

AMENDING CHAPTER 30 (LDO)
AN ORDINANCE AMENDING THE GREENSBORO CODE OF ORDINANCES WITH
RESPECT TO ZONING, PLANNING AND DEVELOPMENT

(Editor's Note: Added text shown with underlines and deleted text shown with strikethroughs.)

Section 1. That Subsection (A) of Section 30-4-26.5, Sign Permits, is hereby amended to read as follows:

A. Permanent Sign Permit

1. Applicability

If required by Article 14, a sign permit must be obtained prior to commencement of any sign construction activity. The sign permit may be obtained through the Planning Director. When a sign is placed in a public right-of-way or on public property and such sign includes an entity or person's name, phone number, website, information and/or address, there shall be a rebuttable presumption that said person or entity or the person who controls the property at the address or the identified website or phone number was responsible for the placement of the sign; such person or entity shall be responsible for its removal and any applicable penalties unless the presumption is overcome.

2. Lapse of Use

A sign permit becomes null and void if the corresponding activity on the premises is discontinued for a continuous period of 90 days or more in accordance with 30-14-13.4.

3. Permit Duration

If the work authorized by a sign permit has not been completed within 180 days from the date of issuance, the permit is considered null and void.

4. Assignment and Transfer

A current and valid sign permit is freely assignable to a successor as owner of the property or holder of any applicable business privilege license permit for the same premises, subject only to filing such application as the Planning Director may require. The assignment is accomplished by filing and does not require separate approval.

Section 2. That Subsection (E) of Section 30-8-11.5, Home Occupations, is hereby amended and a new Subsection (F) added to read as follows:

E. Parking

Notwithstanding the Nonconformity Regulations of Article 2, ~~the requirements of this section (30-8-11.5) apply to all existing and future required or proposed parking areas and drives for residences containing home occupations must meet the provisions of Sec. 30-11-11.~~

F. Signage

Signage associated with home occupations is limited to one attached sign mounted flat to the front wall of the building that does not exceed 4 square feet in area and 6 feet in height above ground level. Only external illumination is allowed.

Section 3. That Subsection (7) of Section 30-8-10.4(Q), Tourist Homes, is hereby amended to read as follows:

7. Signage for regulations applicable to home occupations must be used for the tourist homes is limited to one attached sign mounted flat to the front wall of the building that does not exceed 4 square feet in area and 6 feet in height above ground level. Only external illumination is allowed.

Section 4. That Subsections 30-14-4.3 and 30-14-4.8 of Section 30-14-4, Prohibited Signs and Prohibited Sign Characteristics, are hereby amended to read as follows:

30-14-4.3 portable signs, but not including signs that are not legible from the public right-of-way or sandwich board signs as permitted in ~~30-14-10.3~~ Table 14-1; also temporary portable signs are allowed in association with a temporary event or special promotion if a temporary sign permit is obtained in accordance with 30-4-26.5(B);

30-14-4.8 signs (including roof signs) that extend vertically above the highest portion of the roof of the structure to which the sign is attached, except for integral roof signs;

Section 5. That Subsection 30-14-5 of Article 14, Sign Regulations, is hereby amended to read as follows:

30-14-5 Signs Exempt from Regulation

30-14-5.1 governmental signs;

30-14-5.2 works of art with no commercial message;

30-14-5.3 lights, and decorations, and/or flags not attached to a permanent pole with no commercial message temporarily displayed ~~on civic, patriotic or religious holidays~~;

30-14-5.4 ~~hand-carried~~ signs hand-carried by an individual;

30-14-5.5 signs located inside buildings, courts, lobbies, stadiums, or other structures that are not attached to a window or door and that are not ~~intended to be seen~~ legible from the exterior of the building or structure;

30-14-5.7 signs affixed to windows of vehicles displaying information on the terms of sale of the subject vehicle;

30-14-5.8 signs not legible from a public or private street; and

30-14-5.9 flags of the United States, North Carolina, local governmental jurisdictions, foreign nations having diplomatic relations with the United States, and similar flags, subject to U.S. Congressional protocol.

Section 6. That Subsection 30-14-6.1 of Section 30-14-6, Signs Allowed Without a Permit, is hereby amended to read as follows:

30-14-6.1 Types

The following signs are permitted in all zoning districts and may be installed without obtaining a permit provided they comply with the standards of 30-14-6.2 and with the Design, Construction and Maintenance provisions of 30-14-12 as applicable.

A. directional, instructional, or warning signs provided they contain no commercial message except a business logo or name;

B. ~~flags, emblems, or insignia of corporate, political, professional, fraternal, civic, religious, or educational organizations,~~ except that commercial flags displayed in single-family residential zoning districts are prohibited; C. temporary signs, including:

1. temporary real estate, and construction, ~~campaign, philosophical or yard sale signs that are removed within 7 days of the end of the event, completion of construction, or sale or lease of property;~~

2. ~~temporary yard sale signs that are posted on the subject property for no longer than 3 days per sale;~~

3. temporary campaign signs (candidate for elective office or official ballot issue) located on private property with the property owner's permission; provided the signs are removed within 7 days after the election; and

4.2. Signs announcing temporary events or special promotions that do not involve the closing of a public street;

Commentary: Other types of temporary signs may be allowed by permit (See 30-14-10)

D. historical or memorial plaques, tablets, or markers;

E. identification signs including:

1. name and address plates;

- 2. directory signs in developments with multiple occupants so long as the signs are not legible from a public street;
- 3. building markers (cornerstones or plaques); and
- 4. signs identifying home occupations and tourist homes (bed & breakfast) in residential districts ~~provided such signs are mounted flat to the front wall of the building;~~
- F. ~~signs painted or attached to vending machines, gas pumps, ice machines, or similar devices that indicate the contents of the machine, the name or logo of the supplier, the price, or operating instructions;~~
- G. ~~window signs painted on, attached to, or inside a window; and~~
- H. F. philosophical, personal, religious, educational, or other noncommercial signs.

Section 7. That Subsection 30-14-6.2 of Section 30-14-6, Signs Allowed Without a Permit, is hereby amended to read as follows:

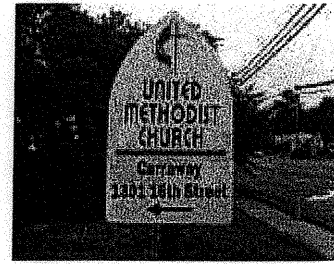
30-14-6.2 Standards for Signs Allowed Without a Permit

- A. All signs must be located outside the public street right-of-way and outside any required sight triangle except for temporary off-site ~~real estate~~ directional signs, which are subject to the standards of Table 14-1, below.
- B. An electrical permit is required if a sign will be illuminated.
- C. Windblown devices, including balloons and streamers, may not be attached to or otherwise made a part of the sign.
- ~~C.~~ D. Compliance with the following standards is required.

Table 14-1: Standards for Signs Allowed Without a Permit

Directional

A sign with no commercial message and located off-site that aids the public in ~~indicates~~ the direction to religious assembly uses, hospitals, colleges and universities, and other similar institutional uses. Directional signs located adjacent to an existing or planned greenway (as shown on the adopted BiPed Plan) may contain the name, address, logo or other identifying symbol for the adjacent use(s) to the greenway.



Standards

1. Directional signs may not exceed 4-6 square feet in area or 6-8 feet in height.
2. Only external illumination is allowed.

Table 14-1: Standards for Signs Allowed Without a Permit

Instructional

A sign with no commercial message that provides assistance, with respect to the premises on which it is maintained, for the direction, safety, or convenience of the public such as “entrance”, “exit”, “one way”, “telephone”, “parking”, “no parking”, and similar instructions. Instructional signs may include a name, address, logo, or other identifying symbol (not to exceed 30% of sign area) to aid in directing the public.



Update picture with logo instructional sign

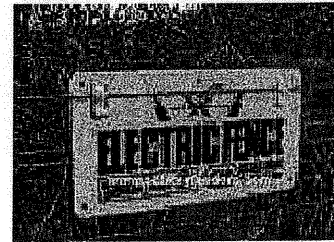
Standards

1. Instructional signs may not exceed 6 square feet in area or 8 feet in height.
2. Colleges, universities, hospitals, coliseums, and convention centers may have instructional signs that exceed the allowable area limit if approved by the Board of Adjustment as a sSpecial eException (see 30-4-14).
3. Instructional signs may be internally or externally illuminated.

Table 14-1: Standards for Signs Allowed Without a Permit

Warning

A sign with no commercial message that displays information pertinent to the safety or legal responsibilities of the public such as signs warning of high voltage, “no trespassing”, and similar directives. Warning signs shall contain no commercial messages other than identification of the entity that controls the property or other focus of the danger that is the subject of the warning.



Standards

1. Warning signs may not exceed 6 square feet in area or 8 feet in height.
2. Warning signs may be internally or externally illuminated.

Table 14-1: Standards for Signs Allowed Without a Permit

Historical or Memorial Sign

A sign that commemorates or identifies an historical person, structure, place, or event

A sign that commemorates a historical person, structure, place, or event; or that denotes, honors, celebrates, or acknowledges a historical person, structure, place, or event.



Standards

1. Only 1 historical or memorial sign is permitted per lot.
2. Historical or memorial signs may not exceed 4-6 square feet in area or 6-8 feet in height.
3. Only external illumination is allowed.
4. Such signs are allowed on any site or building certified or designated as having historic significance by a federal, state or local agency or, if tied to a specific historical event, in close proximity to where the event occurred. If no such certification or designation for a site exists, the property owner may apply to the Historic Preservation Commission for a Landmark Sign designation under 30-4-12.2.

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Table 14-1: Standards for Signs Allowed Without a Permit

Temporary Real Estate, ~~Yard Sale~~ and Construction, Campaign, Philosophical or Yard Sale

Real Estate Sign

A sign displayed for the purpose of offering for sale, lease, or rent the property on which such sign is erected, affixed, or otherwise established.

Construction Sign

A sign which identifies the architects, engineers, contractors, and other individuals or firms involved with construction on the property, the name of the building or development, the intended purpose of the building or development, and/or the expected completion date.

1. Temporary real estate, ~~yard sale~~ or construction, campaign, philosophical or yard sale signs in RM and nonresidential zoning districts may not exceed 100-36 square feet in area or 12-8 feet in height.
2. Temporary real estate, ~~yard sale~~ or constructions, campaign, philosophical or yard sale signs in all other zoning districts may not exceed 36 square feet in area or 6 feet in height.
3. Such signs may not be illuminated.
4. Temporary real estate, construction, campaign, philosophical, or yard sale signs may only be located on private property with the property owner's permission.
5. Temporary real estate, construction, campaign, philosophical, or yard sale signs must be removed with 7 days of the completion of the election, event, construction, issue, or sale or lease of property

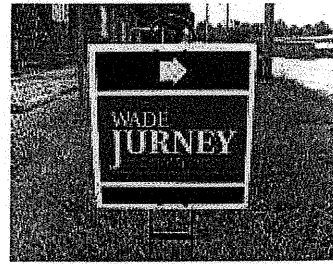


Table 14-1: Standards for Signs Allowed Without a Permit

Temporary Off-Site Real Estate Directional Sign

A temporary sign displayed for the purpose of directing attention aiding the public to a property or development that is being offered for sale, lease or rent, or associated with a weekend event that is not erected, affixed or otherwise established on zoning the lot being offered for sale, lease or rent or containing the weekend event.

Temporary Off-Site Directional Signs are intended to aid the traveling public in locating activities that do not take place during the normal work week or on a recurring basis.



Need additional pic with non real estate message

Standards

1. No more than one off-site directional ~~real-estate~~ sign per direction and per property, development, ~~or~~ company, or event may be placed at a street intersection where a prospective client must make a turn to travel to the subject property.
2. Signs for the same developer/~~builder~~/company/event must be spaced at least 600 feet from all other signs unless they are placed at a street intersection where a prospective client must make a turn to travel to the subject property.
3. Signs shall not be placed on lands within the public rights-ofway that are entirely surrounded by public streets, such as roadway medians and traffic islands.
4. Signs shall be placed so as not to interfere with or obstruct pedestrian or vehicular traffic or obstruct sight distances at intersections.
5. Except with the permission of the property owner or occupant, signs shall not be located in front of or abutting a lot containing a single-family detached dwelling.
6. Signs shall only be displayed from 12:00 P.M. (noon) on Friday to 12:00 P.M. (noon) the following Monday.
7. Signs shall be freestanding, and may not be anchored to a sidewalk or attached to utility poles or other structures or appurtenances.
8. ~~Additional devices, including balloons, may not be attached to or otherwise made part of any sign.~~
9. ~~8.~~ Such signs may not exceed 6 square feet in area or 8 feet in height.

Table 14-1: Standards for Signs Allowed Without a Permit

Flags, Emblems, Insignia

A piece of fabric or other flexible material containing only distinctive colors, patterns, standards, words, or emblems used as a symbol of corporate, political, professional, fraternal, civic, religious or educational organizations, attached to a permanent pole that is not readily movable containing colors, patterns, standards, words, or emblems.



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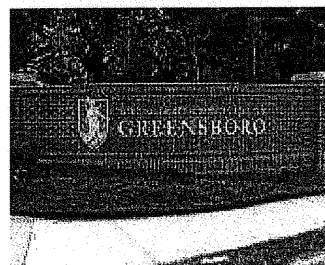
Standards

1. Only Up to three one flags, emblem or insignia is are allowed per lot frontage.
2. The flag, emblem or insignia A single flag along a lot frontage may not exceed 60 square feet in area or 40 feet in height. Additional flags along the same frontage are limited to a maximum 40 square feet in area or 20 feet in height.
3. Only external illumination is allowed.

Table 14-1: Standards for Signs Allowed Without a Permit

Identification

A sign used to display: the name, address, logo, or other identifying symbol of the individual, family, business, institution, service, or organization occupying the premises; the profession of the occupant; the name of the building on which the sign is attached; or directory information in group developments or buildings with multiple tenants.



Standards

1. Only one identification sign is allowed per building.
2. Identification signs may not exceed 4 square feet per tenant or 24 square feet whichever is less.
3. Identification signs may not exceed 6 feet in height.
4. Only external illumination is allowed.

Table 14-1: Standards for Signs Allowed Without a Permit

Temporary Sandwich Board

Standards

1. One temporary sandwich board sign is allowed per storefront/establishment and only on paved surfaces.
2. Such signs may not exceed 8 square feet per side of sign, 2 feet in width (when opened) and 4 feet in height.
3. Such signs must be placed so as not to interfere with or obstruct pedestrian and vehicular access and must comply with the provisions of Section 16-8 (Obstructions to Cross-Visibility at Intersections) of the City Code. A minimum of 5 feet of clear passage must be maintained on the sidewalk between the physical street edge and the sign.
4. Such signs may not be anchored to the sidewalk, or attached or chained to poles, newspaper vending boxes, or other structures or appurtenances.
5. Temporary sandwich board signs may bear a commercial message related to an associated establishment or any noncommercial message.



Table 14-1: Standards for Signs Allowed Without a Permit

Temporary Campaign

Standards

1. Temporary campaign signs may not exceed 6 square feet in area or 6 feet in height.
2. Such signs may not be illuminated.



Table 14-1: Standards for Signs Allowed Without a Permit

Temporary Event

Standards

1. Temporary event signs in RM and nonresidential zoning districts may not exceed 100 square feet in area or 12 feet in height.
2. Temporary event signs in all other districts may not exceed 36 square feet in area or 6 feet in height.
3. Such signs may not be illuminated.



Table 14-1: Standards for Signs Allowed Without a Permit

Vending Machine

Standards

1. Vending machine signs may not exceed 18 square feet in area or 6 feet in height.
2. Vending machine signs may be internally or externally illuminated.

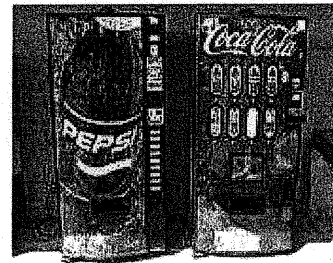


Table 14-1: Standards for Signs Allowed Without a Permit

Philosophical

Standards

1. Only one such sign is allowed per lot.
2. Such signs may not exceed 6 feet in area or 6 feet in height.
3. Such signs may not be illuminated.

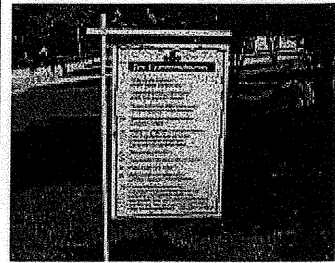


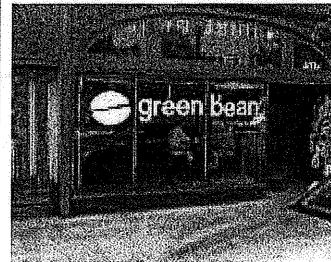
Table 14-1: Standards for Signs Allowed Without a Permit

Window

A sign which is painted on, affixed to, or designed to be visible through a window, excluding displays of merchandise.

Standards

1. Window signs are permitted in nonresidential districts only.
2. The aggregate area of all window signs is limited to 25% of the window area.
3. Window signs may be internally or externally illuminated.



Section 8. That Subsection (B) of Section 30-14-7.3, Freestanding Signs, is hereby amended and a new Subsection (6) added to read as follows:

B. General Standards

1. Signs are allowed only as accessory structures to an allowed principal use.
2. All signs may be internally or externally illuminated. In C-2N districts, internal illumination is limited to cut-out letter lighting.
3. Signs over 6 feet in height may not be located within 100 feet of a residential zoning district (measured along the same side of the fronting street).
4. All signs under 6 feet or less in height must be monument style signs. Signs located on sites within a designated Historic Overlay District or associated with a designated Landmark property are exempt from this requirement.
5. Poles or pylons used to support freestanding signs are subject to the following standards:

- a. When 2 or more supports are used to support a freestanding sign no covering or special design is required.
- b. When a single pole is used to support a freestanding sign, the pole must be square or rectangular and have the same depth as the sign cabinet or the pole must be wrapped or covered with materials comparable to materials fused on principal buildings on the site. Such covering must be at least 25% of the width of the sign face.
- c. Single poles over 30 feet in height are not required to be covered or wrapped.
- d. Single "I" beams may not be used as freestanding sign supports unless they are wrapped or covered with materials comparable to materials fused on principal buildings on the site. Such covering must be at least 25% of the width of the sign face.

6. Substitution Allowed

On any site on which a freestanding sign is allowed, the owner, by approval of the Planning Director (or her or his designee), may elect to substitute a projecting sign (where allowed) and/or increase attached signage in place of a freestanding sign. If attached signage and/or projecting signage is substituted for a freestanding sign, the maximum allowable wall area for attached projecting signs or attached signs is increased by 5% along the same frontage where the substitution for a freestanding sign occurs. This substitution is only allowed on property located at least 100 feet from any residential zoning district, as measured along the same side of the fronting street.

Section 9. That Table 14-2 within Section 30-14-7.3, Freestanding Signs, is hereby amended to read as follows:

Table 14-2: Standards for Freestanding Signs						
Zoning District	Sign Type	Max. Number	Max. Area (sq. ft.)	Min. Area ⁽¹⁾ (sq. ft.)	Setback (feet)	Height (feet)
PI, MU-L, C-N	All	1 per lot frontage	0.25 per linear foot of lot frontage, up to 100 max	25	ROW ⁽²⁾	6
O, MU-M, MU-H, NS, UMU, BP, C-L, LIM	All	1 per lot frontage	0.5 per linear foot of lot frontage, up to 200 max	50	ROW ⁽²⁾	15
AO, C-M, LI, HI	All	1 per lot frontage ⁽³⁾	1.0 per linear ft of lot frontage; up to 200 max ⁽⁴⁾	75	ROW ⁽²⁾	30 ⁽⁵⁾
CB	All	1 per lot frontage	1.0 per linear foot of lot frontage, up to 100 max	50	ROW ⁽²⁾	6 ⁽⁶⁾
C-H	Development Identification	1 per street frontage	4-15 businesses: 200 16+ businesses: 300 ⁽⁷⁾	200	10	30 ⁽⁵⁾⁽⁷⁾
	Outparcel (or sites with 3 or less businesses)	1 per parcel	50	NA	ROW ⁽²⁾	6

	Playbill	1 per theater complex	200	NA	10	30
All Districts	Development ⁽⁸⁾ Entrance	1 pair per entrance	50		ROW ⁽²⁾	6
All Districts	Information	1 per building	50	NA	ROW ⁽²⁾	8
All Residential Districts	All (on the site of an allowed nonresidential use) ⁽⁹⁾	1 per building	50	NA	ROW ⁽²⁾	6
RM & Nonresidential Districts	Banners	1 per 500 feet of lot frontage	0-100' frontage: 12 101-200' frontage: 16 >200' frontage: 20	12	ROW ⁽²⁾	20

Notes:

- (1) "Min Area" refers to the minimum sign area allowed for any lot, regardless of the area that would be allowed by strict compliance with the area computation formula. Signs may be smaller than the stated "minimum area." (2) Signs must be located outside public street right-of-way and outside any sight triangle area. However, development entrance signs may be erected in the public right-of-way provided that such signs have been permitted by an approved encroachment agreement in accordance with 30-14-7.3(D).
- (3) One additional freestanding sign may be allowed if: A) the lot frontage exceeds 250 linear feet; B) the minimum area referred to in footnote (1) does not apply to the additional sign; C) the sign allocation may be apportioned between the 2 signs, but in no case may the maximum area for either sign exceed 200 square feet, unless the provisions of footnote (4) below are applicable; D) the additional signs may not be located closer than 100 feet to any other freestanding sign on the same zone lot; and E) the additional sign may not be located closer than 100 feet to any freestanding sign on an adjoining zone lot that contains more than one freestanding sign (See illustration on p. 14-11).
- (4) The maximum sign area may be increased by 75 square feet if the sign is within 400 feet of the right-of-way of an Interstate Highway. For sites with buildings in excess of 200,000 square feet, the maximum size of a sign within 400 feet of the right-of-way of an Interstate Highway may be increased by both 75 square feet and an additional 25%.
- (5) The height of a sign may be increased to 50 feet if the sign is within 400 feet of the right-of-way of an Interstate Highway.
- (6) Height may be increased to 15 feet if the sign is a monument sign.
- (7) Height may be increased by 5 feet and maximum area may be increased by 50 square feet if a permitted freestanding playbill is not separately installed, but is combined with the shopping center identification sign.
- (8) Permitted only in (A) major subdivisions, (B) developments of over 15,000 square feet of gross floor area, (C) multi-family developments with more than 8 dwelling units in a single building, or (D) developments with more than 40,000 square feet in open-air uses.
- (9) Internal illumination is limited to cut-out letter lighting only.

Section 10. That Subsections (A) and (B) of Section 30-14-7.4, Attached Signs, are hereby amended and a new Subsection (3) added to read as follows:

30-14-7.4 Attached Signs

A. Description

An attached sign is any sign located on the same lot or parcel as the principal use that is affixed to or integrated into the building or structure; this includes signs covering all or portions of doors or windows such as “window wraps”.

B. General Standards

1. Attached signs may be internally or externally illuminated. In C-N districts, internal illumination is limited to cut-out letter lighting.
2. Signage oriented towards an existing or planned greenway (as shown on the adopted BiPed Plan), shall follow the requirements of the C-N zoning district.

3. Substitution Allowed

On any site on which a freestanding sign is allowed, the owner, by approval of the Planning Director (or her or his designee), may elect to substitute a projecting sign (where allowed) and/or increase attached signage in place of a freestanding sign. If attached signage and/or projecting signage is substituted for a freestanding sign, the maximum allowable wall area for attached projecting signs or attached signs is increased by 5% along the same frontage where the substitution for a freestanding sign occurs. This substitution is only allowed on property located at least 100 feet from any residential zoning district, as measured along the same side of the fronting street.

Section 11. That Table 14-3 within Section 30-14-7.4, Attached Signs, is hereby amended to read as follows:

Table 14-3: Standards for Attached Signs					
Zoning District	Attached Sign Type	Max. Number	Max. Area (sq. ft.)	Min. Area (sq. ft.) ⁽¹⁾	Height (feet)
PI, MU-L, C-N	Wall Sign	NA	≤10% of wall area ⁽²⁾⁽⁵⁾	25	top of wall
O, MU-M, MU-H, NS, UMU, BP, C-L, LIM	Wall Sign	NA	≤12.5% of wall area ⁽²⁾⁽⁵⁾	50	top of wall
AO, C-M, CB, LI, HI, C-H (3)	Wall Sign	NA	≤15% of wall area ⁽²⁾⁽⁵⁾	50	top of wall
All nonresidential districts	Awning, Canopy, and Marquee Signs	NA	25% of the canopy, awning, or marquee face ⁽⁶⁾	NA	top of canopy ⁽⁴⁾
C-N, MU-L, MU-M, MU-H, UMU, NS, CB ⁽²⁾	Projecting Sign ⁽⁷⁾	1 per wall (1 per business in multitenant building)	≤15% of wall area ⁽²⁾⁽⁵⁾	NA	25 feet
All nonresidential districts	Integral Roof Sign	1 per building	See 30-14-7.4 E	NA	See 30-14-7.4 E.
All nonresidential districts	Suspended Sign	1 per entrance	6	NA	(4)

RM & nonresidential districts	Banner ⁽⁸⁾	1 per 500 ft street frontage	0-100 ft. = 12 sq. ft. 101-200 ft. = 16 sq. ft. >200 ft. = 20 sq. ft.	12	(4)
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Notes:

- (1) "Min Area" refers to the minimum sign area allowed for any lot, regardless of the area that would be allowed by strict compliance with the area computation formula.
- (2) Based on the first 30 feet of height of the wall on which the sign is located. Buildings over 30 feet in height may have additional sign area based on 5% of the wall area above 30 feet in height, provided the sign is located at or near the top of the building.
- (3) Including outparcels.
- (4) Minimum 9-foot clearance above pedestrian walkways; minimum 15 feet clearance above vehicular drives.
- (5) In multi-tenant buildings, the area computation must be based on the individual wall area of each separate occupant and not based on the entire facade of the building.
- (6) When an awning, canopy, or marquee is attached to a multi-tenant building or an indoor theater, the area computation for all attached signs affixed to the wall, awning, canopy, or marquee must be based on 10% of the wall area. All or any portion of this sign allocation may be affixed to the wall, awning, canopy, or marquee provided that no part of the sign projects above the top of said structures.
- (7) Projecting signs are subject to the supplemental standards of Sec. 30-14-7.4(D).
- (8) For banners as temporary signs see 30-14-10.
- (9) Projecting signs are also allowed in the C-L, C-M, C-H, O and AO zoning districts if substituted for a freestanding sign per the provisions of 30-14-7.4 C.

Section 12. That Subsection 30-14-7.4 of Section 30-14-7, Signs That Require a Permit, is hereby amended by adding a new subsection (E) to read as follows:

E. Integral Roof Signs

1. The area of an integral roof sign shall be included in the area computation for the wall to which that sign is most nearly parallel and shall be allowed only to the extent that the total amount of signs on that wall and on the roof do not exceed the limits set out in Table 14-3;
2. An integral roof sign shall not extend above the highest point on the roof; and
3. A roof may include design features to incorporate an integral roof sign in a portion of the roof that may extend above the rest of the roof but such extension shall not exceed the building height limit applicable to the zoning district or the site.

Section 13. That Subsection 30-14-8 of Article 14, Sign Regulations, is hereby amended to read as follows:

30-14-8 Electronic Message Boards

All electronic message boards are subject to the regulations of this section.

30-14-8.1 Area, Hold Time, Hours and White Area

Standards governing maximum area, minimum message hold time, hours of operation and the maximum percentage of a sign face that may be comprised of white or very bright colors vary by

zoning district, as shown in Table 14-4, below. Separate standards may apply to sites with major buildings (see Footnote 6 below) and major auditoriums, stadiums and coliseums, see as noted in 30-8-10.2(B).

Zoning District	Max. Area ⁽¹⁾	Min. Hold Time ⁽²⁾	Off Hours ^{(3) (6)}	Max. White/Bright ^{(4) (6)}
CB, C-M, C-H, LI, HI, AO	75%	3 seconds	Midnight-7 a.m.	33%
BP, MUH, MUM, C-L, NS, UMU, LIM	50%	1 minute	10 p.m.-7 a.m.	10%
PI, O, CN ⁽⁵⁾	50%	1 minute	10 p.m.-7 a.m.	10%
R-, RM	50%	6 hours	8 p.m.-7 a.m.	10%
Place of Religious Assembly/Educational Facility in R- and RM districts, if approved by the Board of Adjustment as a Special Exception (see 30-414)	50%	1 minute	10 p.m.-7 a.m.	10%

Notes:

- (1) Maximum percentage of sign face comprised of electronic message board.
- (2) Minimum hold time for message. Does not apply to message that include only time/temperature information.
- (3) Hours that electronic message board must be turned off. Automatic timers are required.
- (4) Maximum percentage of electronic message board displaying white or similar very bright colors.
- (5) Electronic message boards in PI, O and CN districts that are within 200 feet of an R zoning district, measured along the nearest street frontage, are subject to the electronic message board regulations that apply in R and RM zoning districts (6) For sites with buildings in excess of 200,000 square feet in area and located within 400 feet of the right-of-way of an interstate highway, there shall be no off-hour requirement and the maximum white/bright standard shall be 33%.

30-14-8.2 Brightness

Electronic message boards may not exceed a maximum illumination of ~~5,000 nits (candelas per square meter) during daylight hours or more than 500 nits during nighttime hours (between dusk and dawn)~~ 1 foot-candle above ambient lighting conditions, as measured from the nearest property line or street right of way to the sign's face at maximum brightness. Electronic message boards must be equipped with automatic dimming technology that automatically adjusts the display's brightness based on ambient light conditions and automatic shutoff equipment when the sign is malfunctioning.

30-14-8.3 Transition

The transition from one image to the next must be accomplished in one second or less. Fading, flashing, scrolling, spinning or other animated effects may not be used as part of the transition.

30-14-8.4 Sequential Messages

No sequential messages are allowed; messages displayed must be complete in themselves, without continuation in content to the next image or message or to any other sign.

30-14-8.5 Permits

Permits are required for all new electronic message boards and for conversions from static signs to electronic message boards.

30-14-8.6 Special Overlay Regulations

The standards that apply to electronic message boards may be modified by the regulations that apply in overlay zoning districts. ~~In the CB district, for example, all electronic message boards are subject to the regulations of the DDO, Downtown Design Overlay district, as applicable. In the NC 68 Scenic Corridor Overlay, electronic message boards are prohibited except when they are not visible from the right-of-way of NC 68.~~

Section 14. That Subsection 30-14-9.2 of Section 30-14-9, Outdoor Advertising Signs (Billboards), is hereby amended to read as follows:

30-14-9.2 Districts Allowed

Outdoor advertising signs are allowed in C-M, AO, LI, and HI districts.

Section 15. That Subsection 30-14-9.6 of Section 30-14-9, Outdoor Advertising Signs (Billboards), is hereby amended to read as follows:

30-14-9.6 Relationship to Freestanding Signs

A. Lots with One Street Frontage

On zone lots with frontage on a single street, outdoor advertising signs may not be erected, affixed, or otherwise installed if the subject zone lot contains more than one freestanding sign. If the zone lot already contains one freestanding sign, then an outdoor advertising sign may be installed only if the lot has more than 250 feet of street frontage and only if it is separated from the freestanding sign by a minimum distance of 100 feet. Similarly, no new freestanding sign may be erected if there is an existing outdoor advertising sign and the lot has less than 250 feet of street frontage or cannot be separated from the outdoor advertising sign by at least 100 feet.

B. Lots with Two or More Street Frontages

On zone lots with frontage on 2 or more streets, outdoor advertising signs may not be erected, affixed, or otherwise installed if the subject zone lot contains more than 2 freestanding signs. If the zone lot already contains 2 freestanding signs, then an outdoor advertising sign may be installed only along a street frontage that is more than 250 feet in length and only if is separated from all freestanding signs by a minimum distance of 100 feet. Similarly, no new freestanding sign may be erected if there is an existing outdoor advertising sign and the lot has less than 250 feet of street frontage or cannot be separated from the outdoor advertising sign by at least 100 feet.

C. Setback

The support posts of any outdoor advertising sign must meet the minimum principal building setbacks of the zoning district in which it is located. In addition, no sign portion of an outdoor advertising sign may project closer than 15 feet to a street right-of-way or closer than 5 feet to any other property line, measured horizontally.

D. Mounting Back-to-Back

Outdoor advertising sign structures may be mounted back-to-back when they share a common support. The total sign area of any such outdoor advertising structure will be considered a single sign.

E. Design, Construction, and Maintenance

All outdoor advertising signs must meet the standards of 30-14-12.

Section 16. That Subsection 30-14-9.7 of Section 30-14-9, Outdoor Advertising Signs (Billboards), is hereby amended to read as follows:

30-14-9.7 Overlay Districts

New outdoor advertising signs are prohibited in the Central Business Overlay District, ~~Downtown Design Overlay~~ and Visual Corridor Overlay Districts in accordance with 30-7-8.4, and 30-7-8.11, and 30-7-8.5, Downtown Design Overlay District.

Section 17. That Subsection 30-14-9.8 of Section 30-14-9, Outdoor Advertising Signs (Billboards), is hereby amended to read as follows:

30-14-9.8 Electronic and Digital Displays

A. The maximum brightness of digital or electronic displays may not exceed ~~1,000 lumens at night and 7,500 lumens during the day~~ 1 foot-candle above ambient lighting conditions when measured from the nearest property line or street right of way. When sign is not

located along an interstate highway, shielded cut-off fixtures to prevent light spillover must be used.

- B. No more than 33% of the electronic display may use white ~~(or similar very bright)~~ colors.
- C. An electronic display sign message may change no more frequently than once every 8 seconds when located within 400 feet of an interstate highway. In all other areas the sign must comply with the electronic message board standards of Table 14-4 (See 30-14-8), based on the zoning district in which the sign is located. All messages must be static with no flashing or transitional animation of any kind between messages. Sequential messaging is prohibited.
- D. For replacement of nonconforming outdoor advertising signs using the provisions of 30-25.5, wWhen located within 300 feet of a building containing a principal residential use in a residential zoning district, ~~the replacement off-premise signage~~ must be turned off between midnight and 7 a.m., and a Special Use Permit is required before replacement and conversion. ~~In addition, the conversion to an electronic display in the DDO, Downtown Design Overlay is allowed only if approved as a Special Use Permit. Electronic displays are prohibited in the DDO Historic Core.~~

Section 18. That Subsection 30-14-10.3, Temporary Sandwich Board Signs, is hereby deleted in its entirety.

Note: Provisions related to Temporary Sandwich Board Signs are moved to Table 14-1, Signs Allowed Without a Permit (See Section 7, Page 10 of this document).

Section 19. That Subsection 30-14-13.2, of Section 30-14-13, Removal of Signs, is hereby amended to read as follows:

30-14-13.2 Revocation of Sign Permit

Any sign for which a sign permit has been revoked must be removed by the property owner, the sign owner or the property occupant. The City may demand action from any or all of these persons or entities; disputes shall be resolved among those parties after the sign has been removed or violation cured.

Section 20. That Subsection 30-14-13.3 of Section 30-14-13, Removal of Signs, is hereby amended to read as follows:

30-14-13.3 Signs in Right-of-Way

Any sign installed or placed on public property or rights-of-way, except in compliance with this article or under an encroachment agreement with NCDOT or the city, will be ~~forfeited to the public and are subject to confiscation~~ deemed abandoned and may be removed by any person without liability or accountability to the person who placed or owns the sign.

Section 21. That Subsection (A) of Section 30-14-13.4, Obsolete or Abandoned Signs, is hereby amended to read as follows:

A. Any sign that advertises a business no longer conducted on the premises must have the original sign face replaced with a blank face, or other similar, secure covering, by the owner within 90 days of cessation of such business. The covering must be of similar material as the original sign face. The sign structural supports and cabinets may remain beyond the 90 days if:

1. Evidence is provided indicating the property is being actively marketed for lease or sale; or
2. The property is under construction or renovation, with an active building permit.

Section 22. That Section 30-14-14 of Article 14, Sign Regulations, is hereby amended to read as follows:

30-14-14 Variances

The Board of Adjustment is authorized to grant a variance to ~~the sign height and setback~~ any of the provisions of this article, using the provisions of Sec. 30-4-13. ~~The Board of Adjustment may not grant a variance to the number, size, illumination, or spacing provisions of this article unless the request is for a sign attached or proposed to be attached to a building listed on the National Register of Historic Places.~~

Section 23. That Subsection 30-14-16.4 of Section 30-14-16, Rules of Measurement, is hereby amended to read as follows:

30-14-16.4 Lots with ~~Multi-frontage~~ Multiple Street Frontages

Unless otherwise expressly stated in this ordinance, lots fronting on 2 or more streets are allowed the permitted sign area for each street frontage. ~~When sign area is calculated based on building frontage or street frontage,~~ The total sign area allowed on each street frontage must be

~~calculated separately applies only to signs along that street frontage. No portion of any sign area allowed along one street frontage (and sign area derived from one frontage may not be transferred to signage located along another street frontage).~~

Section 24. That the definitions for “Sign, Construction”, “Sign, Directional”, “Sign, Flashing”, “Sign, Ground Surface”, “Sign, Historical or Memorial”, “Sign, Freestanding”, “Sign Identification”, “Sign Instructional”, “Sign, Real Estate”, and “Sign, Warning” within Section 30-15-18, Terms Beginning with “S”, are hereby deleted in their entirety.

Section 25. That the definitions for “Sign”, “Sign, Outdoor Advertising (Billboard)”, “Sign, Roof”, “Sign, Sandwich Board” and “Sign, Wall” within Section 30-15-18, Terms Beginning with “S”, are hereby amended to read as follows:

Sign

~~Any object, device, display or structure, or part thereof, that is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event or location by any means, including but not limited to words, letters, pennants, banners, emblems, trademarks, tradenames, insignias, numerals, figures, design, symbols, fixtures, colors, illumination or projected images or any other attention directing device. Any device, form, graphic, illumination, symbol, writing, trademark or changeable image/message used to advertise, announce the purpose of, or identify a person, place or entity, or to communicate information to the public. This definition shall not include works of art or murals provided they do not contain trademarks, logos or other identifying symbols or words associated with a business. This definition shall also not apply to any architectural feature directly integrated into or supporting a building.~~

Sign, Outdoor Advertising (Billboard)

~~A sign that directs attention to a business, commodity, service, entertainment, or attraction sold, offered, or existing elsewhere than upon the same zone lot where such sign is displayed. In lieu of a commercial message, any otherwise lawful noncommercial message may be displayed.~~

Any sign with one or more of the following characteristics:

A. An electronic sign on which more than 50% of the cycle displays commercial messages related to products, services or other activities that are not offered on the premises where the sign is located; or

B. A sign that is offered for lease or rent or on which space is offered for lease or rent separately from the premises on which it is located; or

C. A freestanding sign larger than 100 square feet that is located on a lot or parcel that has no active use other than agricultural or residential.

Sign, Roof

~~A sign erected and constructed wholly on and over the roof on a building, supported by the building or roof structure, and extending vertically above the highest portion of the roof.~~

A sign that is placed above or supported on the top of a building.

Sign, Sandwich Board

Any temporary "A" frame sign that may readily be moved from place to place and that is intended to be placed on a sidewalk or pedestrian way in front of the business for which the commercial message is intended. ~~A sandwich board sign is not an outdoor advertising sign as defined in this article and, therefore it may not direct attention to a business, commodity, service, entertainment, or attraction sold, offered, or existing elsewhere than the business where the sign is displayed.~~

Sign, Wall

A sign attached parallel to, painted on the wall surface of, or erected and confined within the limits of the outside wall, mansard roof structure, penthouse, or parapet of any building or structure, that is supported by such wall, building, or structure, but does not extend vertically above the highest portion of the roof (except for integral roof signs), and that displays only one sign surface. This includes any sign that is painted on, affixed to, or designed to be visible through a window, excluding displays of merchandise.

Section 26. That the definition for "Sign, Integral Roof" is hereby added to Section 30-15-18, Terms Beginning with "S" within alphabetical order and to read as follows:

Sign, Integral Roof

Any sign erected or constructed as an integral part of a normal roof structure of any design, such that no part of the sign extends vertically above the highest portion of the roof and such that no part of the sign is separated from the rest of the roof by more than six inches.

Section 27. That Subsection 30-14-7.2 of Section 30-14-7, Signs that Require a Permit, is hereby amended to read as follows:

30-14-7.2 Signs Allowed with a Permit

The following signs are allowed with a permit, subject to all applicable regulations of this section:

- A. Attached sign
- B. Canopy sign
- C. Development entrance sign
- D. Electronic message board
- E. Freestanding sign
- F. ~~Ground surface sign~~
- G. F. Information boards
- H. G. Landmark sign (See 30-4-12.2)
- I. H. Marquee sign
- J. I. Monument sign
- K. J. Playbill
- L. K. Pole-mounted banner sign
- M. L. Projecting sign
- N. M. Suspended sign
- O. N. Wall sign

Section 28. All ordinances in conflict with the provisions of this ordinance are repealed to the extent of such conflict.

Section 29. This ordinance shall become effective upon date of adoption.

THE FOREGOING ORDINANCE WAS ADOPTED
BY THE CITY COUNCIL OF THE CITY OF
GREENSBORO ON THE 19th DAY
OF FEBRUARY, 2019 AND WILL BECOME
EFFECTIVE UPON ADOPTION.

ANGELA R. LORD
CITY CLERK

APPROVED AS TO FORM



INTERIM CITY ATTORNEY