

**AN ORDINANCE TO AMEND THE TOWN OF HUNTERSVILLE ZONING
ORDINANCE ARTICLE 10 SIGNS TO UPDATE AND CLEAN UP STANDARDS**

Section 1. BE IT ORDAINED by the Board of Commissioners of the Town of Huntersville, North Carolina, that Zoning Ordinance Section 10.2 Applicability, is hereby amended as follows:

10.2 Applicability

Except as otherwise provided in this ordinance, it shall be unlawful to construct, enlarge, move or replace any sign or cause the same to be done, without first obtaining a sign permit for such sign from the ~~Mecklenburg County Building Standards Department~~ or designated permitting agency. In addition, a certificate of occupancy for the change in the use of property shall require compliance with Article 10, Signs.

Section 2. BE IT ORDAINED by the Board of Commissioners of the Town of Huntersville, North Carolina, that Zoning Ordinance Section 10.3 General Provisions, is hereby amended as follows:

10.3 General Provisions

The following provisions shall apply to all signs.

- .1 Construction Standards. All signs shall be constructed and installed in accordance with the applicable provisions of the North Carolina State Building Code.
- .2 Electrical Standards. All illuminated signs shall be installed in accordance with the applicable provisions of the North Carolina State Electrical Code and all detached signs shall be powered by an underground electrical source.
 - a) Sign lighting must comply with Article 8.26.3 (e-g).
- .3 Maintenance of Signs. All signs shall be maintained in good structural and aesthetic condition. Deficiencies such as chipped paint, broken plastic, missing letters and exposed light bulbs shall be evidence of a lack of maintenance.
- .4 Content. Content of message, commercial or non-commercial, is not regulated by this ordinance.
- .5 No sign shall be placed so as to obstruct the clear sight triangle at a street intersection (Section 8.9).
- .6 **No sign shall be placed in a utility or storm drainage easement without permission from easement holder.**

Section 3. BE IT ORDAINED by the Board of Commissioners of the Town of Huntersville, North Carolina, that Zoning Ordinance Section 10.4 District Classification, is hereby amended as follows:

10.4 District Classification

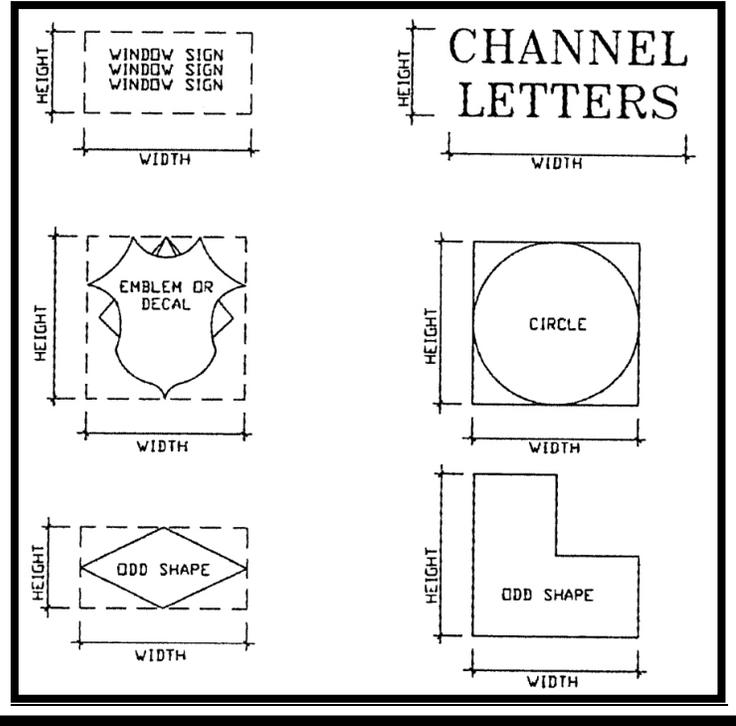
For purposes of this Article, zoning districts are classified as follows:

Rural District (R)	Residential
Transitional Residential (TR)	Residential
General Residential (GR)	Residential
Neighborhood Residential (NR)	Residential
Manufactured Home Overlay (MH-O)	Residential
Rural Traditional Neighborhood Development District (TND-R)	Mixed Use
Urban Traditional Neighborhood Development District (TND-U)	Mixed Use
Neighborhood Center (NC)	Mixed Use
Town Center (TC)	Mixed Use
Campus Institutional (CI)	Mixed Use
<u>Transit Oriented Development District- Employment (TOD-E)</u>	<u>Mixed Use</u>
<u>Transit Oriented Development District- Residential (TOD-R)</u>	<u>Commercial</u>
Highway Commercial (HC)	Commercial
Vehicle Sales (VS)	Commercial
Corporate Business (CB)	Commercial
Special Purpose (SP)	Commercial

Section 4. BE IT ORDAINED by the Board of Commissioners of the Town of Huntersville, North Carolina, that Zoning Ordinance Section 10.6 Sign Measurement, is hereby amended as follows:

10.6 Sign Measurement

- 1 Sign Face Area: The area within a single, continuous perimeter enclosing the characters, lettering, logos, illustrations, and ornamentation, together with any material or color forming an integral part of the display or used to differentiate the sign from the background against which it is placed.



Section 5. BE IT ORDAINED by the Board of Commissioners of the Town of Huntersville, North Carolina, that Zoning Ordinance Section 10.7 Permanent Signs Requiring a Permit, is hereby amended as follows:

10.7 Permanent Signs Requiring a Permit

10.7.1 On-Premise Signs are allowed, as indicated in the chart below

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<p>CIVIC BUILDINGS, <u>PARKS, AND GREENWAYS</u> IN ANY DISTRICT</p> <p>Wall Mounted Sign</p> <p>Primary Sign Max Area: 10% of the area of any wall face area-fronting a street or approved alternate frontage, up to a maximum of 128 square feet.</p> <p>Parking Lot Sign Max Area: One wall face that does not front a public street or approved alternative frontage, but which fronts a parking area and contains pedestrian entry, may have up to 32 square feet of parking lot wall signage.</p> <p>Ground Mounted Sign</p> <p>Maximum Number: 1 per street front Maximum Area: 32 square feet Maximum Height: 8 feet Not permitted for zero setback buildings</p> <p>Changeable copy¹ shall not exceed 50% of the allowable sign face area for either wall or ground mounted signs</p>	<p>ANY BUILDING TYPE IN A MIXED-USE DISTRICT EXCEPT A DETACHED HOUSE (NC, TC, CI, TND-U, TND-R, <u>TOD-R</u>)</p> <p>Wall Mounted Sign</p> <p>Primary Sign Max Area: 10% of the area of any wall face area fronting a street or approved alternate frontage, up to a maximum of 128 square feet.</p> <p>Parking Lot Sign Max Area: One wall face that does not front a public street or approved alternative frontage, but which fronts a parking area and contains pedestrian entry, may have up to 32 square feet of parking lot wall signage.</p> <p>Ground Mounted Sign</p> <p>Maximum Number: 1 per street front Maximum Area: 32 square feet Maximum Height: 8 feet Not permitted for zero setback buildings</p> <p>Changeable copy¹ shall not exceed 25% of the allowable sign face area for either wall or ground mounted signs</p>
<p>ANY BUILDING TYPE IN A COMMERCIAL DISTRICT EXCEPT DETACHED HOUSE (HC², CB², SP, VS, <u>TOD-E</u>)</p> <p>Wall Mounted Sign</p> <p>Primary Sign Max Area: 10% of the area of any wall face area-fronting a street or approved alternate frontage, up to a maximum of 128 square feet. However, in the CB and SP zone, any building over 100,000 square feet- of floor area may have wall sign(s) not to exceed 384 square feet. In addition, one Secondary Business Identification Sign (defined in Article 12) is permitted for each secondary business, up to a maximum combined area of 64 square feet for all secondary business identification signs.</p> <p>Parking Lot Sign Max Area: One wall face that does not front a public street or approved alternative frontage, but which fronts a parking area and contains pedestrian entry, may have up to 32 square feet of parking lot wall signage.</p> <p>Notwithstanding the above, the total area of all wall-mounted signs shall not exceed 10% of the applicable wall face area.</p> <p>Ground Mounted Sign</p> <p>Maximum Number: 1 per street front Maximum Area: 32 square feet Maximum Height: 8 feet Not permitted for zero setback buildings</p> <p>Changeable copy¹ shall not exceed 25% of the allowable sign face area for either wall or ground mounted signs</p>	<p><u>COMMERCIAL USE OR MIXED USE IN CERTAIN MIXED-USE BUILDINGS WHERE PERMITTED IN RESIDENTIAL DISTRICTS (NR, TR, R.)</u></p> <p>Wall Mounted Sign</p> <p>1 sign per business bay², up to a maximum of 12 square feet per bay; the sign area for any mixed use structure shall not exceed 5% of any wall face area fronting a street or approved alternate frontage. Primary Sign Max Area: 5% of the area of any wall face fronting a street or approved alternate frontage, up to a maximum of 12 square feet.</p> <p>Ground Mounted Sign</p> <p>Maximum Number: 1 per building-street front Maximum Area: 4216 square feet Maximum Height: 6 feet Type permitted: pole and beam or framed only, as identified in 10.5.2 b). Illumination permitted: Down lighting or indirect lighting (no internal illumination)</p> <p>Changeable copy¹ shall not exceed 25% of the allowable sign face area for either wall or ground mounted signs</p>
<p>DIRECTORY SIGN</p> <p>Maximum Number: 1 per street front; maximum 3 signs; 1000-foot separation.</p> <p>Maximum Area: 96 square feet per sign Maximum Height of ground mounted signs: 12'</p> <p>(includes shopping centers, office complexes, schools, large-scale religious institutions, institutional or business</p>	<p>PLANNED DEVELOPMENT ENTRANCE SIGN <u>FOR DEVELOPMENTS OF 5 ACRES OR MORE</u></p> <p>Maximum Number: 1 per street front; 2 sign faces may be used with a wall, fence, or other architectural entrance feature</p> <p>Total Maximum Area: 2432 square feet Maximum Height: 8 feet</p> <p><u>Ground Mounted Sign limited to name and/or logo</u></p>

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<p>campuses, and similar large complexes which have a variety of tenants or uses) No individual tenant ground mounted signs are permitted.</p>	<p>(permitted for all residential, mixed use, and non-residential projects of 10 acres or more) Limited to name and/or logo</p>
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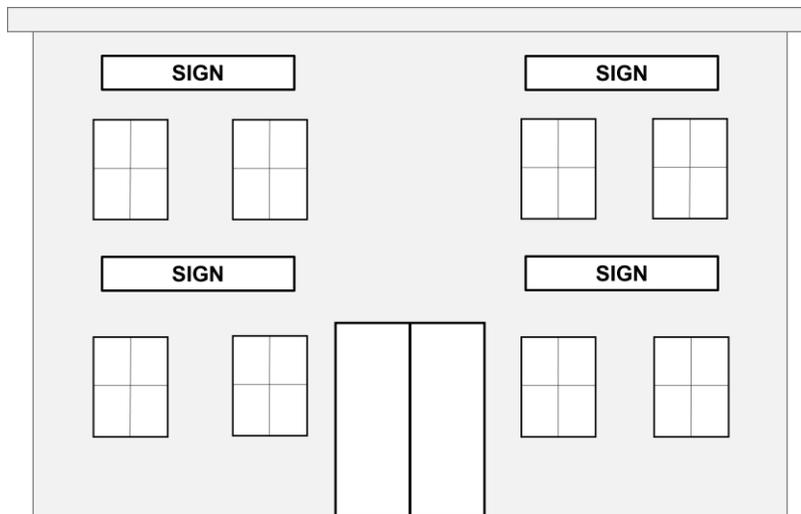
~~For buildings in all residential, mixed use and non-residential projects, 25% of the allowable wall mounted signage of one street fronting or approved alternate frontage wall face per individually constructed tenant space (up to 32 sq. ft.) may be transferred to one wall face that does not front a public street, but which fronts a parking area and contains pedestrian entry.~~

¹ Changeable copy that is internally illuminated or self-luminous shall meet the following standards:

- (a) Maximum brightness shall be 5,000 nits during daylight hours (dawn to dusk) and 150 nits during nighttime hours. The applicant or sign manufacturer must provide either written certification from the manufacturer that the light intensity has been factory-programmed not to exceed above listed light levels or provide an isolux lighting plan certified by an electrical engineer.
- (b) Message may change a maximum of twenty-four (24) times per 24-hour period. Change of message shall not occur within any thirty (30) minutes timespan from the last change of message.

~~² A business bay in a mixed use building is the width of the first floor which is used for any single business, extended from the front of the building to the back of the building.~~

² Notwithstanding the above, in the Highway Commercial or Corporate Business zoning district, when a commercial site plan is submitted for a new or redeveloped multi-story, multi-tenant building(s) that is a Highway Commercial, Urban Workplace or Shopfront building type, a sign plan shall be submitted for administrative review that includes, but is not limited to, locations of wall signs for each tenant and the square footage of wall sign area devoted to each tenant. Sign plan shall be revised if the number of tenant spaces changes after the approval of the sign plan. The maximum area permitted for wall signs is 10% of the area of any wall face fronting a street or approved alternate frontage, up to a maximum of 128 square feet. One wall face that does not front a public street or approved alternative frontage, but which fronts a parking area, may have up to 16 square feet of parking lot wall signage for each building tenant.



Section 6. BE IT ORDAINED by the Board of Commissioners of the Town of Huntersville, North Carolina, that Zoning Ordinance Section 10.10 Signs Permitted without a Permit, is hereby amended as follows:

10.10 Signs Permitted without a Sign Permit

The following types of signs are exempt from permit requirements and allowed in all zones, but shall be in conformance with all other requirements of this ordinance.

- .4 On premise directional and instructional signs not exceeding 6 square feet in area, unless such sign is a monument sign, in which case it may not exceed 9 square feet. Maximum height: 45 feet.

.20 Temporary Sporting Event Sign

- a) Signs shall be displayed only on the property on which the event is held.**
- b) No more than one sign per street front shall be permitted per event.**
- c) Signs shall not exceed 32 square feet in area or 6 feet in height.**
- d) Signs shall be erected no sooner than the day of the event and may only be erected through the duration of the event.**

.21 Government signs.

Section 7. BE IT ORDAINED by the Board of Commissioners of the Town of Huntersville, North Carolina, that Zoning Ordinance Section 10.11 Master Signage Programs, is hereby amended as follows:

10.11 Master Signage Programs

Master signage programs establish two alternatives in providing latitude to develop appropriate signage designs for new or existing areas with special unifying features. The alternatives are the Special Sign District **Option** and the Planned Development **Sign Flexibility Option**. ~~Special Sign Districts require approval by the Board of Commissioners following review and recommendation by the Huntersville Planning Board.~~

10.11.1 Special Sign District Option

Special Sign Districts require approval by the Board of Commissioners following review and recommendation by the Huntersville Planning Board. ~~For~~ The purpose of a **Special Sign District is to** establishing, enhancing, preserving, and developing the character, quality, and property values of areas of unique character and special development potential, districts in which signs are regulated by special provisions may be established subject to the following conditions:

- .1 As a prerequisite to the establishment of such a special sign district, it must be determined that the modified rules established for said district shall:
 - a) Preserve and enhance the special character of the particular area; and
 - b) Not contravene the intent of this ordinance; and
 - c) Cause no disturbance to neighboring property lying outside the proposed district.
 - d) Without changing the basic structure of this ordinance, the modified rules for a special sign district may impose sign regulations which provide greater latitude or more stringent limitations than those provided elsewhere in this ordinance.
- .2 The special sign district constitutes an overlay district and shall conform to the procedures of Article 11 for purposes of adoption and administration. Districts for which special sign regulations may be

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imposed include, but shall not be limited to, the Town Center District, the Neighborhood Center District, the TND-U and TND-R districts.

- .3 **A Master Sign Plan shall be submitted that includes, but is not limited to, the following information in a digital format:**
 - a) **Detailed designs of all proposed signs including the size, height, changeable copy, and materials of such signs.**
 - b) **A graphic showing proposed number and location of signs.**
 - c) **Sign illumination plans.**
 - d) **Plans for landscaping and architectural features to be used in conjunction with such plans.**
- .4 **Once the Special Sign District has been approved, modifications to the Master Sign Plan must be reviewed and approved in the same manner in which the approval was originally made, including any necessary notice and public hearing. However, minor modifications, as defined by Article 12 of this ordinance, may be approved by the Zoning Administrator.**

10.11.2 Planned Development ~~Sign Flexibility~~ Option

For the purpose of providing flexibility and incentives for coordinated, well-designed sign systems for large-scale development, special provisions varying the standards of this ordinance may be approved by the Zoning Administrator, subject to the following:

- .1 The development is: a planned residential, nonresidential, or mixed-use development, 10 acres or greater in size; a hospital or other large-scale institutional complex; a large-scale cultural, civic or recreational facility; or a similar large-scale development.
- .2 A Master Sign Plan ~~program~~ **shall be submitted** that includes, **but is not limited to,** the following information in **a digital** ~~booklet format~~ ~~is submitted~~:
 - a) Detailed designs of all proposed signs including the size, height, **changeable** copy, **and** materials, ~~and colors~~ of such signs.
 - b) **A graphic showing** ~~P~~proposed number and location of signs shall be submitted.
 - c) Sign Illumination Plans.
 - d) Plans for landscaping ~~or~~ **and** architectural features to be used in conjunction with such plans.
- .3 The proposed signs meet the following criteria: **To utilize any of the below special provisions, it shall be noted in the approved Master Sign Plan.**
 - a) All signs are coordinated in terms of design features.
 - b) ~~The maximum amount of allowable wall mounted signage per individually constructed tenant space of one non-street fronting wall shall not exceed 25% of the area of the street fronting sign, up to a maximum of 32 square feet. This 25% increase may only be used on one non-street fronting wall.~~ **The maximum size of wall mounted signage on a non-street fronting wall that contains pedestrian entry and fronts a parking area shall not exceed 40 square feet. This increase may only be used on one non-street fronting wall that contains pedestrian entry and fronts a parking area.**
 - c) Marquee and Hanging/Blade Signs may be increased by 25%, however they may project no more than 4 feet from the building wall, and no more than 3 feet over a sidewalk in a town-maintained right-of-way.
 - d) The maximum size of detached signs is not increased by more than 25%.
 - e) The number of detached signs along a street frontage does not exceed 3.
 - f) The maximum height of a detached sign does not exceed 12 feet.
 - g) Multi-information directional signs are no greater than 16 square feet and are located in the interior of a development.

Section 8. BE IT ORDAINED by the Board of Commissioners of the Town of Huntersville, North Carolina, that Zoning Ordinance Section 10.13 Application and Issuance of Sign Permits, is hereby amended as follows:

10.13 Application and Issuance of Sign Permits

10.13.1 Application.

Applications for permits shall contain or have attached the following information:

- 4 A site or ~~plot~~ plan of the property involved, showing accurate placement of the proposed sign **including distance from right-of-way and any sight triangles.** ~~intended use(s) of the property and zoning district designation.~~
- 5 ~~Two (2) blueprints or inked, scaled~~ Drawings of the **sign** plans and specifications of the sign to be erected or affixed as deemed necessary by the Zoning Administrator. Such plans may include but shall not be limited to details of dimensions, materials, copy, and size of the proposed sign. For wall signs, dimensions of the building wall on which the sign is to be affixed and the location and size of existing wall signs shall also be included.

Section 9. BE IT ORDAINED by the Board of Commissioners of the Town of Huntersville, North Carolina, that Section 12.2.2 Sign Definitions, is hereby added to the Zoning Ordinance as follows:

Sign Types. The following are types of signs included in this ordinance.

Directional or Instructional Sign. An on-premises sign designed to guide vehicular and/or pedestrian traffic by using such words as "Entrance", "Exit", "Parking", "One-Way", **"Customer Pick Up", "Drive-Up", "Curbside Pick Up"**, or similar direction or instruction, but not including any advertising message. The name or logo of the business or use to which the sign is giving direction may also be included on the sign.

Section 10. This ordinance shall become effective upon the date of adoption.

HUNTERSVILLE ORDINANCE ADVISORY BOARD: February 2, 2023 (Recommended Approval)

PUBLIC HEARING DATE: April 3, 2023

PLANNING BOARD MEETING: April 25, 2023, recommended approval with the exception of Sec. 9

TOWN BOARD DECISION: May 15, 2023, approved with the exception of Sec. 9