

## 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

**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

Designation	Location
1. "A"	The north side of Business 40 from Peters Creek Parkway on the west to Cameron Avenue on the east
2. "B"	The south side of Business 40 from Peters Creek Parkway on the west to US 52 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 Mock Street on the south
5. "E"	The east side of US 52 from Business 40 on the north to Mock Street 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 Northern Beltway from US 52 on the west to the southern terminus of the beltway on the east
12. "L"	Both sides of I-40 in the unincorporated area of Forsyth County
13. "M"	Both sides of US 421 from I-40 on the east to the Winston-Salem City limits on the west

(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.

Exhibit A  
2016 National Highway System Roads

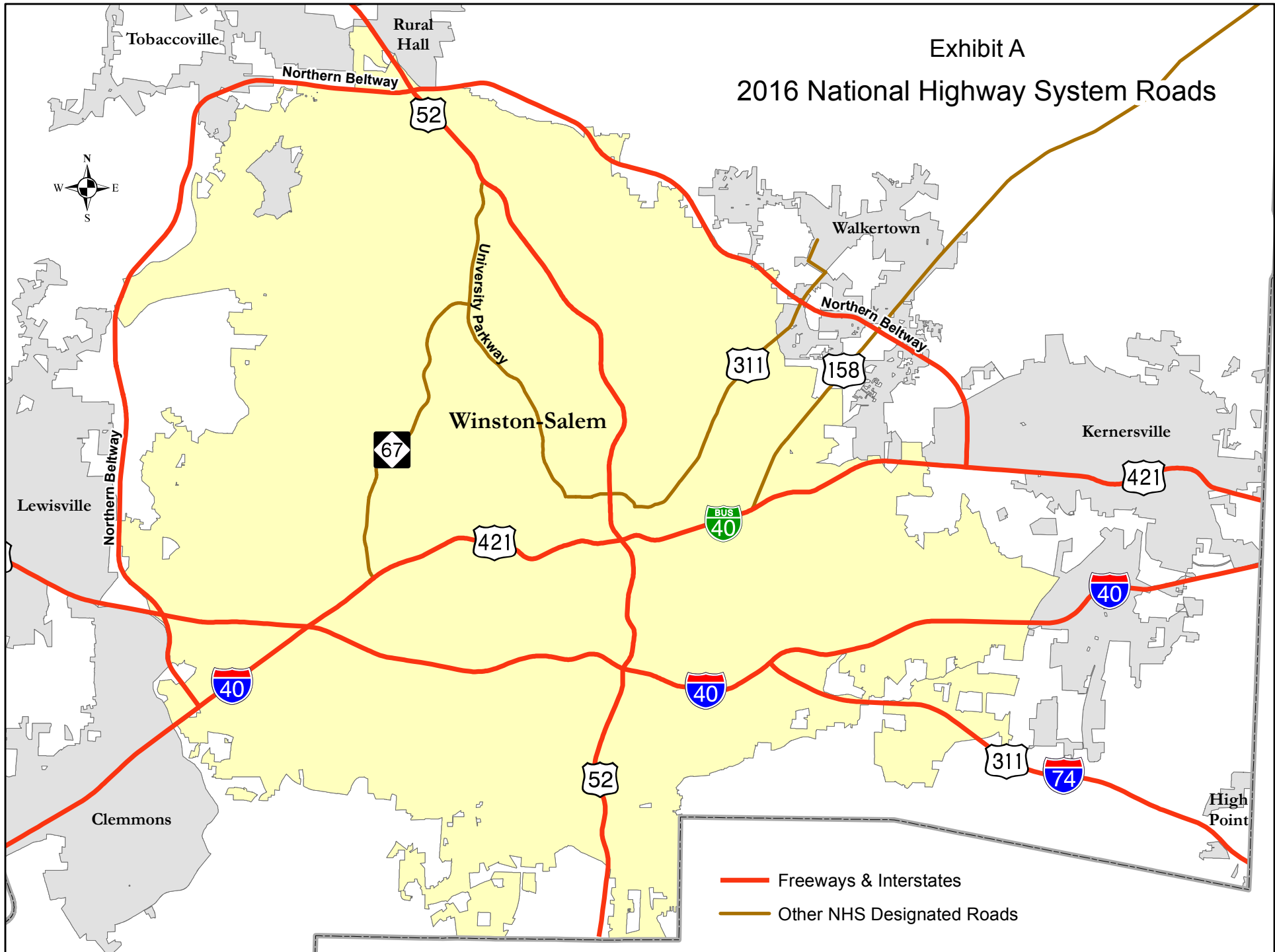


Exhibit B

# Winston-Salem Billboard Roadways

