

Nonresidential District Freestanding Signage Regulation Comparison

City of Fayetteville

Freestanding Sign Classifications: Ground Signs, Pole Signs

Number Permitted: 1 per frontage, with 1 additional freestanding sign permitted per 100 linear feet of frontage for parcels with more than 250 feet of lot frontage (1 sign per 100 feet of lot frontage in excess of 150 feet), up to a maximum of 3 freestanding signs.

Permitted Sign Area: The maximum amount of sign area allowed is based on a combination of the type of sign, the zoning district, and the amount of lot frontage of the parcel.

Ground signs in the lower intensity nonresidential districts are allowed 1.5 sq. ft. of copy area per linear foot of frontage up to a maximum of 75 sq. ft. or 100 sq. ft. in the UC district. In higher intensity commercial and industrial districts, the amount of area for ground signs is calculated at 1 sq. ft. per linear foot of frontage up to 150 square feet.

The maximum area for pole signs is limited to 1 sq. ft. of copy area per linear foot of frontage up to a maximum of 50 sq. ft. in lower intensity commercial districts and up to 150 sq. ft. in higher intensity commercial and industrial districts.

Permitted Sign Height: Ground signs are limited to a maximum height of 12 feet in lower intensity nonresidential district and are limited to a maximum height of 20 feet in higher intensity commercial and industrial districts.

Pole signs are limited to a maximum height of 15 feet in lower intensity nonresidential district and are limited to a maximum height of 25 feet in higher intensity commercial and industrial districts.

Design Standards: There are copy area incentives for covering pole sign supports or providing a three-dimensional facsimile sign.

City of Durham

Freestanding Sign Classifications: Monument Signs, Pylon Signs

Number Permitted: 1 per street frontage

Permitted Sign Area: The maximum permitted area for all freestanding signs in nonresidential districts is limited to 32 sq. ft. on street frontages up to 150 linear feet, while freestanding signs on street frontages exceeding 150 linear feet are allowed a maximum copy area of 80 square feet.

Permitted Sign Height: Monument signs are limited to 6 feet in height. Pylon signs are limited to 16 feet in height, with the exception of auto-oriented uses in close proximity to a limited access highway, in which case pylon signs are allowed a maximum height of 40 feet.

Design Standards: Pylon signs are required to be designed with covers for sign supports. In certain “Design Districts” there are requirements for certain prescribed design elements for both monument and pylon signs.

City of Greensboro

Freestanding Sign Classifications: No explicit regulatory distinction between freestanding sign types.

Number Permitted: 1 per street frontage

Permitted Sign Area: Freestanding sign area is regulated on a sliding scale in nonresidential districts as follows:

Lowest intensity districts: 0.25 square feet per linear foot up to 100 square feet with a minimum allowance of 25 square feet.

Medium intensity districts: 0.5 square feet per linear foot up to 200 square feet with a minimum allowance of 50 square feet.

High intensity districts: 0.75 square feet per linear foot up to 200 square feet with a minimum allowance of 75 square feet.

Permitted Sign Height: Freestanding sign height is regulated by the intensity of the district as follows:

Lowest intensity districts: 6 feet

Medium intensity districts: 15 feet

High intensity districts: 30 feet

Design Standards: Pole signs with a single support are required to utilize a cover on the pole.

City of Raleigh

Freestanding Sign Classifications: Low Profile (monument), Medium Profile (monument or pole), High Profile (pole).

The type of sign permitted is regulated by street frontage, with all lots permitted to have a Low Profile freestanding sign, lots with at least 100 feet of frontage allowed to have a Medium Profile sign, and lots with at least 200 feet of frontage allowed to have a High Profile sign.

Number Permitted: The number of freestanding signs permitted is regulated by type, as follows:

Low Profile: 1 per site per street frontage

Medium Profile and High Profile: 1 per site with additional signs permitted by Special Use Permit

Permitted Sign Area: The maximum sign area for freestanding signs is regulated by type, as follows:

Lowest Profile: 70 square feet

Medium Profile: 70 square feet for pole signs and 100 square feet for monument signs

High Profile: 100 square feet

Permitted Sign Height: Freestanding sign height is regulated by type as follows:

Lowest Profile: 3.5 feet

Medium Profile: 15 feet for pole signs and 10 feet for monument signs

High Profile: 15 feet

Design Standards: None

City of Wilmington

Freestanding Sign Classifications: Monument, Pole

Number Permitted: 1 per site per street frontage, up to a maximum of 3 freestanding signs

Permitted Sign Area: The maximum sign area is regulated by the intensity of the zoning district and the width of the street frontage and number of travel lanes of the fronting street.

Lowest Intensity District: Ranges from 35 square feet to 50 square feet based on lot frontage and number of travel lanes.

Medium Intensity District: Ranges from 50 square feet to 65 square feet based on lot frontage and number of travel lanes.

High Intensity Districts: Ranges from 65 square feet to 175 square feet based on lot frontage and number of travel lanes.

Permitted Sign Height: Permitted sign height is regulated by the intensity of the zoning district and the width of the street frontage and number of travel lanes of the fronting street.

Lowest Intensity District: Pole signs are permitted a maximum height ranging of 12 feet to 20 feet. Monument signs are permitted a maximum height of 6 feet.

Medium Intensity District: Pole signs are permitted a maximum height of 20 feet. Monument signs are permitted a maximum height ranging from 6 feet to 12 feet.

High Intensity Districts: Pole signs are permitted a maximum height ranging of 20 feet to 30 feet. Monument signs are permitted a maximum height of 12 feet.

Design Standards: Monument signs have standards for the maximum height of the sign base and a maximum width at the top of the sign relative to the width of the base. There is an unclear standard for covering pole sign support structures.

City of Winston-Salem

Freestanding Sign Classifications: There is no regulatory distinction between types of freestanding signs.

Number Permitted: 1 per street frontage up to 300 linear feet. 1 additional sign permitted per street frontage exceeding 300 linear feet.

Permitted Sign Area: The maximum sign area is regulated by the intensity of the zoning district as follows:

Lowest Intensity District: 20 square feet

Low Intensity Districts: 36 square feet

Medium Intensity Districts: 50 square feet

High Intensity Districts: 75 square feet

Signs located in close proximity to a controlled access highway are allowed to have a maximum area of up to 150 square feet.

Permitted Sign Height: Permitted sign height is regulated by the intensity of the zoning district as follows:

Lowest Intensity District: 4 feet

Low Intensity Districts: 6 feet

Medium Intensity Districts: 8 feet

High Intensity Districts: 15 feet

Signs located in close proximity to a controlled access highway are allowed to have a maximum height of up to 50 feet.

Design Standards: None

Nonresidential District Wall Signage Regulation Comparison

City of Fayetteville

Number Permitted: Wall signage is allowed on each street frontage.

Permitted Sign Area: The maximum permitted area for wall signs is permitted at a ratio of 1 square foot per linear foot of building frontage up to a maximum of 50 square feet in low intensity nonresidential districts and the UC district and up to a maximum of 500 square feet in higher intensity commercial and industrial districts.

Design Standards: Incentives allowing a larger sign area are provided for wall signs that use a channel letter design or designed as a three dimensional facsimile sign.

City of Durham

Number Permitted: There is no explicit limit on the number of wall signs.

Permitted Sign Area: The maximum permitted area for all signs on a building wall is limited to 15% of the wall area, with a minimum allowance of 25 square feet for building walls with an area of less than 167 square feet.

Design Standards: Wall signs may not extend more than 12 inches from the building wall and may only have a single sign face.

City of Greensboro

Number Permitted: There is no explicit limit on the number of wall signs.

Permitted Sign Area: Maximum permitted sign area is regulated by the intensity of the zoning district, as shown below. Each building wall is permitted the maximum amount of signage for the particular wall.

Low Intensity District: 10% of the area of the building wall with a minimum allowance of 25 square feet

Medium Intensity Districts: 12.5% of the area of the building wall with a minimum allowance of 50 square feet

High Intensity Districts: 15% of the area of the building wall with a minimum allowance of 50 square feet

Building walls exceeding 30 feet in height are permitted additional sign area of 5% of the wall area above 30 feet in height, provided that the extra wall signage is located at or near the top of the building.

Design Standards: None

City of Raleigh

Number Permitted: There is no explicit limit on the number of wall signs.

Permitted Sign Area: The maximum permitted area of wall signage is limited to 2 square feet per linear foot of building wall that faces a public street or private drive.

Design Standards: Wall signs may not extend more than 12 inches from the building wall.

City of Wilmington

Number Permitted: The number of wall signs permitted is regulated by the type (single vs. multi-tenant) and overall square footage of the building, as follows:

Multi-Unit Building: 2 signs per unit (no more than one per building wall)

Single Tenant Building: Up to 3 signs

Single Story Buildings larger than 120,000 Square Feet: Up to 5 wall signs with no more than 4 signs on any building wall.

Permitted Sign Area: Maximum sign area is permitted as the lesser of 20% of the building wall or according to the maximum for the type and size of building as follows:

Multi-Unit Building: Up to 50 square feet per unit per building wall or up to 200 square feet per building

Single Tenant Building: Up to 200 square feet total

Single Story Buildings larger than 120,000 Square Feet: Up to 400 square feet total

Design Standards: Sign shall not project more than 12 inches from the building wall.

City of Winston-Salem

Number Permitted: There is no explicit limit on the number of wall signs.

Permitted Sign Area: Maximum permitted sign area is regulated by the intensity of the zoning district, as shown below. Each building wall is permitted the maximum amount of signage for the particular wall.

Low Intensity District: 5% of the area of the building wall

Medium Intensity Districts: 10% of the area of the building wall

High Intensity Districts: 15% of the area of the building wall

Design Standards: None