

# ARTICLE 12

## SIGN STANDARDS

### 12.1. GENERAL PROVISIONS.

#### 12.1.1. PURPOSE.

This sign ordinance is adopted under the zoning authority of the City in furtherance of the more general purposes set forth in this Ordinance.

The purpose of these sign regulations are:

- A. To encourage the effective use of signs as a means of communication in the City while preserving the rights of free speech under the First Amendment to the United States Constitution;
- B. To maintain and enhance the aesthetic environment and the City's ability to attract sources of economic development and growth;
- C. To improve pedestrian and traffic safety;
- D. To minimize the possible adverse effect of signs on nearby public and private property; and
- E. To enable the fair and consistent enforcement of these sign restrictions.

#### 12.1.2. APPLICABILITY.

A sign may be constructed, erected, placed, established, painted, created, or maintained in the City only in conformance with the standards, procedures, exemptions, and other requirements of this Ordinance. The effect of this Ordinance as more specifically set forth herein is:

- A. To establish a permit system to allow a variety of types of signs in commercial and industrial zones, and a limited variety of signs in other zones, subject to the standards and the permit procedures of this Ordinance;
- B. To allow certain signs that are small, unobtrusive, and incidental to the principal use of the respective lots on which they are located, subject to the substantive requirements of this Ordinance, but without a requirement for permits;
- C. To prohibit all signs not expressly permitted by this Ordinance; and
- D. To provide for the enforcement of the provisions of this Ordinance.

#### 12.1.3. ALTERATION OF CONFORMING SIGNS

The replacement of sign faces, lettering or other features of a sign which conforms in every manner to the provisions of this Article shall be considered maintenance and shall not require a permit. No alteration which modifies the area, height or illumination of a sign, or alters its locations shall be permitted under this provision.

**12.1.4. SIGNS ON PUBLIC PROPERTY FORFEITED.**

Any sign installed or placed on public property or within a public right-of-way, except in conformance with the requirements of this Article, shall be forfeited to the public and is subject to confiscation. In addition to other remedies hereunder, the Administrator shall have the right to recover from the owner or person placing such a sign the full costs of removal and disposal of such sign.

**12.1.5. SIGN PERMITTING AND REGISTRATION**

To ensure compliance with the provisions of this Article, all persons proposing to display a sign shall obtain a sign permit, in accordance with the general procedure established for the issuance of permits in this Ordinance, or register such sign in accordance with the City’s temporary sign registration program, as applicable, unless otherwise expressly exempted from such requirement. When a permit or registration is required, a permit shall be issued or the sign shall be registered prior to the installation or placement of such sign.

**A. Permanent Signs Requiring a Permit:**

The types of permanent signs listed below shall be required to receive a permit:

1. Wall Signs (12.4.2)
2. Awning Signs (12.4.3)
3. Freestanding Ground Signs (12.4.4)
4. Projecting Signs (12.4.5)
5. Canopy Signs (12.4.6)
6. Incidental Signs (12.4.7 (A) through (E))
7. Permanent Flag displays (12.4.8 - except residential uses)

**B. Signage Plan Required**

For any lot on which the owner proposes to erect one or more signs requiring a permit or for a combined development or other multi-tenant development, a signage plan shall be required, which includes the following information:

1. An accurate Plot Plan of the lot or parcel, at such scale as the Administrator may reasonably require;
2. Location of buildings, parking lots, driveways, and landscaped areas on such lot or parcel;
3. Computation of the maximum total sign area, the maximum area for individual signs, the height of signs and the number of signs of each type allowed on the lot(s) or parcel(s) included in the plan under this Ordinance; and
4. An accurate indication on the plot plan of the proposed location of each present and future sign of any type, whether requiring a permit or not.

5. Permanent signs for planned unit developments, Traditional Neighborhood Developments and conditional uses shall be reviewed as part of the site plan.

**C. Temporary Sign Registration.**

The display of certain temporary signs, including the recurring placement of certain signs where permitted, shall require the registration of such temporary sign prior to its display.

**1. Temporary Signs Requiring Registration.**

- a. Type 2 Freestanding Temporary Signs (12.3.3.C)
- b. Type 3 Freestanding Temporary Signs (12.3.3.D)
- c. Type 4 Freestanding Temporary Signs (12.3.3.E)
- d. Wall Mounted Temporary Signs (12.3.4)

**2. Registration Procedure and Standards**

- a. The Planning and Neighborhood Development Department shall maintain a system for the submission of temporary sign registrations, and shall respond to all registration submissions within 48 hours of their submission, excluding weekends and holidays observed by the City of Concord.
- b. Persons submitting a temporary sign for registration shall provide sufficient information, including the physical characteristics, display location and proposed period of display (if applicable), in order to determine its compliance with the applicable regulations.
- c. Only those signs which meet all of the requirements established by Section 12.3 for the particular type of sign may be registered. Signs not meeting those regulations will be denied registration. In the case of denial of registration, the person registering the temporary sign shall be notified of the specific reason for the denial of registration.
- d. Failure to register a temporary sign that is required to be registered prior to displaying it is a violation of this Ordinance.

**12.1.6. SIGN AREA COMPUTATIONS.**

The following principles shall control the computation of sign area and sign height:

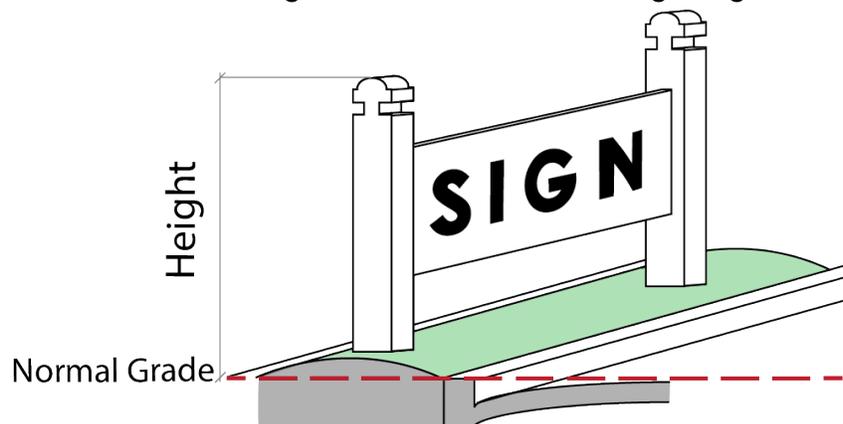
- A. **Computation of Area of Single-faced Signs.** The area of a sign face shall be computed by means of the smallest square or rectangle, that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing, or decorative fence or wall when such fence or wall otherwise meets zoning ordinance regulations and is clearly incidental to the display itself.

Figure 12-1: Measurement of a Sign Face



- B. Computation of Area of Multi-faced Signs.** The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces visible from any one point. When two identical sign faces are placed back to back, so that both faces cannot be viewed from any point at the same time, and when such sign faces are part of the same sign structure and not more than 42 inches apart, the sign area shall be computed by the measurement of one of the faces.
- C. Computation of Height.** The height of a freestanding sign shall be computed as the vertical distance from the point of the sign that is level with the highest paved portion of the street right-of-way or recorded access easement to the top of the highest attached component of the sign. The highest paved portion of the street right-of-way or recorded access easement shall be measured along the frontage of the property where the sign will be located at the point nearest the sign location. It will be the responsibility of the applicant to provide a document prepared by a licensed North Carolina surveyor demonstrating the grade from which the height of the sign will be measured. The design, colors and/or materials of the base or supports of any sign that is below the paved portion of the street right-of-way or recorded access easement shall be consistent with, or complimentary to, the portions of the sign above that point.

Figure 12-2: Measurement of Sign Height



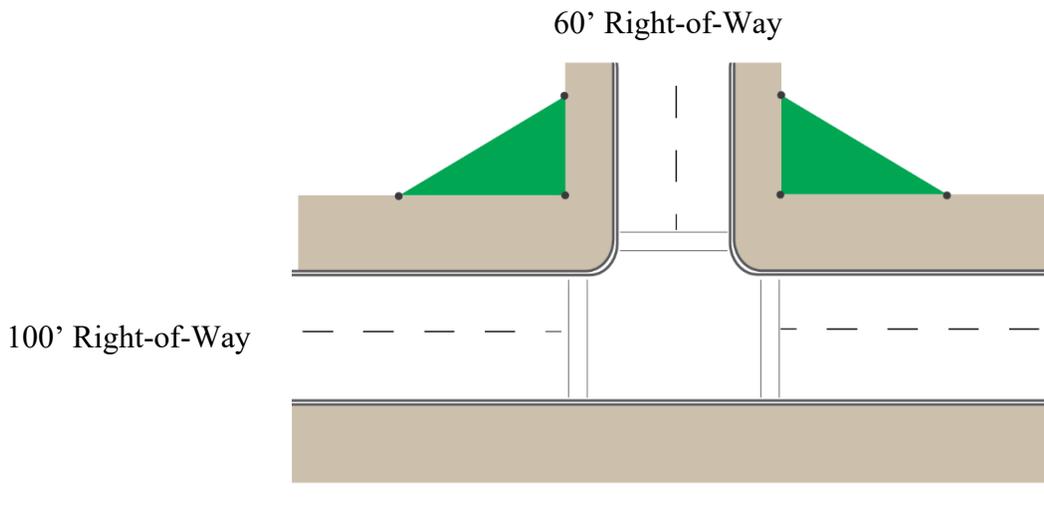
**12.1.7. CLEAR SIGHT DISTANCE REQUIRED.**

Clear sight distance at street intersections is required. Signs shall be located outside of the required sight triangle as detailed in Table 12.1-1 and Figure 12-3. Sight triangles are required in every zoning district except for the CC District. Sight triangles must be shown on all submitted plans depicting the location of signage for sign permit applications.

**Table 12.1-1: Sight Triangle Leg Length along a Right-of-Way Measured from the Point of Intersection**

Right-of-Way Width (feet)	Length (feet)
50	25
60	30
70	35
80	40
90	45
≥100	50

**Figure 12-3: Sight Triangle Sample Illustration**



**12.1.8. DESIGN, CONSTRUCTION, AND MAINTENANCE.**

All signs shall be designed, constructed, and maintained, in accordance with the following standards:

- A. All signs shall be constructed and maintained to retain sound structural condition, and free of deterioration including but not limited to broken panels, peeling paint, fading, shredding, ripping, dirt and grime that cannot be cleaned, and damaged poles or torn grommets that cannot be repaired. All signs shall comply with all applicable provisions of the State Building Code, all applicable electrical codes, and this Ordinance, at all times. All electric power sources shall be hard wired.
- B. Except for flags, certain temporary signs, and window signs conforming in all respects with the requirements of this Ordinance, all signs shall be constructed of rigid all weather materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure. All ground signs shall be monument style.

**12.1.9. CERTAIN GOVERNMENT SIGNS EXEMPT.**

Official signs installed by units of local government having jurisdiction within the City of Concord, agencies of the State of North Carolina and federal government agencies are exempt from the regulations established by this Ordinance, provided that such signs are installed upon public property or within a right-of-way owned or maintained by said governmental agency and fully conform to all safety provisions established by this Ordinance. For the purposes of this section, official signs shall include any sign erected by the City of Concord.

**12.1.10. COMPREHENSIVE SIGN PACKAGES**

As an alternative to the standards established by this Article, developments consisting of buildings which contain 250,000 square feet or more of gross floor area or occupy a total area of 10 acres or more, may submit an application for a comprehensive sign package which details alternative regulations for the installation and display of signs within the development. Comprehensive sign packages shall be approved as an included condition when a petition for a conditional district zoning is submitted for qualifying projects. In all other cases, a comprehensive sign package shall be approved by the issuance of a Special Use Permit. Comprehensive sign packages may only be modified in the same manner in which they were originally approved. Comprehensive sign packages shall provide detailed regulations for the following, at a minimum:

- A. Permitted sign types
- B. Permitted sign area and height for each proposed sign
- C. Permitted sign materials for each type of sign
- D. Permitted types of illumination for each sign type
- E. The location of all proposed signs, including permitted mounting locations for building mounted signs.

- F. The type, display location, materials, size and height for any temporary signs permitted to be displayed.

The goal of the comprehensive sign package is to create an integrated typology for the permitted signs on the property subject to the approved comprehensive sign package. To that end, the proposed package shall require the use of signage with common characteristics both within individual sign types and across the various types of signs.

#### **12.1.11. COMMON SIGNAGE PLANS REQUIRED**

Where multiple building mounted signs of the same type (including wall, projecting and awning signs) are proposed for display on a building or group of buildings situated upon the same property or within a common development, such as a shopping center, the owner or developer shall submit a common signage plan that details a uniform approach to the permitted sign material(s), type of illumination and style of signage. Following the submission of the common signage plan, all signs installed within the area covered by the plan shall conform to the submitted plan. Common signage plans may only be altered following their submission if the original applicant or their successor agrees to modify all affected signage within the area covered by the plan to meet the new standard.

#### **12.1.12. NONCONFORMING SIGNS.**

In the interest of encouraging the eventual removal of signs that do not meet the current standards of the ordinance, the following standards are established to require the removal of nonconforming signs under certain circumstances. These provisions shall apply only to permanent signs which were lawfully established prior to November 10, 21016. Signs which were not lawfully established, or, which are prohibited in Section 12.2.1, shall be subject to immediate discontinuance and removal.

**A. Discontinuance of Occupancy and/or Use**

Where one or more nonconforming signs are located on a parcel of land or building whose occupancy or use has been discontinued, such nonconforming sign(s) shall be removed, replaced or otherwise brought into conformance with the current standards of this Ordinance.

**B. Change of Use**

Whenever an application for a zoning permit is submitted for the change of use of a property, a permit may be issued only upon the condition that all nonconforming signs on the property be removed or otherwise brought into compliance with the standards of this ordinance prior to the establishment of the new use.

**C. Alteration of Nonconforming Signs**

Nonconforming signs shall not be altered in any manner unless the alteration brings the sign into full compliance with the standards of this ordinance. Prohibited alterations include the replacement of sign faces or panels, except that multi-tenant signs with changeable panels may remain in use regardless of changes in the individual tenants, but must be made conforming upon a change

in the ownership of the property. Also, maintenance of a non-conforming sign is not considered to be an alteration.

**D. Removal or Damage**

Nonconforming signs that are voluntarily removed, or which are damaged to an extent greater than or equal to 50% of their replacement value shall not be reestablished or repaired except in full conformance with the current standards of this Ordinance.

**E. Exceptions**

Signs that were permitted in accordance with the standards of an overlay district, PID, or other conditional district shall be exempt from the requirements of this section.

## 12.2. PROHIBITED SIGNS.

### 12.2.1. APPLICABILITY.

The following signs are expressly prohibited within the City of Concord and its extraterritorial jurisdiction:

- A. Signs which approximate official highway signs, warning signs or regulatory devices.
- B. Electronic Message Boards / Dynamic Signs / Electronic Time and Temperature Displays - displaying blinking, flashing or intermittent lights, animation, and moving parts, unless otherwise expressly permitted.
- C. Portable signs as defined by this Ordinance.
- D. "Wrap-around" signs or other continuous wall signs that extend around building corners or radii.
- E. Facsimile signs, as defined by this Ordinance
- F. Vertically displayed banner signs or flags mounted or attached to poles, where the height of the banner or flag exceeds twenty-five percent (25%) of the height of the pole when erected in its display position. This provision shall be effective July 1, 2017.
- G. Signs placed within any required sight triangle.
- H. Signs attached to or painted on utility poles, telephone poles, trees, parking meters, bridges and overpasses, rocks, other signs, benches and refuse containers.
- I. Roof signs.
- J. Pavement markings for purposes other than traffic control.
- K. Signs placed within or extending into the right-of-way of city and state maintained streets and roads, except those signs erected by a duly constituted government body or which are expressly permitted to be placed within a right-of-way by this Ordinance or the North Carolina General Statutes.
- L. Signs that contain language and/or pictures obscene to the general public in accordance with NCGS 14-190.1.
- M. Indirect illumination for signs, such as floodlights, erected in such a manner as to cause glare that impairs driver vision on streets or roadways, pilot vision approaching or departing Concord Regional Airport runways, or that causes a nuisance to adjoining property.
- N. Signs that obstruct fire escapes, windows, doors or other openings used

as means of egress or as required legal ventilation.

- O. Signs containing or consisting of pennants, ribbons, streamers, festoon lighting, balloons (or inflatable signs), spinners or windblown devices.
- P. Signs that do not conform to the provisions of these regulations, except as otherwise provided in this Article.

## 12.3. TEMPORARY SIGNS.

### 12.3.1. APPLICABILITY.

The provisions of this section shall apply to the placement and display of temporary signage within the City's jurisdiction. Any temporary sign that does not comply with the provisions of this Section is prohibited. Any sign which is permanently displayed shall comply with the provisions of Section 12.4, Permanent Signs.

### 12.3.2. COMMON STANDARDS.

All temporary signs shall comply with the following common standards:

- A. Temporary signs shall not be illuminated or be provided with any electric service.
- B. Temporary signs shall not be placed within any public street right-of-way, including within medians, unless expressly permitted by this ordinance or the North Carolina General Statutes.
- C. Temporary signs attached to building walls (other than permitted temporary window signs) shall not be placed in a manner that obstructs any window, door, fire department sprinkler connection, or street number sign.
- D. Temporary signs shall not be affixed to a permanent sign or its supporting structure, including both building mounted and freestanding permanent signs.
- E. Temporary signs shall not be placed in a manner that obstructs clear site distance (within the required sight triangle) for motorists at street intersections or driveways.
- F. Temporary signs, other than Type 4 Freestanding Temporary Signs, shall not be placed upon any sidewalk or other pedestrian walkway.
- G. Temporary signs shall not be placed on the roof of a building, or affixed to a tree, utility pole, street sign or a parked motor vehicle, unless such vehicle is registered and parked in an established parking space.
- H. Where temporary signs are limited in the duration of their display and limited in the total number of displays per calendar year, any required period of separation between such displays shall carry through to the following calendar year, and shall be observed prior to initiating the first allowed display during the new calendar year.

### 12.3.3. FREESTANDING TEMPORARY SIGNS.

#### A. General Provisions

The following standards shall apply to all Freestanding Temporary Signs:

1. Signs shall not be affixed to poles, posts, stakes or other supporting

structures that are permanently installed or anchored into the ground through the use of concrete foundations or similar anchoring techniques.

2. Signs, other than Type 4 Freestanding Temporary signs, shall not encroach into the right of way of any public or private street.
3. No more than one (1) Freestanding Temporary Sign may be displayed on a parcel or group of adjacent parcels under common ownership or tenancy at any given time, regardless of type, unless otherwise expressly permitted.

#### **B. Type 1 Freestanding Temporary Signs**

Signs in this category consist of small, temporary yard signs that are typically associated with (but not limited to) the advertisement of real estate, political campaigns and meeting announcements. For examples of Type 1 Temporary Freestanding Signs, see Figure 12-4.

##### **1. Where Permitted**

Type 1 Freestanding Temporary signs may be displayed in any district and may be associated with any use, including parcels containing only vacant or undeveloped land.

##### **2. Permitted Size**

The maximum sign display area is limited to six (6) square feet (per side if dual sided).

##### **3. Permitted Height**

The maximum height of the sign, including any supporting posts or stakes, is limited to four (4) feet above the adjacent grade.

##### **4. Number Permitted**

One (1) Type 1 Freestanding Temporary Sign may be displayed on a parcel or group of adjacent parcels under common ownership or tenancy.

##### **5. Sign Material**

The display area (sign face) shall be composed of a rigid material.

##### **6. Mounting Standard**

Signs may only be mounted and supported by posts or stakes.

##### **7. Permitted Duration of Display**

There is no limit to the duration of the display of a Type 1 sign.

#### **C. Type 2 Freestanding Temporary Signs**

Signs in this category are typically referred to as “banners” that are typically associated with (but not limited to) the announcement of community, sporting and similar special events. For examples of Type 2

Temporary Freestanding Signs, see Figure 12-4.

**1. Where Permitted**

Type 2 signs are permitted only on parcels or groups of adjacent parcels under common ownership which contain either:

- a. A multi-family use with twenty-four (24) or more dwelling units;
- b. A use in the Group Living use group;
- c. A use in the Public and Civic use category; or
- d. A use in the Outdoor Recreation use group.

Type 2 signs may also be displayed, subject to the limitations herein, on any parcel of land owned by a non-profit corporation organized under Section 501(c)(3) of the Internal Revenue Code.

**2. Permitted Size**

The maximum sign display area is limited to eighteen (18) square feet (per side if dual sided).

**3. Permitted Height**

The maximum height of the sign, including any supporting posts or stakes, is limited to four (4) feet above the adjacent grade.

**4. Number Permitted**

One (1) Type 2 Freestanding Temporary Sign may be displayed on a parcel or group of adjacent parcels under common ownership or tenancy.

**5. Sign Material Standard**

The display area (sign face) shall be composed of flexible material.

**6. Mounting Standard**

Signs may only be mounted and supported by posts or stakes.

**7. Number of Sides**

The display area may be either single or dual sided, but shall not consist of more than one (1) distinct component.

**8. Permitted Duration of Display**

Type 2 signs are permitted to be displayed for a maximum period of fourteen (14) calendar days. A maximum of six (6) separate displays are permitted during each calendar year with a minimum of ten (10) days of separation between displays.

**D. Type 3 Freestanding Temporary Signs**

Signs in this category are large temporary signs typically associated with (but not limited to) the advertisement of large tracts of land for sale,

construction and development activity or the advertisement of commercial or industrial buildings for sale or lease. For examples of Type 3 Temporary Freestanding Signs, see Figure 12-4.

**1. Where Permitted**

Type 3 signs are permitted only on parcels which contain either:

- a. A use in the Household Living use group where the size of the parcel or group of adjacent parcels under common ownership is a minimum of (3) acres in size;
- b. Unoccupied space or undeveloped land. However, only one (1) Type 3 sign shall be allowed per combined development.
- c. A use in any other category or use group, provided that the parcel upon which the sign is displayed has a minimum of 100 feet of frontage on a public street, as measured at the right-of-way.

**2. Simultaneous Display Prohibited**

A Type 3 sign shall not be displayed upon a parcel that contains a permanent freestanding sign, including a sign structure that has had its display area removed, unless the parcel includes unoccupied space or undeveloped land.

**3. Permitted Size**

The maximum display area is limited to sixteen (16) square feet (per side if dual sided).

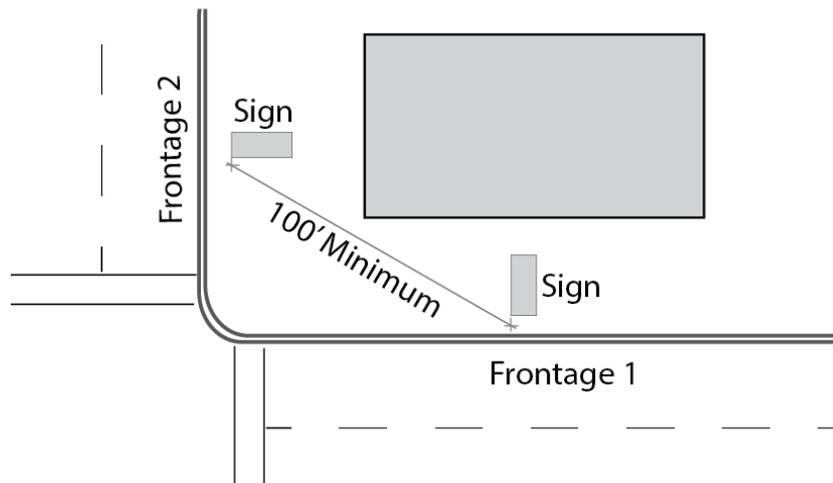
**4. Permitted Height**

The maximum height of the sign, including any supporting posts or stakes, is limited to eight (8) feet above the adjacent grade.

**5. Number Permitted**

Up to two (2) Type 3 Freestanding Temporary Signs may be displayed on a parcel or group of adjacent parcels under common ownership or tenancy with a minimum separation of 400 linear feet. If a parcel or group of adjacent parcels under common ownership or tenancy is located at an intersection with multiple frontages, then one (1) Type 3 sign may be displayed per road frontage with a minimum separation of 100 feet as measured in a straight line. (See Figure 12-3).

Figure 12-3: Minimum Separation for Type 3 Signs on Separate Frontages

**6. Sign Material**

The display area (sign face) shall be composed of a rigid material.

**7. Mounting Standard**

Signs shall be mounted to and supported by a minimum of two separate posts or stakes.

**8. Number of Sides**

The display area may be either single or dual sided, but shall not consist of more than one (1) distinct component.

**9. Permitted Duration of Display**

- a. Type 3 signs may be displayed without limit to duration upon any parcel or group of adjacent parcels under common ownership which contain only vacant or undeveloped land, including land whose principal use is the production of agricultural commodities or silviculture (forestry).
- b. In all other cases, the duration of display shall be limited to two (2) years, provided that this limit shall not be apply if the land, and any building(s) and/or structure(s) upon such parcel or group of parcels is not occupied or in active use for purposes other than a use in the Household Living use group at any time during the period of display.

- c. Where the display of a Type 3 sign is subject to a limit on the duration of display, there shall be a minimum period of separation of sixty (60) days between the removal of the previously permitted sign and the display of a new sign. Such period of separation shall apply in all cases where a sign subject to a limit on the duration of its display is removed, regardless of whether the maximum allowed duration for its display has been reached at the time of its removal.

#### **E. Type 4 Freestanding Temporary Signs**

The category of signs defined as Type 4 Freestanding Temporary signs shall include only those signs which are constructed in a manner so that the sign shall be self-supporting when placed in its display position. Examples of Type 4 signs include those that are commonly referred to as “A-frame”, “sandwich board”, or “fillable base” signs.

##### **1. Where Permitted**

Type 4 signs may only be displayed by a use that is included in the Commercial use category.

##### **2. Permitted Size**

The maximum sign display area is limited to six (6) square feet per sign face.

##### **3. Permitted Height**

The maximum height of the sign is limited to four (4) feet above the grade of the surface upon which it is displayed when placed in its display position.

##### **4. Number Permitted**

One (1) Type 4 Freestanding Temporary Sign may be displayed per customer entrance, provided that no more than two (2) Type 4 signs may be displayed per tenant space along the same building frontage.

##### **5. Sign Material Standard**

The display areas (sign faces) shall be composed of rigid material.

##### **6. Placement Standards**

- a. A Type 4 sign may only be placed within an area bounded by an imaginary line running ten (10) feet along the building wall from the outer edges of the customer entrance, extending ten (10) feet perpendicular to the building wall and thence connecting at the center point of the customer entrance ten (10) feet from the building wall.
- b. Type 4 signs may be placed upon a public sidewalk or other pedestrian walkway, provided that a minimum of four (4)

feet of unobstructed clearance is maintained along the directional path of the walkway. Within the Center City zoning district, signs shall be placed in a manner so that the edge of the sign is flush with the wall of the building housing the use associated with the sign, provided that a four (4) foot unobstructed path along the sidewalk shall be maintained in all cases.

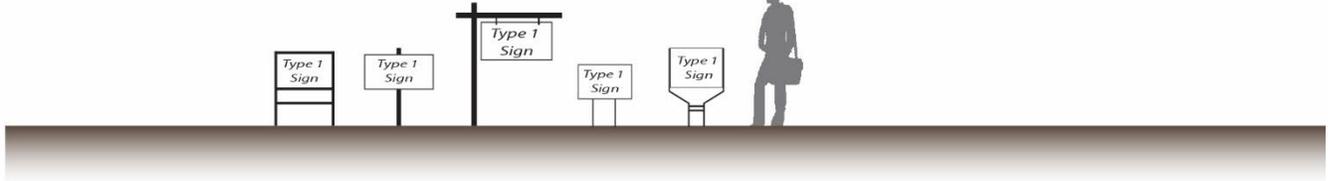
- c. Type 4 signs associated with an individual tenant space shall be separated by a minimum of 50 feet.
- d. In no case shall a Type 4 sign be placed within a landscaped area, or within a vehicular use area, including parking areas, loading areas and driveways.

**7. Permitted Duration of Display**

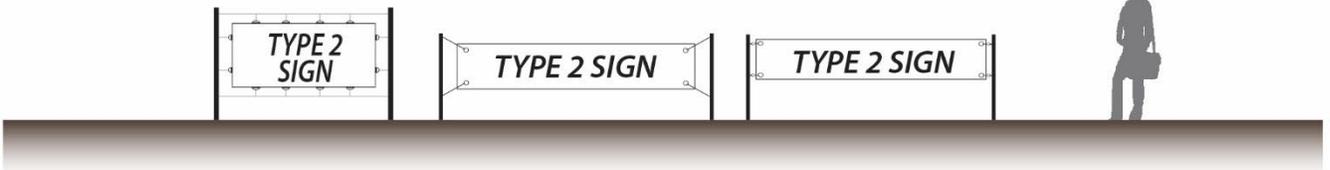
Type 4 signs may only be displayed during the period beginning 30 minutes prior to the daily opening and ending 30 minutes following the daily closing of the business displaying the sign.

Figure 12-4: Temporary Freestanding Sign Examples

Type 1 Sign Examples



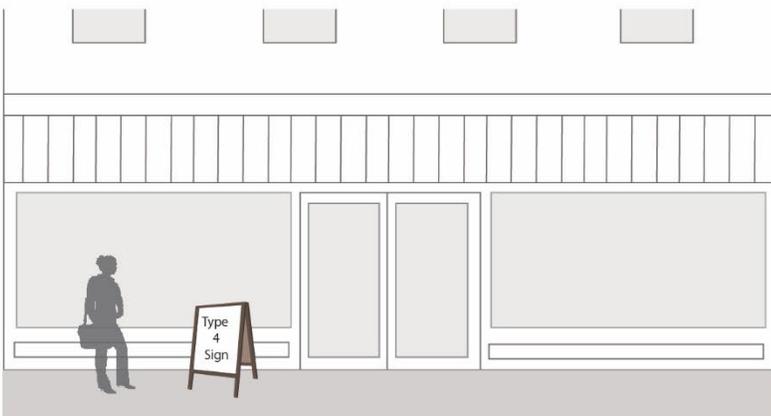
Type 2 Sign Examples



Type 3 Sign Examples



Type 4 Sign Example



**12.3.4. WALL MOUNTED TEMPORARY SIGNS.**

Temporary signs mounted to building walls may be displayed subject to the following provisions:

- A. Wall mounted temporary signs are permitted to be displayed on buildings housing a principal use within the Public and Civic, Commercial or Industrial use categories, as well as any building housing a use which is a non-profit corporation organized under Section 501(c)(3) of the Internal Revenue Code.
- B. One (1) temporary wall sign may be displayed per building occupied by a single tenant. Buildings designed for occupancy by multiple tenants where each tenant has a separate entrance may display one (1) temporary wall sign per tenant space. Buildings occupied by multiple tenants that share a common entrance may not display more than one (1) temporary wall sign at any given time.
- C. Temporary wall signs shall be mounted flush against the building wall and secured by fasteners or other anchors at each corner.
- D. The maximum display area for temporary wall signs shall be the greater of eighteen (18) square feet or twenty-five percent (25%) of the maximum permitted permanent wall signage, not to exceed 72 square feet.
- E. Temporary wall signs may be displayed for a maximum of thirty (30) consecutive calendar days.
- F. Temporary wall signs may be displayed a maximum of four (4) times per calendar year, with a minimum of thirty (30) days of separation between removing a temporary wall sign and displaying a new temporary wall sign. The minimum time period between temporary sign displays for buildings housing multiple uses that share a common entrance is ten (10) days.
- G. Beginning on the date that a certificate of occupancy for a newly constructed building or zoning permit for a bona fide change of use is issued and ending 60 calendar days following the issuance of said certificate or permit, a temporary wall sign in compliance with the remaining standards of this section may be displayed for the duration of the 60 day period. The display of a temporary wall sign subject to this provision shall be counted as one of the four (4) permitted displays for the calendar year in which the sign is removed. The required thirty (30) day separation period shall begin upon the removal of such sign.

**12.3.5. TEMPORARY WINDOW SIGNAGE.**

The display of temporary window signs shall be regulated by the general window signage standard established in Section 12.4.7(B)

**12.3.6. SPECIAL EVENT SIGNAGE****A. Intent.**

The intent of this regulation is to provide for the periodic increase in the

number of temporary signs that may be displayed during large scale events held in the City of Concord in order to promote economic activity and support the promotion of such events.

**B. Qualifying Events.**

The rules associated with this regulation shall only be effective with respect to events that are held annually within the City of Concord and which attracted at least 30,000 attendees / spectators during a single day of the event during the preceding year.

**C. Period of Applicability**

The provisions of this regulation shall be effective beginning 10 days prior to the date of the event (or beginning date of a multi-day event) and shall end 24 hours following the conclusion of the event. These provisions shall also be effective annually beginning on May 1st and ending May 31st.

**D. Additional Temporary Signs Permitted**

An unlimited number of temporary signs and/or strings of pennants may be displayed upon any property which is both zoned and used for commercial purposes during each period of applicability. All signs in excess of the number of permitted temporary signs allowed during other times shall be removed by the end of the period of applicability.

**E. Other Regulations Remain in Effect**

During the period of applicability, all other generally applicable sign regulations and regulations specifically applicable to temporary signs shall remain in effect, including the prohibition of the placement of signs within the right-of-way of public streets, and regulations related to the maintenance of clear sight distance for motorists and pedestrians.

**12.3.7. TEMPORARY USE SIGNAGE**

The issuance of a Temporary Use Permit allows the display of one (1) Freestanding Temporary Sign (Type 1, 2 or 4) at the permitted location of the Temporary Use for the period of operation as specified in the Temporary Use Permit.

**12.3.8. SUPPLEMENTAL LAND DEVELOPMENT SIGNAGE**

Beginning upon the date of land development or construction activity authorized by a valid zoning permit, site plan, or subdivision plat approval and ending on the date that a certificate of compliance, certificate of occupancy, or final plat approval is granted, two (2) additional Type 1, 2 or 3 Freestanding Temporary Signs may be displayed upon the site of the permitted activity.

**12.3.9. SUSPENSION OF TYPE 1 FREESTANDING SIGN REGULATIONS**

Beginning on the 30<sup>th</sup> day prior to the beginning of early voting for any scheduled primary or election, as established by the North Carolina Board of Elections, and ending the 10<sup>th</sup> day following the primary or election, the limit on the number of Type 1 Freestanding Temporary Signs that may be displayed on a parcel containing a use in the Household Living use group is suspended. All other regulations associated with such signage shall remain in effect during such period of suspension. Following the end of such period of suspension of

this regulation, the limit on the number of permitted Type 1 Freestanding Temporary Signs shall be in force until the following period of suspension.

**12.3.10. BALLOON DISPLAYS IN THE CC DISTRICT**

Balloons may be utilized as temporary signage in the CC District subject to the following regulations:

- A. A maximum of two (2) individual bundles of tied balloons may be displayed within 5 feet of a customer entrance.
- B. Each bundle of balloons may contain up to five (5) individual balloons.
- C. Each bundle of balloons may not exceed 36 inches in diameter (width) when grouped together.
- D. Balloons may only be displayed during business hours, and shall be removed promptly upon the close of business.
- E. Balloons shall be securely fastened to a building wall and shall not be placed in a manner that obstructs pedestrian travel along the sidewalk. A minimum clear distance of four (4) feet shall be maintained between a balloon display and any other obstruction.

## 12.4. PERMANENT SIGNS.

### 12.4.1. APPLICABILITY.

The following regulations govern the installation and display of permanent signage within the jurisdiction of this Ordinance. All permanently installed signage shall comply with these regulations unless otherwise explicitly exempted by the provisions of this Ordinance.

### 12.4.2. WALL SIGNS.

#### A. Where Permitted

Wall signs shall be permitted to be displayed in association with any nonresidential use in any zoning district subject to such additional limitations and conditions as included herein.

#### B. Permitted Sign Location

Wall signs may be displayed on any building wall that includes a customer or public entrance, faces a parking area that contains 25% or more of the spaces provided for the building or use, or which is located within 100 feet of the right-of-way of a public or private street or internal drive that is fully separated from customer parking areas.

#### C. Number of Signs Permitted

One (1) wall sign shall be permitted per building wall for single tenant buildings. Buildings containing multiple tenant spaces with individual exterior entrances may display one (1) wall sign per tenant space.

#### D. Permitted Sign Area

The maximum permitted area of wall signs shall be eight percent (8%) of the area of the building wall (or portion thereof for multi-tenant buildings) to which it is attached unless otherwise specified. The area of the building wall shall be measured along its entire width (or width of the tenant space) from the base of the building wall to the top of the parapet wall or point at which the roof begins, up to a maximum of 30 feet in height. Areas of projection or other change in wall plane along a building wall that are not parallel to the primary (longest) wall plane shall not be included in such calculation.

Figure 12-5: Measurement of Building Wall Area

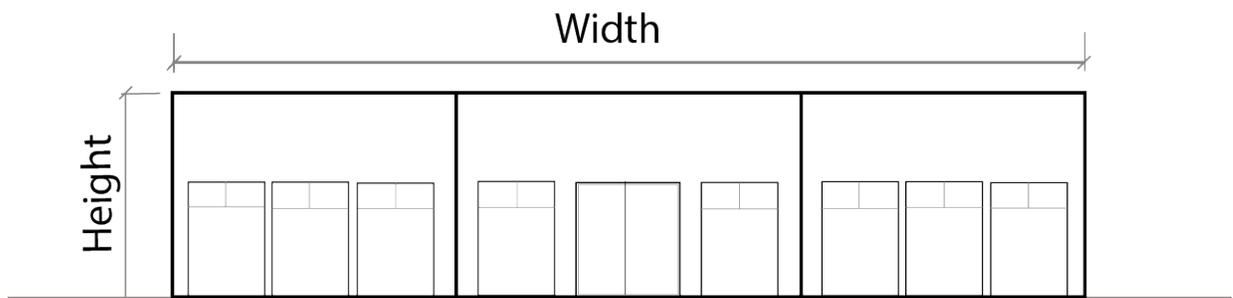
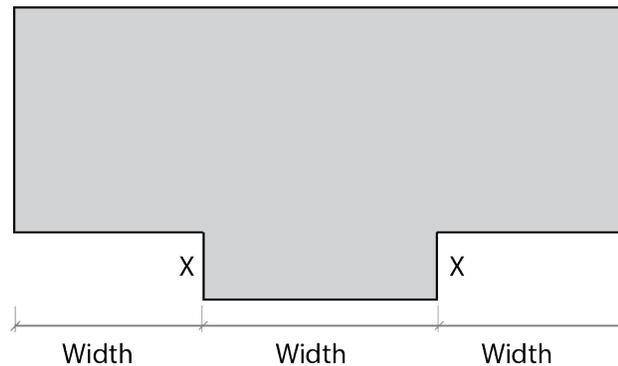


Figure 12-6: Measurement of Building Walls with Projections



**E. Additional Wall Signage**

Additional wall signage may be displayed subject to the following conditions:

**1. Single Tenant Buildings**

Two (2) secondary wall signs may be displayed on building walls exceeding 50 feet in length. One (1) additional secondary wall sign is permitted for each additional 50 feet of building wall length, up to a maximum of four (4) total secondary wall signs. The maximum area of each permitted secondary wall sign shall not exceed 50% of the permitted area of the primary wall sign and each sign shall be separated by a minimum of 10 horizontal feet as measured from the closest point of each sign to each other sign displayed on the building wall.

**2. Multi-Tenant Buildings**

Two (2) secondary wall signs may be displayed on building walls enclosing each separate tenant space provided with an individual entrance which exceed 100 feet in length. One (1) additional secondary wall sign is permitted for each additional 50 feet of tenant building wall length, up to a maximum of four (4) total secondary wall signs per tenant space. The maximum area of each permitted secondary wall sign shall not exceed 50% of the permitted area of the tenant's primary wall sign and each sign shall be separated by a minimum of 10 horizontal feet as measured from the closest point of each sign to each other sign displayed on the building wall.

**F. Changeable Copy**

Wall signs may not include any changeable copy features, including manually changeable copy, electronic reader boards or similar features. This shall not apply to wall signs displayed on buildings designed for and in use as places of assembly such as churches, theaters, events centers and similar uses.

**G. Illumination**

Wall signs may be illuminated either internally or externally with the exception zoning districts where single family residences are a use that is permitted by

right, in which case only external illumination of wall signs is permitted.

**H. Mounting Requirements**

Wall signs may not project more than 12 inches from the building wall to which they are mounted and shall not be mounted in a manner where any part of the sign extends past the top of the building wall.

**I. Cabinet Style Wall Signs**

Wall signs which are designed as a cabinet or box which projects from the building wall no more than 12 inches are permitted, provided that such signs shall not exceed 24 square feet in area, and provided that signage of this style may not be utilized on a building wall which contains multiple wall signs, including both single tenant and multi-tenant buildings.

**J. Wall Signs on Historic Buildings**

Wall signs on historic buildings shall be placed within the sign frieze, or distinct place within which a wall sign was intended to be located, if the building was designed for such. If a sign frieze is present, a wall sign placed within the frieze shall be permitted to exceed the maximum permitted sign area. No wall sign shall extend beyond such space. If there is no sign frieze, the wall sign shall be placed below the typical second floor window area. The design and coloration of such signs shall be compatible with the character of the building.

**K. Historic Wall Signs**

Repair, replacement or replicas of historic signs, including internally illuminated, back-lighted, indirect, exposed bulb, or neon signs, are permitted in the Center City District. A photo, picture, drawing, or sketch of the *original* sign shall accompany the sign application that reasonably establishes a date of establishment of the original historic sign prior to January 1, 1966. A Certificate of Appropriateness is required.

**12.4.3. AWNING SIGNS.**

**A. Where Permitted**

Awning signs shall be permitted to be displayed on awnings associated with any nonresidential use in any zoning district subject to such additional limitations and conditions as included herein.

**B. Permitted Sign Location**

Awning signs may only be displayed on awnings which are installed to cover a customer entrance.

**C. Number of Signs Permitted**

One (1) sign may be displayed per awning installed to cover a customer entrance.

**D. Maximum Valance and Copy size**

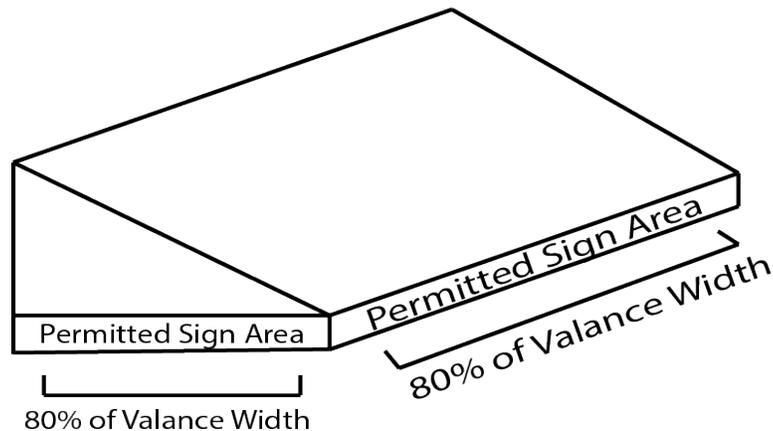
The valance, or apron, for any canopy shall in no case exceed 12 inches in height. Individual letters or symbols displayed on the valance of an awning shall not exceed nine (9) inches in height. This provision shall apply only to

valances to which sign copy is affixed.

**E. Permitted Sign Area**

Awning signs may be displayed across up to 80% of the width of the valance of an awning.

Figure 12-7: Permitted Sign Area for Awning Signs



**F. Illumination**

Awning signs shall not be illuminated.

**G. Multi-Tenant and Combined Developments**

Each tenant space within a multi-tenant building or buildings within a combined development shall utilize either awning signs exclusively in place of wall signage or may combine awning signs with wall signage, provided that each tenant space or building within the development shall utilize the same choice in sign type or combination of sign type.

**H. Awning Signs on Historic Buildings**

Awning signs shall not be permitted on historic buildings where no evidence exists of their use when the building was originally constructed and occupied.

**12.4.4. FREESTANDING GROUND SIGNS**

**A. Where Permitted**

Freestanding ground signs are permitted in association with any principal nonresidential use in any zoning district. Freestanding ground signs may also be established in association with multi-family residential developments containing 16 or more dwelling units and single family residential subdivisions containing 24 or more individual lots.

**B. Permitted Sign Location**

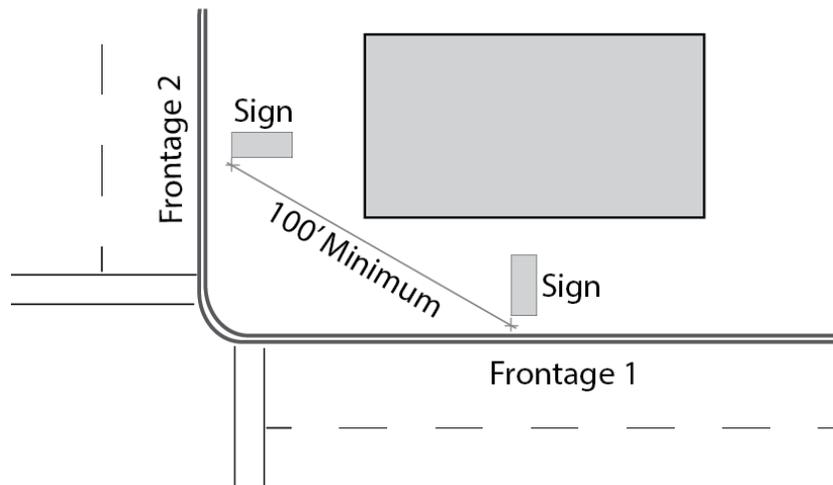
Freestanding ground signs shall not be located within 50 feet of any other freestanding ground sign unless the signs are separated by a street right-of-way. Freestanding ground signs shall not encroach into a street right-of-way or be located in any required sight triangle.

### C. Number of Signs Permitted

#### 1. Nonresidential Uses on Individual Parcels

One (1) freestanding ground sign may be displayed per road frontage, provided that where there are multiple road frontages, signs on the subject parcel may not be placed within 100 feet of each other as measured in a straight line.

Figure 12-8: Minimum Separation for Signs on Separate Frontages



#### 2. Nonresidential Uses in Combined Developments

One (1) freestanding ground sign may be displayed per entrance drive to a combined development. Signs may not be placed any closer than 500 feet from each other when located on the same road frontage.

#### 3. Multi-Family Residential Developments

One (1) freestanding ground signs may be displayed per entrance to the development.

#### 4. Single Family Residential Subdivisions

One (1) sign may be displayed on each side of the right-of-way of each external entrance to a single family residential subdivision, provided that such signs are located on property that is owned by the property owners association associated with the subdivision.

### D. Additional Signage for Limited Access Highway Frontage

Within the C-2, I-1 and I-2 districts, nonresidential uses situated on parcels which share a property line with the right-of-way of an interstate or other limited access highway shall be permitted to establish an additional sign along such frontage, provided that such sign conforms in all aspects to the other regulations in this Article. Signs displayed in accordance with this provision may have an area of up to 150 square feet and a maximum height of 10 feet.

**E. Permitted Sign Height and Area**

Ground signs shall be monument style in accordance with 12.1.8.B, and the permitted maximum height and area for ground mounted freestanding signs shall be as follow:

**1. C-2, I-1 and I-2 Districts**

The maximum permitted area for signs is based upon the gross floor area of the building or combination of buildings located on the subject parcel. For parcels with buildings containing up to 50,000 square feet of gross floor area, the maximum sign area shall be 50 square feet. For each additional 10,000 square feet of gross floor area, a further 10 square feet of sign area is permitted, up to a maximum of 100 square feet of sign area.

The maximum permitted height of signs in these districts shall be 6 feet for signs up to 50 square feet in area and 10 feet for signs with an area exceeding 50 square feet.

**2. OI, C-1 and CD Districts**

The maximum permitted area for signs is based upon the gross floor area of the building or combination of buildings located on the subject parcel. For parcels with buildings containing up to 10,000 square feet of gross floor area, the maximum sign area shall be 32 square feet. For each additional 10,000 square feet of gross floor area, a further 8 square feet of sign area is permitted, up to a maximum of 64 square feet of sign area.

The maximum permitted height of signs in these districts shall be 6 feet.

**3. B-1, CC and TND Districts**

The maximum permitted area for signs is based upon the gross floor area of the building or combination of buildings located on the subject parcel. For parcels with buildings containing up to 5,000 square feet of gross floor area, the maximum sign area shall be 16 square feet. For each additional 5,000 square feet of gross floor area, a further 8 square feet of sign area is permitted, up to a maximum of 32 square feet of sign area.

The maximum permitted height of signs in these districts shall be 4 feet.

**4. All Other Districts (Excluding PUD and PID Districts)**

The maximum sign area shall be 16 square feet, with the exception of signs associated with uses that fall into the Public and Civic Use Group and multi-family developments containing 200 or more dwelling units, which shall be permitted to have signs with an area of up to 32 square feet.

The maximum permitted height of signs in these districts shall be 4 feet, with the exception of signs associated with uses that fall into the Public and Civic Use Group, subdivision entrance signs and signs associated with multi-family developments, which shall be permitted to have a maximum height of 6 feet.

**5. PUD and PID Districts**

The maximum permitted area and height for freestanding signs shall be governed by the approved comprehensive sign package for the development.

**F. Changeable Copy**

Additional wall signage may be displayed subject to the following conditions:

**1. Manual / Analog Changeable Copy**

Manual or analog changeable copy area may be included on any freestanding sign. The area devoted to changeable copy shall be limited to 70% of the total area of the sign face for signs in the C-2, C-1, I-2, and I-1 districts. In all other districts, the maximum changeable copy shall be limited to 50%

**2. Electronic Changeable Copy (Digital Reader Boards)**

Electronic changeable copy area may be included on any conforming freestanding sign in the C-2, C-1, I-2, I-1, and O-I districts. The Development Review Administrator may also approve electronic changeable copy for elementary and secondary schools in AG, RE, RL, RM-1, RM-2, and RV zoning districts if they are located on a thoroughfare as defined on the City of Concord Thoroughfare Plan. The area devoted to electronic changeable copy shall be limited to 70% of the total area of the sign face. All signs that include an electronic changeable copy feature shall meet the minimum North Carolina Department of Transportation requirements for lighting and message duration contained in NC Administrative Code 2E.0203(3a-c & 4a (i-iii)).

**G. Illumination**

Freestanding signs may be illuminated either internally or externally with the exception of freestanding signs within zoning districts where single family residences are a use that is permitted by right, in which case only external illumination of wall signs is permitted.

**H. Base Landscaping Required**

All freestanding signs located within parking or vehicular use areas, and not in yard areas, shall stand in a bed of landscaping at least 30 square feet in area. This area shall contain low growing materials such as ground covers, perennials, and shrubs, and shall be bordered by acceptable curbing materials as specified in this Ordinance.

**I. Enhanced Design Incentive**

Within the C-2 district, freestanding signs that adhere to the following design guidelines may increase the permitted area of the sign face(s) by up to 50% and the permitted height by up to two (2) feet:

To qualify, sign faces and associated structural components shall be constructed of finished wood, masonry (excluding unfinished concrete block), stone, finished metal, or synthetic solid surface materials. Sign faces shall be

opaque, except for any portion of a routed display area, which may be backed by translucent materials that do not exceed 35% of the surface area of the sign face. Text, logos and graphics displayed on the sign face shall be either etched or routed into the sign face material, encased in the material, or affixed to the exterior of the sign face with a minimum 0.5 inch relief (projection) or separation from the sign face. Illumination may be internal for routed sign faces, halo style backlighting for individually affixed text and graphic elements, or external for any type of sign.

**J. Design Requirements in Certain Districts**

In all districts, with the exception of the C-2, I-1 and I-2 districts, the design standard established in Section 12.4.4(l) shall be utilized for all freestanding ground signs.

**K. Design Standards for Single Family Residential Subdivision Signage**

Permitted freestanding signs displayed at the entrance to a single family residential subdivision may only be mounted to a wall or similar entry feature. Such signs shall only be illuminated externally.

**12.4.5. PROJECTING SIGNS**

**A. Where Permitted**

Projecting signs are permitted to be displayed by any use within the C-2, C-1, OI, B-1 and CC districts which is also permitted to display a wall sign.

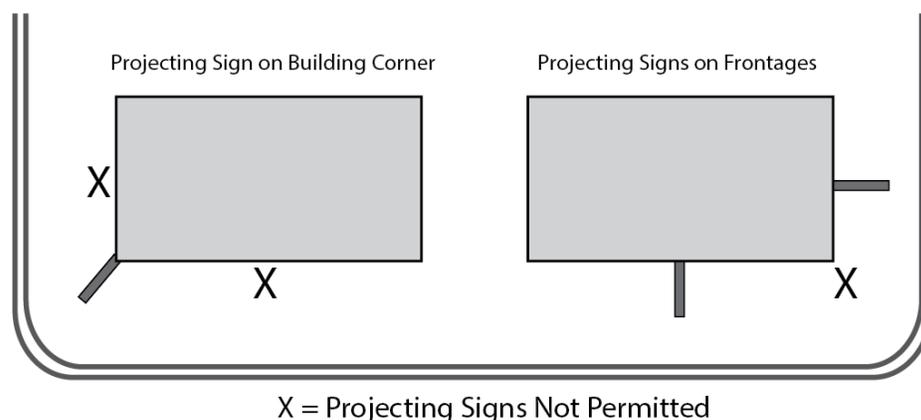
**B. Permitted Sign Location**

Projecting signs may be displayed on any building wall where a wall sign is permitted to be displayed. Additionally a projecting sign may be displayed at the intersection (corner) of two building walls.

**C. Number of Signs Permitted**

One (1) projecting sign is permitted per building wall where a wall sign is permitted to be displayed. Where a projecting sign is displayed on the corner of a building, no other projecting sign may be displayed on either intersecting building wall.

**Figure 12-9: Projecting Sign Building Corner Placement Restrictions**



- D. Permitted Sign Area**  
Projecting signs may have an area of up to 16 square feet within the C-2, C-1, OI, B-1 and up to 12 square feet within the CC districts.
- E. Design and Mounting Requirements**  
Projecting signs shall be designed so that each face of the sign is parallel to the other face. When mounted at a location other than the corner of a building, the faces of the projecting sign shall be aligned so that they are perpendicular to the building wall.
- F. Projecting Signs on Multi-Tenant Buildings**  
Projecting signs may not be displayed at any single tenant space in a multi-tenant building which provides separate exterior entrances to each tenant space unless each tenant space displays a projecting sign. This shall not apply to tenant spaces larger than 25,000 square feet, or to the display of projecting signs on the corners of building walls.
- G. Minimum Clearance Required**  
Projecting signs shall be installed in such a manner as to provide a minimum of seven (7) feet of clearance above pedestrian walkways.
- H. Maximum Projection**  
Projecting signs shall not project greater than five (5) feet from the building wall to which they are attached. Projecting signs shall be installed so that the edge of the sign closest to the building wall is no greater than 12 inches from such wall. Where such signs will encroach into a public right-of-way, an encroachment agreement shall be secured with the appropriate agency having authority over the right-of-way.
- I. Illumination**  
Projecting signs may be illuminated either internally or externally. When illuminated externally, the light source shall be mounted directly to the sign.
- J. Changeable Copy**  
No changeable copy feature, either manual or electronic, is permitted to be included on a projecting sign.
- L. Historic Projecting Signs**  
Repair, replacement or replicas of historic signs, including internally illuminated, back-lighted, indirect, exposed bulb, or neon signs, are permitted in the Center City District. A photo, picture, drawing, or sketch of the *original* sign shall accompany the sign application that reasonably establishes a date of establishment of the original historic sign prior to January 1, 1966. A Certificate of Appropriateness is required. Historic projecting signs may exceed the maximum permitted area requirements to the extent that the replacement sign is designed to replicate the area of the historic sign.

**12.4.6. CANOPY SIGNS**

- A. Where Permitted**  
Canopy signs may be displayed by any nonresidential use in the C-2, C-1, I-2 and I-1 districts.
- B. Permitted Sign Location**  
Canopy signs may be displayed on any freestanding or attached canopy covering a vehicular use area, such as an automobile fueling area or passenger drop-off area.
- C. Number of Signs Permitted**  
One (1) sign may be displayed per side of the canopy.
- D. Permitted Sign Area**  
Signs may occupy up to 10% of the area of the valance of the canopy, up to a maximum of 24 square feet.
- E. Illumination**  
Signs on canopies may be internally or externally illuminated.
- F. Changeable Copy**  
No changeable copy feature, either manual or electronic, is permitted to be included on a canopy sign.

**12.4.7. INCIDENTAL SIGNS.**

- A. Suspended Pedestrian Signs**  
One (1) sign no larger than four (4) square feet in area may be suspended from an awning, canopy, breezeway or other pedestrian covering directly in front of a customer entrance for a nonresidential use. Such signs shall be mounted perpendicularly to the customer entrance and maintain a minimum of seven (7) feet of clearance above the pedestrian walkway. Such signs may not be illuminated

**Figure 12-10: Suspended Pedestrian Sign**

**B. Window Signs**

The following standards shall apply to Window Signs

1. Window signs may be displayed by any use which is permitted to display a wall sign.
2. Window signs shall only be permitted to be displayed on windows and doors on the first floor of each building frontage.
3. Address and hours of operation on windows shall not count in the calculation of window sign area.
4. If the storefront entrance is recessed, any signs applied to the glazing of the recessed doors and recessed windows shall count toward the calculation of window sign area.
5. In the Center City zoning district, window signs require a sign permit and are permitted to cover up to 20% of the glazed area of the first floor building frontage on which they are located.
6. In all other districts window signs may occupy an area that is equal to the permitted area of wall signage allowed on each building frontage. Where both window and wall signage are displayed on the same building frontage, the combined area of all window and wall signs displayed on that frontage shall not exceed the 8% square footage limit as set forth in the Wall Sign standards in this Article.

**C. Pedestrian Wall Signs**

Nonresidential uses may display one (1) sign, not to exceed four (4) square feet in area, on a building wall immediately adjacent to each customer entrance. No more than one (1) sign per entrance is permitted. Signs shall be mounted within four (4) feet of the customer entrance with which they are associated and the top of such signs shall not exceed seven (7) feet above the grade of the adjacent pedestrian walkway.

Figure 12-11: Pedestrian Wall Sign



**D. Entrance Drive Signage**

One (1) sign, not exceeding four (4) square feet in area, may be displayed on each side of the street entrance to the parking area or internal driveway network of a nonresidential use. Such signs shall not exceed three (3) feet in height, and shall be located within 15 feet of the intersection of the driveway with the right-of-way.

**E. Drive Through Signage**

One (1) sign, not to exceed 32 square feet in area may be displayed immediately adjacent to a drive through service lane. Such signs shall be oriented to face the drive through service lane.

**F. Small Incidental Signs**

Permanently installed signs, other than Window Signs, smaller than two (2) square feet in area may be displayed without limitation as to number or location, provided that such signs are mounted or affixed to an occupiable building or other structure subject to regulation by the North Carolina Building Code. Such signs shall not be installed at a height greater than six (6) feet. Only signs installed greater than 30 feet from a street right-of-way shall qualify for this exemption.

**G. Regulatory Signs**

Signs required to be installed by any local, state, or federal rule, regulation or ordinance may be displayed in accordance with the standard establishing their size and placement. Examples of such signs include required building address signs and fire safety signage.

**12.4.8 PERMANENT FLAG DISPLAYS**

Up to three (3) flags may be displayed on an individual parcel of land or on an individual building within a combined development. Flags may be mounted on poles not exceeding 30 feet in height when associated with a residential use or 50 feet when associated with a nonresidential use. When mounted to a building wall that is permitted for the display of a wall sign, the size of the flags shall not exceed the maximum permitted wall sign area for that building wall. In no case shall building mounted flag poles extend above the top of the building wall to which they are attached.

## 12.5. OUTDOOR ADVERTISING (BILLBOARD) SIGNS.

### 12.5.1. APPLICABILITY.

The maximum permitted sign area, location, characteristics, and number of off-premise Outdoor Advertising Signs shall be determined in accordance with the standards in this § 12.5.

### 12.5.2. The following regulations shall apply off-premise Outdoor Advertising Signs:

- A. Such signs shall be permitted only in the I-1 and I-2 districts with the issuance of a Conditional Use Permit.
- B. Such signs shall be limited to a maximum size of:
  - 378 square feet along Interstate 85
  - 150 square feet along all other streets or roads.
- C. Such signs shall be setback a minimum of fifty (50) feet from the public right-of-way, or any legal private access road.
- D. Such signs shall not exceed thirty (30) feet in height.
- E. There shall be only one (1) face per side of the sign. “Double-decker” signs with signs erected one over or above the other and side-by-side signs with signs erected one next to the other are prohibited.
- F. Such signs shall be a minimum of one-thousand (1,000) feet from any Residential Zoning District or residentially developed property. The distance shall be measured radially from the nearest point of the proposed sign location to the nearest point of the residential district or property.
- G. Each such sign shall be a minimum of one-thousand (1,000) feet from any other off-premises outdoor advertising sign, located on the same or on the opposite side of the street. The distance shall be measured radially from the nearest point of the proposed sign location to the nearest point of the existing sign location.
- H. Such signs shall be a minimum of one-hundred (100) feet from the nearest point of any existing building, off-street parking area or other building or structure. The distance shall be measured radially from the proposed nearest point of the sign location to the nearest point of the building, off-street parking area or other building or structure.
- H. No vegetation in the public right-of-way shall be cut for the purpose of increasing or permitting visibility to such off-premises outdoor advertising sign unless approved by the chief engineer of the governmental authority having jurisdiction over such right-of-way.
- I. No off-premises outdoor advertising sign shall be located in a required front yard setback.

- J. Such signs shall meet 30 PSF wind loading requirements and all supports shall be of steel, aluminum, concrete or other non-combustible material.
- K. No such sign shall be erected closer than ten (10) feet from any conductor of electricity, and all such signs shall comply with all requirements of the National Electrical Code with respect to clearance from overhead electrical conductors.
- L. Billboards with LED or electronic reader boards are not permitted. (See Section 12.2 Prohibited signs)

### 12.5.3. DIGITAL DISPLAY BILLBOARD CONVERSION

The conversion of existing static billboards to digital display sign faces shall be permitted in accordance with the following additional standards:

#### A. Where Permitted

The conversion of a billboard with a static sign face to digital display sign face shall only be permitted where the existing sign is located within 100 feet of the right-of-way of a limited access highway. Conversions are prohibited within 500 feet of a residential use (as measured from the closest point of the structure housing such use). "Limited access highway" means a highway, or section of highway, especially designed for through traffic, and over, from or to which highway owners or occupants of abutting property, or others, shall have only a controlled right or easement of access whether such control is exerted by means of entrance and exit ramps or by issuance of driveway permits by the local, state or federal government having jurisdiction of the highway.

#### B. Minimum Separation

The conversion of a static billboard to a digital display sign face shall only be permitted if there are no other billboards of any type (within the jurisdiction of the City of Concord) within 2,000 feet of the billboard proposed for conversion. If a billboard proposed for conversion has any other billboard within 2,000 feet, such other billboard(s) shall be removed prior to the issuance of a permit for the conversion. Following the conversion of a static billboard to a digital display sign face, no other billboard of any type may be established within 2,000 feet of the digital display billboard within the jurisdiction of the City of Concord.

#### C. Standards for Billboards with Digital Displays

In addition to meeting the standards of Section 12.5.2, as applicable, all billboards with digital display sign faces shall meet the minimum North Carolina Department of Transportation requirements for lighting and message duration contained in NC Administrative Code 2E.0203(3a-c & 4a (i-iii)).