

**TOWN OF SILER CITY
ORDINANCE 11-15-2021 UDO ROOF SIGN**

**AN ORDINANCE AMENDING ARTICLE XVII (SIGN REGULATIONS) OF THE
TOWN OF SILER CITY UNIFIED DEVELOPMENT ORDINANCE (UDO)**

NOW THEREFORE, be it ordained by the Board of Commissioners of the Town of Siler City, in the State of North Carolina, as follows:

SECTION 1: **AMENDMENT** “255 Definitions” of the Town of Siler City Unified Development Ordinance (UDO) is hereby *amended* as follows:

AMENDMENT

255 Definitions

- (a) **Advertising Sign.** A sign which directs attention to a business, profession, commodity, service, or entertainment sold or offered upon the premises where such sign is located or to which it is attached.
- (b) **Attached Sign.** A sign which is mounted flush to a building wall or attached to the top of a canopy or the cantilevered portion of a cantilevered roof with the face of the sign parallel to the wall. Such sign shall be attached throughout its entire length and shall not extend above the highest point indicated below.
 - (1) Signs mounted flush to a building wall shall not extend above the highest vertical point of the building.
 - (2) Signs mounted to a cantilevered roof shall not extend above the cantilevered portion of the roof.
 - (3) Signs mounted to the top of a canopy shall not extend above the highest point of the top surface of the canopy.
- (c) **Banner.** A temporary sign display that is constructed of non-self-supporting or rigid material that is supported on two or more sides or corners by a rope, wire or other attachment that allows the display to move when struck by wind, and which is not a permanent sign or flag as a defined in this section. (See also definition of flag.)
- (d) **Billboard Poster Board.** A sign identifying, advertising and/or directing the public to a business, merchandise, service, entertainment or product which is located at a place other than the property on which such sign is located. These signs are also known as off-premise, outdoor advertising signs.
- (e) **Building frontage.** The distance expressed in linear feet of the horizontal dimension of a building wall that is parallel and adjacent to one or more of the qualifying areas listed below:
 - (1) A public or private street;
 - (2) A common parking area in the case of a shopping center;
 - (3) A public parking area; or

- (4) A public access walkway.
- (f) **Business Identification Signs.** Flat mounted signs which are placed on multi-use buildings to identify tenants within.
 - (g) **Canopy Sign.** A sign which is suspended from or attached to the sides, front, or underside of a canopy. A canopy is defined as a structure attached to or cantilevered from a building. This may be a roof type canopy which is supported only by its flush attachment to the building, or it may be supported also by columns, braces or poles which extend to the ground.
 - (h) Cantilever roof. A structural member or assembly that is unsupported on one side or one end is said to be a "cantilever." The cantilevered parts of the roof are its least stable parts, whether the roof is of truss construction or of the more traditional methods using rafters.
 - (i) **Construction Sign.** Signs which identify firms and/or builders which are erected on the premise of the construction site during the period of construction.
 - (j) **Direction Sign.** A sign which is located off-premise and indicates the location of public buildings, parks, schools, hospitals, and scenic or historic places.
 - (k) **Directory Sign.** A sign listing the names of more than one business, activity or professional office conducted within a building, group of buildings or commercial center.
 - (l) **Feather Banner.** A non-self-supporting fabric or film display that is supported on one side by a pole or mast that is curved at the top so that the message is visible regardless of wind conditions. Feather banners shall be freestanding and shall not be attached to any permanent structure. Also known as wind blades.
 - (m) **Festival Signs.** Signs, non-illuminated, which are associated with activities recognized by the Siler City Town Board such as Siler City Chicken Festival, Siler City Christmas Parade, Old Fashioned Farmers Day, etc.
 - (n) **Filling/Fuel Pump Signs.** Signs which are normally associated with the sale of gasoline, diesel, electricity, hydrogen, kerosene, natural gas, propane, water, or etc. and the price, self-service, etc. information contained on the pump.
 - (o) **Flag.** A non-self-supporting fabric or film display that is supported on one side by a pole or mast, and is allowed to hang limp without vertical or horizontal structure and/or to move freely when struck by wind. A non-self-supporting fabric or film display that is supported on two or more sides or corners, or that is supported only along the top (highest) side shall constitute a banner. (See also definition of banner.)
 - (p) Flat Roof. A roof with a slope of 3 in 12 (1:4) or less.
 - (q) **Freestanding Sign.** A sign supported by a sign structure placed in the ground and which is wholly independent of any building, fence, vehicle or object other than the sign structure for support.
 - (r) **Holiday Decorations.** Seasonal decorations are allowed from November 1 to January 3 of the following year. Such decorations may be illuminated.
 - (s) **Home Occupation Signs.** A sign permitted in association with a legitimate home occupation conducted on the premises of the dwelling unit occupied by the operator of the business.
 - (t) **Ideological sign.**
 - (1) Relating to or concerned with ideas.

- (2) Of, relating to, or based on ideology.
- (3) Ideology
 - a. The set of ideas and beliefs of a person, group or political party.
 - b. Visionary theorizing
 - c. A systematic body of concepts especially about human life or culture
 - d. A manner or the content of thinking characteristic of an individual, group, or culture
 - e. The integrated assertions, theories and aims that constitute a sociopolitical program
- (u) **Marquee.** A sign of a theater, auditorium, fairground, museum or cablevision central office which advertises present and scheduled events with changeable copy.
- (v) **Mural.** An image, such as a painting or enlarged photograph, applied directly to a wall or external ceiling.
- (w) **Noncommercial Sign.**
 - (1) Message not having a commercial objective; not intended to make a profit.
 - (2) Refers to an activity or entity that does not, in some sense, involve commerce, at least relative to similar activities that do have a commercial objective or emphasis.
 - (3) Not of, connected with, or involved in commerce: noncommercial organizations
 - (4) Includes the following signs:
 - a. Charitable
 - b. Civic
 - c. Church
 - d. Fraternal
 - e. Festival
 - f. Governmental
 - g. Historic places
 - h. Ideological
 - i. Nonprofit organization
 - j. Parks
 - k. Personal Expression
 - l. Political
 - m. Public building
 - n. Religious
 - o. Residential
 - p. Scenic places
 - q. School
 - r. Special events
 - s. Yard sale
- (x) **No Trespassing/No Loitering Signs.** Such signs and similar ones which are placed to inform the public of private regulations.
- (y) **Occupant/Street Number Sign.** A sign bearing only the name of the principal occupant of residence or street number of any residential, commercial or other structure.

- (z) **On-premises sign.** An advertising sign used for purposes of displaying point-of-sale advertisement which attracts attention to a business, establishment, profession, service, event, entertainment, condition or commodity that is manufactured, conducted, sold or otherwise offered or provided on the lot of record where the sign is constructed or displayed. “On-premises signs” are all signs not otherwise defined or regulated as off-premises signs.
- (aa) **Off-Premises Light-Industrial Zoned Sign.** An off-premise, freestanding, directional sign that indicates the location of a business that is located:
 - (1) on a property that is zoned Light-Industrial with at least one hundred eighty (180) feet of road frontage; and
 - (2) adjacent to Norfolk Southern Railway with at least two hundred twenty five (225) feet of railroad frontage.
- (ab) **Off-Premises Sign.** A sign, other than a billboard, that draws attention to or communicates information about a business, service, commodity, accommodation, attraction, or other enterprise or activity that exists or is conducted, sold, offered, maintained, or provided at a location other than the premises on which the sign is located. A sign that draws attention to a cause or advocates or proclaims a noncommercial message shall also be an off-premises sign unless excluded from regulation by §256.
- (ac) **Painted Wall Sign.** A sign painted directly on any exterior building wall or door surface, exclusive of window and door glass areas.
- (ad) Parapet wall. A barrier that is an extension of the wall at the edge of a roof. It is a short, vertical wall that runs the roofline of the building.
- (ae) **Permanent Sign.** A sign that is lasting or intended to last or remain unchanged. A sign that is intended to be displayed for a long period of time.
- (af) **Personal Expression Sign.** An on-premises sign that expresses an opinion, interest, position, or other non-commercial message.
- (ag) Pitched Roof. A roof with a slope of 3 in 12 (1:4) or more. The following are normally considered pitched roofs: gable, hip, mansard, and gambrel.
- (ah) **Political Signs.** Any sign that advocates for political action.
 - (ai) **Portable Sign.** Any sign designed or intended to be readily relocated. This shall include signs on wheels, trailers, truck beds, or any other device which is capable of/or intended to be moved from one location to another. This definition does not include temporary sign holders or noncommercial signs located in the back of truck beds.
 - (aj) **Private Traffic Directional Sign.** Signs such as in/out, do-not-enter, entrance/exit, etc., which are placed on private property to direct vehicular traffic.
 - (ak) **Professionally Made Sign.** A sign that is made by a professional sign company that is paid to produce and sell signs. A sign that is made by a person who is an expert (has a special skill or knowledge) at making signs. Definition does not include signs that are hand written or painted by amateurs.
 - (al) **Projecting Sign.** A sign which is attached to a building wall with the face of the sign perpendicular to the building wall.
 - (am) **Public Service Signs.** Sign displayed for the direction or the convenience of the public such as signs for restrooms, public telephones and the like.
 - (an) **Real Estate Signs.** Signs which advertise the sale, rent, or lease of the property

(including buildings) on which said sign is located.

(ao) Roof frontage. The distance expressed in linear feet of the horizontal dimension of a roof that is parallel and adjacent to one or more of the qualifying areas listed below:

(1) A public or private street;

(2) A common parking area in the case of a shopping center;

(3) A public parking area; or

(4) A public access walkway.

(ap) **Roof Line.** The intersection of the roof of a building or structure and the perimeter wall of that building or structure.

(aq) Roof ridge. The horizontal line running the length of the roof where the two roof planes meet. This intersection creates the highest point on a roof.

(ar) **Roof Sign.** Any sign erected, constructed, or maintained upon or attached to a roof of any building. Any sign located on a roof of a building or having its major structural supports attached to a roof and projecting above the level of that building's parapet wall or lowest level of the roof adjacent to the sign. Signs erected upon, against or directly above a roof, or on the top of or above the parapet of a building.

(as) **Sign.** A sign is any display of any letters, words, numbers, figures, devices, emblems, pictures, or any parts or combinations thereof, by any means whereby the same are made visible for the purpose of making anything known, whether such display be made on, attached to or as a part of a structure, surface or any other thing, including, but not limited to the ground, a rock, tree or other natural object.

(1) A sign includes all poles, frames and other supports upon which such display are made.

(2) Signs do not include:

a. the recognized flag or emblem of any nation, state, or town;

b. not merchandise and pictures or models of products incorporated in a window display;

c. nor works of art which in no way identify a product;

d. nor scoreboards or advertising located on athletic fields;

e. nor holiday decorations;

f. nor murals.

(at) **Temporary Sign.** A sign or advertising display constructed of cloth, canvas, fabric, plastic, paper, plywood or other light material and intended to be displayed for a short period of time to inform the public of an unusual or special event. This shall include banners, balloons, flags, streamers, spinners, placards, pennants and other wind activated devices.

(au) **Time and Temperature Sign.** Sign which display time and temperature in alternating light cycles.

(av) **Wall sign.** A sign that is directly and permanently attached to and supported by a building or other structure having a principal function other than support of the sign. For purposes of this definition, poles, fences, storage tanks, bracing or other similar structures shall not be considered as a building or structure having a principal function other than support of the sign, and Canopies and their support structures shall be considered as a building or structure having a principal function other than support of

the sign.

- (aw) **Window Signs.** Signs which are painted or affixed to the interior or exterior of windows.
- (ax) **Yard Sale/Open House Signs.** A sign which serves to direct the public to such events and is placed off the premise of such event/sale, for a brief period of time.

SECTION 2:**AMENDMENT** “257 Prohibited Signs” of the Town of Siler City Unified Development Ordinance (UDO) is hereby *amended* as follows:

A M E N D M E N T

257 Prohibited Signs

The following signs are prohibited in the Town of Siler City.

- (a) No sign shall be erected which imitates or in any way approximates official highway signs.
- (b) No sign shall be erected which obscures a sign displayed by a public authority.
- (c) No sign shall be erected which displays flashing, blinking or intermittent lights or lights of changing intensity, except as specifically allowed in §274 as related to electronic changeable copy signs.
- (d) No moving signs or moving parts of signs will be allowed, except for those allowed under §274 as related to temporary signs for businesses during grand openings, special events, and going out of business sales.
- (e) Portable signs as defined in §255 are prohibited.
- (f) Temporary signs as defined in §255, except those of temporary nature as per § 266 are prohibited.
- (g) Displays of letters, logos, trademarks, emblems, pictures, etc. on such three-dimensional items as oversize facsimiles of chicken buckets, human figures, tin cans, etc. shall be prohibited except as specifically allowed as wooden signs in the C-C district.
- (h) No sign shall be erected or placed in such a manner as to obstruct driver vision of any vehicle entering a roadway room any street, alley, drive-way or parking lot.
- (i) Commercial identification or advertising signs are prohibited on public utility poles, telephone poles, trees, parking meter poles, fences, benches, and refuse containers, except the latter two may display a logotype or advertise business names.
- (j) Pavement marking of any kind other than for traffic control is prohibited.
- (k) Signs which contain obscene words or words and pictures are prohibited.
- (l) Any sign located in such a way as to intentionally deny an adjoining property owner visual access to an existing sign is prohibited.
- (m) No billboards or off-premise advertising as defined in §255 shall hereafter be erected

within the Town of Siler City.

- (n) Directional signs for restaurants, gasoline stations, etc.
- (o) No floodlights or signs shall be erected or placed in such a manner as to cause glare that impairs driver vision on a roadway or causes a nuisance to adjacent property.
- (p) No sign shall be placed in a public right-of-way (unless it is authorized by NCDOT, the Town Manager, Town Board of Commissioners, or another section of the Sign Regulations).
- (q) No sign shall be erected, constructed, or maintained so as to obstruct any fire escape or any window or door or opening used as a means of egress or so as to prevent free passage from one part of a roof to any other part thereof.
- (r) No sign shall be attached in any form, shape or manner as to interfere with an opening required for legal ventilation.
- (s) No sign that violates any provision of any law of the State of North Carolina relative to outdoor advertising shall be erected or permitted. §136-126 of the NC General Statutes (Outdoor Advertising Control Act) is regulated and enforced by the State of North Carolina. The following roads are identified as federal aid highways: US 64/Eleventh Street, US 421, and Old US 421 North/North Second Avenue (north of US 64).
- (t) Any other sign which does not comply with the regulations of this ordinance shall be prohibited.
- ~~(u) Roof signs and signs that project above the roofline are prohibited.
 - ~~(1) No signs shall be painted on roofs nor placed on roofs.~~
 - ~~(2) Signs shall not extend above the roof ridge or parapet line of the building, whichever is lower.~~
 - ~~(3) No portion of a wall, marquee, or projecting sign shall be permitted to project over the roofline or parapet of the building to which it is attached.~~
 - ~~(4) No sign which is not an integral part of the building design shall be fastened to and supported by or on the roof of a building and no projecting sign shall extend over or above the roof line or parapet wall of a building.~~~~

SECTION 3: **AMENDMENT** “274 Special Provisions For Certain Signs” of the Town of Siler City Unified Development Ordinance (UDO) is hereby *amended* as follows:

AMENDMENT

274 Special Provisions For Certain Signs

- (a) Agri-Tourism Directional Sign**
 - (1) Shall not exceed one (1) sign per abutting street.
 - (2) Shall not exceed sixteen (16) square feet in area.
 - (3) Shall not be internally illuminated.
 - (4) Shall not be located within the public right-of-way
 - (5) Shall get permission from property owner.

- (6) Agri-tourism farm is defined as a working farm or ranch that welcomes visitors who come to purchase value-added agricultural products, learn about or participate in agricultural themed recreation and/or entertainment, and who pay the farmer a fee for that experience.

(b) Alston Bridge Road Business Directory Sign

- (1) The purpose of this sign is to provide direction for motorists due to the addressing conflict that exists on Alston Bridge Road.
- (2) One (1) business directory sign may be installed at each of the following two intersections off of Alston Bridge Road: i) Old Plank Road; and ii) Sam Fields Road.
- (3) The directory sign shall be located along the northern boundary of Alston Bridge Road at each of the intersections.
- (4) The directory sign shall face parallel with Alston Bridge Road.
- (5) The directory sign shall not be located in the public right-of-way.
- (6) The directory sign shall not exceed thirty-two (32) square feet each.
- (7) The directory sign shall not exceed ten (10) feet in height.
- (8) Only businesses located on Alston Bridge Road within the City Limits are permitted to place their name and logo on the directory sign.

(c) Attached Wall Sign

- (1) No attached wall sign shall extend above the top of any exterior wall line of the building to which it is attached, except as provided under subsection below.
- (2) Attached wall signage may be permitted on the front (outside) edge of a decorative roof structure (i.e., canopies, awnings and the like), provided the top of the signage does not extend above the decorative roof structure and does not extend more than five feet above the exterior wall to which the decorative roof structure is attached. Also, attached wall signage may be permitted on top of a decorative roof structure (i.e., canopies, awnings and the like), provided the top of the signage does not extend above the exterior wall to which the structure is attached and provided the signage does not extend past the front (outside) edge of the decorative roof structure.
- (3) No attached wall sign shall project more than twelve (12) inches from the building, except as provided under subsection below.
- (4) Except as further provided, attached wall signage may be located on a sign support frame provided the sign and support frame shall not project more than eighteen (18) total inches from the building and provided the depth of the sign, as measured perpendicular from the outside surface of the front face to the outside surface or plane of the rear (building side) of the sign, is not more than twelve (12) inches.
 - a. No attached wall sign, including any sign support frame, erected on a decorative roof structure (i.e., canopies, awning and the like) shall project more than twelve (12) inches from the front (outside) edge of the decorative roof structure.
 - b. When an attached wall sign is erected on a sign support frame and when the sign and support frame projects more than twelve (12) total

inches from the building, the message portion of the sign, including any letters and/or graphics, shall be parallel in orientation to the building wall.

- c. When an attached wall sign and/or support frame projects more than twelve (12) inches from a building the lowest part of the sign, display shall be not less than eight (8) feet above the adjacent finished ground surface elevation.

(d) Business, Industrial, or Office Campus/Park Signs

- (1) The sign(s) are permitted at each entrance to the campus or park.
- (2) The sign copy may include the identification of the campus or park, a directory of the businesses or industries within the campus or park, and/or changeable copy.
- (3) The sign(s) may not exceed one hundred sixty (160) square feet in area.
- (4) The height of such sign(s) is limited to the zoning district in which it is located.
- (5) Such sign(s) may be illuminated.
- (6) The sign(s) shall be installed on private property subject to an easement for maintenance by the business owner's association or other entity identified in the covenants.

(e) Canopy Wall Sign

- (1) Canopy signs shall be considered part of the total wall sign allowance, provided however, no canopy sign that is suspended under the canopy shall exceed sixteen (16) total square feet in sign display surface area.
- (2) Canopy signs may be attached to the canopy at the face of, side of, or under canopy.
- (3) No sign may be attached to the canopy support structure.
- (4) Signs attached to the top of, side of, or faces of the canopy are considered attached signs and must meet the size requirements for attached signs.
- (5) Signs which are projecting or are suspended under a canopy and/or cantilevered roof shall be at least eight (8) feet above the sidewalk at their lowest point.
- (6) Signs which are suspended the canopy may not exceed twelve (12) inches in height and no support structures shall be visible.

(f) Certified Site Sign

- (1) Eligibility Requirements:
 - a. Property shall be designated as a certified site by a recognized economic development entity such as North Carolina Department of Commerce.
 - b. Certified site shall contain at least fifty (50) buildable acres.
- (2) Shall not be located within the public right-of-way.
- (3) Shall not exceed more than three (3) signs on site.
- (4) Total signage shall not exceed a total of two hundred (200) square feet in area.
- (5) Shall not exceed ten (10) feet in height.

(g) Corporate Flags

- (1) Shall not exceed one (1) flag per abutting street.

- (2) Shall not exceed one hundred fifty (150) square feet in area in non-residential zones and sixty (60) square feet in residential zones.
 - (3) Shall not exceed the building height limitation provided in §172.
 - (4) Shall not be located within or protrude into the public right-of-way.
 - (5) Flag may be externally illuminated (ex. with flood lights).
 - (6) Any flag which becomes worn or tattered shall be removed immediately and may be replaced.
 - (7) Flags shall be professionally made and constructed of durable, exterior fabrics which are warranted for their color fastness and durability.
 - (8) Flags shall be able to withstand the average prevailing winds in the months(s) they are to be displayed.
 - (9) Shall contain name and/or logo of the business located on site.
- (h) **Electronic Changeable Copy Sign**
- (1) Allow electronic changeable copy sign face to be changed every ten (10) seconds including new or different copy, color, intensity, or graphic representation.
- (i) **Filling/Fuel Pump Signs as defined in §255**
- (1) May include two (2) identification sign(s) (name or logo of business) per gas pump
 - (2) May be allowed on both sides of gas pumps
 - (3) Shall not exceed two (2) square feet in area.
- (j) **Freestanding Sign**
- (1) All freestanding signs, support structures, and required landscaping areas shall be at least one (1) foot off any right-of-way or easement.
 - (2) Freestanding signs must be placed in a landscaped area which is at least three (3) feet in width and at least the length of the greatest dimension of the sign.
 - a. Landscaping shall include evergreen shrubs planted three (3) on center.
 - b. Curbing, railroad ties, bricks, fencing and/or other suitable vehicular barrier shall enclose the landscape area if located within the vehicle accommodation area.
 - (3) No freestanding sign shall be placed less than forty (40) feet from another freestanding sign as measured from the center of the sign.
 - (4) Freestanding signs shall not be located on satellite parcels of real estate, whether the parcel is connected by deed or easement, except for those signs specifically allowed in §265 related to freestanding directory signs for shopping centers, malls, and unified business establishments.
- (k) **Harold Andrews Road Truck Traffic Directional Sign**
- (1) The purpose of this sign is to provide direction for truck drivers due to the traffic safety concerns (sight distance, severe skew angle less than 50 degrees, etc.) at the intersection of Harold Andrews Road and Siler City Snow Camp Road.
 - (2) One (1) directional sign may be installed at the intersection of Harold Andrews Road and Greensboro Avenue. The sign shall face Greensboro

Avenue.

- (3) One (1) directional sign may be installed at the intersection of Harold Andrews Road and Siler City Snow Camp Road. The sign shall face Siler City Snow Camp Road.
- (4) The directional signs shall not be located in the public right-of-way.
- (5) Each directional sign shall not exceed thirty-two (32) square feet in area.
- (6) Each directional sign shall not exceed ten (10) feet in height.
- (7) Only trucking businesses located on Harold Andrews Road are permitted to place their name and logo on the directional signs.

(l) Home Occupation (Rural) Signs

- (1) One (1) or two (2) signs per premise
- (2) It may be externally illuminated (ex. with flood lights)
- (3) The sign may not exceed nine (9) square feet in size
- (4) The sign may be:
 - a. an attached wall sign mounted flat on a building wall and/or;
 - b. a freestanding sign that shall not exceed five (5) feet in height.

(m) Home Occupation Signs

- (1) One (1) sign per premise
- (2) It may not be illuminated
- (3) The sign must be an attached sign mounted flat on the principal building
- (4) The sign may not exceed four (4) square feet in size

(n) Hospitals, clinics, (nursing care, intermediate care, handicapped care, infirmary care, child care, and mentally ill institutions), physician offices, dentist offices, and other medical treatment facilities directional signs

- (1) Shall not exceed one (1) sign per abutting street and sixteen (16) square feet in area
- (2) Shall not be internally illuminated
- (3) Shall not be located within the public right-of-way
- (4) Shall get permission from property owner

(o) Murals

- (1) Murals are allowed with a mural permit.
- (2) Murals are purely artistic forms of expression. While basic content is free from evaluation, obscenity and other language deemed questionable may require approval.
- (3) Depending on content, murals will be evaluated for signage calculation and the remaining area can be deemed a mural. If the following content are incorporated within a mural, those items shall be classified as signage and comply with the standards for attached wall signs and be included in the attached wall sign area calculation:
 - a. advertising message for contemporary establishments and/or contemporary merchandise/services;
 - b. advertisement for products, services, or businesses;
 - c. commercial text;
 - d. logos;
 - e. registered trademarks; and

- f. containing graphics (other than logos or registered trademarks) related to goods and services provided on site.
- (4) Murals are highly visible in the public realm and may express town history and community character. In the absence of a recognized group tasked to review and consider these qualities, and the artistic intent of the design, evaluation will be regulated on a content-neutral basis. The following design requirements have been determined advantageous to the community in mural placement.
- (5) No person shall paint a wall mural on the exterior of any structure or change any existing mural on the exterior of any structure prior to the issuance of a Mural permit. The following design criteria shall apply to any mural artwork commissioned.
 - a. The proposed wall mural shall be well integrated with the building and neighboring structures and is harmonious with the surrounding environment. The proposed wall mural, by its design, scale, construction and location, shall not have a substantial adverse effect on abutting property or the permitted use, and will contribute to Siler City unique character and quality of life.
 - b. The proposed wall mural shall exhibit exceptional design quality that enhances the overall development and appearance of Siler City. The paint and/or materials to be used and applied on the structure shall be appropriate for use in an outdoor locale for an artistic rendition and shall be of a permanent or long lasting variety.
- (6) Maintenance of the wall mural is the responsibility of the property owner. It shall be the property owner's responsibility to remove the wall mural if it is not maintained as required. While natural aging is acceptable, murals that are not maintained sufficiently may be considered a public nuisance.
- (7) A mural permit application shall be completed by the building owner or their applicants assign and submitted to the Town Planning office. Review and approval must be obtained from the committee/board designated by the Town Board. The application shall include at a minimum the intended location of the mural, size, subject matter, medium and a summary of the general color palette to be used. A visual representation shall also be included in the application.

(p) Pole-Mounted Banners

- (1) The installation of pole-mounted banners is designed to contribute to the aesthetic enhancement of designated areas. For this purpose, they should provide dynamic and colorful displays that unify the area in which they are to be placed. Pole-mounted banners shall have a unifying theme in their content.
- (2) General Requirements:
 - a. Any person seeking to erect pole-mounted banners shall submit an application on a form provided by the Planning Department.
 - b. The permit for a pole-mounted banner location shall be for an indefinite period of time;
 - c. The permit is valid as long as

1. The business establishment does not close or change names;
or
2. The location of a banner does not change.
3. If the business closes, changes names, or the banner is relocated, then a new permit is required;

d. Required Attachments:

1. Map showing location of banners;
2. Size of banners;
3. Height of banners.
4. Verification that the banner's construction is able to withstand the average prevailing winds during the months(s) displayed;

e. No Banner shall be erected until a permit is issued.

- (3) Maximum Copy Size: Pole-mounted banners are limited in size to thirty two (32) square feet.
- (4) Maximum Height: The height of such banners is limited to the building height restrictions (§171) of the zoning district where they are located.
- (5) Banners shall not be located in the public right-of-way and there is no limit to the numbers of such banners.
- (6) Repair and/or Removal:
 - a. An Enforcement Officer can require the immediate repair and/or removal of any banner deemed unsafe.
 - b. Any banner which becomes worn or tattered shall be removed immediately and may be replaced with a banner which is similar in nature.
- (7) Construction Material:
 - a. Banners shall be professionally made and constructed of durable, exterior fabrics which are warranted for their color fastness and durability.
 - b. Banners shall be able to withstand the average prevailing winds in the months(s) they are to be displayed and must meet standards of the NC Building Code.
- (8) Mounting Devices:
 - a. Banner mounting devices shall have structural integrity, be weather-resistant, and be crafted of a durable, non-corroding material.
 - b. Attachment Hardware and mounting devices shall meet the NC Building Code specifications.

(q) Private Traffic Directional Signs as defined in §255

- (1) One (1) identification sign (name or logo of business) is permitted per directional sign
- (2) Identification sign may be allowed on both sides of directional signs
- (3) Identification sign shall not exceed two (2) square feet in area.

(r) Projecting Wall Sign

- (1) For purposes of this section, projecting sign shall be any wall sign that projects more than twelve (12) inches from the building and does not qualify as an

attached wall or canopy sign.

- (2) Projecting signs shall be allowed subject to compliance with all of the following requirements:
- a. Shall be permanently attached to an exterior wall of a building in a manner approved by the Building Inspector.
 - b. Shall not be attached to the outside edge of a canopy or extend beyond any outside edge of a canopy.
 - c. May project horizontally from the building wall not more than six (6) feet, or two-thirds (2/3) the distance from the building wall to the inside edge of the street curb line as located at the time of sign permit approval, whichever is less.
 - d. The message portion of the sign, including any letters and/or graphics, shall be perpendicular in orientation to the building wall.
 - e. The bottom edge of a projecting wall sign shall be parallel to the finished floor of the building.
 - f. There shall not be more than twelve (12) inches between the sign display areas (faces) of a double-sided sign. Three-dimensional projecting wall signs not composed of flat sign display surfaces shall not be permitted.
 - g. Projecting wall signs shall be located on private property, provided however, a projecting wall sign may encroach into the street right-of-way in accordance with an encroachment agreement approved by the city, and where applicable, the State Department of Transportation.
 - h. Buildings with two or more stories shall not have projecting signs located higher than the inside finished ceiling of the second story or twenty four (24) feet, as measured from the finished grade directly below the sign to the highest point of the sign, whichever is less.
 - i. Not more than one (1) projecting wall sign shall be allowed per each individual principal use establishment.
 - j. Projecting wall signs for individual principal use establishments located in a common building shall not be located closer than eight feet from any other projecting wall sign located on the same building.
 - k. All projecting wall signs for individual principal use establishments located on a common building façade shall be of equal dimension, including but not limited to, individual sign display area, width, height, horizontal projection. Sign height above grade may vary provided compliance with subsection below.
 - l. Projecting wall signs shall be considered part of the total wall sign allowance, provided however, no projecting wall sign shall exceed sixteen (16) total square feet in sign display surface area. A single side of a double-face sign shall be utilized for the sign surface area calculation.
 - m. Minimum height of a projecting wall sign, as measured from the finished grade directly below the sign to the lowest point of the sign, shall be not less than eight (8) feet, except as further provided.

Projecting wall signs subject to street right-of-way encroachment agreement approval shall have a minimum height per the encroachment agreement condition.

- n. In no case shall a projecting sign be permitted to encroach over a motorized vehicle travel way such as a public or private street, alley, or driveway.
- o. If required, all right-of-way encroachment agreement(s) must be granted by the approval authority prior to sign permit application. A copy of any encroachment agreement and any conditions shall be attached to the sign permit application.

(s) Restaurant Menu Reader Boards.

- (1) No restaurant menu reader board shall exceed fifty-two (52) square feet in surface area or eight feet in height.
- (2) Menu reader boards shall be set back not less than twenty (20) feet from any property line.
- (3) Two (2) menu reader boards shall be allowed per each drive-through facility, and the display shall contain no commercial advertisement that can be viewed from any adjacent street right-of-way or property line.
- (4) The signage shall not be included in the calculation of or count towards the total allowable sign surface area.

(t) Roof Sign.

(1) On pitched roofs:

- a. Only one (1) roof sign per roof.
- b. Sign shall not extend above the roof ridge.
- c. Sign maybe painted or place on the roof.
- d. No portion of a sign attached to the wall of the building shall be permitted to project above the roof line.
- e. Roof Sign Surface Area:
 - 1. Roof sign shall not exceed one (1) square feet of sign surface area per linear foot of roof frontage.
 - 2. If a roof has frontage on more than one (1) qualifying area, then the total sign surface area permitted on the roof shall be the sum of the sign surface area allotments related to each frontage.
 - 3. Signage may be allowed on any roof, provided that the sign surface area of the sign located on a roof shall not exceed twenty five percent (25%) of the total surface area of the roof on which the sign is located.

(2) On flat roofs and roofs with parapet walls:

- a. Signs that project above the roof line are prohibited.
- b. No sign shall be painted nor placed on the roof.
- c. Signs shall not extend above the roof ridge or parapet wall of the building, whichever is lower.
- d.

No portion of a wall, marquee, or projecting signs shall be permitted to project over the roofline or parapet wall of the building to which it is attached.

e. No sign which is not an integral part of the building design shall be fastened to and supported by or on the roof of a building and no projecting sign shall extend over or above the roof line or parapet wall of a building.

(u) Shopping Center, Mall, and Unified Business Establishment Sign

(1) Directory Signs - A shopping center, mall or unified business establishment consisting of two or more businesses in one building or in connecting buildings shall be permitted a directory sign which announces the name of the commercial center and/or establishment within. Directory signs may be attached or freestanding and shall conform to the area requirements as follows:

- a. In the C-C zone, the permitted area of an attached directory sign shall not exceed the greater of twenty (20) square feet or (1/2) square foot per linear foot of total frontage of the building to a maximum of forty eight (48) square feet. Freestanding directory signs shall not exceed twenty (20) square feet in area and ten (10) feet in height.
- b. In the H-C, G-C, and O-I zone, an attached directory sign shall not exceed one square foot per linear foot of building frontage to a maximum of one hundred twenty (120) square feet. A freestanding directory sign shall not exceed one hundred sixty (160) square feet in area. The height of the directory sign shall not exceed twenty (20) feet.
- c. When a shopping center, mall or unified business establishment has in excess of four hundred (400) feet on an arterial road(s) and consists of more than five (5) acres, one directory sign per arterial road upon which it fronts is permitted.
- d. Entrances to interior malls may be identified by an attached sign in addition to the other signs permitted to the business establishment. Such signs shall be attached to the building over the entrances or beside the entrances only. The signs shall not exceed four (4) square feet in the C-C zone, and sixteen (16) square feet in the H-C, G-C, and O-I zone.
- e. Businesses adjoining a shopping center, mall, or unified business establishment
 1. If a business:
 - i. Is located on a separate lot from a shopping center, mall, or unified business establishment; and
 - ii. Adjoins property of a shopping center, mall, or unified business establishment; and
 - iii. Has internal vehicle access into a shopping center, mall, or unified business establishment.
 2. Then the business may be allowed to advertise on the freestanding directory signs owned by the shopping center,

mall, or unified business establishment.

- (2) Signs for Tenants within Shopping Centers, Malls and Unified Business Establishments.
 - a. Businesses within shopping centers, malls, and unified business establishments are permitted signs from the following categories: attached, canopy, and projecting.
 - b. If the business has an exterior frontage in the commercial development of eighty (80) linear feet or more, the business may be permitted a freestanding sign.
 - c. All signs permitted by §265(a)(2)(b) shall meet all regulations contained in § 260 as pertains to the zone in which they are located.
 - d. Area of attached and painted wall signs shall be computed by the linear building frontage feet of each individual establishment.

(v) **Trash Receptacle Sign**

- (1) Two (2) identification sign(s) (name or logo of business) per trash receptacle.
- (2) Sign(s) shall not exceed two (2) square feet in area.

(w) **Wall Mounted Sign Holders**

- (1) Only one (1) sign holder per premise is allowed except a theater shall not be limited
- (2) Any person seeking to erect a wall mounted sign holder shall submit an application on a form provided by the Planning Department.
- (3) The permit for a wall mounted sign holder location shall be for an indefinite period of time;
- (4) The permit is valid as long as the location of a holder does not change.
- (5) If the holder is relocated, then a new permit is required.
- (6) No sign holder shall be erected until a permit is issued.
- (7) Maximum Copy Size: Wall mounted sign holders are limited in size to thirty two (32) square feet.
- (8) Sign holder mounting devices shall have structural integrity, be weather-resistant, and be crafted of a durable, non-corroding material.
- (9) Attachment hardware and mounting devices shall meet the NC Building Code specifications.

REPEALER CLAUSE All ordinances or resolutions or parts thereof, which are in conflict herewith, are hereby repealed.

PASSED AND ADOPTED BY THE TOWN OF SILER CITY BOARD OF COMMISSIONERS _____.

Presiding Officer

Attest

Cindy B. Bray, Mayor Pro Tempore,
Town of Siler City

Jenifer K. Johnson, Town Clerk Town
of Siler City