

# THE TOWN OF WALKERTOWN

STATE OF NORTH CAROLINA

COUNTY OF FORSYTH

TOWN OF WALKERTOWN



ORDINANCE #08-001

FEBRUARY 28, 2008

**ORDINANCE: AN ORDINANCE AMENDING CHAPTERS A AND B OF THE WALKERTOWN UNIFIED DEVELOPMENT ORDINANCES TO MODIFY THE ON-PREMISES SIGN REGULATIONS**

Be it ordained by the Town Council of Walkertown, North Carolina, that the *Unified Development Ordinances* is hereby adopted sign regulations as follows:

## Chapter A - Definitions Ordinance Article II – Definitions

**BUILDING FRONTAGE.** Building frontage shall be the total length in linear feet of an establishment's portion of a building that fronts directly on a street, regardless of whether such portion of the building is functionally the front, rear, end or side of the building. Buildings with no street frontage shall use the linear frontage of the building's principal entrance.

**CANOPY.** A structure, either detached from or attached to and extending from the enclosed portion of a building, and used principally to provide shelter in connection with activities conducted in the principal building. This definition includes but is not limited to fuel station, bank and pharmacy canopies

**ROOFLINE.** The highest point of the main roof structure which shall not include cupolas, pylons, projections or minor raised portions of the roof.

**SIGHT EASEMENT TRIANGLES.** An area located on private property which is on both sides of any public/private street intersection or at any driveways to the property. Said area is ten (10) feet perpendicular to the accessing street right-of-way and tapers to seventy (70) feet along the street right-of-way. The intent of this easement area is to not allow any structures or signs in these areas to block the view of any motorists entering or exiting the property. An illustrative example of this is shown in Section D.4.(B)(4)(c).

**SIGN.** Any form of publicity which is visible from any public way, directing attention to an individual, business, commodity, service, activity, or product, by means of words, lettering, parts of letters, figures, numerals, phrases, sentences, emblems, devices, objects, designs, trade names or trademarks, or other pictorial matter designed to convey such information, and displayed by means of paint, bills, posters, panels, or other devices erected on an open framework, or attached or otherwise applied to stakes, posts, poles, trees, buildings, or other structures or supports. Notwithstanding the above, the following are considered signs: Beacons, spotlights, searchlights, and reflectors.

**SIGN, ANIMATED.** Any sign which flashes, revolves, rotates, or swings by mechanical means or which uses a change of lighting to depict action or to create a special effect or scene.

**SIGN AREA.** Sign area is defined in section B.3-2.1(C)(6) of the UDO.

**SIGN, ATTACHED.** An on-premises sign that is attached to a building wall or other surface. Awning signs, canopy signs, window signs, projecting signs, suspended signs, and wall signs are all considered attached signage.

**SIGN, AWNING (ON-PREMISES).** An on-premises attached sign displayed, attached to or incorporated into the surface of an architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a covering of non-rigid materials, and/or fabric on a supporting framework that may be either permanent or retractable.



**SIGN, BANNER.** A temporary sign made of a flexible material such as canvas, sailcloth, plastic or waterproof paper.

**SIGN, CANOPY.** An on-premises sign attached to a canopy. See definition of “canopy.”



**SIGN, CHANGEABLE COPY.** A sign or portion of a sign that is devoted to and designed for manually or automatically changeable copy text and graphics. Changeable copy signs do not include time, date and/or temperature signs and electronic message signs as hereinafter defined.

**SIGN, CONSTRUCTION AND DEVELOPMENT.** A temporary sign allowed for a limited period of time that identifies a development under construction as well as design, construction and marketing information for a development.

**SIGN, ELECTRONIC MESSAGE.** A sign, or portion of a sign, that displays an electronic image and/or video, which may or may not include text. Such signs include any sign, or portion of a sign, that uses changing lights to form a sign message or messages or uses electronic means to change the sign message. Electronic message boards include but are not limited to signs also known as Electronic Reader Boards, Electronic Message Center Signs, Tri-Panel Message Systems, and Commercial Electronic-Variable Message Signs (CEVMS). Electronic Message Signs are not considered flashing signs.



**SIGN, EMERGENCY, SAFETY, WARNING, OR TRAFFIC.** Any emergency, safety, warning, or traffic sign installed by or at the direction of a governmental authority or with its approval.

**SIGN, EXTERNALLY ILLUMINATED.** A sign that features artificial illumination from a light source which provides light directly onto the sign face, or portions of the sign face, or its background, which light is then reflected back to the viewer.

**SIGN, FREESTANDING.** An on-premises sign, identifying the principal use conducted on the lot where the sign is located, that is placed on or anchored in the ground with one or more supports and that is not part of a building or other structure. Can also be referred to as a ground, monument, pole or pylon sign.

**SIGN, GOVERNMENT.** Any temporary or permanent sign erected and maintained for any government purposes other than signs placed on the premises of a publicly owned building or structure or other land use designed to identify to the land use to the public. Examples of government signs include, but are not limited to, speed limit signs, city limit and welcome signs, street name signs, and traffic signs. Conversely, a sign placed on a public building such as library, school or public safety building which identifies said building, shall not be considered a government sign.

**SIGN, GROUND SURFACE.** Any sign composed of manmade or organic materials displayed upon the surface of the ground.

**SIGN HEIGHT.** The height of an on-premises freestanding sign shall be measured from the road to which the sign is oriented or average grade of the site where the sign is located; whichever is higher, to the top of the highest attached component of the sign, the sign face, sign structure and any other appurtenance. Any change in a site's grade specifically designed to increase a sign's height shall be included as part of the sign's height.

**SIGN, HISTORIC.** A sign, or reproduction of a sign, which was originally installed at least twenty five (25) years ago and has received official certification as a Historic Sign by the Forsyth County Historic Resources Commission.

**SIGN, HOME OCCUPATION.** A sign used in conjunction with a home occupation meeting the requirements of Section B.2-6.4(D) of the UDO.

**SIGN, INCIDENTAL.** A temporary or permanent on-premises sign that is intended to provide information or direction for the convenience and necessity of the public and whose purpose is secondary to the use of the lot on which it is located. Such signs include but are not limited to entrance and exit signs, building numbers, addresses, private parking signs, telephone, no trespassing signs or dangerous animal signs. Incidental signs are not intended to provide identification or advertising from any public way.

**SIGN, INFORMATION, DIRECTION AND IDENTIFICATION.** A sign containing information relating to direction and/or identification of a use that is installed by or at the direction of a governmental authority or with its approval. An Information, Direction, and Identification sign shall not contain any commercial content other than a symbol, name or logo of the establishment it serves.

**SIGN, INTERNALLY ILLUMINATED.** A sign that features artificial illumination from a light source located behind the sign face and which transmits light through the sign face or portions of the sign face to the viewer. Also known as backlit illumination. Exposed neon tubing and similar lighting shall not be considered an internally illuminated sign.

**SIGN, LEAD-IN (DIRECTIONAL).** An off-premises sign that solely provides directional information regarding the sale or lease of residential property.

**SIGN, MENU BOARD.** A sign displaying the bill of fare of a drive-in or drive-through restaurant.

**SIGN, NEON.** An illuminated sign containing a glass tube filled with neon or phosphors which are bent to form letters, symbols or other shapes.

**SIGN, ON-PREMISES.** A sign displaying information pertaining only to a business, industry, activity, or profession located on the premises where the sign is displayed, and pertaining only to the name of the business, type of product sold, manufactured, or assembled, and/or service, activity, or entertainment offered on said premises, including business identification and occupancy signs.

**SIGN, PANEL CHANGE OUT.** Removing and/or replacing the advertising or copy area panel(s) of a sign without replacing or modifying the sign structure.

**SIGN, POLITICAL.** A temporary sign used in connection with a local, state, or national election or referendum.

**SIGN, PORTABLE.** A sign not permanently attached to the ground or other permanent structure, including but not limited to signs with attached wheels, A-frame signs, signs attached or painted on vehicles parked and visible from a street, unless said vehicle is used as a vehicle in the normal day-to-day operations of the business it advertises and is parked on the same zoning lot as the business. A sandwich board sign as defined by and in conformance with this ordinance is not considered a portable sign.



**SIGN, PROJECTING.** An on-premises attached sign end-mounted or otherwise attached to an exterior wall of a building and which projects not more than three (3) feet from the wall to which it is attached.

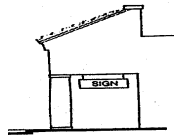


**SIGN, REAL ESTATE.** Any temporary sign displayed for the purpose of offering for sale, lease or rent the property on which such sign is erected, affixed or otherwise established.

**SIGN, ROOF.** An on-premises attached sign that is taller than the roof to which it is attached. Signs that do not extend above the roof, but are attached to the lower slope of a roof or attached to a parapet wall above a flat roof are considered wall signs. Signs that do not extend above the roofline but are attached to a mansard roof or canopy are considered wall signs.

**SIGN, SANDWICH BOARD.** A single or double-faced moveable sign that is intended to be used on a sidewalk or pedestrian way in front of the business for which the commercial message is intended.

**SIGN, SUSPENDED.** An on-premises attached sign that is suspended from the underside of a horizontal plane surface or arm, such as a canopy or marquee, and is supported by such surface.



**Suspended Sign**

**SIGN, TEMPORARY.** A portable sign as defined by this ordinance or a sign to be used for a limited time period.

**SIGN, WALL.** An on-premises sign affixed to or painted on the wall of any building and completely in contact with the building throughout its greatest dimension, which does not extend beyond the main wall of the building more than fifteen (15) inches except in accordance with these regulations. A painted work of art or mural is not considered a wall sign. A window sign is considered a wall sign.

**SIGN, WINDOW.** An on-premises wall sign that is permanently etched into, attached to, or painted on the outside of a window and is legible from outside the window.

# Chapter B - Zoning Ordinance

## Article III - Other Development Standards

### 3-2 SIGN REGULATIONS

#### 3-2.1 SIGN REGULATIONS

- (A) **Purpose.** Signs are a necessary and beneficial use of property that contributes to our community's economic vitality and appearance. Reasonable sign regulations are necessary to protect public property and community aesthetics. The intent of this

Ordinance is to regulate the type, number, physical dimensions, erection, placement and maintenance of signs in the Town of Walkertown. The purpose is to:

- (1) Promote the public health, safety, and welfare of residents and visitors;
- (2) Provide an environment which fosters growth and development of business;
- (3) Protect commercial districts from visual clutter;
- (4) Protect property values;
- (5) Eliminate distractions which are hazardous to motorists and pedestrians;
- (6) Protect and enhance the natural beauty, cultural attributes, distinctive character and visual environment of Walkertown;
- (7) Protect the public's ability to identify establishments and premises in an orderly, readable and safe manner;
- (8) Protect the public's investment in public buildings, streets, roads, highways and open spaces; and
- (9) Balance the individual rights of property owners to communicate their message with the public's right to be free of unreasonable distractions and aesthetic intrusions.

- (B) **Effect.** The effect of this section is:

- (1) To establish a permit system that allows a variety of signs on business premises and a limited variety of signs on other premises, subject to this ordinance and its permit procedures.
- (2) To allow certain small, unobtrusive signs incidental to the principal use of a site without a permit if such signs meet the substantive requirements of this ordinance.
- (3) To prohibit off-premises advertising signs, except where regulation is controlled by State or Federal law.
- (4) To allow a variety of types of noncommercial signs subject to the same substantive and permit requirements that control on-premises signs.
- (5) To allow certain types of signs to make minor encroachments of the public right of way, if specially permitted.
- (6) To prohibit all signs not expressly permitted by this ordinance.

- (C) **General Requirements.**

- (1) **Applicability.** The provisions of this Section are applicable to all signs, both off-premises and on-premises, unless otherwise provided for in this Ordinance. Any sign, in the districts where it is permitted, shall hereafter be in compliance

with the provisions of this Section and shall meet all other regulations applicable to signs, including any reference made within the Walkertown Town Code, and in the North Carolina Building Code and National Electric Code.

(2) **Required Permits and Approvals.**

(a) **Zoning Permit.** A zoning permit shall be secured from the Zoning Officer prior to the construction, reconstruction, erection, enlargement, relocation, structural alteration, repair or removal to a sign, except as otherwise provided for in Section B.3-2.1(E) of this Ordinance.

**H and HO Districts.** Prior to issuance of a zoning permit, a sign within the H and HO zoning districts requires the issuance of a Certificate of Appropriateness from the Forsyth County Historic Resources Commission.

(b) **Overlay District Approval.** Prior to issuance of a zoning permit, a sign within the NCO, TO, or AO zoning districts may be subject to additional approvals and requirements as provided for in the applicable overlay district section of this Ordinance.

(c) **Historic Sign Approval.** Prior to issuance of a zoning permit, a Historic Sign must meet the additional provisions Section B.3-2.1(F)(5) of this Ordinance and be classified as a Historic Sign by the Forsyth County Historic Resources Commission.

(3) **Illumination.** Any externally illuminated sign shall be shielded so as not to cast direct light onto any residential district and as not to create a safety hazard.

(4) **Location.**

(a) **Public R.O.W.** No portion of a sign shall be located within the public right-of-way or sight distance triangles except as permitted by this Ordinance, and with approval by the Town of Walkertown or the NC Department of Transportation, as applicable. This includes all above ground and below ground supports, frames, and embellishments or any portion of a sign attached to, affixed to, or painted on any utility pole, light standard, utility box or pedestal, tree, rock, or other natural object located within the public right-of-way or sight-distance triangles.

(b) **Traffic Hazard.** No sign shall be located in a manner which creates a traffic hazard.

(c) **Ingress and egress.** No sign shall be located in a manner that impairs ingress and egress through windows, doors, or other means of entering or exiting from a structure or building.

(5) **Maintenance.** Signs shall be maintained in sound and safe condition. Any sign or supporting structure declared to be unsafe by the Director of Inspections shall be repaired or removed by the owner immediately after notice by the Director of Inspections.

(6) **On-Premises Sign Area Measurement Provisions.**

(a) **Measurement of Internally Illuminated Signs and Signs Consisting of a Permanent Structure with Removable Panels.**

The area of internally illuminated signs and signs consisting of a permanent structure with panels designed to be removed and/or replaced for periodic maintenance or change of tenant(s) shall be computed as the smallest rectangle that will encompass the extreme limits of the illuminated or changeable panels and structure less than three (3) inches wide, regardless of sign shape and whether or not open spaces exist. Any cutouts or extensions shall be included in the area of the sign. In the case of separate signs sharing a common structure, the open spaces between the panels shall not count as sign area.

(b) **Measurement of All Other Signs.** Sign area for all other signs shall consist of the smallest rectangle or sum of contiguous rectangles which completely encompasses the sign message, including letters, words, and graphic elements. This method of measurement shall also apply to words and graphic elements painted onto windows, awnings and canopies.

(c) **Area of a Multi-Faced Sign.** Each face of a sign that contains two (2) faces may contain up to the maximum permitted sign area. Where two sign faces are not attached back to back, they must be joined at an angle of no more than ninety (90) degrees. Each face of a sign with three (3) or more faces shall contain a minimum of fifty (50) percent less sign area per face than the maximum permitted sign area.

(d) **Area of a Multi-Tenant Sign, Changeable Copy Sign, or Electronic Message Board.** The face and frame of a portion of a sign that includes the names of individual tenants or an area for changeable or electronic copy shall count toward the total area of the sign.

(7) **Nonconforming Signs Existing Prior to February 28, 2008.** All nonconforming signs shall be brought into compliance with the requirements of the Ordinance if the sign structure is removed, renovated, or altered. Replacing the panel of an existing sign does not require such sign to be brought into compliance.

(8) **Prohibited Signs or Objects.** The following signs or uses of signs are prohibited, unless otherwise provided for in this Ordinance:

(1) **Abandoned Sign.** A freestanding sign relating to or identifying an activity or establishment that is no longer conducted on the premises. Such signs include the sign's structure if the structure cannot be used for a legal use or does not comply with the height, area, or other physical requirements of this Ordinance. Such sign shall be in violation of the zoning ordinance if not brought into conformance or removed within 365 days after notification of the property and sign owner(s) by the Zoning Officer. A sign which meets the height and area requirements of this ordinance shall not be removed from its supporting cabinet structure unless a new sign will replace that sign in the aforementioned structure. An Abandoned sign not replaced shall be left in its cabinet structure and shall be painted or otherwise masked using a solid, uniform color covering the sign.

- (2) **Roof Sign.** A sign that extends higher than the roof of a building or is attached to or painted on a roof structure, panels or walls constructed to screen rooftop mechanical equipment or a roof top penthouse. See Section B.3-2.1(I)(7).
- (3) **Temporary and Portable Sign.** Any sign not permanently attached to the ground or other permanent structure, unless otherwise provided for in this Ordinance. Such signs include, but are not limited to, signs with attached wheels and signs attached or painted on vehicles parked and visible from the right-of-way, unless said vehicle is used as a vehicle in the normal day-to-day operations of the business it advertises and is parked on the same zoning lot as the business. This provision shall not apply to sandwich board signs as set forth in Section B.3-2.1(E)(11).
- (4) **Sign with Moving and Flashing Lights or Parts.** A sign with blinking, chasing, flashing or moving effects; or a sign displaying intermittent or flashing lights similar to those used in governmental traffic signals or used by police, fire, ambulance, or other emergency vehicles. Such signs include beacons, spotlights, searchlights, or reflectors and signs which revolve, rotate or swing by mechanical means.
- (5) **Windblown Sign.** A fluttering, spinning, windblown or inflatable device, including pennants, streamers and propeller discs, except as set forth in Section B.3-2.1(E)(1), B.3-2.1(E)(2), and B.3-2.1(F)(4).
- (6) **Use of Warning Words or Symbols.** A sign using the words *stop*, *danger*, or any other word, phrase, symbol, or character similar to terms used in a public safety warning or traffic sign.
- (7) **Sexually Oriented Signs.** A sign which exhibits matter depicting, describing, or relating to (i) “specified anatomical areas,” as defined in G.S. 14-202.10 (10), or “specified sexual activities,” as defined in G.S. 14-202.10 (11); and/or (ii) “sexually oriented devices,” as defined in G.S. 14-202.10 (9).
- (8) **Ground Surface Sign.** A sign composed of manmade or organic materials displayed upon the surface of the ground.

**(D) Signs Allowed in Any District Without a Zoning Permit.** The following signs or uses of signs which meet the additional provisions of this Section are permitted in any zoning district, unless otherwise specified, with no zoning permit required:

- (1) **Local, State, National, Corporate, and Organizational Flags.** Local, state, and national flags shall have no size limitations. Additionally, one (1) corporate logo flag or organizational flag may exist on premises where an American Flag is flown. A corporate logo or organizational flag shall be no larger than the American Flag with which it is flown.
- (2) **Government Approved Signs.** A sign required by law; emergency, safety, warning, or traffic sign; or a sign installed by, at the direction of or with the approval of a governmental authority shall have no size requirements. Such signs include signs approved by a governmental authority which promote special points of interest and events, including but not limited to decorative banners.
- (3) **Historical Marker.** A historical marker erected or placed by a historical nonprofit corporation, the Forsyth County Historic Resources

Commission or other governmental authority with a maximum area of twelve (12) square feet.

- (4) **Church Directional Signs.** Allowed with approval of Walkertown Town Council or designee.
- (5) **Gasoline Pump, Automatic Teller, and Vending Machine Sign.** A sign that displays prices or the name, trademark or logo of the company or brand it advertises provided the sign is an integral part of the permitted gasoline pump, automatic teller or vending machine.
- (6) **Menu Board at Fast Food Restaurant.** A menu board for a permitted restaurant with drive-through service shall be located in such a way as to be viewed from a designated drive-through lane and not located within the required front, side, or rear yard. In no case shall a menu board exceed thirty two (32) square feet in area.
- (7) **Vehicular Entrance and Exit Signs.** One (1) vehicular entrance and one (1) vehicular exit sign containing a maximum of six (6) square feet each and a maximum height of three (3) feet shall be permitted per driveway. Vehicular entrance and exit signs shall contain no commercial content other than a symbol, name or logo of the establishment it serves.
- (8) **Incidental Sign.** Such on-premises signs include, but are not limited to, pedestrian entrance and exit signs, building numbers and addresses, private parking signs, no trespassing signs or dangerous animal signs. An incidental sign shall contain a maximum of twelve (12) square feet, be a maximum of six (6) feet in height, and shall contain no commercial content other than a symbol, name or logo of the establishment it serves.
- (9) **Information, Direction, and Identification Signs.** Information, direction, and identification signs installed by or at the direction of a governmental authority or with its approval shall be allowed. Such sign shall have a maximum area of thirty six (36) square feet and a maximum height of six (6) feet except where health, safety and welfare issues require increased sign height, and shall contain no commercial content other than a symbol, name or logo of the establishment it serves. Any symbol, name, or logo shall not comprise more than twenty (20) percent of the sign area of the Information, Direction, and Identification Sign it is associated with.
- (10) **Home Occupation sign.** An on-premises home occupation sign shall be limited to one (1) sign per dwelling unit or principal use, and shall not exceed one (1) square foot in area.
- (11) **Sandwich Board Sign.** A sandwich board sign shall meet the following provisions:

  - (a) The sign shall be used in conjunction with a non-residential use within the CB, PB, NB, and MU-S Districts where the sidewalk is wide enough to allow for at least five (5) feet of width for unrestricted pedestrian movement with the sandwich board sign in place.

- (b) One (1) sandwich board sign per principal use shall be permitted. A sandwich board sign shall not exceed eight (8) square feet in area and four (4) feet in height.
- (c) The sign shall be moveable and shall not be illuminated or permanently attached to the building, sidewalk, street furniture, other signs, street trees, landscaping, utility poles or other appurtenances.

(12) **Construction, Development, and Lender Sign.** Construction, Development, and Lender Signs will be permitted one temporary on-premises sign per development under construction, not to exceed thirty two (32) square feet in area and ten (10) feet in height for developments of five (5) acres or less and sixty four (64) square feet for developments of more than five (5) acres. Developments of five (5) acres or more with five hundred (500) feet or more of linear frontage shall be permitted an additional on-premises sign of the same dimensions. Construction and Development signs shall not be illuminated.

(13) **Real Estate Sign.** An on-premises real estate sign for properties smaller than two (2) acres in the YR, AG, MH, RS and RM Districts shall have a maximum area of six (6) square feet. A sign in the YR, AG, MH, RS, and RM Districts for properties two (2) acres or more in size shall have a maximum area of thirty two (32) square feet in area and ten (10) feet in height. In all other districts, on-premises real estate signs shall not exceed thirty two (32) square feet in area and ten (10) feet in height. Lead-in (directional) off-premises real estate signs are permitted from Friday noon to Monday noon. Real Estate signs shall not be illuminated.

(14) **Builder Sign.** An on-premises sign indicating the builder(s) of individual residential units, either within the context of a larger development project or as an individually constructed unit, shall be permitted. A Builder Sign shall have a maximum area of six (6) square feet and a maximum height of six (6) feet in all zoning districts. A Builder Sign shall be removed upon sale of the property it is associated with.

(15) **Agricultural Sign.** A maximum of two (2) off-premises directional signs are permitted for agricultural produce grown and sold on the premises.

(16) **Political Sign.** A political sign shall not exceed two (2) square feet in size.

(17) **Yard Sale Sign.** An on-premises sign advertising a yard or garage sale shall not exceed two (2) square feet in size and shall be limited to one (1) sign per lot. Such signs may be erected seven (7) days prior to the event and shall be removed within two (2) days after the event. Lead-in (directional) off-premises yard sale signs are permitted from Friday noon to Monday noon.

(18) **On-premises temporary special event signs or banners for religious, charitable, civic, fraternal, or similar non-profit organizations.** Temporary signage for the previously stated groups is allowed provided:

- (a) No more than one (1) sign per street frontage shall be permitted per event.
- (b) The sign/banner shall be located on the property on which the event will occur.
- (c) The sign/banner shall be erected no sooner than fourteen (14) days before and removed three (3) days after the event.
- (d) A period of no fewer than seven (7) days shall exist between the removal of one sign/banner and the installation of another.
- (e) The specific date or time period of the event being advertised shall be present on the sign/banner.

(E) **Signs Allowed *With* a Zoning Permit.** The following signs are allowed with a zoning permit in any zoning district where the specified uses are permitted.

- (1) **Electronic Time, Date, Temperature Sign.** An electronic time, date and temperature sign may be applied to a freestanding or attached sign of any permitted nonresidential use. An electronic time, date, and temperature sign shall not be included in the calculation of sign area permitted.
- (2) **Electronic Message Sign.** Electronic Message signs shall be allowed in all nonresidential zoning districts. A development may have either attached or freestanding Electronic Message signage. The following conditions shall apply to Electronic Message Signs:
  - (a) **Calculation of Area.** An Electronic Message Sign which is included within a larger sign shall be included in the calculation of the total permitted sign area.
  - (b) **Changes Per Day.** An Electronic Message Sign shall change no more than once per five (5) minutes. Changes shall be complete and shall not contain any scrolling, flashing, or similar transitional effects between static messages.
- (3) **Changeable Copy Sign.** A changeable copy sign may be applied to a freestanding sign for any permitted nonresidential use. Attached changeable copy signs are prohibited unless otherwise provided for in this ordinance. A changeable copy sign shall be included in the calculation of permitted sign area.
- (4) **Special Event Banner.** A temporary on-premises banner for uses not addressed in Section B.3-2.1(E)(18) shall be allowed in any zoning district, excluding AG, YR, RS, and RM districts, subject to the following requirements:
  - (a) **Number.** Three (3) special event signs shall be permitted per establishment, per 12-month period. Each 12-month period shall begin

with the issuance of the first permit and shall expire twelve (12) months from that date.

(b) **Display Period.** The sign shall not be displayed for more than thirty (30) consecutive days.

(c) **Location.** A Special Event Banners shall be attached to a building wall or canopy.

(5) **Historic Sign.** A Historic Sign shall be approved by the Forsyth County Historic Resources Commission prior to issuance of a zoning permit, and is subject to the following additional provisions:

(a) **Criteria for Classification.** To be classified as a Historic Sign, an application for classification shall be filed with the Historic Resources Commission staff, and the commission must find that the sign bears a close resemblance to its appearance when originally installed, that the original sign was erected twenty five (25) years prior to application for classification, and that the sign meets at least three (3) of the following criteria:

(ii) Bears a national or local emblem, logo, or other graphic that is unique to the property or the establishment, or that it is a remnant of an advertising program that is no longer used by the parent company;

(iii) Is significant as reflecting the history of the building, structure, object, property or the development of the area, or recognized as important to the culture or history of Walkertown and Forsyth County;

(iv) Possesses unique characteristics or incorporates materials, design or craftsmanship not commonly found in newer signs;

(v) Is unique, notably aesthetic or creative, so as to make a significant contribution as a work of art;

(vi) Is recognized as a popular focal point within the community;

(vii) Is associated with historical individuals, events or places;

(viii) Is characteristic of a specific historic period;

(ix) Exhibits unique or rare characteristics that enhance the streetscape or the community at large.

(b) **Privileges.** A sign classified as a Historic Sign is exempt from the following provisions of this Ordinance:

(i) **Roof Signs.** A historic sign may remain as a roof sign.

(ii) **Dimensional Requirements.** A Historic Sign may exceed dimensional requirements found elsewhere in this Ordinance.

(iii) **Obsolete Sign.** A Historic Sign may refer to an establishment or product which is not related to the existing establishment or products sold on the premises.

(iv) **Illumination and Materials.** A Historic Sign may retain its original lighting patterns and materials.

(v) **Removal.** The voluntary removal of a Historic Sign by an owner shall be permitted without Forsyth County Historic Resources Commission review.

(vi) **Maintenance.** Reasonable maintenance, repair, and restoration of a Historic Sign are permitted without Forsyth County Historic Resources Commission review.

(c) **Alterations.** Alterations to a Historic Sign shall not be allowed without prior approval by the Forsyth County Historic Resources Commission staff.

(F) **On-Premises Signs Advertising a Nonconforming Use.** A nonconforming use shall be permitted on-premises freestanding and attached signs, provided the following additional provisions are met:

(1) **Freestanding Signs.**

(a) **Existing Signs.** An Existing on-premises freestanding sign which advertises a nonconforming use may be replaced or may be replaced and increased in area by a maximum of twenty-five (25) percent provided that such increase will not result in a sign area greater than thirty-six (36) square feet and a sign height of greater than six (6) feet. There shall be only one such expansion permitted, regardless of the size of the expansion.

(b) **New Signs.** A nonconforming use which does not have an existing on-premises freestanding sign shall be allowed one (1) on-premises freestanding sign which shall not exceed thirty-six (36) square feet in area and six (6) feet in height.

(2) **Attached Signs.**

(a) **Existing Signs.** Existing on-premises attached signage which advertises a nonconforming use may be replaced or may be replaced and increased in area by a maximum of twenty-five (25) percent provided that such increase would not result in a sign area greater than fifteen (15) percent of the building wall area per wall. There shall be only one such expansion permitted, regardless of the size of the expansion.

(b) **New Signs.** A nonconforming use which does not have existing on-premises attached signage shall be allowed a maximum attached sign area of fifteen (15) percent per building wall.

(G) **On-Premises Freestanding Signs.** Unless otherwise provided for in this Ordinance, an on-premises freestanding sign shall meet the following additional provisions:

- (1) **Zoning Districts and Uses.** On-premises, freestanding signs shall be permitted in the zoning districts for the permitted uses as shown in Table B.3.6, On-Premises Freestanding Sign Provisions. Number, height and area provisions are also indicated in Table B.3.6, unless otherwise provided for in this Ordinance.
- (2) **Setback.** All parts of an on-premises freestanding sign shall be set back at least one and a half (1.5) feet from a street right-of-way.
- (3) **Sign Height.** The height of an on-premises freestanding sign shall be measured from the road to which the sign is oriented or average grade of the site where the sign is located; whichever is higher, to the top of the highest attached component of the sign, including the sign face, sign structure and any other appurtenance, excluding religious icons. Any change in a site's grades specifically designed to increase a sign's height shall be included as part of the sign's height.
- (4) **Irregular shapes.** A sign consisting of irregular, non-rectangular shapes shall be allowed to exceed its respective area requirements by thirty (30) percent in situations where thirty (30) percent or more of a sign's area consists of open space and/or cutouts. Irregular sign height shall be calculated using the method described in Section B.3-2.1(H)(3), and Irregular sign area shall be calculated using the methods described in B.3-2.1(C)(6)(a) and B.3-2.1(C)(6)(b).
- (5) **Multi-tenant building.** Tenants in a multi-tenant development shall not be permitted to have individual freestanding signs, unless otherwise provided for in this Ordinance. See Section B.3-2.1(H)(6) Shopping Center.

**TABLE B.3.6**

**On-premises Freestanding Sign Provisions**

Zoning Districts <sup>(c)</sup>	Uses (as listed in UDO Table B.2.6 Permitted Use Table)	Maximum Height (feet)	Maximum Area (square ft)	Maximum Number of Signs Per Street Frontage	
				<600 ft	> 600 ft
CB, PB, LB, NSB, HB, GB, LO, GO, CPO, CI, LI, CPI, GI, IP, C	All permitted uses <sup>(a)</sup>	6	36	1	2(d)
NB (e)	All permitted uses (a)	6	8	1	1
NO (e)	All permitted uses <sup>(a)</sup>	6	Total freestanding and attached signs: 8	1	1
MU-S (b)	All permitted uses <sup>(a)(b)</sup>	(b)	(b)	(b)	(b)
All RS and RM Districts, MH, YR, AG (e)	<ul style="list-style-type: none"> <li>• Church or Religious Institution, Community or Neighborhood</li> <li>• School, Private or Public</li> </ul>	6	36	1	2 (d)
	All Recreational Uses	6	36	1	2 (d)
	<ul style="list-style-type: none"> <li>• Residential Subdivision</li> <li>• Multifamily Development</li> <li>• Planned Residential Development</li> <li>• Manufactured Housing Dev.</li> <li>• Congregate Care Facility</li> <li>• Life-care Community</li> </ul>	6	36	2 Signs at each principal entrance, not to exceed 2 per street frontage (f)	
	All individual residential uses	X	X	X	X
	All other permitted uses	6	18	1	1

X – An attached freestanding sign not permitted, unless provided for elsewhere in the Ordinance.

(a) See Section B.3-2.1(H)(6) Exceptions.

(b) Provisions for the MU-S District will be determined on an individual project basis.

(c) Additional provisions may apply in the NCO, H, HO, TO and AO zoning districts. See applicable district provisions.

(d) An on-premises freestanding sign is permitted only at a primary entrance, with a minimum separation of two hundred (200) feet between any two (2) permitted on-premises freestanding signs on the lot.

(e) No Internal Illumination, except for Church or Religious Institution, Community or Neighborhood.

(f) In situations where two signs are used, each sign shall have a single face.

**(6) Exceptions to On-Premises Freestanding Sign Provisions.**

- (a) Shopping Center.** Freestanding signs shall be permitted for any shopping center in accordance with the maximum number provisions found in Table B.3.6 and with provisions for height, area and number of signs as shown in Table B.3.6a Shopping Center – On-premises

Freestanding Sign Provisions. An individual tenant in a shopping center shall not be permitted an individual freestanding sign, with the exception of outparcel sites.

<b>TABLE B.3.6a</b>		
<b>SHOPPING CENTER</b>		
<b>On-premises Freestanding Sign Provisions (a)(c)</b>		
<b>Zoning District</b>	<b>Max. Height (feet)</b>	<b>Max. Area (square feet)</b>
PB, LB, NSB, HB, GB, CB, CI, MU-S(b)	15	100
Outparcels:	6	36

- (a) An on-premises freestanding sign is permitted only at a primary entrance, with a minimum separation of two hundred (200) feet between any two (2) permitted on-premises freestanding signs on the lot.
- (b) Provisions for the MU-S District will be determined on an individual project basis.
- (c) Where two signs are permitted, one sign shall be a maximum of six (6) feet high and have a maximum area of thirty-six (36) square feet.

**(b) Indoor or Drive-in Theater; and Stadium, Coliseum, or Exhibition Building.** All provisions of Table B.3.6 shall apply except as follows: One (1) freestanding sign shall be permitted per theater establishment. When a freestanding sign is utilized, the maximum permitted freestanding sign area shall be one hundred (100) square feet, with a maximum height of fifteen (15) feet.

**(H) On-Premises Attached Signs.** Unless otherwise provided for in this Ordinance, an on-premises attached sign shall meet the following additional provisions:

- (1) Zoning Districts.** On-premises attached signs shall be permitted in the zoning districts and in conformance with the provisions as shown in Table B.3.6b.
- (2) Permitted Sign Area.** Any type or combination of types of attached sign(s) may be used to meet the permitted area for attached signs, unless otherwise provided for in this Ordinance. The maximum total attached sign area permitted per establishment shall be the area calculation shown in Table B.3.6b.
  - (a) Total Sign Area.** The maximum wall area that may be covered with attached signage shall be calculated by multiplying the vertical dimension of a building wall by the length of its frontage in linear feet, then by the appropriate percentage from Table B.3.6b. The standard vertical measurement of a building shall be fourteen (14) feet per story for the purposes of calculating attached signage. Where multiple establishments share one building, each establishment's portion of building frontage shall be calculated separately. Sign area shall be calculated separately for each building wall.
- (3) Joint identification Sign.** A multiple tenant building or development may erect an attached development identification or joint identification sign. No additional sign area beyond the maximum permitted is provided for a development or joint identification sign.

- (4) **Location.** An attached sign may be located on any wall of a building, including those walls that do not have street frontage.
- (5) **Clearance.** An attached sign, with the exception of wall and window signs, shall maintain a clearance of nine (9) feet above a sidewalk and thirteen and one-half (13.5) feet above a street, alley or driveway.
- (6) **Projection and Setback.** An attached sign may project into the right-of-way, as long as the sign is setback at least two (2) feet from the curb line of any street and an encroachment agreement has been approved by the Town of Walkertown or NCDOT.
- (7) **Height.** An attached sign shall not extend above the roofline of a building or structure, except where a wall sign is attached to a parapet wall which extends above a flat roof. In which case, the wall sign may extend to the top of the parapet wall or a maximum of two (2) feet above the roof line, whichever is less.

<b>TABLE B.3.6b</b>			
<b>On-premises Attached Sign Provisions</b>			
<b>Zoning Districts</b>	<b>Uses - as listed in UDO Table B.2.6 Permitted Uses</b>	<b>Maximum Area (square feet) (a)(b)(c)(d)</b>	<b>Conditions (d)</b>
RS, RM, MH, YR, AG	Individual residential units or manufactured homes	X	X
	All other residential uses and nonresidential uses	5% of wall	Internally illuminated signs are prohibited. Only one freestanding or attached sign is permitted.
NO	All permitted uses	total for freestanding and attached signs = 8	Internally illuminated signs are prohibited
NB	All permitted uses	total for freestanding and attached signs = 8, GMA 1,2,3	Internally illuminated signs are prohibited
LO, GO, CPO, IP	All permitted uses	10% of wall	<b>Indoor or Drive-in Theater; and Stadium, Coliseum, or Exhibition Building.</b> A Theater, Stadium, Coliseum, or Exhibition Building may apply a changeable copy to a freestanding and/or attached sign, with the total area of freestanding and attached changeable copy signage not to exceed one hundred (100) square feet.
PB, LB, CB, HB, GB, NSB LI, CPI, GI, CI, C	All permitted uses	15% of wall	
MU-S	All permitted uses	individual basis	Individual basis

X - An attached sign is not permitted, unless provided for elsewhere in the ordinance.

a - Total square footage for all attached signs, unless otherwise noted in chart.

b - Multiple Tenant Buildings. The total permitted attached sign area shall be allocated to tenants based on the building frontage of each individual tenant. See Section B.3-2.1(I)(2).

c. For the purpose of calculating the percentage of a building wall that may be covered with attached signage, fourteen (14) feet per story shall be the standard measurement used to calculate the vertical surface of a building wall. See Section B.3-2.1(I)(2).

d. See Section B.3-2.1(I)(8) Additional Requirements for Specific Types of Attached Signs.

e. Maximum sign area per building wall shall be calculated according to the standards above for buildings of three (3) stories or less. Buildings of four or more stories shall follow the requirements of section B.3-2.1(I)(9)(a) below.

(8) **Additional Requirements for Specific Types of Attached Signs.**

**(a) Awning, Canopy, and Permanent Window Signs.**

**(i) Area.** The copy area of an awning, canopy, or permanent window sign shall not exceed thirty (30) percent of the awning; canopy; or window pane, section, door or grouping of such.

**(ii) Illumination.** No internal illumination of an awning sign shall be permitted.

**(b) Projecting sign.**

**(i) Number.** Only one projecting sign shall be permitted per building frontage.

**(ii) Projection.** A projecting sign shall not extend horizontally more than three (3) feet beyond the surface to which the sign is attached and no more than one and a half (1.5) feet into a public right-of-way.

**(iii) Height.** A building shall not be permitted to have the top of a projecting sign located higher than the second story, or twenty-eight (28) feet.

**(c) Suspended sign.** One suspended sign shall be permitted per primary public entrance.

**(d) Wall Sign.**

**(i) Attachment.** A wall sign shall be attached to a rigid backing of no less than one-quarter (1/4) inch in thickness. The sign shall be permanently attached to a solid surface such as a building wall.

**(ii) Projection.** A wall sign shall not extend horizontally more than fifteen (15) inches beyond the surface to which it is attached.

**(9) Exceptions.**

**(a) Wall Signs for Tall Buildings.** The maximum sign area per wall for the first three (3) stories of a building which is four (4) stories or greater in height shall be calculated using the standards of Table B.3.6b above. In addition, five (5) percent of the wall area for each additional story above the first three (3) stories may be added to the total permitted sign area of the first three (3) stories.

**(b) Theater, Recreational Services, Indoor, Limited to SIC 792 (Theatrical Producers), Stadium, Coliseum, or Exhibition Building Sign.** See Table B.3.6b.

**(I) Off-Premises Freestanding Signs**

**(1) Zoning Districts.** Freestanding signs (off-premises) are permitted only in the HB, LI, GI, and CI zoning districts and only along designated roads which are

not identified as view corridors listed in Section B.3-2.1(J)(2) and exist along designated roads as per Section B.3-2.1(J)(3).

- (2) **View Corridors.** No off-premises sign shall be permitted in any view corridor as described in Table B.3.7 and shown on the *View Corridor Map* located in the office of the Planning Board.

Table B.3.7  
View Corridors

Designation	Location
1. "A"	The north side of Business 40 from Broad Street on the west to Cameron Avenue on the east
2. "B"	The south side of Business 40 from Cherry Street on the west to Salem Avenue on the east
3. "C"	The west side of US 52 from 16th Street on the north to the Southern Railroad line on the south
4. "D"	The west side of US 52 from the Southern Railroad line on the north to Stadium Drive on the south
5. "E"	The east side of US 52 from I-40 on the north to Stadium Drive on the south
6. "F"	The south side of Business 40 from US 52 on the west to US158 (Reidsville Road) on the east
7. "G"	Both sides of I-40 from Jonestown Road on the west to the City zoned jurisdiction on the east
8. "H"	Both sides of US 311 from I-40 on the west to the Forsyth County line on the east
9. "I"	Both sides of US 311 connector from Business 40 on the north to I-40 on the south
10. "J"	Both sides of the Northern Beltway from Stratford Road (US 158) on the south to US 52 on the north
11. "K"	Both sides of the Northeast connector from US 52 on the west to the eastern terminus of the connector on the east
12. "L"	Both sides of I-40 in the unincorporated area of Forsyth County

(3) **Designated Roads.**

- (a) Permitted Areas. Freestanding signs (off-premises) are permitted only along roads in the Interstate System or the National Highway System.

(4) **Location and Setbacks.**

- (a) Distance from the centerline. Freestanding signs (off-premises) shall be located within six hundred sixty (660) feet of the centerline of the roadway to which they are oriented.
- (b) Spacing. Freestanding signs (off-premises) shall be located no closer than one thousand (1,000) feet from other off-premises signs on the same side of the road.

- (c) Setback. Freestanding signs (off-premises) shall be set back from each property line a minimum of one-half the distance required for principal structures as defined in Section B.2-1 and Table B.3.1 and Table B.3.2.
- (d) Distance from Residential Zones. Freestanding signs (off-premises) shall be located no closer than the following distances from residentially zoned property:
  - (i) Freeways/Expressways in the Interstate System. On freeways/expressways in the Interstate System:
    - [A] Twenty-five (25) feet from any residence;
    - [B] Fifty (50) feet from any residential zone abutting the permitted zone away from the roadway; and,
    - [C] One hundred (100) feet from any residential zone abutting the permitted zone parallel to the roadway.
  - (ii) Other Roads in the National Highway System. On other roads in the National Highway System:
    - [A] Twenty-five (25) feet from any residence;
    - [B] One hundred (100) feet from any residential zone abutting the permitted zone away from the roadway; and,
    - [C] One hundred (100) feet from any residential zone abutting the permitted zone parallel to the roadway.

**(5) Size Measurement.**

- (a) Area Calculation. The sign area for freestanding signs (off-premises) shall be computed by means of the smallest square, circle, rectangle, triangle, or combination thereof, which will encompass the entire sign designated to attract attention, including any molding, trim, border, or frame. Any such measurements shall be taken on only one face of the sign; however, informational or advertising matter may be displayed on both sides of any permitted sign.
- (b) Maximum Sign Area. The maximum sign area of an off-premises freestanding sign shall be limited, depending on location, as follows:
  - (i) On freeways/expressways in the Interstate System outside the Center City Area, maximum sign size shall be six hundred seventy-two (672) square feet plus one hundred (100) square feet for extensions.
  - (ii) On freeways/expressways in the Interstate System inside the Center City Area maximum sign size shall be four hundred fifty (450) square feet.

(iii) On other roads in the National Highway System outside the Center City Area maximum sign size shall be three hundred (300) square feet.

(c) Height. Off-premises freestanding signs shall be limited to a maximum height of thirty-five (35) feet above the roadway to which it is oriented or grade of the site on which the sign is located, whichever is higher. Sign height shall be measured to the highest portion of the sign, including any molding, trim, border, or frame designed to attract attention, excluding any extensions.

(6) **Number of Faces**. Off-premises freestanding signs shall be permitted to have a maximum of two (2) faces, provided, however, that stacked and/or rooftop locations of off-premises signs shall not be permitted.

**(J) Amortization of Nonconforming Off-Premises Signs**

**(1) Off-Premises Signs.**

(a) Nonconforming Signs. All nonconforming off-premises signs shall be removed or brought into compliance with all requirements except Section B.3-2.1(J)(4)(c), if applicable, within seven (7) years of the date of April 15, 1985.

**(K) Other Sign Regulations**

(3) Removal of Nonconforming Temporary Sign. Town employees and their designees may remove nonconforming temporary signs in the Town's right-of-way. Whenever a noncompliance sign on private property is found to exist within the Town, the Town Manager or his assigns shall give written notice to the owner or occupant of the property upon which sign exists or upon the person causing or maintaining the sign. The issued notice to remove a sign shall contain:

(a) An order to remove the sign or to request, in writing, a hearing within a stated time which shall be reasonable under the circumstances;

(b) The location of the sign;

(c) A description of the sign;

(d) A statement of acts necessary to abate the situation;

(e) A statement that if the sign is not removed or the situation abated as directed and no request for hearing is made within the prescribed time, the Town will remove such sign and assess the cost thereof against such person.