

## ARTICLE VII

### SIGNS

#### Section 7-1 General Provisions

All signs within the jurisdictional area of this ordinance shall be subject to these regulations and shall be erected, constructed, and maintained in accordance with the provisions of this article.

- 7-1.1 There shall be only one sign or billboard of an area not to exceed 250 square feet per building, establishment or lot.
- 7-1.2 There shall be no rooftop signs or billboards.
- 7-1.3 Signs located on the front of a marquee shall be affixed flat to the surface thereof and shall not extend vertically above or below the marquee.
- 7-1.4 No sign or billboard, which obstructs the view of, cause confusion or otherwise interferes with, any authorized traffic signs, signals or their safety services shall be erected at any location.
- 7-1.5 No light, which resembles an emergency light, shall be used in connection with any sign.
- 7-1.6 No sign or billboard shall be located within 50 feet of residentially zoned lot and, in addition, if the lot on which the sign or billboard is located abuts a residential district said sign or billboard shall be set back to meet the side, rear, and front setback requirements of said abutting residential lot.
- 7-1.7 No flashing sign shall be located within 300 feet of any residentially zoned lot.
- 7-1.8 Direct illuminated signs shall be limited to those lighted from behind or internally to silhouette letters and figures, so as to prevent a direct view of the light source.
- 7-1.9 All illuminated signs shall be constructed to meet the requirements of the National Electric Code, and shall be subject to review and inspection by the Building Inspector.
- 7-1.10 Signs that contain, include, or are lighted by any flashing, intermittent, or moving lights are prohibited, except those giving public information such as time, temperature, or date.
- 7-1.11 Flood lighting and display lighting shall be shielded so as to prevent a direct view of the light source from a public right-of-way or from a residence in a residential district.
- 7-1.12 All signs and billboards shall be kept in repair and in a proper state of preservation. Signs, which are no longer functional or are abandoned shall be removed or relocated by the owner of such sign or billboard within 30 days following such dysfunction.
- 7-1.13 No sign shall be attached to or painted on any utility pole or other manmade object not intended to support a sign or on any tree, rock, or other natural object.
- 7-1.14 Signs not meeting the requirements of this section or any other applicable section of this ordinance shall be treated either as a nonconformity or as a violation with remedy being sought as provided under Article VI, Article VIII, or Article XII or these regulations or under G.S. 160A-389.

Section 7-2 Administration, Filing Procedure, and Permits

- 7-2.1 No free standing or attached sign may be erected within the zoning jurisdiction of the Town of Hertford unless and until a sign permit has been issued by the Zoning Administrator.
- 7-2.2 The Zoning Administrator shall only issue a permit for the erection or construction of a sign, which meets the requirements of this section.
- 7-2.3 Applications for permits to erect, hang, place, paint, or alter the structure of a sign shall be submitted on forms obtainable from the Zoning Administrator. Each application shall be accompanied by a plan showing the following:
- 1 area of the sign;
  - 2 size, character, general layout and designs proposed for painted displays;
  - 3 the method and type of illumination if any;
  - 4 the location proposed for such signs in relation to property lines, zoning district boundaries, right-of-way lines, and existing signs; and,
  - 5 any other information requested by the Zoning Administrator and necessary in enabling him to fulfill his duties under this section.
- 7-2.4 Appeals from a decision made by the Zoning Administrator may be appealed to the Board of Adjustment who may overrule his authority with a four-fifths (4/5) majority vote under the procedures set forth in Section 10-2 of the regulations. Appeals for a variance from the requirements of this section shall be treated under the procedure set forth in Section 10-2 of these regulations.

Section 7-3 Signs Exempt From Permitting

The following signs shall be permitted in all districts and not subject to the dimensional requirements of the ordinance except as regards to corner visibility, provided that no sign, other than those listed below, shall be erected within or project into a public right-of-way.

- 7-3.1 Governmental signs, such as traffic or similar regulatory devices, legal notices or warnings.
- 7-3.2 Flags or emblems not used as commercial advertising.
- 7-3.3 Temporary signs, totaling not over two square feet of surface area on any lot not used as commercial advertising, and for a period not to exceed 14 days in any quarter calendar year. It shall be the responsibility of the person who erects such a sign to have it removed.
- 7-3.4 Memorial plaques, cornerstones, historical tablets and similar devices.

- 7-3.5 Non-commercial signs posted in conjunction with doorbell or mailboxes and not exceeding 8 square inches in surface area.
- 7-3.6 Signs required by law to be posted, unless specifically prohibited, limited or restricted.
- 7-3.7 Small unilluminated signs, none exceeding 2 square feet in surface area, displayed strictly for the direction, safety or convenience of the public, including signs which identify restrooms, parking area entrances or exits, freight entrances and the like.
- 7-3.8 Address signs, not exceeding 72 square inches in surface area and showing only the numerical address designations of the premises upon which they are located.
- 7-3.9 Small unilluminated announcement signs concerning the practice of a profession, the conduct of an incidental home occupation, or other authorized occupation provided it is not over 2 square feet in area and is mounted flat to the main wall of the building.
- 7-3.10 Temporary unilluminated real estate signs not over six square feet in area displayed on the property proposed for sale or rent and no closer than ten (10) feet to any property line.
- 7-3.11 Signs for church and community identification no larger than 25 square feet in area located on private property but no closer than ten (10) feet to any property line.
- 7-3.12 Construction site identification signs whose message is limited to project name, identification of architects, engineers, contractors, and other individuals or firms involved with the construction, the name of the building, the intended purpose of the building, and the expected completion date. Only one (1) sign per construction site is allowed and shall be no greater than 32 square feet in area or 10 feet in height. The sign must not be erected prior to issuance of a Building Permit and must be removed within 7 days of issuance of a Certificate of Occupancy

Section 7-4 Exceptions to Regulations Governing the Projection of Signs

The limitations of this ordinance governing the projection of signs from buildings and across public rights-of-way shall not apply to permitted marquees, canopies and awnings, but all other regulations pertaining thereto shall be applicable.

Area requirements do not include supporting structure.

Section 7-5 Density and Setback Requirements for Signs Requiring Permits

- 7-5.1 Temporary signs (those requiring permits) and principal use signs shall be set back at least ten (10) feet from any right-of-way or property in (unless otherwise required or permitted under specific district regulations) and shall be setback from street intersections in accordance with Section 3-8 of this ordinance.
- 7-5.2 Outdoor advertising signs shall be setback a distance equal to the minimum requirements for the district on which they are located. No permit shall be issued for any outdoor advertising sign closer than one hundred (100) feet from any road intersection. The minimum distance between such signs shall be three hundred (300) feet.

Section 7-6 Specific District Requirements for Signs or Billboards

7-6.1 Residential District, RA- One free standing sign is allowed per individual lot and shall not exceed 30 square feet in size or exceed 10 feet in height above natural ground level. No freestanding sign shall be located closer than 15 feet of any property line or 10 feet of the road right of way.

7-6.2 Residential District, R10, R8, R6- No signs or billboards shall be allowed in any of the above named districts except those described in Section 7-3 of these regulations.

7-6.3 Transitional Residential District, TR - No outdoor advertising or flashing signs shall be allowed in this district. There shall be only one principal use sign per business or service establishment and in the case of multiple establishments, only one principal use sign per building or lot. Permitted business and service establishments shall be allowed to advertise or locate in the use of an attached sign not to exceed twenty (20) square feet or ten (10) percent of unencumbered facade area, whichever is less.

Unless otherwise specified, all provisions of Section 7-1 shall apply

7-6.4 Office and Institutional District, O/I - Outdoor advertising signs and flashing signs shall not be allowed within this district.

There shall be only one sign per principal use and its total area shall not exceed twenty (20) square feet except that in the case of cluster development there may be one sign not greater than twenty (20) square feet in area for the purpose of serving the entire cluster and one additional sign not greater than four (4) square feet in area mounted flat against the wall beside each entrance serving a reception area to describe the name and title of individual establishments served by than entrance.

Freestanding signs shall not exceed fifteen (15) feet in height.

7-6.5 Commercial Core District, Neighborhood Commercial District, C1, C3, - No free standing sign shall be allowed in this district, except where:

- 1 The lot upon which the principal use sign is to be located has at least fifty (50) feet of frontage on at least one street, and
- 2 Not more than sixty (60) percent of the lot is to be built upon, the remainder reserved for vegetative plantings, customer parking, or pedestrian walkways, and
- 3 A minimum building setback of at least fifteen (15) feet from any property in, street, or public access way is observed.

No free standing sign in the district shall be located within ten (10) feet of any property line, street, or public access way.

No free standing sign shall be larger than fifty (50) square feet nor exceed more than one square foot of sign area for each linear foot of street frontage exhibited by the use.

No free standing sign shall exceed twenty (20) feet in height above natural ground level.

No outdoor advertising signs (billboards) of any type shall be allowed in this district.

No attached sign shall be larger than fifty (50) square feet or ten (10) percent of the facade of the building front in area whichever is less.

All attached signs shall be mounted flat against the face of the building and all letters and superscriptions thereon shall be parallel with the face of the building. No attached sign shall project more than one (1) foot from the face of a building and shall not be less than ten (10) feet above street level.

7-6.6 Manufacturing and General Commercial Districts, M1, C2- All requirements of Section 7-6.4 shall apply except that outdoor advertising and free standing signs shall be allowed, and except that in the case of a designed shopping center consisting of five (5) or more separate establishments one additional sign not to exceed fifty (50) square feet in area shall be allowed for identification of the designed shopping complex only and shall not be used for the advertisement of any commodity, profession or service. In such cases where said sign is to be free standing, it shall not be within ten (10) feet of any property or right-of-way line, and shall be no more than twenty (20) feet in height above natural ground level.

7-6.7 Commercial, Light Industrial and Riverfront Districts, C4, C5 - One freestanding sign is allowed per individual lot and shall not exceed 50 square feet in size or exceed 20 feet in height above natural ground level.

No attached wall sign shall be larger than 50 square feet or 10% of the façade of the building whichever is less.

No freestanding sign shall be located closer than 15 feet of any property line or right-of-way.

No billboards or outdoor advertising signs of any type shall be allowed.

Animated, rotating, or other moving, or apparently moving signs shall be prohibited.

Banners, posters, pennants, ribbons, streamers, strings of lights bulbs, spinners, or other similar devices shall be prohibited.

Multiple Tennant Signs - In the case of multiple tenants, one freestanding sign is permitted per lot and individual tenants are allowed one attached wall sign, each based on the total allowable sign area allocated. The total allowable sign area is equal to one (1) square foot /linear foot of building wall facing the street or 10% of the building façade whichever is less. Wall signs total allowable sign area is to be allocated by the owner or manager of the property.

Multiple Entrances - If a parcel of land has additional street frontages, one (1) monument identification sign, meeting the same setbacks, is allowed per street frontage. This sign shall not exceed 32 square feet in display surface and 6 feet in height. This applies to frontages that do not have an allowable freestanding sign.

Commerce Centre Signs - Perquimans County Commerce Centre identification signs shall not exceed 100 square feet in size and 20 feet in height. Signs shall be located at the one main entrance from existing state roads and may be located within right-of-way entrances, as permitted by NCDOT. Additional signs are allowed at additional entrances and at the boundaries of the Commerce Centre along state roads. Additional signs shall not exceed 50 square feet and 6 feet in height.