

**DRAFT TEXT AMENDMENT FOR STAKEHOLDER REVIEW  
ELECTRONIC CHANGEABLE FACE OUTDOOR ADVERTISING SIGN  
MAY 21, 2007**

**NEW Definitions to add to Chapter 13 definitions:**

**Outdoor Advertising Sign, Electronic Changeable Face**

A sign, display, or device, or portion thereof, which 1) changes the advertising message or information on the sign face electronically by the rotation of panels or slats or 2) electronically changes the fixed display screen composed of a series of lights, including light emitting diodes (LED's), fiber optics, or other similar new technology where the message change sequence is accomplished immediately. Electronic changeable face outdoor advertising signs include computer programmable, microprocessor controlled electronic or digital displays that display electronic, static images, static graphics, or static pictures, with or without textual information, and tri-vision outdoor advertising signs. Electronic changeable face outdoor advertising signs do not include animated or scrolling images, graphics, video active images (similar to television images), projected images or messages onto buildings or other objects, or static outdoor advertising signs.

**Outdoor Advertising Sign, Tri-vision**

A type of electronic changeable face outdoor advertising sign composed in whole or in part of a series of vertical or horizontal slats or cylinders that are capable of being rotated at intervals so that partial rotation of the group of slats or cylinders produces a different image and when properly functioning allows on a single sign structure the display at any given time of up to three images.

**Outdoor Advertising Sign, Static**

A type of outdoor advertising sign, generally, but not limited to, a rigidly assembled sign, display, or device, that is free-standing and affixed to the ground, the primary purpose of which is to display advertising messages or information that can be changed manually in the field. Such signs commonly referred to as "billboards" are generally designed so that the copy or poster on the sign can be changed frequently and the advertising space is for lease.

**New or Converted Electronic Changeable Face Outdoor Advertising Signs**

Permits for new electronic changeable face outdoor advertising signs or a permit to convert a non-electronic changeable face outdoor advertising sign to an electronic changeable face outdoor sign shall be issued only in accordance with the standards and regulations listed in Table 13.111(2). These regulations shall apply to all outdoor advertising signs, including those with North Carolina Permits.

**TABLE 13.111(2)**

<b>Regulation</b>	<b>New or Converted Electronic Changeable Face Outdoor Advertising Signs</b>
<b>Zoning District Permitted</b>	I-1 and I-2 zoning district, located within 150 feet of the right-of-way of Class I Roads.
<b>Location</b>	Located behind the required setback, side, and rear yards of the zoning district.
<b>Maximum Sign Face Area</b>	380 square feet
<b>Maximum Height</b>	50 feet
<b>Maximum Number of Sign Faces</b>	One per side of structure, but no more than two sides.
<b>Sign Support</b>	Freestanding with unipole construction only.
<b>Sign Features</b>	Electronic changeable face or tri-vision
<b>Permit Required</b>	A sign permit application for a new or converted electronic changeable face outdoor advertising sign shall be submitted to Neighborhood Development with the required documentation listed in Section 13.103(2)(f).
<b>Limitations</b>	No moving, rotating, fluttering, blinking, or flashing elements are permitted. No animation, video, audio, pyrotechnic, or bluecasting components are permitted.
<b>Message Duration</b>	Advertising messages or information shall remain in a fixed, static position for a minimum of (8) seconds. The change sequence must be accomplished within an interval of two (2) seconds or less.
<b>Message Type</b>	Off-premise advertising
<b>Illumination</b>	Any illumination devices shall be effectively shielded so as to prevent beams or rays of light from being directed at any portion of a street or highway, or any residential use. Illumination intensity or brilliance shall not cause glare or impair the vision of motorists, and shall not interfere with any driver's operation of a motor vehicle.
<b>Spacing of Sign to Residential Districts and Institutional Uses</b>	There shall be a minimum spacing of 400 feet between the electronic changeable face outdoor advertising sign and Residential Districts and Institutional uses. Institutional uses include schools, religious facilities, health institutions, colleges and universities, vocational schools, child care centers, government buildings, recreation centers, jails, stadiums and arenas, and civic, social and fraternal associations, or other institutional uses as classified in the Zoning Ordinance. The distance shall be calculated as the shortest measurable distance between the nearest point of the sign to the edge of residential district or to the property line of the institutional use.
<b>Spacing to Outdoor Advertising Signs on the Same Side of the Street</b>	There shall be a minimum spacing of 2000 feet between an electronic changeable face outdoor advertising sign and any other electronic changeable face outdoor advertising sign on the same side of the street. There shall also be 1) a minimum of 1,000 feet spacing between electronic changeable face outdoor advertising signs on the same side of the street and any other static outdoor advertising signs. The distance shall be measured from the nearest point of the sign as projected to the centerline of the street upon which the sign is intended to be viewed to the nearest point of the other sign as measured to its closest centerline point along the same street.
<b>Spacing to Outdoor Advertising Signs on the Opposite Side of the Street</b>	There shall be a minimum spacing of 1000 feet between electronic changeable face outdoor advertising signs on the opposite side of the street. There shall also be a minimum of 500 feet spacing between electronic changeable face outdoor advertising signs and static outdoor advertising signs on the opposite side of the street. The distance shall be measured from the nearest point of the sign as projected to the centerline of the street upon which the sign is intended to be viewed to the nearest point of the other sign as measured to its closest centerline point along the same street.
<b>Spacing to Other Outdoor Advertising Signs</b>	No two electronic changeable face outdoor advertising signs within 300 feet of any street right-of-way on the same side of the street shall be spaced less than 2000 feet apart, regardless of the street from which the sign is intended to be viewed. In addition, no electronic changeable face outdoor advertising sign within 300 feet of any street right-of-way on the same side of the street shall be spaced less than 1000 feet apart from any static outdoor advertising sign, regardless of the street from which the sign is intended to be viewed. The distance shall be the shortest measured distance between the nearest point of the sign to the nearest point of the other sign.

<b>Spacing to Existing Buildings</b>	20 feet minimum between an electronic changeable face outdoor advertising structure and any existing building. The distance shall be the shortest measured distance between the nearest point of the electronic changeable face outdoor advertising sign to the edge of the building.
<b>Relationship to Nearby Non-Conforming Outdoor Advertising Signs</b>	An electronic changeable face outdoor advertising sign will not be permitted if there is a non-conforming static outdoor advertising sign, owned by the same company, <u>whether or nor it has a North Carolina permit</u> , located within 1000' or less of the proposed location, unless the non-conforming structure becomes conforming, prior to the issuance of a sign permit, with respect to 1) sign face area, 2) number of sides, 3) height 4) support structure (unipole) or 5) if located within 300' of residential or institutional uses is removed. For outdoor advertising signs facing the same street, the distance shall be measured from the nearest point of the sign as projected to the centerline of the street upon which the sign is intended to be viewed to the nearest point of the other sign as measured to its closest centerline point along the same street. For outdoor advertising signs that face other streets, the distance shall be the shortest measured distance between the nearest point of the sign to the nearest point of the other sign.
<b>Spacing to the Principal Use being Advertised</b>	500 feet minimum spacing, to any part of the principal use being advertised. The distance shall be the shortest measured distance between the nearest point of the sign to the nearest edge of the principal use.
<b>Conformity</b>	Electronic changeable face signs shall be conforming in all ways. See also Section 13.112.
<b>Tree-Cutting</b>	Vegetation cutting in the public rights-of-way for the purpose of clearing views for signs shall be prohibited unless approved by the City Arborist. Cutting of any trees required by the Tree Ordinance that are located in the setback on any property is also prohibited
<b>Historic District</b>	No outdoor advertising sign shall be located within an historic district, or within 400' of an historic district boundary.
<b>System Malfunction</b>	Electronic changeable face outdoor advertising signs shall contain a default design that will freeze the sign in one position if a malfunction occurs.

Section 13.103(2)(f) Permits for all outdoor advertising signs, shall attach the following information to the sign permit application:

(1) A survey prepared by a registered surveyor showing the following:

- a. Location of the outdoor advertising sign for which the permit is requested, showing a scaled representation of the structure, for measuring purposes.
- b. The zoning district in which the sign is located.
- c. Type of outdoor advertising sign (unipole, electronic changeable face, static)
- d. Message duration time, if applicable.
- e. Maximum sign height.
- f. Maximum sign face area.
- g. The tax parcel identification number of the property.
- h. The setback, side and rear yards of the site.
- i. All buildings located on the site within 20' of the subject sign, as measured from of the nearest point of the sign to the

nearest point of the building.

- j. Distance from the outdoor advertising sign to any residential zoning district or institutional use (schools, religious facilities, health institutions, colleges and universities, vocational schools, child care centers, government buildings, recreation centers, jails, stadiums and arenas, and civic, social and fraternal associations, or other institutional uses as classified in the Zoning Ordinance) within 400' feet. The distance shall be the shortest measurable distance between the nearest point of the sign to the edge of residential districts or to the property line of the institutional use.
- k. If the outdoor advertising sign is advertising a principal use located within 500' of the sign, then provide the distance of the nearest point of the outdoor advertising sign to any part of the principal use being advertised. The distance shall be the shortest measured distance between the nearest point of the sign to the nearest edge of the principal use.
- l. Identify any historic district on the proposed site, or within 400' of the nearest point of the outdoor advertising sign.
- m. Show the location of nearby existing outdoor advertising signs in the vicinity, and provide the following information:

  1. Provide the distance from the proposed sign to all existing outdoor advertising signs located on the same side of the street, and located within 2000 linear feet<sup>1</sup>
  2. Provide the distance from the proposed sign to all existing outdoor advertising signs located on opposite side of the street, and located within 1000 linear feet.<sup>1</sup>
  3. Provide the distance from the proposed sign to all existing static outdoor advertising signs located within 300 feet of any street right-of-way on the same side of the street, and located within 1,000'/500' of the subject sign.<sup>2</sup>
  4. Provide the distance from the proposed sign to all existing electronic changeable face outdoor advertising signs located within 300 feet of any street right-of-way on the same side of the street, and located within 2000' of the subject sign.<sup>2</sup>
  5. For any existing outdoor advertising sign identified in Section 13.103(f)(m)(1), (2), (3), and (4), provide the following information:

    - a. Is the existing outdoor advertising sign owned

by the same entity or entities in common?

- b. Is the existing outdoor advertising sign non-conforming with respect to sign face size, height, support type or is it located within 300' of residential and institutional uses?<sup>3</sup>

<sup>1</sup> The distance shall be measured from the nearest point of the sign as projected to the centerline of the street upon which the sign is intended to be viewed to the nearest point of the other sign as measured to its closest centerline point along the same street.

<sup>2</sup> The distance shall be the shortest measured distance between the nearest point of the subject sign to the nearest point of the other sign.

<sup>3</sup> The distance shall be the shortest measurable distance between the nearest point of the sign to the edge of residential districts or to the property line of the institutional use.