

City of High Point

Sign Ordinance

Public Review Draft

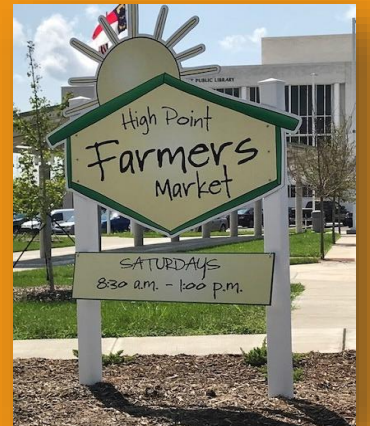
City Council Briefing

July 19, 2021



Overview

- Background
- Objectives
- Key Elements
- Keeping it Legal
- Administration & Enforcement
- Next Steps





Background

- 2017 New Development Ordinance went into effect
- 2018 Kicked-off Sign Ordinance Rewrite
- Held Stakeholder Interviews
 - Staff and Community Interest Groups
- Conducted Surveys - mailed, online, at meetings
- Diagnosis of the Current Sign Ordinance
 - Part 1: Legal Issues
 - Part 2: Sign Ordinance Analysis
- Public Meeting - Initial Thoughts and Ideas
- Prepared Public Review Draft
 - Testing
 - Legal Review





Objectives



Create	Create User-Friendly Regulations
Simplify	Simplify and Clarify the Language
Update	Update and Modernize
Illustrate	Illustrate Sign Standards Using Graphics and Photos
Legal	Ensure New Ordinance is Constitutionally sound



Create User-Friendly Regulations

Moved Exempt Signs

Moved Gateway Corridor Overlay Standards to Sign Ordinance

Added “How to Use” sections to Attached and Freestanding Signs

Created separate table for Multi-tenant Freestanding signs

How to Use -
YES!





Simplify and Clarify the Language

Illumination Section

Electronic Sign Section

New Institutional District Section

New Special Promotions Section





Update and Modernize

Updated Prohibited signs

Created Specialty signs

Modernized Freestanding and Attached Sign Standards

Updated and Expanded Sign Definitions


















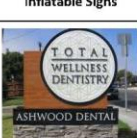
































Illustrate Using Graphics & Photos



Created new section with photos of all sign types



A companion to sign definitions

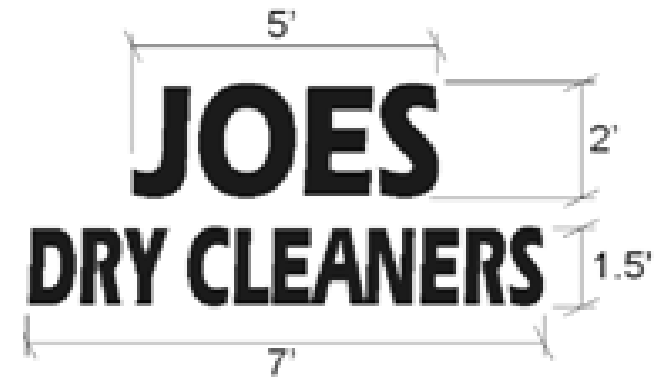
					
Historical or Memorial Signs	Internally Illuminated Signs	Incidental Signs	Inflatable Signs	Institutional Banners	Light Pole Banner Signs
					
Marquee Signs	Mechanically Moving Signs	Menu Board Signs	Monument Signs	Multi-Tenant Signs	Non-Commercial Signs
					
Pennants	Plastic Box Cabinet Signs	Political Signs	Projecting Signs	Real Estate Signs	Roof Signs
					
Silhouette Lighted Signs	Special Promotion Signs	Supergraphic Signs	Trailer Signs	Vehicle Signs	Vending Signs
					
Pennants	Plastic Box Cabinet Signs	Political Signs	Projecting Signs	Real Estate Signs	Roof Signs
					
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Illustrating Enhanced Rules of Measurement

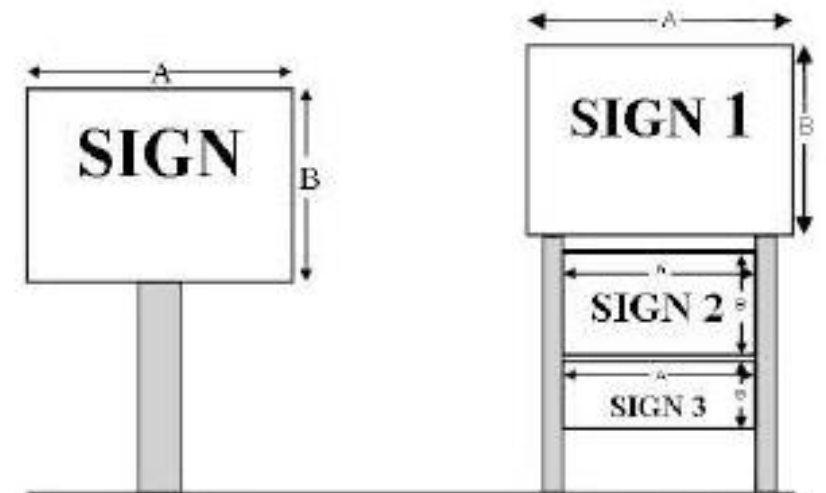
Calculations



City of San Jose – Last Revised November 9, 2011



Sign Area = 20.5 sq. Ft.





Legibility determines effect on some signs in buildings

Non-Commercial (election-related, opinion, religious) speech protected

No reference to "on-premise" and "off-premise"

Weekend directional signs allowed for all uses

Future amendments



Administration and Enforcement

- Must be fair and equal
- Enforcement should be proactive to ensure equal treatment



Next Steps

- City Council Briefing (July 19th)
- Planning and Zoning Commission Briefing (July 27th)
- Public Review and Comment Period (30 days)
- Public Meeting
- Feedback Review
- City Council Briefing on any changes
- Prepare Public Hearing Draft
- P&Z Public Hearing
- CC Public Hearing



Questions and Contact Information

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<https://www.highpointnc.gov/signs>

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