



DEPARTMENT OF PLANNING, INSPECTION, AND CODE ENFORCEMENT

MEMORANDUM

DATE: November 12, 2003

TO: Mayor
Members of City Council
Outdoor Advertising Companies

FROM: Glenn Batten
City Planner

SUBJECT: Off-Premise Outdoor Advertising Sign Ordinance

Attached is a copy of the subject ordinance. The language of this ordinance is the same as worked out with representatives of the outdoor advertising industry at a meeting on September 11, 2003, with one exception. Spacing of Off Premise sign was shown as 100 feet instead of 1,000 feet in the draft ordinance presented at that meeting. That was a typographical error.

MAPC was furnished copies of this ordinance a number of weeks ago and was asked to make comments and suggestions. A number of additions and changes were suggested at last night's regular MAPC meeting and are formally recommended for consideration by City Council. These recommendations follow:

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| Page 1 | Sec. 14.32.11 (a)
Purpose | Add: <i>"Maintain and enhance the visual environment, add character, and preserve the right of citizens to enjoy the city's beauty."</i> |
| Page 4 | Sec. 14.32.11 (e)
General Provisions | Add as item (6): <i>"The face of an Off-Premise sign that is not displaying advertising copy shall be covered with white sign paper of other similar material. The only printed message that may be displayed is This Sign for Rent."</i> |
| Page 4 | Sec. 14.32.11 (e)
General Provisions | Add as item (7): <i>"Temporary mobile Off Premise signs shall not be permitted except for those announcing bone fide charity and civic events sponsored by 501© or governmental organizations. The maximum time for displaying a temporary mobile sign for a particular purpose is 30 days, and limited to twice a year."</i> |
| Page 4 | Sec. 14.32.11 (f)
Size of Signs | Change item (2) to read: <i>"The maximum sign area for each facing side shall not exceed 720 square feet with the following exception: An</i> |

Off-Premise Sign located on Highland Drive, east of Commerce Drive only, on Highway 63 inside the City limits, on Highway 49 (Southwest Drive) south of the Highway 63 Bypass, and Highway 49 (Johnson Avenue north of Highway 351 (Old Greensboro Road) may have a maximum size of 1,200 square feet provided that a site plan is submitted to the City Planner for review and approval prior to permitting."

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| Page 4 | Sec 14.32.11 (g)
Height of an Off-Premise Sign | Change item (1) to read: "A full-size Off-Premise Sign shall maintain a minimum clearance of 15 feet measured from the natural ground level..." |
| Page 4 | Sec 14.32.11 (g)
Height of an Off-Premise Sign | Add as item (5): "A Junior Off-Premise Sign shall have a maximum height not to exceed 20 feet measured from the grade level of the roadway to which the sign is oriented to the top of the framing along the sign face. This provision also applies to Junior Off-Premise Signs mounted on the side of a building." |
| Page 5. | Sec. 14.32.11 (h)
Spacing for Off-Premise Signs | Change item (1) to read: "No Off-Premise Sign shall be established within 500 feet of any other Off-Premise Sign..." |
| Page 5. | Sec. 14.32.11 (i)
Setback Requirements | Change the introductory statement to read: "Required setbacks shall be measured from the applicable line of the property on which it is located to the edge of the sign frame that is closest to said property." |
| | " | Change item (1) Street Setback to read "25 feet from street right-of-way line." |
| | " | Change item (2) Side Setback to read " 25 feet from the side property line." |
| | " | Add as item (6): "An Off-Premise Sign shall be located a minimum of 15 feet from a building." |
| Page 7 | Sec 14.32.11 (k)
Sign Permit | Add as item (15): "Evidence of 501(c) status if applying for a mobile Off-Premise Sign." |

Please call me at 933-4602 if you have any questions or need additional information.