

SANFORD LEE COUNTY BROADWAY
UNIFIED DEVELOPMENT ORDINANCE

ARTICLE 11 – SIGN REGULATIONS

Summary: This Article provides minimum standards for signage. It defines which types of signs are allowed without a permit being required, which are allowed subject to a permit being obtained, and those that are prohibited. This Article includes standards for all manner of signs including permanent, on-premises signage and temporary signage.

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11.1 PURPOSE & FINDINGS

11.1.1 This sign ordinance is adopted under the zoning authority of the County of Lee in furtherance of the more general purposes set forth in this Ordinance. The purposes of these sign regulations are:

- (a) to encourage the effective use of signs as a means of communication in the County of Lee while preserving the rights of free speech under the First Amendment to the United States Constitution;
- (b) to maintain and enhance the aesthetic environment and the County of Lee's ability to attract sources of economic development and growth; to improve pedestrian and traffic safety;
- (c) to minimize the possible adverse effect of signs on nearby public and private property; and
- (d) to enable the fair and consistent enforcement of these sign restrictions.

11.2 APPLICABILITY

A sign may be constructed, erected, placed, established, painted, created, or maintained in the County of Lee only in conformance with the standards, procedures, exemptions, and other requirements of this Ordinance. The effect of this Ordinance as more specifically set forth herein is:

11.2.1 To establish a permit system to allow a variety of types of signs in commercial and industrial zones, and a limited variety of signs in other zones, subject to the standards and the permit procedures of this Ordinance;

11.2.2 To allow certain signs that are small, unobtrusive, and incidental to the principal use of the respective lots on which they are located, subject to the substantive requirements of this Ordinance, but without a requirement for permits;

11.2.3 To prohibit all signs not expressly permitted by this Ordinance; and

11.2.4 To provide for the enforcement of the provisions of this Ordinance.

11.2.5 The physical alteration of a sign face or supporting structure shall be considered the same as construction of a new sign, which shall require a permit and conformity to all the dimensional requirements of this Ordinance. However, repainting of a sign or replacement of a sign face shall be considered maintenance or repair and shall not require a permit.

11.2.6 Notwithstanding any provision in this Article to the contrary, non-commercial copy may be placed on any otherwise permissible sign in place of commercial copy.

11.2.7 Existing signs that are required to be moved because of a public infrastructure improvement project (e.g., a road widening project) may be relocated and shall not be deemed because of that relocation to violate the requirements of this article, provided there is not any expansion, addition or structural change or new sign plan and/or design for that sign. If a pylon sign is to be relocated, the sign shall be relocated to meet the appropriate setback as set forth in this Article 11.

11.3 SIGN PERMITS

11.3.1 APPLICABILITY

Except for those signs explicitly permitted by this Article without a permit, no sign shall be erected or established unless and until a Sign Permit has been issued by the Department of Community Development.

11.3.2 INITATION

The Applicant shall file a complete application for a Sign Permit with the Department of Community Development. The application shall include the information required for the issuance of a building permit as prescribed by the Building Code. A master Sign Permit application may be requested for all signs to be included as part of a development subject to conditional zoning, a shopping center, a Commercial Retrofit, or a Village Neighborhood Development.

11.3.3 SIGNAGE PLAN REQUIRED

For any lot on which the owner proposes to erect one or more signs requiring a permit the owner shall submit to the Department of Community

Development a Signage Plan containing the information required herein. For sites that contain multiple establishments, a signage plan that shows all proposed signage shall be required. Note that shopping centers and/or superstores in excess of 25,000 square feet shall meet the additional criteria as set forth in § 10.2.8 of this Ordinance. The Department of Community Development shall review the application in accordance with the criteria established in this Ordinance. Permanent signs for developments subject to Conditional Zoning, Village Neighborhood Developments and Special Uses shall be reviewed as part of the site plan. The Signage Plan shall include the following information:

- The location of buildings, parking lots, driveways, and landscaped areas on such lot or parcel;
- Computation of the maximum total sign area, the maximum area for individual signs, the height of signs and the number of freestanding signs allowed on the lot(s) or parcel(s) included in the plan under this Ordinance; and

An accurate indication on the plot plan of the proposed location of each present and future sign of any type, whether requiring a permit or not. Incidental signs need not be shown.

11.4 SIGN AREA COMPUTATIONS

The following principals shall control the computation of sign area and sign height:

11.4.1 COMPUTATION OF AREA OF SINGLE-FACED SIGNS

The area of a sign face shall be computed by means of the smallest square or rectangle that will encompass the extreme limits of the writing, representation, emblem, or other copy, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing, or decorative fence or wall when such fence or wall otherwise meets zoning ordinance regulations and is clearly incidental to the display itself.

11.4.2 COMPUTATION OF AREA OF MULTI-FACED SIGNS

The sign area for a sign with more than one face shall be the maximum total area of all sign faces visible from any one point. When two sign faces are placed back-to-back, they cannot be more than forty-two (42) inches apart.

11.4.3 HEIGHT

The height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be either of (1) existing grade prior to construction or (2) newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the Principal Structure on the lot or parcel, whichever is lower.

11.5 CONSTRUCTION AND MAINTENANCE

All signs shall be designed, constructed, and maintained in accordance with the following standards:

11.5.1 CONSTRUCTION

11.5.1.1 All signs shall be designed, constructed, and maintained to retain sound structural condition, and shall comply with all applicable provisions of the State Building Code, all applicable electrical codes, and this Ordinance, at all times.

11.5.1.2 Except for flags, temporary signs, and window signs conforming in all respects with the requirements of this Ordinance, all signs shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.

11.5.2 MAINTENANCE

11.5.2.1 All sign supports, braces, poles, wires and anchors shall be kept in good repair. They shall be maintained in a safe condition, free from deterioration and missing parts.

11.5.2.2 Any sign not in compliance with these standards shall be deemed a nuisance and shall be subject to a violation of this Ordinance as set forth in Section 1.6.

11.6 PROHIBITED SIGNS

11.6.1 The following signs are prohibited within the City of Sanford and Town of Broadway, including their extraterritorial jurisdictions, and Lee County:

- Banners, except when used as an otherwise permissible temporary sign
- Beacons
- Flashing or Intermittent Signs
- Signs with indirect illumination, such as floodlights, erected in such a manner as to cause glare that impairs driver vision on streets or roadways or pilot vision approaching or departing Sanford/Lee County Regional Airport runways, or that causes a nuisance to adjoining property
- Temporary off-premises signs
- Permanent off-premises signs except to the extent expressly allowed by this Article
- Pavement markings for purposes other than traffic control
- Pennants
- Portable signs, except portable signs may be used as temporary signs within the Central Business District in the City of Sanford to the extent such temporary signs are otherwise allowed by this Article
- Roof signs
- Signs attached to or painted on utility poles, telephone poles, trees, parking meters, bridges and overpasses, rocks, or other signs
- Signs containing or consisting of pennants, ribbons, streamers, festoon lighting, balloons (or inflatable signs), or spinners
- Signs placed within any required Sight Triangle, except approved traffic control signage
- Signs on public property or in any public right of way, except for: (i) signs placed by or on behalf of a duly constituted governmental body with authority to do so or (ii) signs permitted by N.C.G.S. §136- 32(b) or by Subsection 11.10.4 of this Article
- Signs that contain copy obscene to the general public as defined by N.C.G.S. §14- 190.1
- Signs that imitate traffic control devices or that might reasonably be confused for traffic control devices
- Signs placed on private property without consent from the property's owner or from someone else with authority to consent to the sign height. Any flag not meeting these conditions shall be considered a banner.

11.7 SIGNS THAT DO NOT REQUIRE A PERMIT

11.7.1 APPLICABILITY

No permit is required for the following signs, provided they are not prohibited as defined in § 11.6 hereto, and provided they comply with the conditions set forth in this section. Signs permissible in this section shall not be considered in determining the total area of signs located on a property to the extent that this Article limits the total sign area allowed on that property. However, if a sign exceeds the size permitted by this Article, or in any other way does not comply with these limitations, it shall be considered as a prohibited sign and/or shall be subject to all other provisions in this section.

11.7.2 ETCHED BUILDING SIGN

For a building that is on the National Register of Historic Places or that otherwise has been designated a landmark or historic place by a federal, state, or local public body, a single sign not exceeding one (1) square foot in area may be displayed on the building if it is cut or etched into the building's masonry, bronze, or similar material.

11.7.3 IDENTIFICATION SIGN

Signs not exceeding one (1) square foot in area may be attached to a building that houses one or more nonresidential uses or that houses three or more residential dwellings. One sign is permitted per entrance.

11.7.4 DRIVE-THROUGH MENU SIGNS

An establishment with a drive-through window may have on-premise drive-through signs that shall be limited to a maximum size of thirty-two (32) square feet and that shall generally be legible only to the occupants of cars in line to use the drive-through window.

11.7.5 FLAGS

Up to four (4) flags are allowed per property. Such a flag shall not be flown from a pole the top of which is more than forty (40) feet in height. Any flag not meeting these conditions shall be considered a banner.

11.7.6 GOVERNMENTAL SIGNS

Any signs posted by local, state, or federal governmental bodies. Governmental signs are not subject to regulation under this Article.

11.7.7 INCIDENTAL SIGNS

Signs not exceeding three (3) square feet in area (and three (3) feet in height for freestanding signs) and that have copy that only: (i) provides information to assist with direction or safety with respect to the premises on which they are located, such as signs that state "entrance," "exit," "one way," "telephone," "parking," "no parking," and similar instructions, or (ii) provides information pertinent to the immediate safety or legal responsibilities of passersby or the public, such as signs warning of hazards like high voltage, signs warning that a property is protected by a security system, and "no trespassing" signs. Such signs shall not obstruct any vehicular Sight Triangle, and signs delineating entrances or exits shall be located no farther than fifteen (15) feet away from the edge of the entrances or exits which they

delineate. No more than two signs delineating an entrance or exit shall be permitted per entrance or exit. Incidental Signs may be illuminated.

11.7.8 OCCUPANT / STREET NUMBER SIGNS

Non-illuminated signs affixed to structures, decorative light posts, driveway entrances, or similar fixtures, which serve to identify only the street address of the structure or occupant. All such signs are required to be placed in such a manner as to be visible from the street.

11.7.9 WINDOW SIGNS

Window signs shall include any sign placed or painted on the interior or exterior of glass windows or doors and which face a public street or other such public location, including common public parking areas as included in the interior of a shopping center. Such window signs shall cover no more than 30 percent of the glass area of the respective storefront. Window signs that cover more than 30 percent of the glass shall be considered as wall signs and shall meet the requirements for wall signs within the appropriate zoning district.

11.7.10 NOSTALGIC SIGNAGE IN CENTRAL BUSINESS DISTRICT (ALLOWED IN CITY OF SANFORD ONLY)

All historical painted wall signs in the Central Business District within the City of Sanford are exempt from the requirements of this ordinance provided that the signs are restored to their original condition and appearance. No enhancements as to illumination or animation shall be added which were not original to the sign. A painted wall sign is considered historic if it predates 1975. Property owners wishing to restore the historical painted wall sign must verify with the designated City Historic Preservation Staff Planner the original state of the painted wall sign through photographic documentation or a discernable outline. Any person wishing to renovate a sign located within the local Downtown Sanford Historic District will be required to obtain a Certificate of Appropriateness before proceeding with any work.

11.7.11 SANDWICH BOARD SIGNS

11.7.11.1 Sandwich board signs are A-frame signs constructed with two (2) back-to-back panels joined together at the top and configured in the shape of an inverted “V” so that the bottom of the sign rests upon or near the ground. These signs are intended to be pedestrian oriented during hours of operation, readily movable, and without permanent attachment to a building, structure, or the ground.

11.7.11.2 Districts: Sandwich board signs are allowed on public sidewalks only in the Neighborhood Commercial (NC), Central Business District (CBD), and VND zoning districts, subject to standards §§ 11.7.11.3 through 11.7.11.8.

11.7.11.3 Location: A sandwich board sign on a public sidewalk must be located in front of the associated business either with some portion of the base of the sign within one (1) foot of the curb or within a one (1) foot of the building, provided that a minimum five (5) foot-wide pedestrian clearance zone is maintained along the sidewalk. Signs are not allowed if a minimum five (5) foot-wide pedestrian clearance zone cannot be provided.

11.7.11.4 Hours: Sandwich board signs may be displayed only during the associated business' hours of operation. Any sandwich board signs found on the sidewalk after the associated business' hours will be deemed abandoned and subject to being removed.

11.7.11.5 Area: Neither panel shall exceed 30'' in width or 42'' in height. Within these specified maximum dimensions, creative shapes that reflect the theme of the business being advertised are encouraged (e.g., an ice cream shop may display a sign in the shape of an ice cream cone).

11.7.11.6 Materials: The sandwich board sign frame shall be constructed of a non-reflective material and/or color. The sign must be constructed of materials that present a finished appearance and is compatible with the historic nature of the districts, such as wood and/or metal. Rough cut plywood and PVC pipe framing are not acceptable. The sign lettering should appear professionally painted or applied. Chalkboard or white board signs shall be permitted. Signs may not be illuminated.

11.7.11.7 Number: Any single building, including those containing multiple businesses, may place only one (1) sandwich board sign per street.

11.7.11.8 Liability: Any person or business erecting a sandwich board sign shall in writing agree in advance to indemnify and hold harmless the City and its officers, agents, and employees from any claim arising out of the presence of the sign on City property or the public right-of-way.

11.7.12 SIGN ON A PROPERTY WITH A ONE- OR TWO-FAMILY DWELLING

For a property with a one- or two-family dwelling, sign(s) may be erected in accordance with this subsection. Such signs shall comply with the following:

- The size of each sign shall not exceed six (6) square feet in area.
- The sign shall contain only noncommercial copy.

11.8 SIGNS THAT REQUIRE A PERMIT

11.8.1 APPLICABILITY

This Section shall govern signs permanently installed on a site. The signs governed by this Section may be displayed only in accordance with a sign permit obtained in accordance with §11.3 of this Article. Only on premises signs are permitted pursuant to this Section 11.8 except where this Section 11.8 expressly authorizes off premises signs.

11.8.2 SIGNS FOR AGRIBUSINESS IN RA AND RR

In the RA and RR zoning districts, any agribusiness may erect one (1) non-illuminated ground sign not to exceed sixteen (16) square feet.

11.8.3 WALL SIGNS

The maximum permitted sign area, location, characteristics, and number of Wall Signs shall be determined in accordance with Tables 11-1 through 11-4 and as outlined in this section. The following additional regulations shall apply to on-premise wall mounted signs:

11.8.3.1 SIGNS ON BUILDING WALLS WHICH DO NOT FACE PUBLIC STREETS

The maximum allowable size for a wall sign on a wall that does not face a public street shall be calculated as if the wall faces a public street. The maximum allowable size for a sign on one wall is not transferable to a wall with less frontage.

11.8.3.2 ADDITIONAL WALL SIGN PERMITTED ON CORNER LOTS OR DOUBLE FRONTAGE LOTS

Lots with more than one street frontage shall be allowed to erect one additional wall sign on the secondary street frontage. The secondary wall sign may not be placed on the same wall as the primary sign.

11.8.3.3 ADDITIONAL WALL SIGN PERMITTED TO FACE SIDE OR REAR PARKING LOT

Lots with parking to the side or rear of a building shall be allowed to erect one additional wall sign facing the parking lot, provided that at least 50 percent of the required parking for the establishment is located to the side or rear of the building and an entrance to the building faces the parking lot. The secondary wall sign may not be placed on the same wall as the primary sign.

11.8.3.4 LOCATION REQUIREMENTS FOR WALL SIGNS

No wall sign may extend more than eighteen (18) inches from the exterior of the wall and no portion of a sign shall extend above the wall on which it is mounted.

11.8.3.5 CHANGEABLE COPY

As permitted in Table 11-4 of this Article, changeable copy or “reader board” area and electronic message board area are permitted as wall signs provided that the changeable copy or electronic message board area does not exceed 50 percent of the total area of the sign.

11.8.3.6 ADDITIONAL WALL SIGN PERMITTED IN NC, CBD, AND VND ZONING DISTRICTS

Lots within these districts with off-street parking or an alley to the side or rear of a building shall

be allowed to erect one additional wall sign facing the parking lot or alley. The secondary wall sign may not be placed on the same building wall as the primary sign.

11.8.4 CANOPY / AWNING SIGNS

11.8.4.1 The maximum permitted sign area, location, characteristics, and number of Canopy/Awning Signs shall be determined in accordance with Tables 11-1, 11-2, and 11-4 and as outlined in this Section. The following additional regulations shall apply to canopy/awning signs:

11.8.4.1.1 Canopy signs may be attached to the canopy at the face of or under the canopy. No sign may be attached to the support structures.

11.8.4.1.2 Signs attached to the top of the canopy are considered wall signs and must meet the size requirements for wall signs.

11.8.4.1.3 Signs which are suspended under a canopy and/or cantilevered roof shall be at least eight (8) feet above the sidewalk at their lowest point.

11.8.4.1.4 No support structures shall be visible.

11.8.4.1.5 To encourage uniqueness and originality, the canopy sign or projecting sign may be of an irregular shape. These signs must comply with all regulations as stated in this section.

11.8.4.2 VALANCE AND COPY SIZE FOR CANOPY / AWNING SIGNS

The valance, or apron, for any canopy shall in no case exceed twelve (12) inches in height. Individual letters or symbols on these valances shall not exceed nine (9) inches in height. This provision shall apply only to valances to which sign copy is affixed.

11.8.4.3 ILLUMINATION FOR CANOPY / AWNING SIGNS

Canopy/awning signs that may be illuminated shall have no bare bulbs present on or around the sign face.

11.8.4.4 CLEARANCE REQUIREMENTS FOR CANOPY / AWNING SIGNS AND SUSPENDED SIGNS

All canopy/awning signs attached to the underside of a canopy/awning shall maintain the minimum clearance above the ground level of any sidewalk or vehicular access area as specified in the most recent edition of the North Carolina State Building Code.

11.8.4.5 CANOPY / AWNING AND WALL MOUNTED SIGNS FOR MULTIPLE BUSINESSES

All establishments within Multiple Business Complexes shall use, exclusively, canopy/awning or wall signs. No mixing of sign types within a Multiple Business Complex shall be permitted. Plain canopies and awnings without any copy may be used in combination with wall mounted signs.

11.8.4.6 ADDITIONAL CANOPY / AWNING SIGN PERMITTED ON CORNER OR DOUBLE FRONTAGE LOTS

Lots with more than one street frontage shall be allowed to erect one additional canopy/awning

sign on the secondary street frontage. The secondary sign may not be placed on the same wall as the primary sign.

11.8.4.7 ADDITIONAL CANOPY / AWNING SIGN PERMITTED TO FACE SIDE OR REAR PARKING LOT
Lots with parking to the side or rear of a building shall be allowed to erect one additional canopy/awning sign facing the parking lot, provided that at least 50 percent of the required parking for the building is located to the side or rear of the building and an entrance to the building faces the parking lot. The secondary sign may not be placed on the same wall as the primary sign.

11.8.5 ON-PREMISE GROUND OR PYLON SIGN

The maximum permitted sign area, location, characteristics, and number of On-Premises Ground-Mounted Signs shall be determined in accordance with Table 11-1 through 11-4 and as outlined in this Section. The following additional regulations shall apply to on-premises ground-mounted signs:

11.8.5.1 BASE LANDSCAPING FOR GROUND-MOUNTED SIGNS

All ground-mounted signs located within parking or vehicular use areas, and not in yard areas, shall be located in a bed of landscaping at least 30 square feet in area. This area shall contain low growing materials such as ground covers, perennials, and shrubs, and shall be bordered by acceptable curbing materials as specified in Article 7 of this Ordinance.

11.8.5.2 GROUND-MOUNTED SIGNS FOR MULTIPLE BUSINESS COMPLEXES

All uses within a Multiple Business Complex shall share the permitted ground-mounted sign(s) that is (are) permitted in accordance with Tables 11-1 through 11-4. These regulations shall not apply to outparcels of the development, as outparcels are separate parcels of land.

11.8.5.3 CHANGEABLE COPY

As permitted in Table 11-4 of this Article, changeable copy or “reader board” area and electronic message board area are permitted as on-premises ground signs provided that the changeable copy or electronic message board area does not exceed 50 percent of the total area of the sign. Electronic message board area is included in the calculation of the total sign area.

11.8.5.4 ADDITIONAL GROUND SIGNS

Lots with more than one street frontage shall be allowed to erect one ground sign per frontage, provided that each frontage is at least thirty (30) feet in width at the street right-of-way. No two ground signs shall be placed on the same street frontage.

11.8.5.5 DISTANCE REQUIREMENTS FROM EXISTING GROUND SIGNS

No proposed ground sign shall be placed within forty (40) feet of an existing ground sign. If this requirement will not allow a site to have at least one ground sign, the Zoning Administrator shall have the authority to allow one ground sign subject to all other standards of this Ordinance.

11.8.6 ON-PREMISE PROJECTING SIGN

The maximum permitted sign area, location, characteristics, and number of Projecting Signs shall be

determined in accordance with Tables 11-1, 11-2, and 11-4 and as outlined in this Article. The following additional regulations shall apply to projecting signs:

11.8.6.1 A projecting sign shall not extend into the public right-of-way. In no case shall this category of sign be permitted to encroach over a motorized vehicle travel way such a public or private street, alley, or driveway.

11.8.7 ON-PREMISE FUEL ISLAND CANOPY

11.8.7.1 Canopy signs on fuel islands at gas stations and any other uses where fuel is sold shall be allowed in addition to the permitted number of signs otherwise allowed under this Article for the property, subject to the following conditions:

- The size of the letters or other characters may not exceed eighteen (18) inches in height, nor may the letters or other characters extend above the parapet of the canopy
- No more than two such signs may be placed on the canopy;
- A fuel canopy sign may not exceed sixteen (16) square feet in area.

11.8.8 SUBDIVISION ENTRANCE SIGNS

11.8.8.1 At the entrance of a residential subdivision, apartment complex, office park or industrial park, there may be an off-premise ground sign within a common area at exterior entrance points, provided that each access point connects to collector street or other higher order of street. Such signage shall not be located within a public street right-of-way, except that such signs may be located within a designed center median if approval is obtained from the respective controlling right-of-way agency.

11.8.8.2 Subdivision entrance signs may be erected at entrance locations in two forms: (a) as a single sign (single- or double-faced) or (b) as two separate single-sided signs.

11.9 OUTDOOR ADVERTISING (BILLBOARD) SIGNS

11.9.1 STANDARDS FOR THE CITY OF SANFORD AND THE TOWN OF BROADWAY

Outdoor Advertising (billboard) signs are prohibited within the City of Sanford and the Town of Broadway.

11.9.1.1 *City of Sanford Billboards Modernization.*

Nonconforming pre-existing off- premises outdoor advertising signs which existed as of July 1, 2016, can be modernized as follows, provided they also meet the Outdoor Advertising Control Act (NCGS Chapter 136, Article 11):

- (a) Replace multipole with monopole;
- (b) Change wooden supports to metal;
- (c) 50 feet or less in height;
- (d) 300 square feet maximum sign face;
- (e) Electronic digital displays;
- (f) Same number of sign faces; 1 face per side;
- (g) Stacked signs may only be replaced with one level of digital face;

and, provided the sign is located in the same physical location of the pre-existing nonconforming sign. Same location means in the footprint of, with the leading edge set back the same distance from the right of way of the highway.

No relocation of signs is allowed under the guise of modernization.

11.9.1.2 *Permits*

A sign permit is required to modernize a pre-existing nonconforming off premise outdoor advertising sign.

11.9.1.3 *Digital Signs*

Upon the issuance of a sign permit, as specified in this section, owners of qualified pre-existing signs may replace existing face panels on qualified signs with digital faces as defined below, subject to the following conditions:

- (a) Digital signs shall not change or alternate displays (words, symbols, figures, or images) more frequently than once every fifteen (15) seconds, except that digital changeable copy signs may change or alternate displays as frequently as once every eight (8) seconds if: (i) the sign displays public service announcements on a permanent basis once within every sixty (60) second period, and (ii) the sign operator displays as part of the normal advertising rotation public emergency

messages hereinafter defined until such time as such message is no longer reasonably necessary. “Public emergency messages” shall mean: Amber Alert and Silver Alert emergency information and information about terrorist attacks, natural disasters, public infrastructures failures, and public safety emergencies. Public emergency messages shall be displayed in accordance with protocols developed by the city in conjunction with the issuing agencies and the qualified sign owners. For the purposes of this section, a public service announcement shall be any announcement for which no charge is made and which promotes programs, activities, or services of federal, state or local governments or the programs, activities or services of nonprofit organizations and other announcements regarded as serving community interests, excluding time signals, routine weather announcements and promotional announcements.

(b) Any digital sign shall meet the following display requirements:

- i. The images and messages displayed shall be complete in themselves, without continuation in content to the next message or image, or to any other sign.
- ii. The transition between images shall be instantaneous and without special effects. Special effects are those listed in iv. below.
- iii. The display shall not be configured to resemble a warning, danger signal, official signage used to control traffic, or to cause a viewer to mistake the sign for a warning or danger signal.
- iv. No electronic animation, movement, scrolling, flashing text, or streaming video shall be permitted.
- v. All digital signs shall be designed and equipped to freeze the device in one (1) position or immediately discontinue the display if a malfunction occurs.
- vi. No sign may be brighter than is necessary for clear and adequate visibility and shall not exceed a maximum of seven thousand five hundred (7,500) candela per square meter (cd/m²) during daylight hours and one thousand (1,000) cd/m² during non-daylight hours. No sign shall display such intensity or brilliance that it interferes with the effectiveness of an official traffic sign, device, or signal or is distracting to drivers. All digital signs shall be equipped with both a dimmer control and photocell that automatically adjusts the intensity of the display according to natural ambient light conditions.
- vii. Prior to the issuance of a sign permit, the applicant shall provide written evidence that the light intensity has been factory pre-set not to exceed seven thousand five (7,500) cd/m² and that the intensity level is protected from end-user manipulation by password-protected software or other method determined appropriate by the Department of Community Development.

11.9.1.4 RESERVED

11.9.1.5 MAINTENANCE

1. All signs shall be maintained in a state of good repair.

2. Whenever it shall appear to the Department of Community Development that any sign has been constructed or is being maintained in violation of the terms of this section or is unsafe or unsecured, such sign shall either be made to meet all sign regulations, or shall be removed at the expense of the owner, within ten (10) days after written notification thereof by the Department of Community Development or City Manager, or his designee.

11.9.1.6 Inspection

The owner and the Department of Community Development shall inspect all off-premises outdoor advertising signs periodically to determine that the same are in safe condition and meet the requirements set forth in this section.

11.9.1.7 Penalties

In addition to removal or conformity with section 11.9.1.5 above, violations of this section shall be enforced in accordance with Article 1, Section 1.6.6. of the Unified Development Ordinance.

11.9.2 STANDARDS FOR LEE COUNTY

11.9.2.1 Outdoor advertising signs (off-premise signs) are permitted only in the following zoning districts: HC, LI, and HI.

11.9.2.2 Where erected, outdoor advertising signs shall not be located within one hundred (100) feet of any residential zoning district.

11.9.2.3 There shall be a minimum radius between any two- (2) outdoor advertising signs of one thousand (1,000) linear feet.

11.9.2.4 Dimensions of outdoor advertising signs shall not exceed three hundred (300) square feet per sign area and thirty-five (35) feet in height.

11.9.2.5 No sign structure shall support more than one (1) sign, as defined in Appendix A.

11.10 TEMPORARY SIGNS

11.10.1 Temporary signs must conform to all regulations in this section. These signs shall not be required to obtain a sign permit. The owner of the property where a temporary sign is located is deemed to have authorized the sign and is empowered to remove any temporary sign that is on his property without his authorization.

All temporary signs with commercial copy must be on-premises signs. Off-premises temporary commercial signs are not permitted. Temporary signs may not be illuminated.

11.10.2 TEMPORARY SIGNS FOR ALL PROPERTIES OTHER THAN ONE- OR TWO-FAMILY DWELLINGS

For a property other than a property with a one- or two-family dwelling, one temporary sign per street frontage may be erected in accordance with this subsection. Such temporary signs shall comply with the following:

- The size of each temporary sign shall not exceed thirty-two (32) square feet, except that a temporary sign displayed along the frontage of a controlled access highway shall not exceed sixty-four (64) square feet.
- Once temporary signs have been removed from a property, at least thirty (30) days must pass before any temporary signs can be displayed on the property.
- A property may not display one or more temporary signs for more than ninety (90) days during any calendar year.

Note: Please refer to Section 11.7.11 regarding signage rules for one- or two- family dwellings.

11.10.3 POLITICAL SIGNS IN STREET RIGHTS-OF-WAY

“Political signs,” as that term is defined in N.C.G.S. §136-32(c), are permitted within the right-of-way of the state highway system to the extent permitted by N.C.G.S. §136-32(b). Within all other street rights-of-way, signs that contain noncommercial copy and that are not otherwise prohibited by this Article are permitted during the time periods prescribed by N.C.G.S. §136-32(b) if such signs comply with N.C.G.S. §136-32(d).

TABLE 11-2: STANDARDS FOR PERMANENT SIGNAGE IN THE NC, CBD, AND VND ZONING DISTRICTS

SIGN TYPE	USE	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	MAXIMUM NUMBER	SIGN LOCATION
GROUND SIGNS	INDIVIDUAL BUSINESS / USE	32 SQUARE FEET	8 FEET	1 PER FRONTAGE PER §11.8.3 FOR EACH LOT OR PARCEL	OUTSIDE OF STREET RIGHT-OF-WAY AND SIGHT TRIANGLE
	COMBINED DEVELOPMENT	16 SQUARE FEET, PLUS 8 SQUARE FEET PER ADDITIONAL TENANT UP TO A MAXIMUM OF 40 SQUARE FEET	8 FEET	1 PER FRONTAGE PER §11.8.5 AND §11.8.5.2 FOR EACH DEVELOPMENT	
	SUBDIVISION ENTRANCE SIGN	40 SQUARE FEET	8 FEET	1 PER ENTRANCE PER § 11.8.8	
WALL SIGNS	INDIVIDUAL BUSINESS / USE AND MULTIPLE BUSINESS COMPLEXES	0.5 SQUARE FEET PER LINEAL FRONTAGE OR 48 SQUARE FEET MAXIMUM	SHALL NOT EXTEND ABOVE THE VERTICAL WALL	1 PER FRONTAGE PER § 11.8.3.2 AND 11.8.3.3 FOR EACH BUSINESS OR TENANT	N/A
CANOPY / AWNING SIGNS	INDIVIDUAL BUSINESS / USE AND COMBINED DEVELOPMENTS	16 SQUARE FEET; SIGNS THAT ARE ATTACHED TO THE FACE OR SIDE OF A CANOPY MAY NOT EXCEED 12 INCHES IN HEIGHT	N/A	MAY BE SUBSTITUTED FOR ALLOWED WALL SIGNS	N/A
PROJECTING SIGNS	INDIVIDUAL BUSINESS / USE AND MULTIPLE BUSINESS COMPLEXES	PROJECTING SIGN – 16 SQUARE FEET	N/A	MAY BE SUBSTITUTED FOR ALLOWED WALL SIGNS	NO PORTION OF A PROJECTING SIGN SHALL EXTEND MORE THAN 5 FEET FROM BUILDING WALL

Rules of Interpretation for Table 11-2: (1) Frontage shall be measured by a distance extending from lines drawn perpendicular to the street and extending to the nearest edge of the front building façade (see illustration).

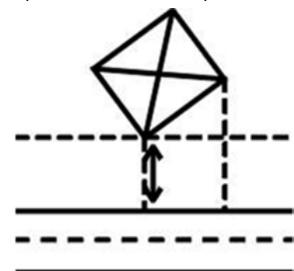


TABLE 11-3: STANDARDS FOR PERMANENT SIGNAGE IN THE RESIDENTIAL DISTRICTS (RA, RR, RN-20, SN-12, SN-9, UN-6, AND MF-12)

SIGN TYPE	USE	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	MAXIMUM NUMBER	SIGN LOCATION
GROUND SIGNS	HOME OCCUPATION	RA ZONING DISTRICT – 9 SQ. FT.; ALL OTHER ZONING DISTRICTS – NOT ALLOWED	4 FT (WHERE PERMITTED)	1 PER LOT OR PARCEL	OUTSIDE OF STREET RIGHT-OF-WAY AND SIGHT TRIANGLE
	CHURCHES, SCHOOLS, COMMUNITY CENTERS, AND PUBLIC BUILDINGS	40 SQUARE FEET	8 FEET	1 PER FRONTAGE PER § 11.8.4.5 FOR THE LOT OR PARCEL (SEE ALSO NOTE 1)	
	OTHER USES	40 SQUARE FEET	8 FEET	1 PER FRONTAGE PER § 11.8.4.5 FOR THE LOT OR PARCEL	
	SUBDIVISION ENTRANCE SIGNS	40 SQUARE FEET PER SIGN	8 FEET	1 PER ENTRANCE PER § 11.8.8	SAME AS ABOVE, AND MUST BE LOCATED ALONG ENTRANCE WALL OF DEVELOPMENT
WALL SIGNS	HOME OCCUPATION	RA ZONING – 12 SQ. FT. ALL OTHER ZONING DISTRICTS – 4 SQ. FT.	N/A	1 PER LOT OR PARCEL	MUST BE MOUNTED FLUSH TO DWELLING SURFACE
	CHURCHES, SCHOOLS, COMMUNITY CENTERS, AND PUBLIC BUILDINGS	1.0 SQUARE FEET OF SIGNAGE FOR EACH LINEAR FOOT OF WALL LENGTH, UP TO 80 SQUARE FEET	N/A	1 PER FRONTAGE PER § 11.8.3 AND 11.8.4	N/A
	OTHER USES	16 SQUARE FEET	N/A	1 PER FRONTAGE PER § 11.8.3 AND 11.8.4	N/A
	APARTMENTS, CONDOMINIUMS, RESIDENTIAL SUBDIVISIONS, AND MANUFACTURED HOME PARKS	N/A	N/A	NOT PERMITTED	N/A

Note 1: One bulletin board sign shall be permitted in addition to the identification signage as allowed, provided that the bulletin board sign does not exceed six feet in height or 18 square feet in size.

Rules of Interpretation for Table 11-3: (1) Frontage shall be measured by a distance extending from lines drawn perpendicular to the street and extending to the nearest edge of the front building façade (see illustration).

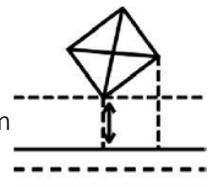


TABLE 11-4: STANDARDS FOR SIGN CHARACTERISTICS

	RA, RR, RN-20, SN-12, SN-9, UN-6, MF-12, VND	CBD	C-1, O&I, LI, HI	NC, C-2, HC
ANIMATED	-	-	-	-
CHANGEABLE COPY	P (SEE NOTE 2)	P	S/B	P
ILLUMINATION, INTERNAL (including ECMS)	P (SEE NOTE 2)	P	P	P
ILLUMINATION, INDIRECT	P (SEE NOTE 1)	P	P	P
ILLUMINATION, INDIRECT; EXPOSED BULBS OR NEON	-	P	-	-

Rules of Interpretation for Table 11-4

- “P” indicates that the specified type of illumination is permitted in designated zoning district within all zoning jurisdictions.
- “S/B” indicates that the specified type of illumination is permitted in designated zoning district within the zoning jurisdiction of the City of Sanford and/or Town of Broadway only.
- Dash (“-”) indicates that the specified type of illumination is prohibited in designated zoning district.

SUPPLEMENTAL STANDARDS FOR SIGNS WITHIN THE CITY OF SANFORD AND TOWN OF BROADWAY (INCLUDING RESPECTIVE ETJ)

Note 1 - Indirect illumination is allowed for ground signs for non-residential and multi-family uses, except that home occupation ground signs may not be illuminated.

Note 2 – Internal illumination and Changeable Copy, including Electronic Changeable Message Signs (ECMS), are allowed for ground signs for non-residential uses that are permitted by right with no supplemental development standards within residential zoning districts, subject to the following development standards:

- ECMS shall be located on-premise only.
- One (1) ECMS sign permitted per lot.
- The minimum duration of message display is 8 seconds.
- Any transition shall be 2 seconds or less.
- Brightness levels shall be automatically adjusted to be 0.3 foot-candles above ambient light levels.
- Measurement shall be taken from 150 feet away for signs < = 40 square feet.

- Automatic dimmers to maintain brightness measurements are required. Light levels shall be confirmed by the applicant and submitted to the Department of Community Development in writing prior to approval of the sign.
- Signs that blink, flash, flicker, oscillate, rotate, scroll, strobe, make noise or show pyrotechnics or animation are not permitted.
- ECMS shall not be permitted on sites where existing freestanding signs are nonconforming unless such freestanding signs are made conforming.
- ECMS shall not be permitted in any local Historic District overlay zone.

For signs that are allowed under this Article to be illuminated, a sign may be (but is not required to be) illuminated by a light source concealed or contained within the sign itself, such as a tube containing neon or LED lights. However, if such a tube can itself be seen, the entire length of the tube must be illuminated. The lighting along such a tube cannot be intermittent such that only part of the tube is illuminated.

If Table 11-4 conflicts with provisions elsewhere in this Article that govern illumination for the type of sign at issue, those other provisions shall control over Table 11-4.