



City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Meeting Agenda

Special Called Meeting

Jay W. Wagner, Mayor
S. Wesley Hudson Mayor Pro Tem (Ward 4),
Britt W. Moore (At Large), Tyrone Johnson (At Large), Cyril
Jefferson (Ward 1), Christopher Williams (Ward 2), Monica L.
Peters (Ward 3), Victor Jones (Ward 5), and Michael Holmes
(Ward 6)

Monday, March 6, 2023

3:30 PM

City Council Chambers

ROLL CALL, CALL TO ORDER

PRESENTATION OF ITEMS

- [2023-114](#) Discussion-Proposed City of High Point, Text Amendment 22-05
Staff will be discussing the proposed ordinance regarding the City of High Point, Text Amendment 22-05 presented to City Council on February 20, 2023.
Attachments: [Cover Memo - Sign Ordinance](#)
[Staff Report Text Amendment 22-05](#)
- [2023-112](#) Discussion-Zoning Decision Delegation
Staff will be discussing the delegation of zoning decision authority to the Planning and Zoning Commission.
Attachments: [Special Meeting - Cover Memo - P&Z Zoning Decision Delegation](#)
- [2023-111](#) Update-Water Quality/Environmental Protection Agency (EPA)
Staff will be providing an update of the Environmental Protection Agency (EPA) regarding water quality limits on unregulated contaminants.
Attachments: [Special Meeting - Cover Memo - Water Quality EPA Update](#)
[Presentation - Water Quality/Environmental Protection Agency](#)
- [2023-113](#) Closed Session-Attorney Client Privilege and Economic Development
Council is requested to go into Closed Session Pursuant to N.C. General Statute §143-318.11(a)(3) for Attorney-Client Privilege; and into Closed Session Pursuant to N.C. General Statute §143-318.11(a)(4) for Economic Development.

ADJOURNMENT



City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Master

File Number: 2023-114

File ID: 2023-114

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: Special Called Meeting

File Created: 03/02/2023

File Name:

Final Action:

Title: Discussion-Proposed City of High Point, Text Amendment 22-05

Staff will be discussing the proposed ordinance regarding the City of High Point, Text Amendment 22-05 presented to City Council on February 20, 2023.

Notes:

Sponsors:

Enactment Date:

Attachments: Cover Memo - Sign Ordinance, Staff Report Text Amendment 22-05

Enactment Number:

Contact Name:

Hearing Date:

Drafter Name: mary.brooks@highpointnc.gov

Effective Date:

Related Files:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File 2023-114

CITY OF HIGH POINT

AGENDA ITEM



Title: Sign Ordinance – Discussion of Proposed Ordinance

From: Sushil Nepal, Planning and Development
Director

Meeting Date: March 6, 2023

Public Hearing: No

Advertising Date / N/A

Advertised By: -

Attachments: A. Staff Report
B. Text Amendment Ordinance

PURPOSE:

Review the proposed Sign Ordinance text amendment that was presented to City Council on February 20, 2023.

BACKGROUND:

On February 20, 2023 Planning and Development Staff presented to City Council the text amendment related to sign ordinance revisions. City Council voted to continue the item, with a desire to hold a special meeting to discuss certain portions of the proposed amendment.

Although the City's sign regulations have been amended over time, they have not been completely rewritten since 1992. The current Development Ordinance, which was rewritten and adopted in 2016, did not include a rewrite of the sign regulations, they were only reformatted to match the rest of the Development Ordinance.

The sign ordinance project started in 2018 with the Cooper Consulting Company team conducting a review and assessment of the current regulations, holding stakeholder group interviews with targeted interest groups, and soliciting public input through mailed and online surveys. Public meetings were held for the consultants to share their initial observations and ideas and provide an opportunity for public feedback prior to drafting the sign regulations.

On May 2, 2022, the public review draft of the amended sign regulations was made available on the City's website for review and comment. A public drop-in session was held on June 14, 2022, to give an overview of the draft and answer questions. The comment period was held open until June 30, 2022, at which time staff started to prepare the public hearing draft. On October 13, 2022, the public hearing draft was made available for public review.

BUDGET IMPACT:

N/A

RECOMMENDATION / ACTIONS REQUESTED:

Discussion and information item only.

CITY OF HIGH POINT

AGENDA ITEM



Title: Text Amendment 22-05
(City of High Point)

From: Sushil Nepal,
Planning and Development Director

Meeting Date: February 20, 2023

Public Hearing: Yes

Advertising Date: February 8, 2023, and
February 15, 2023

Attachments: A. Staff Report
B. Text Amendment Ordinance

Advertised By: Planning and Development

PURPOSE:

To amend the City of High Point Development Ordinance to update and revise the Sign Ordinance and various other sections of the Development Ordinance that pertain to signs.

BACKGROUND:

Although the sign regulations have been amended over time, they have not been completely rewritten since 1992. The current Development Ordinance, which was rewritten and adopted in 2016, did not include a rewrite of the sign regulations, they were only reformatted to match the rest of the Development Ordinance.

The sign ordinance project started in 2018 with the Cooper Consulting Company team conducting a review and assessment of the current regulations, holding stakeholder group interviews with targeted interest groups, and soliciting public input through mailed and online surveys. Public meetings were held for the consultants to share their initial observations and ideas and provide an opportunity for public feedback prior to drafting the sign regulations.

On May 2, 2022, the public review draft of the amended sign regulations was made available on the City's website for review and comment. A public drop-in session was held on June 14, 2022, to give an overview of the draft and answer questions. The comment period was held open until June 30, 2022, at which time staff started to prepare the public hearing draft. On October 13, 2022, the public hearing draft was made available for public review.

Speaking on the request:

Joan Campbell, Fast Signs, 1305 N. Main Street, High Point

Ms. Campbell spoke regarding the size of some proposed permitted sign area standards. She mentioned considering increasing the size of light-pole banner signs.

Judy Stalder, TREBIC, 115 South Westgate Drive, Greensboro

Ms. Stalder spoke and noted that staff had responded to previous concerns raised in TREBIC's review of the proposed sign ordinance. She also provided two additional comments related to roof signs and electronic changeable copy signs. She noted that roof signs should be considered as a permitted sign type as they can add to the diversity and creativity of future development. Additionally, she recommended that electronic

changeable copy signage be permitted within Corridor Overlay Districts (including the Eastchester Gateway Corridor Overlay District), as they are another tool to promote modern, successful business growth in High Point.

BUDGET IMPACT:

There is no budget impact.

RECOMMENDATION / ACTION REQUESTED:

A. Staff Recommendation

Staff recommended approval of this request as outlined in the attached staff report.

B. Planning and Zoning Commission Action

1. The Planning and Zoning Commission recommended approval of this request, as recommended by staff, by a vote of 8-0.

2. Consistency and Reasonableness Statements

The Planning and Zoning Commission voted 8-0 to approve the following statement:

That Text Amendment 22-05 is consistent with the City's adopted policy guidance because the proposed amendments are generally technical and legal in nature, and they are supported by adopted policy guidance from the Community Growth Vision Statement, which includes goals and objectives related to enhancing the aesthetic quality and safety of the city's corridors, as well as the City's Land Use Plan, which recognizes that signage is an integral part of aesthetics and civic design.

Furthermore, the proposed amendments are reasonable and in the public interest in that the proposed amendments provide modern and up-to-date sign regulations that are in keeping with both the state and federal constitutions and applicable state and federal laws.

**CITY OF HIGH POINT
PLANNING AND DEVELOPMENT DEPARTMENT**

**STAFF REPORT
TEXT AMENDMENT CASE TA-22-05
January 24, 2023**

Request	
Applicant: City of High Point	Affected Ordinance Sections: Section 2.5.13., <i>Sign Permit</i> Section 3.7.3., <i>Planned Development Districts</i> Section 3.8.7., <i>Gateway Corridor Overlay</i> Section 4.3., <i>Use Standards</i> Section 4.4., <i>Accessory Structures</i> Section 4.5., <i>Temporary Uses</i> Section 5.7., <i>Signs</i> Section 5.10.3., <i>Exterior Lighting Exemptions</i> Section 5.10.4., <i>Prohibited Lighting</i> Section 5.14.3., <i>Corner Retail</i> Section 8.5., <i>Nonconforming Signs</i> Section 9.7.5., <i>Revocation of Permits</i> Section 10.2.10., <i>Rules of Measurement</i> Section 10.4., <i>Definitions</i>
Proposal: To amend the City of High Point Development Ordinance to update and revise the Sign Ordinance and various other sections of the Development Ordinance that pertain to signs.	

Background

Although the sign regulations have been amended over time, they have not been completely rewritten since 1992. The current Development Ordinance, which was rewritten and adopted in 2016, did not include a rewrite of the sign regulations, they were only reformatted to match the rest of the Development Ordinance.

The sign ordinance project started in 2018 with the Cooper Consulting Company team conducting a review and assessment of the current regulations, holding stakeholder group interviews with targeted interest groups, and soliciting public input through mailed and online surveys. Public meetings were held for the consultants to share their initial observations and ideas and provide an opportunity for public feedback prior to drafting the sign regulations.

On May 2, 2022, the public review draft of the amended sign regulations was made available on the City's website for review and comment. A public drop-in session was held on June 14, 2022, to give an overview of the draft and answer questions. The comment period was held open until June 30, 2022, at which time staff started to prepare the public hearing draft. On October 13, 2022, the public hearing draft was made available for public review.

Details of Proposal

The proposed text amendment rewrites the entirety of Section 5.7., *Signs*, and amends various other sections of the Development Ordinance as listed above.

Analysis

The goal of this text amendment is to update and modernize the City's sign regulations to create user-friendly regulations through simplified language, photos, and graphics to illustrate the regulations wherever possible. Overall, signage regulations been updated, simplified, clarified, and reorganized to be more user-friendly using more tables, graphics, and photos. Additionally, the sign regulations have been modified to ensure they conform with the state and federal constitutions and applicable state and federal laws.

Most of the sign regulations are contained in Section 5.7, *Signs* (the "Sign Ordinance"). This section has been rewritten in its entirety. The following is not meant to be an exhaustive list of changes, but is instead intended to highlight some of the more significant changes that have been proposed. This list also contains some of the proposed changes to sign regulations located in other sections of the Development Ordinance, such as Section 10.2.10, *Rules of Measurement*, Section 10.4, *Definitions*, Section 4.4, *Accessory Uses*, and Section 4.5, *Temporary Uses*.

- **Prohibited Signs** [Section 5.7.3]: – Updated to include modern sign types – e.g., air blown signs/devices (air puppets).
- **General Standards** [Section 5.7.4]: Clarified the removal of freestanding signs when buildings are demolished.
- **Illumination Standards** [Section 5.7.6]: Consolidated general illumination standards into a separate section to reduce repetitive text and to clarify standards. There are still some illumination standards in other subsections that are only applicable within those specific sections.
- **Signs Allowed Without a Permit** [Section 5.7.7]:
 - Condensed and clarified signs allowed without a permit;
 - Moved exempt signs to signs allowed without a permit; and
 - Allowed announcement signs for all types of events.
- **Specialty Signs** [Sections 5.7.8.E and Section 5.7.9.E]: Created a new category of signs for both freestanding and attached signs:
 - Freestanding Specialty Signs - (development entrance signs, institutional banner, light-pole banner).
 - Attached Specialty Signs - (blade, crown, freestanding canopy, and supergraphic).
 - Supergraphic signs were created for the Central Business (CB) district to accommodate the unique needs of the furniture market.
 - All these signs are allowed in addition to the maximum allowed signage.
- **Freestanding Signs** [Section 5.7.8]:
 - Individual freestanding signs were reduced in height and size.

- Development identification signs were converted to Freestanding Multi-tenant Development signs. This clarified and increased the allocation of what qualifies as a multi-tenant sign.
- **Attached Signs** [Section 5.7.9]:
 - No longer limit the number of attached signs, just limit the total combined sign area allowed.
 - Changed the way we measure attached signs to more accurately calculate the total sign area by placing the smallest box possible around each individual sign (no longer one large box around all signs).
 - Changed calculation method for attached signs from percentage of building wall to square feet per linear foot of building frontage, which is easier to measure.
 - Variety of new attached sign types have been added that were not previously allowed (e.g., projecting sign, building canopy sign, building banner signs).
- **Electronic Signs** [Section 5.7.10]: Created a new section for electronic sign types (electronic changeable copy and video signs). Because this is such a specific sign type that has multiple technical standards, creating a new section for just these types was necessary for clarity and ease of use.
- **Signs in Institutional Districts** [Section 5.7.11]: Created new section due to the unique needs of institutional campus uses (e.g., hospital and university).
- **Limited Duration Signs** [Section 5.7.12]: A new section for this sign type (formerly Special Promotion Sign) was created for clarity and ease of use.
- **Vintage Sign** (historic signs) [Section 5.7.13]: Changed the name and clarified the regulations.
- **Common Sign Plan** [Section 5.7.14]: Revised and modernized the regulations.
- **Sign Images by Sign Type** [Section 5.7.16]: This is a new section that provides photos for all sign types as an illustration for the reader.
- **Eastchester Gateway Corridor Overlay** [Section 5.7.8]: Sign requirements were moved from zoning district standards to Section 5.7.8.
- **Rules of Measurement** [Section 10.2.10]: Enhanced Rules of Measurement to include graphics to show how to measure signs based on the regulations.
- **Definitions** [Section 10.4]: Definitions related to signs were consolidated to be in one place under “Signs.”
 - Added definitions for signs not currently defined.
 - Added definitions for new sign types that were added.
- **Accessory and Temporary Uses** [Sections 4.4 and 4.5]: Moved sign regulations for accessory and temporary uses into the accessory and temporary use sections located outside of the Sign Ordinance. These types of uses are unique and all the standards for them are now in one place.

Consistency with Adopted Policy Guidance:

Whether and the extent to which the proposed text amendment is consistent with applicable City adopted policy guidance.

The proposed amendments are generally technical and legal in nature, and they are supported by adopted policy guidance from the Community Growth Vision Statement, which includes goals and objectives related to enhancing the aesthetic quality and safety of the city's corridors, as well as the City's Land Use Plan, which recognizes that signage is an integral part of aesthetics and civic design.

Reasonableness/Public Interest:

Why a decision to approve, or to deny, the proposed text amendment is reasonable and in the public interest.

The proposed amendments provide modern and up-to-date sign regulations that are in keeping with both the state and federal constitutions and applicable state and federal laws.

Recommendation

Staff recommends approval.

Required Action

Planning and Zoning Commission:

The NC General Statutes require that the Planning and Zoning Commission place in the official record a statement of consistency with the City's adopted plans when making its recommendation. This may be accomplished by adopting the statements in the Staff Analysis section of this report or by adopting its own statement.

City Council:

The NC General Statutes require that the City Council also place in the official record a statement of consistency with the City's adopted plans, and explain why the action taken is considered to be reasonable and in the public interest when rendering its decision in this case. This may be accomplished by adopting the statements in the Staff Analysis section of this report or by adopting its own statement.

Report Preparation

This report was prepared by Heidi H. Galanti, AICP, Planning Services Administrator and reviewed by Christopher Andrews, AICP, Development Administrator and Sushil Nepal, AICP, Planning and Development Director.

Attachments:

Text Amendment in ordinance form

AN ORDINANCE AMENDING THE CITY OF HIGH POINT DEVELOPMENT ORDINANCE

WHEREAS, the City of High Point adopted the “City of High Point Development Ordinance” on May 16, 2016, with an effective date of January 1, 2017, and subsequently amended; and

WHEREAS, public hearings were held before the Planning and Zoning Commission on January 24, 2023 and before the City Council on February 20, 2023 regarding Text Amendment 22-05; and

WHEREAS, notice of the public hearings was published in the High Point Enterprise on January 10, 2023 for the Planning and Zoning Commission public hearing, and on February 8, 2023 and February 15, 2023 for the City Council public hearing pursuant to Chapter 160D-601 of the General Statutes of North Carolina.

NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF HIGH POINT, NORTH CAROLINA:

SECTION 1.

That Section 5.7 *Signage*, is repealed and replaced with Section 5.7 Signs as follows:

5.7. - Signs

5.7.1. - Purpose and Intent

The purpose of this Section 5.7 (this “Section”) is to support and complement the City of High Point’s long-range goals of enhancing the City’s aesthetic appearance and improving traffic safety along its roadway corridors and streets, while balancing the communication and wayfinding needs of its citizens.

Regulation of signs within the City promotes the health, safety, welfare, convenience, enjoyment and aesthetic values of the community through regulation of sign placement, number, location, size, type, characteristics, appearance, illumination, animation, and maintenance.

This Section is specifically intended to:

- A. Promote the reasonable, orderly, and effective display of permitted signs, displays, and devices;
- B. Promote the economic well-being and appearance of the City by creating a favorable physical image;
- C. Allow and encourage signs to facilitate way-finding through the community;

- D. Protect the public welfare as well as land values by preserving the aesthetic and historic qualities of the City;
- E. Protect the City from excessive and obtrusive signs;
- F. Minimize distractions and view obstructions that contribute to traffic hazards and endanger public safety; and
- G. Promote the efficient identification of information to maintain a viable economy, and a vital cultural and social community served by a variety of organizations.

5.7.2. - Applicability

The provisions of this Section shall apply to all signs erected, affixed, placed, painted or otherwise established within the City of High Point or its ETJ, except as otherwise provided herein.

- A. Signs are allowed only as an accessory use or structure to a principal use. The selling or leasing space on a sign is not an accessory use of the property.
- B. This Section applies only to signs that are legible from a street or from private or public property other than the lot on which the sign is located. (See Section 10.4, Definitions, for the definition of “Legible”)
- C. Any sign that is not expressly allowed under this Section, or under a specific state law, is prohibited. (See Section 5.7.3, Prohibited Signs)
- D. Some signs are allowed without a permit but are still regulated under this Section. (See Section 5.7.7, Signs Allowed Without a Sign Permit)
- E. Many signs are expressly allowed, require a permit, and are subject to specific standards of this Section.
- F. For some signs, the State of North Carolina has preempted or limited the City’s regulatory authority. Thus, any applicable state law in effect that conflicts with this Section prevails over this Section.
- G. To the extent allowed by federal or state law, this Section shall apply to the City and any other governmental entities with land or facilities in the City.

5.7.3. - Prohibited Signs

Unless otherwise allowed under this Section, the following signs are prohibited (See Section 5.7.16, Sign Images by Sign Type for visual illustration of these signs):

- A. Air-blown signs/devices;
- B. Animated signs, except video signs as allowed in Section 5.7.10, Electronic Sign Standards;
- C. Flashing signs;
- D. Mechanically moving signs;
- E. Roof signs;

- F. Trailer signs;
- G. Vehicle signs;
- H. Windblown signs, except pennants as allowed in Section 5.7.12, Limited Duration Signs;
- I. Signs projecting over a public right-of-way, except as allowed in Subsection 5.7.5.D, Projections into the Right-of-Way and Travel Way, or through an encroachment agreement with the City or NCDOT;
- J. Signs that imitate a traffic control device;
- K. Signs located within the public right-of-way that are painted, pasted, stapled, taped, or otherwise affixed to any bench, bus stop shelter, planter, utility pole, curb, sidewalk, hydrant, bridge, tree, fence, fixture, utility box or pedestal, or refuse container, except those signs erected by or on behalf of a utility or governmental entity.
- L. Signs projected onto a surface by use of lights.

5.7.4. - General Standards

The standards in Section 5.7.4, General Standards, are applicable to all signs.

- A. **Rules of Interpretation, Measurement and Definitions.** These provisions shall be construed in accordance with the rules of interpretation, measurement and definitions set forth in Chapter 10: Measurement and Definitions of the Development Ordinance.
- B. **Compliance with Codes.** All signs shall comply with applicable provisions of the State Building Code.
- C. **Permits.** All signs, except signs subject to Section 5.7.7, Signs Allowed Without a Sign Permit, are required to have a sign permit. In all sign permit applications where a matter of interpretation under this Section arises, the most restrictive interpretation shall prevail in order to carry out the purpose of this Section.
- D. **Electrical Service.** A sign that operates through the use of electrical service shall be subject to all necessary approvals and permits.
- E. **Sign Variance.** Only standards pertaining to sign height and location may be modified by approval of a variance in accordance with Section 2.4.16, Variance. No other standards may be modified through a variance.
- F. **Nonconforming Signs and Uses**
 - 1. Nonconforming signs shall be subject to the requirements in Section 8.5, Nonconforming Signs.
 - 2. New signs for a nonconforming use shall be permitted provided the signs comply with the standards in this Section.
- G. **Removal or Modification of Signs**

TEXT AMENDMENT 22-05

Ordinance #XXXX/XX-XX

Applicant: City of High Point

1. **Temporary Cover.** Due to a change in ownership or use of the property, or for any other reasonable purpose, one sturdy, opaque, weather-proof cover sign may be placed over an existing sign for a period of 90 days, by the end of which an updated permanent sign must be in place.
2. **Temporary Uses.** Signs for temporary uses permitted in accordance with Section 4.5, Temporary Uses, shall be removed at the expiration of the permitted time limit indicated on the zoning compliance permit.
3. **Cessation of Use**
 - a) A nonconforming sign for a use that has ceased shall be removed in accordance with Section 8.5, Nonconforming Signs.
 - b) A conforming sign for a use that has ceased shall be removed or covered within 30 days of the use's cessation in the following manner:
 - (i) It shall be covered by a sturdy, weather-proof, blank opaque cover, tightly secured and well-maintained until the building is reoccupied; or
 - (ii) It shall be covered by a blank opaque panel that fits within the existing sign frame.
 - c) If the use remains ceased after the expiration of a 180-day period, any cloth-like sign cover shall be replaced with a blank opaque panel described in Subsection 5.7.4G.3.(b)(ii) above, until the building is reoccupied.
4. **Demolished Buildings.** The following shall apply to signs on a property pending demolition of buildings or demolished buildings:
 - a) When a permit is issued for demolition or removal of a building or structure, any freestanding sign associated with the building or structure and its supporting structure shall be removed concurrently with the demolition or removal of the buildings and structures, unless there is a valid approved site plan for a new use prior to the building demolition or removal and the existing sign is a conforming sign. Conforming signs shall be maintained in accordance with Subsection 5.7.4.G.3, Cessation of Use.
 - b) After the effective date of this Section, any sign that remains on a property after a building has been demolished or removed thereon, and there is no valid site plan, shall be considered illegal and shall be subject to removal in accordance with Chapter 9: Enforcement of the Development Ordinance.
 - c) Subsection 5.7.4.G.4, Demolished Buildings, shall not apply to Outdoor Advertising signs as defined in Section 9-2-2(k)(29) of the previous version of the High Point Development Ordinance, dated December 31, 2016.
5. **Removal of Unsafe Signs.** Signs determined by the City to be unsafe to the public shall be removed or remedied in accordance with Chapter 9: Enforcement of the Development Ordinance. If a sign poses an immediate danger, as determined by the

City, the sign, or the parts of it posing a danger shall be remedied or removed in accordance with Chapter 9: Enforcement of the Development Ordinance.

H. Poorly Maintained Signs

1. A sign shall be maintained in good structural condition, in compliance with the State Building Code, and in conformance with this Section.
2. A sign which is not properly maintained, including but not limited to: cleaning, painting surfaces and letters, removal of rust and rotted wood and replacement of damaged parts and non-working illumination, shall be remedied in accordance with Chapter 9: Enforcement of the Development Ordinance.

I. Historic Properties. No freestanding or attached sign shall be located outside of the right-of-way and on the premises of a Guilford County Landmark Property or within a Local Historic Overlay district without a certificate of appropriateness prior to issuance of a sign permit.

J. Signs on Public Land or in Right-of-Way. A sign installed or placed on public land or right-of-way, except those installed or placed in compliance with this Section and state law, or under an encroachment agreement with NCDOT or the City, or in accordance with the City's Historic Roadside Marker Policy, shall be deemed to be abandoned to the public and shall be subject to removal and disposal by the City in accordance with Chapter 9: Enforcement of the Development Ordinance.

K. Violation of Building Codes. A sign which is installed in violation of the State Building Code or in violation of this Section is an illegal sign and subject to enforcement action by the City in accordance with Chapter 9: Enforcement of the Development Ordinance.

5.7.5. - Installation and Design

A sign shall be designed, constructed, and maintained in accordance with the following standards:

A. Consent of Owner. A sign may not be placed on private property without the consent of the landowner or occupant.

B. Obstructions

1. No sign shall be erected or maintained in a manner that obstructs visibility for motorists at any street intersection in accordance with the standards in Title 6, Chapter 1, Streets and Sidewalks, of the City's Code of Ordinances.
2. No sign shall interfere with or obstruct pedestrian traffic.
3. A sign shall not obstruct a fire escape, required exit, window, door opening, or wall opening intended as a means of ingress or egress.
4. Placement of a sign and its supporting structure shall not interfere with natural or artificial drainageways.
5. No sign shall be erected or maintained that covers a doorway or window, other than a window sign permitted in accordance with this Section.

- C. **Permanence.** All signs, except A-frame signs, announcement signs, construction signs, flags, inflatable signs, pennants, real estate signs, temporary banner signs, weekend signs, and window signs, shall be constructed of permanent materials and shall be permanently attached to the ground or building.
- D. **Projections into the Right-of-Way and Travel Way**
1. Signs shall be located at least 9 feet above sidewalks and other pedestrian ways and 15 feet above vehicular drives and parking spaces.
 2. No part of a sign may be closer than 3 feet to a curb or street pavement as measured horizontally from the curb to the sign. (See Section 10.2.10, Signs, for rules of measurement)
- E. **Utility Clearance**
1. A sign shall be located in such a way that it maintains horizontal and vertical clearance from all existing or planned electrical power lines and communication lines in accordance with the applicable provisions of the National Electrical Safety Code (NESC) and the *Development Guide*.
 2. A sign and its supporting structure shall maintain clearance from surface and underground utilities, conduits or equipment or lines for water, sewage, gas, electricity, or communication equipment. Signs or supports located within utility easements shall receive written authorization from the easement holder. The City shall not be responsible for damage to, or the repair or replacement of, signs or supports that must be removed to access such easements.
- F. **Ventilation Interference.** A sign shall not be erected so as to interfere with an opening required for ventilation.
- G. **Warning Interference.** A sign shall not be erected so as to interfere with any existing sign warning of a hazardous or potentially hazardous condition, such as a buried gas line or power cable.
- H. **Wind Loads.** All signs, except A-frame signs, announcement signs, construction signs, flags, inflatable signs, pennants, real estate signs, temporary banner signs, weekend signs, and window signs, shall be constructed to withstand minimum wind loads in accordance with the State Building Code.

5.7.6. - Illumination Standards

The following illumination standards are additional applicable standards to other standards found in this Section. The more restrictive standards between Section 5.7.6, Illumination Standards, and other illumination standards found in this Section shall control.

A. **General Illumination Standards**

1. Externally illuminated freestanding signs requiring a permit are allowed in all residential districts.

TEXT AMENDMENT 22-05

Ordinance #XXXX/XX-XX

Applicant: City of High Point

2. Internally illuminated signs are prohibited in all residential districts.
 3. In any nonresidential district, all signs may be externally or internally illuminated, subject to specific standards by district or sign type.
 4. Light sources to illuminate signs shall be located, angled, shielded, and limited in intensity so as not to cast substantial light (spillover) upon an adjacent property or create a visual safety hazard to vehicles and pedestrians.
 5. Illumination of signs shall be by a steady stationary light source.
 6. Lights used to externally illuminate signs shall only produce a white light.
 7. Support structures shall not be internally illuminated or have light reflecting panels.
- B. **Illuminated Wall Signs that Abut Residential Uses.** If a wall sign faces an abutting single-family detached, single-family attached, or duplex use, then the sign shall only be externally illuminated.

5.7.7. - Signs Allowed Without a Sign Permit

Certain signs are allowed without a permit in accordance with this Section and the following specific standards. (See Section 5.7.16, Sign Images by Sign Type, for a visual illustration of these signs)

- A. **Table of Requirements.** Signs subject to the standards in Section 5.7.7, Signs Allowed Without a Sign Permit, shall comply with the applicable provisions in Table 5.7.7.A: Signs Allowed Without a Sign Permit and any additional applicable standards provided in Subsection 5.7.7.C, Specific Standards.

Table 5.7.7.A: SIGNS ALLOWED WITHOUT A SIGN PERMIT								
Sign Type		Zoning Districts	Use Type	Max No.	Max Area SF	Max Height FT	Illumination Allowed	Additional Standards
A-Frame	Freestanding	RM-26, TO, CB, MS, MX	n/a	1/bldg. entrance	6	3	None	5.7.7.C.1
Announcement	Freestanding	All Districts	n/a	3/ street frontage	6	4	None	
	Attached			1/bldg.[1]		n/a		
Building Marker	Attached	All Districts	n/a	1/bldg.	4	n/a	None	
Directional and Safety	Freestanding	All Districts	n/a	n/a	4	4	External	
	Attached					n/a		
Flags	Freestanding and Attached	All Districts	Household Living, not including Live/work and Multi-family dwellings	1 pole/lot 3 flags/pole	60/pole	See Add'l. Stnds.	External	5.7.7.C.2
			All Other Use Types, including	3 poles/street frontage 3 flags/pole	60/pole			

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			Live/work and Multi-family dwellings					
Historical or Memorial	Freestanding	All Districts	n/a	1/lot	10	10	External	
Menu Boards	Freestanding and Attached	Nonresidential Districts	n/a	1/drive-through or drive-up aisle	24	8	Internal	5.7.7.C.3
Real Estate / Construction	Freestanding	All Districts	Household Living, not including Live/work and Multi-family dwellings	1/ street frontage	6	4	None	Shall be removed within 7 days of sale, lease, or issuance of a certificate of occupancy or certificate of compliance, or otherwise is completed
	Freestanding		All Other Use Types, including Live/work and Multi-family dwellings	1/ street frontage	32	8		
	Attached			1/bldg. [2]		n/a		
Vending	Attached	Nonresidential Districts	n/a	1/side	See Add'l. Stnds.	n/a	None	Shall not be legible from any location other than the property on which the sign is located and shall consist of letters not exceeding 8 inches in height
Weekend	Freestanding	All Districts	n/a	See Add'l. Stnds.	6	4	None	5.7.7.C.4
Window	Attached	Nonresidential Districts	n/a	Window signs shall not exceed 25% of any individual window or door, or 25% of all windows combined, including doors.		n/a	None	
Other Signs Not Requiring a Sign Permit		See Subsection 5.7.7.B, Other Signs Allowed Without a Sign Permit						
Accessory Structures and Uses		See Section 4.4, Accessory Structures and Uses						
Temporary Uses		See Section 4.5, Temporary Uses						
NOTES: [1] In the case of a multi-tenant building, one sign per tenant is allowed.								

B. Other Signs Allowed Without a Sign Permit

1. Lights and decorations that are temporarily displayed on dates around holidays;
2. Hand carried signs;

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3. Signs affixed to a vehicle where the vehicle is used on a regular basis for the normal transport of goods or persons;
 4. Signs not legible from a street or another zone lot;
 5. Signs painted on an active public water tower, with permission of the tower operator;
 6. Signs on the interior of a building, courtyard, athletic field, or other building or structure which are not designed or oriented in a manner to be legible from the exterior of the building or structure;
 7. Signs erected by or on behalf of the City of High Point, Guilford County, the State of North Carolina, or the United States federal government; and
 8. Signs applied to an umbrella.
- C. **Specific Standards.** The following are specific standards for signs allowed without a sign permit in accordance with Table 5.7.7.A, Signs Allowed Without a Sign Permit.
1. **A-Frame Sign.** An A-Frame sign shall comply with the following standards:
 - a) It may be placed on the public sidewalk and must only be placed directly in front of the use;
 - b) It shall be displayed only during operational hours of the use and must be removed each day at the close of business;
 - c) It shall not include any loose, windblown or moving elements;
 - d) It shall provide a minimum of 5 feet of clear passage on the sidewalk between the street and the Sign; and
 - e) It shall not be anchored to the sidewalk or affixed to a pole, vending box, or other structure or appurtenance.
 2. **Flag.** All flags shall comply with the following standards:
 - a) The installation of a flagpole may be subject to a permit, in accordance with the State Building Code;
 - b) The maximum height of a freestanding flagpole is 40 feet;
 - c) Flagpoles attached to buildings shall be mounted on the facade of the building using a flagpole bracket. The flagpole shall not extend above the roof eave or building parapet of the building on which the flagpole is attached; and
 - d) Flagpoles attached to a building may project into the street right-of-way in accordance with Subsection 5.7.5.D, Projections into the Right-of-Way and Travel Way.
 3. **Menu Board Sign.** A menu board sign at a drive-through or drive-up facility shall comply with the following standards:
 - a) It shall be located in proximity to the drive-through or drive-up speaker or service window from which an order is placed;

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- b) It shall not be legible from any location other than the property on which the menu board is located and shall consist of letters not exceeding 8 inches in height; and
 - c) The back of the menu board shall be blank and have no content displayed.
4. **Weekend Sign.** A weekend sign shall comply with the following standards:
- a) It shall be displayed only from 12:00 p.m. (noon) on a Friday to 12:00 p.m. (noon) the following Monday;
 - b) It shall be located at least 6 feet from the back of curb or edge of pavement where no curb exists;
 - c) It shall be located at least 600 feet from all other such signs unless the sign is placed at a street intersection where the public must make a turn to travel to the lot or zone lot with the event;
 - d) Only 1 weekend sign may be placed at a street intersection where the public must turn to travel to the lot or zone lot upon which the event is located;
 - e) It shall not be placed on City-owned property or on private property without the consent of the landowner or occupant;
 - f) It shall not be placed in medians, traffic islands or any other land within the public right-of-way that is surrounded by the road surface;
 - g) It shall not interfere with or obstruct pedestrian or vehicular traffic, or obstruct safe sight distances at intersections;
 - h) It shall not be anchored to the sidewalk or affixed to a pole, traffic control box, or other structure or appurtenance in the public right-of-way; and
 - i) It shall not include any loose, windblown, or moving elements.

5.7.8. - Freestanding Signs Requiring a Sign Permit

A. Freestanding Signs Generally

1. Freestanding signs requiring a sign permit in accordance with Section 2.5.13, Sign Permit, shall comply with the general and specific standards of Section 5.7.8, Freestanding Signs Requiring a Sign Permit. Freestanding signs within the Institutional District shall comply with Section 5.7.11, Signs in Institutional Districts. (See Section 5.7.16, Sign Images by Sign Type, for visual illustration of freestanding signs)
2. A summary of the applicable tables and specific provisions regulating freestanding signs requiring a permit, in addition to general standards and illumination provisions, is provided below.
 - a) Table 5.7.8.D: Freestanding Signs - Maximum Permitted Sign Number, Area, and Height establishes within each zoning district the maximum number of permitted freestanding signs, square feet of sign area, and height permitted per lot frontage within each zoning district.

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- b) Table 5.7.8.E: Freestanding Specialty Signs - Maximum Permitted Sign Area and Height establishes sign standards for specialty signs, specifically development entrance signs, institutional banner signs, and light-pole banner signs. Freestanding specialty signs do not count towards the maximum sign allowances described in Table 5.7.8.D: Freestanding Signs - Maximum Permitted Sign Number, Area, and Height and Table 5.7.8.F: Freestanding Multi-Tenant Development Sign Area Height and Setback. Freestanding specialty signs are allowed in addition to other allowable freestanding signs.
- c) Table 5.7.8.F: Freestanding Multi-Tenant Development Sign Area, Height and Setback establishes sign standards for freestanding signs permitted on a lot(s) with a multi-tenant building (3 or more tenants), a group development, or multiple lot development.
- d) Subsection 5.7.8.G: Specific Standards for Freestanding Signs establishes additional standards for specific sign types as noted within the tables in Section 5.7.8, Freestanding Signs Requiring a Sign Permit.

B. General Standards for Freestanding Signs

- 1. Freestanding signs shall be allowed only on a lot with an existing principal use.
- 2. Freestanding signs greater than 6 feet in height shall not be located within 100 feet of a residential district.
- 3. Freestanding signs shall be surrounded by a bed of landscaping. In the CB, MS and MX districts, moveable planters can be used to satisfy this standard.

C. Illumination By District

- 1. Freestanding signs in all residential and AGR districts are limited to external illumination; in all other districts, signs may be internally or externally illuminated.
- 2. In the TO, OI, EC, PNR and GCO districts, internal illumination is limited to cut-out letter/graphic or silhouette lighted signs.
- 3. Specific illumination standards are provided by sign type in Subsection 5.7.8.G, Specific Standards for Freestanding Signs.
- 4. All signs must also comply with the illumination requirements in Section 5.7.6, Illumination Standards.

- D. **Freestanding Signs.** Signs subject to the standards in Section 5.7.8, Freestanding Signs Requiring a Sign Permit, shall comply with the applicable standards in Table 5.7.8.D: Freestanding Signs – Maximum Permitted Sign Number, Area and Height.

TABLE 5.7.8.D: FREESTANDING SIGNS – MAXIMUM PERMITTED SIGN NUMBER, AREA AND HEIGHT						
DISTRICT	MAXIMUM NUMBER PER LOT FRONTAGE [1]	AREA MULTIPLIER PER LINEAR FOOT OF LOT FRONTAGE	AREA (SQUARE FEET)		MAXIMUM HEIGHT (FEET)	ADDITIONAL STANDARDS
			MIN	MAX		

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All Residential Districts - Nonresidential uses only	1	n/a	n/a	40	6	
AGR, TO, CB, MX	1	n/a	n/a	40	6	
PNR	1	n/a	n/a	40	6	5.7.8.G.1
GCO	1	n/a	n/a	40	6	5.7.8.G.2
OI, LB, EC, MS	1	0.75	25	60	12	
GB, LI, HI	1	0.75	50	80	20	
Applicable Districts - Lease and fee simple lots within a multi-tenant development	1	n/a	n/a	40	6	
NOTE: [1] Lots having frontage on two intersecting streets (corner), may have a sign on each lot frontage or on the corner. If the sign is placed on the corner, then a second sign may be a maximum of 40 sq. ft. and 6 feet in height. In no case shall there be more than one sign per street frontage. (See Section 10.2.10, Signs, for rules of measurement)						

- E. Freestanding Specialty Signs.** The sign allowances for freestanding specialty signs shall comply with the applicable provisions of Table 5.7.8.E: Freestanding Specialty Signs – Maximum Permitted Sign Area and Height. Freestanding specialty signs do not count towards the maximum sign allowances described in Table 5.7.8.D: Freestanding Signs - Maximum Permitted Sign Number, Area, and Height and Table 5.7.8.F: Freestanding Multi-Tenant Development Sign Area, Height and Setback. Freestanding specialty signs are allowed in addition to other allowable freestanding signs.

Table 5.7.8.E: FREESTANDING SPECIALTY SIGNS – MAXIMUM PERMITTED SIGN AREA AND HEIGHT				
SPECIALTY SIGN TYPES	ZONING DISTRICTS	MAX SF	MAX HEIGHT	ADDITIONAL STANDARDS
Development Entrance Sign	All Districts	50	6	5.7.8.G.3
Institutional Banner Sign	All Districts	32	6	5.7.8.G.4
Light-Pole Banner Sign	All Districts	6	n/a	5.7.8.G.5

- F. Freestanding Multi-Tenant Development Signs.** Freestanding multi-tenant development signs may be placed on a lot with a multi-tenant building with 3 or more tenants, a group development, or multiple lot development and shall comply with the applicable provisions in Table 5.7.8.F: Freestanding Multi-Tenant Development Sign Area, Height and Setback; and Section 5.7.14, Common Sign Plan.

TABLE 5.7.8.F: FREESTANDING MULTI-TENANT DEVELOPMENT SIGN AREA, HEIGHT AND SETBACK						
ZONING DISTRICT	MAXIMUM NUMBER PER DEVELOPMENT FRONTAGE	MAXIMUM AREA PER MULTI-TENANT DEVELOPMENT [1]		MAXIMUM HEIGHT (FEET)	SETBACK	ADDITIONAL STANDARDS
		<25,000 (SQUARE FEET)	≥25,000 (SQUARE FEET)			
OI, LB, EC, MS	1	75	100	15	10	
GCO	1	75	100	15	10	5.7.8.G.2
GB, RC, LI, HI	1	100	150	25	10	
NOTE:						

[1] Based on the total building gross floor area.

G. Specific Standards for Freestanding Signs

1. **Signs within the PNR District.** Signs within the PNR District along thoroughfare streets may be increased to 60 square feet and may be up to 12 feet in height.
2. **Signs within the Eastchester GCO District.** Signs within the Eastchester Gateway Corridor Overlay shall comply with the following standards:
 - a) Only monument signs are allowed; and
 - b) Only changeable copy signs are allowed, but not electronic changeable copy signs.
3. **Development Entrance Sign.** Development entrance signs shall comply with the following standards:
 - a) Only permitted in subdivisions with more than 8 lots, group developments with more than 8 dwelling units or over 50,000 square feet of nonresidential gross square feet, and in Institutional Districts;
 - b) Each public access point to the development shall be permitted to have 2 signs at no more than two major entrances into the development. All other entrances shall be limited to 1 sign at each entrance;
 - c) Enhancement of a development entrance sign with masonry or stone shall not exceed the permitted sign height; and
 - d) Development entrance signs may be externally illuminated.
4. **Institutional Banner Sign.** Institutional banner signs shall comply with the following standards:
 - a) Institutional banner signs shall only be allowed on lots or zone lots being used for uses within the civic, education, and religious institution use categories;
 - b) Upon approval of a sign permit, posts to which an institutional banner sign will be attached may be installed at a height not exceeding 6 feet nor be more than 10 feet apart;
 - c) One institutional banner sign shall be allowed on each street frontage;
 - d) Institutional banner signs shall not be illuminated; and
 - e) No additional sign permit is required to change an institutional banner sign after the initial sign permit is issued and the posts are approved, provided the approved posts are not changed.
5. **Light-Pole Banner Sign.** A light-pole banner sign shall comply with the following standards:
 - a) It shall be attached on at least two ends;
 - b) It shall not have separate illumination;

- c) It shall be limited to two light-pole banner signs per pole; and
- d) No additional sign permit is required to change a light-pole banner sign after the initial sign permit is issued and the pole mounts are approved, provided the approved pole mounts are not changed.

5.7.9. - Attached Signs Requiring a Sign Permit

A. Attached Signs Generally

1. Attached signs requiring a sign permit in accordance with Section 2.5.13, Sign Permit, shall comply with the standards of Section 5.7.9, Attached Signs Requiring a Sign Permit. Attached signs within the Institutional District shall comply with Section 5.7.11, Signs in Institutional Districts. (See Section 5.7.16, Sign Images by Sign Type, for visual illustration of attached signs)
2. A summary of the applicable tables and specific provisions regulating attached signs requiring a permit, in addition to illumination provisions, is provided below.
 - a) Table 5.7.9.C: Attached Signs - Maximum Permitted Sign Area Per Principal Building Facade establishes within each zoning district the maximum square feet of sign area permitted on a principal building's facade based on the linear feet of the building's facade (width of the building).
 - b) Table 5.7.9.D: Attached Signs - Maximum Permitted Sign Area by Sign Type establishes the number of permitted signs and size limits by each sign type listed in the table; however, the maximum sign area permitted on the building facade is regulated by Table 5.7.9.C: Attached Signs - Maximum Permitted Sign Area Per Principal Building Facade.
 - c) Table 5.7.9.E: Attached Specialty Signs - Maximum Permitted Sign Area by Sign Type establishes sign standards for attached specialty signs. Attached specialty signs do not count towards the maximum sign allowances in Table 5.7.9.C: Attached Signs - Maximum Permitted Sign Area Per Principal Building Facade and Table 5.7.9.D: Attached Signs – Maximum Permitted Sign Area by Sign Type. Attached Specialty Signs are allowed in addition to other allowable attached signs.
 - d) Subsection 5.7.9.F, Attached Signs on Multi-Tenant Buildings, establishes how standards for signs on multi-tenant buildings are applied on shared building facades.
 - e) Subsection 5.7.9.G, Specific Standards for Attached Signs, establishes additional standards for specific sign types as noted within the tables in Section 5.7.9, Attached Signs Requiring a Sign Permit.

B. Illumination Standards for Attached Signs

1. Illuminated attached signs are prohibited in residential districts.
2. In all other districts, signs may be internally or externally illuminated, except that in the AGR, TO, OI, EC, PNR and GCO districts, internal illumination is limited to cut-out letter/graphic or silhouette lighted signs.

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3. Specific illumination standards are also provided by sign type in Subsection 5.7.9.G, Specific Standards for Attached Signs.
4. All signs must also comply with the illumination requirements in Section 5.7.6, Illumination Standards.

- C. **Attached Signs – Maximum Permitted Sign Area Per Principal Building Facade.** The maximum sign area permitted per principal building facade shall comply with the provisions in Table 5.7.9.C: Attached Signs –Maximum Permitted Sign Area Per Principal Building Facade.

TABLE 5.7.9.C: ATTACHED SIGNS – MAXIMUM PERMITTED SIGN AREA PER PRINCIPAL BUILDING FACADE		
DISTRICT	AREA MULTIPLIER PER LINEAR FOOT OF PRINCIPAL BUILDING FACADE	MAXIMUM SIGN AREA FOR ATTACHED SIGNS ON PRINCIPAL BUILDING FACADE [1] (SF)
All Residential Districts - Nonresidential uses only	0.5	50
AGR, TO, PNR	1	50
OI, LB, EC, LI, HI, MS, MX	1	100
CB	2	300
GB, RC	2	400
GCO	n/a [2]	200 [3]
NOTES:		
[1] Applies to the maximum square footage for all signs on the principal building facade only; all other facades may have 50% of the allowable square footage of the principal building facade.		
[2] The GCO is an overlay district and therefore the base district determines the square foot multiplier.		
[3] The maximum sign area for signs within the GCO is limited to 200 sf or the lesser sign area of the underlying zoning district.		

- D. **Attached Signs – Maximum Permitted Sign Area by Sign Type.** The permitted number and area by sign type shall comply with the provisions in Table 5.7.9.D: Attached Signs - Maximum Permitted Sign Area by Sign Type.

TABLE 5.7.9.D: ATTACHED SIGNS – MAXIMUM PERMITTED SIGN AREA BY SIGN TYPE			
SIGN TYPE/DISTRICTS	NUMBER	MAXIMUM AREA PER SIGN TYPE [1] (SF)	ADDITIONAL STANDARDS
WALL SIGN			
All Residential Districts - Nonresidential uses only	1	50	
AGR, TO, OI, LB, EC, LI, HI, MS, MX, PNR	n/a	50	
CB	n/a	200	
GB, RC	n/a	300	
GCO	n/a	100 [2]	
AWNING SIGN			
All Nonresidential Districts	n/a	25% of Awning	5.7.9.G.1
BUILDING BANNER SIGN			
MS, MX	n/a	16	5.7.9.G.3
CB, RC		20	
BUILDING CANOPY SIGN			

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All Nonresidential Districts	1/canopy face	See Additional Standards	5.7.9.G.4
MARQUEE SIGN			
MS, MX GB, RC, CB	n/a	See Additional Standards	5.7.9.G.7 & 5.7.10
PROJECTING SIGN			
RC	1	32	5.7.9.G.8
MS, MX	1	48	
CB	1	64	
NOTES:			
[1] The cumulative sign area shall not exceed the maximum shown in Table 5.7.9.C: Attached Signs - Maximum Permitted Sign Area Per Principal Building Facade.			
[2] The maximum sign area for wall signs within the GCO is limited to 100 sf or the lesser sign area of the underlying zoning district.			

- E. Attached Specialty Signs.** The sign allowances for attached specialty signs, shall comply with the provisions in Table 5.7.9.E: Attached Specialty Signs – Maximum Permitted Sign Area by Sign Type. Attached specialty signs do not count towards the maximum sign allowances in Table 5.7.9.C: Attached Signs - Maximum Permitted Sign Area Per Principal Building Facade and Table 5.7.9.D: Attached Signs – Maximum Permitted Sign Area by Sign Type. Attached specialty signs are allowed in addition to other allowable attached signs.

TABLE 5.7.9.E: ATTACHED SPECIALTY SIGNS – MAXIMUM PERMITTED SIGN AREA BY SIGN TYPE				
SPECIALTY SIGN TYPE	ZONING DISTRICTS	NUMBER	MAX SF	ADDITIONAL STANDARDS
Blade Sign	All Nonresidential Districts	1/entrance	6	5.7.9.G.2
Crown Sign	OI, LB, GB, RC, CB, MS, MX, EC, LI, HI	1/facade, max. 2/bldg.	200	5.7.9.G.5
Freestanding Canopy Sign	All Nonresidential Districts	1/canopy face	10% of canopy face	5.7.9.G.6
Supergraphic Sign	CB	n/a	n/a	5.7.9.G.9
Wall-Painted Sign	All Nonresidential Districts	1/facade, max. 2/bldg.	n/a	5.7.9.G.10

- F. Attached Signs on Multi-Tenant Buildings.** Signs on multi-tenant buildings, with 3 or more tenants and with separate tenant entrances, shall comply with the following standards:
1. The maximum sign area for each tenant shall be based on its proportionate share of building linear frontage in accordance with Table 5.7.9.C: Attached Signs - Maximum Permitted Sign Area Per Principal Building Facade;
 2. Each attached tenant sign shall comply with all other applicable provisions in Table 5.7.9.D: Attached Signs - Maximum Permitted Sign Area by Sign Type; and
 3. A common sign plan shall be submitted in accordance with Section 5.7.14, Common Sign Plan.

G. **Specific Standards for Attached Signs.** The following standards apply to attached signs in addition to all other applicable standards.

1. **Awning Sign.** An awning sign shall comply with the following standards:
 - a) It shall include only the vertical face of the awning structure to determine the allowable sign size; (See Section 10.2.10, Signs, for rules of measurement)
 - b) All awnings shall be of opaque material that does not transmit light through the awning; and
 - c) External lighting may be placed above the awning.
2. **Blade Sign.** A Blade sign shall comply with the following standards:
 - a) It shall be located on the building facade a minimum of 9 feet and a maximum of 15 feet above sidewalks and other pedestrian ways; and
 - b) It may be internally or externally illuminated provided that cabinet signs are prohibited.
3. **Building Banner Sign.** A building banner sign shall comply with the following standards:
 - a) It shall be oriented perpendicular to the building facade and shall be attached to a permanent structure on at least two ends;
 - b) It shall not be illuminated; and
 - c) No additional sign permit is required to change a building banner sign after the initial sign permit is issued and the pole mounts are approved, provided the approved pole mounts are not changed.
4. **Building Canopy Sign.** A building canopy sign shall comply with the following standards:
 - a) It shall not exceed the vertical edge of the building canopy;
 - b) It may extend beyond the top or bottom horizontal edges of the building canopy, or be within the face of the building canopy;
 - c) If extended above the top horizontal edge, or on top of the building canopy, the maximum permitted height of the sign copy shall be 2 feet; and
 - d) It may have internal illumination that is limited to cut-out letter/graphic or silhouette lighted signs.
5. **Crown Sign.** A crown sign shall comply with the following standards:
 - a) It shall only be allowed on buildings 60 feet or greater in height;
 - b) Only one crown sign shall be located on any one side of a building;
 - c) No more than 2 crown signs shall be allowed per building;
 - d) It shall not cover windows or architectural details;

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- e) It shall not extend above the top of the roofline, or vertical edge of the building facade;
 - f) It shall not be placed below the floor of the top floor of the building;
 - g) It shall not exceed 75% of the width of the building facade; and
 - h) It may have internal or external illumination, but internal illumination is limited to cut-out letter/graphic or silhouette lighted signs.
6. **Freestanding Canopy Sign.** A freestanding canopy sign shall comply with the following standards:
- a) It shall be located on the face of the canopy, or be suspended under the canopy;
 - b) In no case shall it extend beyond the top horizontal or vertical edge of the canopy to which it is attached;
 - c) It shall not be located on top of the canopy; and
 - d) It may have internal illumination.
7. **Marquee Sign.** A marquee sign shall comply with the following standards:
- a) It may be internally or externally illuminated;
 - b) It may have electronic changeable copy in accordance with the standards in Section 5.7.10, Electronic Sign Standards, up to a maximum height of 5 feet; and
 - c) It may be located on top of the marquee with up to a maximum height of 3 feet and a maximum width of 75% of the marquee structure. When located on top of the marquee, it may have internal illumination that is limited to cut-out letter/graphic or silhouette lighted signs.
8. **Projecting Sign.** A projecting sign shall comply with the following standards:
- a) It shall be located on the building facade facing a street, drive, or pedestrian way;
 - b) It shall be located a minimum of 15 feet above sidewalks and other pedestrian ways, and vehicular drives and parking spaces;
 - c) It shall not include any loose, windblown or moving elements;
 - d) It shall not extend horizontally more than 4 feet from the building facade;
 - e) It shall not extend vertically above the roof line;
 - f) It shall be separated from other projecting signs by a distance of at least 25 feet;
 - g) Sign supports must be an integral part of the sign; and
 - h) It may be internally or externally illuminated provided that cabinet signs are prohibited.

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9. **Supergraphic Sign.** Supergraphic signs are intended to recognize the unique characteristics and needs of the High Point Market in the Central Business District. A supergraphic sign shall comply with the following standards:
 - a) It shall not extend above the top of the roofline, or vertical edge of the building facade;
 - b) It shall not cover windows or doors;
 - c) It shall be securely anchored in accordance with a licensed engineer's or sign manufacturer's specifications; and
 - d) It shall not be illuminated.
10. **Wall-painted Sign.** A wall-painted sign shall comply with the following standards:
 - a) It shall be permitted on only two facades of a structure;
 - b) It shall be maintained in good condition and repaired in case of vandalism or accidental destruction or be painted over to match the building;
 - c) It shall be applied using weather-resistant paint;
 - d) It shall not be painted on or obscure windows or doors;
 - e) It shall not be externally illuminated; and
 - f) Nothing in this section shall prevent someone who installs a wall-painted sign from incorporating their name or other identifying information as part of the wall-painted sign.

5.7.10. - Electronic Sign Standards

- A. **General Standards for Electronic Changeable Copy (Alphanumeric Non-Pictorial) and Video Signs**
 1. Where permitted, an existing sign may be replaced with a sign that incorporates electronic changeable copy or is a video sign; however, no existing sign shall be modified to add an electronic changeable copy or a video sign. If an existing sign is replaced by a sign having electronic changeable copy or a video sign, the replacement sign may use the existing structure. (See Section 5.7.16, Sign Images by Sign Type, for visual illustration of electronic changeable copy signs and video signs)
 2. The area of the electronic changeable copy or video sign shall be counted toward the applicable maximum allowable sign area.
 3. **Illumination**
 - a) Maximum illumination levels for electronic changeable copy signs shall not exceed 5,000 Nits.
 - b) Maximum illumination levels for video signs shall not exceed 2,500 nits.

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- c) The maximum illumination between sunset and sunrise of an electronic changeable copy sign or a video sign shall not exceed 500 nits.
 - d) Illumination levels for signs using LED technology shall provide a minimum LED density of 19/19 mm (bulb cluster spacing on center).
 - e) Prior to the issuance of a sign permit, the following shall be required:
 - (i) A written certification from the sign manufacturer that confirms the light intensity has been factory pre-set not to exceed the maximum illumination levels specified by Subsection 5.7.10.A.3, Illumination; and
 - (ii) The sign shall have a light sensing device, either by photocell (hardwired) or software settings, that will adjust the illumination in real-time as ambient light conditions change, so that the sign does not exceed the maximum illumination levels allowed by this Subsection 5.7.10.A.3, Illumination.
 - f) All electronic changeable copy signs and video signs must also comply with the illumination requirements in Section 5.7.6, Illumination Standards.
4. **Historic Properties.** No attached electronic changeable copy sign or video sign shall be placed on a structure that has a National Register designation, is located on a Guilford County Landmark property, or is within a Local Historic Overlay district.

B. Electronic Changeable Copy Signs

- 1. Freestanding electronic changeable copy signs are only allowed in the LB, GB, MS, CB, and RC Districts.
- 2. Only one freestanding electronic changeable copy sign shall be allowed per lot, which does count towards the allowable freestanding sign per lot frontage.
- 3. Freestanding electronic changeable copy signs shall not exceed 33% of the permitted sign area and shall be integrated into the sign face (not a separate sign).
- 4. Attached electronic changeable copy signs are only allowed as a marquee sign within the permitted sign area.
- 5. An electronic changeable copy sign shall only display non-pictorial text information using alphanumeric characters.
- 6. **Message**
 - a) Messages shall be static and complete within itself, with no continuation of content to the next image or message.
 - b) Messages shall be limited to 4 lines of information and/or 10 items of information, to allow passing motorists to read the entire copy with minimal distraction.
 - c) Changes to messages displayed must be as instantaneous as is technologically feasible, with no flashing, zooming, scrolling, fading, twinkling/sparkling, or other operating mode that imitates movement.

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- d) The entire text of a message shall be a maximum of two colors and shall not vary in intensity during its display frame.
- e) The rate of message change for an electronic changeable copy sign shall be no faster than one time each 16 seconds.

C. Video Signs

- 1. Video signs are only allowed in the CB District.

2. Freestanding Video Signs

- a) Freestanding video signs shall be a maximum of 32 square feet and 6 feet in height and shall be positioned generally parallel to the street to minimize direct view from approaching vehicular traffic.
- b) A zone lot having a freestanding video sign shall not be permitted to have any other non-video freestanding sign.
- c) The number of freestanding video signs shall be limited as follows:
 - (i) One freestanding video sign shall be permitted per street front on a zone lot having a street frontage of 100 feet or greater; and
 - (ii) One additional freestanding video sign shall be permitted per street front for a zone lot having a street frontage of 200 feet or greater.
- d) No part of a freestanding video sign shall be located within 25 feet of the intersecting street rights-of-way, or closer than 50 feet to another freestanding video sign.

3. Attached Video Wall Sign

- a) An attached video wall sign shall not exceed 60 square feet and is considered in the maximum sign area per building facade.
- b) The number of attached video wall signs shall be limited as follows:
 - (i) One video wall sign shall be permitted per street front on a building having a minimum linear building width of 100 feet or greater; and
 - (ii) One additional video wall sign shall be permitted per street front on a building having a minimum building width of 200 feet or greater.
- c) Location/Orientation.
 - (i) A video wall sign shall be positioned on a wall generally parallel to the street to minimize direct view from approaching vehicular traffic.
 - (ii) A video wall sign shall not extend more than 18 inches from the wall to which it is attached.
 - (iii) A video wall sign shall not be positioned on a wall where the top portion of the sign is higher than 40 feet above ground level.

- (iv) No part of a video wall sign shall be located within 25 feet of the intersecting street right-of-way, or closer than 50 feet to another video wall sign.

5.7.11. - Signs in Institutional Districts

A. Applicability

Section 5.7.11, Signs in Institutional Districts applies to signs located within the Institutional District.

B. Common Sign Plan

1. A common sign plan shall be required for all development with new signs requiring a sign permit within the Institutional District in accordance with Section 5.7.14, Common Sign Plan.
2. Upon the effective date of this Section, existing signs within the Institutional District may change sign copy provided the sign copy area is not increased.

C. General Standards for Signs in Institutional Districts

1. Illumination

- a) Illumination standards for the Institutional District are as follows:
 - (i) Signs may be externally illuminated; and
 - (ii) Internal illumination is limited to cut-out letter graphics or silhouette lighted signs.
- b) All signs must also comply with the illumination requirements in Section 5.7.6, Illumination Standards.

2. **Freestanding Signs.** Within a zone lot located in an Institutional District, 1 freestanding sign is allowed per street frontage of up to 100 square feet and 6 feet in height.

3. **Attached Signs.** Each building facade may have a maximum of 100 square feet of attached signs. The following sign types are permitted:

- a) Wall sign;
- b) Awning sign, in accordance with Subsection 5.7.9.D, Attached Signs – Maximum Permitted Sign Area by Sign Type; and
- c) Building canopy sign, in accordance with Subsection 5.7.9.D, Attached Signs – Maximum Permitted Sign Area by Sign Type.

4. **Freestanding Specialty Signs.** The following freestanding specialty signs may be located in Institutional Districts in accordance with Subsection 5.7.8.E, Freestanding Specialty Signs:

- a) Development entrance signs. Institutional Districts that are divided by a public street shall be considered a separate development in determining the number of allowed development entrance signs;

- b) Institutional banner signs; and
 - c) Light-pole banner signs.
5. **Attached Specialty Signs.** The following attached specialty signs may be located in Institutional Districts in accordance with Subsection 5.7.9.E, Attached Specialty Signs:
- a) Blade signs;
 - b) Crown signs; and
 - c) Wall-painted signs.
6. **Institutional Directional Signs.** Institutional directional signs shall meet the following standards: (See Section 5.7.16, Sign Images by Sign Type, for visual illustration of institutional directional signs)
- a) Institutional directional signs may be located at street intersections, private drives and pedestrian connections to the street; and
 - b) An institutional directional sign shall not exceed 32 square feet or 8 feet in height.

D. Alternate Plan

1. The Planning and Development Director may approve an alternate common sign plan that allows modifications to the standards of Section 5.7.11, Signs in Institutional Districts, based on the following conditions:
 - a) Physical conditions of the property;
 - b) Block and/or lot configuration;
 - c) Impractical situations resulting from the application of the sign standards; or
 - d) The need to provide a better coordinated and designed campus sign system than the standards of this Section allow.
2. The following sign standards may be modified by an alternate common sign plan, provided the maximum square footage of all proposed freestanding and development entrance signs do not exceed the maximum square footage of all allowed signs, as provided in this Section, for a street frontage:
 - a) The number of freestanding and development entrance signs may be increased up to a maximum of 2 additional signs per street frontage;
 - b) The height of freestanding signs may be increased up to a maximum of 12 feet; and
 - c) The maximum size of freestanding signs may be increased up to a maximum of 25 percent.

5.7.12. – Limited Duration Signs

Limited duration signs requiring approval of a sign permit in accordance with Section 2.5.13, Sign Permit, shall comply with the following standards:

- A. Only inflatable signs, pennants, and temporary banner signs are allowed as limited duration signs. (See Section 5.7.16, Sign Images by Sign Type, for visual illustration of these signs)
- B. Limited duration signs are allowed in all nonresidential districts for nonresidential uses and in residential districts for outdoor seasonal sales as provided for in Section 4.5.4.D, Outdoor Seasonal Sales, up to a maximum of 30 days, two times per year. The 30-day maximum duration is allowed to run consecutively.
- C. Illumination is not allowed.
- D. Pennants must be contained within the lot or zone lot and shall not be anchored to the sidewalk or affixed to a pole, traffic control box, or other structure or appurtenance in the public right-of-way.
- E. One freestanding temporary banner sign per lot or zone lot is allowed up to a maximum of 32 square feet and up to 6 feet in height.
- F. One attached temporary banner sign per business is allowed up to a maximum 32 square feet.
- G. Inflatable signs shall comply with the following standards:
 - 1. One inflatable sign shall be permitted per lot or zone lot not exceeding 15 feet in height or 10 feet at its widest horizontal dimension;
 - 2. An inflatable sign shall be securely anchored in accordance with a licensed engineer's or sign manufacturer's specifications and tethered in a manner that does not create a hazard; and
 - 3. An inflatable sign shall not include any loose, windblown or moving elements.

5.7.13. - Vintage Signs

A sign may be designated a vintage sign and reconstructed, restored, or replicated in accordance with the following standards of Section 5.7.13 Vintage Signs. (See Section 5.7.16, Sign Images by Sign Type, for visual illustration of vintage signs)

- A. **Qualifications.** A sign proposed to be reconstructed, restored, or replicated as a vintage sign shall:
 - 1. Have no outstanding violations or proposed changes to the property, or structure that would cause the property, or structure to lose its historic designation; and
 - 2. A vintage sign may be any sign type and may be located in any zoning district as long as it complies with Section 5.7.13, Vintage Signs.
- B. **Application.** A sign permit application to reconstruct, restore, or replicate a sign as a vintage sign shall include the following:
 - 1. Evidence of the existence (past or present) of the sign, and its location on the structure or property;

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2. Evidence that the sign was associated with the original or other early use of the structure or grounds, or that such sign itself has historic significance;
3. If the sign exceeds the permitted height, setback, or sign area, evidence shall be provided that the proposed sign will not exceed the extent of nonconformity of the original sign;
4. If a sign is proposed to be located somewhere other than where the original sign was located, evidence shall be provided that the sign will be located on grounds or structures that are historically relevant or individually listed on the National Register of Historic Places, or designated as a Guilford County Landmark property;
5. Evidence that the sign will not pose a hazard to pedestrian or vehicular movements, and that the erection of such sign meets the applicable provisions of the State Building Code and the National Electrical Safety Code (NESC);and
6. If the sign is being replicated, evidence shall be provided showing how the new sign will imitate the former sign in at least 5 of the following elements: size, shape, materials, coloration, lettering style, graphic art style, illumination, and type of sign (overhanging, roof mounted, wall, freestanding, etc.).

C. Limitations

1. If a vintage sign is not permitted in the zoning district where it is proposed, it may be approved if only one such sign is proposed, and it is in place of an otherwise permitted freestanding or attached sign.
2. Approval for the reconstructing, restoring, or replicating a vintage sign shall not modify the number of permitted signs allowed under this Section.

5.7.14. - Common Sign Plan

- A. **Applicability.** Common sign plans shall apply to site plans with multiple buildings, multiple lot developments, group developments, planned developments, preliminary subdivision plans, and the Institutional District.
- B. **Procedure**
 1. A common sign plan shall be approved prior to the issuance of any sign permit(s).
 2. Any new common sign plan shall include a schedule that requires bringing all permanent signs not conforming to the proposed plan into compliance within 90 days.
- C. **Standards.** A common sign plan may be more restrictive than the requirements of this Section and shall provide for coordination among the following sign elements:
 1. General locations of proposed signs within the development, for both freestanding and attached signs;
 2. Shape of signs, including proposed maximum sign height and sign area;

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3. Unifying colors and/or lettering, including specific sign or font colors, fonts or script types and any specification or variation in font or script type size and/or color;
 4. Consistent type of sign illumination;
 5. Types of freestanding and attached signs allowed;
 6. Characteristics of sign faces (translucent, partially translucent, silhouette, cut-out letters, etc.);
 7. Allowable materials and colors for signs and sign support structures, including mounting details for attached signs;
 8. Provisions for shared usage of freestanding multi-tenant development signs;
 9. Incorporation and consideration of any overlay district sign requirements; and
 10. Any additional sign elements elected by the applicant to unify the development.
- D. **Conflict.** In case of any conflict between the provisions of such a common sign plan and any other provision of this Section, the more restrictive standards shall control.
- E. **Effect.** After approval of a common sign plan, no signs shall be erected, affixed, placed, painted or otherwise established except in conformance with the approved plan. The common sign plan may be enforced in the same way as any other provision of this Section.
- F. **Amendment**
1. **Minor Changes.** Unless expressly prohibited by a condition of approval or an approved common sign plan, the following minor changes may be requested by an applicant and approved by the Planning and Development Director:
 - a) Changes to the location of freestanding or attached signs; and
 - b) Changes to the provisions for shared usage of freestanding multi-tenant development signs.
 2. **Amendment.** Changes that are beyond the scope of a minor change are considered amendments and shall comply with the standards provided for in Subsection 5.7.14.C, Standards, and be approved by the Planning and Development Director.
 3. **Appeal.**
 - a) Upon receipt of the proposed amended common sign plan, the Planning and Development Director shall give notice to all owners and leaseholders of the lot or zone lot included within the proposed amended sign plan and shall either provide them with copies of the proposed amended common sign plan or shall specify how such persons may obtain or review a copy. The notice shall give those persons receiving the notice a period of 10 calendar days to consent or file a protest to the proposed amended common sign plan. Silence in response to such notice shall be deemed consent.

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- b) If any party receiving notice files a protest, it shall be considered an appeal from the decision of the Planning and Development Director (see Section 2.4.3, Appeal).

5.7.15. - Savings Clause

Subject to the property owner's consent, a noncommercial message of any type may be substituted in whole or in part for the message displayed on any sign for which the sign structure or mounting device is legal. Any change to the structure or mounting device, or the refacing of a sign shall be subject to the requirements of this Section, a common sign plan, and permitting, as may be applicable.

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A-Frame Signs	Accessory Use Signs	Air-Blown Signs	Animated Signs	Announcement Signs	Attached Signs
Awning Signs	Banner Signs	Blade Signs	Building Banner Signs	Building Canopy Signs	Building Marker Signs
Cabinet Signs	Changeable Copy Signs	Construction Signs	Crown Signs	Cut-Out Letter/Graphic Signs	Development Entrance Signs
Demolished Building Signs	Directional/Safety Signs	Electronic Changeable Copy Signs	Externally Illuminated Signs	Flashing Signs	Freestanding Canopy Signs

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Freestanding Multi-Tenant Dev. Signs	Freestanding Signs	Historical or Memorial Signs	Inflatable Signs	Institutional Banner Signs	Institutional Directional Signs
					
Internally Illuminated Signs	Light-Pole Banner Signs	Marquee Signs	Mechanically Moving Signs	Menu Board Signs	Monument Signs
					
Pennants	Projecting Signs	Real Estate Signs	Roof Signs	Silhouette Lighted Signs	Supergraphic Signs
					
Temporary Banner Signs	Trailer Signs	Vehicle Signs	Vending Signs	Video Signs	Vintage Signs

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SECTION 2.

That Section 10.2.10., *Signage*, is repealed and replaced with Section 10.2.10., *Signs* as follows:

10.2.10. Signs

- A. **Purpose** This section provides rules of measurement for sign area, height, and number. Graphics are provided to illustrate how the rules of measurement are applied to enable users to better understand sign measurement standards. These graphics are provided as a convenience and do not replace the written rules of measurement.
- B. **Applicability** All signs regulated by this Ordinance shall comply with these rules of measurement.
- C. **Use of Terms** Where the rules of measurement reference terms such as “legibility”, “sign area”, “sign copy”, “sign face”, these terms shall be based on the definitions as provided in Section 10.4 Definitions.
- D. **Computation of Sign Height** Sign height shall be computed as follows:
 - 1. The distance from the elevation of the finished grade to the top of the highest component of the sign including supporting or decorative features above the sign copy. Finished grade shall be the grade after construction.
 - 2. The finished grade elevation of a freestanding monument sign shall be measured at the midpoint of the freestanding sign’s base.
 - 3. Filling, berming, or mounding for the sole purpose of elevating the sign’s finished grade will be counted toward the sign height.
- E. **Determination of Numerical Sign Limits** The lot or site to which numerical limits for the permitted number of freestanding signs is applicable under this Ordinance shall be as

follows:

1. If a common sign plan has been approved for an area that includes the land on which a freestanding sign will be located, then the common sign plan's numerical limits for permitted freestanding signs shall be applied to the entire area encompassed by the common sign plan; and
 2. In all other cases, the numerical limits for permitted freestanding signs shall be the platted lot or other separately owned or leased parcel on which the signs will be located.
- F. **Computation of Sign Number and Sign Area for Multiple Frontages** The number and sign area permitted for lots having two or more street frontages shall be computed as follows:
1. For multiple frontage lots, the total number of freestanding signs shall not exceed the total number of freestanding signs allowed per street frontage. When a freestanding sign is placed at the corner of a lot, it shall be counted as one of the lot frontage's allowed freestanding signs. Placement of a sign at the corner shall limit the sign area and height of a freestanding sign permitted on another lot frontage based on the standards in Table 5.7.8.D Freestanding Signs – Maximum Permitted Sign Number, Area and Height (Footnote 1).
 2. For multiple frontage lots, the total sign area for attached signs shall be determined by the linear frontage of the principal building facade. For building facades having a primary entrance located at the intersection of two building facades, either building facade may be designated as the principal building facade upon which permitted sign area is computed.
- G. **Computation of Sign Area for Single-Faced Signs** The sign area of a single-faced sign shall be computed as follows:
1. Measuring the smallest square, circle, rectangle, triangle, or combination thereof which encompasses the extreme limits of the writing, representation, emblem, or other display;
 2. Including in the measurement any material or color forming an integral part of the background of the sign copy or used to differentiate the sign copy from the structure against which it is placed; however this does not include a color used predominantly on the building facade that is not intended solely to call attention to the sign; and,
 3. Including any part of the sign structure that is determined to impact the permitted sign area as outlined in Subsection I. Impact of Sign Structure on Permitted Sign Area below.
- H. **Computation of Sign Area for Multi-faced Signs** The sign area of a multi-faced sign shall be computed as follows:

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1. The sign area shall be computed in the same manner as computing sign area for a single-faced sign for all sign faces visible from any one point.
 2. When sign faces on the same structure are placed back-to-back no more than 2 feet apart, and no portion of either sign face is visible from any point at the same time, the sign area shall be computed by measuring the sign area of only one of the sign faces. If the sign faces of a multi-faced sign are of unequal sign area, computation of sign area shall be based on the sign face with the largest sign area.
 3. If the sign face on a multi-face sign does not meet the above conditions, all sign area of the sign faces shall be added together to compute the total sign area.
- I. **Impact of Sign Structure on Computation of Permitted Sign Area** In computing sign area, the following elements shall be considered part of the sign area and included in the sign area measurement:
1. Any portion of the sign structure that is internally lighted or includes neon, LED or other lighting;
 2. Any portion of a wall upon which color or visual features are added to the wall structure that calls attention to the sign. This does not include the supporting wall structure, framework, bracing, or wall area that is clearly incidental to the message itself.
- J. **Computation of Linear Feet of Principal Building Facade** For the purposes of computing linear feet of principal building facade, the following shall be used:
1. The linear distance along the principal building facade shall be counted as one building facade, except where the principal building facade is a multiple tenant non-residential building, then the linear feet of each tenant's principal building facade shall be computed separately.
 2. The length of the building facade shall be measured from one corner of the building facade to the other corner without regard to building offsets, angled walls or indentations.
 3. For multiple tenant buildings, the principal building facade shall be measured from one point of the tenant's principal building facade to the other without regard to building offsets, angled walls or indentations.
- K. **Computation of Sign Measurements for Specialty Signs**
1. **Address** For use types other than household living uses, a maximum of 5 square feet of sign area may be devoted to a site's street address exclusive of the permitted sign area computation.

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2. **Awning Sign** The sign area permitted on an awning shall be computed based on the total height and width of the viewable portions of the awning face.
3. **Electronic Changeable Copy and Video Signs** The sign area of electronic changeable copy and video signs shall be computed by measuring the height and width of the operating box in which the electronic changeable copy or video sign is situated.
4. **Freestanding Canopy Sign** The sign area permitted on a freestanding canopy sign shall be computed based on the total square footage of the vertical surface of the canopy upon which the sign is placed.

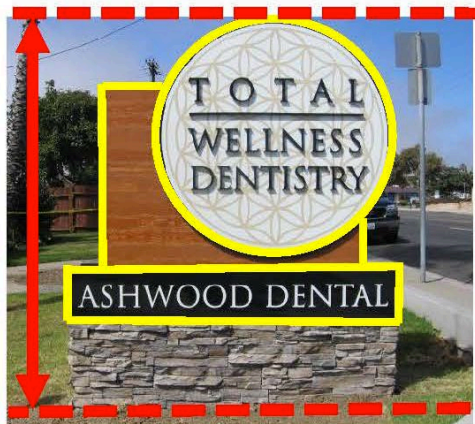
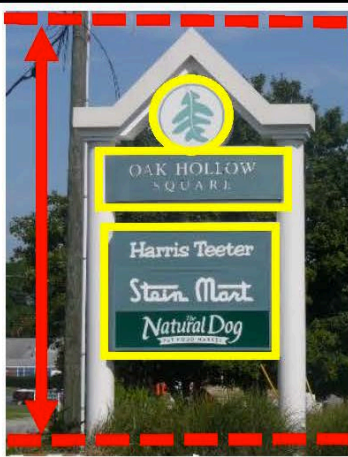
Graphics of Rules of Measurement on Next Page

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Sign Height (RED) & Sign Area (Yellow)



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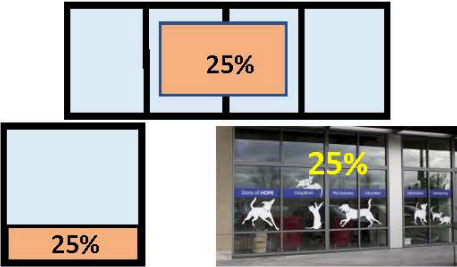
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Sign Height (RED) & Sign Area (Yellow)	
	
	
	

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Measurement of Building Facade	Measurement of Sign Area
	
	 <p>Example: GB District: 450 LF of bldg. facade, permits 2 sf of attached sign area / LF of bldg. facade (2 x 450' = 900 sf); max sign are permitted = 400 sf</p>
	
	
Attached Wall Sign – based on principal building facade	Linear Feet of Building Facade – Excludes building offsets or other building articulation
Multiple Tenant Building – Sign area based on linear feet of tenant's portion of primary building facade	Window signs shall not exceed 25% of any individual window or door, or 25% of all windows & doors

Additional Examples of Rules of Measurements



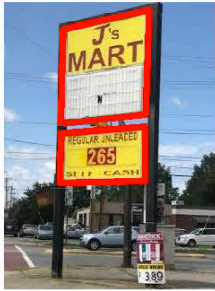
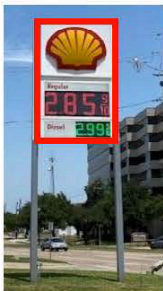
Electronic sign shall be integrated into the sign face



Electronic sign shall be ≤ 33% of total sign area



Multi-Faced Signs – Sign area computed on sign faces visible from any one point



White background color or blank sign face included in sign area computation



Building color not used to solely call attention to the sign





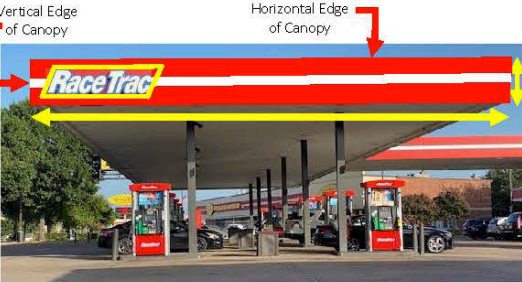

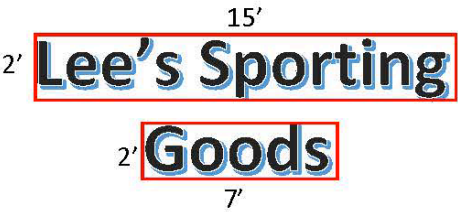

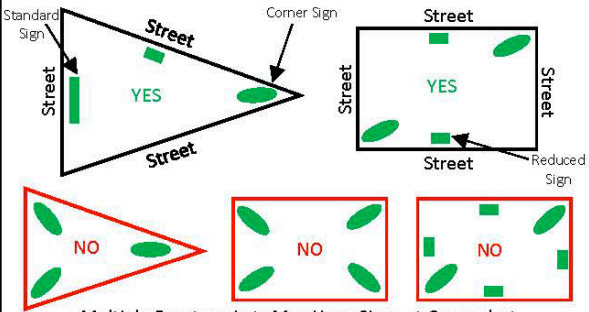

Background color used to call attention to sign



Awning sign area is computed based on total height and width of viewable portions of the awning face



Awning sign area is computed based on total height and width of viewable portions of the awning face

Additional Examples of Rules of Measurements	
 <p>Finished grade elevation of freestanding sign measured at midpoint of sign base</p>	 <p>Min. 3' from curb or pavement</p> <p>No part of sign may be closer than 3 feet to a curb or street pavement measured horizontally from curb to sign</p>
 <p>Vertical Edge of Canopy Horizontal Edge of Canopy</p> <p>Freestanding Canopy Sign – Limited to 10% of Sign Face and Not Extending Above or Below Horizontal Canopy Edge</p>	 <p>Vertical Edge of Canopy</p> <p>Building Canopy Sign – Sign Height Limited to ≤ 2' Above/Below</p>
 <p>15'</p> <p>2' Lee's Sporting</p> <p>2' Goods</p> <p>7'</p> <p>Square Feet of Building Sign without Background $(2' \times 15') + (2' \times 7') = 44$ square feet</p>	 <p>17'</p> <p>8' Lee's Sporting Goods</p> <p>Square Feet of Building Sign with Background $8' \times 17' = 136$ square feet</p>
 <p>Standard Sign Corner Sign Reduced Sign</p> <p>Street Street Street Street</p> <p>YES YES NO NO NO</p> <p>Multiple Frontage Lots May Have Signs at Corner but Reduces Sign Size of Another Frontage</p>	 <p>Sign Area – Any portion of sign structure internally lighted</p>

SECTION 3.

That Section 10.4 *Definitions*, is hereby amended to modify some exiting definitions, delete definitions that are no longer relevant, and to group together definitions related to signs as follows:

10.4. DEFINITIONS

GENERAL DEFINITIONS	
AWNING	<p><u>An attached, framed structure typically covered by plastic, canvas, metal or other material that projects from a building to provide protection from the weather. This definition does not include a “canopy” which is defined elsewhere.</u></p> <p>A plastic, canvas, or metal porch or shade supported by a frame and often foldable that is placed over a storefront, doorway, or window.</p>
BANNER	<p>A temporary sign of lightweight fabric or similar material which is rigidly mounted to a pole or a building by a rigid frame at two or more opposite sides. National flags, state or municipal flags, or the official flag of any institution or business shall not be considered banners.</p>
Commercial Message	<p>A sign wording, logo, graphics or other representation that, directly or indirectly, names, advertises, or calls attention to a business, product, service, or other commercial activity.</p>
<u>CANDELA</u>	<p><u>The candela is the base unit of luminous intensity in the International System of Units; it is luminous power per unit solid angle emitted by a point light source in a particular direction.</u></p>
CANOPY	<p><u>A rigid permanent structure attached to a building (building canopy) or freestanding (freestanding canopy) for the purpose of providing shelter or as a decorative feature on a building wall. A canopy is not an enclosed structure and the definition does not include an “awning” which is defined elsewhere.</u></p> <p>A permanent structure other than an awning made of cloth, metal or other material attached or unattached to a building for the purpose of providing shelter to patrons or automobiles, or as a decorative feature on a building wall. A canopy is not a completely enclosed structure.</p>
<u>CESSATION</u>	<p><u>Ending of the use of land, structure, operation, or activity, permanently or for a period of time, as defined by this Ordinance.</u></p>
<u>FLAG</u>	<p><u>A sign mounted to a pole made of non-rigid cloth or canvas or other material with no enclosing or supporting framework.</u></p>

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MARQUEE	<p><u>A permanent roof-like structure projecting beyond the facade of a building, such as a theater, generally located at the building's primary entrance designed to provide protection from the weather upon which messages are placed.</u></p> <p>A permanent roof-like structure projecting beyond a building or building wall generally designed and constructed to provide protection from the weather.</p>
NIT	<p><u>A unit of luminance equal to 1 candela per square meter (cd/m2), measured perpendicular to the rays of the source.</u></p> <p>A measurement of a sign's luminance measured in the number of candela per square meter (cd/m2).</p>
PLAYBILL	<p>A sign announcing entertainment offered or to be offered at a business location on the site where the sign is displayed.</p>
SIGNS	<p>The following definitions relate to Signs: (See Section 5.7.16, Sign Images by Sign Type to view images of the different sign types.) !!LINK!!</p>
a) A-Frame Sign	<p><u>A temporary sign constructed in such a manner as to form an "A" or tent-like shape, hinged or not hinged at the top. Also known as a "sandwich board sign."</u></p> <p>A sign not permanently attached to the ground or other permanent structure, that is displayed for a limited period of time, and is constructed in such a manner as to form an "A" or tent-like shape, hinged or not hinged at the top; each angular face held at an appropriate distance by a supporting member. Also known as a "menu board" or "sandwich board sign."</p>
b) <u>Air-Blown Sign/Device</u>	<p><u>Any sign of which all or part is set in motion by mechanically forced air such as signs or devices referred to commercially as "air puppets" and "air dancers."</u></p>
c) Animated Sign	<p><u>Any type of sign where all or part of the sign copy visibly moves in any fashion whatsoever using illumination of any type to show movement, motion, action, special effects, scenery, or change.</u></p> <p>A sign which flashes, revolves, rotates, or swings by mechanical means or which uses a change of lighting to depict action or to create a special effect or scene.</p>
d) <u>Announcement Sign</u>	<p><u>A sign that meets the area and height requirements for an announcement sign in Section 5.7.7, Signs Allowed Without a Sign Permit.</u></p>

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e) Attached Sign	<p><u>A sign that is affixed to, painted, or drawn on a building or structure.</u></p> <p>A sign that is affixed directly or indirectly to the exterior of any surface of any building, to a projecting structure of a building, or to any outdoor structure.</p>
f) <u>Attached Specialty Sign</u>	<p><u>A blade, crown, freestanding canopy, or supergraphic sign.</u></p>
g) Awning Sign	<p><u>An attached sign applied to an awning.</u></p> <p>Any sign which is a part of a fabric or other nonstructural awning.</p>
h) <u>Blade Sign</u>	<p><u>An attached specialty sign located between 9 and 12 feet above grade on the building facade and projecting from that facade.</u></p>
i) <u>Building Banner Sign</u>	<p><u>An attached specialty sign constructed of mesh, vinyl, fabric, or similar material attached to a building facade in a perpendicular manner.</u></p>
j) <u>Building Canopy Sign</u>	<p><u>An attached sign structurally part of or located on a building canopy.</u></p> <p>A sign which is a part of or attached to an awning, canopy or other fabric-like or plastic protective structure which is extended over a door, window, or entranceway.</p>
k) Building Marker <u>Sign</u>	<p><u>A sign attached to a building inscribed onto a masonry surface or metal plaque or other permanent material.</u></p> <p>A sign indicating the name of a building and date and incidental information about its construction, which sign is cut into a masonry surface or made of bronze or other permanent material.</p>
l) <u>Cabinet Sign</u>	<p><u>A sign structure which contains a removable sign face panel and/or background constructed of plastic or similar translucent materials and which has an internal light source.</u></p>
m) Changeable Copy Sign	<p><u>A sign or portion thereof that displays nonelectronic messages in which the copy is arranged or rearranged manually or mechanically.</u></p> <p>A sign which displays messages in which the copy may be arranged or rearranged by hand.</p>

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n) Construction Sign	<p><u>A sign temporarily placed on the property where site work, building construction and/or a tenant improvement is in progress.</u></p> <p>A sign which identifies the architects, engineers, contractors, and other individuals or firms involved with construction of development, the name of the building or development, the intended purpose of the building or development under construction, and/or the expected completion date.</p>
o) <u>Crown Sign</u>	<p><u>An attached specialty sign located on the facade of the topmost story of a multi-story building and not projecting above the roofline of the building.</u></p>
p) Cut-Out Letter /Lighting <u>Graphic Sign</u>	<p><u>A sign designed in a manner that only the outlines of the letters, numerals, graphics, or symbols are illuminated from an internal lighting source while the remainder of the sign is covered with opaque materials that prevent illumination. Neon or tube lighting is not considered cut-out lettering.</u></p> <p>Lighting so arranged that only the outlines of letters, numerals, or symbols are illuminated from an internal lighting source while the remainder of the Sign is covered with nontransparent materials that prevent illumination.</p>
q) <u>Development Entrance Sign</u>	<p><u>A freestanding specialty sign located at a principal entrance to the development.</u></p>
r) <u>Directional and Safety Sign</u>	<p><u>A sign that has a purpose of guiding traffic and pedestrians, or identifying hazards on public or private property, that is secondary to the primary use of the property on which it is located, such as "no parking," "entrance," "exit," "loading only," and similar signs of warning and/or directives, such as "high voltage" or "no trespassing."</u></p>
s) Electronic Changeable Copy Sign	<p><u>A sign or portion thereof that changes sign copy electronically or displays electronic, non-pictorial information using alphanumeric characters employing light emitting diodes, fiber optics, light bulbs, or other illumination devices.</u></p> <p>A sign or portion thereof that displays electronic, non-pictorial text information in which each alphanumeric character, graphic or symbol is defined by a small number of matrix elements using different combinations of light emitting diodes (LED's), fiber optics, light bulbs, or other illumination devices within the display area. Electronic changeable copy signs include computer programmable, microprocessor controlled electronic displays, and also include projected images or messages with these characteristics onto buildings or other objects. Electronic changeable copy signs do not include traffic control or other official signage.</p>

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	t) Externally Illuminated Sign Illumination, Indirect	<u>A sign where the light source is not contained within the sign, but is external and projected onto the sign.</u> Illumination from a light source that is not contained within the sign, where the light source is external and projected onto the sign.
	u) Flashing Sign	<u>A sign that projects or displays (or has the illusion of) an intermittent, blinking, scintillating, or flashing light source.</u> A type of animated sign which contains an intermittent, blinking, scintillating, or flashing light source, or which includes the illusion of intermittent or flashing light, or an externally mounted intermittent light source.
	v) Freestanding Sign	<u>A sign that is affixed to the ground with one or more supports, or on a fence, or other non-building wall, but not on any portion of a building.</u> A sign which is placed on or anchored in the ground with one or more supports that are not part of a building or other structure.
	w) Freestanding Canopy Sign	<u>An attached specialty sign structurally part of or located on a freestanding canopy.</u>
	Governmental Sign	A sign erected by or on behalf of a governmental body to post a legal notice, identify public property, convey public information of significant importance, or direct or regulate pedestrian or vehicular traffic.
	x) Freestanding Multi-Tenant Development Sign	<u>A sign located on a lot with a multi-tenant building with 3 or more tenants, a group development, or a multiple lot development.</u>
	y) Freestanding Specialty Sign	<u>A development entrance sign, institutional banner sign, or light-pole banner sign.</u>
	z) Historical or Memorial Sign	<u>A freestanding sign located on property that is individually listed on the National Register of Historic Places, designated a Guilford County Landmark property, within a Local Historic Overlay district, or on similar historic properties.</u> A sign which commemorates a historical person, structure, place, or event or which denotes, honors, celebrates, or acknowledges an historical person, structure, place, or event.

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	SIGN, IDENTIFICATION	A sign used to display the name, address, logo or other identifying symbol of an individual, family, business, institution, service, or organization occupying the premises; the profession of the occupant; the name of the building on which the sign is attached; or directory information in group developments or buildings with multiple tenants.
	SIGN, INSTRUCTIONAL	A sign that provides assistance, with respect to the premises on which it is maintained, for the direction, safety, or convenience of the public such as "entrance," "exit," "one way," "telephone," "parking," "no parking," and similar instructions.
	aa) <u>Inflatable Sign</u>	<u>A limited duration sign which is multi-dimensional and filled with air or gas. This definition does not include balloons without messages.</u>
	bb) <u>Institutional Banner Sign</u>	<u>A specialty freestanding sign constructed of mesh, vinyl, fabric, or similar material attached on opposite ends to permanent ground-mounted posts.</u>
	cc) <u>Institutional Directional Sign</u>	<u>A sign that has a purpose of guiding traffic and pedestrians within the Institutional District and meets the standards of Section 5.7.11, Signs in Institutional Districts.</u>
	dd) <u>Internally Illuminated Sign</u> Direct Illumination	<u>A sign where the light source is concealed or contained within the sign itself and becomes visible by shining through a translucent surface or is shielded silhouette lighting that illuminates or backlights an image or lettering.</u> Illumination from a light source that is contained within the sign, where the light source is internal to the sign.
	ee) <u>Item of Information</u>	<u>A word, single number, logo or other image. The following shall also be considered single items of information: a telephone number; an address number; a street name, including a designation as "street," "avenue" or other street type.</u>
	ff) <u>Legible</u>	<u>A message that is clear enough to read or view from a particular location (such as a street) if a person, who is between five feet and six feet tall and has eyesight (corrected or natural) adequate to pass the North Carolina driver's license criteria, can discern the meaning of the message. A message or image viewable from any street or residential use other than the lot on which the sign is located is presumed to be legible if the letter height exceeds eight inches.</u>
	gg) <u>Light-Pole Banner Sign</u>	<u>A specialty freestanding sign constructed of mesh, vinyl, fabric, or similar material attached to a light-pole.</u>

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	hh) <u>Limited Duration Sign</u> Temporary Sign	<u>A sign that meets the standards of Section 5.7.12, Limited Duration Signs, and is displayed for a limited period of time that is not permanently mounted to the ground, on a building, or structure. Limited duration signs shall only include inflatable signs, pennants, and temporary banner signs.</u> A sign that is displayed for a limited period of time and/or is not permanently mounted.
	ii) Marquee Sign	A sign attached to, in any manner, or made a part of a marquee.
	jj) <u>Mechanically Moving Sign</u>	<u>A sign that revolves, rotates, spins, oscillates, or swings.</u>
	kk) <u>Menu Board Sign</u>	<u>A sign located in proximity to a drive-through or drive-up speaker or service window from which an order is placed.</u>
	ll) Monument Sign	A monolithic <u>freestanding ground-mounted</u> sign in which the bottom of the sign is base <u>is a solid structure flush or nearly</u> flush with the ground.
	mm) <u>Noncommercial Message</u>	<u>Messages, emblems, or images that do not function to direct attention to or promote a business, product, or service.</u>
	nn) Nonconforming Sign	<u>A sign that was lawfully erected, constructed, or placed that does not conform to current size, height, location, design, construction, or other requirements of this Ordinance. (See Section 8.5, Nonconforming Signs)</u> Any sign that was lawful at the date on which it was established, but does not meet the standards of this Ordinance.
	SIGN OWNER	A person holding legal title or legal right to occupy or carry on business in a structure or any facility and shall include each and every person who shall have title to or benefit of a sign, or for whose benefit any type sign is erected or maintained. Where there is more than 1 landowner, as defined, their duties and obligations under this Ordinance are joint and several, and shall include the responsibility for such sign.
	oo) Pennant	A <u>limited duration sign, which is a windblown device, made of</u> lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in series, designed to move in the wind.
	pp) Projecting Sign	<u>An attached sign that extends from the building facade over 12 feet above grade. This term does not include an awning, blade, or canopy sign.</u> A sign end-mounted or otherwise attached to an exterior wall of a building which forms an angle with the wall.

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	qq) Real Estate Sign	<p><u>A sign temporarily placed on the premises where the land, building spaces, or other appurtenances are for sale or rent.</u></p> <p>A sign displayed for the purpose of offering for sale, lease, or rent the land on which the sign is erected, affixed, or otherwise established.</p>
	rr) Roof Sign	<p><u>An attached sign located on a building roof or on a wall that extends above any portion of the roof line or parapet.</u></p> <p>A sign erected and constructed wholly on and over the roof on a building, supported by the roof structure, and extending vertically above the highest portion of the roof.</p>
	ss) Sign	<p><u>Any temporary or permanent device, form, graphic, illumination, illustration, symbol, design, pattern, wording, logo, representation, trademark, trademark color, changeable image or message that is legible and intended or designed to call attention to something or someone, or communicate information or a message to the public. This definition shall not apply to any architectural building feature directly integrated into or supporting a building, nor shall it apply to any displays located inside buildings, courts, lobbies, stadiums, or other structures that are not positioned in such a manner so as to be intended to be seen from the exterior of the building or structure.</u></p> <p>An object, device, display, or structure, or part thereof, which is used to advertise, identify, display, direct, or attract attention to an object, person, institution, organization, business, product, service, event, or location by any means, including but not limited to words, letters, pennants, banners, emblems, trademarks, trade names, insignias, numerals, figures, design, symbols, fixtures, colors, illumination, or projected images or any other attention directing device.</p>
	tt) <u>Sign Area</u>	<p><u>Area of the sign structure upon which the limits of the sign square footage is computed. (See Section 10.2.10, Signs for rules of measurement)!!!LINK!!!</u></p>
	uu) <u>Sign Copy</u>	<p><u>Wording or graphics on a sign surface either in permanent or removable form. (See Section 10.2.10, Signs for rules of measurement)!!!LINK!!!</u></p>
	vv) <u>Sign Face</u>	<p><u>That portion of a sign on which the message of the sign is displayed, and includes all those areas within a continuous perimeter enclosing the extreme limits of all the writing, display, or presentation together with any other display material forming an integral part of such sign or used to differentiate the background against which such sign is placed, but does not include any structural element used solely for supporting the said sign.</u></p> <p><u>(See Section 10.2.10, Signs for rules of measurement)!!!LINK!!!</u></p>

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	ww) <u>Sign Structure</u>	The structure surrounding and or supporting the sign face. ((See Section 10.2.10, Signs for rules of measurement))<u>!!!LINK!!</u>
	xx) <u>Silhouette Lighted Sign</u> SHIELDED SILHOUETTE LIGHTING	<u>A sign where light is directed against and reflected off the surface behind the letters or image thereby producing a glowing effect around the letters or image. Commonly referred to as back-lit lighting.</u> Lighting achieved by an illumination source located behind individual letters or parts of a sign but not visible directly through such letters or parts of the sign to the viewer.
	yy) <u>Supergraphic Sign</u>	<u>An attached specialty sign, generally oversized, constructed of a mesh, vinyl, fabric, or similar material with a temporary message that meets the standards of Section 5.7.9., Attached Signs Requiring a Permit.</u>
	zz) <u>Temporary Banner Sign</u>	<u>A limited duration sign constructed of mesh, vinyl, fabric, or similar material attached on opposite ends to ground-mounted posts or secured to a building facade. A flag shall not be considered a temporary banner sign.</u>
	<u>Special Promotion Sign</u>	An advertising activity or circumstance of a business which is not part of its daily activities or normal routine and in which the display and/or sale of merchandise, ware, or other tangible items is the sole purpose for the promotion.
	Suspended Sign	A sign which is suspended from the underside of a horizontal plan surface and is supported by the surface
	aaa) <u>Portable Sign</u> <u>Trailer Sign</u>	A sign, <u>with or without wheels, on a supporting frame that is</u> not permanently attached to the ground or other permanent structure, <u>and is</u> designed to be transported., including but not limited to Signs: designed to be transported by means of wheels; converted to A- or T- frames; menu and sandwich board signs; gas or hot-air filled balloons; umbrellas used for advertising; signs attached to or painted on vehicles parked and visible from the public right-of-way, unless said vehicle is used in the normal day-to-day operation of the business.
	bbb) <u>Vehicle Sign</u>	<u>A sign attached to, painted onto, or otherwise positioned in or on a vehicle or trailer that is parked for a period of time or driven in a manner that indicates that a principal use of the vehicle or trailer is for displaying the sign.</u>
	ccc) <u>Vending Sign</u>	<u>A sign on a machine that dispenses or provides access to products for public consumption or use. This term does not include drive-up accessory structures which are covered in Section 4.4.4 Standards for Accessory Structures.</u>

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	ddd) Video Sign	<p><u>An electronic sign or a portion thereof that displays moving images (animated) in monochrome or in color.</u></p> <p>A sign consisting of a single computer monitor, video projector or television set, or multiple computer monitors, video projectors, or television sets tiled together contiguously or overlapped in order to form one large screen. Typical display technologies include, but are not limited to, LCD panels, LED arrays, DLP tiles and rear projection screens. Such signs may display static text, animation, images or photos, electronic changeable copy including the use of changing light to depict action or create special effects, video, or any combination thereof.</p>
	eee) <u>Vintage Sign</u>	<p><u>A sign that is located on grounds or structures that are historically relevant or individually listed on the National Register of Historic Places or designated as a Guilford County Landmark property.</u></p>
	fff) <u>Wall-Painted Sign</u>	<p><u>A sign displaying only a noncommercial message that is painted or drawn on a building wall.</u></p>
	ggg) Wall Sign	<p><u>An attached sign that is located on a building or structure wall. This definition excludes wall-painted-signs.</u></p> <p>A sign attached parallel to, painted on the wall surface of, or erected and confined within the limits of the outside wall, mansard roof structure, penthouse, or parapet of any building or structure, which is supported by a wall, building, or structure, but does not extend vertically above the highest portion of the roof, and which displays only 1 sign surface.</p>
	SIGN, WARNING	<p>A sign with no commercial message that displays information pertinent to the safety or legal responsibilities of the public such as signs warning of high voltage, "no trespassing," and similar directives.</p>
	hhh) <u>Weekend Sign</u>	<p><u>A temporary sign displayed on a weekend that meets the standards of Section 5.7.7, Signs Allowed Without a Sign Permit.</u></p>
	iii) <u>Windblown Sign</u>	<p><u>A sign, or any part of a sign, all or part of which is set in motion by wind. Such signs or devices include, feather flags, pennants, streamers, ribbons, balloons, or long narrow strips of fabric, plastic, or other material designed to move in the wind. This definition does not include "flag" as defined within this Ordinance. See also "Air-blown sign/device," which is defined separately.</u></p>
	jjj) Window Sign	<p><u>A sign which is placed or painted on a window, or designed to be legible through a window, excluding displays of actual merchandise.</u></p> <p>A sign which is painted on, affixed to, or designed to be visible through a window, excluding displays of merchandise.</p>

SECTION 4.

(Regarding changes to all other parts of the ordinance that pertain to signs)

PART A.

That Section 2.5.13., *Sign Permit*, is hereby amended as follows:

- A. **Applicability** All signs, ~~unless exempted in accordance with Section 5.7, Signage,~~ shall obtain a sign permit in accordance with this section before being erected, replaced, relocated, or altered, **except signs allowed without a permit in accordance with Section 5.7.7, Signs Allowed Without a Permit.**
- B. **Sign Permit Procedure**
 1. (unchanged)
 2. **Application Submittal and Acceptance**
 - (a) Applicable (see Section 2.3.4, Application Submittal and Acceptance).
 - (b) **When a sign permit application is submitted for attached signs on a building that has existing sign(s) that will remain and they are not part of a common sign plan, the applicant shall submit the total square footage of existing attached signs that will remain, and the additional square footage of attached sign(s) that is being requested.**
 3. (unchanged)
- C. **Sign Permit Review Standards** A sign permit shall be approved on a decision the application complies with:
 1. The standards in Section 5.7, ~~Signage~~;

(Remainder of section unchanged)

PART B.

That Section 3.7.3., *Planned Development Districts*, is hereby amended as follows:

- A. (unchanged)
- B. **Statement of Intent and Development Standards** The statement of intent and development standards document shall incorporate by reference or include, but not be limited to:
 1. through 8. (unchanged)
 - (insert new 9 and renumber the remainder of the list)

9. Sign standards for the different use types within the development along with unifying features such as type, illumination, materials, and color schemes;

(Paragraphs C-H unchanged)

I. Signs

1. (unchanged)
2. ~~A common signage plan, prepared in accordance with Section 5.7.12, Common Signage Plan, and the Development Guide shall be submitted and approved by the Planning and Development Director prior to issuance of the first building permit within the planned development.~~ **A common sign plan shall be approved in accordance with Section 5.7.15, Common Sign Plan.**
3. In preparing the common signage plan, sign specifications shall be as restrictive ~~or more~~ **no less** restrictive than the regulations of in Table 3.7.3.I, Planned Development Signage Standards.

TABLE 3.7.3.I: PLANNED DEVELOPMENT SIGNAGE STANDARDS	
PREDOMINANT USE TYPE	SIGNAGE STANDARDS NO LESS RESTRICTIVE THAN THOSE IN:
Agricultural and Residential (other than live/work)	RM-16 <u>Residential</u> districts
Live/Work	TO district
Office <u>Institutional</u>	OI district
Commercial	RC <u>LB</u> district
Industrial	LI <u>EC</u> district

- ~~4. Within a PD district, Table 5.7.8.B, Requirements For A Sign Not Requiring A Sign Permit, shall be interpreted to mean "use" where the word "district" is noted.~~

- ~~5. Directional signs pointing the way to specific named sections of a planned development may be permitted along interior streets, provided:~~

- ~~(a) Signs shall be not more than 12 square feet in area and 6 feet in height;~~
- ~~(b) The number of signs and their location shall be shown and approved with the PD common signage plan; and~~

- ~~————— (c) Illumination shall be by indirect methods only.~~
~~6. All indirect lighting of signs shall be concealed from view and oriented away from adjacent properties and roadways.~~

PART C.

That Section 3.8.7., *Gateway Corridor Overlay (GCO)*, is hereby amended as follows:

Paragraphs A- E (unchanged)

F. **Eastchester GCO District Standards** The Eastchester GCO district is hereby established, and shall be subject to the following standards:

Paragraphs 1- 5 (unchanged)

6. **Signs Signs shall be in accordance with Section 5.7 Signs.**

~~Signage Signage shall be in accordance with Table 3.8.7.F.6, Eastchester GCO Signage Standards, Section 5.7, Signage, and the following requirements. In case of conflict, the stricter standard shall apply.~~

~~(a) In addition to signage prohibited by Section 5.7.6, Prohibited Signs, the following signs shall be prohibited in the Eastchester GCO district:~~

~~(1) Changeable copy signs (message boards), except for fuel pricing and religious institution identification signs as allowed in subsection 3.8.7 F.6.b & d.3 below;~~

~~(2) Animated signs, including electronic changeable copy signs, except for time and temperature signs which do not exceed 15 square feet of copy area;~~

~~(b) Religious institution identification signs shall display only the institution name, service hours, and related events.~~

~~(c) In the business districts, illumination of all signage, except wall signage, shall be limited to cut out letters and indirect lighting. Back lit wall signage shall be permitted; however, the background of the sign face shall be opaque and light shall only come through the lettering of the sign.~~

~~(d) Freestanding signs shall meet the following requirements:~~

~~(1) Be monument style only;~~

~~(2) Display only the name, trademark, and a registered logo;~~

~~(3) Fuel pricing signs shall display only the name, trademark, registered logo, and the vehicular fuel product and prices.~~

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Applicant: City of High Point**TABLE 3.8.7.F.6: EASTCHESTER GCO SIGNAGE STANDARDS**

REQUIREMENT	NORTH MAIN ST. TO JOHNSON ST.	JOHNSON ST. NORTH TO PENNY RD.	PENNY RD NORTH TO GALLIMORE DAIRY RD.
ATTACHED (WALL)			
Number permitted	1/wall		
Maximum area (signs may be grouped on the same wall) [1]	7.5 percent of wall area not to exceed 100 sq. ft. [2]	7.5 percent of wall area not to exceed 100 sq. ft.	
Maximum height	top of wall		
FREESTANDING			
Number permitted	1/frontage		
Setback	Same as right-of-way setback		
Maximum area (square feet)	50 for single businesses; 90 for group developments less than 25,000 square feet in floor area; 135 for group developments of 25,000 square feet or more		
Maximum height (feet)	6 for lots with less than 200 feet of street frontage; for lots with 200 feet or more of street frontage, the height shall be permitted in the underlying district in accordance with Table 5.7.9.B, Requirements for a Freestanding Sign Requiring a Sign Permit, up to a maximum of 20 feet in height		
NOTES:			
[1] For multiple franchised businesses, the number of signs per wall and the maximum sign area may be increased in accordance with Section 5.7.10 B.4, Multiple Franchised Businesses in a Single Building,			

TABLE 3.8.7.F.6: EASTCHESTER GCO SIGNAGE STANDARDS

REQUIREMENT	NORTH MAIN ST. TO JOHNSON ST.	JOHNSON ST. NORTH TO PENNY RD.	PENNY RD NORTH TO GALLIMORE DAIRY RD.
[2] Shopping centers of over 190,000 sq. ft. of floor area whose storefront is at least 300 feet from the facing right-of-way shall be allowed the following attached (wall) signage:			
-a) stores of over 150 feet of width shall be allowed 7.5 percent of the wall area, with no maximum limit;			
-b) stores of less than 150 feet of width shall be allowed 10 percent of the wall area, with no maximum limit;			
-c) no letter on a sign shall exceed 6 feet in height.			

7. **Building Standards** The following standards are applied to all multi-family residential and nonresidential buildings, except for locally or nationally designated individual historic structures and contributing structures within a locally or nationally designated historic district, provided such structures comply with the Secretary of Interior's Standards for Rehabilitation or are issued a Certificate of Appropriateness, as applicable.

Paragraphs (a) – (c) (unchanged)

(d) **Statement of Design Guidelines**

Paragraph (1) General (unchanged)

- (i) **Common sign standards, such as, type, illumination, materials, and color schemes.**

~~Common signage plan requirements and criteria, including locations, area, copy, illumination proposed, height, material, proposed color schemes, and provisions for shared use of signage.~~

- (ii) – (v) (unchanged)

Paragraph (2) and the remainder of section (unchanged)

PART D.

That Use Standards Section 4.3.2.B.3, *Live/Work Dwelling*, is hereby amended as follows:

3. **Live/Work Dwelling** A live/work dwelling shall comply with the following standards:
 - (a) through (c) (unchanged)
 - (d) Signage **Signs** for the nonresidential portion of the building is **are** allowed in accordance with the **nonresidential uses in residential districts** standards in **Table 5.7.9.D, Attached Signs – Maximum Permitted Sign Area by Sign Type** Section 5.7, Signage. ~~In the RM-16 and RM-26 districts wall signs shall be allowed in accordance with the TO district, except that the size shall be limited to a 25-square-foot minimum and maximum of 5 percent of the wall area of the first floor facade. The sign height shall be limited to the top of the first floor facade. Freestanding signs are prohibited in RM-16 and RM-26.~~

PART E.

That Use Standards Section 4.3.3.B.1, *Day Care Center*, is hereby amended as follows:

1. **Day Care Center** A day care center shall comply with the following standards:
 - (a) through (e) (unchanged)
 - ~~(f) If located in a residential district, signage is limited to 1 monument sign with a maximum area of 24 square feet and a maximum height of 6 feet.~~

PART F.

That Use Standards Section 4.3.4.H.1, *Bed and Breakfast*, is hereby amended as follows:

1. **Bed and Breakfast** A bed and Breakfast shall Comply with the following standards:
 - (a) through (d) (unchanged)
 - (e) If in a residential district, **1 sign up to a maximum are of 4 square feet and 6 feet in height is allowed.** ~~ensure signage complies with the identification sign requirements of Table 5.7.8.B, Requirements for a Sign not Requiring a Sign Permit.~~

PART G.

That Accessory Structures and Uses Section 4.4.3, *General Standards*, is hereby amended as follows:

Paragraphs A through C (unchanged)
(insert new paragraph D)

D. Signs The standards for any allowed signs for accessory uses and structures are established in Section 4.4.4., Standards for Accessory Structures, and Section 4.4.5., Standards for Specific Accessory Uses.

PART H.

That Accessory Structures and Uses Section 4.4.4, *Standards for Accessory Structures*, is hereby amended as follows:

Paragraphs A and B (unchanged)

C. **Drive-up Accessory Structures** Drive-up accessory structures, such as automated teller machines, ice vending, coffee stands, and similar accessory structures that provide drive-up or walk-up service and which are located within a surface parking area shall meet the following standards:

(1 through 4 remain unchanged)

(insert new 5)

5. All signs must be wall signs and may cover up to a maximum of 50% of the primary facade of the accessory structure, or be a maximum of 25 square feet, whichever is less. All other facades of the accessory structure may cover up to 50% of the allowed maximum coverage area for the primary facade. Signs on accessory structures may be illuminated in accordance with the illumination standards in Section 5.7, Signs.

PART I.

That Accessory Structures and Uses Section 4.4.5.H, *Home Occupation*, is hereby amended as follows:

Paragraphs 1 through 10 (unchanged)

11. ~~There shall be no advertising on the property or other signs of the home occupation, which are visible from outside the dwelling, except for 1 sign that complies with the standards in Section 5.7.8, Signs not Requiring a Sign Permit.~~ **The home occupation is allowed 1 wall sign up to a maximum of 4 square feet. Such wall signs may not be illuminated.**

PART J.

That Accessory Structures and Uses Section 4.4.5.U, *Yard Sales*, is hereby amended as follows:

Paragraphs 1 through 2 (unchanged)

3. ~~The location of signs advertising the yard sale is restricted to the lot or site where the yard sale is conducted.~~ **One announcement sign is allowed in compliance with the requirements of Section 5.7.7, Signs Allowed Without a Sign Permit.**

PART K.

That Temporary Uses Section 4.5.3.A., *General Standards*, is hereby amended as follows:

Paragraphs 1 through 2 (unchanged)

3. **No signs are permitted, other than as specified in Section 4.5.4 Standards for Specific Temporary Uses;** ~~Comply with the requirements for temporary signs in Section 5.7, Signage~~

Paragraphs 4 through 10 (unchanged)

PART L.

That Temporary Uses Section 4.5.4.A., *Construction-Related Uses*, is hereby amended as follows:

Paragraphs 1 through 2 (unchanged)

(insert new 3)

3. **Real estate and construction signs are allowed in accordance with Section 5.7.7, Signs Allowed Without a Sign Permit.**

(Renumber the remainder of the section)

PART M.

That Temporary Uses Section 4.5.4.C., *Mobile Food Vendors*, is hereby amended as follows:

Paragraph 1 (unchanged)

2. **Subject to this Ordinance** Mobile food vendors that are not exempted are permitted on a lot in a business, special, or planned development district, subject to the following standards:
 - (a) through (c) (unchanged)
 - (d) **One A-Frame sign in accordance with Section 5.7.7, Signs**

Allowed Without a Sign Permit, and any ~~No signage is permitted other than signage that is affixed to the vehicle, trailer, cart, or stand,~~ **is allowed.**

(e) through (g) (unchanged)

PART N.

That Temporary Uses Section 4.5.4.D., *Outdoor Seasonal Sales*, is hereby amended as follows:

Paragraphs 1 through 4 (unchanged)

(insert new 5)

5. **One limited duration sign per lot frontage is allowed. The sign shall comply with Section 5.7.12, Limited Duration Signs.**

Renumber the remainder of the section 6 through 8

PART O.

That Temporary Uses Section 4.5.4.E., *Special Events*, is hereby amended as follows:

Paragraph 1 (unchanged)

2. **Subject to this Ordinance** A special event not exempted from the standards in this section is permitted on a lot in a business, special, or planned development district, subject to the following standards:

(a) an (b) (unchanged)

(insert new c)

(c) **Signs located on the lot where a special event is held are allowed in accordance with Section 5.7.12., Limited Duration Signs.**

Renumber the remainder of the section (d)

PART P.

That Temporary Uses Section 4.5.4.H., *Temporary LCID landfill*, is hereby amended as follows:

Paragraphs 1 through 3 (unchanged)

(insert new paragraph 4)

4. **One freestanding sign per lot frontage is allowed. The sign shall be a maximum of 32 square feet, 6 feet in height and may be externally illuminated.**

PART Q.

That Temporary Uses Section 4.5.4.I., *Temporary Real Estate Office*, is hereby amended as follows:

Paragraphs 1 (unchanged)

2. **Real estate and construction signs are allowed in accordance with Section 5.7.7, Signs Allowed Without a Sign Permit.** ~~Signage complies with the standards of Section 5.7, Signage.~~

Paragraphs 3 through 4 (unchanged)

PART R.

That Exterior Lighting Section 5.10.3., *Exemptions*, is hereby amended as follows:

The following are exempted from the standards of this section:

- A. ~~Special events, special promotion signage, and holiday displays;~~

Paragraphs B through H (unchanged)

PART S.

That Exterior Lighting Section 5.10.4., *Prohibited Lighting*, is hereby amended as follows:

The following forms of exterior lighting shall be prohibited:

Paragraph A (unchanged)

- B. **Flashing or Revolving** Flashing, revolving, or intermittent exterior lighting visible from any lot line or public street, ~~except for permitted freestanding or wall signs in accordance with Section 5.7, Signage; and~~
- C. **High Intensity Lighting** High intensity light beams, such as searchlights, laser, or strobe lights, except when used by federal, state, or local authorities, ~~or for special events.~~

PART T.

That Section 5.14.3., *Corner Retail*, is amended as follows:

Paragraphs A through B (unchanged)

C. Standards

1 through 4 (unchanged)

5. Site Standards

(a) through (e) (unchanged)

(f) Signage Signs

- (1) Signs shall comply with the signage standards in Section 5.7, Signage Signs, for the Transitional Office (TO) district.
- (2) ~~Free-standing shall comply with the following:~~
 - ~~(i) Free-standing signs may only be used if the street setback is more than 5 feet;~~
 - ~~(ii) The sign shall be a monument type sign;~~
 - ~~(iii) The sign shall be limited to a maximum area of 75 square feet; and~~
 - ~~(iv) The sign shall be limited to a maximum height of 6 feet.~~

A-Frame signs are allowed in accordance with Section 5.7.7., Signs Allowed Without a Sign Permit.
- (3) **Limited Duration Signs are allowed in accordance with Section 5.7.12, Limited Duration Signs.**

PART U.

That Section 8.5., *Nonconforming Signs*, is hereby amended as follows:

8.5.1. - Applicability

Signs made nonconforming by reason of annexation, expansion of the ETJ, or by amendment of the Development Ordinance or Official Zoning Map Nonconforming signs shall be subject to the standards in this section.

8.5.2. - Prohibited Actions

The following actions associated with a nonconforming sign shall be prohibited:

- A. **Enlargement or Alteration** Enlargement or structural alteration of a nonconforming sign or sign structure;
- B. **Type of Lighting Illumination** Changes to the type of sign lighting **illumination**; and
- C. **Relocation** Relocation of a nonconforming sign upon the premises; **and**
- D. **Conversion Conversion to a different sign type, including but not limited to the addition of electronic changeable copy sign or video sign features (see Section 5.7.16., Sign Images by Sign Type, for visual illustrations of sign types).**

8.5.3. - ~~Signs Rendered Nonconforming~~

~~Signs made nonconforming by reason of annexation, expansion of the ETJ, or by amendment of the Official Zoning Map shall be removed within 365 days of the date they were rendered nonconforming.~~

8.5.34. - Maintenance of Nonconforming Signage Signs Allowed

A nonconforming sign may remain in place and be maintained indefinitely as a legal nonconforming sign, subject to the following standards:

(Paragraphs A through B unchanged)

8.5.5~~4~~ - Replacement of Nonconforming Signage Signs

(Paragraphs A through B unchanged)

C. **Renovation** Nonconforming signs shall be removed or replaced with conforming signage- signs if any of the following occur:

(Paragraph 1 unchanged)

2. Structural or nonstructural alterations (excluding routine maintenance and repair of the façade of the principal building) that exceed 50 percent of the façade's area, ~~which is calculated from the area of the façade or wall used in calculating the maximum allowable sign area.~~

8.5.5 6. – Cessation ~~Discontinuance~~ of Business Activity

A. **Cessation ~~Discontinued~~ for Less than 90 Days** If the business activity on the premises where a nonconforming sign is located is has ceased ~~discontinued~~ for a continuous period of less than 90 days, then the nonconforming sign shall be allowed to remain.

B. **Cessation ~~Discontinued~~ for 90 Days or More** If the business activity on the premises where a nonconforming sign is located is has ceased ~~discontinued~~ for a continuous period of 90 days or more, then the nonconforming sign must be removed or replaced by a sign conforming to the standards of this Ordinance.

8.5.6 7. - Change in Use

Nonconforming signage- signs shall be removed or replaced with conforming signage- signs if there is a change in use type.

8.5.7 8. - Additional Sign Permit Application

Nonconforming signage- signs shall be removed or replaced with conforming signage signs if an application for a sign permit to add new or additional signage signs to the premises is approved.

PART V.

That Section 9.7.5., *Revocation of Permits*, is hereby amended as follows:

9.7.5. - Revocation or Modification of Permits

A. General As appropriate, any of the directors listed in Section 9.5.1, **Responsibilities** may revoke and require the return of a permit by notifying the permit holder in writing, stating the reason for the revocation. Permits or certificates may be revoked for any substantial departure from the approved

application, plans, or specifications; refusal or failure to comply with the requirements of state or local laws; or for false statements or misrepresentations made in securing the permit or certificate. Any permit or certificate mistakenly issued in violation of an applicable State or City law may also be revoked.

B. Sign Permit In a case in which an electronic sign is operated in violation of the standards of Section. 5.7.10, Electronic Sign Standards there shall be a system of progressive administrative penalties, as follows:

- 1. If the violation is corrected within 2 business days of the first notice, there shall be no penalty;**
- 2. If the violation is not corrected within 2 business days of the first notice, or in case of a second notice within a 12-month period for the same sign, the sign shall be turned off for 10 calendar days; if the Planning & Development Director deems it reasonably necessary to do so, may suspend the sign permit for that period and may have the electric meter removed for that period;**
- 3. If the sign is turned on or operated during the period of suspension, the period of suspension shall be extended by an additional 20 days;**
- 4. In case of a third notice within a 12-month period for the same sign, the sign shall be turned off for 30 calendar days; if the Planning & Development Director deems it reasonably necessary to do so, may suspend the sign permit for that period and may have the electric meter removed for that period;**
- 5. In case of a fourth notice within a 24 -month period for the same sign, the sign permit for the sign shall be permanently revoked, with no right to apply for a new permit for an electronic sign of any kind on that site for 5 years.**
- 6. Appeal Applicable (See Section 2.4.3, Appeal).**

SECTION 5.

Should any section or provision of this ordinance be declared invalid, such decision shall not affect the validity of the remaining portions of this ordinance.

SECTION 6.

All ordinances or parts of ordinances in conflict with the provisions of this ordinance are hereby repealed.

SECTION 7.

This ordinance shall become effective upon adoption.

TEXT AMENDMENT 22-05

Ordinance #XXXX/XX-XX

Applicant: City of High Point

Adopted by the City Council

City of High Point, North Carolina
The **20th** day of **February, 2023**
Sandra Keeney, City Clerk

By: _____

Jay W. Wagner, Mayor

ATTEST:

Sandra R. Keeney, City Clerk



City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Master

File Number: 2023-112

File ID: 2023-112

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: Special Called Meeting

File Created: 03/02/2023

File Name:

Final Action:

Title: **Discussion-Zoning Decision Delegation**

Staff will be discussing the delegation of zoning decision authority to the Planning and Zoning Commission.

Notes:

Sponsors:

Enactment Date:

Attachments: Special Meeting - Cover Memo - P&Z Zoning Decision Delegation

Enactment Number:

Contact Name:

Hearing Date:

Drafter Name: mary.brooks@highpointnc.gov

Effective Date:

Related Files:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File 2023-112

CITY OF HIGH POINT

AGENDA ITEM



Title: Planning and Zoning Commission – Zoning Decision Delegation

From: Sushil Nepal, Planning and Development
Director

Meeting Date: March 6, 2023

Public Hearing: No

Advertising Date / N/A

Advertised By: -

Attachments: None

PURPOSE:

Discussion related to the delegation of zoning decision authority to the Planning and Zoning Commission.

BACKGROUND:

On July 1, 2022, the North Carolina General Assembly granted an act that amended the charter of the City of High Point to authorize the City Council to delegate to the City's Planning and Zoning Commission the authority to change the zoning classification of property.

BUDGET IMPACT:

N/A

RECOMMENDATION / ACTIONS REQUESTED:

Discussion and information item only.



City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Master

File Number: 2023-111

File ID: 2023-111

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: Special Called Meeting

File Created: 03/02/2023

File Name:

Final Action:

Title: Update-Water Quality/Environmental Protection Agency (EPA)
Staff will be providing an update of the Environmental Protection Agency (EPA) regarding water quality limits on unregulated contaminants.

Notes:

Sponsors:

Enactment Date:

Attachments: Special Meeting - Cover Memo - Water Quality EPA Update, Presentation - Water Quality/Environmental Protection Agency

Enactment Number:

Contact Name:

Hearing Date:

Drafter Name: mary.brooks@highpointnc.gov

Effective Date:

Related Files:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File 2023-111

CITY OF HIGH POINT

AGENDA ITEM



Title: Water Quality/EPA Update

From: Damon Dequenne, Assistant City Manager

Public Hearing: No

Attachments: Water Report Presentation

Meeting Date: March 6, 2023

Advertising Date / N/A

Advertised By: -

PURPOSE:

Provide City Council information on a pending/recent announcement by the Environmental Protection Agency (EPA) regarding water quality limits on unregulated contaminants.

BACKGROUND:

In February 2021, the EPA began the process for regulating two contaminants (PFOA and PFOS) under the authority granted them by the Safe Drinking Water Act. The EPA is now ready to or has announced, as part of the regulation process, proposed limits for these contaminants. Staff will provide an overview of the regulation process, what this potentially means for the City of High Point, and what actions we have or are taking regarding this announcement.

BUDGET IMPACT:

N/A

RECOMMENDATION / ACTIONS REQUESTED:

Presentation and information item only.

Safe Drinking Water Act (SDWA)

PFOA/PFOS

Damon C. Dequenne
Assistant City Manager

SDWA – What is it?

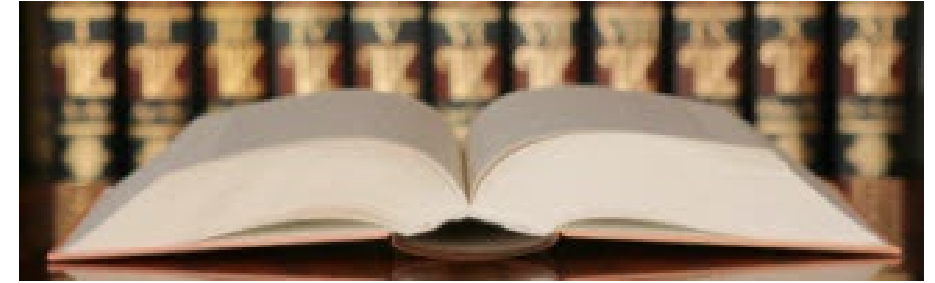
Federal Law – Established 1974

Defines water contaminants

- Physical - Particles
- Chemical - PFAS
- Biological - Bacteria
- Radiological - Gross Alpha

Enables U.S. Environmental Protection Agency (EPA) to set limits on contaminants

Sets the process the EPA must follow to develop standards for the nation's drinking water





EPA Activity

February of 2021 – EPA started process for regulating two contaminants

- PFOA – perfluorooctanoic acid
- PFOS – perfluorooctanesulfonic acid

PFOA and PFOS are members of the PFAS (perfluoroalkyl substances) family of thousands of manmade chemical compounds

- In use since 1940's
- Products resistant to heat, water, stains

EPA Activity

- PFOA/PFOS believed to have adverse health effects at very low levels
- Phased out of production in US in mid – 2000's
- Remains in drinking water sources due to

Decades of pollution

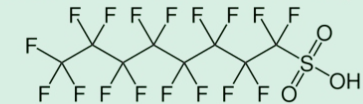
Imported consumer goods

80% of PFAS exposure

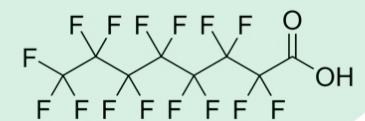
- Cookware – non-stick/heat resistance
- Cosmetics
- Food Wrappings – Microwave popcorn bags
- Stain/Water Resistant Clothing
- Carpet and Furniture Treatments

PFAS

PFOS (Perfluorooctanesulfonic acid)



PFOA (Perfluorooctanoic acid)



EPA Activity

Expected Announcement March 2023 for PFOA/PFOS

1. Proposed Maximum Contaminant Level – MCL
 - Enforceable
2. Proposed Maximum Contaminant Level Goals – MCLG's
 - Not a standard or enforceable
3. Starts public comment and scientific analysis – 60 to 90 days
4. Establishes effective date of new rules (3-5 years possibly)



EPA Activity

Proposed MCL's Anticipated

- PFOA – 4 parts per trillion (ppt)
- PFOS – 4 parts per trillion (ppt)

High Point Known Levels – 2019 Sample

- PFOA – 4.4 ppt
- PFOS – 9.4 ppt
- Combined 13.8 ppt < 70 ppt advisory level 2019

Note: proposed MCL's are **not** enforceable at this time



What's Next?

Additional Sampling Raw and Finished Water by State and City (Underway)

- Assess level, scope and sources
- Examine best treatment options

Fifth Unregulated Contaminant Monitoring Rule (UCMR 5)

Existing rule the City complies with dictating additional sampling

- Current performance period: 2023 – 2025
- Involves thousands of water systems
- Testing for PFOA, PFOS, and 27 other PFAS family members
- Results will be public and provided in our annual water quality report



What's Next?

Continue to deliver **safe, high quality, compliant** drinking water

Publish Annual Water Quality Information

- Consumer Confidence Report (CCR)
- Annual Water Quality Report
- Next Report in June 2023



Report is located:

<https://www.highpointnc.gov/DocumentCenter/View/19703/2021-water-quality-report->

- Advertised in news
- Information provided with bills

Thank You!



City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Master

File Number: 2023-113

File ID: 2023-113

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: City Council

File Created: 03/02/2023

File Name:

Final Action:

Title: Closed Session-Attorney Client Privilege and Economic Development

Council is requested to go into Closed Session Pursuant to N.C. General Statute §143-318.11(a)(3) for Attorney-Client Privilege; and into Closed Session Pursuant to N.C. General Statute §143-318.11(a)(4) for Economic Development.

Notes:

Sponsors:

Enactment Date:

Attachments:

Enactment Number:

Contact Name:

Hearing Date:

Drafter Name: mary.brooks@highpointnc.gov

Effective Date:

Related Files:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File 2023-113