

Planning & Development Department

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PERMANENT SIGNAGE OPPORTUNITIES

This fact sheet is intended to be a helpful guide to the most common permanent signage opportunities in the City. It is in summary form and is not intended to fully represent the City’s sign regulations. The complete set of regulations regarding permanent signage is located in *Chapter 8: Development Standards* of the Zoning Ordinance. The Ordinance contains more details about the below, as well as information about other possible sign types for specific properties, such as interstate signs. Guidelines for signs located on properties in the City’s Historic Overlay District are explained further in a separate handout.

FREESTANDING SIGNS FOR INDIVIDUAL USES

One freestanding sign is allowed per road frontage.



Size and height in business zoning districts

- Neighborhood Office
 - Neighborhood Commercial
 - Office and Institutional
 - Limited Commercial
- General Commercial
 - Community Commercial
 - Commercial Industrial
 - Downtown
- Mixed Use Corridor
 - Industry Business
 - Industry General
 - Industry Heavy

The allowed size and height are based on how the adjacent road is classified.
A list of the road classifications is at the end of this fact sheet.

IN NON-RESIDENTIAL ZONING DISTRICTS		
TYPE OF ROAD CORRIDOR*	MAXIMUM SIZE	MAXIMUM HEIGHT
Type A Corridor	48 square feet	10 feet
Type B Corridor	40 square feet	10 feet
Type C Corridor	32 square feet	8 feet
Type D Corridor	24 square feet	6 feet

Size and height in residential zoning districts

- Single-Family Residential
2, 3, 4, 5, or 8
- Single-Family Attached
- Multi-Family Residential
- Multi-Family 15
- Mixed Use

The allowed size and height are based on the use of the property and how the adjacent road is classified. A list of the road classifications is at the end of this fact sheet.

PROPERTY / FACILITY SIZE	TYPE OF ROAD CORRIDOR*	MAXIMUM SIGN AREA	MAXIMUM HEIGHT
NON-RESIDENTIAL USES			
< 1 acre	Type A, B, or C	24 square feet	8 feet
	Type D	16 square feet	6 feet
≥ 1 acre	Type A, B, or C	32 square feet	8 feet
	Type D	24 square feet	6 feet
MULTI-FAMILY AND GROUP LIVING FACILITIES			
Up to 24 units or 48 beds	Type A, B, or C	16 square feet	8 feet
	Type D	16 square feet	6 feet
More than 24 units or 48 beds	Type A, B, or C	32 square feet	8 feet
	Type D	32 square feet	6 feet
PUBLIC AND INSTITUTIONAL USES			
<5 acres	Type A, B, or C	32 square feet	8 feet
	Type D	32 square feet	6 feet
≥5 acres	Type A, B, or C	48 square feet	8 feet
	Type D	48 square feet	6 feet

PROJECT AND DIRECTORY SIGNS

Project and directory signs are available for multi-tenant projects as well as for projects that were developed under a unified development plan, such as subdivisions. The developer may choose one of these signs to use per road or shared access drive into a project, with the limitations explained below. Up to 50% of the sign may consist of an electronic message board.

Project signs identify the name of overall development.



The sign may be double-sided. Alternatively, the sign can be one-sided and placed on both sides of a project entrance as part of an overall landscaped entry feature design.

Directory signs identify the name of the overall development *and* some or all of individual entities within the development.



At least 25% of the sign area must identify the name and/or address of the overall development.

Directory signs placed on the same road frontage for the same project must be at least 300 feet apart.

Allowed size and height for project and directory signs

The allowed size and height are based on the use of the property and how the adjacent road is classified. A list of the road classifications is at the end of this fact sheet.

SIGN TYPE	TYPE A		TYPE B		TYPE C		TYPE D	
	SIZE (square feet)	HEIGHT (feet)	SIZE (square feet)	HEIGHT (feet)	SIZE (square feet)	HEIGHT (feet)	SIZE (square feet)	HEIGHT (feet)
<ul style="list-style-type: none"> Residential 0-100 Units Office Park under 5 Acres Retail Center under 20K SF 	96	12	72	12	48	10	32	6
<ul style="list-style-type: none"> Residential 101-499 Units Office Park 5-15 Acres Retail Center 20K – 100K SF 	112	16	88	12	64	10	40	8
<ul style="list-style-type: none"> Residential 500-999 Units Office Park 16-50 Acres Retail Center 101K – 250K SF 	144	16	112	16	80	12	48	8
<ul style="list-style-type: none"> Residential 1,000 or More Units Office Park over 50 Acres Retail Center over 250K SF 	160	20 feet	128	16	96	12	64	10

OTHER FREESTANDING SIGN CONSIDERATIONS

Sign bases

Pole or pylon signs are not allowed.

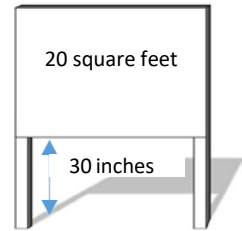


The sign base must be at least 2/3rds the width of the sign.

The façade of the base must consist of brick, stone, or stucco, or other architectural materials that are consistent with the design of the primary building on site.



Two exceptions to this exist. The first is that properties in any zoning district may choose to use a wood or painted metal sign of 20 feet or less on posts of the same materials with an open area between them with no greater than 30 inches between the ground and bottom edge of the sign. This is shown in the diagram to the right.



The second is for properties located with the Historic Overlay District and is explained in the signage fact sheet for that district.

Landscaping around signs

Choose low-growing plants for the area around your monument sign so that they do not obscure your message. The City’s landscape architect can help you choose selections that complement your sign without hiding it.



These low-growing plants complement this traditional sign.



These flowers, while beautiful, are starting to obscure the sign message area and should be trimmed back.

Electronic message boards

Freestanding signs in the non-residential zoning districts are allowed to have an electronic message board (EMB), with some limitations.

Event venues (theaters, auditoriums, stadiums, etc.) may have an EMB on up to **75%** of the sign area.



All other uses (retail, schools, religious institutions, etc.) may have an EMB on up to **50%** of the sign area.



- The message must change no more frequently than every five minutes, and both the message itself and the transition to a new message must include no scrolling, animation, or other movement.
- All EMBs must have ambient light monitors to automatically adjust the sign's brightness level so as not to exceed 5,000 nits during daylight hours and 500 nits from dusk to dawn.

Location

Freestanding signs have three basic locational requirements:

- They must be located at least 5 feet away from the property line.
- They must be located outside of any utility easements.
- They must be located outside of the sight triangle.

The sign permit application has a diagram that explains this in more detail.

WALL SIGNS

Size and height in business zoning districts

On the primary façade, we determine the allowed size for a wall sign by measuring the width of the wall, or the applicable tenant space. One square foot of wall sign is allowed for every linear foot of wall distance, with certain maximums explained below.



- 300 square feet is the maximum for *any single* wall sign on a façade (400 for a large retail use)
- 400 square feet is the maximum for *all* wall signage on a façade (500 for a large retail use)

A large retail use is defined as a retail use that is located in a stand-alone, single-tenant building larger than 20,000 square feet in size.

For parcels with secondary façades that are architecturally-finished with similar materials and details, the wall sign area and maximum size of any single wall sign will be the same as the primary façade.



For multi-tenant buildings, only a business that is located on an endcap with a secondary façade that meets the standard described above may have a sign on the secondary façade as described above.

Only endcap tenant (RESTAURANT) is allowed sign on this secondary façade.

Other tenants (YOGURT and NAIL) are not.



Projecting signs are also allowed, and can aid with wayfinding in areas with an urban design, such as in Downtown or in other mixed-use developments in the City. Additionally, in some cases, using a projecting sign instead of a flat wall sign can complement the use of a residential-looking structure for an office or similar use.



The allowed size and height for projecting signs is determined by road corridor. A list of the road corridors is at the end of this document.

TYPE OF ROAD CORRIDOR	MAXIMUM AREA	MAXIMUM HEIGHT*
Type A Corridor	40 square feet	25 feet or building height, whichever is less
Types B and C Corridor	30 square feet	20 feet or building height, whichever is less
Type D Corridor	20 square feet	15 feet or building height, whichever is less

* If the projecting sign does not project more than three feet from the building face, it can have a maximum height of 40 feet, or the building height, whichever is less.

Size and height in residential zoning districts

Non-residential uses are permitted one wall sign of one-half square foot per building front foot up to a maximum of 64 square feet for each street frontage.



Multi-family and group living facilities are permitted a wall sign according to the following:

SIZE OF FACILITY	MAXIMUM AREA
Up to 24 units or 48 beds	20 square feet
More than 24 units or 48 beds	32 square feet



Public and institutional uses (schools, religious institutions, and similar) are allowed one-half square foot per building front foot for each street frontage, up to the maximums listed below.

PROPERTY SIZE	MAXIMUM AREA
< 1 acre	32 square feet
1 to 5 acres	48 square feet
≥ 5 acres	64 square feet



Building frontage is 400 feet; campus is 5 acres

OTHER BRANDING OPPORTUNITIES

Awnings and canopies

Awnings and canopies can be an easy way to add signage. In most locations in the City, if your building has an awning or canopy that is at least one-foot tall and is located over a window that can be seen through (as opposed to a glazed one), up to 80% of the awning or canopy can be used as a sign message area.

This message area can be used for the business name or other identifying information (such as “coffee, eatery, bar,” here) ...



Or for a logo, as shown here.



In many cases, signage on awnings and canopies is even exempt from a sign permit. However, check with us before proceeding, because in some locations, such as in the City’s Historic Overlay District, and in some situations, such as if you would like for the message area to be more than 80% of the awning or canopy area, a review of the signage is required.

Example of a canopy that has a message area that exceeds 80%. This may still be allowed, but requires a review to make sure, because the additional message area would count towards the business’ wall signage allotment.



Lighting for awnings must be reviewed. Internal lighting of awnings is limited to the immediate message area.



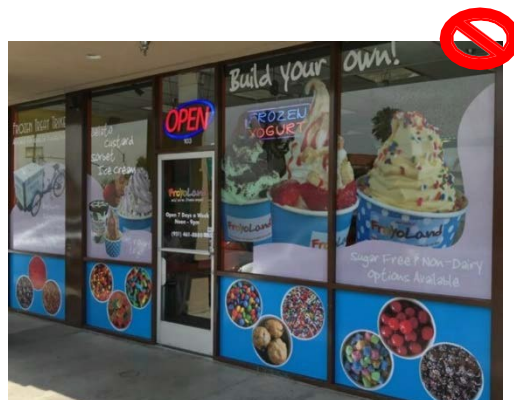
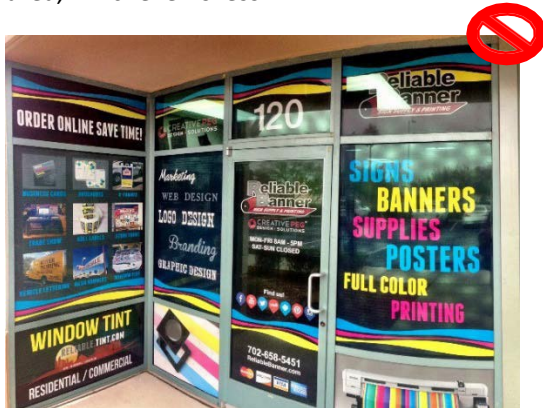
Gooseneck lighting can be used to light awnings and canopies as well.



Window signs

Window signs are allowed in commercial zoning districts and in commercial areas of a mixed-use project.

The maximum size is equal to that permitted for wall signs on the same building face, or 50% of the window area, whichever is less.



ONE LAST NOTE: CREATIVITY IS ENCOURAGED

Creative sign designs are encouraged. Many creative signs can fit within the parameters of the Zoning Ordinance, so please feel free to make a creative suggestion for us to review.



SIGN CATEGORIES FOR ROAD CORRIDORS

AS AMENDED JUNE 2, 2020*

<p>Type A</p> <p>The busiest, largest scale, and most intense corridors where the combination of factors such as traffic count, scale of development, road width or land use combine to justify the largest size and height of signs.</p>	<p>Albright Road Anderson Road Celanese Road Cherry Road (N of Richmond) Dave Lyle Boulevard (E of Anderson) East Main (Albright to Anderson) Heckle Boulevard Mount Holly Road Old York Road</p>
<p>Type B</p> <p>Other corridors that convey significant intensity due to the combination of traffic count, scale of development, road width and land use, justifying larger signs but not coming up to the highest level of Type A.</p>	<p>Cel-River Road Cherry Road (S of Richmond) Constitution Boulevard Cowan Road Dave Lyle Boulevard (W of Anderson) Galleria Boulevard Herlong Avenue India Hook Road (Herlong to Celanese) Main Street (W of Const., E of Albright) McConnells Highway Meeting Blvd. (N of Dave Lyle) Mount Gallant Road Porter Road Rawlinson Road Red River Road Saluda Road Saluda Street Springdale Road (Cross Pointe to Old Springdale & S of Red River) Waterford Park Boulevard</p>
<p>Type C</p> <p>Corridors that convey moderate intensity above that of the lowest level and due to the combination of traffic count, scale of development, road width and land use, justify larger signs than Type D but less than Type B.</p>	<p>Bird Street Black Street Charlotte Avenue Crawford Road Cross Pointe Drive Dunkins Ferry Road Ebenezer Road Ebinport Road Eden Terrace Elizabeth Lane Firetower Road Herrons Ferry Road Hollis Lakes Road Hood Center Drive India Hook Road (S of Herlong) India Hook Road (N of Celanese) Johnston Street Main Street (Old Town) Museum Road Oakdale Road</p>

	<p>Oakland Avenue Ogden Road Old Springdale Road Paragon Way Princeton Road Rapid Run Road Riverview Road Riverwalk Parkway Robertson Road Springdale Road (Dave Lyle to Cross Pointe & Old Springdale to Red River) Springsteen Road Technology Center Way Terrace Park Textile Mill Way Twin Lakes Road Veloway Drive White Street Willowbrook Avenue Wilson Street</p>
<p>Type D</p> <p>Corridors that convey the lowest level of intensity, due to the combination of traffic count, scale of development, road width or land use.</p>	<p>All other roads</p>

* Adopted March 12, 2012; as amended June 2, 2020, Sept. 3, 2013, and Jan. 6, 2015