

Chapter 11

Sign Regulations

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Section 11.1 Purpose and Scope (Chapter-wide Amendment 5/13/15)

This Section is adopted to regulate and control signs and their placement throughout the jurisdiction of the Village in order to enhance the health, safety, visual communication, and environment of the properties in the vicinity of the sign and to preserve the character and integrity of the community.

Section 11.2 General Requirements for All Signs

- A. No sign shall be located within the public right-of-way
- B. No sign shall be placed in a manner to obstruct clear sight lines at a street or driveway intersection or to constitute a hazard to traffic
- C. No sign shall exceed four (4) feet in height above existing grade
- D. No sign shall be constructed or erected on, over or as part of the roof of a building
- E. All sign lighting must comply with Chapter 9

Section 11.3 Approval Requirements

- A. Except as otherwise stated in this Section, signs which are allowed under this Section shall not be erected until and unless the person erecting the sign or the property owner has obtained a development permit pursuant to this Ordinance.
- B. A temporary or permanent sign denoting the name of the development shall not be permitted or erected on any tract or parcel of land until and unless the site plan has received approval from the Village in accordance with the procedures set forth in this Ordinance.

Section 11.4 Prohibited Signs

Section 11.4.1

The following signs are prohibited in residential zoning districts:

- A. Any sign that obstructs or substantially interferes with passage through any door, fire escape, stairway, ladder, or opening intended to provide ingress or egress to any building;
- B. Any sign that copies or imitates an official sign, or that purports to have official status;
- C. Portable signs, including any sign painted or displayed on vehicles or trailers unless the vehicle is being used off-premise in the regular course of business or is being operated, loaded, or unloaded;

- D. Any sign that is used to attract attention to an object, person, product, institution, organization, business, service, event, or location that is not located on the premises upon which the sign is located, except as otherwise specifically allowed in this Chapter. This shall not include traffic, directional, or regulatory signs or notices erected by or required by a federal, state, county, or municipal government agency;
- E. Non-residential wall or window signs

Section 11.4.2

The following signs are prohibited in non-residential districts:

- A. Any moving sign, windblown sign, or device to attract attention, whether or not any such device carries a written message, all or part of which is set in motion by wind, mechanical, electrical, or any other means.
- B. Any flashing sign or device displaying flashing or intermittent lights of changing degrees of intensity. Any searchlight or similar device. Any illuminated tubing or strings of lights, visible from the exterior of the building. This shall not apply to temporary holiday decorative lights.
- C. Any sign that obstructs or substantially interferes with passage through any door, fire escape, stairway, ladder, or opening intended to provide ingress or egress to any building;
- D. Portable signs, including any sign painted or displayed on vehicles or trailers unless the vehicle is being used off-premise in the regular course of business or is being operated, loaded, or unloaded.
- E. Any sign that copies or imitates an official sign, or that purports to have official status;
- F. Any sign that is used to attract attention to an object, person, product, institution, organization, business, service, event, or location that is not located on the premises upon which the sign is located, except as otherwise specifically allowed in this Chapter. This shall not include traffic, directional, or regulatory signs or notices erected by or required by a federal, state, county, or municipal government agency, nor shall it apply to noncommercial messages described herein.

Section 11.5 Signs Permitted in All Zoning Districts without a Development Permit

The following signs are allowed in all zoning districts, without a Development permit subject to the standards set forth in this Section and elsewhere in this Ordinance:

- A. Signs that give the name or address of the occupant of a building, mailboxes, newspaper tubes, and similar uses customarily associated with residential structures. No development permit is required, provided that the sign complies with the following standards:

- (1) All residential and non-residential buildings shall have address numbers that are easily readable from the road on which the building fronts;
 - (2) The lettering on all such signs are of contrasting color to their background material;
- B. Signs, corner stones, plaques, and/or similar signs that identify the name, date or historical information about the structure can be no larger than 12 by 18 inches;
- C. Signs that are posted upon property to identify private parking areas, or to warn the public against trespassing or danger from animals, or to warn of a private security system provided that no such sign shall exceed eight (8) inches by ten (10) inches surface area per side and provided that the color shall be dark;
- D. One (1) sign no greater than two (2) square feet identifying the entrance and exit to a parking Lot, and one (1) non-illuminated sign prescribing parking regulations, with a surface area no greater than four (4) square feet may be erected at each entrance or exit to the parking Lot. No other signs shall be erected in conjunction with the parking Lot except for handicapped signs, parking time limits, and reserved spaces;
- E. Any flag, badge or insignia by any government, governmental agency, or charitable, civic, fraternal, patriotic, religious or similar organization provided such flag, badge or insignia does not exceed a total size of twenty-five (25) square feet and provided that flags shall not be flown at a height greater than thirty-five (35) feet;
- F. Historical markers, monuments, or signs approved by the Village Council;
- G. Official notices or advertisements that are posted or displayed by or under the direction of any court official in the performance of official or directed duties, or by trustees under deeds of trust or other similar instruments. Such signs shall be temporary in nature;
- H. Signs denoting the location of underground utilities;
- I. Signs posted in association with municipal, county, state or federal authorities for crime prevention and public safety and health;
- J. One ground sign identifying direction to the schedule, rules and regulations for municipal, school, recreational, and club-sponsored activities, provided that:
- (1) The surface area of the sign is no more than six (6) square feet per side;
 - (2) Such sign may use manually changeable copy;
- K. Window signs in non-residential buildings denoting hours of operation,

emergency telephone numbers, credit card acceptance information, or non-neon “Open” signs shall be no larger than one (1) square foot in total. No window sign type shall be duplicated;

L. Religious Institutions: Religious institutions are permitted one ground sign providing the name of the institution, the denomination, times of services and written messages. The sign shall not exceed 15 square feet surface area including molding surrounding the sign. The height of sign shall not exceed four feet above grade. Sign shall not be internally illuminated.

In addition to the above ground sign, religious institutions are allowed two 18” x 24” temporary offsite directional signs. Offsite directional signs may be placed in view after 3:00 p.m. the day before a service or event and must be removed at the end of the service or event.

Section 11.6 Signs Permitted in Recreational and Residential Districts

In addition to the signs allowed above, one ground sign(s) with the name of the golf course, country club, religious institution, subdivision or multi-family development may be located at each major entrance provided that:

- A. The sign does not exceed sixteen (16) square feet in total surface area including moldings. Border and molding shall not exceed three (3) inches in width.
- B. The sign is not used in conjunction with any other form of permanent subdivision signage at the same entrance;
- C. A sign permit has been issued by the Administrator

Section 11.7 Signs Permitted in Non-Residential Districts

11.7.1 Applicability

The requirements and standards of this Section shall apply to signs within all non-residential zoning districts. In addition to the signs allowed above, wall, ground, hanging, and projecting signs shall be allowed in all non-residential zoning districts, subject to the standards set forth in this Section and elsewhere in this Ordinance. A permit issued by the Administrator is required.

11.7.2 Single Tenant Commercial Developments

A. Ground Sign: The development is allowed one (1) ground sign per street frontage (not to exceed two (2) signs). The maximum sign surface area is twelve (12) square feet. Borders or molding shall not exceed three (3) inches in width and shall be included in the total dimensions of the sign. Ground sign may be double sided;

B. Wall and/or Permanent Window Signs: A non-residential building is allowed to have a maximum of one (1) wall sign per building wall facing a street and one (1) permanent window sign for each window greater than thirty (30) square feet in size provided that:

- (1) The sign does not cover more than twenty percent (20%) of the square footage of the window. Window signs permitted by Section 11.4 shall not count towards this total;
- (2) The sign’s content contains only the name of the business and/or the nature of the business;
- (3) The sign is professionally etched, painted or is a professionally printed decal.

The surface area of all wall signs shall be determined by the following table. Border or molding shall not exceed three (3) inches in width.

**Table 11.7
Dimensions of Wall Signs**

Distance from the Edge of ROW to the Sign in Feet	Maximum Height of Letters in Inches	Size of Sign in Square Feet
Less than or equal to fifty (50)	Twelve (12)	Twelve (12)
Fifty (50) or greater but less than or equal to one hundred (100)	Eighteen (18)	Eighteen (18)
One hundred (100) or greater	Twenty-four (24)	Twenty-four (24)

C. Projecting Signs and Hanging Signs: One projecting or hanging sign facing a public right of way is allowed subject to the following regulations:

- (1) The maximum area of the sign board is six (6) square feet per side.
- (2) The minimum distance from the lowest edge of the sign board to the ground shall be ten (10) feet.
- (3) Height of the top edge of the sign board shall not exceed fourteen (14) feet from the ground.
- (4) Maximum letter height is six (6) inches.
- (5) For a projecting sign, the maximum distance from the building to the outer edge of any part of the sign shall be two (2) feet.
- (6) Internal illumination is not permitted

11.7.3 Multi-Tenant Developments

Non-residential developments are required to submit a comprehensive sign plan application as a part of the Site Plan. Multi-tenant non-residential buildings are allowed to have a mixture of “directory” and other signs. In addition to wall signs as permitted above each multi-tenant development may apply for the following signs and shall receive a development permit if the terms and conditions set forth below are met:

A. Ground Sign: The development is allowed one (1) sign per street frontage (not to exceed two (2) signs.) The maximum sign surface area is sixteen (16) square feet. Borders or molding shall not exceed three (3) inches in width and shall be included in the total dimensions of the sign. Ground signs may be double sided. All tenants of the development are to be served by this ground signage. Ground signs shall be at least 25 feet outside the right of way.

B. Directory Signs: Non-residential developments that are occupied by two (2) or more tenants shall be allowed a directory signs.

Such signs shall be either a ground directory sign(s) or a wall directory sign(s).

- (1) Ground Directory Sign: No ground directory sign may exceed sixteen (16) square feet in area. Borders or molding shall not exceed three (3) inches in width and shall be included in the total dimension of the sign. Such signs shall not be internally illuminated. The Ground Directory sign shall be placed no closer than 25 feet from the right of way.
- (2) Wall Directory Signs: A multi-tenant non-residential building is allowed a maximum of one flush mounted wall directory sign per pedestrian entrance to the building serving two (2) or more tenants. The size of such sign shall not exceed two (2) square feet. Borders or molding shall not exceed three (3) inches in width. No flush mounted wall sign shall project more than six (6) inches from a wall.
- C. Wall and/or Window Signs: In addition to the directory signs, each tenant of a multi-tenant building upon application and approved for a sign permit, is allowed a maximum of one (1) wall sign per building wall facing a street and one (1) permanent window sign for each window greater than thirty (30) square feet in size.
 - (1) The surface area of each Wall Sign may be no larger than those permitted in Table 11.7 above: Wall border or molding shall not exceed three (3) inches in width. The dimensions of Wall signs are set forth in Table 11.7 hereinabove.
 - (2) Window Signs shall be approved only if the following conditions are met:
 - (a) The sign does not cover more than twenty percent (20%) of the square footage of the window. Window signs permitted by Section 11.4 shall not count toward this total;

- (b) The sign's content contains only the name of the business and/or the nature of the business;
- (c) The sign is professionally etched, painted, or is a professionally printed decal.

Projecting Signs and Hanging Signs: the regulations for Projecting and Hanging Signs are the same as the regulation for Projecting and Hanging Signs set forth for single tenant developments hereinabove.

11.7.4 Awning Signs

Signage on awnings shall be allowed with the following conditions:

- A. The sign message shall be limited to the name of the business;
- B. The maximum area of the sign shall not exceed ten percent (10%) of the square footage of the awning or wall sign allocation for the building whichever is the least area. The square footage of an awning is equivalent to the area of the awning which is visible when viewing an awning as it is attached to a building wall;
- C. No awning shall be lighted

11.7.5 Signs for Establishments Selling Gasoline

Establishments which sell gasoline may have the following signs allowed under the Section:

- A. Ground Sign: One ground sign with a maximum structure height of eight (8) feet above existing grade. Signs may be double sided and may contain two sections; one to display the business name or logo and one to display the fuel prices provided that:
 - (1) If sign contains only one section the maximum signage area is four (4) feet high and six (6) feet in width; and
 - (2) If the sign contains two sections, the section displaying the business name or logo the maximum signage area is two (2) feet high and six (6) feet in width and the section displaying fuel prices the maximum signage area is two (2) feet high and four (4) feet in width
- B. Signs Identifying gasoline prices and/or location of self-service areas may be located at and secured to each pump island, provided that each such sign does not exceed a surface area of three (3) square feet per side of six (6) square feet total.
 - (1) The sign is no longer than six (6) feet nor higher than four (4) feet in its dimensions;
 - (2) The sign meets all other requirements of this Section.
- C. Where the establishment provides inspection services, an official State of North Carolina inspections sign may be erected on the property;

- D. Signs on gas station canopies are considered to be wall signs and shall be no larger than six (6) square feet. Where this subsection is in conflict with Table 11.6, this subsection shall control;

Section 11.8 Comprehensive Sign Plans

A comprehensive sign plan which includes all proposed phases of development is required for all developments requiring subdivisions or site plan approval before any signs for such development may be erected. All owners, tenants, subtenants, and purchasers of individual units within the development shall comply with the approved comprehensive sign plan.

The comprehensive sign plan shall consist of five (5) elements, which shall govern all signs within the development: location, materials, size, letter style, and color. The comprehensive sign plan shall include details, specifications, dimensions, and plans showing the proposed locations of signs and how such locations conform to the requirements of this Section.

- A. A comprehensive sign plan shall not be approved until and unless:
- (1) The plan provides that signs of a similar type and function within the development will have a consistent size, lettering style, color scheme, and material construction;
 - (2) The plan provides for signs that meet the size limitations, location requirements, and other applicable requirements of this Section;
- B. Once a comprehensive sign plan has been approved and a development permit issued, the plan and permit shall remain in effect as long as additional signage is consistent with the plan and permit. Any amendment to the Comprehensive Sign Plan shall be subject to the same approval procedures as are required for the initial Comprehensive sign Plan.
- (1) Illumination: Unless otherwise expressly prohibited by this Ordinance or other Ordinances of the Village, only signs located in the OP, AC and NS zoning districts may be illuminated. Such signs may be illuminated externally with white light only. Signs must be lighted from the top down to reduce light pollution.
 - (2) Electrical Wiring: Electric signs that have internal wiring or lighting equipment, and external lighting equipment that directs light on signs, shall not be erected or installed until and unless an electrical permit has been obtained. All wiring to electric signs or to free-standing equipment that lights a sign shall be installed underground;
 - (3) Maintenance Responsibilities: To ensure that signs are erected and maintained in a safe and attractive condition, the following

maintenance requirements shall apply to all signs visible from any public street or right-of-way or adjacent property:

- (a) Disfigured, cracked, ripped, or peeling paint, poster paper, or other material shall not be permitted for a period of more than thirty (30) consecutive days;
- (b) A sign shall not stand with bent or broken sign facing, with broken supports, with loose appendages or struts, or more than fifteen (15) degrees from vertical for a period of more than five (5) consecutive days;
- (c) A sign shall not have weeds, trees, vines, or other vegetation growing upon it, or obscuring the view of the sign message from the street or right-of-way from which it is to be viewed, for a period of more than thirty (30) consecutive days;

Section 11.9 Temporary Signs

Section 11.9.1 Temporary Signs Permitted in All Zoning Districts without a Sign Permit

In addition to the permanent signs, the following temporary signs shall be allowed in each zoning district, in accordance with the standards set forth in this Section. All temporary signs may be two-sided, except as specifically prohibited in this Section. Such signs shall be located on a property only with permission of the property owner or the owner's agent.

- A. Real Estate Signs: In all zoning districts, signs advertising the sale, rental or lease of the property on which the sign is located shall be allowed provided that:
 - (1) For Lots of less than five (5) acres in area, there shall be no more than one such sign on the property, unless the property is lakefront, golf front or located on a through lot for which a second sign may be placed at the rear of the property.
 - (2) For Lots of five acres or more in area and having street frontage in excess of four hundred (400) feet a second sign may be erected.
 - (3) Such signs shall not exceed twelve by eighteen (12x18) inches in total size for each side and one information brochure tube or box, no larger than ten by thirteen (10x13) inches in total size and shall be attached to the sign;
 - (4) Such signs shall be removed within three (3) days following the sale, rental, or lease;
 - (5) Staff may allow a sign within the right of way if landscaping or other issues on the site make placing the sign on private property problematic and if the sign is not a hindrance to site distances.
- B. Open House Signs: Signs advertising an "open house" for the purpose of selling a dwelling are permitted provided that:
 - (1) The signs shall be placed the day of the "open house" only.

(2) The signs are no larger than eighteen inches by twenty-four inches (18" x 24") in size for each side;

(3) One (1) on-site sign and two (2) off-site signs are permitted;

C. Political Signs: Signs erected in connection with elections or political campaigns are allowed in all districts, provided that:

(1) Such signs shall not be placed on any property, public or private, without the consent of the owner or occupant of the property;

(2) Such signs shall not be located on any Village owned property, including without limitation municipal buildings, parks, lakes, or dams, except to the extent authorized by the Moore County Board of Elections when Village property is designated as a polling place;

D. Yard / Garage Sales: Signs for yard sales are permitted provided that:

(1) There shall be no more than one (1) such sign on the Lot where the yard sale is located, plus no more than two (2) additional signs located off site;

(2) The signs shall not exceed a size of eighteen inches by twenty four inches (18" x 24");

(3) The signs shall remain in place for no longer than three (3) days and must be removed within one (1) day of completion of the event;

E. Holiday lighting and decorations: Signs, lighting, and displays that are part of customary holiday decorations are permitted.

F. Special Events: Signs and banners advertising the place and date of public events, fairs, golf tournaments, horse shows, tennis tournaments, and similar events that have been specifically permitted by the Village Council are allowed provided that:

(1) There shall be no more than one (1) such sign or one (1) such banner that shall be located on the event property;

(2) The sign, including support, shall be no larger than ten (10) square feet in surface area;

(3) Sign permits for such signs shall be limited to duration of thirty (30) days, and the sign shall be removed within one (1) day after the end of the event;

(4) The banner shall be no larger than thirty-two (32) square feet.

G. Temporary construction site identification signs connected with the construction or alteration of single-family residential structures on individual Lots are permitted provided that:

- (1) For Lots of less than five (5) acres in area, there shall be no more than one (1) such sign on an individual Lot. For Lots of five (5) acres or more in area and having a street frontage in excess of four hundred (400) feet, a second sign may be erected;

A single sign shall not exceed twelve by eighteen (12x18) inches in total surface area for each side. In addition, an address identification sign, which cannot exceed eight by ten (8x10) inches, may be attached to the above-mentioned sign.

- (2) The sign, including support, shall not exceed three (3) feet in height from grade;
- (3) Such signs shall not be erected prior to the issuance of a building permit and grading is begun and shall be removed within three (3) days after the issuance of a final Certificate of Compliance;

Section 11.9.2 Temporary Signs Requiring the Issuance of a Sign Permit

A. Temporary construction site identification signs for all subdivisions, multi-family development and non-residential development shall be permitted as follows:

- (1) There shall be no more than one (1) such sign per development entrance not to exceed two (2) entrances;
- (2) A single sign shall not exceed sixteen (16) square feet in total surface area;

(3) Such signs shall not be erected prior to the issuance of a development permit or special use permit or a site plan approved and shall be removed within three (3) days after fifty percent (50%) of the subdivision or all structures within the multi-family or non-residential development has received a final Certificate of Compliance permit.

- (4) Signs shall be removed within three days after completion of the work.

B. Window Signs: In non-residential zoning districts only, signs may be placed on the interior of window glass which is greater than thirty (30) square feet in area, provided that they denote only special events on the premises or special sales and the sign covers no more than four (4) square feet of the gross glass area on any window. Not by way of limitation, but an example of such event or sale would be a golf tournament or a temporary sale of merchandise. These signs shall have a thirty (30) day limitation and shall be removed within twenty (24) hours of the conclusion of such event.

C. New Businesses in non-residential zoning districts may obtain a temporary sign permit provided that:

- (1) Wall and/or Window Signs:

- (a) New businesses are allowed one (1) wall sign or one (1) window sign; signs permitted by this Section shall not count towards this total;
 - (b) Sign shall not exceed six (6) square feet in surface area;
 - (c) The sign shall be muted in color;
 - (d) The sign's content contains only the name of the business and/or the nature of the business and may contain a phone number;
 - (e) The sign shall be professionally etched, painted or is a professionally printed decal.
- (2) Ground Signs:
- (a) Only one (1) ground sign is allowed;
 - (b) The sign shall not exceed six (6) square feet in surface area;
 - (c) The sign shall be muted in color;
 - (d) The sign's content contains only the name of the business and/or nature of the business and may contain a phone number;
 - (e) The sign shall be professionally etched, painted or is a professionally printed decal.
- (3) The applicant shall obtain a sign permit from the Administrator.
- (4) The sign permit will expire ninety (90) days after issuance, and the sign must be removed.
- (5) The day permanent signage is installed; the temporary signage must be removed.