

10.0 SIGNS

10.1 GENERAL PROVISIONS

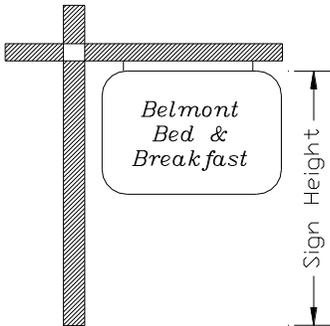
1. The scale of the signs should be appropriate for the building on which they are placed.
2. Signs should not obscure architectural features and should be integrated with the design of the building.
3. Buildings should provide signage that is pedestrian-oriented.
4. All buildings may provide wall-mounted incidental signage such as tenant identification, historical markers, or bulletin boards on any wall face provided they do not exceed 6 square feet in area.
5. Signs should reflect the proportional and dimensional relationships of the structure.
6. Sandwich board signs may be placed on sidewalks in the NC-C and Downtown Districts provided they maintain clear pedestrian access. Neither face shall exceed 3 feet in width or 12 square feet in area.
7. Arm Signs may be used in lieu of Monument Signs.
8. Projecting Signs may be used in lieu of wall signs but not in addition to them.
9. Awning Signs may be used in lieu of wall signs, but may be combined with a Projecting Sign.

10.2 PERMITTED SIGNAGE BY DISTRICT

<p><u>1. Primarily Residential Districts</u> (R-R, G-R, INF-R)</p> <p><i>RESERVED</i></p>	<p><u>3. Civic Uses</u> (All Districts)</p> <p><u>Ground Mounted</u> Max Area: 32 sq. ft. Max Height: 6 ft. 1 per street frontage -no closer than 200 ft. - max. 3</p> <p><u>Building Wall</u> 2 sq. ft. per lineal foot of wall frontage, up to 150 square feet (See also 10.3.5)</p>
<p><u>2. Neighborhood Identification</u> Maximum of 2 per neighborhood Max. Area: 32 sq. ft. Max. Height: 6 ft.</p>	
<p><u>4. Mixed-Use Districts</u> (NC-C, D-D, INF-D, TN-D)</p> <p><u>Building Wall</u> 2 sq. ft. per lineal foot of wall frontage (See also 10.3.5)</p> <p>OR</p> <p><u>Ground Mounted</u> (For buildings set back more than 25 feet) Max. Area: 32 sq. ft. Max. Height: 6 ft. 1 per street frontage -no closer than 200 ft. - max. 3</p>	<p><u>5. Primarily Commercial Districts</u> (H-C, R-C, BC-D)</p> <p><u>Building Wall and Ground Mounted</u> Max. Wall Area: 10% Max. Ground Mounted Area: 32 sq. ft. Max. Height: 6 ft. 1 per street frontage - no closer than 200 ft. - max. 3</p> <p>OR</p> <p><u>Wall Only</u> 2 sq. ft. per lineal foot of wall frontage up to 150 square feet (See also 10.3.5)</p>
<p><u>6. Multi-Tenant Identification</u> (includes shopping centers, office complexes, etc.) Max. Area: 64 sq. ft. Max. Height: 6 ft. 1 per street frontage - no closer than 200 ft. - max. 3 No individual tenant ground mounted signs permitted</p>	

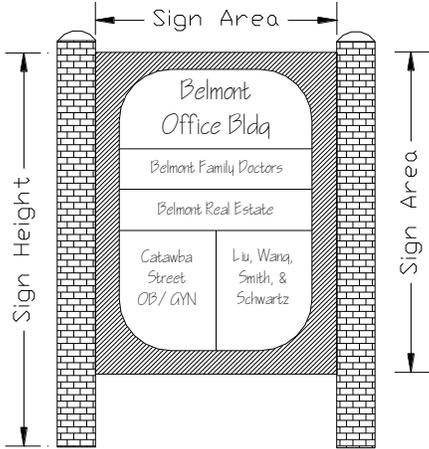
10.3 SIGNAGE TYPES

10.3.1 ARM SIGN



Maximum Height: 6 feet
Maximum Area: 6 square feet

10.3.2 MONUMENT SIGN



Maximum Height: 6 feet
Maximum Area: 32 square feet

- a. Only buildings set back more than 25 feet from the right-of-way may use a Monument Sign.
- b. All ground mounted signs shall be located a minimum of five (5) feet behind the street right-of-way.
- c. No ground mounted sign greater than five (5) square feet in area shall be located closer than ten (10) feet to any adjacent lot line. A fifteen- (15) foot side-yard setback shall be required if the side lot line abuts a residential district.
- d. An arm sign may be substituted for a ground mounted sign but shall meet all height and area requirements as provided.
- e. The maximum height shall be as measured from street grade or the sidewalk (where one exists), whichever is less.
- f. Subdivisions are permitted one double-faced sign in the center of right-of-way at the main entrance. Otherwise, two single-faced signs are permitted on either side of the main entrance, outside the right-of-way. Subdivisions with multiple entrances may, with permit, have sign(s) at each entrance no closer than 500 feet as measured by street frontage

10.3.3 AWNING SIGN STANDARDS

Maximum Area: 50% of Awning area

Under-Awning Sign Standards:

Maximum Dimensions:

Height: 16" Width: 36"

Sign Clearance: 8 feet

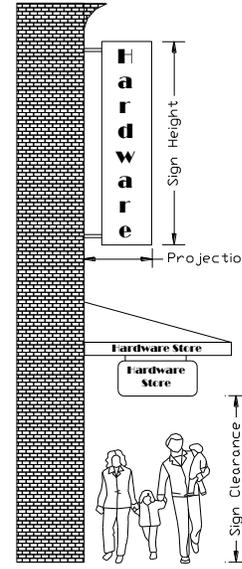
10.3.4 PROJECTING SIGN STANDARDS

Maximum Height: 8 feet*

*Sign may not extend beyond the top of the parapet or the eaves (on a pitched roof)

Maximum Area: 1 square foot for each lineal foot of storefront

Maximum Projection from Wall: 3 feet



10.3.5 WALL SIGN STANDARDS

Maximum Area: 2 square feet for each lineal foot of wall facing a public street, with a maximum amount of 150 square feet (The maximum permitted aggregate area of wall signs includes the area of any windows or doorways.)

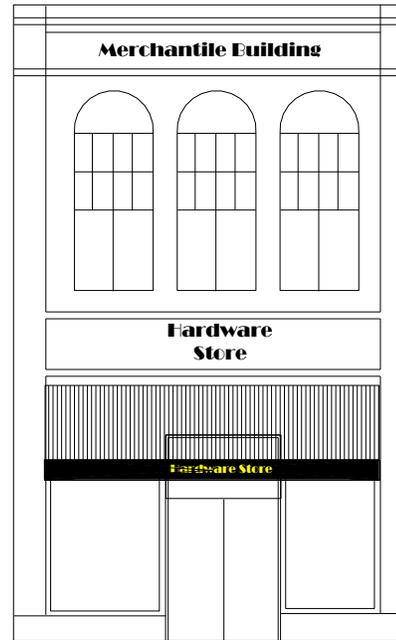
Location: Between first floor window and window sill of second floor, or on sign frieze area of building if original to building (Exception: Building identification which is an integral part of the building's design and architectural character shall not be considered a sign for the purposes of this Standard.)

Maximum Area (Walls not fronting a public street): 5% of wall area (exceptions may be granted for artistic murals).

Windows: Signs may be placed on or behind windows but at no such time shall the opacity (visibility into the building) be less than 80% of the total window area.

Additional Requirements:

- a) No wall sign shall project more than 12 inches from the building wall. Further, no wall sign or its supporting structure shall cover any window or part of a window, nor shall it extend beyond the highest point of a roofline, parapet, or mansard roof.
- b) Principal building walls and service station canopies may have signage on all faces which front on a public street. Such signage shall not exceed 2 square feet for each lineal foot of wall facing a public street with a maximum of 150 square feet.



SECTION 10.4 SIGNS NOT REQUIRING PERMIT

The following types of signs are exempt from permit requirements and may be placed in any zoning district subject to the provisions of this Ordinance. Such signs shall otherwise be in conformance with all applicable requirements contained in this Ordinance. There shall be no limit as to the number of such signs on any lot, except as herein prescribed. All such signs (except government signs) shall be located outside a street right-of-way unless otherwise granted permission for such location by the City of Belmont or NCDOT.

1. Government signs including but not limited to traffic control signage, wayfinding signs, city logo signs and NCDOT logo signs. The maximum sign area for such sign shall be determined by the appropriate agency.
 2. Memorial signs, plaques or grave markers which are noncommercial in nature.
 3. Flags, pennants, insignia, or religious symbols of any government, non-profit or not-for-profit organization when not displayed in connection with a commercial promotion or as an advertising device. No such flag pole shall exceed 35 ft. in height. Flags shall not exceed 60 square feet. Limit 3 per site.
 4. Integral decorative or architectural features of buildings; works of art; so long as such features or works do not contain letters, trademarks, moving parts or lights.
 5. Public interest and incidental (less than 2 square feet) signs.
 6. On-premise directional and instructional signs not exceeding six (6) square feet in area apiece.
 7. Identification signs for residential uses (excluding home occupations) not exceeding six (6) square feet in area [one (1) only per premises].
 8. Incidental commercial copy signs, however, in no case shall a drive-in service window menu board be oriented to a public right-of-way or exceed thirty-two (32) square feet in area.
 9. Campaign and election signs provided that:
 - a. Each sign shall not exceed twenty (20) square feet in area and six (6) feet in height on private property and six (6) square feet in area and 3 ½ feet in height within an NCDOT maintained right-of-way.
 - b. All such signs may be erected no sooner than 30 days in advance of the beginning date of “one-stop” early voting for the election for which they were made.
 - c. All such signs shall be removed within ten (10) days after the election or primary for which they were made.
 - d. No sign shall be placed in any city maintained right-of-way, fully controlled access highway, on any telephone pole or street sign, or on any public property.
 - e. Campaign signs are permissible within an NCDOT maintained right-of-way in compliance with N.C.G.S. 136-32. Requirements include:
 - i Permission shall be obtained from property owner, business, or religious institution fronting the NCDOT maintained right-of-way where a sign is erected.
 - ii Signs shall be no closer than three (3) feet from the edge of pavement of the road, and shall not obscure motorists’ visibility at an intersection.
10. Temporary real estate signs advertising a specific property for sale, lease, rent or development shall be located as follows:
 - a. One sign per street frontage advertising real estate not greater than ten (10) square feet in area in a R-R, G-R, or INF-R District and thirty-two (32) square feet in area in all other districts may be located on the property being advertised. Corner lots are permitted a second sign that may be oriented along the second street so long as the two signs are at least one hundred (100) feet apart as measured by the shortest straight line.

- b. In addition to the on-site real estate sign(s), a maximum of three (3) directional signs, each not exceeding four (4) square feet in area, shall be permitted off the subject premises.
 - c. All such temporary signs shall be removed within seven (7) days after the property has been sold, rented, leased, etc.
 - d. No sign allowed under this subsection shall be lighted.
11. Temporary construction signs provided that:
- a. Signs in conjunction with any residential use shall not exceed ten (10) square feet each.
 - b. Signs in conjunction with all other uses shall have a maximum area of thirty-two (32) square feet each.
 - c. Only one (1) such sign oriented per street front per development shall be erected. Any two such signs located on the same premises shall be located at least one hundred (100) feet apart as measured by using a straight line.
 - d. Such signs shall not be illuminated.
 - e. Such signs shall only appear at the construction site.
 - f. Such signs shall be removed within seven (7) days after a completion of the project.
12. Temporary farm product signs provided that:
- a. One on-premises sign may be used. Said sign shall be located off the street right-of-way and at least ten (10) feet away from any side lot line. Such sign shall have a maximum area of nine (9) square feet and may not be illuminated.
 - b. A maximum of two off-premise signs shall be permitted. Said off-premise signs may be no greater than four (4) square feet apiece and shall not be illuminated. No such sign shall be allowed in the street right-of-way nor within ten (10) feet of a side lot line.
13. Temporary special event signs and banners for religious, charitable, civic, fraternal or similar non-profit or not-for-profit organizations provided that:
- a. Signs shall be erected no sooner than twenty-one (21) days prior and removed no later than two (2) days after the event.
 - b. No such sign shall exceed thirty-two (32) square feet.
 - c. No such sign shall be illuminated.
 - d. Signs may be placed with the right-of-way at locations designated by the city.
14. Temporary displays as part of a holiday or civic event.
15. Signage within ballfield and sports stadiums containing commercial copy that is directed within the facility including, but not limited to, banners, fixed placards, and scoreboards.
16. One (1) on-premise and three (3) off-premises yard sale signs per yard sale. All such signs shall be removed within twenty-four hours after the yard sale has been terminated. No such sign shall be greater than four (4) square feet in area.
17. Bulletin boards, directory signs, and signs which contains information of a non-commercial nature. Such bulletin boards and signs may have a maximum area of thirty-two (32) square feet. Such signs shall not be illuminated.
18. Window Signs
19. "Warning", "No Trespassing" and similar informational signs
20. Signs not visible from a public right-of-way or residential dwelling.
21. Any sign inside a building, not attached to or placed within an external window or piece of glass that is not legible more than three (3) feet beyond the building in which it is located.
22. Historical plaques mounted in accordance with the United States Secretary of the Interior's Standards for Rehabilitation.
23. Banners and flags for special events and grand openings, used in conjunction with a commercial building, project, or enterprise are

permitted for a period not to exceed fourteen (14) days provided that:

- a. All banners shall be attached to frontage wall of a principal structure.
 - b. No such banner shall be attached to a roof structure or above the second floor level.
 - c. No such banner shall be attached to any existing signs, placed within a right-of-way, attached to any fences, strung between posts, or in any other method except as outlined in (a).
- d. The maximum number displayed at any time shall be two (2).
24. Other banners, provided that there be no more than one (1) attached banner per building, with such banner being no greater than thirty-two (32) square feet in area.

SECTION 10.5 PROHIBITED SIGNS

1. Any sign, which the planning director determines, obstructs the view of bicyclists or motorists using any street, approach to any street intersection, or which interferes with the effectiveness of or obscures any traffic sign, device, or signal shall be prohibited.
2. Signs which contain lights, rotating disks, words and other devices not erected by a public authority which may be erroneously construed as government signs or emergency warning signs. An example of this is a sign which contains a picture of a traffic sign plus the word "Stop", "Yield", etc.
3. Any sign (other than a government sign), banner or display placed on any curb, sidewalk, post, pole, hydrant, bridge, tree, or other surface located on, over, or across any public street or right-of-way, or any banner, placed on stakes on a property, unless otherwise permitted.
4. Any sign located in such a way as to intentionally deny an adjoining property owner visual access to an existing sign.
5. Flashing signs, signs with flashing or reflective disks, signs with flashing lights or lights of changing degree of intensity or color or signs with electrically scrolled messages.
6. Pole signs
7. Portable signs, except as permitted in Section 11.1.6.
8. Vehicular signs
9. Rotating or moving signs.
10. Roof signs that extend above the highest point of a pitched roof, mansard roof, or parapet.
11. Off-premise advertising signs (e. g., billboards).
12. Inflatable signs [including inflated balloons having a diameter of greater than two (2) feet].
13. Any sign whose sign face was initially constructed and designed to be placed and/or transported on wheels, regardless if said sign face is removed from its base and placed on or in the ground so as to otherwise classify said sign as a "free-standing" sign as herein defined.
14. Other signs not expressly permitted in this ordinance.

10.6 SIGN ILLUMINATION

1. All lighted signs shall have their lighting directed in such a manner as to illuminate only the face of the sign. All lighted signs shall meet all applicable electrical codes.
2. No commercial sign within 100 linear feet of a pre-existing residential structure may be illuminated between the hours of 12:00 midnight and 6:00 a.m. A residence shall be deemed "pre-existing" for purposes of this Section if it has a valid building permit in effect for construction of said structure or if construction of said structure was complete on or prior to the effective date of this provision.
3. Illuminated signage shall be externally illuminated except as identified in the table below. Civic use signs and signs located in the stated districts may either be internally or externally illuminated. Any sign except a temporary sign may be externally illuminated.

Zoning District	Internally Illuminated	Externally Illuminated	Performance Standards
H-C	Yes	Yes	See 10.6 (1)(2) & 10.7
BC-D	Yes	Yes	See 10.6 (1)(2) & 10.7
IC-D	Yes	Yes	See 10.6 (1)(2) & 10.7
TN-D	Yes ^{1&2} Halo-lit Signs Only	Yes	¹ Sign Program Required Halo-lit Signs only; ² Outside of Center City District as identified in the Belmont Comprehensive Land Use Plan See 10.6 (1)(2)
NC-C	Yes ^{1&2} Halo-lit Signs Only	Yes	¹ Sign Program Required- Halo-lit Signs only; ² Outside of Center City District as identified in the Belmont Comprehensive Land Use Plan See 10.6 (1),(2)
RC	Yes ^{1&2} Halo-lit Signs Only	Yes	¹ Sign Program Required- Halo-lit Signs only; ² Outside of Center City District as identified in the Belmont Comprehensive Land Use Plan; See 10.6 (1)(2)
<u>Civic Use</u> in all other Districts not listed above	Yes ¹	Yes	See 10.6 (1),(4),(5) & 10.7
All other Districts	No	Yes	See 10.6 (1)(2)

4. Internally illuminated civic use signs located outside of the H-C, IC-D, BC-D Districts and Belmont Historic District, as defined by the National Register of Historic Places, are subject to the following:

- a. Internally illuminated identification signs are limited to monument signs only. Internal illumination shall be a Halo lit style sign. A halo lit sign is a sign of an opaque material illuminated from behind to form a “halo” of light around the silhouetted letters or symbols. An illuminated cabinet sign with routed aluminum and push through acrylic detail may be used to achieve the halo affect however it must have opaque face (front illumination is prohibited).
 - b. All emitted light shall be white.
 - c. Message boards and reader boards are limited to 50% of allowable monument sign area and shall comply with Section 10.7 of this Chapter.
5. Civic use signs located within the Belmont Historic District, as defined by the National Register of Historic Places, shall be limited to external illumination.

10.7 MESSAGE BOARDS AND READER BOARDS [Including but not limited to light emitting diodes (LED) or liquid crystal display (LCD)]

1. Internally illuminated message/reader boards may be incorporated within conforming monument signs in the H-C, IC-D, and BC-D Districts.
2. Civic uses located outside of the H-C, IC-D, BC-D, and the Historic Belmont District, as defined by the National Register of Historic Places, may incorporate an illuminated message/reader board within conforming monument signs subject to section 10.6 of this Chapter.
3. Message/reader board signs shall not exceed a maximum illumination of 5,000 nits (candelas per square meter) during the daylight hours and a maximum illumination of 500 nits between dusk and dawn, as measured from the sign’s face at maximum brightness. The applicant or sign manufacturer must provide either written certification from the manufacturer that the light intensity has been factory-programmed not to exceed above listed light levels or provide an isolux lighting plan certified by an electrical engineer.
4. Messages may not change more frequently than once every fifteen minutes. Messages must change instantaneously and must not use animation, scrolling, flashing, special effects, or changing degree of intensity of brightness or color.
5. Messages may only contain monochromatic text, with the background being a darker color than the text. Neon or other high intensity colors may not be used for background. Graphics, logos, or pictures may not be used in the messages.

10.8 MAINTENANCE AND UPKEEP OF SIGNS

All signs and all components thereof, including supports, braces, anchors, etc., shall be kept in a good state of repair, in compliance with all building and electrical codes, and in conformance with the requirements of this Ordinance. Any sign which is determined by the Planning Director as being insecure, in danger of falling or otherwise endangering the public safety shall be immediately removed by its owner unless it is repaired and made to otherwise comply with the requirements of this Ordinance.

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