



City of Fayetteville

433 Hay Street
Fayetteville, NC
28301-5537
(910) 433-1FAY (1329)

Meeting Agenda - Final Planning Commission

Tuesday, July 21, 2026

6:00 PM

City Hall, Lafayette Conference Room

1.0 CALL TO ORDER

2.0 APPROVAL OF AGENDA

3.0 CONSENT

3.01 [26-0464](#) Approval of Meeting Minutes: April 21, 2026

4.0 PUBLIC HEARING

4.01 [26-0458](#) ALT26-01: Alternative sign plan to increase the number of building mounted signs allowed under Section 30-5.L.8 Permanent Signs, for Walmart located at 7701 S. Raeford Road, REID #: 9486349062000.

4.02 [26-0457](#) Consideration of Changes to Section 30-5.L. - Signage of the Unified Development Ordinance

5.0 OTHER ITEMS OF BUSINESS

6.0 ADJOURNMENT



Five Council Strategic Priorities





City of Fayetteville

433 Hay Street
Fayetteville, NC 28301-5537
(910) 433-1FAY (1329)

City Council Action Memo

File Number: 26-0464

Agenda Date: 7/21/2026

Version: 1

Status: Agenda Ready

In Control: Planning Commission

File Type: Consent

Agenda Number: 3.01

TO: Planning Commission

THRU: Jennifer C. Baptiste, Planning and Zoning Manager

FROM: Catina Evans - Office Assistant II

DATE: July 21, 2026

RE:

Approval of Meeting Minutes: April 21, 2026

COUNCIL DISTRICT(S):

All

Relationship To Strategic Plan:

Strategic Operating Plan FY 2021

Goals 2026

Goal 6: Collaborative Citizen & Business Engagement

- Objective 6.2 - Ensure trust and confidence in City government through transparency & high-quality customer service.

Executive Summary:

The City of Fayetteville Planning Commission conducted a meeting on the referenced date during which they considered items of business as presented in the draft.

Background:

NA

Issues/Analysis:

NA

Budget Impact:

NA

Options:

1. Approve draft minutes.
2. Amend draft minutes and approve draft minutes as amended; or

3. Do not approve the draft minutes and provide direction to Staff.

Recommended Action:

Option 1: Approve the draft minutes.

Attachments:

Draft Meeting Minutes: April 21, 2026

**MINUTES
CITY OF FAYETTEVILLE
PLANNING COMMISSION MEETING
LAFAYETTE ROOM, CITY HALL
APRIL 21, 2026 @ 6:00 PM**

Members Present

Larry Marshall, Chair
Alex Keith, Vice-Chair
Austin Joseph
Raymond Makar
Joe Connor

Staff and Guests Present

Craig Harmon, Senior Planner
Victoria Curtis, Assistant City Attorney
Catina Evans, Office Assistant II

Members Absent

Ernest Logan
Heather Holmes
Maybelyn Rodriguez Laureano
Monique Hamilton, (Alt.)
Erica Hughey, (Alt.)
Keith Reid

I. CALL TO ORDER

Larry Marshall called the April 21, 2026, Planning Commission meeting to order at 6:03 p.m. The members introduced themselves.

II. APPROVAL OF THE AGENDA

MOTION: Joe Connor made a motion to approve the agenda.

SECOND: Austin Joseph

VOTE: Unanimous (5-0)

III. APPROVAL OF CONSENT ITEMS TO INCLUDE THE MARCH 17, 2026, MEETING MINUTES

MOTION: Alex Keith made a motion to approve the consent items to include the minutes from the March 17, 2026, meeting.

SECOND: Austin Joseph

VOTE: Unanimous (5-0)

IV. LEGISLATIVE HEARING:

Update to multiple sections of the Unified Development Ordinance

Craig Harmon presented updates to eight sections of the UDO as follows:

- 30-5.D.4.b-Exemption for Safety (Fences and Walls)
 - Add non-residential uses in light and heavy industrial uses to allow for a taller fence height.
- 30-3.E.2- Office and Institutional (OI) District
 - Lower the minimum lot area for some uses and increase the gross density for certain areas.
 - Attached single-family and 2-4 family dwellings would fall into this district, lowering the lot area.
- 30-3.E.3-Neighborhood Commercial (NC) District
 - Lowers the minimum lot area for some uses.
- 30-3.E.11-Downtown 2 (DT-2) District
 - Single-family detached and single-family town homes would be 4,000 per unit or 12 acres
- 30-3.D.5-Mixed Residential 5 (MR-5) District
 - Established text changes to clarify the standards
- 30-4.A.2-Use Table
 - Removes single-family detached from OI and NC districts.
- 30-3.B.2-Zero Lot Line Applicability
 - Removes the requirement for a Special Use Permit when a zero lot line development is proposed on a tract smaller than three (3) acres.
- 30-6.A.4-Subdivision Design Standards
 - Removes the requirement for a Special Use Permit when a zero lot line development is proposed in a tract smaller than three acres.

Speakers in favor:

None

Speakers in opposition:

None

Larry Marshall closed the legislative hearing.

MOTION: Eric Connor made a motion to approve the proposed text amendments as presented. (Option 1).

SECOND: Alex Keith

VOTE: Unanimous (5-0)

V. ADJOURNMENT

MOTION: Alex Keith made a motion to adjourn the Tuesday, April 21, 2026, meeting.

SECOND: Austin Joseph

VOTE: Unanimous (5-0)

The meeting adjourned at 6:26 p.m.

Respectfully Submitted by Catina Evans, Office Assistant II



City of Fayetteville

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City Council Action Memo

File Number: 26-0458

Agenda Date: 7/21/2026

Version: 1

Status: Agenda Ready

In Control: Planning Commission

File Type: Public Hearing
(Public & Legislative)

Agenda Number: 4.01

TO: Planning Commission

THRU: Jennifer C. Baptiste, Planning & Zoning Manager
Scott Walters, Senior Planner

FROM: Joseph Senn, Zoning Administrator

DATE: July 21, 2026

RE:

ALT26-01: Alternative sign plan to increase the number of building mounted signs allowed under Section 30-5.L.8 Permanent Signs, for Walmart located at 7701 S. Raeford Road, REID #: 9486349062000.

COUNCIL DISTRICT(S):

7 - Brenda McNair

Relationship To Strategic Plan:

Goal II: Responsive City Government supporting a diverse and viable economy by sustaining a favorable development climate to encourage business growth.

This goal recognizes that a predictable, efficient, and responsive regulatory environment is essential to attract and retain investment, supporting business growth, and expanding employment opportunities. By encouraging reinvestment, modernizing infrastructure, and leveraging public-private partnerships, the city seeks to sustain a favorable development climate that supports innovation, entrepreneurship, and long-term economic stability. Actions taken under this goal are intended to balance economic competitiveness with community values, ensuring that growth benefits residents, neighborhoods, and the broader regional economy.

Executive Summary:

Walmart Real Business Trust, the applicant, has submitted an application for an alternative sign plan to increase the number of building mounted signage allotted under 30-5.L.8.. The section allows five (5) building mounted signs. The applicant is requesting fifteen (15) signs overall.

Background:

Walmart Real Business Trust, Store #3595 has requested an Alternative Sign Plan to address its specific signage needs.

Under the current development standards, Building Mounted Signage (wall signs) are limited to five (5) signs per building facade. This standard is applied equally regardless of the size or location of the building. Thus, buildings that are larger façade are limited in advertising potential due to the total number of signage set by the Unified Development Ordinance.

Issues/Analysis:

Section 30-5.L.9 - Alternative Signage Plan

The Planning Commission may, at its discretion, approve an alternative signage plan for development located within the City Limits. The approved signage plan may allow signs of different sizes and types as well as the locations, placement and height of signs.

The purpose of the optional provisions for an Alternative Signage Plan are:

1. To permit creativity in sign design and placement to address site issues and constraints associated with topography, pedestrian-orientation, wayfinding and other conditions unique to the subject Development.
2. To encourage the Development of comprehensive signage plans for large Developments that promote an integrated approach to sign design and placement that is both attractive and informative.

Section 30-5.L.10.g provides for five standards to be considered. Each standard is listed below along with the applicant's response and staff analysis.

1. The extent to which the proposed signage plan deviates from the sign allowances otherwise applicable in this Article:

Sign Ordinance limits wall signs to a maximum of five (5). The proposed remodel sign plan includes fifteen (15) signs in total.

2. The rationale provided by the applicant for the deviations.

A retail store of this size has several departments that require patron direction/identification.

3. The extent to which the signage plan promotes city goals for way-finding, pedestrian orientation, and business identification.

Additional signage clarifies to customers each department located in the store.

4. The degree to which the signage plan creatively and effectively addresses the issues and constraints unique to the site with regard to signage.

This is a 205,622 SQFT store that requires way-finders as shoppers enter the property before parking.

5. The degree to which the signage plan creates a unified approach to Development signage that is attractive and effective in communication.

This is a 205,622 SQFT store that requires way-finders as shoppers enter the property before parking.

Budget Impact:

None

Options:

The Planning Commission may approve, approve with conditions, or deny the proposed signage plan.

Possible Motions:

1. Approval of the proposed alternative sign plan (recommended).
2. Approval of the proposed alternative sign plan with conditions or changes.
3. Denial of the proposed alternative sign plan. Appeals are heard before City Council.

Recommended Action:

The Professional Zoning Staff recommends that the Planning Commission move for Option (1).

Attachments:

1. Application with findings.
2. Site Plan with signage renderings.

PLANNING COMMISSION



ALT26-01:

Alternative Sign Plan

June 26, 2026



- **Applicant:** Walmart Real Estate Business Trust.
Request: Approval of Alternative Signage Plan for Walmart located at 7701 S Raeford Rd.
- **Summary:**
Walmart Real Estate Business Trust is requesting approval of an Alternative Signage Plan to increase the maximum allowable number of building mounted signage (wall signs) from five (5) to fifteen (15) wall signs.
- **Front Elevation:**
 - Proposed Sign Plan includes thirteen (13) total building mounted signs (wall signs) totaling in a cumulative 460.9 sq.ft.
 - The CC zoning district's building mounted signs (wall signs) maximum is one (1) sq.ft. per linear foot of building wall or width of tenant space; or 10% of the area of the building wall whichever is greater.
 - The total proposed signage equaling 460.9 sq.ft. meets the above standard based on the front elevation measurement of 500 ft.

- **Rear Elevation:**

- Proposed Alternative Sign Plan includes two (2) total building mounted signs (wall signs) totaling in a cumulative 5.78 sq.ft.
- The CC zoning district's building mounted signs (wall signs) maximum is one (1) sq.ft. per linear foot of building wall or width of tenant space; or 10% of the area of the building wall whichever is greater.
- The total proposed signage equaling 5.78 sq.ft. meets the above standard based on the rear elevation measurement of 500 ft.



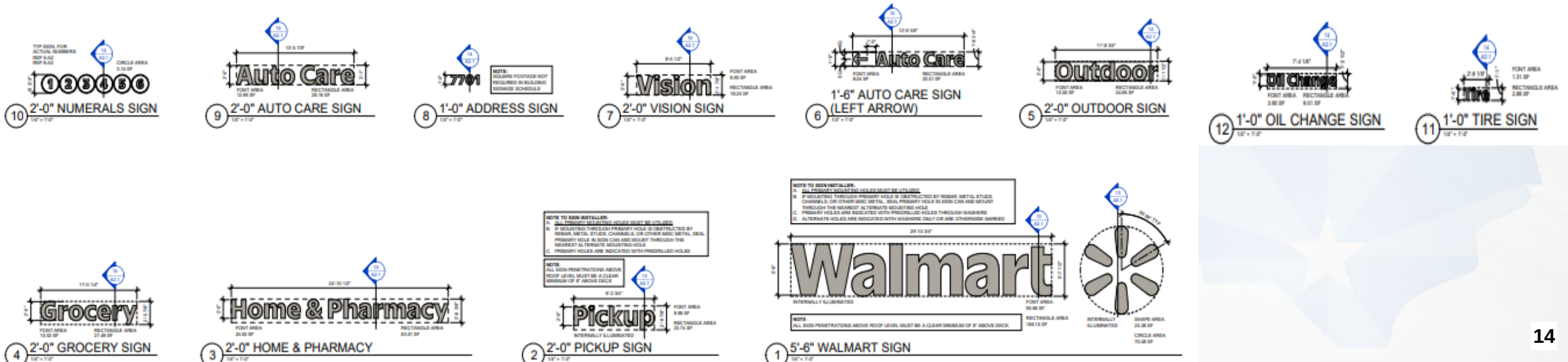
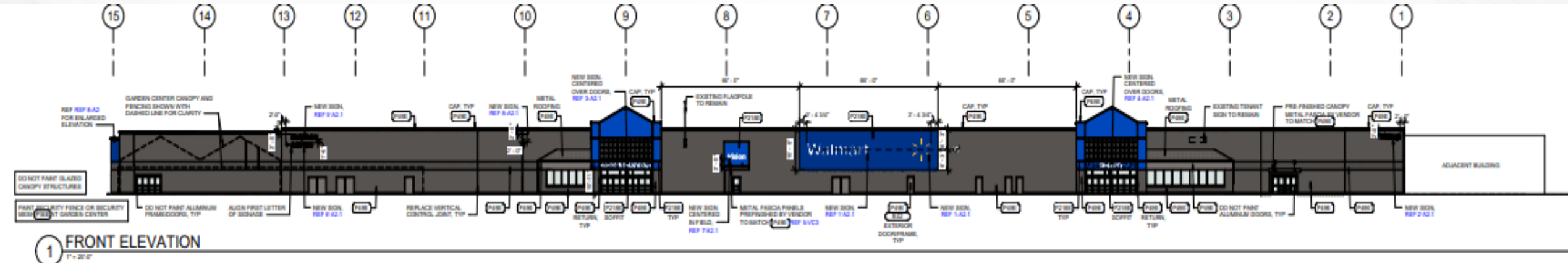
Section 30-5.L.9 – Alternative Signage Plan:

Regardless of the other provisions of this Article, the Planning Commission may, at its sole discretion, approve a signage plan for certain development projects listed in this section. The approved signage plan may include signs of different sizes, type, locations, placement and height from otherwise enumerated in this Article.

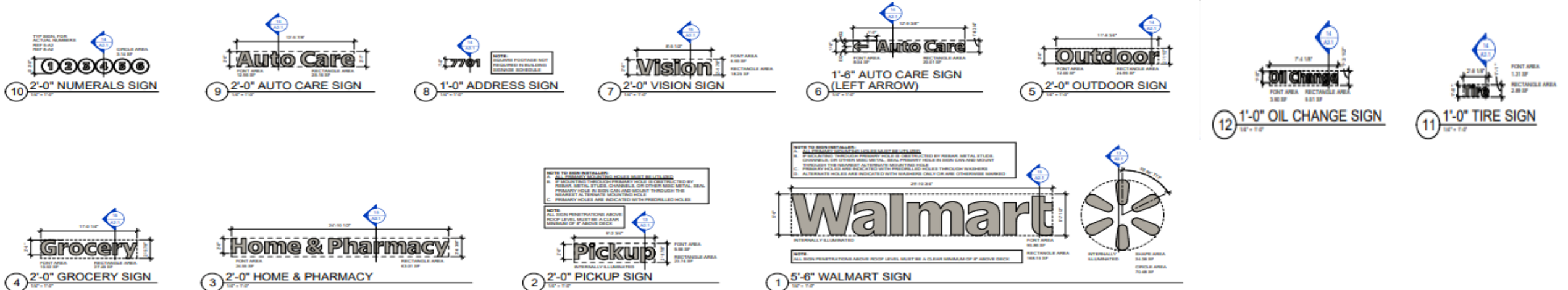
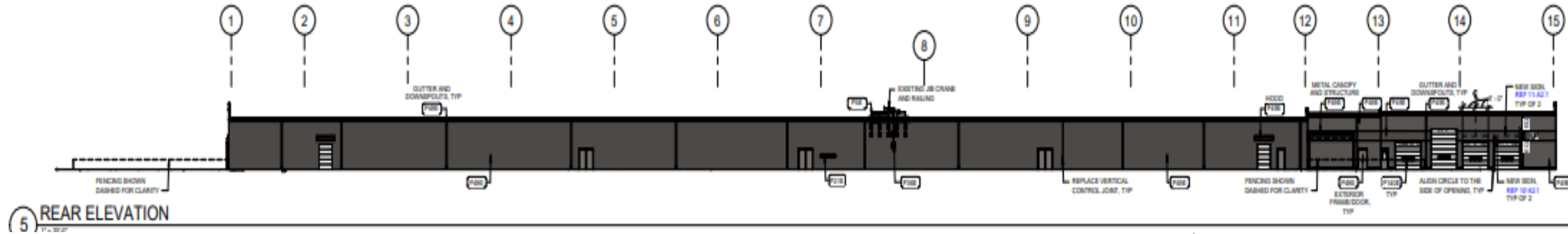
The purpose of the optional provisions for an Alternative Signage Plan are:

- a. To permit creativity in sign design and placement to address site issues and constraints associated with topography, pedestrian-orientation, wayfinding other conditions unique to the subject development.
- b. To encourage the development of comprehensive signage plans for large developments that promote an integrated approach to sign design and placement that is both attractive and informative.

Front Elevation



Rear Elevation



Walmart location



1. **The extent to which the proposed signage plan deviates from the sign allowances otherwise applicable in this Article:** Current ordinance limits building mounted signage (wall signs) to five (5). The proposed sign plan includes fifteen (15) signs total.
2. **The rationale provided by the applicant for the deviations:** A retail store of this size has several departments that require patron direction.
3. **The extent to which the signage plan promotes city goals for way-finding, pedestrian-orientation, and business identification:** Each department identification to direct shoppers.
4. **The degree to which the signage plan creatively and effectively addresses the issues and constraints unique to the site with regard to signage:** This is a 205,622 sq.ft. store that requires way-finders as pedestrians enter the store before parking.
5. **The degree to which the signage plan creates a unified approach to development signage that is attractive and effective in communication:** This is a 205,622 sq.ft. store that requires way-finders as pedestrians enter the store before parking.

The Planning Commission has the following options:

- Revise and approve the alternative signage plan as requested by the applicant;
- Revise and approve the alternative signage plan with conditions; or
- Deny the proposed alternative signage plan.

Recommended Action:

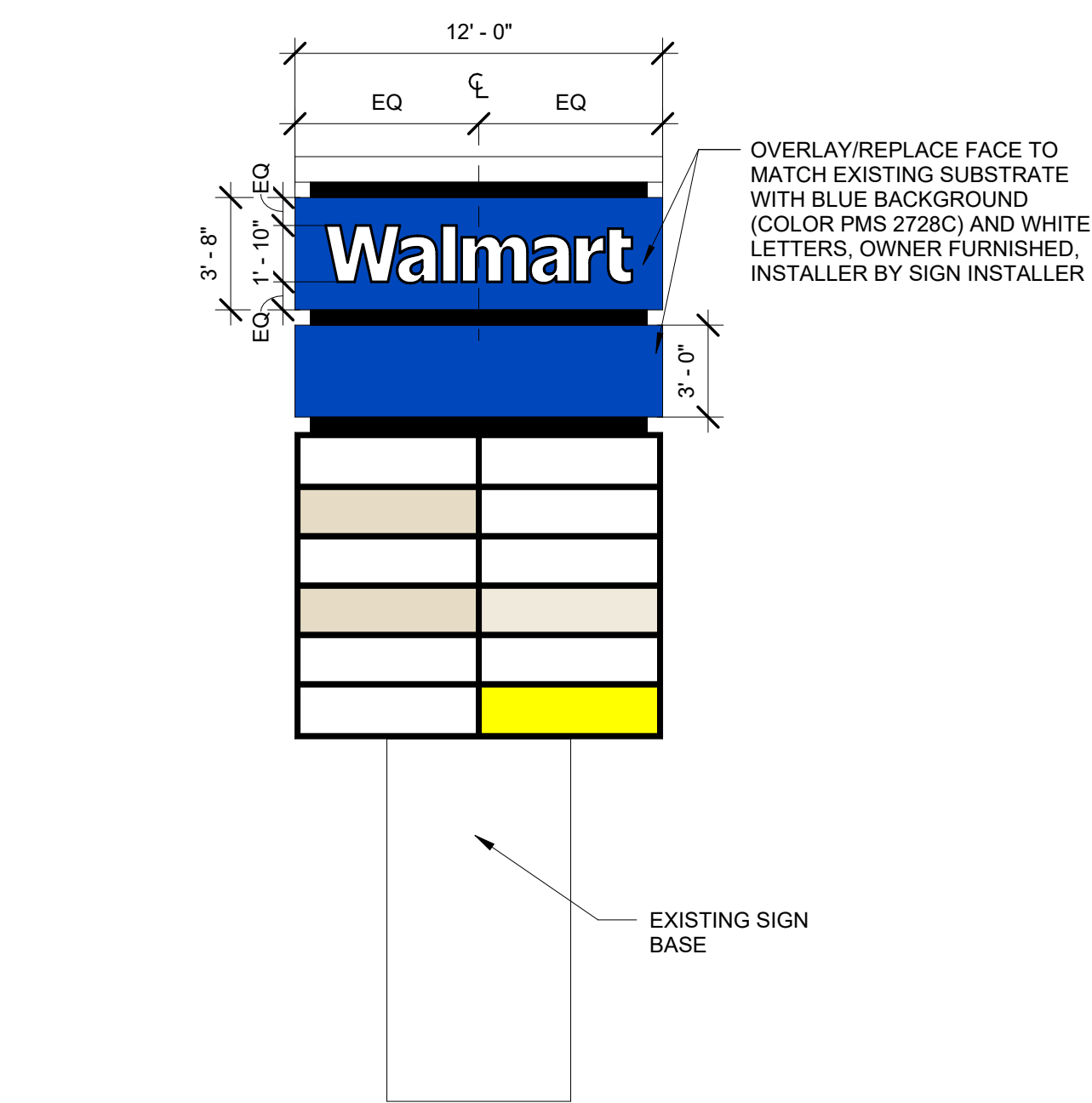
- Staff recommends **approval** of the Alternative Signage Plan request as described above because finding(s) 1-5 appear to have been met with the evidence currently submitted.

EXISTING SIGNAGE SCHEDULE							
ETR / DEMO	SIGNAGE	NOMINAL HEIGHT	COLOR	ILLUMINATED	QTY	RECTANG / CIRCLE (SF)	TOTAL RECTANG / CIRCLE AREA (SF)
FRONT							
DEMO	WALMART	5'-6"	WHITE	YES	1	155.51	155.5
DEMO	*(SPARK)	8'-0"	YELLOW	YES	1	50.26	50.26
DEMO	PICKUP	2'-6"	WHITE	NO	1	32.37	32.37
DEMO	*(SPARK)	4'-5 1/2"	YELLOW	YES	1	15.57	15.57
DEMO	HOME & PHARMACY	2'-0"	WHITE	NO	1	60.74	60.74
DEMO	GROCERY	2'-0"	WHITE	NO	1	26.27	26.27
DEMO	LAWN & GARDEN	2'-0"	WHITE	NO	1	37.34	37.34
DEMO	- AUTO CENTER	1'-6"	WHITE	NO	1	19.03	19.03
DEMO	VISION CENTER	1'-0"	WHITE	NO	1	8.49	8.49
DEMO	ADDRESS (7701)	1'-0"	WHITE	NO	1	0.00	0.00
FRONT					10		405.55
AUTO CARE							
DEMO	AUTO CENTER	2'-6"	WHITE	NO	1	17.23	17.23
DEMO	TIRE	1'-0"	WHITE	NO	2	2.58	5.16
DEMO	LUBE	1'-0"	WHITE	NO	1	2.98	2.98
TOTAL AUTO CARE					4		25.37
TOTAL BUILDING SIGNAGE					14		430.92

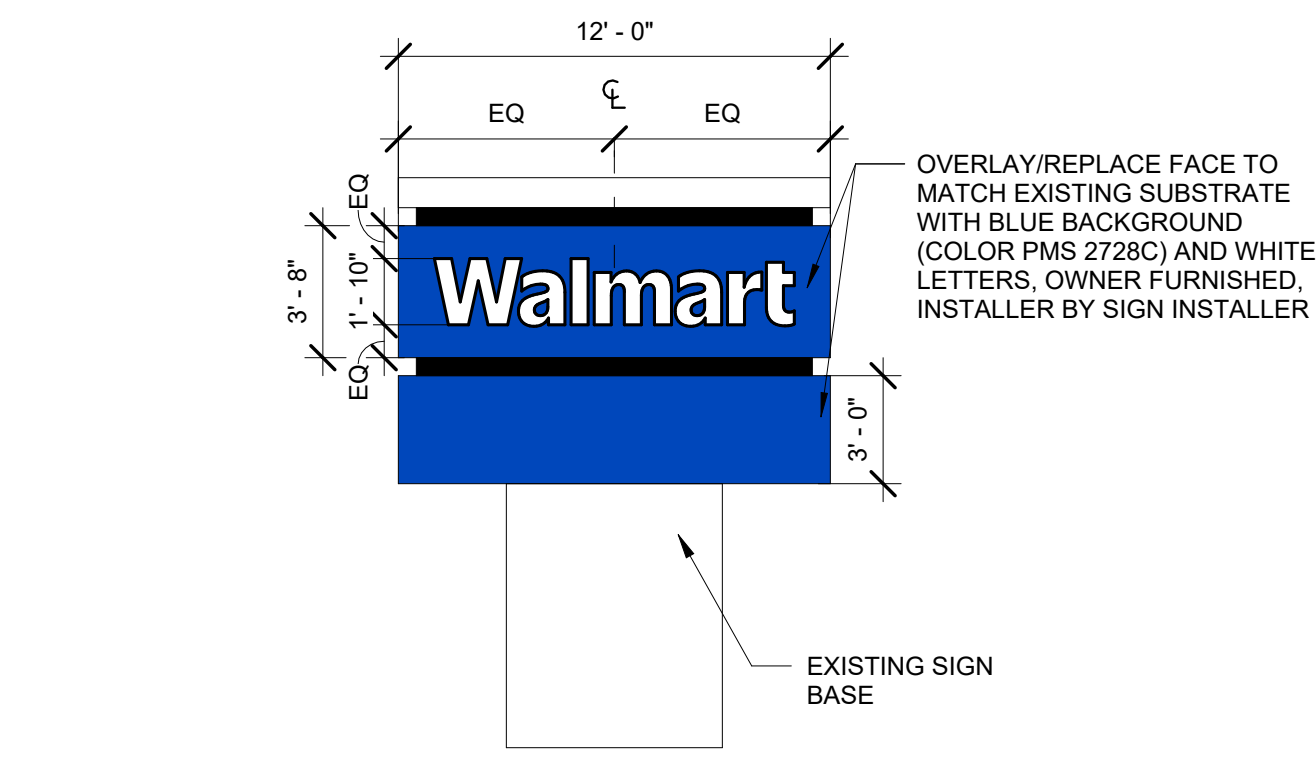
NEW SIGNAGE SCHEDULE							
ETR	NEW SIGNAGE	HEIGHT	COLOR	ILLUMINATED	QTY	RECTANGLE/CIRCLE AREA (SF)	TOTAL RECTANGLE/CIRCLE AREA (SF)
	FRONT SIGNAGE						
	NEW WALMART	5'- 6"	WHITE	YES	1	168.15	168.15
	NEW * (SPARK)	6'- 0"	YELLOW	YES	1	70.48	70.48
7	NEW PICKUP	2'- 0"	WHITE	YES	1	63.74	63.74
1	NEW HOME & PHARMACY	2'- 0"	WHITE	N/A	1	23.01	23.01
1	NEW GROCERY	2'- 0"	WHITE	N/A	1	27.48	27.48
4	NEW VISION	2'- 0"	WHITE	N/A	1	18.25	18.25
1	NEW OUTDOOR	2'- 0"	WHITE	N/A	1	24.96	24.96
3	NEW < AUTO CARE	1'- 6"	WHITE	N/A	1	20.01	20.01
	FRONT SIGNAGE						
	AUTO CARE SIGNAGE						
	NEW AUTO CARE	2'- 0"	WHITE	N/A	1	28.16	28.16
	NEW OIL CHANGE	1'- 0"	WHITE	N/A	2	9.51	19.02
	NEW TIRE	1'- 0"	WHITE	N/A	4	2.89	11.56
	AUTO CARE SIGNAGE						
	Grand total				7		587.8
					16		474.8

SIGNAGE GENERAL NOTES

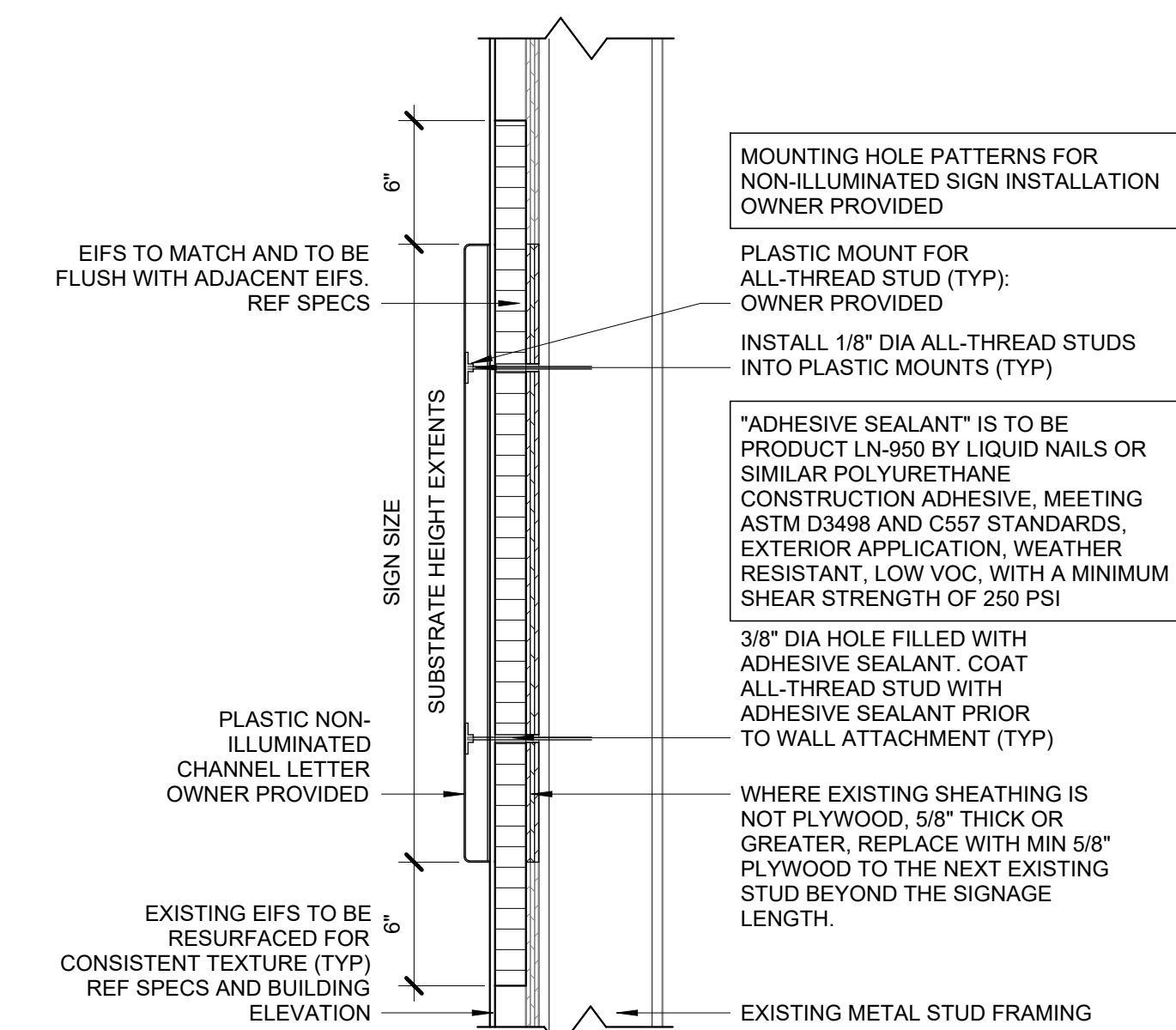
1. SIGNAGE FURNISHED BY WALMART AND INSTALLED BY GC THROUGH OWNER ASSIGNED SIGN CONTRACTOR
2. ALL EXISTING WALMART EXTERIOR SIGNAGE IS TO REMAIN IN PLACE ON BUILDING UNTIL GC SIGN COMPANY IS ON SITE
 - A. EXISTING SIGNAGE WILL THEN BE REMOVED, PATCH AND REPAIR WORK WILL BE COMPLETED AT ALL LOCATIONS, AND SIGNAGE WILL BE INSTALLED PER PLANS
 - B. A TEMPORARY BANNER WILL BE INSTALLED PRIOR TO REMOVAL OF EXISTING EXTERIOR SIGNAGE
 - a. BANNER WILL REMAIN IN PLACE UNTIL ALL MODIFICATIONS AND REPAIRS HAVE BEEN COMPLETED AND SIGNAGE IS INSTALLED
 - C. TEMPORARY BANNER WILL BE APPROXIMATELY 125' X 125'
3. EXTERIOR SIGN WORK NEEDS TO BE SCHEDULED, COORDINATED, AND COMPLETED DURING WEEK 6 OF CONSTRUCTION SCHEDULE
4. NOT USED
5. GC RESPONSIBILITIES
 - A. BY END OF FIRST WEEK OF CONSTRUCTION, REVIEW EXISTING CONSTRUCTION WHERE SIGN(S) WILL BE INSTALLED
 - a. IF EXISTING CONDITIONS DO NOT MATCH SIGN ATTACHMENT DETAILS SHOWN, REQUEST APPROVAL FROM CONSTRUCTION MANAGER TO SUBMIT RFI IN ACCORDANCE WITH SPECIFICATIONS
 - b. NOTE DIFFERENCES IN CONSTRUCTION, INCLUDING DIMENSIONS, AND INCLUDE PHOTOGRAPHS FOR IDENTIFICATION
 - B. PROVIDE SUBSTRATE SUITABLE FOR INSTALLATION OF SIGNAGE, REF SIGN BOXES FOR LIGHTED ID/LOGO SIGNAGE
 - C. PROVIDE JUNCTION DETALS AND CIRCUITRY TO "Walmart" and "spark" SIGNAGE
 - D. EXISTING (S) BOXES FROM "WAL-MART" SIGNAGE MAY BE REUSED
 - E. NOT USED
 - F. END VOLTAGE AT CIRCUITS FEEDING LIGHTED SIGNAGE, REF ELEC
 - G. MAKE FINAL TERMINATIONS ON LIGHTED SIGNAGE
 - H. REMOVE ALL ID/LOGO SIGNAGE FROM EXTERIOR STUD MOUNTED BUILDING SIGNS, UNLESS NOTED OTHERWISE
 - I. MAKE SURE EXTERIOR WALL PENETRATIONS, INSTALL CONDUIT, AND SEAL PENETRATIONS PER SPECS



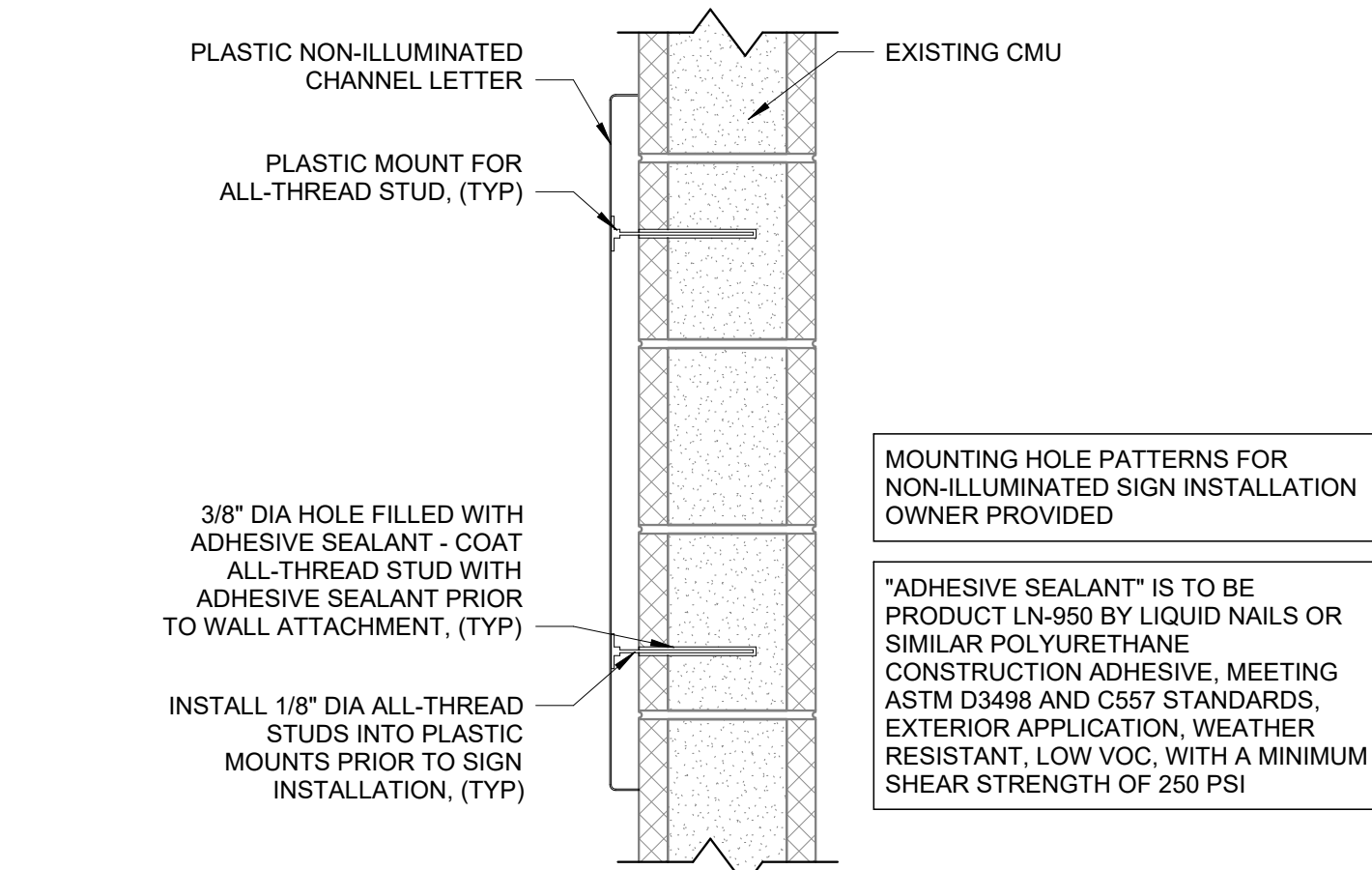
17 EXISTING MONUMENT SIGN II
3/16" = 1'-0"



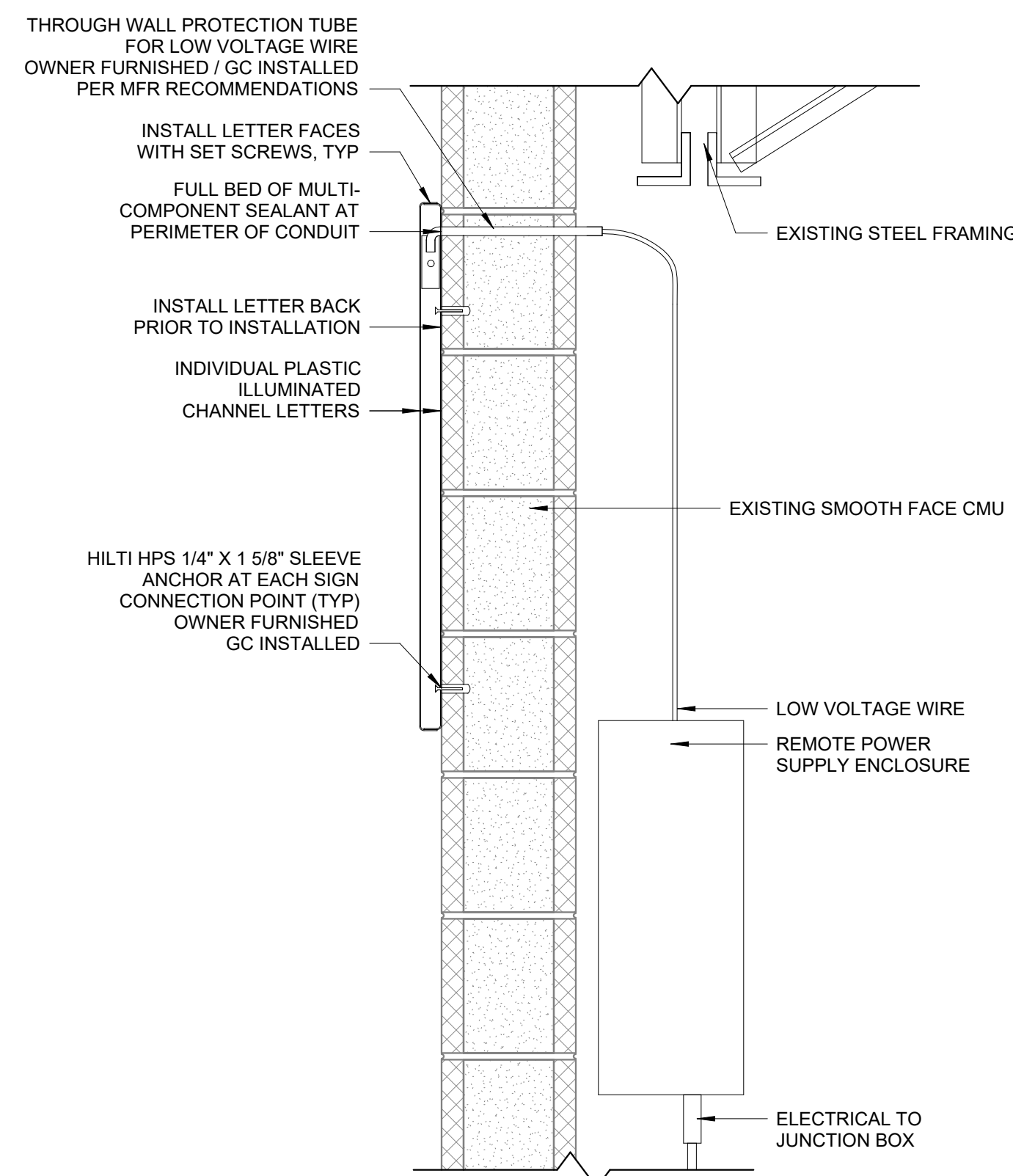
16 EXISTING MONUMENT SIGN
3/16" = 1'-0"



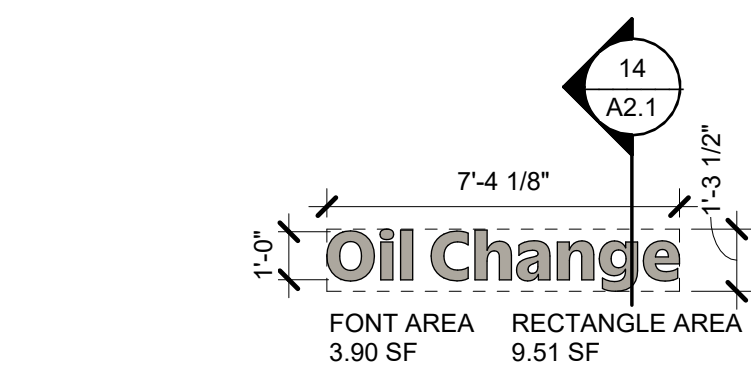
15 ATTACHMENT AT EIFS AND METAL STUD WALL
1 1/2" = 1'-0"



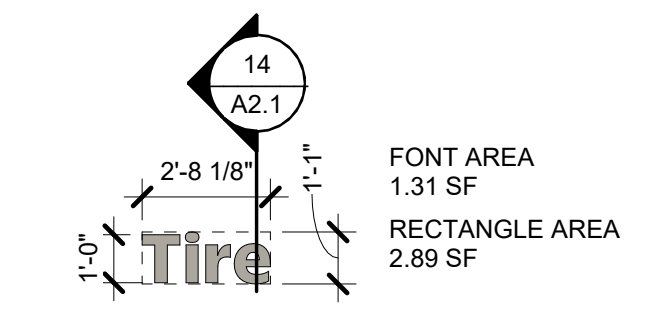
14 ATTACHMENT AT CMU WALL
1 1/2" = 1'-0"



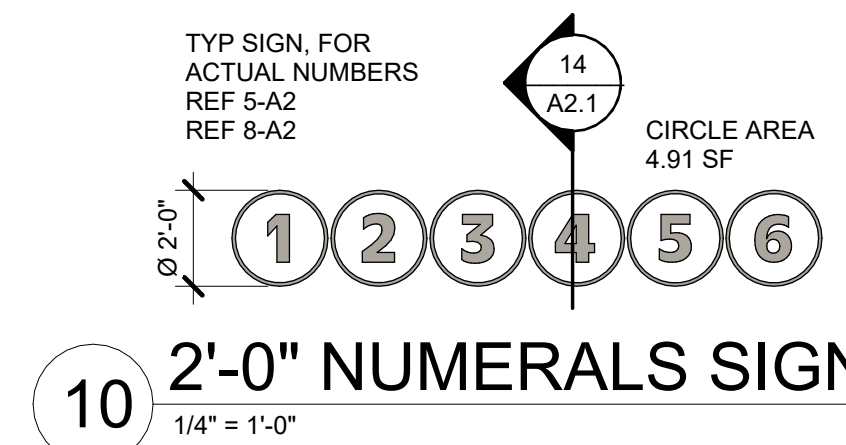
13 ATTACHMENT AT CMU
BELOW ROOF LINE
1 1/2" = 1'-0"



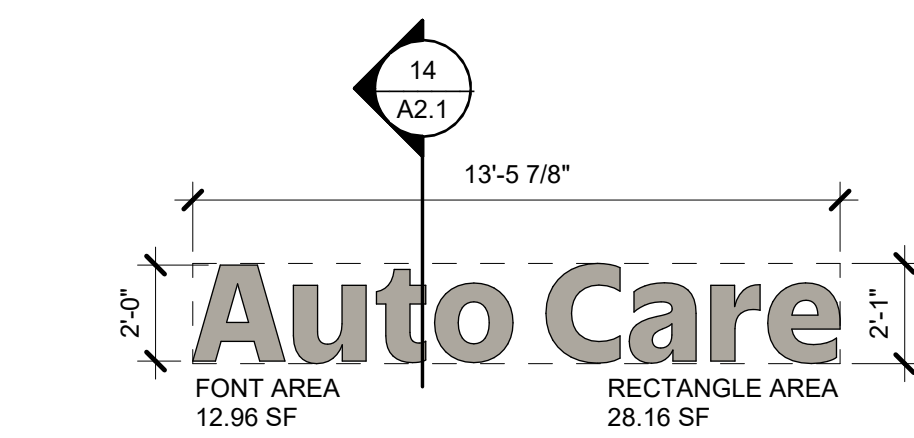
12 1'-0" OIL CHANGE SIGN
1/4" = 1'-0"



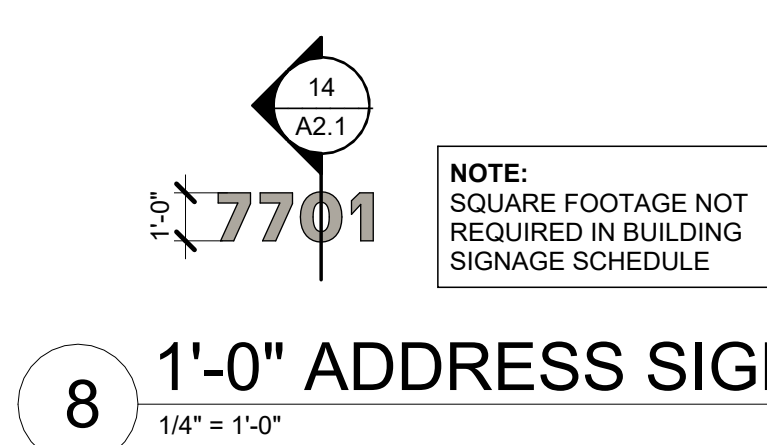
11 1'-0" TIRE SIGN
1/4" = 1'-0"



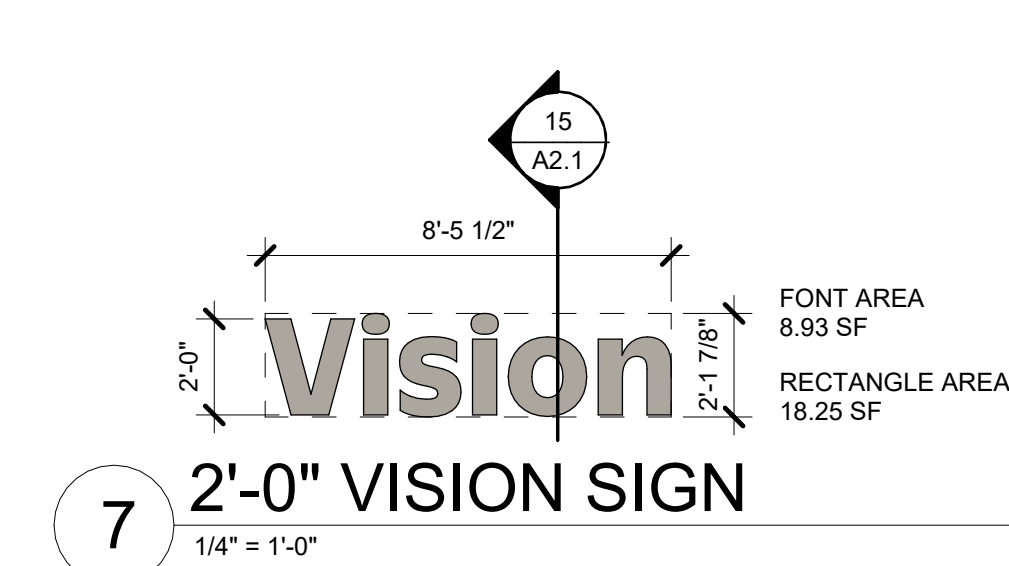
10 2'-0" NUMERALS SIGN
 $1/4" = 1'-0"$



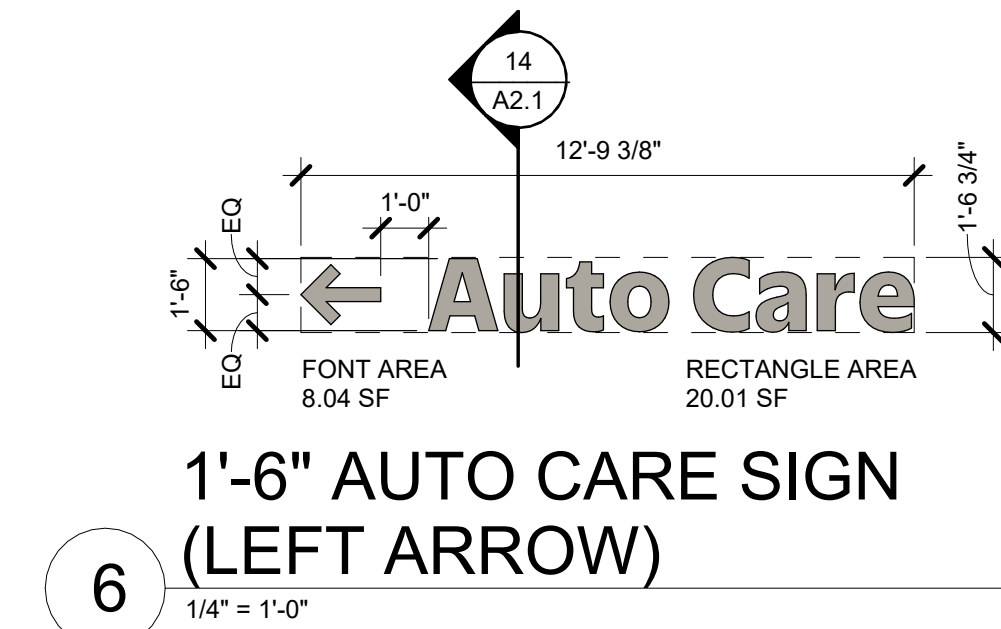
9 2'-0" AUTO CARE SIGN
1/4" = 1'-0"



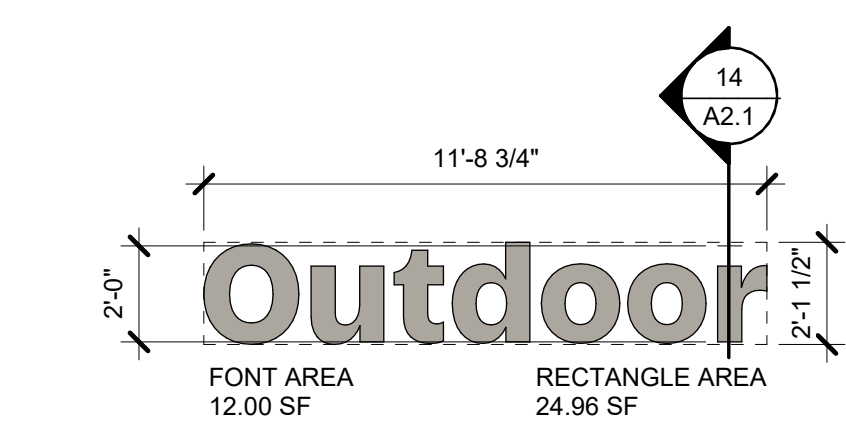
8 1'-0" ADDRESS SIGN
1/4" = 1'-0"



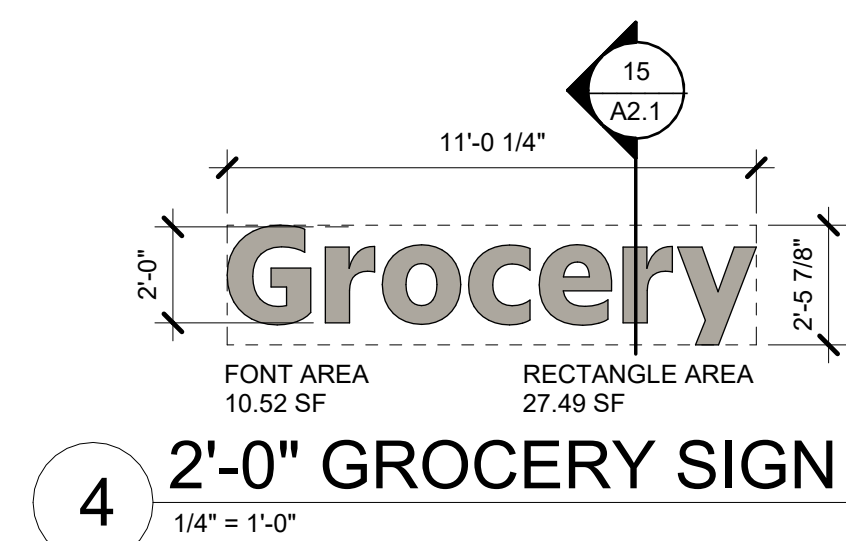
7 2'-0" VISION SIGN
1/4" = 1'-0"



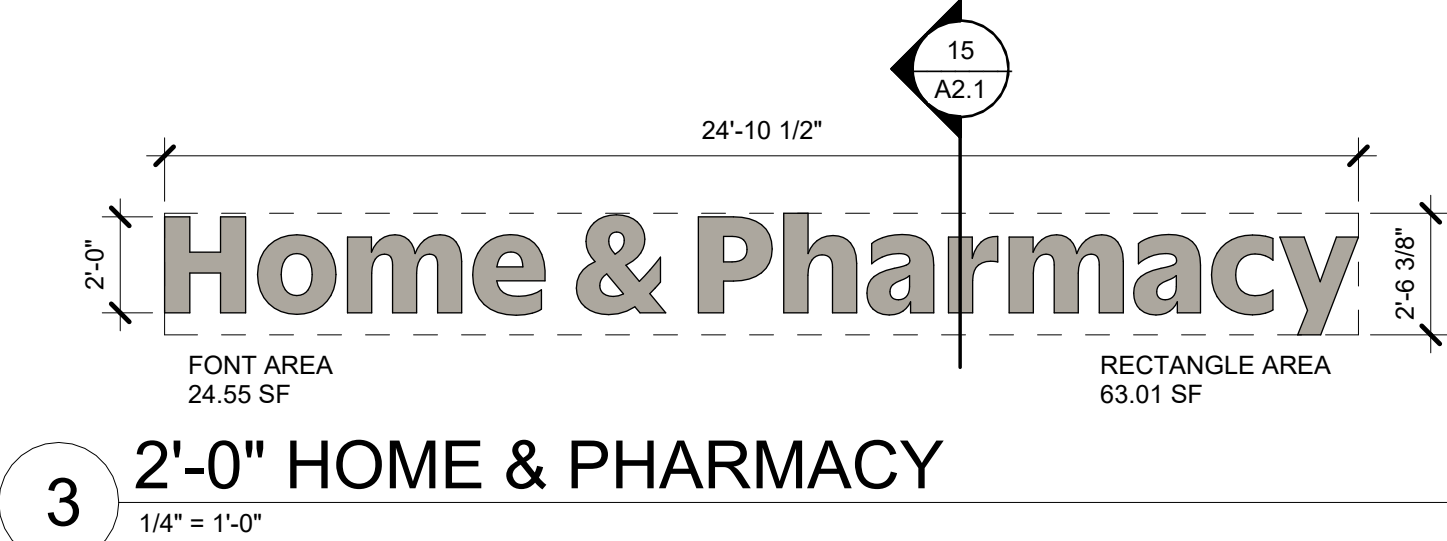
1'-6" AUTO CARE SIGN
(LEFT ARROW)



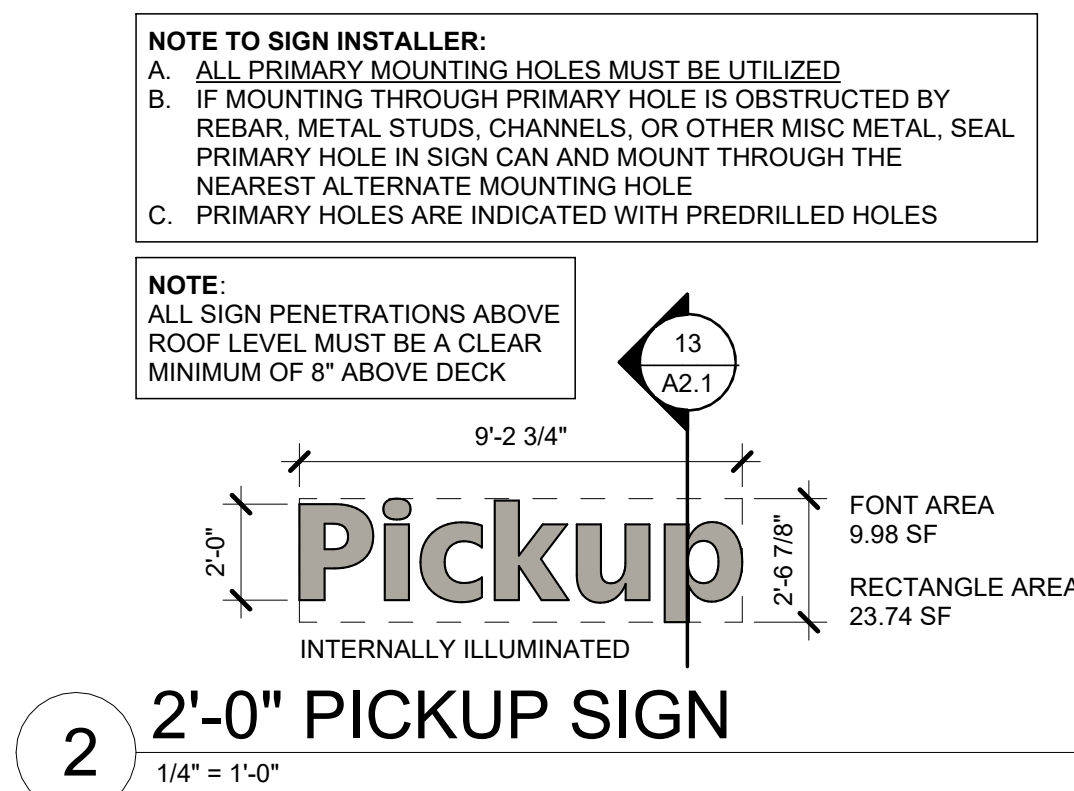
5 2'-0" OUTDOOR SIGN
1/4" = 1'-0"



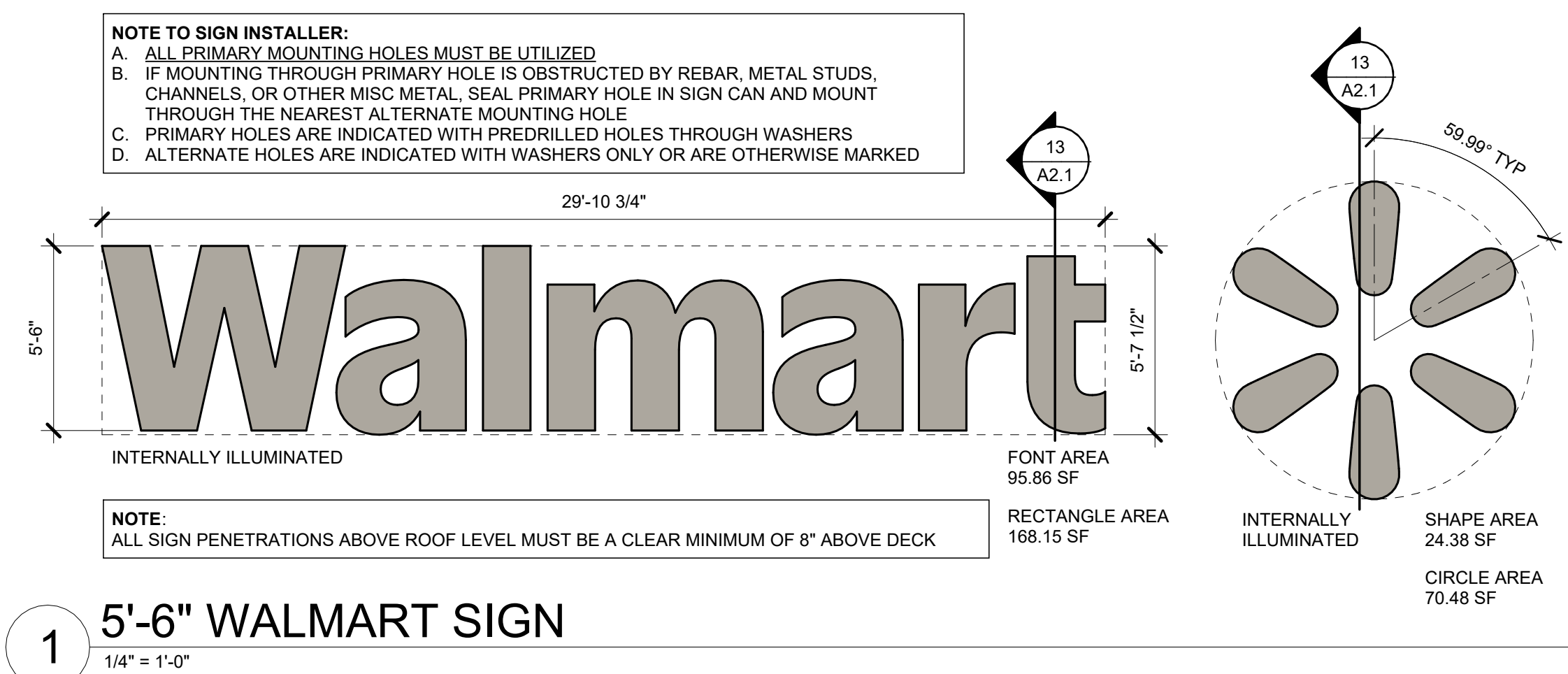
4 2'-0" GROCERY SIGN



3 2'-0" HOME & PHARMACY
1/4" = 1'-0"



2 2'-0" PICKUP SIGN
1/4" = 1'-0"



1 5'-6" WALMART SIGN
1/4" = 1'-0"

pb2
architecture
+engineering

4886 W Pauline Whitaker Pkwy
Suite 200
Rogers Arkansas 72758
Phone: 479.636.3545

Architect of Record
William Douglas Hurley
North Carolina License No. 9601
Firm Registration No. 51673

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Walmart*
FAYETTEVILLE, NORTH CAROLINA
7701 SOUTH RAEFORD ROAD
STORE NO.03595-1000
JOB NUMBER: 2024.0679 PROTO: 192

[illegible]

CHECKED BY:	AR
DRAWN BY:	CL
PROTO:	192
PROTO CYCLE:	07.25.2025
DOCUMENT DATE:	12.08.2025

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EXTERIOR SIGNAGE

HEET:

A2.1



OUTDOOR
PICKUP
EXISTING MONUMENT SIGN I
EXISTING MONUMENT SIGN II

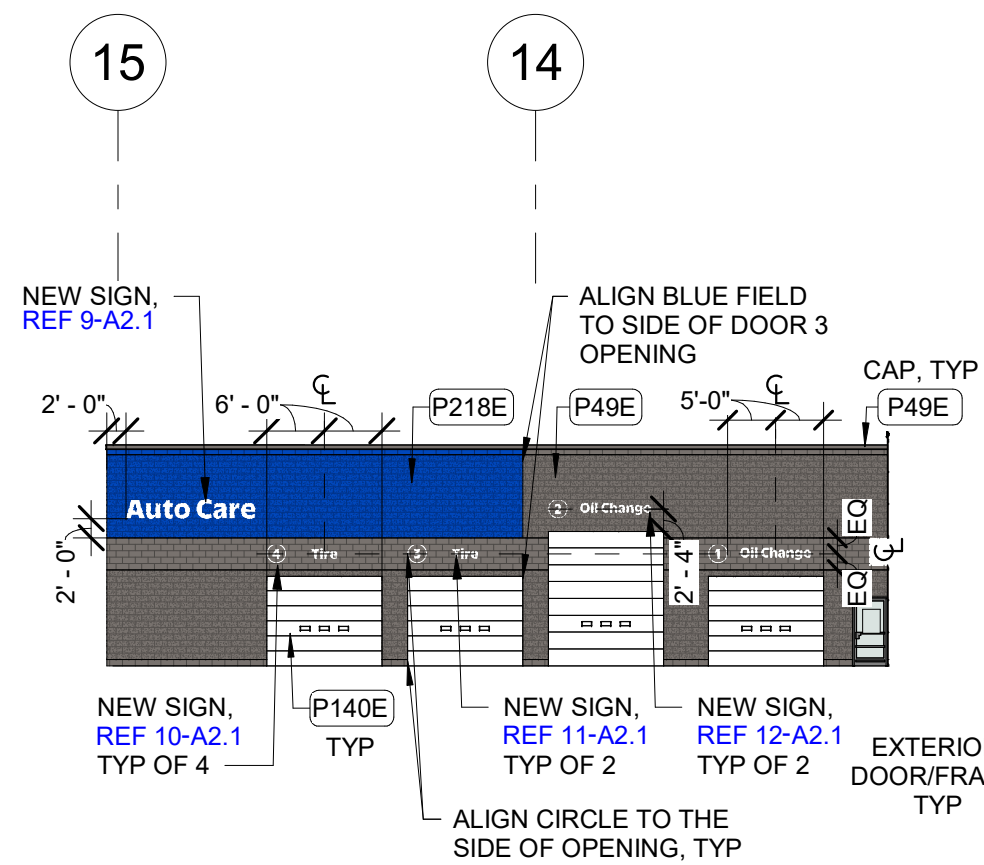


EXISTING MONUMENT SIGN I
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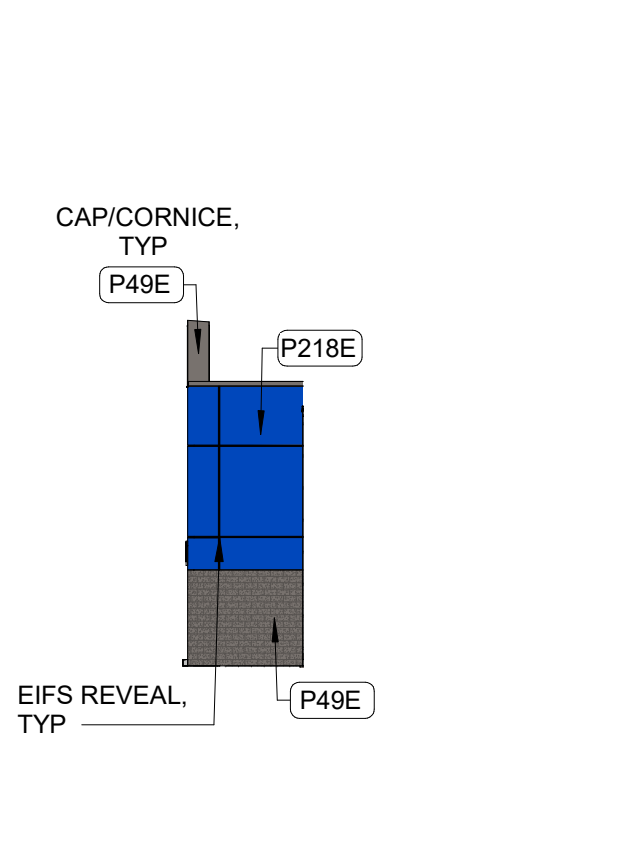
COLOR LEGEND	
P#	COLOR NAME
P5E	SAFETY YELLOW OSHA STANDARD
P21E	SAFETY RED
P33E	CREAM
P36E	BLACK
P49E	DARK GRAY
P140E	WHITE
P218E	TRUE BLUE

DEMOLITION NOTES	
1. REMOVAL OF BUILDING MOUNTED ITEMS, SHOWN OR NOTED TO BE DEMOLISHED OR AS REQUIRED BY SCOPE OF WORK, SHALL OCCUR PRIOR TO PAINTING BUILDING. a. COORDINATE DEMOLITION WORK SO EXTERIOR PAINTING WILL OCCUR PRIOR TO INSTALLATION OF BUILDING MOUNTED ITEMS.	
HATCH LEGEND	
	EIFS AREA TO BE RESURFACED (REF SPECS)
	EIFS AREA EXISTING TO REMAIN

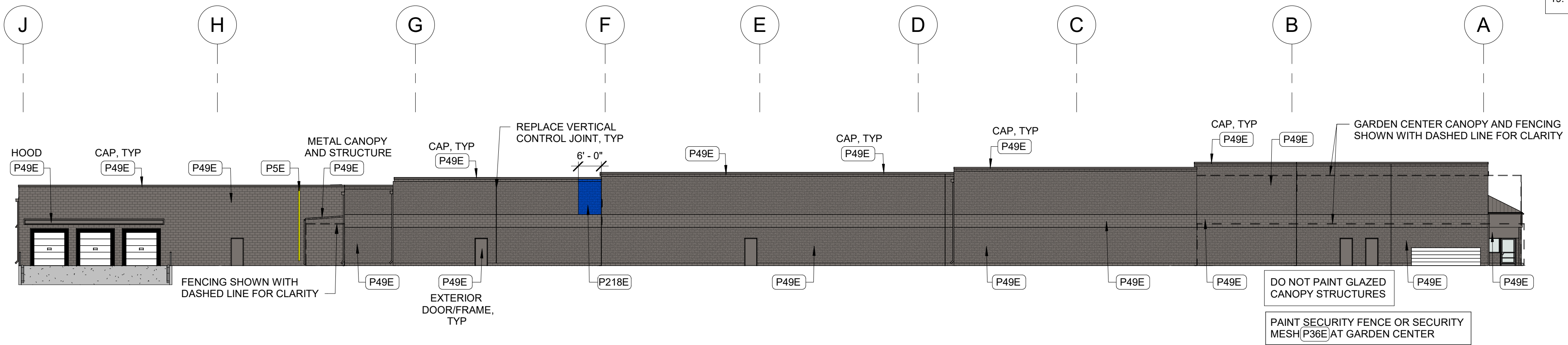
SHEET NOTES	
1. PATCH AND REPAIR EXTERIOR WALL SURFACES, DAMAGED OR EXPOSED DUE TO REMOVAL OF BUILDING MOUNTED ITEMS, TO MATCH ADJACENT AS REQUIRED.	
2. REFER TO DETAILS ON SHEET A2.1 FOR SUBSTRATE AND FINISH REQUIREMENTS AT LOCATIONS OF BUILDING MOUNTED SIGNS	
3. RESURFACE EXISTING EIFS WHERE SHOWN (HATCHED AREA)	
4. NOT USED	
5. PRIOR TO PAINTING WALL AT LOCATION(S) OF LIT ID/LOGO SIGN(S), COORDINATE SCOPE OF WORK WITH WALMART CM	
6. IF PAINTING ADJACENT WALLS PAINT HOLLOW METAL STEEL DOORS, DOOR FRAMES, DOOR HOODS, DOWNSPOUTS, EXPOSED METAL FLASHING, HANDRAILS, AND EXPOSED MISCELLANEOUS STEEL TO MATCH PRIMARY ADJACENT BUILDING COLOR UNO	
7. PAINT ANY ROOFTOP GAS PIPING (P5E) • WHERE EXTERIOR WALL IS BEING PAINTED, GAS PIPE ALONG SIDE WALL TO GRADE SHALL MATCH ADJACENT BUILDING • DO NOT PAINT METER OR VALVES	
8. IF PAINTING ADJACENT WALLS PAINT CANOPY STRUCTURAL STEEL AND FLASHING TO MATCH ADJACENT WALL	
9. WHERE CANOPIES ARE VISIBLE TO AND ACCESSED BY CUSTOMERS, PAINT UNDERSIDE OF CANOPY DECK (P33E) DO NOT PAINT CANOPY DECK IF NOT PREVIOUSLY PAINTED	
10. PAINT ALL EXTERIOR ENTRY BOLLARDS TO MATCH EXISTING COLOR UNLESS NOTED TO RECEIVE PLASTIC BOLLARD SLEEVE, REF SP SHEETS	
11. PAINT SECURITY WALL PACK HOUSINGS TO MATCH ADJACENT WALL	
12. REMOVE PAINT OVERSPRAY FROM LENSES	
13. DO NOT PAINT LED WALL PACK HOUSINGS	
14. NOT USED	
15. DO NOT PAINT STONE VENEER, FACE BRICK, QUIK BRIK, AGGREGATE PRECAST PANELS/TILT WALLS, UNPAINTED PRECAST CAPS, UNPAINTED WOOD, CLAY TILES, ANODIZED ALUMINUM, AND VINYL WRAPPED ELEMENTS.	
16. AT MASONRY LOCATIONS WHERE SIGNS ARE BEING REPLACED, REMOVE AND PAINT AREA BEHIND SIGN TO MATCH EXISTING COLOR, REF SPECS	
17. PAINT JIB CRANE (P36E) ON JIB BOOM (P5E) ON HANDRAILS	
18. PAINT SPRINKLER VALVES (P21E) • DO NOT PAINT OVER SIGHT GLASS OR FIRE ALARM BELL	
19. REPLACE EXISTING NON-GRAY SLATS WITH GRAY SLATS	



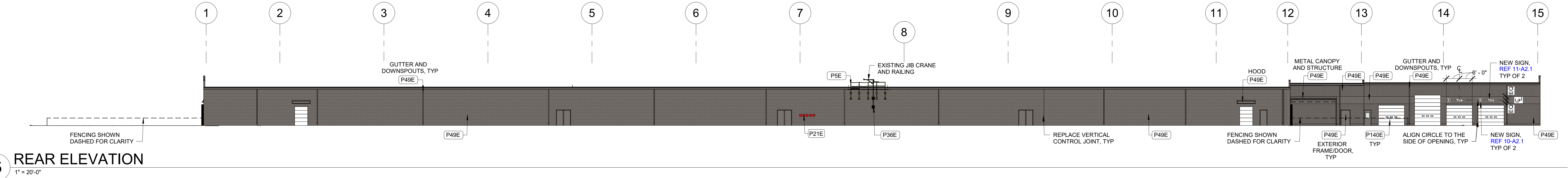
AUTO CARE FRONT ELEVATION
8 1" = 20'-0"



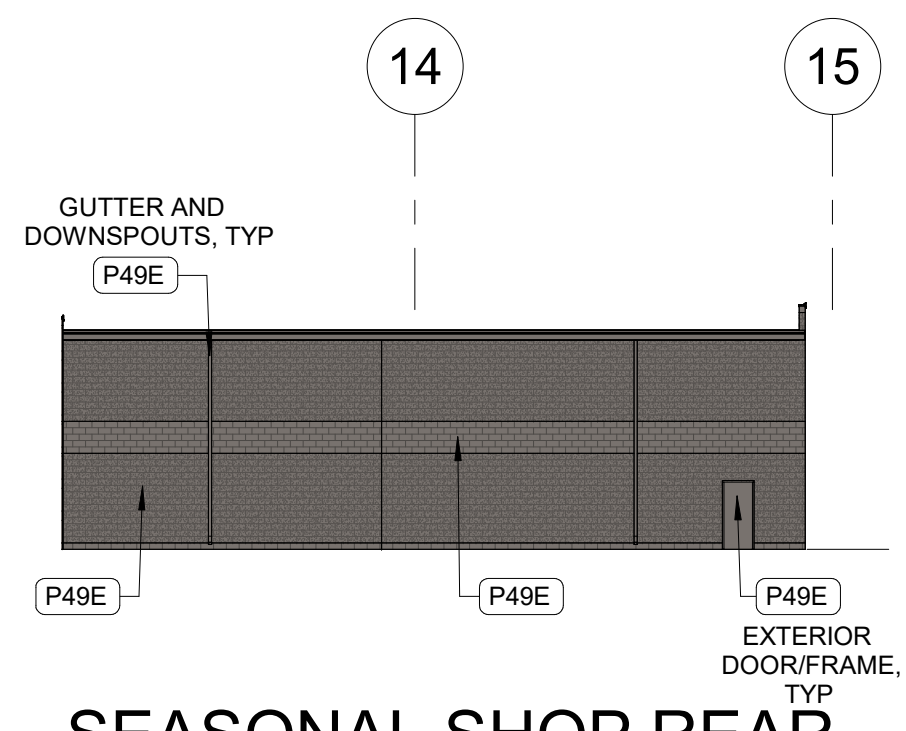
GM VESTIBULE SIDE ELEVATION
7 1" = 20'-0"



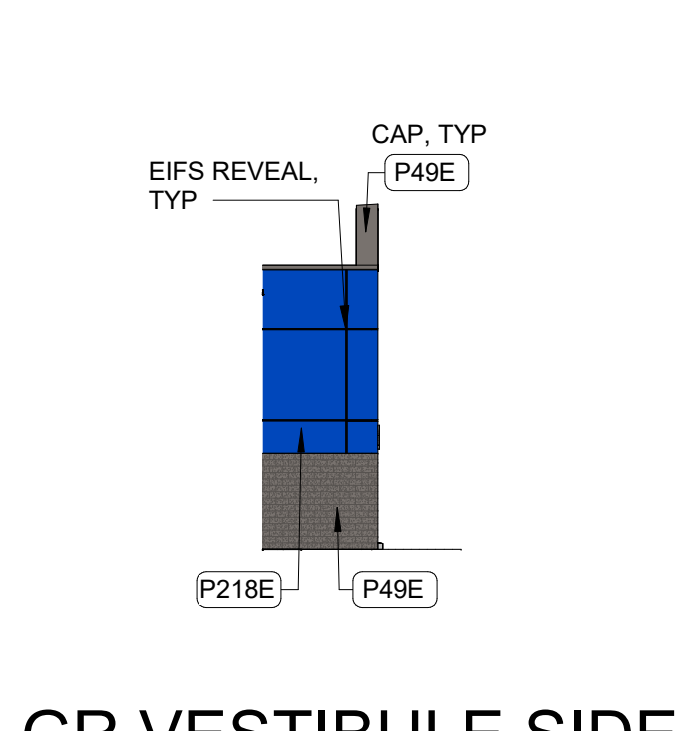
LEFT ELEVATION
6 1" = 20'-0"



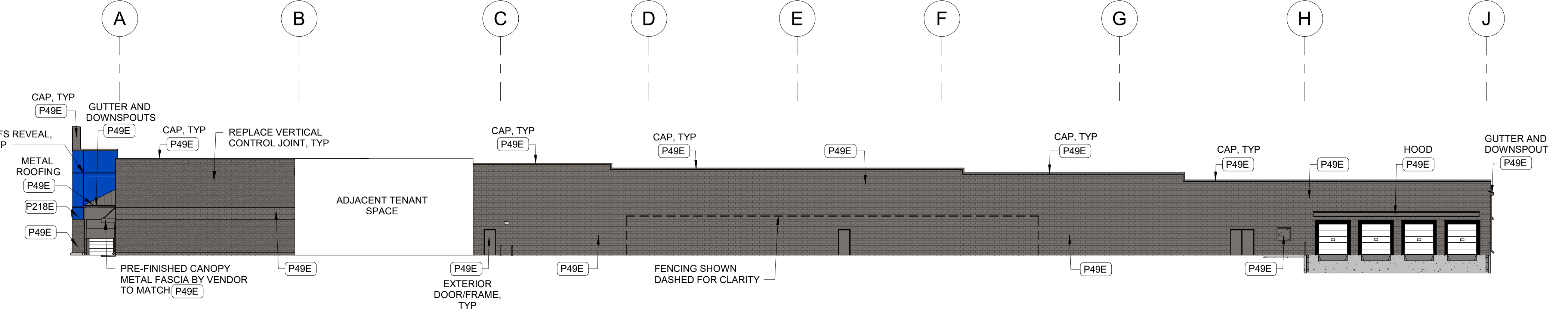
REAR ELEVATION
5 1" = 20'-0"



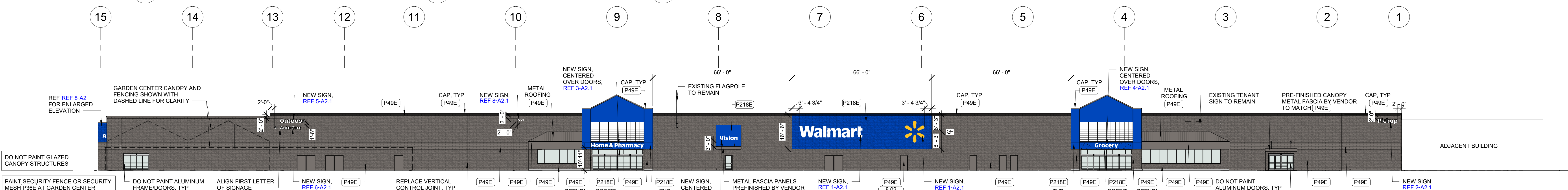
SEASONAL SHOP REAR ELEVATION
4 1" = 20'-0"



GR VESTIBULE SIDE ELEVATION
3 1" = 20'-0"



RIGHT ELEVATION
2 1" = 20'-0"



FRONT ELEVATION
1 1" = 20'-0"

pb2
architecture
+engineering

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7707 SOUTH RAEFORD ROAD
STORE NO. 03895-1000

JOB NUMBER: 2024.09979 | PHOTO: 192

ISSUE BLOCK	
12.08.2025	OTP

CHECKED BY:	AR
DRAWN BY:	CL
PROTO:	192
PROTO CYCLE:	07.25.2025
DOCUMENT DATE:	12.08.2025

Professional Engineer
51673
Arkansas
Rogers, Arkansas

05.18.2026

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EXTERIOR ELEVATIONS

SHEET:
A2



City of Fayetteville

433 Hay Street
Fayetteville, NC 28301-5537
(910) 433-1FAY (1329)

City Council Action Memo

File Number: 26-0457

Agenda Date: 7/21/2026

Version: 1

Status: Agenda Ready

In Control: Planning Commission

File Type: Public Hearing
(Public & Legislative)

Agenda Number: 4.02

TO: Planning Commission

THRU: Jennifer C. Baptiste, Planning & Zoning Manager

FROM: Scott Walters, Senior Planner

DATE: July 21, 2026

RE:

Consideration of Changes to Section 30-5.L. - Signage of the Unified
Development Ordinance

COUNCIL DISTRICT(S):

All

Relationship To Strategic Plan:

Goal II: Responsible City Government Supporting a Diverse and Viable Economy

Goal II emphasizes the City's commitment to sound governance, fiscal responsibility, and proactive partnership in fostering a strong, resilient local economy. This goal recognizes that a predictable, efficient, and responsive regulatory environment is essential to attracting and retaining investment, supporting business growth, and expanding employment opportunities. By encouraging reinvestment, modernizing infrastructure, and leveraging public-private partnerships, the City seeks to sustain a favorable development climate that supports innovation, entrepreneurship, and long-term economic stability. Actions taken under this goal are intended to balance economic competitiveness with community values, ensuring that growth benefits residents, neighborhoods, and the broader regional economy.

Executive Summary:

Section 30-5.L. was reviewed by the Business and Economic Development Committee on May 18, 2026 and additional changes were suggested.

On June 1, 2026 these proposed changes were presented to the City Council during the City Council Work Session. The Council approved a motion to send the attached proposed text changes to the Planning Commission for review and recommendation.

Background:

On April 15, 2025 the first revision to Section 30-5.L - Signage was heard by the Planning Commission and received a recommendation of approval. It was then approved by City Council on October 15, 2025.

Modifications were recommended and heard by the Planning Commission on January 20, 2026 and approved by City Council on February 23, 2026. These adjustments were based on insight from the building community of unanticipated issues.

The City Council approved a Council Request on April 6th for the Business & Economic Committee to further evaluate additional signage options on buildings.

Staff presented additional options to the Business & Economic Committee on May 19, 2026 and moved to schedule the options for the June 1, 2026, City Council Work Session. During the Work Session, Council moved to forward the items for Planning Commission review and recommendation.

Issues/Analysis:

The discussion during the Committee meeting and City Council Work Session focused on the revision of the sections involving building mounted signage, signage in the Downtown DT-2 District, and Window Signs.

Budget Impact:

N/A

Options:

1. Move to recommend approval of the proposed text amendment (recommended);
2. Remand the proposed text amendment back to staff for further consideration and specific changes;
3. Move to recommend denial of the proposed text amendment.

Recommended Action:

Professional Zoning Staff recommends that the Planning Commission approve the proposed text amendment to the City Council.

Attachments:

Sign Ordinance Proposed Changes

Increased Signage Examples



Planning Commission

July 21, 2026



Building Mounted Signage

- Remove the (5) sign limit for building mounted signs per building or tenant space.
- Building mounted signs would only be regulated by the wall area on each side of the building using the increased allowance below:

Permitted Copy Area Calculation

Unless otherwise stated, the permitted copy area for building mounted signage shall be calculated as the greater of either:

1. One (1.5) square foot per linear foot of building wall or width of tenant space; or
2. 15% of the area of the building wall (or portion of the building wall for the tenant space) between the base of the building and top of the parapet wall for flat roofed buildings or bottom of the eaves for buildings with sloped roofs.

The Business & Economic Committee recommends this option

Downtown DT-2 District

- Remove the DT-2 District from the limitations of the sub-section below.
- This would allow the DT-2 District to use the same standards as all other Non-Residential Zoning Districts for Building Mounted Sign.

- **30-5.L.8.C.1. Building Mounted Signage**

DT-2 District

One (1) primary exterior building mounted sign (wall or projecting) is permitted per street frontage. Additional secondary building mounted signs are permitted as specified herein.

The Business & Economic Committee recommends this option

Window Signs

- Remove the limitation on window signs related to walls that have wall signage.
- Allow **100%** coverage of the glazed area of every window and door on all sides of the building.
- Note: the DT-2 District is already regulated the same as all other Non-Residential Districts for window Signs.

Window Signs

Signs affixed to the interior or exterior of the glazed area of any window or glass door are permitted to cover a maximum of **50% of the cumulative square footage of glazed area** on each building frontage, provided that where exterior building wall signage is utilized, the cumulative square footage of window signs on each frontage **shall not exceed the square footage of installed wall signage**. The cumulative amount of window signage shall include incidental window signs that exceed the threshold established for exemption.

Building Mounted Signage

- Remove the (5) sign limit for building mounted signs per building or tenant space.
- Allow full wall coverage on all building walls (building wall wraps).
- Only regulate by requiring a sign permit for any sign place on a wall.

