STAFF REPORT

DOCKET #  UDO-289
STAFF:  Kirk Ericson

REQUEST

This zoning text amendment is proposed by Planning and Development Services staff to amend Chapters A & B of the Unified Development Ordinances (UDO) to clarify Off-Premises Sign Regulations for the Winston-Salem zoning jurisdiction.

BACKGROUND

Since its adoption in 1994, the UDO has included provisions limiting the placement of off-premises signs (commonly known as billboards) to sites along roads in the Interstate System or the National Highway System. The UDO further limits the placement of such signs by only permitting them on HB (Highway Business), LI (Limited Industrial), GI (General Industrial), and CI (Central Industrial) zoned property, and prohibiting their installation along aesthetically significant sections of highways known as view corridors. As the UDO language suggests, the intent of this provision was to only allow off-premises signs along highways and interstates, where high travel speeds would make the scale of such signs appropriate. However, some surface roads, such as University Parkway and part of Silas Creek Parkway, are currently part of the National Highway System (Exhibit A) - it was not the intent of the UDO to allow off-premises signs along such roads.

ANALYSIS

UDO-289 proposes clarifying where off-premises signs are allowed by referring to a map showing the specific roads they are allowed along, the Winston-Salem Billboard Roadways Map (Exhibit B). This map will be kept in the Planning office and posted on the department’s webpage. Staff believes the creation of this map will eliminate any confusion as to where billboards are/are not allowed within the City’s jurisdiction.

Additionally, the UDO currently defines off-premises signs for the Forsyth County zoning jurisdiction, but not for the Winston-Salem jurisdiction. This amendment addresses this oversight by including a definition of off-premises signs for the Winston-Salem jurisdiction (which uses the same language as the Forsyth County definition). Staff believes this text amendment will improve the clarity of the UDO and recommends its approval.

RECOMMENDATION

APPROVAL

UDO-289 January 2019
UDO-289

AN ORDINANCE PROPOSED BY PLANNING AND DEVELOPMENT SERVICES
STAFF AMENDING THE UNIFIED DEVELOPMENT ORDINANCES TO CLARIFY
OFF-PREMISES SIGN REGULATIONS FOR THE WINSTON-SALEM ZONING
JURISDICTION

Be it ordained by the City Council of the City of Winston-Salem, North Carolina, that the
Unified Development Ordinances is hereby amended as follows:

Section 1. Chapter A, Article II – Definitions is hereby amended to add the following definition:

Article II – Definitions

SIGN, GROUND (OFF-PREMISES). (W) A freestanding sign which draws attention to or
communicates information about a business, service, commodity, accommodation, attraction,
or other activity which is conducted, sold, or offered at a location other than the premises on
which the sign is located.

Section 2. Chapter B, Article II, Section 3-2 – Sign Regulations is hereby amended as follows:

3-2.1 SIGN REGULATIONS (W)

(J) 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), except along sections of
these roads designated as view corridors per Section B.3-2.1(J)(2).

(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

<table>
<thead>
<tr>
<th>Designation</th>
<th>Location</th>
</tr>
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<tbody>
<tr>
<td>1. &quot;A&quot;</td>
<td>The north side of Business 40 from Peters Creek Parkway on the west to Cameron Avenue on the east</td>
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<tr>
<td>2. &quot;B&quot;</td>
<td>The south side of Business 40 from Peters Creek Parkway on the west to US 52 on the east</td>
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<tr>
<td>3.</td>
<td>&quot;C&quot;</td>
</tr>
<tr>
<td>4.</td>
<td>&quot;D&quot;</td>
</tr>
<tr>
<td>5.</td>
<td>&quot;E&quot;</td>
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<tr>
<td>6.</td>
<td>&quot;F&quot;</td>
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<tr>
<td>7.</td>
<td>&quot;G&quot;</td>
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<tr>
<td>8.</td>
<td>&quot;H&quot;</td>
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<tr>
<td>9.</td>
<td>&quot;I&quot;</td>
</tr>
<tr>
<td>10.</td>
<td>&quot;J&quot;</td>
</tr>
<tr>
<td>11.</td>
<td>&quot;K&quot;</td>
</tr>
<tr>
<td>12.</td>
<td>&quot;L&quot;</td>
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<tr>
<td>13.</td>
<td>&quot;M&quot;</td>
</tr>
</tbody>
</table>

(3) Designated Roads.

(a) Permitted Areas. ..... Freestanding signs (off-premises) are permitted only along roads in the Interstate System or the National Highway System identified on the Winston-Salem Billboard Roadways Map located in the office of the Planning Board.

Section 3. This ordinance shall be effective upon adoption.