

City of Fayetteville Unified Development Ordinance

Section 30-5.L. Signage – Update Version 3

April 8, 2025

Table of Contents

30-5.L.1. Purpose and Applicability.....	1
30-5.L.2. General Provisions.....	2
30-5.L.3. Sign Construction Standards.....	4
30-5.L.4. Sign Maintenance and Repair.....	5
30-5.L.5. Prohibited Signs.....	6
30-5.L.6. Exempt Signs.....	10
30-5.L.7. Temporary Signs.....	14
30-5.L.8. Permanent Signs.....	25
30-5.L.9. Alternative Signage Plan.....	43

30-5.L.1. Purpose and Applicability

a. Purpose

The purpose of this section is to provide standards to safeguard life, public health, safety, property, and welfare by guiding, coordinating, and regulating the type, number, placement and scale (size and height) of signs referenced to different zoning districts, as well as the quality of material, construction, erection, alteration, illumination, display, use, maintenance and removal of signs in the City. In addition, the purpose of this section is to:

1. Ensure that signage is sufficiently visible to the public for which it is intended;
2. Provide regulatory direction and incentives to improve the quality of commercial and noncommercial signage in the City of Fayetteville;
3. Ensure that signage reflects and complements the character of the location where it is installed;
4. Establish standards in keeping with the state-of-the-art technology and materials;
5. Coordinate and balance the location of signage with other site features, including site lighting and landscaping, in order to minimize conflicts and ensure adequate visibility of installed signage;
6. Enhance the aesthetic vitality of the City of Fayetteville by allowing and promoting creative sign design;
7. Allow designated historic and character-defining signs to remain in place;
8. Establish clear requirements and incentives for the effective display of addresses;
9. Ensure the effective use of temporary signage to promote economic, community, and social events and activity in the City.

b. Applicability

The provisions of this section shall apply to the construction, placement, display, maintenance, and removal of all signs within the territorial jurisdiction of the City of Fayetteville unless otherwise explicitly exempted herein.

30-5.L.2. General Provisions

a. In General

The regulations in this section specify the number, types, sizes, heights, and locations of signs which are permitted within the City. It shall be unlawful for any person to erect, place, alter or maintain a sign in the City except in accordance with the provisions of this section. Regulations governing the use of signs within the jurisdiction and referenced to the various zoning districts are set forth in this section. All signs shall be erected, altered, and maintained in accordance with the provisions of this section and, unless exempted, only those signs as specified and as regulated shall be erected within the City.

b. Sign Permit Required

A Sign Permit issued in accordance with the standards of Section 30-2.C.11 shall be required prior to the erection, placement, construction, reconstruction, or structural alteration of a sign regulated under this section, unless otherwise specifically exempted herein.

c. Determination of Sign Copy Area

1. In measuring the copy area of a sign permitted under this section the entire face of the sign containing the sign copy shall be included. Specifically exempted from this provision are poles, pole covers, bases of ground signs, and decorative elements not containing sign copy.
2. Where both sides of a double-faced sign contain lettering or other allowable display, one side only shall be used to compute the allowable size of the sign; however, each side of a multiple-faced sign shall be used separately to compute allowable sign size.
3. Where the sign consists of individual letters, numbers, characters, figures or displays attached in some manner to a building or a sign face of irregular shape, the sign copy area shall include the area of the smallest circle, square, or rectangle that can encompass the total sign area composed of letters, numbers, characters, figures or displays or the irregular shaped sign face.
4. Where signs have appendages or additions, such as "pop-ups" or "cutouts" that extend beyond the main sign copy area, the area of such appendages or additions shall be measured separately, but included in the total sign copy area.
5. Any area designed for changeable copy shall also be counted as part of the total sign area.

d. Determination of Sign Height

1. The height of a sign erected within 30 feet of a street right-of-way line shall be the distance from the grade level of the nearest edge of the street to the top of the sign or sign structure, whichever is greater.
2. The height of all signs farther than 30 feet from a street right-of-way line shall be the distance from the grade level where the sign is erected to the top of the sign or sign structure, whichever is greater.

e. Determination of Sign Setback

In determining setback, measurement shall be made from the nearest street right-of-way line.

f. Changeable Copy Signs

Unless otherwise specified herein, any permanent sign allowed in this section may use manual, electrically, or mechanically activated changeable copy provided that the text, numbers or images change no more frequently than once every six seconds. Limitations on the proportion or dimensions of changeable copy signs are included with the regulations for each type of permanent sign where such is permitted.

30-5.L.3. Sign Construction Standards

a. Design and Construction

All signs shall be designed, constructed, and installed in accordance with generally accepted engineering practices to withstand wind pressures and load distributions as specified in the state building code. All signs shall be constructed according to the requirements of this article and the state building code, as amended, or whichever is more restrictive. It shall be unlawful for any person to erect or place any sign that does not conform to the requirements of this article and the state building code as amended.

b. Electric Service

1. All signs in which electrical wiring and connections are included shall be constructed in accordance with the state building code.
2. All detached signs to be illuminated shall be so illuminated by an underground electrical service.

c. Illuminated Signs

1. Illuminated signs shall be shielded and directed in a manner so as not to produce glare, excessive light, or concentrations of light that interfere with vehicular or pedestrian safety.
2. External sources of illumination shall be shielded from streets and adjoining property.
3. Any external source of illumination, such as spotlights or floodlights shall be placed so that the source is not directly visible from any adjacent residentially zoned or used property.
4. Freestanding signs, other than Billboard Signs, with a height exceeding six (6) feet shall only be permitted to utilize internal sources of illumination.

d. Billboard Signs

All billboard signs erected within the City after the effective date of the ordinance from which this section is derived shall be supported by a structure of monopole steel design and construction.

30-5.L.4. Sign Maintenance and Repair

a. Maintenance Required

1. Every sign and its support, braces, guys, anchors and electrical equipment shall be maintained in safe condition at all times.
2. All signs shall be kept in a state of good repair and aesthetic condition, free from defective, rusting or missing parts (e.g., broken sign facing, broken supports, loose appendages or struts, disfigured, cracked, ripped or peeling paint or poster paper) or missing letters or numbers.
3. Signs shall be able to withstand the wind pressure as prescribed in the state building code.
4. Illuminated signs shall have their light sources regularly inspected and maintained to ensure that they are functioning properly.
5. The area within ten feet in all directions of the base of a freestanding sign shall be kept clear of debris and undergrowth.
6. A sign face or sign structure may be disassembled and taken down temporarily for the purposes of maintenance provided such sign face and/or structure are reassembled to their original location and position within a period of no more than 60 days. A permit shall be required for such purpose.

b. Repair or Removal of Improperly-Maintained Signs; Actions by the City Manager

The City Manager or his designee is authorized to order the painting, repair, or alteration of any sign which constitutes a hazard to the health, safety, or public welfare by reason of inadequate maintenance, dilapidation, obsolescence or abandonment. The City Manager may order the removal of any sign that is not maintained in accordance with the provisions of this article. Such removal shall be at the expense of the owner. Signs that are not repaired or removed as required by the City Manager shall be cause to take legal action to effectuate such repair or removal.

30-5.L.5. Prohibited Signs

The following signs, components, and characteristics are expressly prohibited within all zoning districts unless specifically stated otherwise in this section:

a. Simulated Public Safety, Warning, or Traffic Sign

Signs by their location, color, illumination, size, shape, nature, message or appearance tend to obstruct the view of or be confused with official traffic, safety, or warning signs, or lights or other devices erected by governmental agencies. This prohibition includes signs having no bona fide safety necessity, involving the terms "CAUTION," "DANGER," "SLOW," "STOP" OR "YIELD," or which utilize geometric figures, symbols, lights, location or message not unlike official traffic, safety, or warning signs, signals, or lights; provided, however, this provision is not intended to prevent the placement on private property of signs with "stop," "yield," or other such wording or design where such is necessary for traffic control or other such legitimate notice to the public.

b. Snipe Signs

Signs placed upon or attached to any curb, sidewalk, utility pole, post, fence, hydrant, bridge, another sign or other surface, public bench, street light, or any tree, rock or other natural object located on, over, or across any public street or public property; provided, however, this provision shall not apply to the posting of public interest, security, and warning signs permitted section 30-5.L.6.(b).

c. Flashing Signs

Signs or devices with flashing, intermittent, animated or changing intensity of illumination; provided, however, traffic signals, railroad crossing signals, and other official warning or regulatory signs and electronically controlled message centers or readerboards where different copy changes that present messages of a public service or commercial nature shall not be considered flashing signs.

d. Motion Signs

Signs or devices designed to attract attention, all or any part of which use movement or apparent movement by fluttering, revolving, rotating, spinning, swinging, animation or moving in some other manner, including fabric signs not securely fastened to their supporting structures, and are set in motion by movement of water or the atmosphere or by mechanical, electrical, or any other means. Such signs or devices include, but are not limited to, banners, pennants, ribbons, streamers, spinners, propellers, discs, consecutively hung official or unofficial flags, and bunting, whether or not any such sign or device has a written message but do not include non-advertising/non-informational flags and feather flags (designated as

Type 5 Freestanding Temporary Signs). However, signs or devices that only move occasionally because of the wind are not prohibited if their movement is not a primary design feature of the sign or device, is not intended to attract attention to the sign or device, and is permitted for a limited period of time for a special event not to exceed 60 days.

e. Signs Obstructing Motorists' Visibility

Signs that substantially interfere with the view necessary for motorists to proceed safely through intersections or to enter onto or exit from public streets or private roads or driveways or that obstruct the motorists' view of approaching, merging, or intersecting traffic including, but not limited to, signs in sight visibility triangles.

f. Signs in Public Rights-of-Way

Any sign erected in or over any public right-of-way is prohibited except for:

1. Signs as permitted and regulated in the Downtown DT-1 and DT-2 districts;
2. Governmental signs;
3. Signs explicitly permitted to encroach into a public right-of-way which have received an encroachment permit or other authorization from the City or NCDOT.

g. Signs Obstructing Light, Air, or Ingress/Egress of Buildings

Signs that obstruct any window, door, fire escape, stairway, ladder or opening intended to provide light, air, ingress or egress for any building as required by law.

h. Signs Emitting Glare

Signs with light sources or reflectivity of such brightness that result in glare, blinding, or any other such adverse effect on motorist vision or into or upon any residential building not related to the signs.

i. Portable or Moveable Signs

Any sign that is not permanently affixed to a building, structure, or the ground, other than a Temporary Sign authorized by this section.

j. Roof Signs

Signs which are located, or extend, in any manner above the highest point of the roof or parapet, except as otherwise provided in this section.

k. Obscene Signs

Signs containing words or graphics that are obscene, as defined in North Carolina General Statutes Section 14-190.1.

l. Signs Below Minimum Clearance

Signs, marquees, canopies and awnings with vertical clearance of less than nine feet above sidewalks and pedestrian areas and less than 14 feet above parking or vehicular passage areas.

m. Improperly Maintained Signs

Signs, including structural elements and illumination, which are not maintained in accordance with the requirement of Section 30-5.L.4, Sign Maintenance and Repair.

n. Illuminated Temporary Signs

Temporary signs illuminated in any manner.

o. Novelty Signs

Signs which emit visible smoke, vapor particles, odor, or noises.

p. Unspecified Temporary Signs

Temporary signs not expressly permitted by Section 30-5.L.7.

q. Temporary Special Advertising Devices

Searchlights, stroboscopic lights, laser lights or similar illuminating systems. Also, inflatable and three- dimensional objects, except those specifically provided for herein.

r. All Other Signs not Specifically Permitted

Other signs not expressly allowed by this section.

s. Vehicles with Large Signs Parked Near a Right-of-Way

1. Except when in the process of loading or unloading or generally carrying out activities associated with the normal conduct of business (except advertising) vehicles and trailers with signs exceeding eight square feet on any one side, except passenger cars, vans and light trucks, are prohibited from parking within 50 feet of a public right-of-way. Licensed and operable passenger cars, vans and light trucks containing such signage may park in any legally-established parking space on the property on which the business being advertised is being conducted.

2. Exceptions to subsection (1) above may be granted by the City Manager in cases where lot size or topographical constraints require parking of vehicles closer than 50 feet from the right-of-way, or when the inventory of a business (such as rental trucks) greatly relies on the storage area within the subject 50- foot zone.

30-5.L.6. Exempt Signs

The following signs are not subject to the regulations of this section and do not require the issuance of a Sign Permit prior to their placement and display.

a. Governmental and Public Utility Signs

Signs erected by, or on behalf of, a legally recognized unit of local, state, or federal government, including legal notices, identification and informational signs, and traffic warning, directional, or regulatory signs. Also, official signs of a noncommercial nature erected by public utilities, including safety, warning, and informational signs.

b. Warning (Health, Safety, Hazard) Signs

Temporary or permanent signs erected by government agencies, public utility companies, or construction companies to warn of danger or hazardous conditions, including signs indicating the presence of underground cables, gas lines, and similar devices or signs providing directions around such conditions.

c. Internal Signs

Signs located on the interior of buildings, courts, lobbies, stadiums or other structures which are not primarily intended to be seen from the exterior of such buildings or structures.

d. Flags (Non-Advertising and Non-Informational)

1. Flags of the United States, North Carolina, County or City jurisdictions, foreign nations having diplomatic relations with the United States, or organizations of nations; flags of any religious, civic or fraternal organization, or any educational or cultural facility; any one corporate flag per lot; or any other flags adopted or sanctioned by the City Council, subject to United States Congressional protocol; except when such are used in connection with a commercial promotion or as an advertising device or as an integral part of a sign regulated under this section; provided not more than five such flags shall be flown on any lot or parcel, and provided such flags are displayed on permanent pole structures. Failure to display such flags in a manner which meets Congressional protocol will be a violation of this Ordinance.
2. A greater number than five flags may be flown for community facilities and institutions, such as, but not limited to cemeteries, military museums, public parks, athletic facilities and hospitals.

3. Proper maintenance shall not permit flags which are torn, ripped, frayed, separated from their grommets or incompletely fixed to their pole structures.
4. All flags used in connection with a commercial promotion, as an advertising device, or as an integral part of a commercial sign, must conform to the permanent freestanding sign regulations for the district in which they are located.
5. This exemption shall not apply to flags mounted or affixed to buildings in the DT-1 and DT-2 districts.

e. Vehicular Signs

1. Signs painted or otherwise permanently affixed to currently licensed operational motor vehicles and trailers used in the normal transport of goods or persons where the sign is incidental and accessory to the primary use of the vehicle or trailer.
2. Temporary signs displayed upon the windows of vehicles in the inventory of a licensed automobile dealership.

f. Incidental Signs

1. Any sign painted or affixed to an object or product, where the sign is clearly incidental and accessory to the primary use and purpose of the object or product including, but not limited to, product dispensers and point of purchase displays for newspapers, soft drinks, gasoline, ice, ATMs or similar items which indicate the contents of the machine, the name or logo of the supplier, the price or operating instructions.
2. Signs imprinted upon table umbrellas.
3. Barber poles associated with a currently occupied barbershop.
4. All other clearly incidental signs smaller than 1 square foot in area that are attached to a window, door, or wall of an occupiable structure, provided that where the aggregate area of such signage exceeds 8 square feet, it shall count toward the maximum permitted window signage permitted on that frontage.

g. Signs Required by Law

Legal notices and signs required by law, statute, ordinance, or regulation.

h. Integral Decorative or Architectural Building Features

Integral decorative or architectural features of buildings so long as such features do not contain advertising, letters, trademarks, moving parts or lights.

i. Artistic Works

Public displays of works of art, including murals, which contain no commercial messages or references to products or services offered upon the premises on which the work of art is displayed.

j. Memorials

Permanent memorials, plaques, cornerstones, tablets, gravestones or markers and similar objects that are noncommercial in nature.

k. Historical Markers and Monuments

Historical tablets, markers, plaques, or monuments specifically designated by resolution of City Council or the Historic Resources Commission due to their historic character or interest, as well as plaques and similar markers placed upon buildings, structures, and sites listed by the Secretary of the Interior on the National Register of Historic Places.

l. Transportation Facilities Signs

Informational signs indicating bus stops, taxi stands, train stations and similar transportation facilities.

m. Signs at Polling Places

Signs erected at polling places in conformance with the applicable provisions of North Carolina General Statute § 163-129.

n. Window Displays

Commercial or noncommercial displays of items, products, or services offered that may be viewed through a window from the outside.

o. Outdoor Merchandise Displays

Outside displays of merchandise offered for sale or rent on the premises where displayed. Only merchandise of the type that is actually for sale or rent, and not pictorial or other representations of such merchandise.

p. Street Address Numbers

Display of street address numbers on buildings, structures, and mailboxes in accordance with the requirements of the North Carolina Fire Prevention Code.

q. Fence Wraps

Fence wraps on construction sites displaying signage in conformance with the

standards of North Carolina General Statute 160D-908 shall be permitted for a period not to exceed 24 months from the date that such signage was initially installed on the site, provided that the period of permitted display shall terminate upon the receipt of a certificate of occupancy for the final portion of construction on the site.

r. Internal Facing Sports Field Signage

Internal facing signs not exceeding 32 square feet in area affixed to a fence or wall around the exterior of a sports field or stadium which are not visible from a street right-of-way, provided that such signage is well-maintained and does not present a threat to public safety.

s. Transit System Advertising Signage

Third-party signage displayed on bus shelters and benches associated with the Fayetteville Area System of Transit under an agreement approved by the City Manager or his designee.

30-5.L.7. Temporary Signs

a. Applicability

The provisions of this section shall apply to the placement and display of temporary signage within the City's jurisdiction. Any temporary sign that does not comply with the provisions of this Section is prohibited.

b. Common Standards

All temporary signs shall comply with the following common standards:

1. Temporary signs shall not be illuminated or be provided with any electric service.
2. Temporary signs shall not be placed within any public street right-of-way, including within medians, unless expressly permitted by this ordinance or the North Carolina General Statutes.
3. Temporary signs attached to building walls (other than permitted temporary window signs) shall not be placed in a manner that obstructs any window, door, fire department sprinkler connection, or street number sign.
4. Temporary signs shall not be affixed to a permanent sign or its supporting structure, including both building mounted and freestanding permanent signs.
5. Temporary signs shall not be placed in a manner that obstructs clear site distance (within the required sight triangle) at street intersections or driveways.
6. Temporary signs, other than Type 4 Freestanding Temporary Signs, shall not be placed upon or above any street, sidewalk, or other pedestrian walkway.
7. Temporary signs shall not be placed on the roof of a building, or affixed to a tree, utility pole, street sign or a parked motor vehicle.
8. Where temporary signs are limited in the duration of their display and limited in the total number of displays per calendar year, any required period of separation between such displays shall carry through to the following calendar year, and shall be observed prior to initiating the first allowed display during the new calendar year.

c. Temporary Sign Registration

All temporary signs, other than Type 1 Freestanding Temporary Signs, shall be registered with the Development Services Department prior to their placement to ensure compliance with the standards of this section.

d. Freestanding Temporary Signs

1. General Provisions

The following standards shall apply to all Freestanding Temporary Signs:

- a.** Signs shall not be affixed to poles, posts, stakes or other supporting structures that are permanently installed or anchored into the ground through the use of concrete foundations or similar anchoring techniques.
- b.** Signs, other than Type 4 Freestanding Temporary signs, shall not encroach into the right of way of any public or private street.
- c.** No more than one (1) Freestanding Temporary Sign may be displayed on a parcel or group of adjacent parcels under common ownership or tenancy at any given time, regardless of type, unless otherwise expressly permitted.

2. Type 1 Freestanding Temporary Signs

Signs in this category consist of small, temporary yard signs that are typically associated with (but not limited to) the advertisement of real estate, political campaigns, community events, and meeting announcements

a. Where Permitted

Type 1 Freestanding Temporary signs may be displayed in any district, except the DT-1 district, and may be associated with any use, including parcels containing only vacant or undeveloped land.

b. Permitted Size

The maximum sign display area is limited to six (6) square feet (per side if dual sided).

c. Permitted Height

The maximum height of the sign, including any supporting posts or stakes, is limited to four (4) feet above the adjacent grade.

d. Number Permitted

1. General

One (1) Type 1 Freestanding Temporary Sign may be displayed per 200 linear feet of street frontage upon each parcel, provided that where parcels have multiple street frontages, signs shall be separated by a minimum of 50 feet as measured in a straight line between them.

2. Suspension of Type 1 Freestanding Temporary Sign Limits

Beginning on the 30th day prior to the beginning of early voting for any scheduled primary or election, as established by the North Carolina Board of Elections, and ending the 10th day following the primary or election, the limit on the number of Type 1 Freestanding Temporary Signs that may be displayed on a parcel containing a use in the Household Living use classification is suspended. All other regulations associated with such signage shall remain in effect during such period of suspension. Following the end of such period of suspension of this regulation, the limit on the number of permitted Type 1 Freestanding Temporary Signs shall be in force until the following period of suspension.

e. Sign Material

The display area (sign face) shall be composed of a rigid material.

f. Mounting Standard

Signs may only be mounted and supported by posts or stakes.

g. Permitted Duration of Display

There is no limit to the duration of the display of a Type 1 sign.

3. Type 2 Freestanding Temporary Signs

Signs in this category are typically referred to as “banners” that are typically associated with (but not limited to) the announcement of community, sporting and similar special events.

a. Where Permitted

1. Type 2 Freestanding Temporary signs are permitted in all districts, with the exception of the DT-1 district.
2. In districts where permitted, Type 2 signs may be displayed only on parcels or groups of adjacent parcels under common ownership which contain either:
 - (i) A use in the Agricultural use classification.
 - (ii) A multi-family use with twenty-four (24) or more dwelling units;
 - (iii) A use in the Group Living use classification;
 - (iv) A use in the Public and Institutional use category; or
 - (v) A use in the Recreation / Entertainment, Outdoor use category

b. Permitted Size

The maximum sign display area is limited to eighteen (18) square feet (per side if dual sided).

c. Permitted Height

The maximum height of the sign, including any supporting posts or stakes, is limited to four (4) feet above the adjacent grade.

d. Number Permitted

One (1) Type 2 Freestanding Temporary Sign may be displayed on a parcel or group of adjacent parcels under common ownership or tenancy.

e. Sign Material

The display area (sign face) shall be composed of flexible material.

f. Mounting Standard

Signs may only be mounted and supported by posts or stakes.

g. Number of Sides

The display area may be either single or dual sided, but shall not consist of more than one (1) distinct component.

h. Permitted Duration of Display

Type 2 signs are permitted to be displayed for a maximum period of fourteen (14) calendar days. A maximum of six (6) separate displays are permitted during each calendar year with a minimum of ten (10) days of separation between displays.

4. Type 3 Freestanding Temporary Signs

Signs in this category are large temporary signs typically associated with (but not limited to) the advertisement of large tracts of land for sale, large-scale construction and development activity, or the advertisement of commercial or industrial buildings for sale or lease.

a. Where Permitted

Type 3 Freestanding Temporary signs are permitted only on parcels or groups of adjacent parcels under common ownership which contain either:

1. A one- to four family dwelling where the size of the parcel or group of adjacent parcels under common ownership is a minimum of (3) acres in size;
2. Vacant or undeveloped land where the parcel or group of adjacent parcels under common ownership is a minimum of one (1) acre in size; or

3. A use in any other classification, category, or group, provided that the parcel upon which the sign is displayed has a minimum of 200 feet of frontage on a public street, as measured at the right-of-way.

b. Simultaneous Display Prohibited

A Type 3 Freestanding Temporary sign shall not be displayed upon a parcel that contains a permanent freestanding sign, including a sign structure that has had its display area removed.

c. Permitted Size

The maximum sign display area is limited to twenty-four (24) square feet (per side if dual sided).

d. Permitted Height

The maximum height of the sign, including any supporting posts or stakes, is limited to eight (8) feet above the adjacent grade.

e. Number Permitted

One (1) Type 3 Freestanding Temporary Sign may be displayed on a parcel or group of adjacent parcels under common ownership or tenancy.

f. Sign Material

The display area (sign face) shall be composed of a rigid material.

g. Mounting Standard

Signs shall be mounted to and supported by a minimum of two (2) separate posts or stakes.

h. Number of Sides

The display area may be either single or dual sided, provided that the sides of a dual sided sign may not exceed a separation of more than 30 degrees from parallel at their point of intersection.

i. Permitted Duration of Display

1. Type 3 signs may be displayed without limit to duration upon any parcel or group of adjacent parcels under common ownership which contain only vacant or undeveloped land, including land whose principal use is the production of agricultural commodities or silviculture (forestry).
2. In all other cases, the duration of display shall be limited to two (2) years, provided that this limit shall not apply if the land, and any building(s) and/or structure(s) upon such parcel or group of parcels, is not occupied or in active use for purposes other than the occupancy of a one- to four family dwelling at any time during the period of display.

3. Where the display of a Type 3 sign is subject to a limit on the duration of display, there shall be a minimum period of separation of sixty (60) days between the removal of the previously permitted sign and the display of a new sign. Such period of separation shall apply in all cases where a sign subject to a limit on the duration of its display is removed, regardless of whether the maximum allowed duration for its display has been reached at the time of its removal.

5. Type 4 Freestanding Temporary Signs

The category of signs defined as Type 4 Freestanding Temporary signs shall include only those signs which are constructed in a manner that is commonly referred to as an “A-frame” or “sandwich board” sign. The faces of the sign shall be connected at the top by hinges or similar mechanisms and the sign shall be self-supporting when placed in its display position.

a. Where Permitted

Type 4 Freestanding Temporary signs may only be displayed in association with a nonresidential use, subject to the following standards.

b. Permitted Size

The maximum sign display area is limited to eight (8) square feet (per side if dual sided).

c. Permitted Sign Dimensions

The maximum height of the sign is limited to four (4) feet above the grade of the surface upon which it is displayed when placed in its display position, and shall have a width of no more than four (4) feet.

d. Sign Material

The display areas (sign faces) shall be composed of a rigid material, such as wood, metal, slate, or a high-quality synthetic material.

e. Number Permitted

One (1) Type 4 Freestanding Temporary Sign may be displayed per customer entrance, subject to the limitations on separation under Placement Standards.

f. Placement Standards

1. A Type 4 sign may only be placed within an area bounded by an imaginary line running ten (10) feet along the building wall from the outer edges of the customer entrance, extending ten (10) feet

perpendicular to the building wall and thence connecting at the center point of the customer entrance ten (10) feet from the building wall.

2. Type 4 signs may be placed upon a public sidewalk or other pedestrian walkway, provided that a minimum of four (4) feet of unobstructed clearance is maintained along the directional path of the walkway.
3. Type 4 signs associated with an individual tenant space with multiple entrances shall be separated by a minimum of 50 feet.
4. In no case shall a Type 4 sign be placed within a landscaped area, or within a vehicular use area, including parking areas.

g. Permitted Duration of Display

Type 4 signs may only be displayed during the period beginning 30 minutes prior to the daily opening and ending 30 minutes following the daily closing of the entity displaying the sign.

6. Type 5 Freestanding Temporary Signs

The category of signs defined as Type 5 Freestanding Temporary signs are typically known as “feather flags.”

a. Where Permitted

Type 5 Freestanding Temporary signs may be displayed in any zoning district with the exception of the DT-1 and DT-2 districts, and areas designated as a Historic or Landmark Overlay District.

b. Permitted Size

Flags may not have a width of greater than three (3) feet.

c. Permitted Height

The maximum height of the sign (flag and pole) is limited to 10 feet above the grade of the surface upon which it is displayed when placed in its display position.

d. Number Permitted

One (1) sign is permitted per 50 feet of lot frontage, with a maximum of four signs per parcel.

e. Sign Material

Flag display areas shall be composed of a flexible fabric material.

f. Placement Standards

Type 5 signs shall be separated by a minimum of 50 feet from each other.

g. Mounting Standards

Type 5 signs shall be affixed with ground mounts with the pole installed perpendicular to the ground. Aboveground mounts including, but not limited to, feet or legs shall not be permitted. Type 5 signs shall not be mounted to any other structure.

h. Permitted Duration of Display

There is no limit to the duration of display of a Type 5 sign, provided that the sign is well-maintained and is not torn, faded, flayed, damaged, broken, or otherwise in disrepair.

i. Attachments

No other sign, object, or device shall be attached to a Type 5 sign.

e. Wall Mounted Temporary Signs

Temporary signs mounted to building walls may be displayed subject to the following provisions:

1. Where Permitted

- a.** Wall mounted temporary signs are permitted in accordance with these regulations in all districts, subject to the following use restrictions.
- b.** Wall mounted temporary signs are permitted to be displayed on buildings housing a principal use within the Public and Institutional, Commercial or Industrial use classification, as well as any building occupied in its entirety by a unit of government or a registered non-profit corporation.

2. Number Permitted

One (1) temporary wall sign may be displayed per building occupied by a single tenant. Buildings designed for occupancy by multiple tenants where each tenant has a separate entrance may display one (1) temporary wall sign per tenant space. Buildings occupied by multiple tenants that share a common entrance may not display more than one (1) temporary wall sign at any given time.

3. Mounting Requirement

Temporary wall signs shall be mounted flush against the building wall and secured by fasteners or other anchors at each corner.

4. Maximum Display Area

The maximum display area for temporary wall signs shall be the greater of eighteen (18) square feet or twenty-five percent (25%) of the maximum

permitted permanent wall signage, not to exceed 72 square feet. In the DT-1 district, the maximum size shall be limited to six (6) square feet.

5. Permitted Duration of Display

Temporary wall signs may be displayed for a maximum of thirty (30) consecutive calendar days.

6. Permitted Number of Displays

Temporary wall signs may be displayed a maximum of four (4) times per calendar year, with a minimum of thirty (30) days of separation between removing a temporary wall sign and displaying a new temporary wall sign. The minimum time period between temporary sign displays for buildings housing multiple uses that share a common entrance is ten (10) days.

7. Supplemental Display

Beginning on the date that a certificate of occupancy for a newly constructed building or permit for a bona fide change of use is issued and ending 60 calendar days following the issuance of said certificate or permit, a temporary wall sign in compliance with the remaining standards of this section may be displayed for the duration of the 60-day period. The display of a temporary wall sign subject to this provision shall be counted as one of the four (4) permitted displays for the calendar year in which the sign is removed. The required thirty (30) day separation period shall begin upon the removal of such sign.

f. Temporary Window Signage

The display of temporary window signs shall be regulated by the general window signage standard established in Section 30-5.L.8(b)(3)

g. Festival and Special Event Signage

A permit for the display of temporary signage advertising a festival or special event may be issued by the City Manager or his designee upon application by the event organizer. Such application shall specify the size, location, illumination, design, and duration of display for the temporary signs. If approved, a compliance deposit for each sign in an amount established by the City Council shall be required. Each permitted sign must be removed upon the expiration date of the approval. The compliance deposit shall be refunded when the permitted sign(s) is removed in a timely manner upon the expiration date of the approval. In addition to the other remedies cited in this Ordinance, failure to remove a sign upon the expiration date of the approval will result in the removal of the sign(s) by the City and retention of the entire compliance deposit.

h. Temporary Use Signage

The issuance of a Temporary Use Permit allows the display of one (1) Freestanding Temporary Sign (Type 1, 2 or 4) at the permitted location of the Temporary Use for the period of operation as specified in the Temporary Use Permit.

i. Supplemental Land Development Signage

Beginning upon the date of land development or construction activity authorized by a building permit, site plan, or preliminary subdivision plat approval and ending on the date that a certificate of compliance, certificate of occupancy, or final plat approval is granted, two (2) additional Type 1, 2 or 3 Freestanding Temporary Signs may be displayed upon the site of the permitted activity.

j. Supplemental Commercial Business Commencement and Cessation Signage

1. Uses in the Commercial Use Group are permitted to display up to two (2) conforming Type 2 Freestanding Temporary signs per street frontage and one (1) Wall Mounted Temporary signs per street frontage for a period of 30 days to coincide with the period of the bona fide initial occupancy or commencement of business operations.
2. Such signage shall also be permitted for a period of 30 days coinciding with the bona fide cessation of a commercial use, provided that it shall be a violation of this Ordinance for the business to continue in operation or resume operations at the same location within 30 days following the date of cessation specified in the registration of the supplemental signage with the Planning and Development Department.
3. No more than one (1) display authorized by the proceeding may occur within any 12-month period on a parcel that is individually occupied or in association with any individual tenant space in a multi-building or other multi-tenant development.

k. Supplemental Federal Holiday Temporary Signage

1. Uses in the Commercial Use Group are permitted to display one (1) conforming Type 2 Temporary Freestanding sign per street frontage and one (1) conforming Wall Mounted Temporary Sign per building frontage for three (3) days prior to a recognized Federal Holiday, the day of the Federal Holiday, and the day immediately following the Federal Holiday.
2. The display of such signs shall not count toward limits on the otherwise applicable limits on frequency of display per calendar year for each type of sign.

I. UC District Supplemental Temporary Signs

Colleges and universities located within the UC zoning district may display the following supplemental temporary signage.

1. Supplemental Type 2 Signage Attached to Light Poles

- a.** Type 2 Freestanding Temporary signs of a unified design may be affixed to and displayed on privately owned and maintained light poles situated on the campus of the college or university.
- b.** Such signs shall not exceed 15 square feet in area.
- c.** There is no limit to the number of Type 2 signs that may be displayed in conformance with the provisions above.

2. Supplemental Type 5 Freestanding Temporary Signs

- a.** The restriction on the number of Type 5 signs shall not apply to colleges and universities in the UC district, provided that such signs maintain a 50-foot separation from each other and are set back at least 10 feet from property lines.

30-5.L.8. Permanent Signs

a. Permanent Signs Permitted within Residential Zoning Districts

The following regulations shall govern the display of permanent signs within the AR, SF-15, SF-10, SF-6, MR-5, and MH zoning districts.

1. Freestanding Residential Development Identification Sign

a. Where Permitted

Freestanding residential development identification signs shall be permitted in association with any residential development containing at least 12 lots or dwelling units, including single-family attached and detached developments, multi-family developments, and mobile home parks. Such signage may also be permitted within the interior of a residential development to identify the location of community amenities, such as clubhouses and recreational areas.

b. Number Permitted

1. One double-faced sign or two single-faced signs are permitted at each entrance to the residential development from an external street.
2. One double or single faced sign is permitted along each road frontage adjacent to a community amenity area, where such amenity is located at least 100 feet from an external street.

c. Sign Type

Residential development identification signs shall be designed as a ground mounted monument style sign or may be incorporated into a perimeter landscape wall or similar feature.

d. Permitted Sign Area

Residential development identification signs shall not exceed 32 square feet in area. When attached to walls or other landscaping features, only the area containing text, graphics, or logos shall count toward the maximum area.

e. Permitted Sign Height

Residential development identification signs shall not exceed six (6) feet in height.

f. Permitted Location

Signs shall be located within 100 feet of the entrance to the residential development with which they are associated. If requested, the City of

Fayetteville may grant an encroachment agreement to permit the placement of ground mounted monument style signage within the right-of-way at the entrance of the development, provided the location, design, and construction are approved by the Traffic Engineering Division and the Fire Department.

g. Illumination

Signs may only be externally illuminated.

2. Freestanding Non-Residential Signs

The following permanent signs shall be permitted in association with permitted non-residential uses within a residential zoning district.

a. Freestanding Non-Residential Use Identification Sign

1. Where Permitted

Freestanding non-residential use identification signs may be established on any parcel or group of parcels under common ownership containing a permitted non-residential use in a residential zoning district.

2. Number Permitted

One (1) sign is permitted per street frontage.

3. Sign Type

Non-residential use identification signs shall be designed as a ground mounted monument style sign.

4. Permitted Sign Area

Non-residential use identification signs shall not exceed 32 square feet in area.

5. Permitted Sign Height

Non-residential use identification signs shall not exceed six (6) feet in height.

6. Illumination

Only external illumination is permitted.

b. Freestanding Directional and Circulation Signage

Permanent freestanding directional and circulation signage may be established along entranceways, within parking areas, and along internal

drives to direct vehicular and pedestrian traffic, subject to the following standards:

1. Directional signs shall not exceed four (4) square feet of copy area.
2. Signs shall be placed in a manner that does not interfere with site distance requirements or otherwise obstruct visibility.
3. No directional signage shall be installed within a public right-of-way.
4. Directional signs may be internally or externally illuminated.
5. Directional signs shall have a common design, including materials, color, illumination, and typeface.

3. External-Facing Sports Field Signage

External-facing signage may be established upon fences and walls enclosing sports fields and stadiums exclusively hosting amateur youth sports, subject to the following regulations:

a. Number Permitted

One (1) externally facing sign is permitted per each corresponding internally facing sign. No externally facing sign shall be displayed without the presence of an identical sign facing inward toward the sporting field or stadium.

b. Location

The sign shall be attached to a fence or wall enclosing a sports field or stadium that is at least 75 feet from a street right-of-way or any residentially used or zoned property line.

c. Permitted Sign Height

Signs shall not exceed six (6) feet in height and shall not extend beyond the top of the fence or wall to which they are mounted.

d. Design

Signs shall be constructed of a rigid material that permits secure mounting to a fence or wall. Signs shall all be of a similar shape and size to present a uniform appearance along the fence or wall.

e. Arrangement

All signs shall be mounted in a single row along the fence or wall. No sign shall be mounted above or below another sign.

f. Illumination

Signs may not have any direct illumination.

4. Home Occupation Signage

A permitted Home Occupation is allowed to display one (1) wall sign with an area of up to four (4) square feet that is mounted directly onto the wall of the structure in which the occupation is performed. Signs shall not be internally illuminated or have direct external illumination.

b. Permanent Signs Permitted within General Non-Residential Zoning Districts

The following regulations shall govern the display of permanent signs within the OI, NC, LC, CC, MU, BP, LI, and HI districts. Property owners are encouraged to pursue high quality signage through the use of performance incentives and alternative signage plans for unique or innovative sign designs, such as three dimensional signs.

1. Freestanding Signs

The following standards shall govern the display of freestanding signs.

a. General Standards

1. Permitted Number of Signs

- (i)** One (1) freestanding sign is permitted per parcel per street frontage with a length of up to 150 feet.
- (ii)** Parcels with street frontage exceeding 150 feet, may place one additional freestanding sign per each additional 100 feet of street frontage, up to a maximum of three (3) freestanding signs.
- (iii)** Automobile sales uses holding franchises for the sale of multiple makes of vehicles on a single parcel shall be permitted to have at least one (1) freestanding sign per franchised make being held for sale on the parcel.
- (iv)** A parcel containing a theater use which also contains other commercial uses in a combined development shall be permitted to have one (1) additional freestanding sign.

2. Minimum Separation of Signs

- (i)** Freestanding signs, other than directional signs, located on the same parcel shall be separated by a minimum distance of 75 linear feet.

- (ii) Freestanding signs shall be separated from other freestanding signs on adjacent parcels by a minimum distance of 20 linear feet.

3. Unified Signage Style

Where multiple freestanding signs are permitted on a single parcel, only one type of freestanding sing (ground or pole) shall be permitted.

4. Supplemental Sign Height and Copy Area Allowance

Where a single entity occupies one or more contiguous parcels exceeding the minimum size threshold established herein, the following allowances shall be made for supplemental height and copy area for permitted freestanding ground and poles signs as follows:

- (i) Parcels 3.0 acres to 4.99 acres: 20% increase in height and copy area
- (ii) Parcels 5.0 acres and larger: 30% increase in height and copy area

b. Ground Signs

1. Permitted Copy Area

The maximum permitted copy area for ground signs in each district shall be in accordance with the following:

(i) OI and NC Districts

The maximum permitted sign copy area along each frontage shall be the greater of 24 square feet or one-half square foot (0.5) per linear foot of street frontage, not to exceed 75 square feet.

(ii) UC District

The maximum permitted sign copy area along each frontage shall be one (1) square foot per linear foot of street frontage, not to exceed 100 square feet

(iii) LC, CC, MU, BP, LI, and HI Districts

The maximum permitted sign copy area along each frontage shall be the greater of 48 square feet or one-half square foot (0.5) per linear foot of street frontage, not to exceed 150 square feet.

2. Maximum Height

(i) OI, NC, and UC Districts

The maximum permitted height for ground signs is 12 feet.

(ii) LC, CC, MU, BP, LI, and HI Districts

The maximum permitted height for pole signs is 20 feet.

3. Required Setback

Ground signs shall be set back from all adjoining rights-of-way and property lines by a minimum of 10 feet.

4. Illumination

Internal and external illumination are permitted.

5. Changeable Copy

Changeable copy area is permitted to occupy up to 30% of the sign face. Either manual changeable copy or electronic changeable copy is permitted. Where changeable copy displays are utilized, the display area shall be installed flush with the sign face.

6. Design Incentive

To incentivize the use of high-quality design and materials in ground signs, the permitted copy area of such signs may be increased by up to 50% if one of the following options is used:

- (i)** All graphics, text, and logos are designed in a manner so that they are attached to, protrude from, or are etched/routed into, an opaque, solid, sign face, with a minimum relief of one (1) inch (either projection or recession), and either external or halo style illumination is utilized, if any.
- (ii)** All graphics, text, and logos are routed into an opaque, solid surface, sign face, not to exceed 35% of the area of the sign face. Such routed area may have transparent (including colored) backing to allow for internal illumination of the sign.

c. Pole Signs

1. Permitted Copy Area

The maximum permitted copy area for pole signs in each district shall be in accordance with the following:

(i) OI, NC, and UC Districts

The maximum permitted sign copy area along each frontage shall be one-half square foot (0.5) per linear foot of street frontage, not to exceed 50 square feet.

(ii) LC, CC, MU, BP, LI, and HI Districts

The maximum permitted sign copy area along each frontage shall be (0.5) per linear foot of street frontage, not to exceed 150 square feet.

(iii) Sign Consolidation Incentive

In any situation in which multiple pole-signs are permitted on a single parcel and the owner chooses to utilize no more than one (1) pole sign per frontage, the permitted copy area of the sign may be increased by 25%. Any sign erected utilizing this incentive shall be removed or otherwise made conforming to the general standard before additional permitted pole signs may be placed on the parcel or frontage.

2. Maximum Height

(i) OI, NC, and UC Districts

The maximum permitted height for pole signs is 15 feet.

(ii) LC, CC, MU, BP, LI, and HI Districts

The maximum permitted height for pole signs is 25 feet.

3. Required Setback

Pole signs shall be set back from all adjoining rights-of-way and property lines by a minimum of 5 feet.

4. Changeable Copy

Changeable copy area is permitted to occupy up to 30% of the sign face. Either manual changeable copy or electronic changeable copy is permitted. Where changeable copy displays are utilized, the display area shall be installed flush with the sign face.

5. Illumination

Only internal illumination is permitted.

6. Supporting Structure Concealment

Rectangular covers having a color and finish similar to the main body of the sign shall be installed around each supporting pole from the sign base or grade to the bottom of the sign. The cumulative width of the covers shall be a minimum of 20% and maximum of 50% of the width of the sign.

2. Building Mounted Signage

The following standards shall govern the display of wall, window, canopy, awning, and marquee signs.

a. General Standards

1. Permitted Number of Signs

(i) Single Occupancy Buildings

No more than one (1) building mounted sign, excluding window signs, may be displayed per street frontage; provided that a projecting sign mounted on the corner of a building shall not count toward the maximum number of building mounted signs permitted per frontage.

(ii) Multiple Occupancy Buildings

No more than one (1) building mounted sign, excluding window signs, may be displayed per tenant space; provided that a projecting sign mounted on the corner of a building shall not count toward the maximum number of building mounted signs permitted per frontage.

2. Permitted Copy Area Calculation

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

- (i)** One (1) square foot per linear foot of building wall or width of tenant space; or
- (ii)** 10% 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.

3. Maximum Permitted Copy Area

- (i)** In the OI, NC, and UC districts, the maximum copy area shall be limited to 50 square feet.
- (ii)** In the other non-residential districts, the maximum copy area shall be limited to 500 square feet.

b. Wall Signs

- 1.** Wall signs shall not project more than six (6) inches from the building wall to which they are attached. The foregoing shall not apply to:
 - (i)** Channel letter style signs;
 - (ii)** Graphics, text, and logos that are affixed to, or protrude from, the face of a sign six (6) inches or less where the depth of the body of the sign does not project more than six (6) inches from the building wall.
- 2.** Wall signs may be internally or externally illuminated.
- 3.** Digital readerboards and similar electronic display screens shall not be utilized for a wall sign.
- 4.** Manual changeable copy sign area is not permitted on the face of a wall sign.
- 5.** Wall signs shall not be painted directly on the surface of a building.
- 6.** To incentivize the use of high-quality design and materials in wall signage, the permitted area of such signs may be increased by up to 50% if one of the following options is used:
 - (i)** Channel letter style design is utilized for the entire sign
 - (ii)** All graphics, text, and logos are designed in a manner so that they are attached to, protrude from, or are etched/routed into, an opaque, solid, sign face, with a minimum relief of one (1) inch (either projection or recession), and either external or halo style illumination is utilized, if any.
 - (iii)** All graphics, text, and logos are routed into an opaque, solid surface, sign face, not to exceed 35% of the area of the sign face. Such routed area may have transparent (including colored) backing to allow for internal illumination of the sign.

c. Canopy and Awning Signs

1. Canopy and awning signs may be painted or printed upon a canopy or awning or may be attached, provided such attached sign shall be affixed flat to the surface of the canopy or awning completely within the limits of the canopy or awning.
2. Canopy and awning signs may only be externally illuminated.
3. Under-canopy, canopy soffit, or ceiling signs shall be hung beneath a canopy so that the copy or display shall be perpendicular to the building wall. Signage shall be permitted along the edge of a canopy provided the sign copy shall not extend in any direction above, beyond or below the canopy edge. The fringe or drip-flap portion of a canvas awning shall be considered as a canopy edge.
4. Signage shall be permitted above the edge of the canopy on the protection covering of the canopy provided the signage is within the parallel edges of the protective covering and is an integral part of the protective covering or is applied directly thereto.

d. Marquee Signs

1. The copy area of a marquee sign shall be permitted to extend the full length of the sign, without regard to copy area limitations for building mounted signs.
2. The copy area of a marquee sign shall not exceed six (6) feet in height.
3. Marquee signs may project over a pedestrian walkway, provided that a minimum overhead clearance of nine (9) feet is maintained from the grade of the walkway.
4. Marquee signs may not project within two (2) feet of the curb or edge of a street.
5. Where a marquee sign projects into a public right-of-way, a right-of-way encroachment permit shall be required prior to the approval of the sign permit.
6. The copy area of a marquee sign may consist of either manual changeable copy or a digital readerboard or similar electronic display.
7. Marquee signs may be either externally or internally illuminated.

e. Projecting Signs

1. Projecting signs shall not extend vertically above the roof line or parapet wall of the building to which it is mounted.
2. Where a projecting sign is located above a pedestrian walkway, a minimum overhead clearance of nine (9) feet shall be maintained from the grade of the walkway to the lowest point of the sign.
3. Projecting signs may not project within two (2) feet of the curb or edge of a street.
4. Where a projecting sign projects into a public right-of-way, a right-of-way encroachment permit shall be required prior to the approval of the sign permit.
5. Projecting signs may be externally or internally illuminated.
6. To incentivize the use of high-quality design and materials in projecting signs, the permitted copy area of such signs may be increased by up to 50% if one of the following options is used:
 - (i) Channel letter style design is utilized for the entire sign
 - (ii) All graphics, text, and logos are designed in a manner so that they are attached to, protrude from, or are etched/routed into, an opaque, solid, sign face, with a minimum relief of one (1) inch (either projection or recession), and either external or halo style illumination is utilized, if any.
 - (iii) All graphics, text, and logos are routed into an opaque, hollow sign structure, with such routed area not to exceed 35% of the area of the sign face. Such routed area may have transparent (including colored) backing to allow for internal illumination of the sign.

3. 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.

4. Directional and Circulation Signage

Freestanding directional and circulation signage may be established along entranceways, within parking areas, and along internal drives to direct vehicular and pedestrian traffic, subject to the following standards:

- a. Directional signs shall not exceed four (4) square feet of copy area.
- b. Signs shall be placed in a manner that does not interfere with site distance requirements or otherwise obstruct visibility.
- c. No directional signage shall be installed within a public right-of-way.
- d. Directional signs may be internally or externally illuminated.
- e. Directional signs shall have a common design, including materials, color, illumination, and typeface.

5. External Facing Sports Field Signage

External-facing signage may be established upon fences and walls enclosing sports fields and stadiums exclusively hosting amateur youth sports, subject to the following regulations:

a. Number Permitted

One (1) sign is permitted per each corresponding internally facing sign. No externally facing sign shall be displayed without the presence of an identical sign facing inward toward the sporting field or stadium.

b. Location

The sign shall be attached to a fence or wall enclosing a sports field or stadium that is at least 75 feet from a street right-of-way or any residentially used or zoned property line.

c. Permitted Sign Height

Signs shall not exceed six (6) feet in height and shall not extend beyond the top of the fence or wall to which they are mounted.

d. Design

Signs shall be constructed of a rigid material that permits secure mounting to a fence or wall. Signs shall all be of a similar shape and size to present a uniform appearance along the fence or wall.

e. Arrangement

All signs shall be mounted in a single row along the fence or wall. No sign shall be mounted above or below another sign.

f. Illumination

Signs may not have any direct illumination

6. Billboard Signs

The following regulations shall apply to billboard signs.

a. Where Permitted

Billboard signs shall only be permitted in the LI and HI districts, subject to the following standards.

b. Permitted Copy Area

The maximum permitted copy area of a billboard sign shall be:

1. LI District: 300 square feet
2. HI District: 400 square feet

c. Permitted Height

The maximum permitted height of a billboard sign shall be:

1. LI District: 25 feet
2. HI District: 30 feet

d. Number of Sign Faces

Billboards may display a single sign face or a double sign face where the two faces of the sign are situated back-to-back and parallel to each other.

e. Location Restrictions

1. No billboard shall be located within 2,000 feet of any other billboard.
2. No billboard shall be located within 500 feet of any residential zoning district or residential structure.

f. Landscaping

The area below the sign within a radius of 15 feet of the support structure shall be landscaped and maintained with a vegetative groundcover and

shrubs in compliance with Section 30-5.B.1, Landscaping Standards, with shrubs planted at a rate of one per five square feet.

c. Permanent Signs Permitted within the Downtown Zoning Districts

The following regulations shall govern the display of permanent signs within DT-1 and DT-2 districts.

1. Building Mounted Signage

a. General Standards

1. Permitted Number of Signs

(i) DT-1 District

One (1) primary exterior building mounted sign (wall or projecting) is permitted per street frontage or one (1) sign for each ground floor tenant space having an individual customer entrance. Additional secondary building mounted signs are permitted as specified herein.

(ii) 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.

2. Permitted Copy Area Measurement

(i) DT-1 District

1. Single Tenant Buildings and Multi-Tenant Buildings with Common Ground Floor Tenant Entrances

The maximum copy area shall be limited to one (1) square foot per linear foot of building wall upon which the sign is mounted.

2. Multi-Tenant Buildings with Individual Ground Floor Tenant Entrances

The maximum copy area shall be limited to one (1) square foot per linear foot of building wall as measured from the outer edges of the ground floor tenant space accessed by the customer entrance with which the sign is associated.

(ii) DT-2 District

The maximum copy area shall be limited to one (1) square foot per linear foot of building wall upon which the sign is mounted.

3. Uniformity of Sign Type Required

Where a building is permitted to display multiple exterior building mounted signs, all primary signs along each frontage shall be of a uniform type – either wall signs or projecting signs.

4. Changeable Copy

Changeable copy area of any type shall not be included in the design of building mounted signage other than for assembly and entertainment uses, such as theaters, arenas, and similar venues.

5. Integration with Architectural Features

Building mounted signs shall not be installed so as to obstruct architectural features. Where a building contains an existing space for a sign integrated into the façade, it shall be utilized for the placement of new wall signage.

b. Wall Signs

1. Wall signs may not project more than 12 inches from the face of the building upon which they are mounted.
2. Wall signs may not extend:
 - (i) Above the bottom of the building's upper cornice or cap;
 - (ii) The top of the parapet wall of a flat roofed building without a cornice or cap; or
 - (iii) The bottom of the eaves of a sloped roof building.
3. Wall signs shall not be painted directly onto the surface of a building.

c. Projecting Signs

1. Projecting signs shall not exceed 50 square feet in copy area.
2. Projecting signs may project to a maximum of five (5) feet from the building wall upon which they are mounted.
3. No part of a projecting sign shall be more than 20 feet above grade.
4. Projecting signs located above pedestrian walkways shall maintain a clear height of at least nine (9) feet from the grade of a walkway to the bottom of the sign.

5. Projecting signs extending into a public right-of-way shall require an encroachment agreement prior to the issuance of a sign permit.

d. Window Signs

Window signs (including signs on glass doors) are permitted in accordance with the standard established in Section 30-5.L.8(b)(3), except that in the DT-1 district the following restrictions on size and coverage shall apply:

1. Signage attached to an individual window shall not exceed the lesser of one-third (1/3) of the glazed area of the window or 15 square feet.
2. The cumulative amount of window signage permitted for any individual tenant space, or building frontage in the case of a single tenant building, shall not exceed the lesser of one-third (1/3) of the cumulative glazed window area or 50 square feet.

e. Permanent Flag Displays

1. Each single tenant building or individual tenant space having an individual street level customer entrance onto a public sidewalk is permitted to permanently display one (1) exempt flag and one (1) other flag mounted to the building wall.
2. One (1) additional flag is permitted to be mounted for each 50 linear feet of building wall, up to a total of five (5) flags.
3. Flags displayed in accordance with this section shall not exceed 25 square feet in area.
4. No portion of the flag or mounting hardware shall be below nine (9) feet above the grade of a pedestrian walkway.
5. Flags projecting into a public right-of-way shall require the issuance of an encroachment permit.

f. Canopy and Marquee Signs

1. Signs may be installed on the face of a canopy or marquee, or may be mounted to the top of a canopy using cut-out or channel style lettering.
2. Where mounted to the top of a canopy, the sign components shall not exceed 24 inches in height or extend past the outer edges of the canopy structure.
3. Canopy and marquee signs shall not exceed the maximum copy area that would be permitted for a wall mounted sign.

4. Where permitted, changeable copy area may be included on a canopy or marquee at the rate of three (3) square feet per linear foot of the canopy or marquee. The changeable copy area shall be limited to five (5) feet in height.

g. Awning Signs

Text, graphics, and logos, not exceeding 18 inches in height are permitted to be displayed (painted, printed, or embroidered) on the front and sides of awnings.

h. Directory and Customer Entrance Signage

One (1) sign having an area not exceeding three (3) square feet shall be permitted to be mounted to the exterior of a building wall within three (3) feet of each customer entrance.

2. Freestanding Signs

Freestanding signs in the DT-2 district shall be regulated in accordance with the standards set forth for such signs in the NC and OI districts as set forth in section 30-5.L.8.(b). Freestanding signs in the DT-1 district are permitted subject to the following regulations.

a. Ground Signs

1. Number Permitted

One (1) ground sign is permitted per street frontage.

2. Permitted Copy Area

The maximum permitted copy area is 20 square feet.

3. Maximum Height

The maximum permitted height of a ground sign is seven (7) feet. As measured from the grade of the adjacent sidewalk.

4. Illumination

Internal and external illumination are permitted.

5. Changeable Copy

Changeable copy area is permitted to occupy up to 50% of the sign face, provided that only manual changeable copy is permitted. Changeable copy area shall be designed so that it is flush with the sign face.

6. Design Standard

One of the following design options shall be utilized:

- (i)** All graphics, text, and logos are designed in a manner so that they are attached to, protrude from, or are etched/routed into, an opaque, solid, sign face, with a minimum relief of one (1) inch (either projection or recession), and either external or halo style illumination is utilized, if any.
- (ii)** All graphics, text, and logos are routed into an opaque, solid surface, sign face, not to exceed 35% of the area of the sign face. Such routed area may have transparent (including colored) backing to allow for internal illumination of the sign.

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 development projects listed in this section. The approved signage plan may include signs of different sizes, types, locations, placement and height from those otherwise enumerated in this Article.

a. Purpose

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.

b. Application

Alternative signage plans may be submitted for the following types of development: Commercial, industrial, institutional, office, residential or mixed-use developments containing five or more acres in area, and, regardless of site area, three-dimensional and signs associated with artist studios and galleries, business incubators, schools and large cultural or public facilities of a singular nature (for example, large public museums, city-wide or regional sports or convention centers, transportation centers).

c. Submittal Process

Alternative signage plan applications may be submitted for Planning Commission consideration at the time of original consideration of the proposed development or separately from the original development proposal. The following information or material shall be required for a signage plan application.

1. Owner and contract name, address, telephone number and signature(s), as applicable.
2. A signage plan proposal illustrating the proposed signs, their proposed location, their proposed purpose, along with a statement as to why the existing sign code cannot or should not be followed in the subject case.

3. An analysis showing how the proposed signage plan differs from what could be provided under the existing city sign regulations set forth in this Article.
4. Other similar information determined by the City Manager to be necessary for understanding the purpose and intent of the proposed signage plan application.

d. Review Procedure

The City Manager shall schedule the alternative signage plan for Planning Commission consideration at a legislative hearing. Appeal of the decision may be made to the City Council in accordance with procedures in section 30-2.C.18 Appeal, Item (c) Initiation. In reviewing the proposed signage plan, the Planning Commission shall take the following matters into consideration.

1. The extent to which the proposed signage plan deviates from the sign allowances otherwise applicable in this Article.
2. The rationale provided by the applicant for the deviations.
3. The extent to which the signage plan promotes city goals for way-finding, pedestrian-orientation, and business identification.
4. The degree to which the signage plan creatively and effectively addresses the issues and constraints unique to the site with regard to signage.
5. The degree to which the signage plan creates a unified approach to development signage that is attractive and effective in communication.
6. The Planning Commission may deny or approve the proposed signage plan in part or in total and may establish conditions regarding approval.