of Winston-Salem.
- (5) **Gasoline Pump, Automatic Teller, and Vending Machine Sign.** A sign that displays prices or the name, trademark or logo of the company or brand it advertises provided the sign is an integral part of the permitted gasoline pump, automatic teller or vending machine.
- (6) **Menu Board at Fast Food Restaurant.** A menu board for a permitted restaurant with drive-through service shall be located in such a way as to be viewed from a designated drive-through lane and not located within the required front, side, or rear yard. In no case shall a menu board exceed thirty two (32) square feet in area.
- (7) **Vehicular Entrance and Exit Signs.** One (1) vehicular entrance and one (1) vehicular exit sign containing a maximum of six (6) square feet each and a maximum height of three (3) feet shall be permitted per driveway. Vehicular entrance and exit signs shall contain no commercial content other than a symbol, name or logo of the establishment it serves.
- (8) **Incidental Sign.** Such on-premises signs include, but are not limited to, pedestrian entrance and exit signs, building numbers and addresses, private parking signs, no trespassing signs or dangerous animal signs. An incidental sign shall contain a maximum of twelve (12) square feet, be a maximum of six (6) feet in height, and shall contain no commercial content other than a symbol, name or logo of the establishment it serves.
- (9) **Information, Direction, and Identification Signs.** Information, direction, and identification signs installed by or at the direction of a governmental authority or with its approval shall be allowed. Such sign shall have a maximum area of thirty six (36) square feet and a maximum height of six (6) feet except where

health, safety and welfare issues require increased sign height, and shall contain no commercial content other than a symbol, name or logo of the establishment it serves. Any symbol, name, or logo shall not comprise more than twenty (20) percent of the sign area of the Information, Direction, and Identification Sign it is associated with.

- (10) **Home Occupation sign.** An on-premises home occupation sign shall be limited to one (1) sign per dwelling unit or principal use, and shall not exceed one (1) square foot in area.
- (11) **Sidewalk Sign.** A sidewalk sign shall meet the following provisions:
- (a) The sign shall be used in conjunction with a non-residential use within the CB, PB, NB, and MU-S Districts where the sidewalk is wide enough to allow for at least five (5) feet of width for unrestricted pedestrian movement with the sidewalk sign in place.
 - (b) One (1) sidewalk sign per principal use shall be permitted. A sidewalk sign shall not exceed eight (8) square feet in area and four (4) feet in height.
 - (c) The sign shall be moveable and shall not be illuminated or permanently attached to the building, sidewalk, street furniture, other signs, street trees, landscaping, utility poles or other appurtenances.
- (12) **Construction and Development Sign.** One temporary on-premises construction and development sign shall be permitted per development under construction, not to exceed thirty two (32) square feet in area and ten (10) feet in height. Developments of five (5) acres or more with five hundred (500) feet or more of linear frontage shall be allowed an additional on-premises construction and development sign of the same dimensions. Construction and Development signs shall be removed one (1) year after the issuance of the first Certificate of Occupancy. Construction and Development signs shall not be illuminated.
- (13) **Real Estate Sign.** An on-premises real estate sign for properties smaller than five (5) acres in the YR, AG, MH, RS and RM Districts shall have a maximum area of six (6) square feet. A sign in the YR, AG, MH, RS, and RM Districts for properties five (5) acres or more in size shall have a maximum area of thirty two (32) square feet in area and ten (10) feet in height. In all other districts, on-premises real estate signs shall not exceed thirty two (32) square feet in area and ten (10) feet in height. A maximum of one (1) real estate sign is permitted per lot frontage less than eight hundred (800) feet, and a maximum of two (2) signs are permitted per lot frontage equal to eight hundred (800) feet or more. Lead-in (directional) off-premises real estate signs

are permitted from Friday noon to Monday noon. Real Estate signs shall not be illuminated.

- (14) **Builder Sign.** An on-premises sign indicating the builder(s) of an individual residential unit, either within the context of a larger development project or as an individually constructed unit, shall be permitted in the YR, AG, MH, RS, and RM Districts. A maximum of one (1) Builder Sign is permitted per lot frontage. A Builder Sign shall have a maximum area of six (6) square feet and a maximum height of six (6) feet. A Builder Sign shall be removed upon sale of the property it is associated with.
- (15) **Agricultural Sign.** A maximum of two (2) off-premises directional signs are permitted for agricultural produce grown and sold on the premises.
- (16) **Political Sign.** A political sign shall not exceed two (2) square feet in size. Within the City of Winston-Salem, additional provisions of Section 38-25 of the Code of Ordinances of the City of Winston-Salem shall apply.
- (17) **Yard Sale Sign.** An on-premises sign advertising a yard or garage sale shall not exceed two (2) square feet in size and shall be limited to one (1) sign per lot. Such signs may be erected seven (7) days prior to the event and shall be removed within two (2) days after the event. Lead-in (directional) off-premises yard sale signs are permitted from Friday noon to Monday noon.
- (18) **On-premises temporary special event signs or banners for religious, charitable, civic, fraternal, or similar non-profit organizations.** Temporary signage for the previously stated groups is allowed provided:
- (a) No more than one (1) sign per street frontage shall be permitted per event.
 - (b) The sign/banner shall be located on the property on which the event will occur.
 - (c) The sign/banner shall be erected no sooner than fourteen (14) days before and removed three (3) days after the event.
 - (d) A period of no fewer than seven (7) days shall exist between the removal of one sign/banner and the installation of another.
 - (e) The specific date or time period of the event being advertised shall be present on the sign/banner.
- (F) **Signs Allowed With a Zoning Permit.** The following signs are allowed with a zoning permit in any zoning district where the specified uses are permitted.
- (1) **Electronic Time, Date, Temperature Sign.** An electronic time, date and temperature sign may be applied to a freestanding or attached sign of any permitted nonresidential use. An

electronic time, date, and temperature sign shall not be included in the calculation of sign area permitted.

- (2) **Electronic Message Sign.** Electronic Message signs shall be allowed in all nonresidential zoning districts with the following conditions:
- (a) **Calculation of Area.** An Electronic Message Sign which is included within a larger sign shall be included in the calculation of the total permitted sign area.
 - (b) **Changes Per Day.** An Electronic Message Sign shall change no more than once per thirty (30) minutes.
 - (c) **Attached Signs.** An Electronic Message Sign shall only be used as an on-premises freestanding sign. Attached Electronic Message Signs are prohibited unless otherwise provided for in this ordinance.
 - (d) **Area Bonus.** Signs six (6) feet in height and lower containing Electronic Messages shall be allowed a ten (10) percent increase in maximum sign area.
- (3) **Changeable Copy Sign.** A changeable copy sign may be applied to a freestanding sign for any permitted nonresidential use. Attached changeable copy signs are prohibited unless otherwise provided for in this ordinance. A changeable copy sign shall be included in the calculation of permitted sign area.
- (4) **Special Event Banner.** A temporary on-premises banner for uses not addressed in Section B.3-2.1(E)(18) shall be allowed in any zoning district, excluding AG, YR, RS, and RM districts, subject to the following requirements:
- (a) **Number.** Three (3) special event signs shall be permitted per establishment, per 12-month period. Each 12-month period shall begin with the issuance of the first permit and shall expire twelve (12) months from that date.
 - (b) **Display Period.** The sign shall not be displayed for more than thirty (30) consecutive days.
 - (c) **Location.** A Special Event Banners shall be attached to a building wall or canopy.
- (5) **Historic Sign.** A Historic Sign shall be approved by the Forsyth County Historic Resources Commission prior to issuance of a zoning permit, and is subject to the following additional provisions:
- (a) **Criteria for Classification.** To be classified as a Historic Sign, an application for classification shall be filed with the Historic Resources Commission staff, and the commission must find that the sign bears a close resemblance to its appearance when originally installed, that the original sign was erected twenty five

(25) years prior to application for classification, and that the sign meets at least three (3) of the following criteria:

- (i) Bears a national or local emblem, logo, or other graphic that is unique to the property or the establishment, or that it is a remnant of an advertising program that is no longer used by the parent company;
- (ii) Is significant as reflecting the history of the building, structure, object, property or the development of the area, or recognized as important to the culture or history of Winston-Salem and Forsyth County;
- (iii) Possesses unique characteristics or incorporates materials, design or craftsmanship not commonly found in newer signs;
- (iv) Is unique, notably aesthetic or creative, so as to make a significant contribution as a work of art;
- (v) Is recognized as a popular focal point within the community;
- (vi) Is associated with historical individuals, events or places;
- (vii) Is characteristic of a specific historic period;
- (viii) Exhibits unique or rare characteristics that enhance the streetscape or the community at large.

(b) **Privileges.** A sign classified as a Historic Sign is exempt from the following provisions of this Ordinance:

- (i) **Roof Signs.** A historic sign may remain as a roof sign.
- (ii) **Dimensional Requirements.** A Historic Sign may exceed dimensional requirements found elsewhere in this Ordinance.
- (iii) **Obsolete Sign.** A Historic Sign may refer to an establishment or product which is not related to the existing establishment or products sold on the premises.
- (iv) **Illumination and Materials.** A Historic Sign may retain its original lighting patterns and materials.
- (v) **Removal.** The voluntary removal of a Historic Sign by an owner shall be permitted without Forsyth County Historic Resources Commission review.

(vi) **Maintenance.** Reasonable maintenance, repair, and restoration of a Historic Sign are permitted without Forsyth County Historic Resources Commission review.

(c) **Alterations.** Alterations to a Historic Sign shall not be allowed without prior approval by the Forsyth County Historic Resources Commission staff.

(G) **On-Premises Signs Advertising a Nonconforming Use.** A nonconforming use shall be permitted on-premises freestanding and attached signs, provided the following additional provisions are met:

(1) **Freestanding Signs.**

(a) **Existing Signs.** An Existing on-premises freestanding sign which advertises a nonconforming use may be replaced or may be replaced and increased in area by a maximum of twenty-five (25) percent provided that such increase will not result in a sign area greater than thirty-six (36) square feet and a sign height of greater than six (6) feet. There shall be only one such expansion permitted, regardless of the size of the expansion.

(b) **New Signs.** A nonconforming use which does not have an existing on-premises freestanding sign shall be allowed one (1) on-premises freestanding sign which shall not exceed thirty-six (36) square feet in area and six (6) feet in height.

(2) **Attached Signs.**

(a) **Existing Signs.** Existing on-premises attached signage which advertises a nonconforming use may be replaced or may be replaced and increased in area by a maximum of twenty-five (25) percent provided that such increase would not result in a sign area greater than fifteen (15) percent of the building wall area per wall. There shall be only one such expansion permitted, regardless of the size of the expansion.

(b) **New Signs.** A nonconforming use which does not have existing on-premises attached signage shall be allowed a maximum attached sign area of fifteen (15) percent per building wall.

(H) **On-Premises Freestanding Signs.** Unless otherwise provided for in this Ordinance, an on-premises freestanding sign shall meet the following additional provisions:

(1) **Zoning Districts and Uses.** On-premises, freestanding signs shall be permitted in the zoning districts for the permitted uses as

shown in Table B.3.6, On-Premises Freestanding Sign Provisions. Number, height and area provisions are also indicated in Table B.3.6, unless otherwise provided for in this Ordinance.

- (2) **Setback.** All parts of an on-premises freestanding sign shall be set back at least one and a half (1.5) feet from a street right-of-way.
- (3) **Sign Height.** The height of an on-premises freestanding sign shall be measured from the road to which the sign is oriented or average grade of the site where the sign is located; whichever is higher, to the top of the highest attached component of the sign, including the sign face, sign structure and any other appurtenance. Any change in a site's grades specifically designed to increase a sign's height shall be included as part of the sign's height.
- (4) **Irregular shapes.** A sign consisting of irregular, non-rectangular shapes shall be allowed to exceed its respective area requirements by thirty (30) percent in situations where thirty (30) percent or more of a sign's area consists of open space and/or cutouts. Irregular sign height shall be calculated using the method described in Section B.3-2.1(H)(3), and Irregular sign area shall be calculated using the methods described in B.3-2.1(C)(6)(a) and B.3-2.1(C)(6)(b).
- (5) **Multi-tenant building.** Tenants in a multi-tenant development shall not be permitted to have individual freestanding signs, unless otherwise provided for in this Ordinance. See Section B.3-2.1(H)(6) Shopping Center.

TABLE B.3.6

On-premises Freestanding Sign Provisions

<u>Zoning Districts</u> ^(c)	<u>Uses</u> <u>(as listed in UDO Table</u> <u>B.2.6 Permitted Use</u> <u>Table)</u>	<u>Maximum</u> <u>Height</u> <u>(feet)</u>	<u>Maximum Area</u> <u>(square ft)</u>		<u>Maximum Number of Signs</u> <u>Per Street Frontage</u>	
					<u><300 ft</u>	<u>> 300 ft</u>
<u>NSB, HB, GB, LI,</u> <u>CPI, GI, C, MRB-S</u>	<u>All permitted uses (a)</u>	<u>15</u>	<u>75</u>		<u>1</u>	<u>2 (d)(g)</u>
<u>LB, CI,</u> <u>GO, CPO, IP</u>	<u>All permitted uses (a)</u>	<u>8</u>	<u>50</u>		<u>1</u>	<u>2 (d)(g)</u>
<u>LO, CB, PB</u>	<u>All permitted uses (a)</u>	<u>6</u>	<u>36</u>		<u>1</u>	<u>2(d)</u>
<u>NB (e)</u>	<u>All permitted uses (a)</u>	<u>6</u>	<u>Total freestanding and attached</u> <u>signs:</u> <u>8 in GMA 1, 2, 3</u> <u>18 in GMA 4 or 5</u>		<u>1</u>	<u>1</u>
<u>NO (e)</u>	<u>All permitted uses (a)</u>	<u>6</u>	<u>Total freestanding and attached</u> <u>signs:</u> <u>8</u>		<u>1</u>	<u>1</u>
<u>MU-S (b)</u>	<u>All permitted uses (a)(b)</u>	<u>(b)</u>	<u>(b)</u>		<u>(b)</u>	<u>(b)</u>
<u>All RS and RM</u> <u>Districts, MH, YR,</u> <u>AG</u> <u>(e)</u>	<ul style="list-style-type: none"> • <u>Church or Religious Institution, Community or Neighborhood</u> • <u>School, Private or Public</u> 	<u>6</u>	<u>Lot</u> <u>frontage <</u> <u>100 ft</u>	<u>Lot frontage ≥</u> <u>100 ft</u>	<u>1</u>	<u>2 (d)</u>
	<u>All Recreational Uses</u>	<u>6</u>	<u>36</u>		<u>1</u>	<u>2 (d)</u>
	<ul style="list-style-type: none"> • <u>Residential Subdivision</u> • <u>Multifamily Development</u> • <u>Planned Residential Development</u> • <u>Manufactured Housing Dev.</u> • <u>Congregate Care Facility</u> • <u>Life-care Community</u> 	<u>6</u>	<u>36</u>		<u>2 Signs at each principal entrance, not to exceed 2 per street frontage (f)</u>	
	<u>All individual residential uses</u>	<u>X</u>	<u>X</u>		<u>X</u>	<u>X</u>
	<u>All other permitted uses</u>	<u>6</u>	<u>18</u>		<u>1</u>	<u>1</u>

X – An attached freestanding sign not permitted, unless provided for elsewhere in the Ordinance.

(a) See Section B.3-2.1(H)(6) Exceptions.

(b) Provisions for the MU-S District will be determined on an individual project basis.

(c) Additional provisions may apply in the NCO, H, HO, TO and AO zoning districts. See applicable district provisions.

(d) An on-premises freestanding sign is permitted only at a primary entrance, with a minimum separation of two hundred (200) feet between any two (2) permitted on-premises freestanding signs on the lot.

(e) No Internal Illumination.

(f) In situations where two signs are used, each sign shall have a single face.

(g) Where two signs are permitted, one sign shall be a maximum of six (6) feet high and have a maximum area of thirty six (36) square feet.

(6) Exceptions to On-Premises Freestanding Sign Provisions.

- (a) Shopping Center.** Freestanding signs shall be permitted for any shopping center in accordance with the maximum number provisions found in Table B.3.6 and with provisions for height, area and number of signs as shown in Table B.3.6a Shopping Center – On-premises Freestanding Sign Provisions. An individual tenant in a shopping center shall not be permitted an individual freestanding sign, with the exception of outparcel sites.

<u>TABLE B.3.6a</u>		
<u>SHOPPING CENTER</u>		
<u>On-premises Freestanding Sign Provisions (a)</u>		
<u>Zoning District</u>	<u>Max. Height (feet)</u>	<u>Max. Area (square feet)</u>
<u>HB, GB, CB, CI, MRB-S</u>	<u>18</u>	<u>100</u>
<u>PB, LB, NSB, MU-S (b)</u>	<u>16</u>	<u>80</u>
<u>Outparcels: 800 square feet or greater (b)</u>	<u>6</u>	<u>36</u>

(a) An on-premises freestanding sign is permitted only at a primary entrance, with a minimum separation of two hundred (200) feet between any two (2) permitted on-premises freestanding signs on the lot.

(b) Provisions for the MU-S District will be determined on an individual project basis.

- (b) Indoor or Drive-in Theater, or Recreational Services, Indoor, Limited to SIC 792 (Theatrical Producers).** All provisions of Table B.3.6 shall apply except as follows: One (1) freestanding sign shall be permitted per theater establishment. When a freestanding sign is utilized, the maximum permitted freestanding sign area shall be increased to two hundred (200) square feet. A changeable copy and/or electronic message sign may be applied to freestanding and/or attached signage, with the total area of freestanding and attached changeable copy and/or electronic message signage not to exceed two hundred (200) square feet.
- (c) Stadium, Coliseum, or Exhibition Building.** A changeable copy and/or electronic message sign may be applied to freestanding and/or attached signage, with the total area of freestanding and attached changeable copy and/or electronic message signage not to exceed two hundred (200) square feet.

When a Stadium, Coliseum, or Exhibition Building has a maximum seating capacity of 15,000 or less, the maximum permitted freestanding sign area shall be increased to two-hundred (200) square feet, and the maximum height shall be twenty-two (22) feet. When the building has a maximum seating

capacity of greater than 15,000, the maximum permitted sign area shall be three-hundred fifty (350) square feet and the maximum height shall be increased to thirty-five (35) feet.

(d) Signs Adjacent to an Interstate Highway. Signs located on property zoned HB, GB, MRB-S, and CB and located within four hundred (400) feet of the centerline of a controlled access road as defined by NCDOT and within one quarter (1/4) of one (1) mile of an interchange with a non-controlled access road may display additional sign area up to a maximum of one hundred fifty (150) square feet and a maximum height of fifty (50) feet.

(e) Parks and Recreation Areas Open to the Public With One Thousand (1,000) Acres of More. A freestanding sign shall not exceed eighty five (85) square feet in area. Maximum height shall be fifteen (15) feet. Signs shall be spaced at least four hundred (400) feet apart. Exempt from this spacing requirement are signs located within fifty (50) feet of the centerline of the main entrance to the park or recreation area. The main entrance shall be defined as the one major controlled access point from a major or minor thoroughfare to the park or recreation area. The nearest sign located to the main entrance signs shall meet the four hundred (400) foot spacing requirement.

(f) CPO, LI, and GI Entrance Signs. Development in the CPO, LI, and GI districts consisting of multiple parcels or a single parcel greater than five (5) acres in size shall be allowed one two-faced sign or a pair of single-faced signs located at the primary development entrance(s). Each sign face shall have a maximum area of seventy five (75) square feet and a maximum height of fifteen (15) feet. All other signs in the aforementioned CPO, LI, or GI development shall meet the requirements specified in Table B.3.6.

(I) On-Premises Attached Signs. Unless otherwise provided for in this Ordinance, an on-premises attached sign shall meet the following additional provisions:

(1) Zoning Districts. On-premises attached signs shall be permitted in the zoning districts and in conformance with the provisions as shown in Table B.3.6b.

(2) Permitted Sign Area. Any type or combination of types of attached sign(s) may be used to meet the permitted area for attached signs, unless otherwise provided for in this Ordinance. The maximum total attached sign area permitted per establishment shall be the area calculation shown in Table B.3.6b.

- (a) **Total Sign Area.** The maximum wall area that may be covered with attached signage shall be calculated by multiplying the vertical dimension of a building wall by the length of its frontage in linear feet, then by the appropriate percentage from Table B.3.6b. The standard vertical measurement of a building shall be fourteen (14) feet per story for the purposes of calculating attached signage. Where multiple establishments share one building, each establishment's portion of building frontage shall be calculated separately. Sign area shall be calculated separately for each building wall.
- (3) **Joint identification Sign.** A multiple tenant building or development may erect an attached development identification or joint identification sign. No additional sign area beyond the maximum permitted is provided for a development or joint identification sign.
- (4) **Location.** An attached sign may be located on any wall of a building, including those walls that do not have street frontage.
- (5) **Clearance.** An attached sign, with the exception of wall and window signs, shall maintain a clearance of nine (9) feet above a sidewalk and thirteen and one-half (13.5) feet above a street, alley or driveway.
- (6) **Projection and Setback.** An attached sign may project into the right-of-way, as long as the sign is setback at least two (2) feet from the curb line of any street and an encroachment agreement has been approved by the City of Winston-Salem or NCDOT.
- (7) **Height.** An attached sign shall not extend above the roofline of a building or structure, except where a wall sign is attached to a parapet wall which extends above a flat roof. In which case, the wall sign may extend to the top of the parapet wall or a maximum of two (2) feet above the roof line, whichever is less.

TABLE B.3.6b

On-premises Attached Sign Provisions

Zoning Districts	Uses - as listed in UDO Table B.2.6 Permitted Uses	Maximum Area (square feet) <small>(a)(b)(c)(d)</small>	Conditions <small>(d)</small>
RS, RM, MH, YR, AG	Individual residential units or manufactured homes	X	X
	All other residential uses and nonresidential uses	5% of wall	Internally illuminated signs are prohibited. Only one freestanding or attached sign is permitted.
NO	All permitted uses	total for freestanding and attached signs = 8	Internally illuminated signs are prohibited
NB	All permitted uses	total for freestanding and attached signs = 8, GMA 1.2.3 18, GMA 4.5	Internally illuminated signs are prohibited
LO, GO, CPO, IP	All permitted uses	15% of wall	Theater, Recreational Services, Indoor, Limited to SIC 792 (Theatrical Producers), Stadium, Coliseum, and Exhibition Building. A Theater, Stadium, Coliseum, or Exhibition Building may apply a changeable copy and/or an electronic message sign to a freestanding and/or attached sign, with the total area of freestanding and attached changeable copy and/or electronic message signage not to exceed two hundred (200) square feet.
PB, LB, CB, HB, GB, NSB LI, CPI, GI, CI, C, MRB-S	All permitted uses	10% of wall	
MU-S	All permitted uses	individual basis	Individual basis

X - An attached sign is not permitted, unless provided for elsewhere in the ordinance.

a - Total square footage for all attached signs, unless otherwise noted in chart.

b - Multiple Tenant Buildings. The total permitted attached sign area shall be allocated to tenants based on the building frontage of each individual tenant. See Section B.3-2.1(D)(2).

c. For the purpose of calculating the percentage of a building wall that may be covered with attached signage, fourteen (14) feet per story shall be the standard measurement used to calculate the vertical surface of a building wall. See Section B.3-2.1(D)(2).

d. See Section B.3-2.1(D)(8) Additional Requirements for Specific Types of Attached Signs.

e. Maximum sign area per building wall shall be calculated according to the standards above for buildings of three (3) stories or less. Buildings of four or more stories shall follow the requirements of section B.3-2.1(D)(9)(a) below.

(8) Additional Requirements for Specific Types of Attached Signs.

(a) Awning, Canopy, and Permanent Window Signs.

- (i). **Area.** The copy area of an awning, canopy, or permanent window sign shall not exceed thirty (30) percent of the awning; canopy; or window pane, section, door or grouping of such.
- (ii). **Illumination.** No internal illumination of an awning sign shall be permitted.

(b) Projecting sign.

- (i). **Number.** Only one projecting sign shall be permitted per building frontage.

(ii). **Projection.** A projecting sign shall not extend horizontally more than three (3) feet beyond the surface to which the sign is attached and no more than one and a half (1.5) feet into a public right-of-way.

(iii). **Height.** A building shall not be permitted to have the top of a projecting sign located higher than the second story, or twenty-eight (28) feet.

(c) **Suspended sign.** One suspended sign shall be permitted per primary public entrance.

(d) **Wall Sign.**

(i). **Attachment.** A wall sign shall be attached to a rigid backing of no less than one-quarter (1/4) inch in thickness. The sign shall be permanently attached to a solid surface such as a building wall.

(ii). **Projection.** A wall sign shall not extend horizontally more than fifteen (15) inches beyond the surface to which it is attached.

(9) **Exceptions.**

(a) **Wall Signs for Tall Buildings.** The maximum sign area per wall for the first three (3) stories of a building which is four (4) stories or greater in height shall be calculated using the standards of Table B.3.6b above. In addition, five (5) percent of the wall area for each additional story above the first three (3) stories may be added to the total permitted sign area of the first three (3) stories.

(e) **Theater, Recreational Services, Indoor, Limited to SIC 792 (Theatrical Producers), Stadium, Coliseum, or Exhibition Building Sign.** See Table B.3.6b.

~~(A) — General Requirements~~

~~(1) — **Applicability.** Signs, in the districts where they are permitted, shall hereafter be erected or placed only in compliance with the provisions of this section, provided that any sign permitted by this Ordinance, regardless of location on or off premises, orientation, sign structure, or subject matter, may display noncommercial messages.~~

~~(2) — **Zoning Permit Required.** A zoning permit shall be secured from the Director of Inspections prior to the construction, reconstruction, erection, enlargement, relocation, or structural alteration.~~

~~(3) — **Applicability of Other Sign Regulations.** (W) Any sign shall meet all other regulations applicable to signs, including those found in Chapter 70 of the City of Winston-Salem Code for signs erected in that jurisdiction.~~

~~(4) — **Prohibited Signs.** The following signs or use of signs is prohibited.~~

~~(a) — **Flashing Lights.** Signs displaying intermittent or flashing lights similar to those used in governmental traffic signals or used by police, fire, ambulance, or other emergency vehicles.~~

~~(b) — **Use of Warning Words or Symbology.** Signs using the words *stop*, *danger*, or any other word, phrase, symbol, or character similar to terms used in a public safety warning or traffic signs.~~

~~(c) — **Temporary, Nonpermanent Signs.** Temporary, nonpermanent signs, including over-head streamers, are not permitted in any zoning district, unless otherwise specified in these regulations.~~

~~(d) — **Moving and Flashing Signs (excludes electronic time, temperature, and message signs).** Moving and flashing signs, excluding electronic time, temperature, and message signs, are not permitted in any zoning district. This includes pennants, streamers, banners, spinners, propellers, discs, any other moving objects; strings of lights outlining sales area, architectural features, or property lines; beacons, spots, searchlights, or reflectors visible from adjacent property or rights of way.~~

~~(e) — **Banners Advertising Special Events or Sales.** (W) Banners advertising special events or sales are not permitted except within the City of Winston-Salem under the provisions of Chapter 70 of the City of Winston-Salem Code, if applicable.~~

~~(5) — **Illumination.** Illuminated signs shall be so shielded as not to cast direct light onto any residential district.~~

~~(B) — **Permitted Signs**~~

~~(1) — **Signs Permitted in Any District.**~~

~~(a) — **Entrance and Exit Signs.** One entrance and one exit sign containing a maximum of six (6) square feet each and a maximum height of three (3) feet shall be permitted per driveway. Entrance and exit signs shall contain no commercial content other than a symbol, name or logo of the establishment it serves.~~

~~(b) — **Emergency, Safety, Warning, or Traffic Signs.** Emergency, safety, warning, or traffic signs installed by or at the direction of a governmental authority or with its approval shall be permitted without size limitations.~~

- (c) ~~Local, State, and National Flags.~~ Local, state, and national flags shall have no size limitations.
- (d) ~~Real Estate Signs.~~ In all RS and RM Districts, a real estate sign is limited to six (6) square feet. In all other districts, real estate signs shall not exceed eighteen (18) square feet. Lead in (directional) signs are allowed from Friday noon to Monday noon.
- (e) ~~Political Signs.~~ Political signs shall not exceed two (2) square feet in size.
- (f) ~~Religious Institution Bulletin Boards.~~ On premises bulletin boards for religious institutions shall not exceed fifty (50) square feet in size.
- (g) ~~Religious Institution Directional Signs.~~ (W) Only two (2) directional signs are permitted for each religious institution, provided the signs shall not exceed six (6) square feet each and are located on the same street as the religious institution the signs identify. Lettering on the signs shall consist only of the name of the religious institution and a directional arrow. Within the City of Winston Salem, other requirements of Chapter 70 of the City of Winston Salem Code shall also apply.
- (h) ~~Occupancy Signs.~~ Occupancy signs shall be limited to one sign per dwelling unit or principal use, and no such sign shall exceed one square foot in area.
- (i) ~~Historical Markers.~~ Historical markers shall be erected or placed by a bona fide historical association or by a governmental agency and shall not exceed twelve (12) square feet in area.
- (j) ~~Landmark Indicators.~~ Landmark indicators including signs, banners or streamers displayed in the downtown, center city, or other limited areas, which promote special points of interest and events and do not exceed fourteen (14) square feet in area are permitted. Said signs shall be installed by the jurisdiction, its agents, or employees, at the direction of, or with the approval of, the Elected Body.
- (k) ~~Information, Direction, and Identification Signs.~~ Information, direction, and identification signs installed by or at the direction of a governmental authority or with its approval and institutional use signs: On premises ground and projecting signs not to exceed thirty six (36) square feet. Signs shall be so located to not obstruct the vision of drivers of motor vehicles. Wall and roof signs shall also be permitted.

(1) ~~Agricultural Signs.~~ Up to two off-premises directional signs are permitted for agricultural produce grown and sold on the premises.

(2) ~~Application of Table of Permitted Districts for Signs.~~ The following signs shall be permitted in the zoning districts as indicated in Table B.3.6, Permitted Districts for Signs, and shall comply with all regulations of the applicable district unless otherwise regulated by specific regulations of this section.

Table B.3.6
Permitted Districts for Signs

	R M	N O	L O	C P O	G O	N B	P B	L B	N S B	H B	G B	C B	L I	C I	G I	I P	E	M U S
Off-Premises Signs																		
Ground Sign										Z			Z		Z	Z		
On-Premises Signs																		
Ground Sign	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z
Awning		Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z
Projecting Sign	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z			Z	Z	Z	Z	Z	Z
Roof Sign			Z	Z	Z		Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z
Wall Sign	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z

Z = Districts in which signs permitted; zoning permit required.

~~(C)~~(J) **Off-Premises Ground Freestanding Signs**

- (1) **Zoning Districts.** Ground Freestanding signs (off-premises) are permitted only in the HB, LI, GI, and CI zoning districts in the districts as shown in Table B.3.6 and only along designated roads which are not identified as view corridors listed in Section B.3-2.1~~(C)~~(J)(2) and exist along designated roads as per Section B.3-2.1(J)(3).
- (2) **View Corridors.** No off-premises sign shall be permitted in any view corridor as described in Table B.3.7 and shown on the *View Corridor Map* located in the office of the Planning Board.

Table B.3.7
View Corridors

Designation	Location
1. "A"	The north side of Business 40 from Broad Street on the west to Cameron Avenue on the east

Designation	Location
2. "B"	The south side of Business 40 from Cherry Street on the west to Salem Avenue on the east
3. "C"	The west side of US 52 from 16th Street on the north to the Southern Railroad line on the south
4. "D"	The west side of US 52 from the Southern Railroad line on the north to Stadium Drive on the south
5. "E"	The east side of US 52 from I-40 on the north to Stadium Drive on the south
6. "F"	The south side of Business 40 from US 52 on the west to US158 (Reidsville Road) on the east
7. "G"	Both sides of I-40 from Jonestown Road on the west to the City zoned jurisdiction on the east
8. "H"	Both sides of US 311 from I-40 on the west to the Forsyth County line on the east
9. "I"	Both sides of US 311 connector from Business 40 on the north to I-40 on the south
10. "J"	Both sides of the Northern Beltway from Stratford Road (US 158) on the south to US 52 on the north
11. "K"	Both sides of the Northeast connector from US 52 on the west to the eastern terminus of the connector on the east
12. "L"	Both sides of I-40 in the unincorporated area of Forsyth County
13. "M"	Both sides of US 421 from I-40 on the east to the Winston-Salem City limits on the west. (W)

(3) Designated Roads.

- (a) Permitted Areas. ~~Ground Freestanding~~ signs (off-premises) are permitted only along roads in the Interstate System or the National Highway System.

(4) Location and Setbacks.

- (a) Distance from the centerline. ~~Ground Freestanding~~ signs (off-premises) shall be located within six hundred sixty (660) feet of the centerline of the roadway to which they are oriented.
- (b) Spacing. ~~Ground Freestanding~~ signs (off-premises) shall be located no closer than one thousand (1,000) feet from other off-premises signs on the same side of the road.
- (c) Setback. ~~Ground Freestanding~~ signs (off-premises) shall be set back from each property line a minimum of one-half the distance required for principal structures as defined in Section B.2-1 and Table B.3.1 and Table B.3.2.

- (d) Distance from Residential Zones. ~~Ground~~ Freestanding signs (off-premises) shall be located no closer than the following distances from residentially zoned property:
 - (i) Freeways/Expressways in the Interstate System. On freeways/expressways in the Interstate System:
 - [A] Twenty-five (25) feet from any residence;
 - [B] Fifty (50) feet from any residential zone abutting the permitted zone away from the roadway; and,
 - [C] One hundred (100) feet from any residential zone abutting the permitted zone parallel to the roadway.
 - (ii) Other Roads in the National Highway System. On other roads in the National Highway System:
 - [A] Twenty-five (25) feet from any residence;
 - [B] One hundred (100) feet from any residential zone abutting the permitted zone away from the roadway; and,
 - [C] One hundred (100) feet from any residential zone abutting the permitted zone parallel to the roadway.

(5) Size Measurement.

- (a) Area Calculation. The sign area for ~~ground~~ freestanding signs (off-premises) shall be computed by means of the smallest square, circle, rectangle, triangle, or combination thereof, which will encompass the entire sign designated to attract attention, including any molding, trim, border, or frame. Any such measurements shall be taken on only one face of the sign; however, informational or advertising matter may be displayed on both sides of any permitted sign.
- (b) Maximum Sign Area. The maximum sign area of an off-premises ~~ground~~ freestanding sign shall be limited, depending on location, as follows:
 - (i) On freeways/expressways in the Interstate System outside the Center City Area, maximum sign size shall be six hundred seventy-two (672) square feet plus one hundred (100) square feet for extensions.

- (ii) On freeways/expressways in the Interstate System inside the Center City Area maximum sign size shall be four hundred fifty (450) square feet.
- (iii) On other roads in the National Highway System outside the Center City Area maximum sign size shall be three hundred (300) square feet.
- (c) Height. Off-premises ~~ground~~ freestanding signs shall be limited to a maximum height of thirty-five (35) feet above the roadway to which it is oriented or grade of the site on which the sign is located, whichever is higher. Sign height shall be measured to the highest portion of the sign, including any molding, trim, border, or frame designed to attract attention, excluding any extensions.
- (d) Existing signs which have been physically separated from the Lot. (W) Signs which were originally constructed as legal on-premises signs and continue to serve their original purpose of advertising a use, but, are subsequently, through division of land which occurred prior to April 1, 2001, located on a different zoning lot or otherwise separated from and no longer have any physical or recorded connection with the original use for which they were originally constructed, are permitted to remain as long as the use remains active. If the sign is damaged or destroyed, it can be replaced with no increase in size.
- (6) **Number of Faces.** Off-premises ~~ground~~ freestanding signs shall be permitted to have a maximum of two (2) faces, provided, however, that stacked and/or rooftop locations of off-premises signs shall not be permitted.

~~(D) — On-Premises Signs — Awning Signs~~

- ~~(1) — Zoning Districts.~~ Awning signs are permitted only in the districts as shown in Table B.3.6.
- ~~(2) — Attachment. (W)~~ Within the city limits of Winston Salem, the awning sign must be attached to the building which it is advertising in accordance with Chapter 74 of the City of Winston Salem Code.
- ~~(3) — Illumination.~~ No background illumination of an awning sign is permitted.
- ~~(4) — CB District Restriction.~~ In the CB District, printed information, limited to the name, street number, and address, or logo of the establishment(s) occupying the building to which the awning is attached, may be printed on the outside surface area of the awning. Printed information and/or logo shall not exceed one square foot per linear foot of building frontage on the street or thirty percent (30%) of the total outside surface area of the awning, whichever is less.

~~(5) — **Restrictions in NO and NB Districts.** In the NO and NB Districts, only one of the following signs is permitted for each business: awning, ground (on premises), projecting, or wall.~~

~~(E) — **On-Premises Signs – Ground Signs, Projecting Signs**~~

~~(1) — **Zoning Districts.** Ground signs (on premises) and projecting signs are permitted only in the districts as shown in Table B.3.6 or as specified in Section B.3 2.1(E)(9).~~

~~(2) — **Location and Setbacks.**~~

~~(a) — All parts of ground signs (on premises) must be completely out of the right of way.~~

~~(b) — A projecting sign may extend a maximum of eighteen (18) inches into the right of way.~~

~~(c) — Ground signs (on premises) shall be set back a minimum of one linear foot per square foot of sign area from any structure used exclusively as a residence.~~

~~(3) — **Sign Measurement.**~~

~~(a) — **Area Calculation.** Sign area shall be computed by means of the smallest square, circle, rectangle, triangle, or combination thereof, which will encompass the entire advertising copy excluding architectural embellishments or structural supports. Any such measurements shall be taken on only one face of the sign; however, informational or advertising matter may be displayed on both faces of any permitted sign.~~

~~(b) — **Maximum Sign Area.** The maximum sign area of ground (on-premises) and projecting signs shall be limited in area to two and a half (2.5) square feet of sign area per linear foot of lot frontage for each type of sign with the following maximums:~~

~~(i) — In the HB, LI, GI, and NSB Districts, sign size shall be limited to one hundred fifty (150) square feet;~~

~~(ii) — In the LB, PB, GB, CI, CPO, CPI, C, and MU-S Districts, sign size shall be limited to seventy five (75) square feet, except that in the LB District in GMAs 4 and 5, sign size shall be limited to thirty six (36) square feet;~~

~~(iii) — In the CB District, no projecting signs are allowed and ground signs are limited to a maximum of fifty (50) square feet;~~

~~(iv) — In the GO, LO and IP Districts, sign size shall be limited to thirty six (36) square feet;~~

~~(v) — In the NO District, sign size shall be limited to eight (8) square feet;~~

~~(vi) — In the NB District, sign size shall be limited to four (4) square feet;~~

~~(vii) — In any RM District, sign size shall be limited to eighteen (18) square feet; and~~

~~(viii) — In the GB District, the permitted sizes for signs shall be consistent for a site and the size permitted is the largest size permitted on the particular site.~~

~~(c) — **Height.** The maximum height of a ground (on premises) or projecting sign shall be thirty five (35) feet, except fifteen (15) feet maximum in any RM District, measured from the road to which the sign is oriented or grade of the site, whichever is higher. Where a sign interferes with pedestrian clearance or sight distance, the lowest part of the sign shall be a minimum of nine (9) feet from the grade of the site on which the sign is located. Sign height shall be measured from the highest portion of the sign, including any molding, trim, border, or frame designed to attract attention, excluding any extensions.~~

~~(4) — **Number of Faces.** Ground signs (on premises) which contain two (2) faces may contain up to the maximum sign area as computed under size requirements in this section. Signs with three (3) faces shall contain a minimum of fifteen percent (15%) less sign area for each face than the standard maximum. A sign with four (4) faces shall contain a minimum of thirty percent (30%) less sign area for each face than the standard maximum.~~

~~(5) — **Number.**~~

~~(a) — **Maximum.** Each zoning lot frontage of less than two hundred and fifty (250) feet shall be limited to one ground (on premises) and one projecting sign per street or right of way frontage. If the lot frontage contains more than two hundred fifty (250) feet, then two (2) signs of each type may be used on that street frontage, except in any RM District, with a minimum separation of one hundred twenty five (125) feet between these two (2) signs or between them and any other ground signs on the lot.~~

~~(b) — **Restrictions in NO and NB Districts.** In the NO and NB Districts, only one of the following signs is permitted for each business: awning, ground (on premises), projecting, and wall.~~

~~(6) — **Exceptions.**~~

- (a) — ~~Corner Lots and Lots with Two Hundred Fifty (250) Feet of Frontage.~~ Corner lots and lots with two hundred fifty (250) or more feet of frontage are permitted a fifty percent (50%) addition in maximum ground and projecting sign size for using one sign where two (2) would be allowed.
- (b) — ~~Lots on Freeways/Expressways in the Interstate System.~~ Signs located within four hundred (400) feet of the centerline of a freeway/expressway in the Interstate System, except in any RM District, may display additional sign area up to a maximum of two hundred (200) square feet and a maximum height of fifty (50) feet. This exception will become void along any highway which installs a government sponsored highway logo sign system.
- (c) — ~~Lots of Three (3) Acres or More.~~ On zoning lots containing three (3) acres or more, the maximum size of ground and projecting signs shall be that permitted in the zoning district where the sign is permitted, regardless of the amount of road frontage of the lot.
- (d) — ~~Shopping Centers.~~
 - (i) — ~~Number and Size.~~ Any shopping center or multiple proprietorship in one building or connected buildings occupied by four (4) or more tenants shall be permitted a fifty percent (50%) increase in ground sign (on-premises) area provided that such signs shall be of the marquee type. If the lot frontage is greater than one hundred fifty (150) feet, two (2) ground signs may be used with seventy five (75) feet separation between signs and the fifty percent (50%) addition applies to both signs.
 - (ii) — ~~Freestanding Building Signs.~~ A freestanding building located within designated shopping center parking lots and containing eight hundred (800) square feet or more shall be permitted one additional ground sign (on-premises) not to exceed thirty six (36) square feet.
- (7) — Movie Theaters and Performance Halls.** A changeable copy marquee may apply to either a ground or projecting sign with a fifty percent (50%) addition to the maximum size permitted in the district.
- (8) — Illumination in RM Districts.** In any RM District, internally illuminated signs are not permitted, except such internally illuminated signs in RM District which existed as of April 26, 1993 (F)/May 4, 1992 (W).

~~(9) — On-Premises Ground and Projecting Signs in the YR, AG, MH, and RS Districts.~~

- ~~(a) — Permitted Districts and Uses. On-premises ground and projecting signs are allowed with the following uses in the YR, AG, and MH Districts, and in any RS District:
 - ~~(i) — Agriculture production~~
 - ~~(ii) — Cemetery, licensed or unlicensed~~
 - ~~(iii) — Church or Religious Institution, Neighborhood or Community~~
 - ~~(iv) — Child day care center accessory to a church or school~~
 - ~~(v) — Fish hatchery~~
 - ~~(vi) — Golf course~~
 - ~~(vii) — Manufactured housing development~~
 - ~~(viii) — Park and shuttle lot~~
 - ~~(ix) — Planned residential development and subdivision~~
 - ~~(x) — Riding stable~~
 - ~~(xi) — Shooting range, outdoor~~
 - ~~(xii) — Utilities~~~~
- ~~(b) — Number and Size. Only one sign per use with a maximum of eighteen (18) square feet per zoning lot per street or right of way frontage. If a zoning lot is permitted more than one sign, there shall be at least fifty (50) feet of spacing between each sign.~~
- ~~(c) — Height. Fifteen (15) feet maximum, measured from the road or grade of the site to which the sign is oriented, whichever is higher.~~
- ~~(d) — Illumination. Internally illuminated signs are not permitted for these uses, except such internally illuminated signs which existed as of April 26, 1993 (F)/May 4, 1992 (W).~~

~~(F) — On-Premises Signs — Roof Signs, Wall Signs~~

- ~~(1) — Zoning Districts. Roof and wall signs are permitted only in the districts as shown in Table B.3.6 or as specified in Section B.3 2.1(F)(5).~~
- ~~(2) — Size.
 - ~~(a) — Maximum Size. There shall be no maximum size restriction, but in no case shall a wall sign extend horizontally beyond the main wall of a building more than twelve (12) inches.~~
 - ~~(b) — Restrictions in NO and NB Districts. In the NO District, sign size shall be limited to eight (8) square feet; in the NB District, sign size shall be limited to four (4) square feet.~~~~
- ~~(3) — Height.~~

- (a) ~~Flat Roof Building.~~ On a flat roof building, no roof signs are allowed. No wall sign shall project more than fifty percent (50%) of its height above the wall on which it is placed, but in no case shall extend more than two (2) feet above the wall.
- (b) ~~Peaked Roof Building.~~ Signs on a peaked roof building shall not extend above the peak of the roof.

~~(4) — Number.~~

- (a) ~~Maximum Number.~~ There shall be no restriction on the number of roof and wall signs.
- (b) ~~Restrictions in NO and NB Districts.~~ In the NO and NB Districts, only one of the following signs is permitted for each business: awning, ground (on premises), projecting, and wall.

~~(5) — Wall Signs in the YR, AG, MH, and RS Districts.~~ Wall signs are allowed with the following uses in the YR, AG, and MH Districts, and in any RS District:

- (a) ~~Agriculture production~~
- (b) ~~Cemetery, licensed or unlicensed~~
- (c) ~~Church or Religious Institution, Neighborhood or Community~~
- (d) ~~Child day care center accessory to a church or school~~
- (e) ~~Fish hatchery~~
- (f) ~~Golf course~~
- (g) ~~Manufactured housing development~~
- (h) ~~Park and shuttle lot~~
- (i) ~~Planned residential development~~
- (j) ~~Riding stable~~
- (k) ~~Shooting range, outdoor~~
- (l) ~~Utilities~~

~~(6) — Rooftop Penthouses or Unenclosed Screening.~~ No signage is permitted on either roof top penthouses or unenclosed screening of roof top mechanical equipment.

~~(G) — Other Sign Regulations~~

- ~~(1) — Menu Boards, Fast Food Restaurants.~~ Menu boards for fast food restaurants must be located in such a way as to be viewed from a designated drive through lane and not located within the required front, side, or rear yards.
- ~~(2) — Adult Establishment Advertisements.~~ Adult establishments shall not be permitted to display promotional materials visible to the public from pedestrian sidewalks or walkways; nor shall any signage contain lewd or offensive language, or any sort of sexually explicit graphics.

- ~~(3) — **Nonconforming Uses.** Nonconforming uses shall be permitted on premises ground, projecting, roof, or wall signs, provided such signs are on the premises of the use and provided:~~
- ~~(a) — Existing signs as of April 26, 1993 (F)/May 4, 1992 (W) which advertise a nonconforming use on a site shall comply with the requirements of any zoning district which would permit such use. These existing signs may be replaced, or may be replaced and increased by a maximum of twenty five percent (25%) provided that such increase would not exceed the requirements of any zoning district which would permit such use. Existing signs meeting these requirements may be replaced due to deterioration or destruction.~~
 - ~~(b) — Signs existing as of April 26, 1993 (F)/May 4, 1992 (W) which advertise a nonconforming use on a site that do not comply with the requirements of any zoning district which would permit such use, shall have one hundred and eighty (180) days after April 26, 1993 (F)/May 4, 1992 (W) to come into compliance or the signs shall be removed.~~
 - ~~(c) — Nonconforming uses which do not have ground (on premises) signs on the site as of April 26, 1993 (F)/May 4, 1992 (W) shall not be permitted to install such signs.~~
- ~~(4) — **Parks and Recreation Areas Open to the Public With One Thousand (1,000) Acres or More.** On premises ground and projecting signs not to exceed seventy five (75) square feet. Maximum height of signs shall be fifteen (15) feet. Signs shall be spaced at least four hundred (400) feet apart. Exempt from this spacing requirement are signs located within fifty (50) feet of the centerline of the main entrance to the park or recreation area. The main entrance shall be defined as the one major controlled access point from a major or minor thoroughfare to the park or recreation area. The nearest sign located to the main entrance signs shall meet the four hundred (400) foot spacing requirement. Signs shall be so located as to not obstruct the vision of drivers of motor vehicles.~~

(K) Amortization of Nonconforming On-Premises Signs.

(1) On-premises Freestanding Signs.

- (h) **Schedule.** On-premises freestanding signs made nonconforming by the provisions of this Ordinance shall be removed or brought into compliance within ten (10) years from (date of adoption). Nonconforming freestanding signs required to be moved as a result of governmental action beyond the control of the sign owner may be reinstalled. Additionally, nonconforming freestanding signs destroyed or damaged may be reinstalled or rebuilt to their original specifications. These provisions shall be applicable for the duration of the amortization period.

- (i) **Sign Area.** An unmodified on-premises freestanding sign existing prior to (date of adoption) shall be considered conforming by this ordinance unless it exceeds the area requirements of its respective zoning district by more than twenty-five (25) percent.
- (j) **Sign Height.** An unmodified on-premises freestanding sign existing prior to (date of adoption) shall be considered conforming by this ordinance unless it exceeds the height requirements of its respective zoning district by more than two (2) feet.
- (2) **On-premises Attached Signs.** Any on-premises attached sign made nonconforming by the provisions of this Ordinance shall be allowed to remain until the sign is replaced and a new on-premises sign permit is requested for a new conforming sign. At that time, new signage for an establishment replacing all of its attached signage shall meet the standards of Section B.3-2.1(I) of this ordinance. New signage for an establishment replacing a portion of its on-premises attached signage shall be allowed an increase in sign area until the total attached signage limit of that establishment's zoning district has been reached. Buildings which currently exceed this limit will be allowed to replace portions of their signage with signage no larger than what currently exists.
- (3) **Temporary, Nonpermanent On-premises Signs.** Any temporary, nonpermanent sign, including overhead streamers and all banners not conforming with the provisions of Section 70 of the City Code of Winston-Salem, made nonconforming by the provisions of this Ordinance shall be brought in conformance or be removed within six (6) months of (adoption date).

~~(H)~~**(L) Amortization of Nonconforming Off-Premises Signs Schedule (W)**

- ~~(1)~~ **On-Premises Signs.**
 - ~~(a)~~ **Nonconforming Signs.** One on-premises sign per zoning lot or business not conforming to these standards may be allowed to remain in its present location provided that the sign was legally erected in compliance with all laws existing prior to the passage of this Ordinance, and provided that the owner filed notice with the Inspections Division not later than Thursday, August 15, 1985. Said notice shall contain documentation on the location, height, size, and dimensions of the sign to remain, as well as a photograph showing the entire sign and its supporting structure. Said sign shall be allowed to remain for the life of the sign, and any such sign destroyed or damaged by fifty percent (50%) or more of its value shall not be rebuilt or replaced except in compliance with this Ordinance.
 - ~~(b)~~ **Temporary, Nonpermanent Sign.** All temporary, nonpermanent signs, including overhead streamers, and all banners not

~~conforming with the provisions of Chapter 70 of the City of Winston-Salem Code shall be removed within six (6) months of April 15, 1985.~~

- ~~(c) Other Nonconforming Signs. All other nonconforming signs shall be removed or brought into compliance with the requirements of this Ordinance within seven (7) years from April 15, 1985.~~

~~(2)~~**(1) Off-Premises Signs.**

- (a) Nonconforming Signs. All nonconforming off-premises signs shall be removed or brought into compliance with all requirements except Section B.3-2.1~~(C)~~(J)(4)(c), if applicable, within seven (7) years of the date of April 15, 1985.
- (b) View Corridors. The seven (7) year amortization of off-premises signs provided in this section shall not apply to view corridors “L” (I-40 in the unincorporated area of Forsyth County) and “M” (both sides of US 421 west of I-40), as identified in Table B.3.7. Off-premises signs, existing or for which a valid permit has been issued in these view corridors prior to February 6, 1989, may remain and be maintained and repaired. Such signs may not, however, be expanded or replaced in any manner with regard to their support structure, decking, sign face structure, lighting or any other component or group of components of their structure or foundation.

~~(4)~~**(M) Amortization of Nonconforming Off-Premises Signs Schedule (F)**

~~(1) On-Premises Signs.~~

- ~~(a) Nonconforming Signs. One on premises sign per zoning lot or business not conforming to these standards may be allowed to remain in its present location provided that the sign was legally erected in compliance with all laws existing prior to October 14, 1985, and provided that the owner filed notice with the Inspections Division within ninety (90) days of that date. Said notice shall contain documentation on the location, height, size, and dimensions of the sign to remain, as well as a photograph showing the entire sign and its supporting structure. Said sign shall be allowed to remain at its present location for the remaining life of the sign, and any such sign removed, renovated, altered, destroyed, or damaged by fifty percent (50%) or more of its value shall not be rebuilt or replaced except in compliance with this Ordinance.~~
- ~~(b) Other Nonconforming Signs. All other nonconforming signs shall be removed or brought into compliance with the requirements of this Ordinance within seven (7) years from October 14, 1985, or until removed, renovated, altered,~~

~~destroyed, or damaged as specified in this section, whichever is earlier.~~

~~(2)~~(1) **Off-Premises Signs.**

- (a) Setbacks. All nonconforming off-premises signs shall be removed or brought into compliance with all requirements, except Section B.3-2.1~~(C)~~(J)(4)(c), within seven (7) years of October 14, 1985.
- (b) View Corridors. The seven (7) year amortization of off-premises signs provided in this section shall not apply to the view corridors listed in Table B.3.7. Off-premises signs, existing or for which a valid permit has been issued in these view corridors prior to February 6, 1989, may remain and be maintained and repaired. Such signs may not, however, be expanded or replaced in any manner with regard to their support structure, decking, sign face structure, lighting or any other component or group of components of their structure or foundation.

Section 4. This ordinance shall be effective upon adoption.

NOTE: Items to be deleted are indicated with a ~~strikeout~~; items to be added are indicated with an underscore.