

7. Signage

Section 1. Purpose & Applicability

Purpose

The purpose of the Master Signage Element is to provide regulations for the use of signs in Chatham Park which aid orientation and identify activities or uses, while at the same time enhancing the information displayed to the public, promoting public safety, and maintaining community wide aesthetics.

Applicability

The standards, requirements, and criteria (those words being used interchangeably herein) in this Element apply to all signs in Chatham Park PDD, unless otherwise indicated. With respect to any development plan submitted for approval or any sign permit applied for prior to the adoption of this Element, the owner of the Lot for which such development plan has been submitted or sign permit has been applied for may, at any time within six (6) months immediately following the later of the adoption of this Element, the approval of the development plan, or the issuance of the sign permit, elect to have this Element apply. If the owner so elects, the owner shall bring the signage on the Lot into compliance with this Element within one (1) year immediately following the date on which the owner elects to be subject to this Element. Any such election by an owner shall be in writing and the date of the election shall be the date it is delivered to the office of the Planning Director.

Substitution of Non-commercial Copy

Notwithstanding any provision in this Element to the contrary, non-commercial copy may be placed on any on-premise sign, or on any allowed off-premise sign, in place of commercial copy.

Section 2. Sign Plans

For each Small Area Plan, but excluding Activity Centers and Section 7.1, a “Master Sign Plan” that complies with this Element shall be submitted to and approved by the Planning Director prior to issuance of any permit for a sign in the applicable Small Area. Each Master Sign Plan shall address the following:

1. Colors.
2. Materials.
3. Lettering fonts.
4. Graphics and logos.
5. Any other characteristic or unifying sign elements desired by the applicant.

Prior to issuance of a sign permit for any parcel, a “Parcel Sign Plan” for that parcel shall be submitted to and approved by the Town. For the purposes of this subsection, a parcel may be an entire residential subdivision, mixed-use development, non-residential development, or phase of any of the foregoing for which a Parcel Sign Plan is approved. A Parcel Sign Plan may be included with the applicable development plan. Each Parcel Sign Plan shall address the following:

1. Locations.
2. Design drawing showing sign dimensions.
3. Lighting.
4. Landscaping.
5. Supporting Structures.
6. Any other characteristic or unifying sign elements desired by the applicant.

Prior to issuance of a sign permit for any icon sign in Chatham Park, an Icon Sign Plan for Chatham Park shall be submitted to and approved by the Town. The Icon Sign Plan shall address the following, as applicable:

1. Proposed locations, which may be modified from time to time as approved by the Planning Director.
2. Number of icon signs, which may change from time to time as approved by the Planning Director.
3. Sizes of icon signs.
4. Colors.
5. Materials.
6. Any other characteristics or unifying elements desired by the applicant, except for the content of any sign.

Section 3. Signs Allowed in Chatham Park

Table 3.1 below lists signs that are allowed in Chatham Park by sign type and land use designation.

Table 3.1:

P= allowed with permit X= not allowed √ = allowed without permit

	Sign Type	Conditions	Residential Uses	Commercial Uses	Industrial Uses	Office & Institutional	Illumination
Permanent							
A	Awning	Sec 4 (A)	X	P	P	P	YES
B	Permanent Building Sign	Sec 4 (B)	√	√	√	√	YES
C	Non-Profit (Off- Premise)	Sec 4 (C)	X	P	P	P	NO
D	Building Directory	Sec 4 (D)	X	P	P	P	YES
E	Ground Directory	Sec 4 (E)	P	P	P	P	YES
F	Flags	Sec 4 (F)	√	√	√	√	YES
G	Gas station signs	Sec 4 (G)	X	√	√	X	YES
H	Governmental	Sec 4 (H)	√	√	√	√	YES
I	Health/Hospital	Sec 4 (I)	X	X	X	P	YES
J	Incidental	Sec 4 (J)	√	√	√	√	YES
K	Marquee	Sec 4 (K)	X	P	X	X	YES
L	Drive-thru signs	Sec 4 (L)	X	P	X	X	YES
M	Principal Ground: - Non Residential	Sec 4 (M)	X	P	P	P	YES
N	- Residential	Sec 4 (N)	P	X	X	X	YES
O	Suspended	Sec 4 (O)	X	P	P	P	YES
P	Wall	Sec 4 (P)	X	P	P	P	YES
Q	Icon Signs	Sec 4 (Q)	P	P	P	P	YES
R	Home Occupation	Sec 4 (R)	P	X	X	X	NO
Temporary							
A	Construction/Development -Non-residential or mixed use - Residential	Sec 5 (A)1	P	P	P	P	NO
		Sec 5 (A) 2	P	P	P	P	NO
B	Contractor	Sec 5 (B)	√	√	√	√	NO
C	Temporary	Sec 5 (C)	X	P	P	P	NO
D	Event Signage	Sec 5 (D)	P	P	P	P	NO
E		Sec 5 (E)	√	√	√	√	NO
F	Use Change and Future Use	Sec 5 (F)	X	P	P	P	NO
G	General Temporary	Sec 5 (G)	√	√	√	√	YES
H	Pre-Election	Sec 5 (H)	√	√	√	√	NO
I	Public Notice	Sec 5 (I)	√	√	√	√	NO
J	Real estate	Sec 5 (J)	√	√	√	√	NO
K	Window	Sec 5 (L)	X	√	√	√	NO
L	Temporary Yard Sign	Sec 5 (M)	√	√	√	√	NO
M	Sandwich Board	Sec 5 (O)	X	√	X	√	NO
N	Temporary Icon Sign	Sec 5 (P)	P	P	P	P	YES

Section 4. Permanent Signs

Permanent signs shall meet the specific requirements of this Element for the type of permanent sign and all other applicable requirements of this Element and other applicable Additional Elements (e.g., Master Lighting Plan Additional Element).

A. Awning

An awning sign is a material such as fabric, metal, flexible plastic, or vinyl that is supported by or attached to a frame and that extends from the exterior wall of a building without ground-mounted support.

Awning signs shall comply with the following requirements:

1. On a single-occupant property, one (1) awning sign may be allowed only in lieu of all other signage otherwise allowed on the wall to which the awning is attached.
2. On a multi-occupant property, one (1) awning sign may be allowed over each occupant entrance, in lieu of other wall signs.
3. The maximum area of an awning sign shall not exceed ten (10) percent of the total awning face front or side area.
4. Awning signs may be illuminated only with direct surface lighting and not with any form of backlighting, and otherwise are subject to the provisions of the Chatham Park Master Lighting Plan Additional Element.



Figure 4(A): Example of an awning sign

B. Permanent Building Sign

Permanent building signs shall comply with the following requirements:

1. Such sign(s) shall not exceed one (1) on any single building;
2. Such sign(s) shall not exceed three (3) square feet in area;

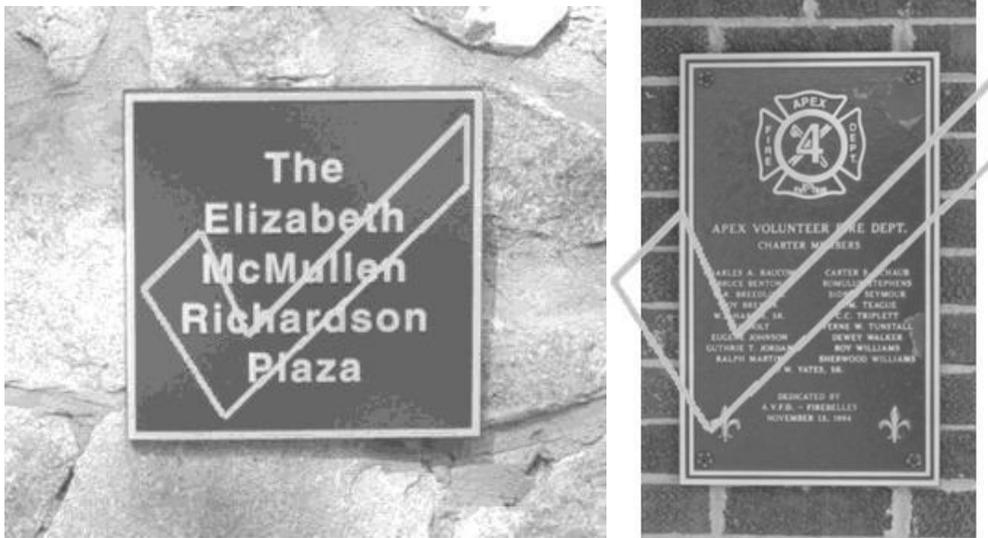


Figure 4(B): Examples of permanent building markers.

C. Non-Profit (Off-Premise)

A non-profit (off-premise) sign is a sign for a non-profit organization (charitable, civic, fraternal, patriotic, religious, or similar organization).

Non-profit (off-premises) sign shall comply with the following requirements:

1. Not to exceed three (3) signs per organization.
2. No sign shall be located closer than fifteen (15) feet from any public right-of-way.
3. No sign shall exceed two (2) square feet in size and four (4) feet in height.
4. No sign shall be displayed in connection with a commercial promotion.
5. The owner of the property on which the sign is displayed has given written permission.

D. Building Directory

A building directory sign is a sign on the exterior wall of a building that may be used to list tenants or occupants of a building or project with unit numbers, arrows or other identifying or directional information, though any noncommercial copy is permissible.

Building directory signs on non-residential multi-tenant buildings are allowed if they comply with the following requirements:

1. Such signs are limited to one (1) per building entrance not to exceed two (2) per building.
2. The total size of the building directory sign does not exceed ten (10) square feet.

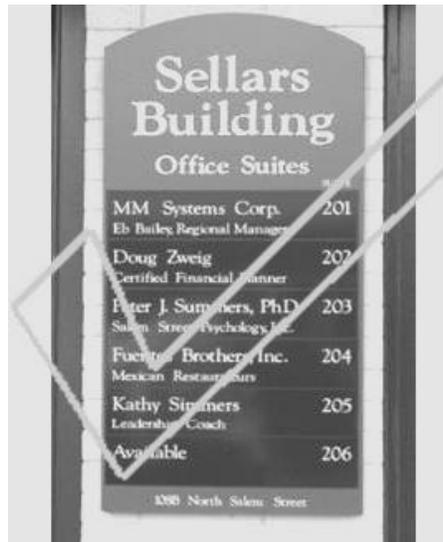


Figure 4(D): Example of a building directory sign

E. Ground Directory

A ground directory sign is a sign with a continuous base less than two (2) feet in height that may be used to list tenants or occupants of a building having more than one tenant or project with unit numbers, arrows or other identifying or directional information, though any noncommercial copy is permissible. A ground directory sign shall comply with the following requirements:

1. Non-residential
 - a. Signs internal to the site within a mixed use development shall be located not less than fifty (50) feet measured perpendicular from any vehicular entrance public right-of-way and at principal intersections within the site, where such intersections are not less than fifty (50) feet from any public right-of-way as shown on an approved Parcel Sign Plan.
 - b. Such signs shall not exceed twenty (20) square feet in area and forty-eight (48) inches in height.
 - c. Such signs shall not be located within a required buffer (as that term is defined in the Master Open Space Plan Additional Element).
 - d. Such signs may contain logos or business names with arrows or other directional information but shall not contain any other commercial copy.

- e. Such signs may be internally or externally lighted in accordance with Sec. 9 (B), Sign Illumination

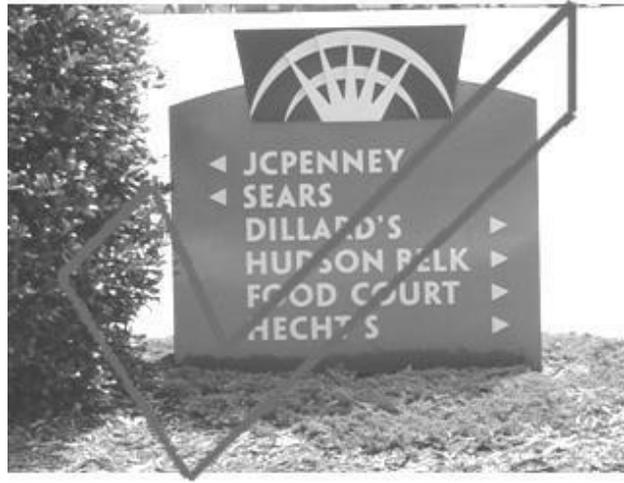


Figure 4(E): Example of non-residential ground directory sign.

2. Multi-Family Residential

- a. One (1) ground directory sign may be located near the principal entrance to a parking area for multi-family projects, as shown on an approved Master Signage Plan.
- b. Such sign shall be located away from any public right-of-way, so that drivers can conveniently pull up and read the sign without impeding traffic on any driveway or entrance serving the development.
- c. There are no limitations on the amount of information that may be included in such sign, as long as the sign meets all of the other applicable requirements.
- d. Such sign shall not exceed eight (8) square feet in area and five (5) feet in height.
- e. Such sign may be internally or externally lighted.

F. Flag

A flag is a sign consisting of a single piece of fabric that is attached on one or two sides to one or more poles or other fixed structures so that the fabric can be blown by the wind.

Flags shall comply with the following requirements:

1. A maximum of 2 flags shall be allowed per flag pole or other fixed structure to which the flags are attached.
2. A flag pole or other fixed structure to which flags are attached shall not exceed 30 feet in height nor shall flags on these poles or structures exceed a size of five (5) feet by eight (8) feet.
3. No building mounted flag or flag pole shall extend above the roofline.

4. Flags shall not be faded, tattered or torn at the time of installation and flags that become faded, tattered, or torn shall be removed or replaced promptly after such condition occurs.

G. Gas Station Signs

Signs at gasoline stations shall comply with the following requirements:

1. Signs located and secured to each pump island shall not exceed nine (9) square feet.
2. A changeable copy sign, not to exceed nine (9) square feet, may be included on the principal ground sign (not to exceed the total square footage shown in Table 3.1) if a principal ground sign is allowed. LED lights may be used to provide changeable copy on either a principal ground sign or on the gasoline canopy, but not both.
3. An official North Carolina vehicle inspections sign shall be allowed provided said sign does not exceed four (4) square feet. In lieu of such a sign, a sign of the same dimensions may be displayed with other copy.
4. Signage and logos on pump island canopies are restricted to a maximum of ten (10) percent of the face of the canopy.

H. Governmental

Governmental signs are signs posted by local, state, or federal agencies on public property, within a public right-of-way or publicly dedicated easement, or in another location authorized by an applicable statute, ordinance, or governmental regulation.

I. Health/Hospital

Health/hospital signs are permanent signs erected and maintained by a hospital or by healthcare facility with or without an emergency department.

Health/hospital signs shall comply with the following requirements:

1. Principal ground signs shall be allowed provided that:
 - a. Not more than one (1) principal ground sign is allowed at each Major Entrance.
 - b. Maximum height is six feet (6').
 - c. Maximum size is seventy (70) square feet.
2. In addition to principal ground signs, emergency department ground signs shall be allowed subject to the following:
 - a. One emergency department ground sign is allowed at each Major Entrance to the facility. Provided, however, if the primary entrance to the emergency department is not located at a Major Entrance, an emergency department ground sign also is allowed at the primary entrance to the emergency department.
 - b. Maximum height is eight feet (8').
 - c. Maximum size is eighty (80) square feet.
3. Wall signs shall be allowed provided that:

- a. The sign surface area of a sign located on a wall of a structure may not exceed the lesser of ten (10) percent of the total surface area of the wall on which the sign is located or thirty-four (34) square feet. The emergency department band shall not be counted in calculating the square footage of the wall sign.
 - b. No wall sign attached to a building may project more than twelve (12) inches from the building wall.
4. Directory ground signs shall be allowed provided that:
- a. Maximum height is four feet (4').
 - b. Maximum sign face size is twenty-four (24) square feet.
 - c. Such signs may contain logos or business names with arrows or other directional information, though any noncommercial copy is permissible.
 - d. Such signs may be internally or externally lighted.
 - e. Such signs shall be located at a distance or orientation so as not to be legible from a public street right-of-way. If this is not feasible, the signs can be located as close as fifty feet (50') measured perpendicular from the nearest public street right-of-way.

J. Incidental

An incidental sign is a sign with copy that only: (i) provides information to assist with direction or safety with respect to the premises on which it is located, such as signs that state "entrance," "exit," "one way," "telephone," "parking," "no parking," and similar instructions, (ii) provides information pertinent to the immediate safety or legal responsibilities of passersby or the public, such as signs warning of high voltage and "no trespassing" signs, or (iii) identifies the name and/or street address of the structure or occupant.

1. Such signs shall not include commercial copy.
2. The size of an incidental sign shall not exceed two (2) square feet or four (4) feet in height.
3. Signs notifying persons that motor or other vehicles may be towed from a private parking lot shall be no less in size than the minimum, and no greater in size than the maximum, required or allowed by applicable statute or ordinance.



Figure 4(J): Example of an incidental sign posted upon private property relating to private parking.

K. Marquee

A marquee sign is a theater or performance venue wall sign designed to have changeable copy.

Marquee signs shall comply with the following requirements:

1. A changeable copy sign shall cover not more than one (1) square foot of sign area for each linear foot of theater building frontage.
2. Non-electric copy only.
3. Such signs shall be subject to total wall sign area limits and be affixed to the wall.



Figure 4(K): Example of marquee sign with changeable copy

L. Drive-Thru Signs

A drive-thru sign is an accessory sign adjacent to the driveway or walkway used by patrons of a drive-thru window or walk-up window. Drive-thru signs shall comply with the following requirements:

Changeable copy shall be allowed provided that:

1. Such signs shall not exceed thirty-two (32) square feet in area and six (6) feet in height.
2. Two (2) signs shall be allowed per drive-through lane.
3. Such signs shall not be legible from a public street right-of-way.
4. Such signs may be internally and externally illuminated.

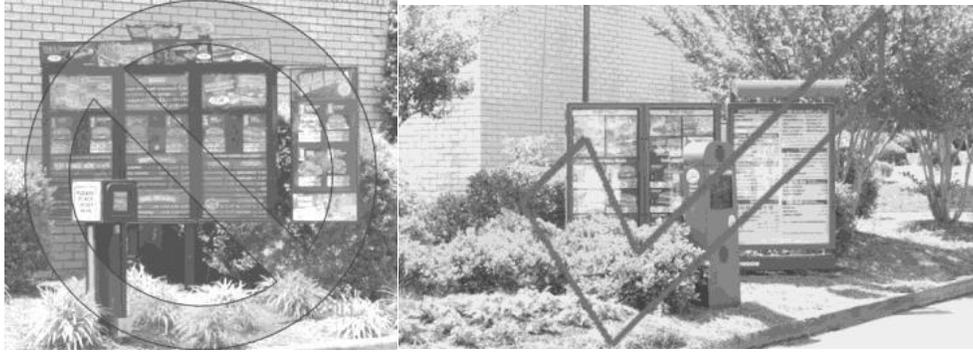


Figure 4 (L) 1: The menu board sign on the left is too large, whereas the sign on the right meets the requirements above.

M. Principal Ground: Non-Residential

A non-residential principal ground sign is a sign supported permanently upon the ground by a continuous base or two (2) or more support posts at the outside edge, not attached to any building and meeting the conditions below. If supported by posts, the bottom of the sign shall be located no more than two (2) feet above grade:

Non-residential principal ground signs shall comply with the following size and height requirements:

Table 4.1: Ground signs

Street Frontage	Max. Sign Size (sq ft) (per side)	Max. Height (ft)
<200 feet	20	4
≥200 feet & <400 feet	30	5
≥ 400 feet & <1000 feet	40	6
≥1000' feet (see note below)	50	10

Note: The 1000 feet street frontage signage provisions above shall only apply to mixed use developments.

1. Single Use Parcel that is not part of a Mixed Use Parcel:
 - a. A single use parcel that is not part of a mixed use parcel shall be allowed one (1) principal ground sign at each Major Entrance. Provided, however, if the parcel is located at the intersection of two public streets and has a Major Entrance from each street, at the election of the parcel owner the principal ground sign may be located on the corner instead of at each Major Entrance.
 - b. If there is no Major Entrance, then one (1) principal ground sign is allowed at a location shown on the approved development plan or Parcel Sign Plan
 - c. A business located on a corner with a Major Entrance on each road may elect to have one (1) principal ground sign on the corner instead of a sign at each Major Entrance.
 - d. A principal ground sign may be located in the median of a Major Entrance where the

median is a minimum of fifty (50) feet long and ten (10) feet wide, provided that the sign is not located closer than ten (10) feet to either end of the median.

- e. A principal ground sign may be placed in the streetscape buffer for the parcel that is in close proximity to a Major Entrance, as shown on either the approved development plan or approved Parcel Sign Plan.
- f. A principal ground sign may be internally and externally illuminated.

2. Mixed Use Development

A Mixed Use Development is a group of two (2) or more uses, businesses, or parcels planned and developed in a joint manner, whether or not governed by a common property owners' association or by common conditions, covenants, and restrictions.

Principal ground signs for a Mixed Use Development shall comply with the following requirements:

- a. One (1) principal ground sign shall be allowed at each Major Entrance or in close proximity to that Major Entrance.
- b. A principal ground sign may be placed in the streetscape buffer for the parcel that is in close proximity to a Major Entrance, as shown on either the approved development plan or approved Parcel Sign Plan.
- c. A principal ground sign may be located in the median of a Major Entrance where the median is a minimum of fifty (50) feet long and ten (10) feet wide, provided that the sign is not located closer than ten (10) feet to either end of the median.
- d. A principal ground sign may be mounted on a fence or wall that does not exceed the height and size parameters set forth in Table 4.1.
- e. A principal ground sign may be internally and externally illuminated.



Figure 4(M): Example of a non-residential principal ground sign.

N. Principal Ground: Residential

A residential principal ground sign is a sign supported permanently upon the ground by a continuous base or two (2) or more support posts at the outside edge, and not attached to any building. If supported by posts, the bottom of the sign shall be located no more than two (2) feet above grade.

Principal residential ground signs also shall comply with the following requirements:

1. A maximum of two (2) principal ground signs is allowed at each vehicular entrance.
2. A principal ground sign may be placed in the streetscape buffer for the parcel that is in close proximity to a Major Entrance, as shown on either the approved development plan or approved Parcel Sign Plan.
3. In lieu of one (1) or two (2) principal ground signs on each side of the street at a vehicular entrance, a principal ground sign may be located in the median of a vehicular entrance where the median is a minimum of fifty (50) feet long and ten (10) feet wide, to either end of the median.
4. A principal ground sign shall not exceed a total of forty (40) square feet.
5. A principal ground sign may be mounted on a fence or wall that does not exceed eight (8) feet in height; however, the sign itself may not exceed the size limitations set forth in this subsection and the sign must be only an incidental part of the wall or fence design.
6. If illuminated, the principal ground sign shall be externally illuminated only.



Figure 4(N): Example of a Residential Subdivision Ground Sign

O. Suspended Sign

A suspended sign is a sign that is suspended from the underside of a horizontal plane surface and is supported by such surface.

Suspended signs shall comply with the following requirements:

1. Suspended signs shall not exceed one (1) per exterior doorway entrance on the ground floor of the building or one (1) building entrance or occupant, whichever is less.

2. A suspended sign shall not exceed two (2) square feet in total area.
3. Suspended signs shall not be externally or internally illuminated.
4. Suspended signs may be in addition to wall signs allowed by this Element.



Figure 4(O): Example of a Suspended Sign

P. Wall Sign

A wall sign is a sign attached on or parallel to a wall, professionally painted on the wall surface or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building.

Wall signs shall comply with the following requirements:

1. The sign surface area may not exceed ten (10) percent of the total surface area of the wall on which the sign is located.
2. Buildings containing one business or other use with a front façade 600 feet in length or greater may install wall-mounted directional signs that identifies the business or use and directs to the building's entrance or entrances, though any noncommercial copy may be substituted. Such signs are limited to two per front façade and 100 square feet each.
3. No wall sign attached to a building may project more than 12 inches from the building wall.

Q. Icon Sign

An icon sign is a sign that, because of its location, size, and/or design, helps to create a sense of arrival or a permanent community identity or image for Chatham Park. Icon signs shall comply with the icon sign plan, but proposed icon signs shall be approved or disapproved without regard to their copy.

R. Home Occupation Signs

Signs on properties with home occupations shall comply with the following requirements:

1. Plastic and/or acrylic sign faces are prohibited.
2. A home occupation sign attached to the dwelling, detached garage, or outbuilding is allowed provided that:
 - a. The sign shall be no larger than 12 inches by 12 inches;
 - b. The sign shall be placed no higher than 6' at an entrance door to the dwelling, detached garage, or outbuilding; and
 - c. The sign shall not be internally lit; external lighting shall be limited to traditional residential lighting fixtures.
3. Where a home occupation exists on a lot with a minimum of 300 feet of linear road frontage, one sign may be placed in the front yard, provided:
 - a. The sign shall be no larger than 18 inches by 24 inches;
 - b. The maximum height of the sign shall be 4 feet;
 - c. The sign shall not be internally lit;
 - d. The sign must be permanent and affixed to a permanent pole(s); and
 - e. The sign shall not be located in the street right-of-way and must be located so that it does not obscure vision at driveway sight triangles.

Section 5. Temporary Signs

A. Construction/Development Signs

A construction/development sign is a temporary sign located on a property where active construction or development is occurring.

A temporary construction/development sign shall comply with the following requirements:

1. Non-Residential or Mixed-Use (including both non-residential and residential uses)
Construction/Development signs:
 - a. Limited to one (1) sign per site.
 - b. No such sign shall exceed sixty-four (64) square feet and five (5) feet in height.
 - c. Permits for such signs shall expire upon the earlier of the issuance of a certificate of occupancy for the project or twelve (12) months from the date of issuance of the

permit for the project's development. If a certificate of occupancy for the project has not been issued prior to the expiration of the original permit for the sign, the permit for the sign may be renewed once for an additional period that expires upon the earlier of issuance of a certificate of occupancy for the project or twelve (12) months from the renewal date for the sign permit.

- d. Preliminary development plan approval is required prior to issuance of the sign permit.
 - e. The sign shall be removed within ten (10) days immediately following issuance of a certificate of occupancy for the project or earlier expiration of the sign permit.
2. Residential Construction/Development signs shall be allowed provided that:
- a. Limited to one (1) sign per residential development, to be located at an entrance to the development.
 - b. No such sign shall exceed thirty-two (32) square feet and five (5) feet in height.
 - c. Preliminary development plan approval is required prior to issuance of the sign permit.
 - d. The sign shall be removed no later than ten (10) days immediately following the date that one hundred (100) percent of the lots within the residential development have initially been sold to an owner other than the developer or a builder. Provided, however, with respect to residential dwelling unit rental projects, the sign shall be removed no later than issuance of the first certificate of occupancy for the project.

B. Contractor Sign

One or more temporary signs are allowed on any site where a contractor is performing work on or with respect to the real property, such as but not limited to painters, building contractors, roof cleaners, and landscapers.

A contractor sign shall comply with the following requirements:

1. A contractor sign shall not exceed five (5) square feet and four (4) feet in height.
2. The number of signs shall not exceed one (1) sign per contractor per site.
3. The sign may be displayed during the time that the service or work is being performed and shall be removed within ten (10) days after the service or work is completed.



Figure 5(B): Example of a contractor sign.

C. Temporary Signage – For Profit

Temporary on-site signs and banners may be erected or placed to coincide with a for-profit event if they comply with the following requirements:

1. Only one (1) such sign or banner shall be allowed at any one time
2. The sign or banner shall not exceed sixteen (16) square feet and four (4) feet in height.
3. The sign or banner may be erected no earlier than one (1) week before the event begins and must be removed within forty-eight (48) hours after the event ends. Such temporary signs or banners may be displayed on a particular property for no more than sixty (60) total days during any calendar year. [The time periods here are just jumping off points for discussion. The amount of time that these signs can be displayed is a policy issue more than a legal one.]
4. The sign or banner may be located in the public right-of-way, but outside of the sight triangles, with permission from the governmental body with authority over the right-of-way.



Figure 5(C): Example of a temporary event for profit sign.

D. Temporary Signage – Non-profit

On-Site

Temporary on-site signs and banners may be erected or placed to coincide with a non-profit event if they comply with the following requirements:

1. Up to three (3) such signs or banners are allowed at any one time. The maximum height of any such sign or banner is five (5) feet, the square footage of any one sign or banner shall not exceed thirty-two (32) square feet, and the total square footage of all signs and

banners shall not exceed thirty-two (32) square feet.

2. The signs or banners may be erected no earlier than one (1) week before the event begins and must be removed within forty-eight (48) hours after the event ends. Such temporary signs or banners may be displayed on a particular property for no more than sixty (60) total days during any calendar year. [The time periods here are just jumping off points for discussion. The amount of time that these signs can be displayed is a policy issue more than a legal one.]
3. The signs or banners may be located in the public right-of-way, but outside of the sight triangles, with permission from the governmental body with authority over the right-of-way.
4. If a sign display area is permanent but the copy displayed is subject to changes, then the sign shall be regarded as a permanent sign and, to be allowed, must meet the applicable requirements for a permanent sign.

E. Off-Site

Temporary off-site signs and banners may be erected or placed to coincide with a non-profit event if they comply with the following requirements:

1. Such signs and banners shall be limited to a total of thirty (30) at any one time. No sign or banner shall exceed five (5) square feet in size and four (4) feet in height.
2. The signs or banners may be erected no earlier than one (1) week before the event begins and must be removed within forty-eight (48) hours after the event ends. Such temporary signs or banners may be displayed on a particular property for no more than sixty (60) total days during any calendar year. [The time periods here are just jumping off points for discussion. The amount of time that these signs can be displayed is a policy issue more than a legal one.]
3. Written permission from the property owner(s) shall be obtained prior to display of any sign or banner.
4. The signs or banners may be located in the public right-of-way, but outside of the sight triangles, with permission from the governmental body with authority over the right-of-way.

F. Signs Associated with Use Change and Future Use Signs

Grand Opening/Closing

For a total of sixty (60) days, collectively, before and/or after a business, use, or service initially begins operating or permanently ceases operating on a site, a temporary sign shall be allowed on that site that complies with the following requirements:

1. Only one (1) such sign per business, use, or service is allowed.
2. The sign shall not exceed thirty-two (32) square feet in size.
3. The sign shall not be displayed for more than a total of sixty (60) days.



Figure 5(F): Example of a grand opening sign.

Future Use

On a site where a business, use, or service is expected to begin operating in the future, a temporary sign shall be allowed if it complies with the following requirements:

1. Only one (1) sign (single-sided or double-sided) per business, use, or service is allowed.
2. Each side of the sign shall not exceed thirty-two square feet in size and the sign shall not exceed ten (10) feet in height.
3. The sign may be located on the proposed site or, with the consent of the property owner, within 2,000 feet of the proposed site.
4. The permit for such a sign shall be limited to the earlier of issuance of a certificate of occupancy for the project or twenty-four (24) months from the date of issuance of the permit for the project's development. If a certificate of occupancy for the project has not been issued by the expiration of the original permit for the project's development, the sign permit may be renewed twice for additional periods of twenty-four (24) months each. Each renewal sign permit expires upon the earlier of issuance of a certificate of occupancy for the project or twenty-four (24) months from the renewal date for the sign permit.

G. General Temporary Sign

In addition to any other temporary signs allowed under this element, a temporary sign may be displayed for no more than sixty (60) total days during a calendar year. It may be internally or externally illuminated.

H. Pre-Election Signs

A pre-election sign is a temporary sign that shall comply with the following requirements:

1. The sign may be displayed on-site or within the non-pavement portion of public street rights-of-way. No sign shall exceed five (5) square feet and a height of four (4) feet. No sign shall be displayed earlier than forty-five (45) days immediately prior to the scheduled date of an election in which residents of the Town of Pittsboro may vote, and all such signs shall be removed no later than one (1) week after the election, except that the deadline for removal shall be extended to expire one (1) week after any runoff election that is held.
2. No such sign shall be installed or located:
 - a. Within a sight triangle,
 - b. In a way that obscures vision or obstructs traffic,
 - c. In a manner that creates a hazard,
 - d. On utility poles or within street medians,
 - e. On other property owned or leased by the Town or other governmental entity

I. Public Notice Sign

A public notice sign is a sign advertising official notices or advertisements posted by or under the direction of a governmental authority, court, statute, or ordinance. A public notice sign may be of any size or color, and may be displayed for such period of time as necessary to meet the applicable requirements of the governmental authority, court, statute, or ordinance.

J. Real Estate Sign

A real estate sign is a sign located upon real estate that is for rent, lease or sale. A real estate sign shall comply with the following requirements:

1. Single family, duplex, triplex, quadplex, townhome, condominium, or other residential lot or unit, excluding apartments:
 - a. A maximum of one (1) real estate sign per lot or unit for sale or lease.
 - b. A maximum of one (1) additional real estate sign per lot or unit that may be displayed no more than thirty-six (36) hours during any calendar week.

Such signs shall not exceed five (5) square feet in size and four (4) feet in height and shall be located on the property for sale or lease. The signs shall be removed within two (2) weeks after the date on which the closing of the sale occurs or the lease is executed or the marketing of the property stops. Signs are not allowed off-premise or in open space or common areas.

2. Signage on property where one or more apartments are being leased is subject to the requirements in Section 4(N)2 of this Element.
3. Signage on a lot being used as a residential subdivision sales center or model home.
 - a. One (1) sign, not to exceed sixteen (16) square feet in size and five (5) feet in

height is allowed on a lot on which a sales center or model home is located. For a lot with a sales center, the sign shall be removed not later than ten (10) days after 100% of the properties within the residential development have initially been sold to an owner other than a builder of residential dwellings in that development. For a lot with a model home, the sign shall be removed not later than ten (10) days after the builder who owns the lot and dwelling that is serving as the model home has sold all lots in the development that are owned by that builder, including the lot on which the model home is located. A model home that also is serving as a sales center is allowed one (1) sign that meets the requirements of this subsection.

b. Directional signs that direct traffic to a sales center or model home are allowed at the street intersection closest to each entrance to the development and at each intersection within the development that might reasonably be expected to be used by someone traveling from one of the development's entrances to the sales center or model home. Such directional signs shall be a maximum of four (4) square feet in size and four (4) feet in height. All such directional signs shall be removed within same time as the removal of signs for the sales center or model home with which such directional signs are associated.

4. Non-residential.

A maximum of one (1) real estate sign per lot or business space for sale or lease is allowed. These signs shall be a maximum of thirty-two (32) square feet in size and ten (10) feet in height and shall be located on the lot or business space for sale or lease. The sign shall be removed when the lot or business space is sold or leased, as applicable, or when the property ceases to be marketed. These signs are not allowed off-premises or in open space or common areas.

K. Window

A window sign is any sign placed inside a window or door and that is visible from the exterior. Window signs shall comply with the following requirements:

1. The sign shall be allowed on the show window glass of non-residential buildings provided that such temporary signs, together with all permanent signs, do not exceed a combined maximum of 25 percent of the total window area per building side.

L. Temporary Yard Sign

A single temporary sign may be displayed in a residential yard if it meets the following requirements:

1. The sign shall be no larger than five (5) square-feet in size and four (4) feet in height.
2. The sign shall be displayed no more than eight (8) days total during any calendar year.

M. Sandwich Board Sign

A sandwich board sign is a sign consisting of two panels joined together at the top and configured in the shape of an inverted “V” so that the bottom of the sign rests upon or near the ground. Sandwich board signs shall comply with the following requirements:

1. The total area of the signboard (including both sides) shall not exceed fourteen (14) square feet.
2. A sandwich board sign shall not exceed two (2) linear feet in width and forty-two (42) inches in height. The sign need not have a standard geometric shape, such as a square or rectangle.
3. The sign may not be made of rough cut plywood.
4. The sign shall be located within six (6) feet of the main entrance to a business or other use or establishment, and its location shall not interfere with pedestrian or vehicular circulation;
5. The sign shall be removed when the business, use, or establishment closes for the day.
6. Any person erecting a sandwich board sign shall indemnify and hold harmless the Town of Pittsboro and its officers, agents, and employees from any claim or cause of action arising out of the presence of the sign on Town property or public right-of-way. This indemnification shall include the costs of defending against any such claim or cause of action, including reasonable attorneys’ fees.

N. Temporary icon sign

A temporary icon sign is an icon sign, the permit for which shall last for twenty-four (24) months from the date of its issuance but that may be renewed for two (2) successive periods of twenty-four (24) months each. Temporary icon signs shall comply with the icon sign plan.

Section 6. Prohibited Signs

The following signs are expressly prohibited in the portions of Chatham Park subject to this Element:

1. Signs within the public right-of-way, except for signs placed in a public right of way by a governmental entity or an authorized utility provider or as specifically authorized elsewhere in this Element.
2. “Off-premise signs”, as defined in the Definitions Section of this Element, unless specifically allowed elsewhere in this Element.

3. Any sign located in a “sight triangle”, as defined in the Definitions Section of this Element.
4. Signs that imitate traffic control devices or that might reasonably be confused for traffic control devices.
5. Signs not maintained in accordance with Section 8.3 of this Element.
6. “Portable signs”, as defined in the Definitions Section of this Element.
7. “Animated Signs” or “Attracting Devices”, as defined in the Definitions Section of this Element, except that banners with non-commercial copy displayed on residential property by the resident are allowed. Banners are allowed only in accordance with the specific authorizations provided in the Section of this Element dealing with Temporary Signs.
8. Signs comprised in whole or in part of exposed neon tubing. This requirement shall not prohibit the use of neon tubing when it is fully contained within a sign fixture or element thereof, or if it is a two (2) square foot or smaller sign.
9. “Pole signs” as defined in the Definitions Section of this Element.
10. “Billboards” as defined in the Definitions Section of this Element.
11. “Changeable copy” as defined in the Definitions Section of this Element, except for gas station signs, drive-thru signs, and marquees that comply with the requirements of this Element for those signs.
12. “Series signs” as defined in the Definitions Section of this Element.
13. Box-style signs with internally-illuminated backgrounds. Provided, however, individually illuminated letters are acceptable.
14. Exposed LED signs with the exception of LED signs to the extent allowed in a gas station sign.
15. Pavement markings for purposes other than traffic control.
16. Signs that contain language and/or pictures obscene to the general public in accordance with NCGS § 14-190.1.
17. Signs placed on private property without consent from the property’s owner or from someone else with authority to consent to the sign.
18. Signs on vehicles parked in locations visible to the public where the principal use of the vehicles is not for transportation.

Section 7. Sign Area Measurement

Sign Surface Area Measurement

The surface area of a sign shall be measured in accordance with the definition of “Sign Surface Area” in the Definitions Section of this Element.

Double Faced Signs

1. Only one side of a sign surface area of a double faced, back-to-back sign shall be included in the surface area measurement.
2. A double-faced sign with non-parallel faces shall be regarded and calculated as two signs.

Section 8. Sign Permitting, Illumination, Maintenance and Landscaping

1. Procedure for Obtaining a Sign Permit

- a. Application for a sign permit, where required by this Element, shall be made to the Planning Director. Application for a sign permit may be made as part of a development plan or separately.
- b. A sign permit shall become null and void if the sign is not erected within eighteen (18) months from the date of issuance of the permit. Provided, however, upon written request of the holder of the sign permit, the Planning Director may extend the sign permit for an additional six (6) months.
- c. If the sign or signs proposed in an application meet the requirements of this Element, then the Planning Director shall issue the sign permit.
- d. Construction or placement of a sign requiring a permit shall not be commenced until the permit therefor has been issued and all other applicable construction permits have been issued.

2. Sign Illumination

Unless otherwise prohibited by this Section, signs may be illuminated if such illumination is in accordance with this Element and the Master Lighting Plan Additional Element. All electric signs shall be in accordance with the Chatham Park Lighting Element, the Building and National Electric Code and shall be subject to all required building permits. All wiring to ground signs or to lighting equipment erected after this Element is approved by the Town must be underground.

- a. *Signs near residential premises.* No sign within 150 feet of a residential premise may be illuminated between the hours of midnight and 6 a.m., unless there is no spillover of lighting or glare to the residential area beyond the boundaries of the lot where the lighting is located.
- b. *Shielding of lights.* External lighting directed toward a sign shall be shielded so that it illuminates only the face of the sign and does not shine directly into or cause glare onto a public right-of-way or residential premises other than the residential premises on which the sign is located.
- c. *Flashing or intermittent lights.* No sign shall contain or be illuminated by flashing or intermittent light or lights of changing degrees of intensity. Provided, however, this requirement is not applicable to any sign dealing with public safety that is displayed by or on behalf of a governmental authority or utility provider.

3. Sign Maintenance

- a. *Maintenance of signs.* All signs and all components thereof, including but not limited to supports, braces, and anchors, shall be designed, constructed, and maintained to retain sound structural condition. They shall be kept safe and in good repair, free of deterioration or missing parts, and at all times shall comply with all applicable provision of the State Building Code, all applicable electrical codes, and this Element at all times.
- b. *Removal of sign copy.* If a sign's copy is removed, leaving only the supporting "shell" of a sign or the supporting braces, anchors, or similar components, the owner of the sign, the

lessee of the sign, or the owner of the property on which the sign is located or other person having control over such sign shall, within 60 days of the removal of the copy, either replace the copy or remove the remaining components of the sign.

4. Landscaping

A freestanding permanent sign shall include landscaping at the base of the sign. The landscaping shall be designed to include, but not limited to, one or more of the following: annual and/or perennial flower beds; ground cover; ornamental grass; and shrubs, and the landscaping shall comply with the applicable requirements of the Master Landscaping Plan Additional Element. Turf and other grasses are not allowed as part of the landscaping of the sign. Landscaping of the sign shall be in keeping with the adjacent area landscaping. The required landscaping shall be well maintained at all times.

Section 9. Activity Centers and Section 7.1

Activity Centers and Section 7.1 of Chatham Park PDD are distinct from other properties in Chatham Park PDD in that the concentration of retail, restaurant, and entertainment uses in those portions of Chatham Park PDD require variety and innovation in design treatments and approaches to signs in order to create vibrant, distinctive, and engaging gathering places. The same level of uniformity for signs in Chatham Park established by other Sections of this Element is neither desired nor required for Activity Centers and Section 7.1. For example, distinctions between buildings and signs, methods of illumination, massing and size of signs, and architectural forms of signs are items that require greater flexibility in Activity Centers and Section 7.1 than in other portions of Chatham Park PDD. Examples of the types of signs that can provide variety and innovation in Chatham Park PDD are included following the Definitions Section of this Element (Figure 1).

For the foregoing reasons, the Town will not exercise any jurisdiction over the signs utilized in the Activity Centers and Section 7.1 in Chatham Park PDD and the standards of this Element are not applicable to Activity Centers and Section 7.1.

Section 10. Definitions

Animated Sign or Attracting Device

Any sign that uses movement or change of lighting to depict action or create a special effect, scene, or attract attention, including beacons, pennants, hand-held signs, streamers, balloons or other inflatables used as signs, spot lights and search lights, high-intensity illuminated signs, or other moving or flashing signs.

Bracket Sign

A ground sign with one post and extending arm from which the sign hangs.

Banner

A temporary sign constructed of lightweight fabric or similar material such as, but not limited to

vinyl, fabric, or paper.

Billboard

An off-premise outdoor advertising sign owned by a person or legal entity that engages in the business of selling the advertising or communicative space on that sign.

Building Façade

The entire area of a building facing or side extending from the roof or parapet to the ground and from one corner of the building to another, but does not include any structural or nonstructural elements which extend beyond the roof of a building.

Canopy

A structure constructed of rigid materials, including but not limited to metal, wood, concrete, canvas, or glass, which is attached to and supported by a building, or which is free-standing and supported by column, poles, or braces extended to the ground.

Changeable Copy

A sign or portion of a sign with characters, letters, logos, or illustrations or other representations that can be changed or rearranged without altering the face or the surface of the sign.

Commercial Copy

Any copy that names or advertises a business, product, service or other commercial or for-profit activity.

Copy (permanent or temporary)

The wording or pictorial graphics on a sign surface either in permanent or removable form.

Exterior Lighting

Lighting, such as that used in and around buildings, recreation areas, parking lots, and signs designed to illuminate certain areas for visibility.

Healthcare Facility

Any facility where medical or healthcare services are provided.

Illuminated Sign

A sign with an artificial light source incorporated internally or externally for the purpose of lighting the sign.

Internal Illumination

A light source concealed or contained within the sign itself, such as fluorescent or neon tubing, which lights the sign but where the light source is not visible.

Logo

A graphic sign which represents a particular trademark or business symbol for identification.

Major Entrance

A vehicular full access point (left and right turns in and out) from which to enter and exit.

Mechanical Movement

Animation, revolution, rotation, or other movement of any or all parts of a sign.

Non-commercial Copy

Any copy other than commercial copy.

Off-premise Sign

A sign that directs attention to a business commodity, service, or establishment conducted, sold, or offered at a location other than the premises on which the sign is erected or affixed.

On-premise Sign

A sign that directs attention to a business commodity, service, or establishment conducted, sold, or offered on the premises on which the sign is erected or affixed.

Pennant

A lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, string, or pole, usually in series, designed to move in the wind.

Permanent Building Sign

A sign made of permanent material, such as bronze or masonry, that is permanently affixed to or incorporated into the wall of a building.

Pole Sign

A sign that is not attached to a building, but is supported by a pole(s) or mast which has as its principal function the support of the sign.

Portable Sign

A sign that is not permanently affixed to a building, structure or the ground or other permanent structure including but not limited to; sandwich board signs/A-frame, T-frame signs, products, costumed characters, hand-held signs, umbrellas that are not associated with a restaurant seating area, hot air or gas-filled balloons, or a sign designed to be transported, including, but not limited to the following: signs designed to be transported by means of wheels, signs attached to or painted on vehicles or trailers parked and visible from any public right-of-way.

Projecting Sign

A sign affixed to a building or wall in such a manner that its leading edge extends more than 12 inches beyond the surface of said building or wall.

Sandwich Board Sign

A sign consisting of two panels joined together at the top and configured in the shape of an inverted “V” so that the bottom of the sign rests upon or near the ground.

Series Signs

A series of two (2) or more signs along a public or private road, any two of which are less than _____ feet apart at their closest points. [Number of feet to be determined.]

Sight Triangle

A triangular-shaped portion of land established at street intersections and driveways in which nothing is erected, placed, planted, or allowed to grow in such a manner as to limit or obstruct the sight distance of motorists entering or leaving the intersection, as set forth in applicable legal requirements.

Sign

An identification, description, animation, illustration, or attention getting device, illuminated or non-illuminated, which directs attention to a product, service, place, activity, person, institution, performance, commodity, firm, business or solicitation, including permanently installed or situated merchandise or an emblem, insignia, logo, painting, banner, poster, bulletin board, pennant, placard, or temporary sign designed to identify or convey information,.

Sign Face

The entire surface area of a sign upon, against, or through which copy is placed.

Sign Height

The vertical distance measured from the sign’s average grade level, provided that no filling, berming, or mounding solely for the purpose of locating the sign at a higher level is done.

Sign Surface Area

The entire area of a sign shall be the area within a single, continuous eight-sided, straight-sided perimeter that encloses the entire sign inclusive of any border or trim and all the elements of the matter displayed, but excluding the base or apron, supports, and other structural members. In the case of three-dimensional or painted letters located directly on a wall surface, the surface area shall be defined as the combined area of the continuous eight-sided, straight-sided perimeter that encloses each individual letter.

Temporary Sign

A sign that is used in connection with a circumstance, situation or event that is designed, intended, or expected to take place or to be completed within a definite period of time after the erection of such sign or is anticipated to occur in the future. If a sign display area is permanent but the copy displayed is subject to periodic changes, that sign shall not be regarded as temporary.





Figure 1

