

- a. Limit the hours of outdoor dining or other outdoor activities, where permitted, within 150 feet of single-family residential lots to only between the hours of 7:00 a.m. and 8:00 p.m.;
- b. Limit trash collection or other service functions to only between the hours of 7:00 a.m. and 7:00 p.m.; and
- c. Extinguish amplified music, singing, or other forms of noise audible at lot lines shared with single-family residential lots after 10:00 p.m. Sunday through Thursday nights, and after 12:00 a.m. Friday and Saturday nights.

SECTION 5.9. SIGN STANDARDS

A. PURPOSE AND INTENT

The purpose and intent of these sign regulations are to:

- (1) Encourage the effective use of signs as a means of communication in the City while preserving the rights of free speech under the First Amendment to the United States Constitution;
- (2) Maintain and enhance the aesthetic environment and the City's ability to attract sources of economic development and growth;
- (3) Improve pedestrian and traffic safety;
- (4) Minimize the possible adverse effect of signs on nearby public and private property; and
- (5) Enable the fair and consistent enforcement of these sign regulations.

B. APPLICABILITY

(1) GENERALLY

Unless exempted by subsection (2) below, a sign may be constructed, erected, placed, established, painted, created, or maintained in the City only in conformance with the standards and requirements of this section.

(2) EXEMPT SIGNS

The following are exempt from the standards and requirements of this section:

- a. Signs erected by a local, state, or federal government body or agency;
- b. Signs required by local, state, or federal law;
- c. Signs within a structure that are not legible from the ground level of the exterior of the structure; and
- d. Fence wraps displaying signage when affixed to perimeter fencing at a construction site in accordance with N.C.G.S. § 160D-908.

C. GENERAL STANDARDS

(1) SIGNAGE PLAN REQUIRED

- a. An applicant proposing to erect one or more signs requiring a sign permit on a lot shall submit a Signage Plan with the sign permit application that contains the following:

1. An accurate plot plan of the lot or parcel at a scale that reasonably shows all relevant information, as determined by the Planning Director;
 2. Location of buildings, parking lots, driveways, and landscaped areas on the lot where signage is proposed to be erected;
 3. Proposed maximum total sign area and maximum area for individual signs, proposed sign heights, and a calculation of the number of freestanding signs allowed on the lot(s) included in the plan under this Ordinance; and
 4. The proposed location of each present and future sign, regardless of whether it requires a sign permit. Sign locations shown on site plans will not be considered or approved in lieu of review and approval of sign locations identified on a Signage Plan in accordance with this section.
- b. An application for a planned development, special use permit, or site plan for a combined development or other multi-tenant nonresidential or mixed-use development shall include a master signage plan that shows the allocation of the various signage allowed on the site among the tenants and the proposed general location and size of signage on the site.
- c. Permanent signs proposed as part of a planned development or special use shall be shown on the PD Master Plan or development plan submitted with the application for the planned development or special use permit, respectively. Sign locations shown on a PD Master Plan or development plan shall be in accordance with an approved Signage Plan in accordance with subsection a above.

(2) RULES FOR MEASUREMENT AND COMPUTATION

Sign height shall be measured in accordance with Section 9.3.A(11)b, Sign Height, and sign area shall be computed in accordance with Section 9.3.A(11)a, Sign Area.

(3) CONSTRUCTION AND MAINTENANCE

- a. All signs shall be constructed and maintained to retain sound structural condition, and shall comply with all applicable provisions of the Building Code, all applicable electrical codes, and this Ordinance.
- b. Except for banners, flags, temporary signs, and window signs, all signs shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.
- c. Repainting of a sign or replacement of sign face (i.e., with business ownership change) shall be considered maintenance or repair and shall not require a permit.

(4) PROHIBITED SIGNS

The following signs are prohibited:

- a. Signs that approximate official highway signs, warning signs, or regulatory devices;
- b. Signs displaying blinking, flashing or intermittent lights, animation, and moving parts, except as where changeable copy is allowed by a provision of this section (Section 5.9);
- c. Portable signs;
- d. Feather signs;
- e. "Wrap-around" signs or other continuous wall signs that extend around building corners or radii;
- f. Off-premise signs, except as specifically permitted in this section;

- g. New outdoor advertising signs;
- h. Facsimile signs;
- i. Signs placed within a required sight triangle, public or private easement, or required stream buffer;
- j. Signs attached to utility poles, telephone poles, trees, parking meters, bridges and overpasses, rocks, other signs, benches, or refuse containers;
- k. Fence wraps displaying signage, except at a construction site in accordance with N.C.G.S. § 160A-381(j);
- l. Roof signs;
- m. Pavement markings for purposes other than traffic control;
- n. Signs placed within or extending into the right-of-way of City or state maintained streets and roads, except as specifically permitted in this section (Section 5.9) or by state law;
- o. Signs that contain language or pictures obscene to the general public in accordance with N.C.G.S. § 14-190.1;
- p. Signs that advertise an activity or business no longer conducted on the property on which the sign is located;
- q. Indirect illumination, such as floodlights, erected in such a manner as to cause glare that impairs driver vision on streets or roadways or that causes a nuisance to adjoining property;
- r. Signs that obstruct fire escapes, windows, doors, or other openings used as means of egress or as required legal ventilation; and
- s. Signs containing or consisting of pennants, ribbons, streamers, festoon lighting, balloons or inflatable components, or spinners.

D. SIGNS THAT DO NOT REQUIRE A SIGN PERMIT

No sign permit is required to construct, erect place, establish, paint, create, or maintain the signs in subsections (1) through (14) below, provided the sign complies with the standards set forth for the sign below. Signs identified in subsections (1) through (14) below, are not counted toward the total sign area limitations in Section 5.9.E(1), Number, Area, and height Standards, as long as they comply with the standards set forth for the sign below, and with all other applicable standards in this section (Section 5.9).

- (1) A sign cut or etched into masonry, bronze, or similar material integral to the exterior of a building.
- (2) A pedestrian oriented sign that has a maximum sign area of six square feet and is attached to a building at a height of eight feet or less within ten feet of a building entrance containing only the business name or address. No more than one such sign is allowed per building entrance.
- (3) A pedestrian oriented sign that has a maximum sign area of two square feet and is attached to a building at a height of eight feet or less within ten feet of a building entrance, and that contains only the business name or address. No more than three such signs are allowed per building entrance.
- (4) A temporary sign that has a maximum sign area of 30 square feet placed on the premises of a use in the Public, Civic, and Institutional use classification. Such signs shall not be illuminated, shall be limited to one such sign per street frontage, and may remain in place for no more than 14 days in any 60-day period.
- (5) A temporary sign having a maximum sign area of 32 square feet placed on a lot where construction activities are being performed. Such signs shall not be illuminated, shall be limited to one such sign per street frontage, and must be removed with seven days after the completion of construction activities.

- (6) Any flag having a maximum area of 60 square feet that does not display a commercial message, attached to a pole having a maximum height of 40 feet.
- (7) Flags, regardless of whether they display a commercial message, having a maximum area of 24 square feet each. Such flags shall be limited to two per lot.
- (8) An incidental sign that has a maximum sign area of four square feet and that delineates parking areas, vehicular entrances and exits, one-way traffic flows, or similar features of a traffic circulation system on a site. Such a sign shall not exceed three feet in height, shall not obstruct any sight triangle, shall not be located farther than 15 feet from the feature which it delineates, and shall not display any commercial message. Such signs may be illuminated.
- (9) Non-illuminated signs affixed to structures, mailboxes, decorative light posts, driveway entrances, etc., which serve to identify the address of the structure or occupant. All such signs are required to be placed in such a manner as to be visible from the street.
- (10) Temporary signs that do not display commercial content and are displayed during the period beginning on the 30th day before the beginning date of "one-stop" early voting under N.C.G.S. Section 163-227.2 and ending on the tenth day after the primary or election day. Such signs shall not be located within a public street right-of-way or located closer than 10 feet to the edge of street pavement or within a required sight triangle, except as otherwise permitted by state law. Such signs shall be attached directly to the ground, shall have a maximum height of four feet and a maximum sign area of six square feet each, and shall not be illuminated.
- (11) A temporary sign that has a maximum sign area of six square feet that is placed on a residential lot for maximum period of 62 hours in any seven-day period.
- (12) A temporary sign placed on a lot or building that is actively being marketed for sale or for rent. Such signs shall be limited to one per street frontage, and shall have a maximum sign area of six square feet each if located on a single-family residential lot, or 32 square feet each if located on any other lot.
- (13) Temporary banner signs that comply with the following standards:
 - a. On lots having 300 or more feet of street frontage on a major thoroughfare, one such sign is allowed for every 300 feet of street frontage on a major thoroughfare, with a maximum three such signs per lot, subject to subsection 3 below.
 - b. On all lots having less than 300 feet of street frontage on major thoroughfare, or any frontage on a minor thoroughfare or collector street, one such sign is allowed, subject to subsection 3 below.
 - c. Combined developments are permitted to have one such sign per establishment/tenant if the signs are attached flush against the building wall of the advertised business.
 - d. No such sign shall exceed 24 square feet in area;
 - e. Such signs shall be displayed for a period of sixty days or less in any calendar year.
 - f. Such signs shall be attached to the frontage wall of a principal structure and shall not be attached to any roof or other sign.
 - g. Such signs shall not be portable signs or off-premise signs.
 - h. Such signs shall not be illuminated.
 - i. Such signs shall be maintained in good condition and shall be removed or replaced upon becoming worn, faded, or torn.
- (14) A temporary banner sign that has a maximum sign area of 24 square feet and is displayed in conjunction with and on the site of a temporary commercial use.

E. SIGNS THAT REQUIRE A SIGN PERMIT

(1) NUMBER, AREA, AND HEIGHT STANDARDS

a. STANDARDS FOR GC DISTRICT

Permanent ground, wall, canopy/awning, and projecting/suspended signs in the GC District shall comply with the standards for number, area, and height in Table 5.9.E(1)a: Standards for Sign Number, Area, and Height in the GC District.

Table 5.9.E(1)a: Standards for Sign Number, Area, and Height in the GC District

SIGN TYPE	DEVELOPMENT TYPE	NUMBER OF SIGNS ALLOWED	SIGN AREA, MAX. (SQ. FT.)	HEIGHT, MAX. (FT.)
GROUND SIGNS [1]	Individual Business	1 per frontage [2]	Pole or Monument Sign: 64 Arm Sign: 9	Pole or Monument Sign: 15 Arm Sign: 6
	Combined Development	1 per frontage [2]	Pole or Monument Sign: 64 plus 10 per additional tenant, not to exceed 100 sq. ft. Arm Sign: 9	Pole or Monument Sign: 20 Arm Sign: 6
	Commercial Subdivision (Entrance Sign)	1 per frontage, plus 1 per entrance road	Pole or Monument Sign: 64 Arm Sign: 32	Pole or Monument Sign: 20 Arm Sign: 6
	Civic/ Institutional Uses	1 per frontage [2]	Pole or Monument Sign: 64 Arm Sign: 9	Pole or Monument Sign: 15 Arm Sign: 6
WALL SIGNS	Individual Business and Combined Developments	1 per frontage [3]	1 sq. ft. per linear foot of width of the building to which wall sign is attached, not to exceed 120 sq. ft. or 10 percent of the area of the façade to which wall sign is attached	Not to extend above the vertical wall
CANOPY/AWNING SIGNS	Individual Business and Combined Developments	May be substituted for allowed wall sign	12	n/a
PROJECTING/SUSPENDED SIGNS	Individual Business and Combined Developments	May be substituted for allowed wall sign	Projecting Sign: 6 Suspended Sign: 4	n/a

NOTES:

- [1] Ground signs may include pole signs, monument signs, or arm signs.
- [2] Subject to Section 5.9.E(3)a, Ground Signs.
- [3] Subject to Section 5.9.E(3)b, Wall Signs.

b. STANDARDS FOR O-I, LI, AND HI DISTRICTS

Permanent ground, wall, canopy/awning, and projecting/suspended signs in the O-I, LI, and HI districts shall comply with the standards for number, area, and height in Table 5.9.E(1)b: Standards for Sign Number, Area, and Height in the O-I, LI, and HI Districts.

Table 5.9.E(1)b: Standards for Sign Number, Area, and Height in the O-I, LI, and HI Districts

SIGN TYPE	DEVELOPMENT TYPE	NUMBER OF SIGNS ALLOWED	SIGN AREA, MAX. (SQ. FT.)	HEIGHT, MAX. (FT.)
GROUND SIGNS [1]	Individual Business	1 per frontage [2]	Principal structures totaling less than 25,000 GFA: Monument Sign: 32 Arm Sign: 9 Principal structures totaling 25,000 GFA or more: Monument Sign: 64 Arm Sign: 9	Principal structures totaling less than 25,000 GFA: Monument Sign: 4 Arm Sign: 6 Principal structures totaling 25,000 GFA or more: Monument or Arm Sign: 6
	Combined Development	1 per frontage [2]	Monument Sign: 32 plus 8 for each additional tenant, up to a maximum of 64 sq. ft. Arm Sign: 9	Monument or Arm Sign: 6
	Subdivision (Entrance Sign)	1 per entrance road	Monument Sign: 32 Arm Sign: 9	Monument or Arm Sign: 6
	Civic/Institutional Uses	1 per frontage [2]	Monument Sign: 64 Arm Sign: 9	Monument Sign: 8 Arm Sign: 6
WALL SIGNS	Individual Business and Combined Developments	1 per frontage [3]	1 sq. ft. per linear foot of the building to which wall sign is attached, up to 64 sq. ft. in O-I District and 120 sq. ft. in LI and HI districts	Shall not extend above the vertical wall
CANOPY/AWNING SIGNS	Individual and/or Combined Developments	May be substituted for allowed wall signs	12	n/a
PROJECTED/SUSPENDED SIGNS	Individual and/or Combined Developments	May be substituted for allowed wall sign	Projecting Sign: 6 Suspended Sign: 4	n/a

NOTES:

- [1] Ground signs may be monument signs or arm signs only. Pole signs are prohibited.
- [2] Subject to Section 5.9.E(3)a, Ground Signs.
- [3] Subject to Section 5.9.E(3)b, Wall Signs.

c. STANDARDS FOR MU-N, MU-AC, CC, MU-UC, MU-SC, AND PD-C DISTRICTS

Permanent ground, wall, canopy/awning, and projecting/suspended signs in the MU-N, MU-AC, CC, MU-UC, MU-SC, and PD-C districts shall comply with the standards for number, area, and height in Table 5.9.E(1)c: Standards for Sign Number, Area, and Height in the MU-N, MU-AC, CC, MU-UC, MU-SC, and PD-C Districts.

Table 5.9.E(1)c: Standards for Sign Number, Area, and Height in the MU-N, MU-AC, CC, MU-UC, MU-SC, and PD-C Districts

Sign Type	Development Type	Number of Signs Allowed	Sign Area, Max. (sq. ft.)	Height, Max (ft.)
GROUND SIGNS [1]	Individual Business	1 per frontage [2]	Principal structures totaling 10,000 GFA or more: Monument Sign: 32 Arm Sign: 9 Principal structures totaling less than 10,000 GFA: Monument Sign: 16 Arm Sign: 9	Monument Sign: 4 Arm Sign: 6
	Combined Development	1 per frontage [2]	Monument Sign: 32 plus 8 for each additional tenant, up to a maximum of 64 sq. ft. Arm Sign: 9	Monument Sign: 4 Arm Sign: 6
	Subdivision (Entrance Sign)	2 per entrance road along major thoroughfares	Monument Sign (on major thoroughfare): 32 Monument Sign (not on major thoroughfare): 16 Arm Sign: 9	Monument Sign (on major thoroughfare): 8 Monument Sign (not on major thoroughfare): 6 Arm Sign: 6
	Civic/Institutional Uses	1 per frontage [2]	Monument Sign: 64 Arm Sign: 9	Monument Sign: 8 Arm Sign: 6
WALL SIGNS	Individual Business and Combined Developments	1 per frontage [3]	1 sq. ft. per linear foot of the building to which wall sign is attached, not to exceed 32 sq. ft. or 10 percent of the area of the façade to which wall sign is attached in CC District, or 64 sq. ft. in MU-N, MU-AC, MU-UC, MU-SC, AND PD-C districts [4]	Shall not extend above the vertical wall
CANOPY/AWNING SIGNS	Individual Business and Combined Developments	May be substituted for allowed wall signs	12	n/a
PROJECTED/SUSPENDED SIGNS	Individual Business and Combined Developments	1 per frontage [3]	Projecting Sign: 6 Suspended Sign: 4	n/a
<p>NOTES:</p> <p>[1] Ground signs may be monument signs or arm signs only. Pole signs are prohibited.</p> <p>[2] Subject to Section 5.9.E(3)a, Ground Signs.</p> <p>[3] Subject to Section 5.9.E(3)b, Wall Signs.</p> <p>[4] For businesses located in the CC District with frontage on a major thoroughfare, except properties located along Main Street between 1st Street and Dale Earnhardt Boulevard, and Institutional and Civic Uses, total signage may be increased up to 120 sq. ft.</p>				

d. STANDARDS FOR AG, R1, R2, R4, R6, R7, R8, R18, TOD, PD, AND PD-TND DISTRICTS

Permanent ground, wall, canopy/awning, and projecting/suspended signs in the AG, R1, R2, R4, R6, R7, R8, R18, TOD, PD, and PD-TND districts shall comply with the standards for number, area, and height in Table 5.9.E(1)d: Standards for Sign Number, Area, and Height in the AG, R1, R2, R4, R6, R7, R8, R18, TOD, PD, and PD-TND Districts.

Table 5.9.E(1)d: Standards for Sign Number, Area, and Height in the AG, R1, R2, R4, R6, R7, R8, R18, TOD, PD, and PD-TND Districts

SIGN TYPE	DEVELOPMENT TYPE	NUMBER OF SIGNS ALLOWED	SIGN AREA, MAX. (SQ. FT.)	HEIGHT, MAX. (FT.)
GROUND SIGNS [1]	Multifamily dwellings, residential subdivision, and manufactured home parks (Entrance Sign)]	2 per entrance road along major thoroughfares	Monument Sign (on major thoroughfare): 32 Monument Sign (not on major thoroughfare): 16 Arm Sign: 9	Monument Sign (not on major thoroughfare): 6 Monument Sign (on major thoroughfare): 8 Arm Sign: 6
	Home Occupation	not permitted	n/a	n/a
	Boarding house, family care home, residential care facility, bed and breakfast establishment, and similar uses	1 per premises	Monument Sign: 16 Arm Sign: 9	Monument Sign: 4 Arm Sign: 6
	Civic/Institutional Uses	1 monument sign per premises Arm signs not permitted	Monument Sign: Less than 1 acre site: 16 Between 1 and 2 acre site: 24 Between 2 and 5 acre site: 32 Greater than 5 acre site: 48	Monument Sign: 8
	Other Uses	1 per premises	Monument Sign: 16 Arm Sign: 9	Monument Sign: 4 Arm Sign: 6
WALL SIGNS	Multifamily dwellings, residential subdivisions, and manufactured home parks	not permitted	n/a	n/a
	Home Occupation	1 per premises	Rural home occupation: 8 All other home occupations: 4	n/a
	Boarding house, family care home, residential care facility, bed and breakfast establishment, and similar uses	1 per premises as a substitute for a ground sign	5	n/a

Table 5.9.E(1)d: Standards for Sign Number, Area, and Height in the AG, R1, R2, R4, R6, R7, R8, R18, TOD, PD, and PD-TND Districts

SIGN TYPE	DEVELOPMENT TYPE	NUMBER OF SIGNS ALLOWED	SIGN AREA, MAX. (SQ. FT.)	HEIGHT, MAX. (FT.)
	Civic/Institutional Uses	1 per frontage [2]	Principal structures totaling 10,000 GFA or more: 32 Principal structures totaling less than 10,000 GFA: 16	n/a
	Other Uses	1 per premises	16	n/a

NOTES:
 [1] Ground signs may be monument signs or arm signs only. Pole signs are prohibited.
 [2] Subject to Section 5.9.E(3)b, Wall Signs.

(2) PERMITTED SIGN CHARACTERISTICS

The use of animation, changeable copy, and illumination in a sign shall comply with Table 5.9.E(2): Permitted Sign Characteristics, based on the zoning district where the sign is proposed to be located.

Table 5.9.E(2): Permitted Sign Characteristics

P = Permitted P* = Permitted for Nonresidential Uses Only

SIGN CHARACTERISTIC	ZONING DISTRICT		
	AG, R1, R2, R4, R6, R7, R8, R18, TOD, PD, PD-TND	MU-N, MU-AC, CC, MU-UC, MU-SC, PD-C	O-I, GC, LI, HI
Animated	–	–	–
Changeable Copy	P*	P	P
Electronic Message Board	P*	P	P
Illumination, Internal	P*	P	P
Illumination, Indirect	–	P	P
Illumination, Indirect, Exposed Bulbs or neon	–	P	–
Illumination, External Low Voltage (Residential Uses)	P	P	–

(3) ADDITIONAL STANDARDS FOR PERMANENT SIGNS

In addition to the standards in Section 5.9.E(1), Number, Area, and height Standards, and Section 5.9.E(2), Permitted Sign Characteristics, the standards in subsections a through d below, apply to signs permanently installed on a site for which a sign permit is required in accordance with Section 2.5.C(6), Sign Permit.

a. GROUND SIGNS

Ground signs shall comply with the following additional standards:

1. Minimum Spacing from Existing Ground Signs

No proposed ground-mounted sign shall be placed within 50 feet of an existing ground-mounted sign.

2. Lots with More Than One Street Frontage

Lots with more than one street frontage that is at least 100 feet in width at the street right-of-way shall be allowed one ground sign per frontage. No two ground signs shall be placed on the same street frontage.

3. Combined Developments

All uses within a combined development (including a combined development having more than one establishment or business on a common parcel) shall share ground-mounted signs permitted in accordance with Section 5.9.E(1), Number, Area, and height Standards. These regulations shall not apply to outparcels of the development.

4. Base Landscaping

All ground-mounted signs located within parking areas and not in yard areas, shall be located in a bed of landscaping at least 30 square feet in area. This area shall contain low growing materials such as ground covers, perennials, and shrubs, and shall be bordered by acceptable curbing materials as specified in Section 5.2, Off-Street Parking, Bicycle Parking, and Loading Standards.

5. Changeable Copy

Changeable copy or "reader board" area and electronic message board area are permitted as on-premise ground signs provided that the changeable copy or electronic message board area does not exceed 70 percent of the total area of the sign. Electronic message board displays shall not exceed five thousand (5,000) NITs during daylight hours and five hundred (500) NITs after dusk. The transition time between changes in the sign face or message shall be less than one second. The sign shall not display any message that moves, appears to move, scrolls, or changes in intensity during the fixed display period.

6. Drive-Through Menu Signs

Drive-through menu signs shall be limited to a maximum size of 32 square feet.

b. WALL SIGNS

Wall signs shall comply with the following additional standards:

1. Building Walls Which Do Not Face Public Streets

The permitted wall sign may be placed on a wall that does not face a public street. The maximum allowable size shall be calculated as if the wall faces a public street. The maximum allowable size for a sign on one wall is not transferable to a wall with less frontage.

2. Corner or Double Frontage Lots

Lots with more than one street frontage shall be allowed to erect one additional wall or canopy sign on the secondary street frontage, if the secondary frontage is at least 100 feet wide at the street right-of-way. The secondary wall sign shall not be placed on the same building wall as the primary sign.

3. Wall Facing Side or Rear Parking Lot

Lots with parking to the side or rear of a building shall be allowed to erect one additional wall or canopy sign facing the parking lot, provided that at least 50 percent of the required parking for the establishment is located to the side or rear of the building and an entrance to the establishment faces the parking lot. The secondary wall sign may not be placed on the same building wall as the primary sign.

4. Extension From or Above Wall

No wall sign may extend more than one foot from the exterior of the wall and no portion of a sign shall extend above the wall on which it is mounted.

5. Historic Buildings

Wall signs on historic buildings shall be placed within the sign frieze, or distinct place within which a wall sign was intended to be located, if the building was designed for such. No wall sign shall extend beyond such space. If there is no sign frieze, the wall sign shall be placed below the typical second floor window area. The design and coloration of such signs shall be compatible with the character of the building.

6. Combined Developments

All establishments within combined developments shall use as individual identification signs, exclusively, canopy/awning or wall signs. No mixing of sign types within a combined development shall be permitted, except that canopies/awnings containing no advertising copy, may be used in combination with wall mounted signs.

7. Changeable Copy

Changeable copy or "reader board" area and electronic message board area are permitted as wall signs if the changeable copy or electronic message board area does not exceed 70 percent of the total area of the sign. Electronic message board displays shall not exceed five thousand (5,000) NITs during daylight hours and five hundred (500) NITs after dusk. The transition time between changes in the sign face or message shall be less than one second. The sign shall not display any message that moves, appears to move, scrolls, or changes in intensity during the fixed display period.

C. CANOPY/AWNING SIGNS

Canopy/awning signs shall comply with the following additional standards:

1. Valance and Copy Size

The valance, or apron, for any canopy shall in no case exceed 12 inches in height. Individual letters or symbols on these valances shall not exceed nine inches in height. This provision shall apply only to valances to which sign copy is affixed.

2. Illumination

Canopy/awning signs that may be illuminated shall have no bare bulbs present on or around the sign face.

3. Clearance Requirements

All canopy/awning signs attached to the underside of a canopy/awning shall maintain the minimum clearance above the ground level of any sidewalk or vehicular access area as specified in the Building Code.

4. Historic Buildings

No canopy/awning sign shall be permitted on a historic building unless documentation indicates that such a sign was used on the building when originally constructed and occupied. The design and coloration of such signs shall be compatible with the character of the building.

5. Combined Developments

All establishments within combined developments shall use as individual identification signs, exclusively, canopy/awning or wall signs. No mixing of sign types within a combined development shall be permitted, except that canopies/awnings containing no advertising copy, may be used in combination with wall mounted signs.

d. PROJECTING OR SUSPENDED SIGNS

Projecting signs and suspended signs shall comply with the following standards:

1. No portion of a projecting or suspended sign shall extend more than five feet from the building wall to which it is attached.
2. A projecting or suspended sign shall not extend more than five feet into the public right-of-way. A projecting or suspended sign shall not encroach over a motorized vehicle travel way, such as a public or private street, alley, or driveway. If such a sign is suspended or projects above a public right-of-way, the issuance and continuation of a sign permit shall be conditioned on the sign owner obtaining, and maintaining in force, liability insurance in an amount of not less than \$500,000 per occurrence per sign.

F. COMPREHENSIVE SIGN PACKAGES

(1) PURPOSE

The purpose of the Comprehensive Sign Package is to encourage innovative, creative, and effective signage by providing an alternative to the general permanent signage criteria in this section.

(2) APPLICABILITY

- a. As an option to the permanent signage standards set forth in this section, freestanding structures in excess of 25,000 square feet and/or master planned developments in excess of 10 acres shall be allowed to submit an application for a Comprehensive Sign Package. All Comprehensive Sign Packages shall be reviewed as a special use permit in accordance with the procedures set forth in Section 2.5.A(5), Special Use Permit.
- b. Any signage not specifically identified in the Comprehensive Sign Package shall conform to the standards in this section.

(3) ARCHITECTURAL THEME

All signs must be architecturally integrated into/with the design of the building and/or site using similar and coordinated design features, materials, colors, etc.

(4) MASTER SIGNAGE PLAN

The Comprehensive Sign Package shall include a master signage plan that includes the following:

- a. A site plan meeting the requirements of the Land Development Standards Manual, that identifies the locations of freestanding, multi-tenant, and directional signs;
- b. A list of each type of sign to be permitted in the development with accompanying allowances. At a minimum, the following information shall be provided:
 1. Freestanding sign regulations to include dimensions of support structures, dimensions of sign face, permitted sign copy area (maximum individual and aggregate sign area per establishment), and maximum height of sign;
 2. Wall sign allowances to include permitted sign copy area (maximum individual and aggregate sign area per establishment), heights (in relation to storefront height) and area (in relation to storefront area);
 3. Directional sign allowances to include height and sign area;
 4. Illumination guidelines describing the type(s) allowed, placement, intensity, and hours of illumination;