



Proposed Amendments to Article 30 regarding Signage

February 23, 2026



- The Development Services Staff has identified areas where updates to the sign ordinance are needed.
- The sign code revision was adopted by the City Council in June 2025. This update made several changes in the way the code would be applied. After implementation, the Development Services Staff identified issues and started working on proposed adjustments that would improve the way the code is applied in particular situations. The primary goal of these amendments to the sign code is to make it easier for both local officials and businesses to navigate the regulations and allow flexibility with regard to sign types and placement.



Sections to be amended:

30-5.L.7.c. Temporary Sign Registration.

Proposed: Remove the registration process requirements.

30-5.L.5.D. Motion Signs.

Proposed: Remove the word “Banners” from the prohibited 30-5.L.5.D Motion Signs section.

30-5.L.8.B.4. Directional and Circulation Signage (Permit Required).

Proposed: Move this section to 30-5.L.6. Exempt Signs section.

30-9.D. Sign, Pole (Definition).

Proposed: Add the words “which places the copy area of the sign (10) feet or more above grade level”.



Sections to be amended:

30-5.L.8.B.1.b. Ground Signs

30-5.L.8.B.1.c. Pole Signs

30-5.L.8.B.2.b. Wall Signs

30-5.L.8.B.6. Billboards

Proposed: Move the text verbiage for each sign type into a table format.

Table 30-3.L.8.B.1.c. Pole Signs

DEFINITION	A freestanding sign which is supported from the ground by one or more poles or similar support structures of narrow width (maximum of 20% of the width of the sign face). (Not a ground sign.)															
PERMITTED ZONING DISTRICT	CD	AR	SF-15	SF-10	SF-6	MR-5	MH	OI	NC	LC	CC	MU	UC	BP	LI	HI
	See note 4 below							P	P	P	P	P	P	P	P	P
COPY AREA MAX (sq. feet)								50	50	50	150	150	50	150	150	150
PERMITTED HEIGHT (feet)								15	15	15	25	25	15	25	25	25
REQUIRED SETBACK	Pole signs shall be setback from all adjoining rights-of-way and property lines by a minimum of 5 feet.															
COPY AREA COMPLIANCE	<ul style="list-style-type: none"> In the OI, NC and UC zoning districts the maximum sign copy area shall be one – half square foot (0.5) per linear foot of street frontage, not to exceed 50 square feet. In the LC, CC, MU, BP, LI and HI districts the maximum sign copy area shall be one – half square foot (0.5) per linear foot of street frontage, not to exceed 150 square feet. 															
SIGN SIZE INCENTIVES	<ul style="list-style-type: none"> 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 standards before additional permitted pole signs may be placed on the parcel or frontage. 															
NOTES	<ul style="list-style-type: none"> Only internal illumination is permitted. 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. 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. For governmental uses in residential districts see section 30-5.L.8.a.6. 															

Sections to be amended:

30-5.L.8.A. Permanent Signs Permitted within Residential Zoning Districts.

Proposed: Add a two new items.

(5) Non-residential Uses within Residential Zoning Districts. Non-residential uses may have (1) wall sign not to exceed 32 square feet in copy area. The sign may be externally or internally illuminated. Except that no illumination is permitted when facing a residentially zoned property or use within (50) feet of the property line.

(6) Governmental Uses within Residential Zoning Districts. Governmental uses including but not limited to; police or fire stations, resource center, recreation centers, and public or private schools licensed through the State of North Carolina, may use the signage regulations as listed for the O&I Zoning District.

(9) 30-5.L.8.B.2.a.1. Building Mounted Signage.

- Current 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.

30-5.L.8.B.2.a.1. Building Mounted Signage

Proposed:

- **Option 1:** No more than (1) building mounted sign excluding window signs, may be displayed per building evaluation.
- **Option 2:** Remove the limit on the number of signs and use a total square footage for the building. **OI, NC,** and ~~UC~~ 50 square feet total. The remaining non-residential zoning district would be 500 square feet total.
- **Option 3:** Limit the overall number of signs per building to between 3 and 5 with no limit on the total square footage per building. This would use the 1 square foot per 1 linear or 10% of the wall area rule to regulate the sign size.

Planning Commission recommended option # 2 with the removal of the UC.

30-5.L.8.B.2.c. Canopy and Awning Signs.

- **Proposed:** Add one additional item.

Except that free standing canopies may have (2) wall signs with a copy area of (1) square foot per (1) linear foot of the elevation that the sign is placed on.



1. Move to approve the proposed text amendments.
2. Move to approve some or none of the proposed text amendments.
3. Remand some or all the proposed text amendments back to the staff for further consideration and specific changes.
4. Denial.





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