



# Agenda

## Planning and Zoning Commission

January 17, 2012  
6:30 PM  
Council Chambers, City Hall,

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- I. CALL MEETING TO ORDER -
- II. INVOCATION - Tim Randall
- III. ROLL CALL
- IV. APPROVAL OF MINUTES - December 13, 2011
- V. OLD BUSINESS

### TEXT AMENDMENTS

1. Zoning Ordinance Text Amendment Application submitted by Paradigm, Inc. requesting to modify the city's standards for Family Care Homes.

- VI. NEW BUSINESS

### PRELIMINARY PLATS

2. Request by Greenville Retail Investments, LLC and V-SLEW, LLC for a preliminary plat entitled "Parkside Bluffs". The property is located on the north side of E. Tenth Street (NC HWY 33), approximately 350 feet east of Portertown Road. The property is bound by V-Slew Property to the north, east and west and Hardee Property to the south. The subject property is further identified as Pitt County Tax Parcel No. 09751. The proposed development consists of 1 lot on 1.63 acres.
3. Request by Outdoor Properties II, LLC for a sketch plan entitled "Southwest Commercial Park". The property is located on the southern right-of-way of Dickinson Avenue Extension approximately 840 feet west of its intersection with Southwest Greenville Boulevard (Allen Road). The subject property is further identified as a portion of Pitt County Tax Parcel No. 05363. The proposed development consists of 20 lots on 33.410 acres.

TEXT AMENDMENTS

4. Zoning Ordinance Text Amendment: Sign Regulations

OTHER

5. Communities Putting Prevention to Work Grant Project Proposal - Review and Possible Modifications to Plans and Development Standards

VII. OTHER ITEMS OF BUSINESS

6. Report on Public Notice for Applications Reviewed by the Planning and Zoning Commission

VIII. ADJOURN

DRAFT OF MINUTES PROPOSED FOR ADOPTION BY THE GREENVILLE PLANNING  
AND ZONING COMMISSION  
December 13, 2011

The Greenville Planning and Zoning Commission met on the above date at 6:30 p.m. in the Council Chambers of City Hall.

Mr. Tim Randall - \*  
Mr. Godfrey Bell - \*                      Mr. Dave Gordon - \*  
Mr. Tony Parker - \*                      Ms. Linda Rich - \*  
Mr. Hap Maxwell - \*                      Ms. Ann Bellis - \*  
Ms. Shelley Basnight - \*                      Mr. Brian Smith - \*  
Mr. Doug Schrade - \*                      Mr. Jerry Weitz - \*

The members present are denoted by an \* and the members absent are denoted by an X.

**VOTING MEMBERS:** Bell, Parker, Maxwell, Basnight, Gordon, Rich, Bellis, Smith

**PLANNING STAFF:** Merrill Flood, Community Development Director; Chris Padgett, Chief Planner; Valerie Paul, Secretary

**OTHERS PRESENT:** Dave Holec, City Attorney; Tim Corley, Engineer; Jonathan Edwards, Communications Technician

**MINUTES:** Motion was made by Mr. Bell, seconded by Mr. Smith, to accept the November 15, 2011 minutes as presented. Motion carried unanimously.

**NEW BUSINESS**

**Text Amendment**

Zoning Ordinance Text Amendment - Application submitted by Paradigm, Inc. requesting to modify the city's standards for Family Care Homes.

Chairman Randall noted that a letter had been submitted on behalf of the applicant to table the item until the January meeting.

**Mr. Bell made a motion to table the item until their January 2012 meeting, Ms. Rich seconded and the motion passes unanimously.**

**Text Amendments**

Zoning Ordinance Text Amendment modifications to the standards for portable temporary storage units.

Mr. Christopher Padgett provided background information on this request to the Commission. City Council initiated the text amendment at their November 14, 2011, meeting following a presentation from staff on the current standards applicable to portable temporary storage units

and examples of how they are being used as permanent accessory structures on commercial lots. The current standards appear to be effective in residential areas, but the city has been getting complaints about businesses utilizing portable temporary storage units as permanent accessory structures along the city's primary thoroughfares. City Council initiated a text amendment that limits the number of portable temporary storage units that can be used as permanent accessory structures on non-residential lots and prohibits their use as permanent accessory structures in the CD (Downtown Commercial) and CDF (Downtown Commercial Fringe) districts.

Mr. Padgett presented the specific text of the proposed standards as follows:

*“Any storage units to be located and used as permanent accessory structures on a nonresidential zoned lot and/or on any lot used for commercial, office, institutional and/or industrial purposes shall meet the minimum requirements applicable to an accessory building and/or structure for the district and use as well as the following:*

*(a) The number of units that may be located and utilized as permanent accessory structures will be determined by the size of the lot on which the unit(s) is (are) proposed to be located as follows: (i) If the lot is one acre or less in area, then no more than one unit totaling no more than 320 square feet in total floor surface storage area may be utilized as a permanent accessory structure. (ii) If the lot is greater than one acre, but less than three acres in area, then no more than two units totaling no more than 640 square feet in combined total floor surface storage area may be utilized as permanent accessory structures. (iii) If the lot is three acres or greater in area, then no more than three units totaling no more than 960 square feet in combined total floor surface storage area may be utilized as permanent accessory structures.*

*(b) No storage unit shall be used as a permanent accessory structure in the CD or CDF districts.”*

No one spoke in favor of the request.

No one spoke in opposition of the request.

Mr. Bell asked whether existing businesses that use these units as permanent accessory structures would be permitted to keep them.

Mr. Padgett responded that if the units were legally permitted as accessory structures, then they would be legal nonconforming uses and could remain.

Mrs. Bellis asked how many nonconforming situations existed in the city.

Mr. Padgett said that he thought there were two locations that would qualify as nonconforming.

Mr. Parker stated that he wanted to be sure that the number of units is based on a per lot basis, not per business.

Mr. Padgett stated that he was correct.

**Mr. Bell made a motion to approve the proposed text amendment to advise that it is consistent with the Comprehensive Plan and other applicable plans and to adopt the staff report which addresses plan consistency and other matters. Mr. Gordon seconded the motion. Mr. Bell, Mr. Parker, Mr. Maxwell, Ms. Basnight, Ms. Rich, Ms. Bellis, Mr. Smith and Mr. Gordon voted in favor, and the motion carried.**

### **Other**

Ms. Bellis noticed that their meeting was not listed on the City Page ad and she brought up her concern regarding proper advertisement of the Planning and Zoning meetings.

Chairman Randall asked that staff make sure that the meetings are properly advertised. He noted that they had changed their meeting date for the present month and that may have had an effect on it.

Attorney Holec acknowledged that the meeting was not listed in the publication that had went out that week, but it would not have any legal impact on the board's ability to conduct the meeting since they had met the notice requirements by posting the meeting on the City's website. He said that Ms. Bellis had requested that the entire agenda be published in the City Page ad and staff was consulting with the City Manager's Office to assess the cost.

Mr. Flood said that a report would be ready for the Commission by the following month.

Mr. Parker asked if it could be placed on the next agenda for discussion.

Attorney Holec answered that it would placed on the next agenda.

Ms. Bellis asked if it would be in the newspaper and online.

Attorney Holec answered that was correct. He said that the agenda is attached to the City's website.

Ms. Bellis said that she was concerned that the people that could be impacted by some of the items that they rule on would not be aware of it if they do not check the website.

Attorney Holec said that staff would look into it and place it on the next agenda.

Chairman Randall said that transparency is important to the entire board and he acknowledged that it can be a difficult task to give notice of the meetings to everyone because there are some people that only check online or only check the paper.

Ms. Bellis said that most people that would come to the meetings read the paper.

Mr. Flood said that staff is investigating a number of ways to get information out to the public; he said that they are looking into mass e-mails and other cost-effective solutions.

Ms. Bellis requested that staff also provide the run rate for advertisements in the newspaper.

**With no further business, a motion was made, seconded, and unanimously voted on to adjourn at 6:53 p.m.**

Respectfully Submitted,

Merrill Flood, Secretary



# City of Greenville, North Carolina

Meeting Date: 1/17/2012  
Time: 6:30 PM

**Title of Item:** Zoning Ordinance Text Amendment Application submitted by Paradigm, Inc. requesting to modify the city's standards for Family Care Homes.

**Explanation:** **Background Information**

It is the policy of the State of North Carolina to provide persons with disabilities the opportunity to live in a normal residential environment. The state further dictates that each person with a disability shall have the same rights as any other citizen to live and reside in residential communities, homes and group homes on the same basis as any other citizen. The state defined and created standards for family care homes in 1981, and later modified them in 2005, as a means of implementing this policy directive and to ensure compliance with federal law.

The City of Greenville first defined and created standards for family care homes in 1981. These new standards were modeled after the state law that was adopted earlier that year and included a 1/2 mile separation requirement for family care homes (i.e. a proposed family care home could not be located within 1/2 mile of an existing family care home). In 1991, the *Pitt County Group Home Board* requested that the city eliminate the 1/2 mile separation requirement so that such facilities could be more easily established throughout the community. The City Council found that eliminating the separation requirement altogether would not be appropriate, but they did reduce the requirement to 1/4 mile which is still the standard today.

Family care homes are defined by NCGS 168-21 as "a home with support and supervisory personnel that provides room and board, personal care and rehabilitation services in a family environment for not more than six resident persons with disabilities." The term "persons with disabilities" is broadly defined and includes, but is not limited to, the following:

- Persons with mental retardation, cerebral palsy, epilepsy, autism, hearing and sight impairments, emotional disturbance or orthopedic impairments;
- Persons suffering from Alzheimer's, senile dementia or organic brain syndrome;

- Persons with human immunodeficiency virus (HIV) and / or acquired immune deficiency syndrome (AIDS), who are in ambulatory condition; and
- Recovering alcoholics or drug addicts who are not currently using illegal controlled substances.

This definition does not include individuals that are considered to be "dangerous to others". Dangerous to others means that within the recent past, the individual has inflicted or attempted to inflict or threatened to inflict serious bodily harm on another, or has acted in such a way as to create a substantial risk of serious bodily harm to another, or has engaged in extreme destruction of property; and that there is a reasonable probability that this conduct will be repeated.

The Planning and Zoning Commission tabled this application at their December 13, 2011, meeting at the request of the applicant.

### **State Limits on Local Land Use Controls**

The State of North Carolina, through NCGS 168-122, dictates that municipalities shall view family care homes as residential land uses for zoning purposes and shall allow them as a permitted use in all residential zoning districts. The statute further dictates that a family care home cannot be made subject to the issuance of a special use permit. A municipality may, however, prohibit a family care home from being located within a 1/2 radius of an existing family care home.

It should be noted that the prospective family care home operators must meet state licensing / permitting requirements as well as local zoning requirements. These two processes are independent of one another.

### **Current Zoning Standards**

The city's standards applicable to family care homes are consistent with the applicable state requirements outlined above as follows:

- The city's definition of a family care home is modeled after the state definition and also includes language from other applicable state statutes.
- The city permits family care homes as a use of right in all residential zoning districts including the RA-20, R-15S, R-9S, R-6S, R-6N, R-9, R-6, R-6A, R-6MH, MR, MRS, OR and CDG districts.
- Family care homes are not subject to a special use permit in any district.
- Family care homes are subject to a 1/4 mile (1,320-foot) separation requirement from other family care homes (this is a significantly less strict requirement than is permitted by state law).

(A complete copy of all city zoning standards applicable to family care homes is attached.)

### **Current Request**

Paradigm, Inc., a mental and behavioral health care provider, has submitted a Zoning Ordinance Text Amendment Application requesting that the city eliminate the existing 1/4 mile separation requirement applicable to family care homes. Specifically, they are requesting that subsection (D)(3) under Section 9-

4-103 of the Zoning Ordinance be deleted.

**Staff Comments**

The existing separation requirement applicable to family care homes is intended to ensure that these facilities do not congregate or cluster within residential neighborhoods. In staff's opinion, the establishment of multiple family care homes in close proximity to one another within a residential neighborhood could potentially lead to nonresidential characteristics within the neighborhood and have an adverse impact on the neighborhood's character and on its residents. Additionally, such concentration of these facilities could be adverse or detrimental to the city's efforts related to two specific Objectives of **Horizons: Greenville's Community Plan** as follows:

Objective H6: To improve and revitalize existing neighborhoods.

Objective UF6: To preserve neighborhood livability.

In staff's opinion, the city's current standards for family care homes, including the 1/4 mile separation requirement, provides reasonable opportunities / accommodations for family care homes within the city's planning and zoning jurisdiction. As of December 1, 2011, there are 33 approved family care homes within the city's planning and zoning jurisdiction (26 active and 7 approved but pending state permitting). Additionally, there are 8 active Oxford House facilities that are not subject to the local zoning requirements related to spacing. Based on an analysis of the city's current standards and the location of these existing facilities, approximately 39.63 square miles or 59% of the city's planning and zoning jurisdiction would qualify to locate a new family care home facility by right (see attached map).

**Fiscal Note:** No fiscal impact is anticipated.

**Recommendation:**

In staff's opinion, the proposed Zoning Ordinance Text Amendment is not in compliance with **Horizons: Greenville's Community Plan**.

If the Planning and Zoning Commission determines to recommend approval of the request, in order to comply with statutory requirements, it is recommended that the motion be as follows:

"Motion to recommend approval of the proposed text amendment, to advise that it is consistent with the comprehensive plan and other applicable plans, and to adopt the staff report which addresses plan consistency and other matters."

If the Planning and Zoning Commission determines to recommend denial of the request, in order to comply with statutory requirements, it is recommended that the motion be as follows:

"Motion to recommend denial of the proposed text amendment, to advise that it is inconsistent with the comprehensive plan or other applicable plans, and to adopt the staff report which addresses plan consistency and other matters."

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Viewing Attachments Requires Adobe Acrobat. [Click here](#) to download.

**Attachments / click to download**

- [Application](#)
  - [Existing Family Care Homes Map](#)
  - [Current Zoning Standards Family Care Homes 913173](#)
  - [Family Care Home Separation Standards Survey 912969](#)
  - [Family Care Home Inventory 913159](#)
-



Date Received 11-21-11

**CITY OF GREENVILLE**  
**ZONING ORDINANCE TEXT AMENDMENT APPLICATION**

Applicant Name(s) Paradigm, Inc  
(Jason + Jeannette Barnett)

Mailing Address PO Box 31091  
Greenville, NC 27833-31091

Contact Phone Number (252) 561-8112

Contact Fax Number (252) 561-7455

Zoning Ordinance Section Proposed to be Amended: Section 9-4-103  
Item D-3

Reason for Request: We are requesting an amendment  
to eliminate space requirement for family  
care homes.

Proposed Language of Text Amendment (attach additional pages if needed): We are  
proposing removal of section D-3 of  
9-4-103 zoning ordinance for  
family care homes.

Jason T. Barnett

Print Name

Jason T. Barnett 11-21-11

Signature of Applicant

Date

## Current Zoning Standards for Family Care Homes – City of Greenville

1. **Section 9-4-22** provides the definition of a family care home as follows:

*Family care home.* An establishment defined under G.S. 168-20 through 168-23 as amended, with support and supervisory personnel that provides room and board, personal care and rehabilitation services in a family environment for not more than six resident persons with disabilities. Person with disabilities means a person with a temporary or permanent physical, emotional, or mental disability including but not limited to mental retardation, cerebral palsy, epilepsy, autism, hearing and sight impairments, emotional disturbance and orthopedic impairments but not including mentally ill persons who are dangerous to others. Dangerous to others means that within the recent past, the individual has inflicted or attempted to inflict or threatened to inflict serious bodily harm on another, or has acted in such a way as to create a substantial risk of serious bodily harm to another, or has engaged in extreme destruction of property; and that there is a reasonable probability that this conduct will be repeated. Previous episodes of dangerousness to others, when applicable, may be considered when determining reasonable probability of future dangerous conduct.

- (1) The following shall be considered a person with disabilities for the purpose of this definition:
  - (a) An elderly and disabled person suffering from Alzheimer's, senile dementia, organic brain syndrome;
  - (b) A recovering alcoholic or drug addict who is not currently using an illegal controlled substance; and/or
  - (c) A person with human immunodeficiency virus (HIV) and/or acquired immune deficiency syndrome (AIDS), who is in ambulatory condition.
- (2) Professionals or paraprofessionals providing assistance to the occupants shall be allowed in addition to the maximum occupancy.

2. **Section 9-4-103 (D)** provides the following standards applicable to family care homes:

(D) *Family care home.*

- (1) For purposes of this section, a family care home shall be as defined herein.
- (2) Family care homes shall be deemed a residential use of property and shall be permissible in all residential districts subject to subsection (D)(3) below.

(3) No family care home shall be permitted within a one-fourth-mile (1,320 foot) radius of an existing family care home as measured from the nearest lot line.

3. **Appendix A (C)(2)** provides the districts in which family care homes can be located as a permitted use as follows:

- RA-20 (Residential – Agricultural) district;
- R-15S (Residential – Single Family) district;
- R-9S (Residential – Single Family) district;
- R-6S (Residential – Single Family) district;
- R-6N(Residential – Neighborhood Revitalization) district;
- R-9 (Residential) district;
- R-6 (Residential) district;
- R-6A (Residential) district;
- R-6MH (Residential – Mobile Home) district;
- MR (Medical – Residential) district;
- MRS (Medical – Residential – Single Family) district;
- OR (Office – Residential) district; and
- CDF (Downtown Commercial Fringe) district.

## Survey of Other North Carolina Jurisdictions: Separation Requirements for Family Care Homes

Staff surveyed numerous other North Carolina municipalities and Pitt County to verify which entities have spacing requirements for Family Care Homes (i.e. a set distance that a proposed Family Care Home must be from an existing Family Care Home). The results of the survey are provided below:

### Pitt County

Ayden: 2,640 ft. (½ mile)  
Farmville: No separation standard.  
Greenville: 1,320 ft (¼ mile)  
Grifton: 2,640 ft. (½ mile)  
Pitt County: 2,640 ft. (½ mile)  
Winterville: 2,640 ft. (½ mile)

### Eastern North Carolina

Goldsboro: 1,320 ft (¼ mile)  
Jacksonville: 2,640 ft. (½ mile)  
New Bern: 2,500 ft.  
Rocky Mount: 750 ft.  
Washington: 2,640 ft. (½ mile)  
Wilmington: 2,640 ft. (½ mile)  
Wilson: No separation standard.

### Statewide

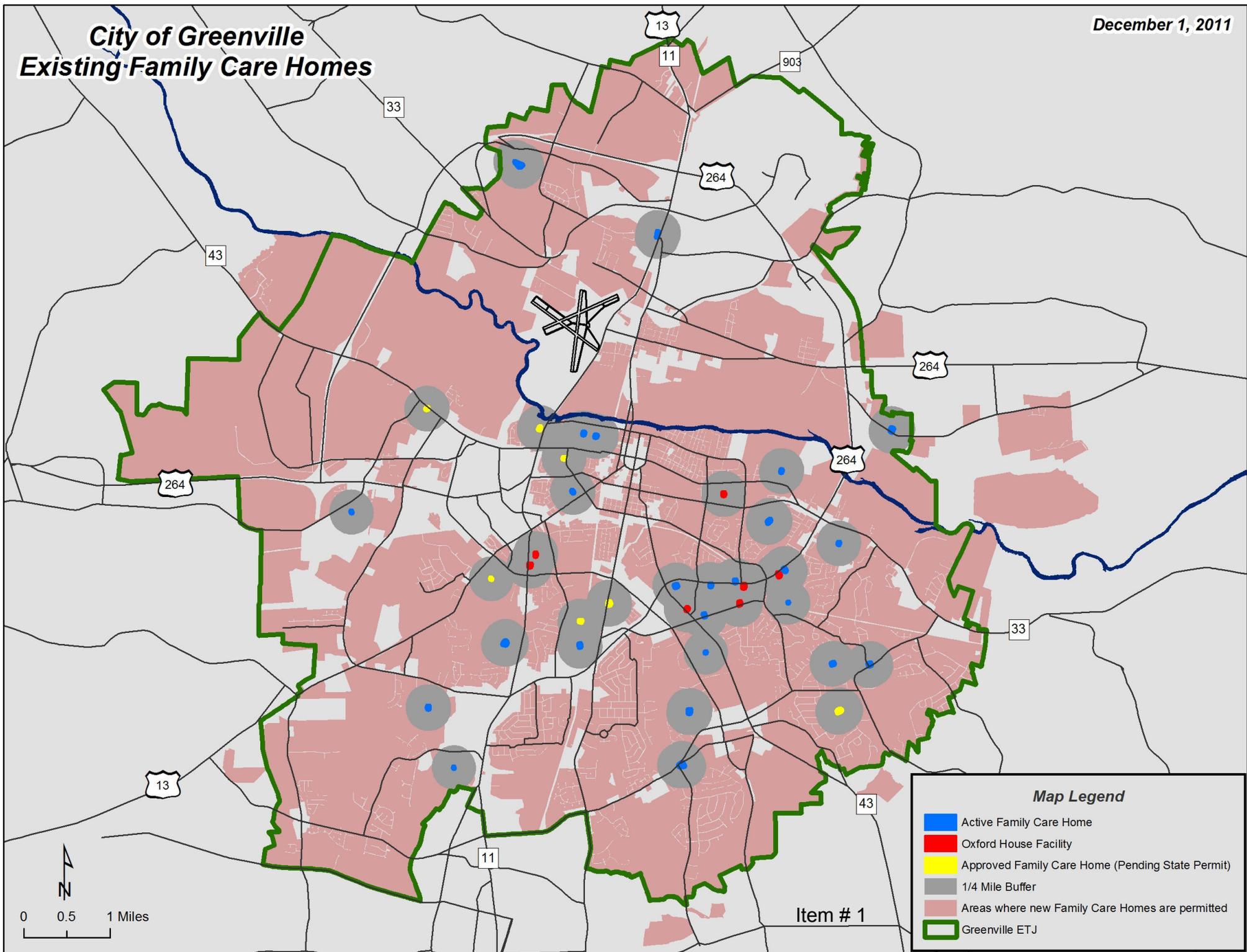
Apex: 2,640 ft. (½ mile)  
Cary: 1,320 ft (¼ mile)  
Charlotte: 800 ft.  
Durham: No separation standard.  
High Point: 2,640 ft. (½ mile)

Inventory of Existing Family Care Homes Located within  
Greenville's Planning and Zoning Jurisdiction  
December 1, 2011

NAME	ADDRESS	STATUS
My Savior Family Care #3	100 ADAMS BV	Active
Rosa Bradley Home For Adults I	2201 N MEMORIAL DR	Active
Freeman Family Care Home #4	1004 W THIRD ST	Active
Whites Family care Home	708 W THIRD ST	Active
Midland Supervised Living	3309 A MIDLAND CT	Active
Forest Hills Group Home	1913 FOREST HILL DR	Active
Pitt County Group Home #4	1203 REDBANKS RD	Active
Freeman Family Care Home #1	506 SEDGEFIELD DR	Active
King George Road Group Home	323 KING GEORGE RD	Active
Paradigm Facility for Adults	4001 A OLD PACTOLUS RD	Active
Freeman Family Care Home #2	108 KENWOOD LN	Active
MAAL-CARE	1200 E FIRE TOWER RD	Active
Our Fathers House	2605 A E THIRD ST	Active
Erin's Place	126 OAKMONT DR	Active
Paradigm, Inc.	2501 JEFFERSON DR	Active
Emmanuel Residential Facility	208 COUNTRY CLUB DR	Active
My Savior Family Care	1306 DUSK CT	Active
Keep Hope Alive	1110 SE GREENVILLE BV	Active
Bridging the Gap, LLC	3830 P6 STERLING POINTE DR	Active
Easter Seals UCP North Carolina, Inc.	108 GUINEVERE LN	Active
Keep Hope Alive	1419 SE GREENVILLE BV	Active
Wimbledon Place	1650 WIMBLEDON DR	Active
AFL	2235 B LOCKSLEY WOODS DR	Active
Better Connections, INC.	3330 A MOSELEY DR	Active
Freeman Family Care Home #5	1006 W THIRD ST	Active
Freeman Family Care Home #3	1408 CHESTNUT ST	Active
McFarlin Residential Care Services	2763 W FIFTH ST	Approved (pending State Permit)
Angels On Earth -Orion Star Inc.	2411 EVANS ST	Approved (pending State Permit)
Carol Groves	307 BURREINGTON RD	Approved (pending State Permit)
Tamika Groves	1205 B8 CROSS CREEK CI	Approved (pending State Permit)
James A Turnage	611 FORD ST	Approved (pending State Permit)
Dominion Adult Care	207 LEE ST	Approved (pending State Permit)
Great Things Foundations, Inc.	1707 W THIRD ST	Approved (pending State Permit)
Oxford House DellWood	1428 SE GREENVILLE BV	Active-Oxford House
Oxford House Eastwood	1614 SE GREENVILLE BV	Active-Oxford House
Oxford House Glenwood II	203 GLENWOOD AV	Active-Oxford House
Oxford House Greenville	2521 S MEMORIAL DR	Active-Oxford House
Oxford House Memorial	2519 S MEMORIAL DR	Active-Oxford House
Oxford House Red Banks	1401 RED BANKS RD	Active-Oxford House
Oxford House Charles St.	2208 CHARLES BV	Active-Oxford House
Oxford House Evans	1909 E EIGHTH ST	Active-Oxford House

# City of Greenville Existing Family Care Homes

December 1, 2011



**Map Legend**

- Active Family Care Home
- Oxford House Facility
- Approved Family Care Home (Pending State Permit)
- 1/4 Mile Buffer
- Areas where new Family Care Homes are permitted
- Greenville ETJ

Item # 1



# City of Greenville, North Carolina

Meeting Date: 1/17/2012  
Time: 6:30 PM

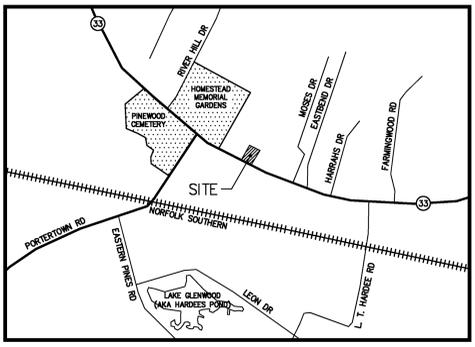
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- Title of Item:** Request by Greenville Retail Investments, LLC and V-SLEW, LLC for a preliminary plat entitled "Parkside Bluffs". The property is located on the north side of E. Tenth Street (NC HWY 33), approximately 350 feet east of Portertown Road. The property is bound by V-Slew Property to the north, east and west and Hardee Property to the south. The subject property is further identified as Pitt County Tax Parcel No. 09751. The proposed development consists of 1 lot on 1.63 acres.
- Explanation:** The purpose of this preliminary plat is primarily to establish one building lot and approval of a public street. The proposed street is a result of the negotiations between the developer and NCOT regarding the location of the traffic light for Hardee Crossing at Portertown (proposed Wal\*Mart shopping center). NCDOT is requiring that the street be built on the north side of E. Tenth Street (NC 33) to match the proposed intersection signalization.
- It is anticipated that this street will be the primary access for future development in the area. This property has approximately 650 feet of commercial zoning from E. Tenth Street toward the Tar River, transitioning into OR and then multi-family residential.
- Fiscal Note:** There will be no costs to the City of Greenville associated with this subdivision other than routine costs to provide public services.
- Recommendation:** The City's Subdivision Review Committee has reviewed the preliminary plat and has determined that it meets all technical requirements.

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Attachments / click to download

 [Parkside Bluffs](#)

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**LOCATION MAP**  
SCALE: 1"=100'

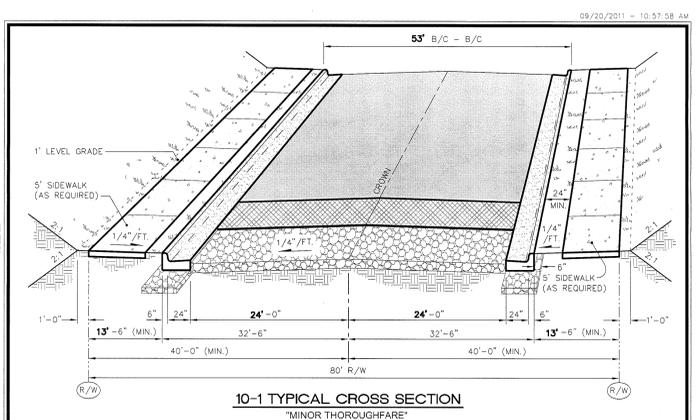
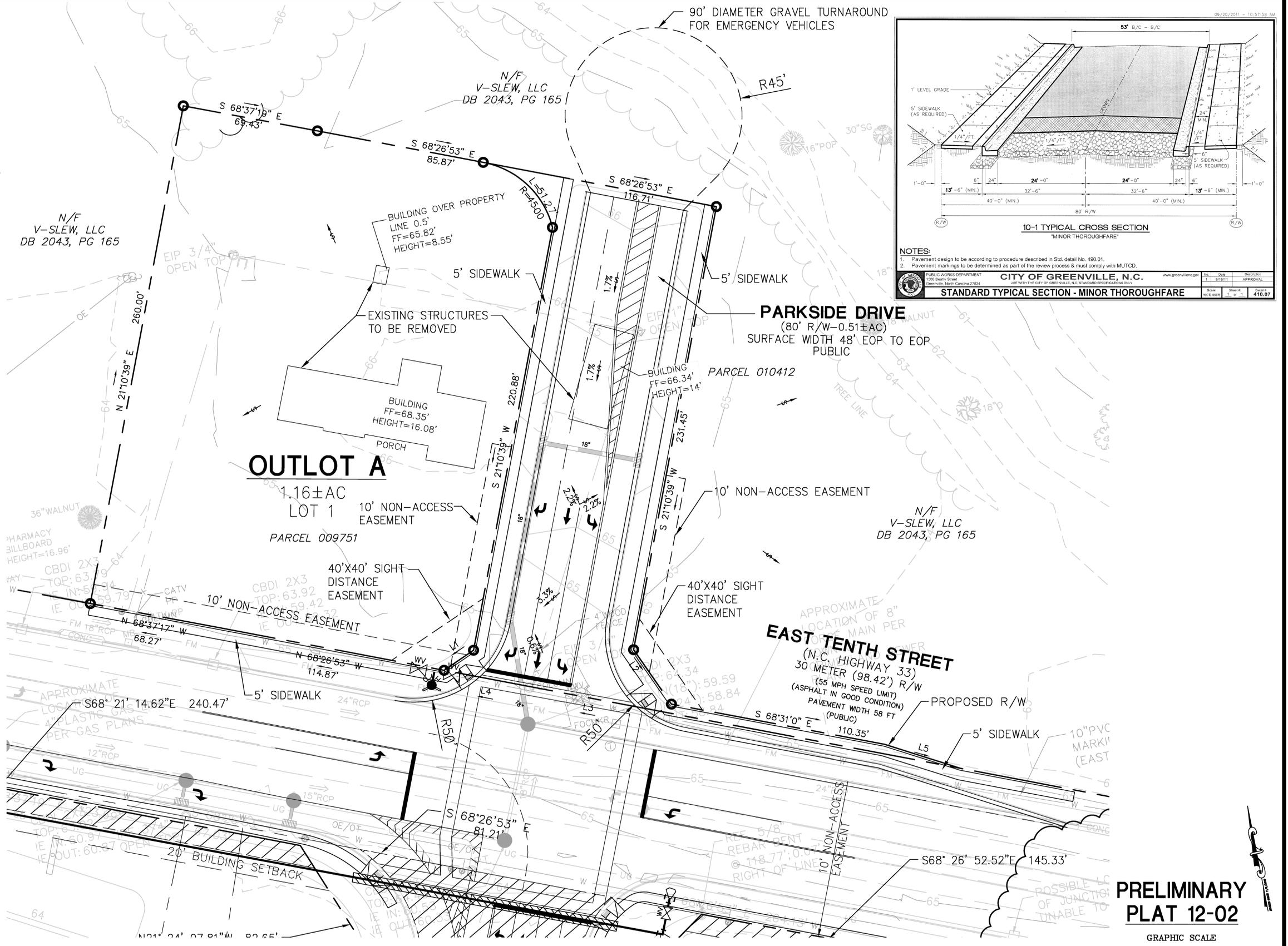
LINEAR FEET OF STREETS	275 LF
NUMBER OF LOTS CREATED	1 LOT
ACREAGE IN TOTAL TRACT	1.63 ACRES
ACREAGE IN PARKS, RECREATION AREAS COMMON AREAS, AND THE LIKE	0.00 ACRES

- NOTES:**
- CONSTRUCTION PLAN APPROVAL FROM GREENVILLE UTILITIES COMMISSION AND CITY OF GREENVILLE SHALL BE OBTAINED PRIOR TO CONSTRUCTION OF ANY STREET, WATER, AND/OR SANITARY SEWER AND STORM DRAINAGE SYSTEMS.
  - ALL REQUIRED IMPROVEMENTS SHALL CONFORM TO THE CITY OF GREENVILLE MANUAL OF STANDARD DESIGNS AND DETAILS AND THE MANUAL FOR THE DESIGN AND CONSTRUCTION OF WATER AND WASTE WATER SYSTEM EXTENSIONS OF GREENVILLE UTILITY COMMISSION.
  - ALL LOTS SHALL EQUAL OR EXCEED THE MINIMUM DEVELOPMENT STANDARDS OF THE CITY OF GREENVILLE ZONING ORDINANCE.
  - UNDERGROUND ELECTRIC AND TELEPHONE UTILITIES ARE PROPOSED.
  - OUTLOT A WILL PROVIDE ADDITIONAL FIRE HYDRANTS AS REQUIRED BY THE GREENVILLE FIRE DEPT. ONCE IT IS DEVELOPED.
  - EROSION CONTROL PLAN APPROVAL REQUIRED PRIOR TO CONSTRUCTION.
  - THIS PROPERTY DOES LIE IN FLOOD ZONE X, AS DEFINED PURSUANT TO THE FLOOD DISASTER PROTECTION ACT OF 1973, AS AMENDED, AS REFLECTED BY FLOOD INSURANCE RATE MAP PANEL 3202000200, DATED 1/2/04.
  - PROPOSED DRIVEWAYS ONTO HIGHWAY 33 WILL HAVE TO ADHERE TO N.C.C.O.T. AND CITY OF GREENVILLE REQUIREMENTS. THE MOST RESTRICTIVE REQUIREMENTS SHALL APPLY.
  - THIS PROJECT DISTURBS GREATER THAN 0.5 ACRES. STORMWATER MANAGEMENT IS REQUIRED IN ACCORDANCE WITH THE CITY OF GREENVILLE'S STORMWATER MANAGEMENT PROGRAM.
  - ALL BOUNDARY AND TOPOGRAPHICAL INFORMATION SHOWN PROVIDED FROM A SURVEY BY FREELAND AND ASSOCIATES, INC. PARKSIDE DRIVE SHOWN ON PLAT BY WOLVERTON AND ASSOCIATES, INC.
  - THE DATE OF THE ORIGINAL SURVEY FOR THIS PROJECT IS 7/9/10.
  - FIRE HYDRANT SPACING SHOWN HEREON IS APPROXIMATE. ADDITIONAL FIRE HYDRANTS MAY BE REQUIRED DURING CONSTRUCTION DRAWING PROCESS TO MEET HYDRANT SPACING REQUIREMENTS.
  - THIS SITE IS LOCATED IN THE GREENVILLE, NC E.T.J.
  - ALL DRIVES SHALL CONSTITUTE A GENERAL INGRESS-EGRESS EASEMENT.
  - PUBLIC WATER SERVICE IS AVAILABLE BY EASTERN PINEBARK WATER CORPORATION WITH FACILITIES LOCATED WITHIN THE R/W OF NC HWY 33. PUBLIC SANITARY SEWER SERVICE IS CURRENTLY NOT AVAILABLE TO THE PROPOSED LOT. THE GREENVILLE UTILITIES COMMISSION'S RIVERS HILLS SEWER PUMPING STATION IS LOCATED APPROXIMATELY 2500 LF AWAY IN A NORTHERLY DIRECTION. THE PROPOSED LOT IS LOCATED WITHIN THE DESIGNATED SERVICE AREA OF THE SEWER PUMPING STATION WHEREBY THE PROMOTION FOR GRAVITY SERVICE IS AVAILABLE FOR A DEVELOPER FINANCED EXTENSION OF SERVICE IS PROPOSED AT THIS TIME.
  - VOLUNTARY ANNEXATION WILL BE REQUIRED PRIOR TO THE RECORDATION OF THE FINAL PLAT. NO PART OF THIS PROPERTY IS WITHIN GREENVILLE CITY LIMITS. THIS PROPERTY IS WITHIN THE CITY OF GREENVILLE EXTRA TERRITORIAL JURISDICTION.
  - BMPs FOR THE ROAD TRACT ARE ACCOUNTED FOR IN THE STORMWATER DESIGN FOR THE WALMART DEVELOPMENT. BMPs FOR LOT 1 WILL BE PROVIDED FOR BY THE DEVELOPER AT THE TIME THE LOT IS DEVELOPED.
  - PARKSIDE DRIVE TO BE DEDICATED TO THE CITY OF GREENVILLE FOR FUTURE MAINTENANCE BY THE CITY.
  - PITT COUNTY HEALTH DEPARTMENT DOES NOT HAVE ANY RECORDS OF SEPTIC SYSTEMS OR DRINKING WELLS FOR THE EXISTING RESIDENCE. DURING CONSTRUCTION ANY SYSTEMS ENCOUNTERED WILL BE REMOVED PER JURISDICTIONAL REQUIREMENTS.

**LINE TABLE**

LINE	LENGTH	BEARING
L1	18.19'	S 68°10'39" W
L2	33.94'	S 23°49'21" E
L3	61.45'	N 68°26'53" W
L4	44.50'	N 68°26'53" W
L5	40.61'	S 61°36'5" E

Attachment number 1  
Page 1 of 1



**NOTES:**

- Pavement design to be according to procedure described in Std. Detail No. 490.01.
- Public markings to be determined as part of the review process & must comply with MUTCD.

PUBLIC WORKS DEPARTMENT  
1500 Beatty Street  
Greenville, North Carolina 27634

**CITY OF GREENVILLE, N.C.**  
USE WITH THE CITY OF GREENVILLE, N.C. STANDARD SPECIFICATIONS ONLY

**STANDARD TYPICAL SECTION - MINOR THOROUGHFARE**

Scale: 1"=20'    Sheet # of 2    Date: 11/11/11    410.07

**REVISIONS**

NO.	BY	DATE	DESCRIPTION
1	JGB	11-13-11	CITY COMMENTS

NC LICENSE # C-0986

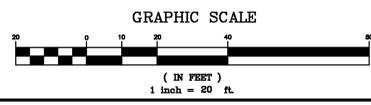


**PROPERTY OWNERS**

PARCEL ID.	NAME	ADDRESS	CURRENT ZONING
010412	V. SLEW, LLC	3625 CHARLES BV, GREENVILLE, NC 27658	R420
009751	DARRELL V. & JANET A. ELKS	442 E 10TH ST, GREENVILLE, NC 27658	R420

I, JAMES R. FREELAND, CERTIFY THAT THE BOUNDARY SURVEY, TOPOGRAPHICAL SURVEY, AND THE HORIZONTAL AND VERTICAL CONTROL WAS COMPLETED UNDER MY DIRECT AND RESPONSIBLE CHARGE FROM AN ACTUAL SURVEY OF THE LAND. I HAVE BEEN A REGISTERED PROFESSIONAL SURVEYOR IN THE STATE OF NORTH CAROLINA SINCE 1988. I HAVE BEEN A MEMBER OF THE NATIONAL SOCIETY OF PROFESSIONAL SURVEYORS SINCE 1990. I HAVE BEEN A MEMBER OF THE NORTH CAROLINA SOCIETY OF PROFESSIONAL SURVEYORS SINCE 1990. I HAVE BEEN A MEMBER OF THE SOUTH CAROLINA SOCIETY OF PROFESSIONAL SURVEYORS SINCE 1990. I HAVE BEEN A MEMBER OF THE AMERICAN SOCIETY OF PROFESSIONAL SURVEYORS SINCE 1990. I HAVE BEEN A MEMBER OF THE INTERNATIONAL ASSOCIATION OF PROFESSIONAL SURVEYORS SINCE 1990. I HAVE BEEN A MEMBER OF THE INTERNATIONAL FEDERATION OF SURVEYORS SINCE 1990. I HAVE BEEN A MEMBER OF THE INTERNATIONAL UNION OF GEODETIC INSTITUTIONS SINCE 1990. I HAVE BEEN A MEMBER OF THE INTERNATIONAL UNION OF PURE AND APPLIED PHYSICS SINCE 1990. I HAVE BEEN A MEMBER OF THE INTERNATIONAL UNION OF PURE AND APPLIED CHEMISTRY SINCE 1990. I HAVE BEEN A MEMBER OF THE INTERNATIONAL UNION OF PURE AND APPLIED MATHEMATICS SINCE 1990. I HAVE BEEN A MEMBER OF THE INTERNATIONAL UNION OF PURE AND APPLIED MECHANICS SINCE 1990. I HAVE BEEN A MEMBER OF THE INTERNATIONAL UNION OF PURE AND APPLIED METEOROLOGY SINCE 1990. I HAVE BEEN A MEMBER OF THE INTERNATIONAL UNION OF PURE AND APPLIED BOTANY SINCE 1990. I HAVE BEEN A MEMBER OF THE INTERNATIONAL UNION OF PURE AND APPLIED ZOOLOGY SINCE 1990. I HAVE BEEN A MEMBER OF THE INTERNATIONAL UNION OF PURE AND APPLIED ASTRONOMY SINCE 1990. I HAVE BEEN A MEMBER OF THE INTERNATIONAL UNION OF PURE AND APPLIED PHYSICS SINCE 1990. I HAVE BEEN A MEMBER OF THE INTERNATIONAL UNION OF PURE AND APPLIED CHEMISTRY SINCE 1990. I HAVE BEEN A MEMBER OF THE INTERNATIONAL UNION OF PURE AND APPLIED MATHEMATICS SINCE 1990. I HAVE BEEN A MEMBER OF THE INTERNATIONAL UNION OF PURE AND APPLIED MECHANICS SINCE 1990. I HAVE BEEN A MEMBER OF THE INTERNATIONAL UNION OF PURE AND APPLIED METEOROLOGY SINCE 1990. I HAVE BEEN A MEMBER OF THE INTERNATIONAL UNION OF PURE AND APPLIED BOTANY SINCE 1990. I HAVE BEEN A MEMBER OF THE INTERNATIONAL UNION OF PURE AND APPLIED ZOOLOGY SINCE 1990. I HAVE BEEN A MEMBER OF THE INTERNATIONAL UNION OF PURE AND APPLIED ASTRONOMY SINCE 1990.

**FREELAND & ASSOCIATES, INC.**  
100 WEST BIRCH AVE.  
GREENVILLE, S.C. 29602  
TEL: (864) 271-7888 FAX: (864) 233-0310  
EMAIL: info@freeland-associates.com



**PARKSIDE BLUFFS SUBDIVISION**  
GREENVILLE, GRIMESLAND TOWNSHIP, PITT COUNTY, NC

**GREENVILLE RETAIL INVESTMENTS, LLC**  
550 LONG POINT ROAD, MOUNT PLEASANT, SC 29464  
843-564-7888

**APPROVAL**

THIS PRELIMINARY PLAT #12-02, AND THE STREET NAME(S) HEREON WERE APPROVED BY THE GREENVILLE PLANNING AND ZONING COMMISSION AT A MEETING HELD THE \_\_\_\_\_ DAY OF \_\_\_\_\_ 2011.

SIGNED: \_\_\_\_\_ CHAIRMAN  
SIGNED: \_\_\_\_\_ CITY PLANNER

**Wolverton & Associates**  
Surveying Engineers & Land Surveyors  
1000 West 10th Street  
Greenville, South Carolina 29602  
www.wolverton-associates.com

SURVEYED: 7/9/10    APPROVED: \_\_\_\_\_  
DRAWN: 12/13/11    DATE: 12/14/11  
CHECKED: 12/14/11    SCALE: 1"=20'



# City of Greenville, North Carolina

Meeting Date: 1/17/2012  
Time: 6:30 PM

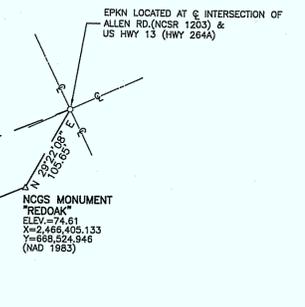
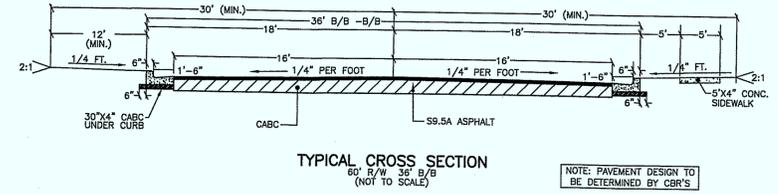
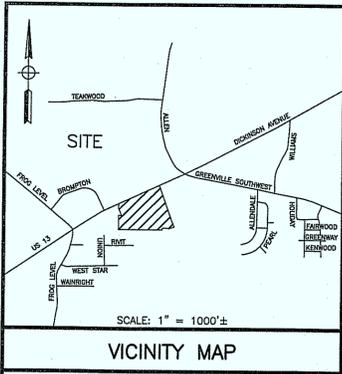
- 
- Title of Item:** Request by Outdoor Properties II, LLC for a sketch plan entitled "Southwest Commercial Park". The property is located on the southern right-of-way of Dickinson Avenue Extension approximately 840 feet west of its intersection with Southwest Greenville Boulevard (Allen Road). The subject property is further identified as a portion of Pitt County Tax Parcel No. 05363. The proposed development consists of 20 lots on 33.410 acres.
- Explanation:** The primary purpose of this sketch plan is to gain approval of the conceptual design of the property so that Lot 19 can be final platted for a business to be located there.
- The Greenville Utilities Commission is going to be participating in major extension of sewer from the south to serve the development and multiple adjacent and nearby properties.
- The conceptual plan provides sufficient connectivity to the east and south. There are residential properties to the west. The development will be served by a common stormwater pond.
- A preliminary plat will be presented and approved prior to any further division of property.
- Fiscal Note:** There will be no costs to the City of Greenville associated with this development. The Greenville Utilities Commission will be participating in the sewer extension.
- Recommendation:** The City's Subdivision Review Committee has reviewed the sketch plan and has approved the conceptual layout.

Viewing Attachments Requires Adobe Acrobat. [Click here](#) to download.

Attachments / click to download

 [Southwest Commercial Park](#)

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- LEGEND**
- R/W = RIGHT-OF-WAY
  - EIA = EXISTING IRON AXLE
  - B/B = BACK OF CURB TO BACK OF CURB
  - EIP = EXISTING IRON PIPE
  - DI = DROP INLET
  - GYE = GUY WIRE
  - CLR = CENTERLINE ROAD
  - CLD = CENTERLINE DITCH
  - BC = BACK OF CURB
  - PP = POWER POLE
  - TPED = TELEPHONE PEDESTAL
  - INV = INVERT
  - TBOX = TELEPHONE BOX
  - EP = EDGE OF PAVEMENT
  - FH = FIRE HYDRANT
  - WV = WATER VALVE
  - RCP = REINFORCED CONCRETE PIPE
  - CB = CATCH BASIN
  - FES = FLARED END SECTION
  - BO = BLOW OFF
  - C = CENTERLINE
  - EPKN = EXISTING PARKER KALON NAIL



- GENERAL NOTES**
1. WATER SUPPLY TO BE PROVIDED BY GREENVILLE UTILITIES COMMISSION.
  2. SEWAGE DISPOSAL TO BE PROVIDED BY GREENVILLE UTILITIES COMMISSION.
  3. ALL UTILITIES ARE TO BE UNDERGROUND.
  4. CONSTRUCTION CONTROL PLAN WILL BE REQUIRED.
  5. CONSTRUCTION PLAN APPROVAL FROM GREENVILLE UTILITIES COMMISSION AND THE CITY OF GREENVILLE SHALL BE OBTAINED PRIOR TO CONSTRUCTION OF ANY STREET, WATER AND/OR SANITARY SEWER AND STORM DRAINAGE SYSTEM.
  6. ALL LOTS SHOWN ON THIS PLAN SHALL EQUAL OR EXCEED THE MINIMUM DEVELOPMENT STANDARDS OF THE CITY OF GREENVILLE, NORTH CAROLINA ZONING ORDINANCE.
  7. ALL REQUIRED IMPROVEMENTS SHALL CONFORM TO THE CITY OF GREENVILLE MANUAL OF STANDARD DESIGN AND DETAILS AND TO THE WATER SYSTEM EXTENSIONS FOR GREENVILLE UTILITIES COMMISSION, EXCEPT AS OTHERWISE NOTED.
  8. HYDRAULIC ANALYSIS REQUIRED.
  9. THIS PROPERTY IS NOT LOCATED IN A SPECIAL FLOOD HAZARDOUS AREA AS DETERMINED BY THE FEDERAL EMERGENCY MANAGEMENT AGENCY. REF: FIRM 3720466600J, DATED JANUARY 2, 2004.
  10. ANNOTATION IS REQUIRED PRIOR TO FINAL PLATTING.
  11. PIPE SIZES ARE PRELIMINARY. FINAL PIPE SIZES AND SUPPORTING CALCULATIONS WILL BE PROVIDED WITH CONSTRUCTION PLANS. ANY OPEN DITCHES WHICH REQUIRE A PIPE GREATER THAN 48" WILL BE ELEVATED FOR A 100 YEAR FLOOD ELEVATION.
  12. ALL ELEVATIONS SHOWN ARE BASED ON NATIONAL GEODETIC VERTICAL DATUM. (1929)
  13. 25'X25' SIGHT TRIANGLE IS REQUIRED AT ALL STREET INTERSECTIONS THAT HAVE SIDEWALKS.
  14. DEPRESS CURB FOR HC RAMP AT ALL STREET INTERSECTIONS THAT HAVE SIDEWALKS.
  15. GAS/UTILITY EASEMENT IS 10' IN WIDTH AND CENTERED OVER GAS LINES AS INSTALLED.
  16. STREETS TO BE BUILT IN COMPLIANCE TO THE CITY OF GREENVILLE STANDARDS FOR FUTURE ACCEPTANCE AND MAINTENANCE BY THE CITY OF GREENVILLE.
  17. TURN LANES AND ADDITIONAL RIGHT OF WAY FOR THE TURN LANES WILL BE REQUIRED AND WILL BE SHOWN ON THE PRELIMINARY PLAN. NOTE MINIMUM GRADE ON THE STREET IS 0.3% ALONG THE FLOWLINE OF THE CUTTER.
  18. APPROVAL FOR DRIVEWAY/STREET ACCESS TO US 264A IS REQUIRED FROM BOTH NCDOT AND THE CITY OF GREENVILLE.
  19. THIS SKETCH PLAN IS JUST GENERAL APPROVAL OF THE DESIGN AND DOES NOT CONSTITUTE A VESTED RIGHT.
  20. LOT 19 WILL BE FINAL PLATTED UPON THE APPROVAL OF THIS PLAN AND A FULL PRELIMINARY PLAN WILL BE REQUIRED PRIOR TO THE DIVISION OF ANY OTHER LOTS.
  21. OTHER THAN SHOWN, ADDITIONAL FIRE HYDRANTS WILL BE SHOWN ON THE PRELIMINARY PLAN.

TOTAL AREA = 33.410 ACRES

GRAPHIC SCALE: 1" = 100'

REVISED: 1/02/12 (ENGINEER COMMENTS)(CNS)  
NCDOT COMMENTS  
PLANNING DEPT. COMMENTS  
LOT & R/W ADJUSTMENTS

REVISED: 12/21/11 (ENGINEER COMMENTS)(JWB)  
ADJUST MBL TO CURRENT STANDARDS  
ADD 8" WATERLINE  
ADD SAN. SEWER TO SERVE SUBDIVISION  
12/13/11 (SAN. SEWER EXTENSION)(JWB)  
SHOW PROPOSED SAN. SEWER & EASEMENTS  
REVISED: 08/28/07 (ADD EASEMENTS)(CNS)

SHEET 1 OF 1  
SKETCH PLAN

PARCEL #05363  
TAX MAP # 4666.06-48-7663

**SOUTHWEST COMMERCIAL PARK**

US HWY 13 (HWY 264A)  
REFERENCE: DEED BOOK 2386, PAGE 244 AND MAP BOOK 4,  
PAGE 90A OF THE PITT COUNTY REGISTRY.  
ARTHUR TOWNSHIP, PITT COUNTY, N.C.

OWNER: **OUTDOOR PROPERTIES II, LLC**  
ADDRESS: PO BOX 3435  
GREENVILLE NC, 27836  
PHONE: (252) 355-4610

	DESIGNED: MWB/MDW	APPROVED: MWB/MDW
	DRAWN: CCB/CNS	DATE: 1/2/08
CHECKED: MWB	SCALE: 1" = 100'	

**APPROVAL**

THIS SKETCH PLAN, # 12-01, AND THE STREET NAME(S) HEREON WERE APPROVED BY THE GREENVILLE PLANNING AND ZONING COMMISSION AT A MEETING HELD THE \_\_\_\_\_ DAY OF \_\_\_\_\_ 2012.

SIGNED \_\_\_\_\_ CHAIRMAN

SIGNED \_\_\_\_\_ CITY PLANNER

**BEFORE YOU DIG....**  
North Carolina One-Call Center, Inc.  
Call 48 Hours Before You Dig!  
1-800-632-4949



# City of Greenville, North Carolina

Meeting Date: 1/17/2012  
Time: 6:30 PM

**Title of Item:** Zoning Ordinance Text Amendment: Sign Regulations

**Explanation:** The City of Greenville's standards for regulating signs are located in Article N of the Zoning Ordinance (attached) and are typically referred to as the city's sign regulations. The sign regulations strive to balance the rights and needs of businesses and other entities to advertise and promote themselves to the public with the community's need to maintain public safety and the aesthetic quality. The regulations are comprehensive in that they include minimum standards relative to the construction, type, size, height, number, location, illumination, and maintenance of all signs within the city's planning and zoning jurisdiction.

## **Background**

Council Member Max Joyner requested on May 31, 2011, that a report on the sign regulations be placed on an August City Council meeting agenda. As a result of this request, Planning Division staff developed a report (attached) on the city's sign regulations and presented the report to the City Council at their August 8, 2011, meeting.

Following staff's presentation, Council Members asked a variety of questions related to the sign regulations, and specifically about temporary signs and flags. Following this discussion, City Council directed staff to develop options for possible modifications to the sign regulations for their review.

Staff developed a list of possible modifications to the sign regulations based primarily upon comments made by City Council members at the August 8, 2011, meeting and presented the same to City Council at their September 8, 2011, meeting. The possible modifications presented included the following:

**1. Temporary Signs.** These signs are currently permitted at a rate of one per lot, are limited to six square feet in area, and are permitted continuously (365 days per year).

Possible Modification 1: Eliminate the use of temporary signs.

**2. Flags.** Flags, either with or without commercial messages, are permitted so long as each flag does not exceed 100 square feet in area. There is no limitation to the number of flags that can be erected per lot or business. "Wind blades" are not considered flags.

Possible Modification 2: Allow "wind blades", but limit the number permitted per lot or business.

Possible Modification 3a: Limit the number of flags with commercial messages per lot or business.

Possible Modification 3b: Eliminate the use of flags with commercial messages.

**3. Education.** The Code Enforcement Division distributes a brochure outlining the standards for temporary/permit exempt signs to individuals in the field. The Planning Division distributes materials outlining the standards for permanent signs to new businesses when they apply for a business license.

Possible Modification 4: Develop a unified "sign regulations brochure" and distribute information to all business license holders during annual renewal process.

Possible Modification 5: Require all businesses engaged in the production of signs to confirm in writing that they have received a copy of the City's sign regulations and have reviewed the same.

Following staff's presentation of possible modifications and significant discussion, City Council directed staff to contact local sign companies to get input on potential modifications. Staff scheduled individual meetings with the owners/operators of four local sign companies. These individuals provided comments on the potential modifications presented to City Council and other miscellaneous provisions of the current standards.

A full summary of the comments provided by the sign companies (see attached) was presented to City Council at their November 14, 2011, meeting. After some discussion City Council voted to initiate a Zoning Ordinance Text Amendment that would allow the use of "wind blades", but limit the number permitted and to limit the number of flags with commercial messages per lot or business.

### **Current Standards**

Flags, either with or without commercial messages, are permitted so long as each flag does not exceed 100 square feet in area. There is no limitation to the number of flags that can be erected per lot. "Wind blades" are not classified as flags; they are temporary signs which are limited to 6-square feet in area and one per lot.

### **Proposed Text Amendment**

1. Define "wind blades" as follows:

A non-self supporting fabric or film display that is supported on one side by a

pole or mast that is curbed at the top so that the message is visible regardless of wind conditions. Wind blades shall be freestanding and shall not be attached to any permanent structure.

*(Wind blades are currently not defined.)*

2. Flags without commercial messages shall be no more than 100 square feet in area. There is no limitation on the number permitted per lot.

*(This is the same as the current standard.)*

3. Flags with commercial messages that are located on functioning light poles internal to the business lot shall be no more than 50 square feet in area. There is no limitation on the number permitted per lot.

*(Currently permitted up to 100 square feet in area.)*

4. Allow freestanding flags with commercial messages and wind blades with commercial messages or noncommercial messages as follows:

- At least one freestanding flag or wind blade will be permitted per lot.
- One freestanding flag or wind blade will be permitted for each 100-feet of lot frontage on a public or private street.
- Each freestanding flag or wind blade shall not exceed 25 square feet in area or 12-feet in height.

*(Wind blades are currently considered temporary signs and are limited to one per lot and 6 square feet in area. Self-supporting flags are permitted up to 100 square feet in area with no limitation on the number permitted.)*

### **Staff Comments**

The sign regulations strive to balance the rights and needs of businesses and other entities to advertise and promote themselves to the public with the community's need to maintain public safety and the aesthetic quality. The proposed text amendment attempts to provide such balance by placing greater restrictions on the use of flags with commercial messages (improve aesthetic quality) while allowing wind blades, a new form of advertising structure (new opportunity for businesses to promote themselves).

Specific provisions of **Horizon's: Greenville's Community Plan** that will be furthered or supported by this text amendment include:

Community Character Goal: To enhance the appearance of all areas of the city.

Objective UF8: To enhance the appearance of highway and gateway corridors.

Economy Goal: To provide a healthy, diversified, expanding economy that provides jobs for all of Greenville's residents in a truly livable setting.

Objective E1: To create conditions favorable for healthy economic expansion

in the area.

**Fiscal Note:** No direct cost is anticipated.

**Recommendation:** In staff's opinion, the proposed Zoning Ordinance Text Amendment is in compliance with **Horizons: Greenville's Community Plan**.

If the Planning and Zoning Commission determines to recommend approval of the request, in order to comply with statutory requirements, it is recommended that the motion be as follows:

"Motion to recommend approval of the proposed text amendment, to advise that it is consistent with the comprehensive plan and other applicable plans, and to adopt the staff report which addresses plan consistency and other matters."

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Viewing Attachments Requires Adobe Acrobat. [Click here](#) to download.

**Attachments / click to download**

- [Article N of Zoning Ordinance: Signs](#)
  - [Report on Sign Ordinance 2011\\_902351](#)
  - [Summary of Comments from Sign Companies 910200](#)
  - [Temporary Sign Survey August 2011\\_904867](#)
-

## **Report on the City of Greenville Sign Regulations**

### Contents:

- Section I. Report Purpose– Page 2
- Section II. Summary of Existing Sign Standards – Page 2
- Section III. Adoption and Amendment History – Page 12
- Section IV. Enforcement – Page 20
- Attachment: Article N of the Zoning Ordinance (Signs)

**Report Developed by the City of Greenville  
Community Development Department - Planning Division  
July 21, 2011**

## **SECTION I – Report Purpose**

The City of Greenville’s standards for regulating signs are located in Article N of the Zoning Ordinance and are typically referred to as the city’s sign regulations. The sign regulations attempt to balance the rights and needs of businesses and other entities to advertise and promote themselves to the public with the need to maintain the aesthetic quality of the community. The purpose of this Report is to provide City Council with an overview of the current sign standards; the history and background related to how they were first developed and have been modified since initial adoption; and how they are enforced.

## **SECTION II – Summary of Existing Sign Standards**

The City of Greenville’s sign regulations are comprehensive in nature. They include minimum standards relative to the construction, type, size, height, number, location, illumination and maintenance of all signs within the city’s planning and zoning jurisdiction. A copy of the full sign regulations (Article N of the Zoning Ordinance) is provided as an attachment to this Report. The purpose of this Section (II) is to provide a general summary of these standards in the form of commonly asked questions.

### **❖ What is a sign?**

A sign is defined as any display device that is visible and is located and designed to attract the attention of persons or to communicate any information to them.

### **❖ What types of on-site signs are permitted for a business in Greenville?**

#### **1. Freestanding Signs**

Freestanding signs are permanent signs that are not attached to or supported by a building. These signs are typically referred to as pole, pylon, or monument signs. Businesses can typically have one or more freestanding signs; the number, height and size of which are determined by the specific zoning district in which they are located and the amount of frontage the business lot has on a public street.

Generally, freestanding signs may be up to twenty-five (25) feet in height in commercial, office and industrial zoning districts and up to fifteen (15) feet in height in medical related zoning districts.

Examples of freestanding signs are provided below:



## 2. Wall Signs

Wall signs are permanent signs that are directly attached to a building wall. All businesses are permitted wall sign(s) on their building up to fifty (50) square feet in area. Businesses may be eligible for additional wall signage (additional square feet) determined by the width of the building's façade facing a public street or shared parking area.

Examples of wall signs are provided below:



## 3. Flags

Businesses may have flags with or without commercial messages so long as they do not exceed one-hundred (100) square feet in area (no permit required / no limitation on time).

An example of flags with a commercial message is provided below:



#### 4. Temporary Signs

- Each lot may have one temporary sign not exceeding six (6) square feet (no permit required / no limitation on time).
- Businesses are permitted a variety of signs (with no maximum number or area) associated with a Grand Opening. Such a Grand Opening event may last up to ten (10) days and must commence no later than sixty (60) days following any occupancy for use.

Examples of temporary signs for businesses are provided below:



#### ❖ What types of signs are permitted for a church?

- Churches are permitted wall signs the same as businesses.
- They have specific standards for freestanding signs. These standards generally limit the area of such a sign to thirty-six (36) square feet. When more than one (1) freestanding sign is permitted, a single seventy-two (72) square foot sign is permitted so long as it does not exceed ten (10) feet in height.
- They may have off-site directional signs so long as they do not exceed three (3) square feet in area; six (6) feet in height; and are located on private property.

Examples of signs for churches are provided below:



❖ **What types of signs are permitted for subdivisions and multi-family developments?**

They are permitted two (2) freestanding identification signs per entrance. Such signs are limited to fifty (50) square feet in area each and ten (10) feet in height.

Examples of subdivision and multi-family development entrance signs are provided below:



❖ **What types of signs are permitted for non-profit and governmental organizations?**

- They are permitted the same on-site signs as businesses.
- They are permitted not more than one (1) on-site and three (3) off-site temporary signs in conjunction with a special event. These temporary signs, which may include banners, must be on private property with the permission of the property owner. They may not exceed thirty (30) square feet in area per sign, may not be erected more than seven (7) days and the maximum frequency of any special event shall be one (1) occurrence within any twelve (12) month period. Such signs do require zoning compliance permits.

❖ **Are there special standards for signs in the Uptown Greenville area?**

Much of the area referred to as Uptown Greenville is located in the CD (Downtown Commercial) zoning district. This district does have specific sign standards recognizing the unique character of the area. These standards include wall and freestanding signs being limited to fifty (50) square feet in area and freestanding signs being limited to ten (10) feet in height.

❖ **How are real estate signs regulated?**

Real estate signs are considered temporary signs include both “for sale” and “lease occupancy advertising”. Such signs may be up to twelve (12) square feet in area within any residential zoning district and up to fifty (50) square feet in area within any nonresidential zoning district and multifamily development with more than twenty (20) units. The signs must be removed within fourteen (14) days of the property being sold or leased.

Examples of real estate signs are provided below:



### **When can banners be legally used?**

- Banners may be used in conjunction with a business grand opening.
- Banners are permitted to be used by non-profit and governmental organizations.
- Banners or any other signs made out of non-self-supporting materials may be used as legal wall signs when they are attached to the building subject to the following:

They must be permanently affixed to the building by a method approved by the Building Inspector, and the display (sign face) shall be enclosed and/or attached by a two-inch or wider raised frame that supports the sign face; or within a two-inch or wider raised sign cabinet specifically designed for support of the sign.

- Banners erected or used in any other way are considered illegal.

### **❖ How are billboards regulated?**

Billboards are considered off-premise advertising signs and are only permitted in three (3) zoning districts (CH, IU and I). They must be located at least one-thousand (1,000) feet from another off-premise advertising sign and are limited to four hundred (400) square feet in area and thirty-five (35) feet in height.

Examples of off-premise advertising signs (billboards) are provided below:



❖ **What are the standards for electronic signs?**

Electronic signs may be used as permanent wall or freestanding signs. Such signs may not include flashing, intermittent lights, or lights of changing degree of intensity or color. The sign's face copy (message) may not be changed more than one time in any sixty (60) minute period.

An example of an electronic sign is provided below:



❖ **What are nonconforming signs?**

Signs are nonconforming (sometimes called grandfathered) if they were legally permitted when they were constructed, but because of amendments to the sign regulations they no longer meet the city's requirements. These signs may be allowed to remain provided the signs are not enlarged or materially altered.

❖ **Are there maintenance requirements for signs?**

Signs must be maintained in a safe and aesthetic manner. Standards are provided that require any sign with specified maintenance issues to be repaired or removed within thirty (30) days.

❖ **What types of signs are not permitted?**

1. Kites and similar devices;
2. Ballons that do not meet specific standards;
3. Spotlights (except for defined on-site special events);
4. Flags that exceed 100 square feet in area and are displayed on a property with a commercial use;
5. Any temporary sign not expressly permitted;
6. Signs attached to radio or television towers or poles;
7. Signs suspended between two structures or poles and supported by a wire, rope or similar device including banners (except as permitted for non-profit and governmental organizations);
8. Roof signs;
9. Revolving signs;
10. Flashing signs;
11. Strings or ribbons, tinsel, small flags and similar devices; and
12. Pinwheels, windmills or other similar devices.

**Note:** These items identified above as prohibited are permitted for grand openings.

Examples of signs not permitted are provided below:



## **SECTION III – Adoption and Amendment History**

### **ADOPTION SUMMARY**

- Prior to 1986 the City had few standards regulating the number, location and size of on-premise signs. The pre 1986 on-premise sign regulations could be summarized as follows: freestanding signs over 5' in height must be setback not less than 10' from the street right-of-way; freestanding signs limited to 35' in height. There was no limit on the number or size of on-premise wall, freestanding or temporary signs.
- In the 1960's the City adopted minimum off-premise (billboard) sign standards. Standards included: 100' spacing from residential uses and street intersections; 300' radius spacing between billboards; copy area limited to 750 sq. ft. per sign face.
- Prior to 1972, the City did not exercise zoning outside the city limits and the County had no sign regulations. As such, there were no sign requirements outside the city limits. As the city limits expanded over time the City assumed control over the County authorized signs within the City's zoning jurisdiction – few of which complied with the City's previous (1960's) requirements. The County authorized signs were allowed to remain, in most cases as non-conforming situations or uses.
- In 1979 the City adopted a revised billboard ordinance. The new standards increased the spacing requirement between billboards from 300' to 1,000' for signs located on the same side of the street, established a 600' minimum radius spacing in all directions and decreased the maximum copy area size from 750 sq. ft. to 550 sq. ft. per sign face. Existing signs, which did not meet these requirements, were allowed to remain as non-conforming uses.
- Over the years many of the non-conforming billboards have been upgraded and repaired giving them a much younger physical appearance than the originally located signs. This upgrade and repair has been permitted by the code.
- In May of 1986, as part of the Medical District Plan preparation, a specialized on-premise sign ordinance was prepared for the hospital area. At the direction of the Planning and Zoning Commission the standards were expanded to cover the entire city and updated billboard standards were requested. The Commission felt aesthetic standards should benefit the entire community and not just an isolated area. This citywide equal treatment concept is the basic principle of the current sign regulations.

- The current sign standards are essentially the same in all non-residential zoning districts, the exception being a reduced height allowance for freestanding signs in the medical and central business districts. This equal treatment concept was determined as the most equitable and manageable method available and the business community and citizens have generally supported this approach over the past 25 years.
- The Planning and Zoning Commission considered the 1986 sign ordinance draft at three consecutive regular meetings and one special call meeting.
- In the interim, Planning Staff held two meetings – one with the sign companies and one with the business community and interested citizens. A compromise ordinance was prepared as a result of these meetings.
- Early in this process City Council elected to impose a temporary moratorium on the issuance of all sign permits pending adoption of the new regulations.
- Through this process the Chamber of Commerce, Environmental Advisory Commission, Community Appearance Commission, local environmental and citizens groups, the sign companies, the business community and numerous interested persons were provided every opportunity to comment on the proposals and offer suggestions.
- In conjunction with the Planning and Zoning Commission's final recommended draft, separate drafts from the Chamber of Commerce, the Environmental Advisory Commission, the Sierra Club as well as staff's original proposal were all forwarded to City Council for comparison.
- City Council reviewed the proposals at four consecutive regular meetings and at three special call meetings.
- The special call meetings included a section-by-section, line-by-line discussion of the Planning and Zoning Commission recommendation, comparison of recommended options from the interest groups noted above, a slide presentation of approximately 50 sign examples and a two hour City Council bus tour of all areas of the city. During the bus tour staff explained the effect of the proposals in detail as they might apply to specific sites and signs.

- All meetings were well attended by the public and discussion was contentious on both sides of this issue.
- The ordinance was ultimately adopted in November of 1986, following nine months of study and continuous debate and has resulted in a compromise between business and community character interests.
- The new (current) ordinance increased the spacing requirement between billboards and residential uses/zones from 100' to 300'; increased the spacing requirement between billboards from 1,000' on the same side of the street and 600' minimum radius spacing to 1,000' in all directions; reduced the copy size from 550 sq. ft. to 400 sq. ft. per sign face, and restricted billboard location to the Heavy Commercial (CH) and Industrial (IU, I) districts.
- Additionally, the billboards which did not meet all of the new requirements had to be brought into compliance within five and one-half years from the date of ordinance adoption. This is referred to as an amortization provision. The five and one-half years expired in May 1992 and 37 billboards were subsequently removed as a result.
- In accordance with judicially recognized compensation alternatives, the City optioned to allow non-conforming billboards to remain in use for this five and one-half year period.
- This amortization option was based in part on a compromise between the billboard industry representatives and the City. The City agreed to adopt a more flexible regulation – allowed signs in more zones (i.e. heavy commercial and industrial); less spacing between signs (i.e. 1,000' as opposed to 2,000'); greater surface area (i.e. 400 sq. ft. as opposed to 200 sq. ft.), etc., in consideration of the removal of a significant number of the non-conforming billboards.
- All legal non-conforming billboards located adjacent to Federal Aid Highways – portions of Greenville Boulevard, Memorial Drive, US 264, etc, could not be removed under this amortization provision due to federal law.
- The right to utilize non-conforming on-premise temporary signs was also phased-out over a six-month period using this same amortization method. The six-months expired in June 1987 and 60 or more trailer signs (characterized by overhead arrows and flashing lights) were subsequently removed as well as a significant number of

other temporary displays. Today, trailer signs are only permitted as part of a 10 day grand opening event and temporary signs are limited to 1 per lot and six sq. ft. in size.

- Non-conforming on-premise wall and freestanding signs were allowed to remain, however strict limitations on expansion and change of copy have resulted in the voluntary removal of many non-compliant signs through natural attrition due to change in use or occupant, business name and logo changes, and site (facility) upgrades.
- Since the adoption of the sign ordinance rewrite in 1986 there have been 26 amendments to the regulations. All but one of these amendments has been consistent with the original philosophy or intent of the 1986 code. Thirteen (13) of the amendments were proposed by a Department or Board/Commission of the City. Most amendments were for operational and/or clarification purposes.
- The first and most significant substantive amendment occurred in 1999. This amendment (Ord. # 99-4), proposed by the Pitt County Auto Dealers Group, reintroduced several categories of previously banned temporary signs including banners, balloons, pennants, spotlights, flags with logos and roof mounted inflatable displays.
- A related subsequent amendment (following a six-month trial period) returned the banner options (created by Ord. # 99-4) to prohibited status. Today, banners are only permitted as part of a 10-day grand opening event or as part of a seven-day (Secretary of State) certified non-profit organization event.
- In 2002, there were two amendments to the sign regulations. First, the off-premise sign regulations were changed to allow point-of-sale (on-premise) advertising on “billboards”. The second change specified the requirements and allowed frequency of sign copy change (one change allowed per hour). The change of copy requirements specifically pertain to electronic and/or mechanical (roll) type reader boards.
- In August of 2003, the non-conforming sign standards were changed to allow the replacement of off-premise signs which are non-conforming due to inadequate spacing (1,000 foot radius encroachment), provided that there are not any non-conforming situations increased or created, and the replacement sign complies with zone location requirements and sign height/dimension standards.

- In 2005, City Council adopted an amendment concerning permit requirements for roof mounted inflatable balloons and to limit free floating balloons to 125-feet in height, 20-feet in dimension, require a 25-foot clear fall zone, and to subject other temporary signs to the standards applicable to permanent signs including height and setback.
- In 2006 an ordinance was adopted which requires that abandoned signage be removed 12-months after the associated use is vacated.
- Also in 2006, City Council adopted an amendment to include a new definition of “banner” and “flag”, and to amend the definition and standards for “wall sign” and “freestanding sign” to include a raised two-inch frame for flex-face signs, and to amend the requirements for temporary real estate signs size and height (now 50 sq. ft. for large multi-family developments).
- A complete list of all sign ordinance related amendments (1986 to date) is set out below.

**AMENDMENT HISTORY - November 1986 to June 2011**

Date	Petitioner	Description	Ordinance
1986	P&CD	Amend Zoning Ord. Article VIII, Entitled " <b>Signs</b> " (Complete rewrite)	1667
1988	P&CD	Amend Section 32-109.13.D of the Zoning Ordinance to allow one (1) <b>menu reader board</b> per each restaurant drive-through facility	1928
1989	P&CD	Amending Zoning Ord. Re: <b>Wall sign</b> provision to allow signs on all walls provided compliance with maximum area allowance and coverage	1966
1989	P&CD	Amend Sec. 32-109-11(c) of the Zoning Ord. Regarding number of <b>free-standing signs</b> permitted within "Planned Center" to eliminate the unified development penalty.	2045
1995	P&CD	Amend the sign regulations to include provisions for " <b>Open door and/or open window signs</b> ".	95-53

1995	P&CD	Amend the sign regulations; including the clarified method of <b>calculating allowable wall signage</b>	95-61
1995	P&CD	Amend the <b>sign regulations</b> to allow alteration of freestanding signs which are nonconforming due (only) to encroachment into the public street setback area.	95-137
1996	P&CD	Amend the sign regulations to include clarified <b>"Grand opening" sign</b> standards.	96-29
1996	Red Oak Christian Church	Amend the <b>"church" freestanding identification sign</b> regulations to allow an option to erect one 72 sq. ft. sign in lieu of two 36 sq. ft. signs on lots having 300 or more feet of frontage.	96-35
1996	P&CD	Amendment to the sign regulations to permit <b>temporary off-premise special event signage</b> , including banners, for nonprofit and governmental organizations.	96-73
1996	P&CD	Amend the <b>church freestanding sign requirements</b> to allow large lot option signs up to ten (10) feet in height within residential districts.	96-79
1996	Saint Peter's Catholic Church	Amend the <b>church wall sign requirements</b> to allow signage based on building frontage in accordance with the general sign standards for nonresidential uses.	96-91
1997	P&CD	Amend the subdivision directory sign standards to allow increased height and display area for industrial subdivisions.	97-64 (6/12/97)
1998	P&CD	Amend the wall sign standards to allow wall sign support structures and wall signs (combined) to project up to three (3) feet from the building face provided the width of the sign (excluding supports) perpendicular to the wall is not more than one (1) foot.	98-34 (3/12/98)
1998	Pitt County Auto Dealer Group (J R Philips, Craig Goess, Steve Grant)	Amend the sign regulations to allow balloons, pennants, banners, spotlights and flags with logos.	99-4 (1/14/99)

1999	Taco Bell (Tom McLean)	Amend the sign regulations to increase the restaurant drive-thru menu reader board from 20 square feet to 42 square feet. Maximum height increased from 6 feet to 8 feet.	99-38 (4/8/99)
1999	P&CD (per council directive following 6 mo. report on the status of ordinance 99-4)	Amend the sign regulations by deleting banners as a temporary sign option excepting grand opening events and nonprofit organization events.	99-152 (12/9/99)
2002	Conrad Paysour for Craig Goess (Toyota of Greenville)	Amend the off-premise sign regulations to allow point-of-sale (on-premise) advertising on "billboards". Creates a new definition for both permanent panel and temporary poster panel off-premise signs.	02-63 (6/13/02)
2002	P&CD	Amend the sign regulations to specify the requirements and frequency of sign copy change allowed; specifically electronic and/or mechanical (roll) type reader boards.	02-94 (9/12/02)
2003	Fairway Sign Co. (Todd Allen) Raleigh – ph# 919-755-1900	Amend the nonconforming sign standards to allow replacement of off-premises signs, which are nonconforming due to inadequate spacing (1000' radius encroachment), provided no nonconforming situations are increased or created and the replacement sign complies with zone location requirements and sign height/dimension standards.	03-78 (8/14/03)
2005	P&CD	Amend the sign regulations, signs not requiring permits and roof mounted inflatable balloons, to limit free floating balloons to 125 feet in height, 20 foot in dimension and to require a 25 foot clear fall zone and to subject other temporary signs to the standards applicable to permanent signs including height and setback.	05-15 (3/10/05)
2006	P&CD (Per direction of the City Manager)	Amend the sign regulations to require removal of abandoned signs. Twelve (12) month trigger.	06-35 (4/13/06)

2006	CDD (Planning) at the request of Council Member Ray Craft	Amend the sign regulation to include a definition of "banner" and "flag", and to amend the definition and standards for "wall signs" and "freestanding signs" to include a raised (2") frame for flex-face signs, and to amend the requirements for temporary real estate signs-size (50 sq ft. for large multi-family developments) and height.	06-76 (8/10/06)
2009	Place Properties	Amend the sign regulations to allow wall signs for multi-family development in the CD district.	09-17 (3/5/09)
2010	CDD (Urban Development/Planning) - initiated by the Redevelopment Commission)	Amend the sign regulation to allow extended projection wall signs in the CD district.	10-44 (5/13/10)
2011	Cheddar's Restaurant	Amend the sign regulation to allow wall signs on top of decorative roof structures (i.e. canopies and awnings) with specified restrictions.	11-22 (5/12/11)

## **SECTION IV – Enforcement**

The city exercises zoning within both the city limits and within an extraterritorial zoning jurisdiction (ETJ), which collectively encompass 66.64 square miles. Within the city’s jurisdictional area there are approximately 4,000 (total) commercial, industrial, office and service establishments and multifamily residential complexes, most of which utilize individual and/or joint (planned center) sign displays. Between January, 1991 and December, 2010, a period of 20 years, the Planning Division issued 4,569 zoning compliance permits (avg. 228 per year) for permanent wall and/or freestanding signs, including new development locations, and replacement sign faces and/or structures at existing establishments.

Responsibility for enforcing the sign regulations is currently divided between the Police Department’s Code Enforcement Division and the Community Development Department’s Planning Division. The Code Enforcement Division is responsible for enforcing the standards applicable to permit-exempt (temporary) signs. The Planning Division is responsible for enforcing the standards applicable to permit-dependent (permanent) signs and vehicle mounted displays. The vast majority of all sign ordinance violations are related to temporary signs including banners, flags and multiple small signs displayed on-site and/or in public rights-of-way.

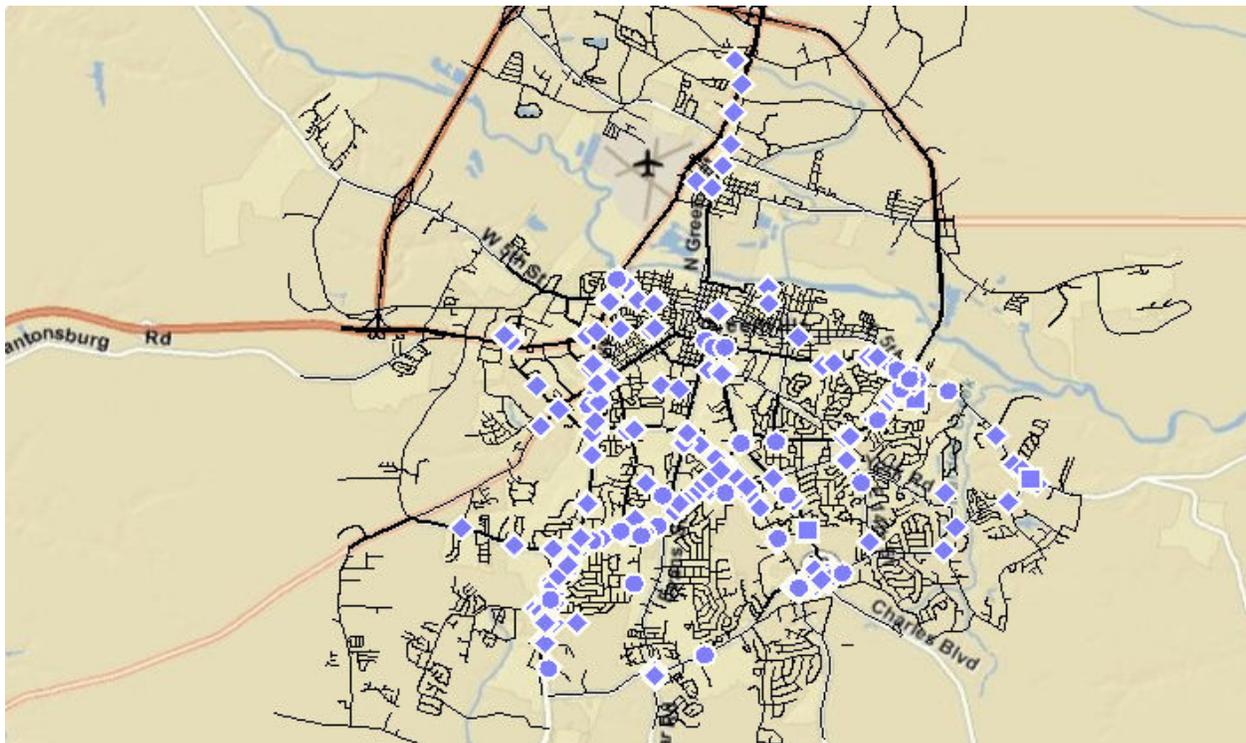
Staff recognizes that education is the most effective compliance tool. To this end, the Planning Division has developed general sign information, including wall and freestanding sign standards and permit application requirements, for distribution to commercial establishment privilege license applicants, business operators and the general public. The Code Enforcement Division has developed a temporary sign brochure for field distribution. This brochure describes the various types of temporary signs and their regulation including small advertising signs (six or less sq. ft.), real estate signs, election signs, flags, banners, balloons and the like.

A violation of the zoning ordinance, sign regulations included, is subject to civil citation as follows:

- \$50 for the first violation;

- \$100 for the second violation occurring within a 12-month period;
- \$250 for each subsequent violation within the original 12-month period  
(Each day a violation continues constitutes a separate offense.)

The Code Enforcement Division logs temporary sign enforcement cases into the Mobile 311 system (this system has been in place since March 12, 2010) and the related enforcement location data may be displayed using the City's Geographic Information System (GIS). The map below is intended to illustrate the geographic distribution of enforcement actions over a one-year period beginning on July 1, 2010 and ending on June 30, 2011.



Sign Enforcement Summary for the period July 1, 2010 – June 30, 2011

1. Enforcement activities related to permit-exempt temporary signage (banners, flags, multiple small signs etc.): **293** (includes abatement notices and citations)

\*Source: Police Department's Code Enforcement Division

2. Enforcement activities related to permit-dependent permanent signage:  
**16** (includes abatement notices and citations)

\*Source: Community Development Department, Planning Division

Notes:

- (1) Code Enforcement Officers may immediately remove without notice any sign located within the street right-of-way or which constitutes an immediate public hazard.
- (2) Zoning enforcement actions may be appealed to the Board of Adjustment.

## TEMPORARY SIGNS BROCHURE:



### The Purpose

This pamphlet is a user friendly tool to answer many of the questions asked staff about temporary signs in the City of Greenville. Many of the questions answered within this pamphlet include the following:

1. What are temporary signs?
2. What are exempt signs?
3. What are the square footage regulations for real estate signs?
4. What signs do not require a building permit or zoning approval?
5. Are temporary signs entitled to a legally nonconforming status?
6. What are the prohibited signs and the exceptions?
7. What special event signs are allowed and time limits?
8. What are the square footage coverage limits for windows and doors?
9. Are flags allowed?

*Let's all team up and work together in partnership to keep our community safe and clean!*



#### Contact Information

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City of Greenville  
Police Department

### Code Enforcement Division's Guide to Understanding



### Temporary Signs

## The City of Greenville Guide to Understanding Temporary Signs

### Definitions

[Sec 9-4-222]

**Temporary Sign:** Any portable advertising sign which attracts the public attention to an event or specific products sold. Such signs include the following:

- Signs made of paper, cloth, polyethylene film.
- Signs not permanently affixed to the ground or building surface as approved by the building inspector.
- Trailer signs
- Balloons exception 9-4-227
- Portable signs
- Banners, flags and other similar materials

#### No Permits required (Exempt Signs):

[Sec 9-4-227]

- a. Residential signs- noncommercial  
Purpose, e.g. address or identification **3 sq. ft. limit.**
- b. Memorial plaques
- c. On-premises signs with a governmental purpose
- d. On premises governmental or nonprofit balloons, flags, insignia
- e. Architectural features of a bldg.
- f. Directional signs on property, e.g. signs for restroom, exits, parking  
**3 sq. ft. limit**
- g. Signs permanently attached to a licensed motor vehicle.

### Exempt signs cont'd

#### h. Certain temporary signs

- Election signs
- Holiday signs remove **10 days** after event
- Construction identification signs
- Interior bldg signs with no more than **25% coverage of windows or doors.** Painted signs are not temporary.
- **Temporary non illuminated real estate signs** provided:
  - **12 sq. ft. area limit residential zones**
  - **50 sq. ft. area limit commercial**
- Other temporary (commercial) signs
- Not more than one sign per lot
- **6 sq. ft. area limit**
- Only applicable to commercial zones

#### Special provisions for certain signs

[Sec 9-4-233]

#### k. Temporary on-premises special event Spotlights and Roof Mounted Inflated Balloons:

- **Restrictions for spotlights**
  - a. No more than one spotlight per lot.
  - Two (2) consecutive day limit
  - Display limited to 20 days in one year
- **Roof mounted Inflatable balloons**
  - Restrictions same as spotlights

### Signs Not Allowed (Prohibited Signs)

[Sec 9-4-237]

- a. Kites
- b. Balloons except as described.
- c. Spotlights except as described.
- d. **Flags exceeding 100sq ft commercial use**
- e. Temporary signs except as described
- f. Attached signs to radio/TV towers or poles
- g. Suspended signs between two structures or poles
- h. Roof signs except as described.
- i. Revolving signs
- j. Flashing signs except time and temperature
- k. Strings, ribbons, tinsels, small flags
- l. Pinwheels, windmills, or other devices

#### Nonconforming Signs. [Section 9-4-225]

(f) All temporary signs existing on the effective date (November 13, 1986) of this article which do not conform to the requirements...shall be removed...

## **Temporary Sign and Flag Standards Survey**

### **Cary**

Temporary signs are prohibited in Cary except in conjunction with a grand opening event. These signs can be erected for 30 days and can be no larger than 32 square feet.

Flags that contain logos or advertisements are considered temporary signs and are not allowed. Ornamental flags can be erected on permanent poles at the rate of 3 poles per structure and two flags per pole not to exceed 25 foot in height. Flags are limited to 5'x8' or 40 square feet each in size.

### **Chapel Hill**

Temporary signs are prohibited in Chapel Hill except in conjunction with a grand opening event. These signs can be erected for 21 days and can be no larger than 32 square feet.

Chapel Hill only allows the use of local, state or federal flags.

### **Fayetteville**

Temporary signs are prohibited in Fayetteville except in conjunction with a grand opening event or going out of business sale. These signs can be erected for 30 days during each period. There is no size limit to the signs.

Flags are permitted at the rate of 5 per business and can only be business logo flags, local, state or federal flags.

### **Jacksonville**

Temporary signs are permitted in the following manner:

- In conjunction with a grand opening which allows no more than two signs per lot or business to be erected no longer than 3 consecutive days or 10 total days per 365 days.
- 1 sign per lot no larger than 4 square feet and erected no longer than 3 consecutive days or 10 total days per 365 days.

Commercial and non commercial flags are permitted as long as they remain in good physical condition. There is no limit to the size or quantity.

## **Raleigh**

Temporary signs are permitted in the following manner:

- Special Events: permitted for 30 days twice during the life of a business. Typically used in association with grand opening and going out of business events.
- Temporary Events: permitted for 20 days per calendar year

There is no limit to the size or amount of signs during these events.

Flags are considered wind blown signs and count toward the wall sign allowance of a business. They are limited to 20-feet in height or the height of the tallest structure, whichever is greater; 35 square feet in area; no more than 3 total flags per business; and all flags must be installed on permanent poles.

## Summary of Comments from Local Sign Companies

### Brite Signs

#### Temporary Signs

- Not in favor of eliminating. These signs are needed for businesses to convey messages to motoring public of sales or special events.
- Signs should be allowed to be larger for better visibility.

#### Flags

- Self supportive commercial flags need to be limited.
- No limit on flags on light poles on private property.

#### Education

- The brochure for businesses and requiring sign companies to review the ordinance are both good ideas.

#### Other Comments

- Banners should be allowed with a time limit. They are cheap and can be reused.
- Decrease the change time for electronic signs (currently once per hour).
- A survey of citizens should be done to determine the opinions of signage in Greenville.

### Signs Now

#### Temporary signs

- Businesses need this form of advertisement especially in this economy, not in favor of eliminating.

#### Flags

- No distinction should be made between self supportive flags and wind blades or wind blades or wind feathers.
- Commercial flags should not be eliminated however the number allowed should be limited.

#### Education

- The brochure for businesses and requiring sign companies to review the ordinance are both good ideas.

#### Other Comments

- Provisions for “coming soon” signs should be added.
- Temporary wall signs (including banners) should be allowed for specified time during permanent sign fabrication.
- ECU should not be allowed to violate the city’s electronic sign requirements.
- Electronic signs should be allowed to change once every 15 minutes.

## **Mr. Sign Guy**

### Temporary signs

- Supports the elimination of these signs. They make the community look terrible.

### Flags

- No distinction should be made between self supportive flags and wind blades.
- Commercial flags should not be eliminated however the number allowed should be limited.

### Education

- The brochure for businesses is a waste of money because business owners will not read it. Sign company should educate the business owners when they purchase signs.
- Requiring sign companies to confirm in writing that they have received a copy of the city's sign regulations is a good idea.

### Other Comments

- The city's voicemail system should be easier to navigate to report code violations.
- Sign fees are too low compared to other cities. Greenville is missing out on revenues. There should be a fee for each sign. (The City currently charges one permit fee regardless of how many wall signs are proposed.)
- Overall Greenville is doing a good job with signs, fees are low, permits are easy to get and the regulations are not too difficult compared to other cities.

## **Signsmith**

### Temporary signs

- Should not be eliminated because they are necessity for businesses that have limited road exposure.
- They should be limited for aesthetic purposes.
- Metal frames should be required instead of the wire frames typically used for aesthetic purposes.
- Penalties should be more severe for habitual offenders of the temporary sign regulations.

### Flags

- No distinction should be made between self supportive flags and wind blades.
- Self supported flags should be limited or eliminated all together.
- Flags on light poles should not be eliminated. They should be required to be removed if tattered.

### Education

- The brochure for businesses and requiring sign companies to review the ordinance are both good ideas.

### Other Comments

- No hand drawn or hand written signs should be allowed.
- Greenville is easy to deal with, has reasonable fees and has ample sign allowances.

**ARTICLE N. SIGNS****SEC. 9-4-221 PURPOSE.**

It is the purpose of this article to allow certain signs of a residential and commercial nature in areas designated for those uses which will best provide and ensure:

- (A) The health, safety and general welfare of the people;
- (B) The adequate supply of light and air to adjacent properties;
- (C) Adequate and proportionate advertisement displays which promote and protect the economic vitality of the community;
- (D) That signage displayed adjacent to and visible from a public right-of-way will not distract or confuse the motoring public, thereby causing a public hazard; and
- (E) That the aesthetic quality of the city is maintained for the benefit of all the citizens of the City of Greenville, Pitt County, and the State of North Carolina as a whole.  
(Ord. No. 2337, § 1, passed 6-13-1991)

**SEC. 9-4-222 DEFINITIONS.**

For the purpose of this article, the following definitions shall apply unless the context clearly indicates or requires a different meaning.

*Banner.* A temporary sign display that is constructed of non-self-supporting or rigid material that is supported on two or more sides or corners by a rope, wire or other attachment that allows the display to move when struck by wind, and which is not a permanent sign or flag as a defined in this section. (See also definition of flag.)

*Building frontage.* The distance expressed in linear feet of the horizontal dimension of a building wall that is parallel and adjacent to one or more of the qualifying areas listed below:

- (a) A public or private street;
- (b) A common parking area in the case of a planned center;
- (c) A public parking area; or
- (d) A public access walkway.

*Flag.* A non-self-supporting fabric or film display that is supported on one side by a pole or mast, and is allowed to hang limp without vertical or horizontal structure and/or to move freely when struck by wind. A non-self-supporting fabric or film display that is supported on two or more sides or corners, or that is supported only along the top (highest) side shall constitute a banner. (See also definition of banner.)

*Freestanding sign.* A sign that is not directly and permanently attached to, supported by or erected on a building or other structure having a principal function other than support of the sign. To qualify as a permanent freestanding sign, displays made from non-self-supporting materials, including flex-face type signs, shall be permanently affixed to the sign support structure by a method approved by the Building Inspector, and the display (sign face) shall be enclosed and/or attached either by a two-inch or wider raised frame that supports the sign face, or within a two-inch or wider raised sign cabinet specifically designed for support of the sign.

*Lot frontage.* The distance expressed in linear feet of the common property boundary lines of a lot of record and a public or private street.

*Off-premises sign.* An outdoor advertising sign used for the purpose of displaying non-point-of-sale advertisement which directs attention to a business, establishment, profession, service, event, entertainment, condition or commodity that is located, manufactured, conducted, sold or otherwise offered or provided at an off-premises or off-site location other than the lot of record where the sign is constructed or displayed, except as further provided under section 9-4-236(B). Off-premises signs are hereby divided into two separate categories for purposes of regulation under section 9-4-236(B) as follows: temporary poster panel off-premises sign, and permanent panel off-premises sign. Any off-premises sign may be converted from either category to the other; provided, however, the use of any such sign shall be regulated in accordance with the category assignment of the sign at time of use.

*Permanent panel off-premises sign.* As used herein, a sign having a permanent frame and either a permanent or interchangeable solid display mounting surface upon which the sign's message or advertising content is permanently affixed to or painted directly on the display mounting surface. Specifically, any off-premises sign not meeting the definition of temporary poster panel off-premises sign below shall be construed as a "permanent panel off-premises sign."

*Temporary poster panel off-premises sign.* As used herein shall be defined as a sign having a permanent frame and solid display mounting surface upon which interchangeable messages, in the form of a temporary advertising poster composed of paper, film or other similar temporary non-self-supporting material, are mounted utilizing an adhesive or other similar temporary contact attachment method and which can be removed without disassembly of the display mounting surface. The term "temporary advertising poster" as used herein shall include only those displays which are printed, painted, drawn or otherwise created in complete content and form at a remote location and which are then adhered to the display mounting surface in single or multiple sheets. Mounting of poster displays to the display mounting surface by the use of nails, staples, screws, bolts, clips, hooks, cords, ropes, straps and similar methods shall be regarded as a permanent attachment as opposed to a temporary attachment and the poster displays shall not constitute a temporary advertising poster. All temporary advertising posters shall be open to the natural elements and shall not be enclosed or covered by plastic, glass or other permanent transparent material, enclosure or case.

*On-premises sign.* An advertising sign used for purposes of displaying point-of-sale advertisement which attracts attention to a business, establishment, profession, service, event, entertainment, condition or commodity that is manufactured, conducted, sold or otherwise offered or provided on the lot of record where the sign is constructed or displayed. "On-premises signs" are all signs not otherwise defined or regulated as off-premises signs.

*Owner occupant.* Any person, firm, corporation, lessee, receiver, trustee, guardian or personal representative holding legal title or legal right to occupy or carry on business in a structure or any facility, or any manager, operator or other person authorized to conduct business on behalf of an owner, 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 one owner, as defined, their duties and obligations under this chapter are joint and several and shall include the responsibility for the sign.

*Planned center.* See Article B of this chapter.

*Roof sign.* A sign that is directly and permanently attached to and supported by the roof of a building or structure having a principal function other than support of the sign.

*Sign.* Any display device that is sufficiently visible and is located and designed to attract the attention of persons or to communicate any information to them.

*Subdivision directory sign.* A sign containing locational information relative to property owners, tenants, establishments or addresses within a platted subdivision. The sign shall contain no commercial advertisement.

*Temporary sign.* Any portable advertisement display that directs or attracts public attention to a specific event, product sold or service offered by the beneficiary of the display. Such signs include but are not limited to the following:

- (1) Signs made of paper, cloth, polyethylene film or other similar material;
- (2) Signs that are not permanently affixed to the ground or building surface in a manner approved by the Building Inspector;
- (3) Trailer signs;
- (4) Portable signs; and
- (5) Banners, flags or other similar devices.

*Wall sign.* A sign that is directly and permanently attached to and supported by a building or other structure having a principal function other than support of the sign. For purposes of this definition, poles, fences, storage tanks, bracing or other similar structures shall not be considered as a building or structure having a principal function other than support of the sign, and canopies and their support structures shall be considered as a building or structure having a principal function other than support of the sign.

- (1) To qualify as a permanent "wall sign," displays made from non-self-supporting materials, including flex-face type signs, shall be permanently affixed to the building or other structure by a method approved by the Building Inspector, and the display (sign face) shall be enclosed and/or attached:
  - (a) By a two-inch or wider raised frame that supports the sign face; or
  - (b) Within a two-inch or wider raised sign cabinet specifically designed for support of the sign.
- (2) The intent of subsections (1)(a) and (b) is to prohibit direct contact attachment of non-self-supporting material signs on a supporting wall or qualified structure and to require that the display (sign face) is separated from the supporting wall or qualified structure by not less than two inches.

(Ord. No. 2337, § 1, passed 6-13-1991; Ord. No. 96-45, § 2, passed 6-13-1996; Ord. No. 02-63, §§ 1, 2, passed 6-13-2002; Ord. No. 06-76, § 1, passed 8-10-2006)

#### **SEC. 9-4-223 PERMITS REQUIRED.**

(A) No sign shall be erected upon any lot or attached to, suspended from or supported on a building or structure, nor shall any existing sign be enlarged, removed, relocated or materially repaired unless a zoning compliance and building permit for the same has been issued by the city. The permit shall be on forms supplied by the city and shall contain such information as necessary to ensure that the requirements and conditions of this article can be met.

(B) There shall be no sign permit issued unless the plans, specifications and intended use of the sign or part thereof conform in all respects to all applicable provisions of the Zoning Ordinance and the North Carolina State Building Code.  
(Ord. No. 2337, § 1, passed 6-13-1991)

#### **SEC. 9-4-224 GENERAL REQUIREMENTS FOR SIGNS.**

(A) All signs shall be constructed and maintained in accordance with this article and the North Carolina State Building Codes, as amended. In the event of conflicting provisions of this article and the North Carolina State Building Codes, the more restrictive shall apply.

(B) No sign shall be erected or allowed to remain erected that is structurally unsafe, hazardous and in the opinion of the Building Inspector, constitutes a danger to the public safety. If, in the opinion of the Building Inspector, any sign should become insecure or in danger of falling or otherwise unsafe, the owner thereof or the person or firm maintaining the same

shall, upon written notice from the Building Inspector, immediately secure the sign in a manner to be approved by the Building Inspector in conformity with the provisions of this article or remove the sign at the expense of the owner. Any freestanding sign that is not permanently attached to the ground in a manner approved by the Building Inspector shall be considered a danger to public safety.

(C) To ensure that signs are maintained in a safe and aesthetic manner, the following maintenance requirements must be observed for all signs visible from any public street.

- (1) No sign shall have more than 20% of its display surface area covered with disfigured, chipped, peeling, cracked, ripped or frayed material of any description for a period of more than 30 successive days.
- (2) No sign shall be allowed to remain with bent or broken display area(s), broken supports, loose appendages or struts, or allowed to stand more than 15 degrees away from the perpendicular for a period of more than 30 successive days.
- (3) No sign shall be allowed to have weeds, trees, vines or other vegetation growing upon it for a period of more than 30 successive days.
- (4) No indirect or internally illuminated sign shall be allowed with only partial illumination for a period of more than 30 successive days.

(Ord. No. 2337, § 1, passed 6-13-1991; Ord. No. 99-4, § 1, passed 1-14-1999; Ord. No. 02-94, § 1, passed 9-12-2002)

(D) Signs and sign support structures that are abandoned for a period of 12 months shall be removed regardless of compliance with subsections (A), (B) and (C) above. For purposes of this section, when an establishment, building or use that is the beneficiary of any on-premises sign has been vacated and is otherwise no longer in operation, all signs and sign support structures associated with the vacated establishment, building or use shall be deemed to be abandoned.  
(Ord. No. 06-35, § 1, passed 4-13-2006)

#### **SEC. 9-4-225 NONCONFORMING SIGNS.**

(A) Any sign existing on the effective date (November 13, 1986) of this article that does not meet the requirements of this article or any amendment hereto shall be considered nonconforming. The sign shall be allowed to remain unless otherwise provided herein.

(B) No such nonconforming sign shall be altered, expanded or enlarged except as provided under subsection (C) below. Change in permanent copy shall be considered an alteration. For purposes of this section, permanent copy shall not include off-premises signs with changeable panels and reader board type signs with removable letters.

(C) Exemptions.

- (1) Any existing on-premises freestanding sign which is nonconforming with respect to a public street setback may be altered, provided all on-site freestanding sign(s) comply with all of the following conditions:
  - (a) Except as otherwise provided, the provisions of Article C of this chapter shall apply.
  - (b) The total number of all freestanding signs shall comply with applicable requirements.
  - (c) The sign surface area of all freestanding signs shall comply with applicable requirements.
  - (d) The altered freestanding sign height shall not be increased.
  - (e) The altered freestanding sign shall not exceed the maximum height for the district for a sign which is set back ten or more feet from the public street right-of-way.

- (f) There shall be no increase in any existing nonconforming situation or the creation of any new nonconforming situation.
- (2) Any existing off-premises sign which is nonconforming with respect to spacing, setback and/or construction may be altered, including replacement, provided the altered or replacement sign complies with all of the following conditions.
- (a) Except as otherwise provided, the provisions of Article C shall apply.
  - (b) No such sign shall be altered or replaced unless the sign is located within a zoning district that allows off-premises signs as a permitted use.
  - (c) There shall be no increase in any existing nonconforming situation or the creation of any new nonconforming situation.
  - (d) Except as further provided, a sign altered or replaced pursuant to this section shall comply with all applicable requirements including sign area, horizontal and vertical dimension, height, construction and landscaping as provided herein.
  - (e) There shall be no increase in sign size, including sign display area vertical or horizontal dimension, or in sign height.
  - (f) Prior to alteration or replacement of any such sign, the owner shall provide information, including photographic picture(s), scaled graphic depiction, site plan and any additional documentation as maybe required, to the Director of Community Development or his or her designee which illustrates and details the existing and proposed sign. No sign shall be altered or replaced prior to issuance of a zoning compliance and building permit.
  - (g) A building permit to replace the sign shall be obtained prior to the removal of the original sign. Construction of the replacement sign shall be initiated within the valid period of the original building permit. Failure to initiate construction of the sign within the valid permit period shall void any right to replace the sign under this section. Replacement of any sign initiated after the valid permit period shall be subject to all requirements in effect for location and construction of a new sign.

(D) Except as otherwise provided, no nonconforming sign shall be repaired when the repairs exceed 50% of the actual replacement value, as determined by the Building Inspector, except in conformance with this article.

(E) All temporary signs existing on the effective date (November 13, 1986) of this article which do not conform to the requirements set forth herein shall be removed within six months from the effective date of this article.

(F) Any sign erected after the effective date (November 13, 1986) of this article that does not conform to the requirements set forth herein shall be considered in violation of this article and must be removed at the owner's expense. (Ord. No. 2337, § 1, passed 6-13-1991; Ord. No. 95-137, § 1, passed 12-14-1995; Ord. No. 03-78, §§ 1-4, passed 8-14-2003; Ord. No. 06-75, § 1, passed 8-10-2006)

#### **SEC. 9-4-226 NONCONFORMING SIGN; ORDER TO REMEDY OR REMOVE.**

If any sign as defined by this article is erected or maintained in violation of this article, the owner of the sign shall be subject to the enforcement provisions of this article.  
(Ord. No. 2337, § 1, passed 6-13-1991)

**SEC. 9-4-227 SIGNS NOT REQUIRING PERMITS.**

The following signs shall not require a zoning compliance permit under this article; provided, however, any such signs shall comply with all other requirements of this article and chapter except that the signs shall not be included in or count towards the total allowable sign surface area or total number of allowable freestanding signs.

(A) Signs not exceeding three square feet in total sign surface area that are associated with residential use and that are not of a commercial nature. The sign surface area shall contain only property identification names or numbers or names of occupants or warnings to the public;

(B) Memorial plaques, cornerstones, historical tablets and similar devices;

(C) Signs erected by or on behalf of or pursuant to the authorization of a governmental body, including legal notices, identification and information signs and traffic directional or regulatory signs;

(D) On-premises flags, balloons, insignia of nonprofit or governmental organizations shall be allowed subject to all of the following requirements:

(1) Flags not exceeding 100 square feet in surface area may at the option of the owner contain company and/or organization logos, writing or other representations. The flags shall be maintained in accordance with section 9-4-224 of this article;

(2) Balloons, except as qualified and regulated under section 9-4-233(K) of this article, shall comply with all of the following requirements:

(a) Balloons shall be removed each day for the period extending between the hours of 10:00 p.m. and 8:00 a.m. unless otherwise provided herein;

(b) Balloons shall be maintained in accordance with section 9-4-224 of this article;

(c) No balloon shall exceed a maximum height of 125 feet above grade, as measured from the point of ground attachment to the highest balloon surface;

(d) Any balloon that exceeds 25 feet in height shall be set back from all street right-of-way lines and overhead public utility transmission and/or distribution lines a ground distance equal to the display height of the balloon plus 25 feet, as measured from the ground attachment point to the right-of-way line or to all ground points determined by a 90-degree vertical line extending from the closest overhead public utility transmission and/or distribution line as projected upon the ground, whichever is closer. The purpose of this requirement is to provide a 25-foot clear fall zone in the event of the balloons descent due to deflation or weather conditions;

(e) All balloons shall comply with the maximum height limitations set forth under Title 9, Chapter 3, Airport Zoning, of the Greenville City Code; and

(f) No individual balloon regulated under this section shall exceed a dimension of 20 feet as measured by diameter in the case of spherical balloons, or as measured by the greatest length in the case of oblong or tubular balloons, including blimps and the like.

(3) Insignia of nonprofit or governmental organizations shall not be displayed in connection with a commercial promotion or as an advertising device.

(E) Integral decorative or architectural features of buildings or works of art, provided the features or works of art do not contain advertisements, trademarks, moving parts or lights;

(F) Signs erected for the purpose of directing traffic on private property, identifying restrooms and parking area entrances or exits, provided the signs shall not exceed three square feet. The signs shall not contain any advertising, business name or logo;

(G) Signs painted on or otherwise permanently attached to current licensed motor vehicles that are not primarily used as signs; and

(H) Certain temporary signs:

- (1) Temporary signs erected in connection with elections or political campaigns. Such signs shall be subject to section 12-1-5 of the Greenville City Code.
- (2) Displays, including lighting, erected in connection with the observance of holidays. Such displays shall be removed within ten days following the holiday.
- (3) Construction site identification signs shall be removed within ten days after the issuance of the occupancy permit.
- (4) Signs attached temporarily to the interior of a building's window or glass door. Such signs may not cover more than 25% of the transparent surface area of the window or door to which they are attached. Signs painted on a window or glass door shall not be considered as temporary.
- (5) Temporary unilluminated real estate signs shall be subject to the following.
  - (a) Within any residential zoning district, the total sign display area of any real estate sign(s) erected on any lot shall not exceed 12 square feet, unless otherwise provided herein.
  - (b) Within any nonresidential zoning district, the total sign display area of any real estate sign(s) erected on any lot shall not exceed 50 square feet, unless otherwise provided herein.
  - (c) The total sign display area of all temporary real estate sign(s) located on any multi-family lot that contains not less than 20 attached dwelling units, in one or several structures, shall not exceed 50 square feet.
  - (d) For purposes of this section, the term "real estate sign" shall include both "for sale" and "lease occupancy advertising" signs.
  - (e) Real estate "for sale" signs erected under this section shall be removed within 14 days following the transfer of title of the lot, tract or unit associated with the signs.
  - (f) Real estate "lease occupancy advertising" signs erected under this section shall be removed within 14 days following the occupancy of all leasehold units associated with the signs.
  - (g) Temporary real estate signs that are attached to a building, fence, wall or other structure shall meet the requirements for a permanent wall sign included under section 9-4-234(B).
  - (h) Temporary real estate signs that are freestanding shall meet the requirements for a permanent freestanding sign included under section 9-4-234(C); provided, however, no freestanding real estate sign located in a residential district shall exceed four feet in height and no real estate sign located in a nonresidential district shall exceed eight feet in height.
- (6) Temporary signs not covered in the foregoing categories, so long as the signs meet the following restrictions.
  - (a) Not more than one sign may be located on any lot.
  - (b) No such sign shall exceed six square feet in area.

(c) The sign shall be restricted to nonresidential uses only.

(Ord. No. 2337, § 1, passed 6-13-1991; Ord. No. 95-61, §§ 2-4, passed 6-8-1995; Ord. No. 99-4, § 2, passed 1-14-1999; Ord. No. 05-15, §§ 1-2, passed 3-10-2005; Ord. No. 06-76, § 2, passed 8-10-2006)

#### **SEC. 9-4-228 DETERMINING THE NUMBER OF SIGNS.**

(A) For purposes of this article, a sign shall be considered a single display device or surface containing organized or related elements, and which form a unit. Randomly displayed elements without organized or related relationship shall be considered individually in determining the total number of signs.

(B) A double-face or a multi-side sign shall be regarded as one sign.

(Ord. No. 2337, § 1, passed 6-13-1991)

#### **SEC. 9-4-229 COMPUTATION OF SIGN SURFACE AREA.**

(A) The surface of a sign shall be computed by including the entire unit within a single, continuous, rectilinear perimeter forming 90-degree angles, enclosing the extreme limits of the writing, representation, emblem or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework or bracing that is clearly incidental to the display itself, except as defined in subsection (B) of this section.

(B) With respect to three-dimensional or multi-sided signs (excluding double-face signs), the total sign surface area of all sides shall not exceed twice the maximum sign surface area as provided herein.

(C) With respect to decorative base or pylon mounted sign displays, the base or pylon shall not be utilized in the calculation of sign display area, provided the total area of the base or pylon does not exceed 50% of the total sign display surface area. In cases where the base or pylon area exceeds 50% of the total sign display area, the base or pylon shall be deemed to constitute a sign as defined herein and shall be utilized in the calculation of total sign area.

(Ord. No. 2337, § 1, passed 6-13-1991)

#### **SEC. 9-4-230 TOTAL ALLOWABLE SIGN SURFACE AREA.**

(A) Unless otherwise provided in this article, the total surface area devoted to all signs on any building shall not exceed the maximum limitations set forth in this section.

(B) Temporary signs shall not be included in this calculation.

(C) Unless otherwise provided in this article, the maximum sign surface area permitted for any residential use shall be three square feet.

(D) Unless otherwise provided in this article, the maximum wall sign surface area permitted for any nonresidential use shall be determined as follows.

- (1) All wall signs for any one use shall not exceed one and one-half square feet of sign surface area per linear foot of building frontage occupied by such use.
- (2) If a building has frontage on more than one qualifying area, then the total sign surface area permitted on the building shall be the sum of the sign surface area allotments related to each frontage.
- (3) Signage may be allowed on any building wall, provided that the sign surface area of all signs located on a wall of a structure may not exceed 25% of the total surface area of the wall on which the signs are located. Wall

signage may be placed on a canopy, provided that the sides of a canopy shall be considered as a wall, and the signage on a canopy shall be subject to the 25% limitations of this section.

(E) The display area of wall signs painted on, affixed to or otherwise displayed on or through a facade window shall not exceed 25% of the window area.

(F) In cases where the provisions of this section will not allow signage of at least 50 square feet, then the requirements of this section shall be waived to the extent that a total wall sign allowance of 50 square feet or less, at the option of the owner, shall be permitted.

(Ord. No. 2337, § 1, passed 6-13-1991; Ord. No. 94-156, §§ 10, 11, passed 12-8-1994; Ord. No. 95-29, § 9, passed 3-9-1995; Ord. No. 95-61, § 5, passed 6-8-1995)

#### **SEC. 9-4-231 NUMBER OF FREESTANDING SIGNS.**

(A) Except as authorized by this section, no lot or planned center may have more than one freestanding sign; provided, however, that if a lot or planned center is located on a corner and has at least 150 feet of frontage on each of the two intersecting public streets, then the lot or planned center may have not more than one freestanding sign along each side of the lot or planned center bordered by such streets.

(B) Additional frontage:

- (1) If a lot or planned center has 300 or more feet of frontage on a public street, then the lot or planned center may have not more than two freestanding signs along the street, provided the signs are spaced not less than 100 feet apart as measured from the center of the sign; or
- (2) If a lot or planned center has 500 or more feet of frontage on a single public street then the lot or planned center may have not more than three freestanding signs along the street, provided the signs are spaced not less than 100 feet apart as measured from the center of the sign.

(C) If a lot or planned center is bordered by two public streets that do not intersect (double frontage lot), then the lot or planned center may have not more than one freestanding sign on each public street, except as provided herein.  
(Ord. No. 2337, § 1, passed 6-13-1991; Ord. No. 94-156, § 12, passed 12-8-1994; Ord. No. 95-61, §§ 6, 7, passed 6-8-1995)

#### **SEC. 9-4-232 FREESTANDING SIGN SURFACE AREA.**

(A) For purposes of this section, a side of a freestanding sign is any plane or flat surface area included in the calculation of the total sign surface area as provided herein.

(B) Unless otherwise provided, a single side of a freestanding sign may not exceed one-half square foot in surface area for every linear foot of frontage along the street toward which the sign is primarily oriented. However, in no case may a single side of a freestanding sign exceed 125 square feet in surface area.

(C) With respect to freestanding signs that have no discernible "sides," such as spheres or other shapes not composed of flat planes, no such freestanding signs may exceed one square foot in total surface area for every linear foot of lot frontage along the street toward which the sign is primarily oriented. However, in no case may the sign exceed 200 square feet in surface area.

(D) For purposes of this section, a single side of a double-face freestanding sign shall be considered as the total display surface for the calculation of sign area, provided the sides are separated no more than 30 inches at any point.  
(Ord. No. 2337, § 1, passed 6-13-1991)

**SEC. 9-4-233 SPECIAL PROVISIONS FOR CERTAIN SIGNS.****(A) Subdivision entrance and multi-family development signs.**

(1) *Freestanding signs.* Except as further provided under subsection (A)(2) below for the CD District, at any entrance to a subdivision or multi-family development there may be not more than two freestanding signs identifying the subdivision or development, and a single side of any such sign shall not exceed 50 square feet in total sign surface area. Freestanding identification signs shall be subject to section 9-4-234; provided, however, no such sign shall exceed a height of ten feet above the property grade. In cases where such signs are mounted on a decorative functional or nonfunctional wall, the wall area shall not be utilized to calculate total sign surface area. Such signage shall not be included in the calculation of or count towards the total sign surface area for the lot on which it is located.

**(2) CD District wall and freestanding signs.**

(a) Each multi-family development located within a CD (Downtown Commercial) District may have either:

1. Not more than two wall signs identifying the development;
2. Not more than two freestanding signs identifying the development; or
3. Not more than one freestanding sign and one wall sign identifying the development.

(b) No single side of a wall or freestanding sign allowed under this section shall exceed 50 square feet in total sign surface area. Freestanding and wall identification signs shall be subject to section 9-4-234; provided, however, no freestanding sign shall exceed a height of ten feet above the property grade. In cases where the signs are mounted on a decorative functional or nonfunctional wall, the wall area shall not be utilized to calculate total sign surface area. Such signage shall not be included in the calculation of or count towards the total sign surface area for the lot on which it is located.

(Ord. No. 09-17, passed 3-5-2009)

**(B) Grand opening signs.** Grand opening signs shall be subject to the following requirements and/or exemptions.

- (1) For purposes of this section, the term "grand opening" shall be construed as a singular event of limited (ten-day maximum) duration designed and intended to attract public attention to a recently established office, commercial, industrial or multi-family land use. Expansion of an existing principal use shall not be construed as a grand opening event. Addition of an accessory use shall not be construed as a grand opening event. No temporary use shall be construed as a grand opening event.
- (2) Such event shall commence not later than 60 days following any occupancy for use to qualify for a grand opening sign.
- (3) No grand opening sign(s) shall be displayed for more than ten total and continuous days.
- (4) No maximum sign surface area requirement shall be established for the sign(s).
- (5) Within a planned center each lot or unit occupied by a separate establishment may qualify for individual grand opening signs in accordance with this section.
- (6) Such sign(s) shall be exempt from the provisions of section 9-4-237 herein.

**(C) Planned center directory signs.** Such signs may be allowed, provided they do not exceed 20 square feet in display area, six feet in height and are located no closer than ten feet from the property line. There shall be no more than two directory signs within any planned center. The signs shall contain no commercial advertisement. The signage shall be allowed in addition to the maximum wall or freestanding sign allowance for the lot on which the signage is located.

- (D) *Nonresidential subdivision directory signs.* Shall be subject to all of the following standards and requirements.
- (1) There shall be no more than two directory signs within a subdivision.
  - (2) Such signs shall contain no commercial advertisement. For purposes of this section establishment names and trademarks shall not be construed as commercial advertisement.
  - (3) Such signs shall be located on private property and no portion of the sign shall extend beyond any property boundary line or street right-of-way line.
  - (4) No sign shall exceed a height of five feet unless the sign is set back not less than ten feet from the street right-of-way.
  - (5) Such signage may contain subdivision identification in addition to individual establishment identification panels.
  - (6) Where the sign contains any subdivision identification, that portion of the sign devoted to subdivision identification shall be subject to the maximum area and number of signs criteria set forth under subsection (A) of this section.
  - (7) Additional specific standards for commercial and/or office subdivisions are as follows:
    - (a) Maximum display area including subdivision identification shall not exceed 50 square feet.
    - (b) Maximum height shall be ten feet.
    - (c) Individual establishment identification panels shall not exceed four square feet in display area.
  - (8) Additional specific standards for industrial subdivisions are as follows:
    - (a) Maximum display area including subdivision identification shall not exceed 125 square feet.
    - (b) Maximum height shall be 25 feet.
    - (c) Individual establishment identification panels shall not exceed 16 square feet in display area.
  - (9) Such signage shall be allowed in addition to the maximum wall or freestanding sign allowance for the lot on which the signage is located.
  - (10) This section shall not apply to subdivisions which constitute a planned center. Planned center directory signage shall be in accordance with subsection (C) of this section.

(E) *Restaurant menu reader boards.* No restaurant menu reader board shall exceed 42 square feet in surface area or eight feet in height. Menu reader boards shall be set back not less than 20 feet from any property line. One menu reader board shall be allowed per each drive-through facility, and the display shall contain no commercial advertisement that can be viewed from any adjacent street right-of-way or property line. The signage shall not be included in the calculation of or count towards the total allowable sign surface area.

(Ord. No. 99-38, § 1, passed 4-8-1999)

(F) *Church signs.*

- (1) *Off-premises directional signs.* Church off-premises directional signs shall not exceed three square feet in area or six feet in height. Such signs shall be located on private property and shall be allowed in addition to the maximum wall or freestanding sign allowance for the lot on which the signage is located.

(2) *On-premises signs.*(a) *Wall signs.* Shall be in accordance with section 9-4-230 of this article.(b) *Freestanding signs.*

1. Shall not exceed 36 square feet in surface area except as further provided. The number, height and location of the sign(s) shall be in accordance with sections 9-4-231 and 9-4-234 of this article except as further provided.
2. When a lot qualifies for two or more freestanding signs along any one street, the owner may option to erect one 72-square foot sign in lieu of two 36-square foot signs. Within any residential zoning district, no freestanding sign which exceeds 36 square feet in surface area shall exceed ten feet in height.

(G) *Permitted nonresidential uses.* Except as otherwise provided, signs for permitted nonresidential uses, excluding home occupations, located in a residential zoning district may be allowed, provided the signs meet the following restrictions.

- (1) Signs shall not exceed 12 square feet in display surface area.
- (2) Signs shall not exceed five feet in height above the property grade in the case of a freestanding sign.
- (3) Signs shall not exceed one sign per lot.

(H) *Home occupations.*

- (1) Freestanding signs shall be prohibited.
- (2) Except as otherwise provided, wall signs shall be limited to two square feet of total sign display area.
- (3) Bed and breakfast inn signage shall be subject to the following standards: wall signs shall be limited to four square feet of total sign display area.

(I) *Open door and/or open window signs.* Any sign which can be viewed through an open doorway and/or open window from any point outside the building may be allowed subject to all of the following.

- (1) Such signage shall be included in the calculations of and count toward the total allowance of wall sign surface area.
- (2) Such signs shall be permanently attached to the building by manner of an approved rigid frame structure, by a solid metal chain or cable, or a combination thereof.
- (3) Such sign surface area shall be constructed of an approved rigid material or shall be bound on not less than two sides by a rigid frame which prohibits the signage from swaying loosely when struck by moving air.
- (4) All portions of the signs shall be set back inside the interior finished wall of the building.
- (5) All such signs shall not cover or obstruct more than 25% of the door or window opening.
- (6) The lowest part of the signs displayed through an open doorway shall be not less than eight feet above the doorway threshold if the signs are located within ten feet of the subject doorway.
- (7) Such signs shall be exempt from the wall sign projection standard set forth under section 9-4-234(B) of this article; provided, however, no vertical dimension of any the sign including supports shall exceed four feet.
- (8) Signs located on and/or beneath a canopy shall not be construed as open door and/or open window signs.

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- (9) Signs which are not designed to attract the attention of or convey a message to persons located outside the building and which are designed only to provide information or warnings to persons located inside the establishment are exempt from regulation under this section.

(J) *Temporary non-profit and governmental organization signs.* Temporary sign(s), including banners, erected in conjunction with a special event sponsored and conducted by a nonprofit or governmental organization shall be allowed subject to all of the following conditions.

- (1) It is the intention of this section that no such sign shall be displayed in conjunction with a commercial promotion or as an advertising device for a commercial establishment, product or service.
- (2) Not more than one on-premises and three off-premises signs shall be allowed in conjunction with any event. No sign shall be erected on any lot without the consent of the property owner.
- (3) No such sign shall exceed 30 square feet of sign surface area.
- (4) There shall be not more than one special event sign allowed on any lot.
- (5) The maximum frequency of any special event display shall not exceed one occurrence within any 12-month period and the maximum duration of the display shall not exceed seven days. For purposes of this section, the duration of each separate event display shall be measured in continuous days.
- (6) Each display shall contain the name and current phone number of the event sponsor and the sign permit number indelibly printed on the communication side/surface in one-inch or larger letters.
- (7) The sign shall be located completely on private property. No portion of the sign or its support structure shall be located on or across any public street right-of-way or private street easement.
- (8) The sign shall not be located within any sight distance triangle as defined in Title 6, Chapter 2 of the Greenville City Code or as provided by notation or description upon any map recorded pursuant to the subdivision regulations.
- (9) No such sign shall be suspended from or attached to any public utility pole, apparatus, structure or support/guy wire, any public or private traffic-control or directional sign, structure or device, or any tree or shrub located on public or private property.
- (10) No such sign shall be erected or maintained which obstructs any traffic-control sign or device or warning sign located on public or private property.
- (11) No such sign shall be erected on or across any recognized or improved pedestrian area, path, walkway or sidewalk, driveway, interior drive or parking lot drive aisle.
- (12) Any sign erected or maintained in conflict with this section shall be considered a nuisance and/or hazard to the public and shall be subject to immediate removal by the city at the expense of the sponsoring nonprofit organization and/or property owner in addition to other available remedies as provided by law.
- (13) Such sign(s) shall be exempt from section 9-4-237(G) herein.

(K) *Temporary on-premises special event spotlights and roof mounted inflatable balloons.* Except as otherwise provided herein, temporary special event spotlights and roof mounted inflatable balloons shall be allowed, subject to all of the following requirements.

- (1) *Spotlights.*
  - (a) Not more than one spotlight shall be displayed on any lot at any one time.

- (b) No spotlight shall be displayed for more than two consecutive days.
- (c) No lot shall display any spotlight(s) for more than 20 total days per calendar year.

(2) *Roof mounted inflatable balloons.*

- (a) Not more than one roof mounted inflatable balloon shall be displayed on any lot at any one time.
- (b) No roof mounted inflatable balloon shall be displayed for more than two consecutive days.
- (c) No lot shall display any roof mounted inflatable balloon(s) for more than 20 total days per calendar year.

(3) *Terms.*

- (a) For purposes of this section, the term "lot" shall be construed to include all contiguous parcels occupied by an establishment.
- (b) For purposes of this section, the term "roof mounted inflatable balloon" shall be construed to include only those balloons which meet all of the following requirements: are mounted onto the roof of a structure having a principal purpose other than the support of the balloon; are mounted on the roof of a qualified structure by means of a gravity dependent and/or direct contact attachment method; and are not tethered to the roof of a structure in a manner which allows the balloon to free-float above the surface of the roof.

(L) *Golf course signs.* Golf courses located within a residential district shall be subject to the following requirements:

- (1) Wall signage, including accessory use identification signage, shall not exceed 20 square feet in total sign surface area.
- (2) Golf course (principal use) freestanding signage shall be limited to one sign. The sign shall not exceed 20 square feet in total sign surface area and shall not exceed five feet in height.
- (3) No freestanding signage shall be permitted in conjunction with an accessory use, including but not limited to any dining facility and/or restaurant, snack bar, pro-shop, social club, tennis court or swimming facility.
- (4) Freestanding and wall signage shall be illuminated by indirect lighting only

(Ord. No. 2337, § 1, passed 6-13-1991; Ord. No. 95-53, § 1, passed 5-11-1998; Ord. No. 95-61, § 8, passed 6-8-1995; Ord. No. 96-29, § 1, passed 3-14-1996; Ord. No. 96-35, § 1, passed 5-9-1996; Ord. No. 96-73, § 1, passed 8-8-1996; Ord. No. 96-79, § 1, passed 8-8-1996; Ord. No. 96-91, § 1, passed 9-12-1996; Ord. No. 97-64, § 1, passed 6-12-1997; Ord. No. 99-4, §§ 3 and 4, passed 1-14-1999; Ord. No. 99-152, § 1, passed 12-9-1999; Ord. No. 05-15, § 3, passed 3-10-2005; Ord. No. 05-89, § 8, passed 8-11-2005; Ord. No. 07-11, § 5, passed 1-11-2007)

**SEC. 9-4-234 LOCATION AND HEIGHT REQUIREMENTS.**

(A) Except as further provided, no portion of any sign shall extend beyond any property boundary line of street right-of-way line.

(B) Additional wall sign standards.

- (1) No wall sign shall extend above the top of any exterior wall line of the building to which it is attached, except as provided under subsection (B)(2) below.
- (2) Wall signage may be permitted on a decorative roof structure (i.e., canopies, awnings and the like), provided the top of the signage does not extend above the decorative roof structure and does not extend more than five feet above the exterior wall to which the structure is attached.

Zoning

- (3) No wall sign shall project more than 12 inches from the building, except as provided under subsection (B)(4) and (5) below.
- (4) Except as further provided, wall signage may be located on a sign support frame provided the sign and support frame shall not project more than three total feet from the building and provided the depth of the sign, as measured perpendicular from the outside surface of the front face to the outside surface or plane of the rear (building side) of the sign, is not more than 12 inches.
  - (a) No wall sign, including any sign support frame, erected on a decorative roof structure (i.e., canopies, awning and the like) shall project more than 12 inches from the front (outside) edge of the decorative roof structure.
  - (b) When a wall sign is erected on a sign support frame and when the sign and support frame projects more than 12 total inches from the building, the message portion of the sign, including any letters and/or graphics, shall be parallel in orientation to the building wall.
  - (c) When a sign and/or support frame projects more than 12 inches from a building the lowest part of the sign, display shall be not less than eight feet above the adjacent finished ground surface elevation.
- (5) Wall projection signs.
  - (a) For purposes of this section, wall projection signs shall be any wall sign that projects more than 12 inches from the building and does not qualify under subsection (4).
  - (b) Wall projection signs shall be allowed only in the CD (downtown commercial) district and such signs shall be subject to compliance with all of the following requirements:
    - 1. Shall be permanently attached to an exterior wall of a building in a manner approved by the Building Inspector.
    - 2. Shall not be attached to the outside edge of a canopy or extend beyond any outside edge of a canopy.
    - 3. May project horizontally from the building wall not more than three feet, or two-thirds the distance from the building wall to the inside edge of the street curb line as located at the time of sign permit approval, whichever is less.
    - 4. The message portion of the sign, including any letters and/or graphics, shall be perpendicular in orientation to the building wall.
    - 5. The bottom edge of a projection wall sign shall be parallel to the finished floor of the building.
    - 6. There shall not be more than 12 inches between the sign display areas (faces) of a double-sided sign. Three-dimensional projection wall signs not composed of flat sign display surfaces shall not be permitted.
    - 7. Projection wall signs shall be located on private property, provided however, a projection wall sign may encroach into the street right-of-way in accordance with an encroachment agreement approved by the city, and where applicable, the State Department of Transportation.
    - 8. Buildings with two or more stories shall not have projecting signs located higher than the inside finished ceiling of the second story or 24 feet, as measured from the finished grade directly below the sign to the highest point of the sign, whichever is less.
    - 9. Not more than one projection wall sign shall be allowed per each individual principal use establishment.

10. Projection wall signs for individual principal use establishments located in a common building shall not be located closer than eight feet from any other projection wall sign located on the same building.
  11. All projection wall signs for individual principal use establishments located on a common building façade shall be of equal dimension, including but not limited to, individual sign display area, width, height, horizontal projection. Sign height above grade may vary provided compliance with subsection (m) below.
  12. Projection wall signs shall be considered part of the total wall sign allowance, provided however, no projecting wall sign shall exceed ten total square feet in sign display surface area. A single side of a double-face sign shall be utilized for the sign surface area calculation.
  13. Minimum height of a projection wall sign, as measured from the finished grade directly below the sign to the lowest point of the sign, shall be not less than eight feet, except as further provided. Projection wall signs subject to street right-of-way encroachment agreement approval shall have a minimum height of not less than ten feet, or per encroachment agreement condition, whichever is greater.
  14. If required, all right-of-way encroachment agreement(s) must be granted by the approval authority prior to sign permit application. A copy of any encroachment agreement and any conditions shall be attached to the sign permit application.
- (6) (a) To qualify as a permanent wall sign, displays made from non-self-supporting materials, including flex-face type signs, shall be permanently affixed to the building or other structure by a method approved by the Building Inspector, and the display (sign face) shall be enclosed and/or attached:
1. By a two-inch or wider raised frame that supports the sign face; or
  2. Within a two-inch or wider raised sign cabinet specifically designed for support of the sign.
- (b) The intent of subsections (B)(6)(a)1. and 2. is to prohibit direct contact attachment of non-self-supporting material signs on a supporting wall or qualified structure and to require that the display (sign face) is separated from the supporting wall or qualified structure by not less than two inches.

(C) No freestanding sign may exceed five feet in height above the average centerline grade of the public street toward which the sign is oriented, except as provided below:

- (1) Within any MI, MS, MO, MCG, MCH and/or CD Zoning District, no freestanding sign may exceed 15 feet in height above the average centerline grade of the public street toward which the sign is oriented, provided the sign is set back not less than ten feet from the right-of-way of the public street; or
- (2) Within any CDF, CG, CN, CH, IU, PIU, I, PI, OR and/or O Zoning District, no freestanding sign may exceed 25 feet in height above the average centerline grade of the public street toward which the sign is oriented, provided the sign is set back not less than ten feet from the right-of-way of the public street.

(D) No sign shall be erected, maintained, painted or drawn on any tree, rock, natural feature or utility pole. "Utility pole" shall include but not be limited to any traffic-control, lighting, power, telephone or other similar utility pole.

(E) No sign shall be erected or maintained so as to obstruct any fire escape or any window or door or opening used as a required means of egress or so as to prevent free passage from one part of a roof to any other part thereof. No sign shall be attached in any form, shape or manner to a fire escape or be placed in such a manner as to interfere with any opening required for ventilation.

(F) No sign shall be erected or maintained which simulates or closely resembles an official traffic-control or warning sign in such a manner as to, or could in any way, confuse or mislead the traffic.

**Zoning**

(G) No freestanding sign shall be permitted in sight distance areas as defined in Title 6, Chapter 2 of the Greenville City Code.

(Ord. No. 2337, § 1, passed 6-13-1991; Ord. No. 97-85, §§ 1, 2, passed 8-14-1997; Ord. No. 98-34, § 1, passed 3-12-1998; Ord. No. 06-76, § 2, passed 8-10-2006; Ord. No. 10-44, §§ 1-4, 5-13-2010)

**SEC. 9-4-235 SIGN ILLUMINATION AND SIGNS CONTAINING LIGHTS; ELECTRONIC AND MECHANICAL INTERCHANGEABLE SIGN FACE COPY.**

(A) Unless otherwise prohibited by this article, signs may only be illuminated in accordance with this section.

- (1) Illumination, either internal or indirect, shall not be added to nonconforming signs.
- (2) No sign may contain or be illuminated by flashing or intermittent lights or lights of changing degrees of intensity or color, except signs indicating only time and/or date and/or temperature and except signs containing electronic and/or mechanical interchangeable sign face copy in accordance with subsection (B) below.
- (3) Indirect illuminated sign light shall be shielded so that only the face of the sign is illuminated and the light shall not shine directly into a public or private street travel way, drive or parking area or into a residential dwelling or premises.
- (4) No indirectly illuminated sign shall be constructed or maintained within 50 feet of any residential zone or dwelling unit in any zone.
- (5) No illuminated sign shall imitate any traffic-control sign or device or be located or utilized in any manner which may confuse or distract the motoring public.

(B) Unless otherwise provided by this article, signs may only contain electronic and/or mechanical interchangeable sign face copy in accordance with this section.

- (1) Electronic and/or mechanical interchangeable sign face copy shall not be added to nonconforming signs.
- (2) No electronic and/or mechanical interchangeable sign face copy shall be changed to include any new or different copy, color, intensity or graphic representation, more than one time in any 60-minute period. For purposes of this section, all wall and/or freestanding signage associated with any use or establishment shall be considered as a whole, and a change to any electronic and/or mechanical sign face copy shall prohibit any change to any other associated sign face copy until the expiration of the minimum 60-minute period required between changes as specified. The provisions of this subsection shall not apply to time and/or date and/or temperature displays.
- (3) Each allowed change of sign face copy shall be completed by one continuous action or movement and the total duration of such action or movement shall not exceed five total and continuous seconds.

(Ord. No. 2337, § 1, passed 6-13-1991; Ord. No. 02-94, § 2, passed 9-12-2002)

**SEC. 9-4-236 OFF-PREMISES ADVERTISING SIGN REQUIREMENTS.**

(A) The following additional standards and regulations shall apply to all off-premises advertising signs.

- (1) *Off-premises advertising signs.* Off-premises advertising signs shall be permitted only within the CH, IU and I Zoning Districts or as provided herein.
- (2) *Compliance.* No such signs shall be altered, expanded, enlarged or replaced except in conformance with this section and section 9-4-225(C)(2).

9-218B

**Greenville - Building, Planning and Development Regulations**

## Zoning

- (3) *Removal of sign.* Where the premises or property upon which the sign is erected is changed to another zone other than CH, IU or I, the sign shall be removed within 90 days from the effective date of the change.
- (4) *Spacing.* The minimum spacing requirement between each off-premises advertising sign shall be 1,000 feet from the center of the sign.
- (5) *Size and height.*
  - (a) Such signs shall not measure more than 400 square feet of total sign area or display surface, and the display surface shall not be more than 12 feet in the vertical dimension nor greater than 40 feet in the horizontal. Copy extensions of 120 or less shall not be included in the calculation of total sign display surface area.
  - (b) A single side of a double face or V-type signs shall be regarded as the total display surface for purposes of calculating total sign surface area, provided the sides are separated by not more than 20 feet at any point.
  - (c) The top of the sign shall not exceed 35 feet in height (exclusive of copy extensions) as measured from the surface elevation of the ground or main roadway surface elevation nearest the sign, whichever is highest.
  - (d) The minimum vertical clear distance between the property grade and the bottom of the trim or other frame support shall be not less than 12 feet.
  - (e) All support structure(s) shall be painted in a neutral color to blend with the surrounding area.
- (6) *Setback.*
  - (a) The setback requirements shall be the same as set forth in the CH, IU or I Districts for the front yard, side yard and rear yard setbacks; provided, however, no sign shall be closer than ten feet to a side or rear property line.
  - (b) All off-premises advertising signs shall be set back at least 300 feet from the nearest edge of a zoning boundary which describes property zoned for residential purposes, including the R-6, R-6A, R-6S, R-6N, R-6MH, R-9, R-9S, R-15S, RA-20, OR, CDF, MR and MRS Zoning Districts.
  - (c) No off-premises signs shall be located closer than 100 feet to the intersection of two public streets.
  - (d) All setback requirements as set forth above shall be measured from the extreme outermost edge of the sign as projected upon the ground and measured from this ground point to the nearest property line or nearest zoning district.
- (7) *Construction.*
  - (a) All off-premises advertising signs shall be self-supporting single-pole structures erected on or set into and permanently attached to concrete foundations. The sign's structure, electrical system and other construction elements shall be designed and built according to the North Carolina State Building Code as evidenced by engineering drawings drawn to scale by a licensed engineer or architect. The signs shall be engineered to withstand a wind loading of 36 pounds per square feet.
  - (b) Off-premises advertising signs shall be located and constructed in such a way as to maintain horizontal and vertical clearance of all overhead electrical conductors in accordance with the North Carolina State Building Code and the National Electronic Code as incorporated therein; provided, that in no case shall an outdoor advertising sign be erected with any part closer than ten feet horizontally or vertically from any conductor or public utility guy wire.

(8) *Additional requirements.* The immediate premises shall be kept free from debris or undergrowth. A landscaping plan shall be approved by the Director of Community Development and shall be maintained on the immediate premises by the sign owner. The landscaping shall consist of ground cover, shrubs, trees or other permanent vegetation that will effectively screen the sign's base. For purposes of this article, the "immediate premises" shall be defined as an area surrounding the sign's structural support not less than ten feet in all directions from the base.

(9) *Off-premises signs.* Off-premises signs shall not be included in or count toward the total number of on-premises signs or the total sign surface area allocation calculation for on-premises signs.

(Ord. No. 2337, § 1, passed 6-13-1991; Ord. No. 95-29, § 10, passed 3-9-1995; Ord. No. 97-85, §§ 1, 2, passed 8-14-1997; Ord. No. 02-63, § 3, passed 6-13-2002; Ord. No. 06-75, § 1, passed 8-10-2006)

(B) *Exemptions.* Any temporary poster panel off-premises sign may be utilized to advertise a business, establishment, profession, service, event, entertainment, condition or commodity that is located, manufactured, conducted, sold or otherwise offered or provided on the lot of record where the sign is constructed or displayed, provided all of the following:

- (1) Such temporary poster panel off-premises sign(s) are rental signs owned by a third party and leased to others for advertising as part of the third party's bona fide sign rental business;
- (2) Such temporary poster panel off-premises sign(s) are either conforming or legal (existing) nonconforming off-premises signs as regulated by this article; and
- (3) A zoning compliance permit for such use has been reviewed and approved for each separate location. The purpose of this section is to ensure that the subject sign structure and method of display is in compliance with applicable requirements. There is otherwise no limitation on the frequency or duration of any such display provided compliance with all the provisions of this article.

(Ord. No. 02-63, § 4, passed 6-13-2002; Ord. No. 03-78, § 5, passed 8-14-2003)

#### **SEC. 9-4-237 SIGNS THAT ARE NOT PERMITTED UNDER THE PROVISIONS OF THIS ARTICLE.**

Except as otherwise provided, the following signs are not permitted under the provisions of this article:

- (A) Kites or other similar devices;
- (B) Balloons, except as otherwise provided under section 9-4-227(D)(2) of this article;
- (C) Spotlights, except as otherwise provided under section 9-4-233(K)(1) of this article;
- (D) Flags that exceed 100 square feet in surface area which are displayed upon property that contain commercial use;
- (E) Temporary signs other than as specified under section 9-4-227 of this article;
- (F) Signs attached to radio or television towers or poles, including satellite dish transmission or reception devices;
- (G) Signs suspended between two structures or poles and supports by a wire, rope or similar device including banners, except as otherwise provided under section 9-4-233 of this article;
- (H) Roof signs, except as otherwise provided under section 9-4-233(K)(3) of this article;
- (I) Revolving signs;
- (J) Flashing signs, except as otherwise provided under section 9-4-235 of this article;
- (K) Strings or ribbons, tinsel, small flags and other similar devices; and

**Zoning**

(L) Pinwheels, windmills or other similar devices.  
(Ord. No. 2337, § 1, passed 6-13-1991; Ord. No. 96-73, § 2, passed 8-8-1996; Ord. No. 99-4, § 5, passed 1-14-1999; Ord. No. 99-152, § 2, passed 12-9-1999)

**ARTICLE O. PARKING**

**SEC. 9-4-241 PURPOSE.**

- (A) (1) The purpose of these regulations is to ensure proper and uniform development of public and private parking and loading areas in the city and its extraterritorial areas; to relieve traffic congestion in the streets; and to minimize any detrimental effects of off-street parking areas on adjacent properties.
- (2) The purpose of these regulations is also to improve the visual quality of parking areas by making them more pleasant, attractive, and compatible with the surrounding environment; to ensure safe and efficient operation of parking areas by clearly defining and delineating potential circulation movements of motorists and pedestrians; and to improve air quality and encourage energy conservation by moderating the microclimate of parking lots.

(B) The requirements contained in these regulations shall be considered as minimum standards.

(C) The owner, developer or operator of any existing or proposed use shall evaluate anticipated needs to determine if they are greater than the minimum requirements herein specified.  
(Ord. No. 2337, § 1, passed 6-13-1991; Ord. No. 2539, § 1, passed 11-12-1992)

**SEC. 9-4-242 OFF-STREET PARKING AND LOADING REQUIRED.**

No permit for new construction, expansion, development, occupancy or related activity shall be issued for any use unless the use is in accordance with the provisions of this article.

**SEC. 9-4-243 EXEMPTIONS.**

The provisions of this article shall not apply to the following uses:

- (A) Nonresidential land uses within the CD District; or
- (B) Any proposed or existing principal use regardless of district which meets all of the following conditions:
  - (1) Existing structure(s) cover 75 or more of the lot on which the existing or proposed use is located;
  - (2) No expansion of any structure is proposed; and
  - (3) The maximum number of off-street parking spaces permitted by conforming site layout are provided on the same lot as the principal use.

(Ord. No. 2337, § 1, passed 6-13-1991; Ord. No. 94-156, § 13, passed 12-8-1994)

**SEC. 9-4-244 PARKING PLAN REQUIRED.**

(A) A parking plan which conforms to the provisions of this article shall be submitted to the Director of Community Development for site plan review in accordance with the specific submission standards of the *Land Development Administration Manual* which is incorporated herein by reference.



# City of Greenville, North Carolina

Meeting Date: 1/17/2012  
Time: 6:30 PM

**Title of Item:** Communities Putting Prevention to Work Grant Project Proposal - Review and Possible Modifications to Plans and Development Standards

**Explanation:**

**Background**

The Pitt County Health Department received a \$1.3 million grant from the American Recovery and Reinvestment Act of 2009 from the National Center for Disease Control. The grant program is titled "Communities Putting Prevention to Work" and the purpose of the funding is assist local health departments in the development of jurisdiction-wide plans and programs that will improve the health of citizens. A primary focus is to address the growing rates of obesity and increases in chronic diseases such as diabetes and heart disease.

The program supports the development of comprehensive strategies that impact many sectors of a community in the prevention of chronic diseases due to inactivity, lack of proper diets, and other lifestyle habits. Health officials, school administrators, health care professionals, planners, engineers, business sector representatives and others work together to address the health of the community. This blended approach creates opportunities for communities to examine policies affecting public health, including modifications to the built environment that will lead to the improved health of citizens.

The initiative includes members of local governments (City of Greenville, Town of Ayden, Town of Winterville, and Pitt County), Greenville-Pitt County Chamber of Commerce, Vidant Health (formerly University Health Systems), and Pitt County Schools. Each member sent a representative to attend three days of required training in November, 2010, and the governing board / body of each entity adopted a Resolution supporting the effort (see City of Greenville Resolution No. 11-11 attached).

The Pitt County Health Department has awarded the City of Greenville \$24,000 as part of this grant program. \$4,000 of this funding was designated for hosting a symposium that was conducted on September 8, 2011 at the Greenville Hilton. The remaining \$20,000 is designated towards hiring a consultant to review

existing community plans and development standards from a public health perspective and to facilitate meetings with representatives of the local development community to build consensus on policy and development standard modifications that will improve community health, design and appearance.

### **Proposed Work Plan**

Staff proposes the following general work plan as a means of moving forward with the grant funded project outlined above:

Step 1: Select a consultant to assist with the project.

- An RFQ will be developed and advertised.
- A consultant will be selected based upon qualifications.
- A professional services contract will be prepared and executed between the city and the consultant to be paid with grant funds.

Step 2: Assemble a Work Group to meet with the consultant and staff and make recommendations related to preferred policy and/or development standard modifications that will improve community health, design and appearance. Staff recommends a Work Group consisting of the following:

- Residential Developers (2)
- Commercial Developers (2)
- Local Design Professional (1)
- Planning and Zoning Commission Representative (1)
- Bicycle and Pedestrian Commission Representative (1)
- Community Appearance Commission (1)
- Neighborhood Advisory Board Representative (1)

Step 3: Consultant reviews existing plans and development standards and identifies opportunities for possible modifications that will improve community health, design and appearance.

Step 4: Consultant facilitates meetings with the Work Group to build consensus on policy and development standard modifications.

Step 5: Work Group recommendations presented to the Planning and Zoning Commission and City Council.

### **Staff Comments**

Staff views this initiative as an opportunity to work with various stakeholders to build consensus on topics that are already supported by the community's comprehensive plan. An example of such topic is the need for more mixed-use development within the community.

### **Fiscal Note:**

100% of this project is funded from a grant from Pitt County Health Department via the American Recovery and Reinvestment Act of 2009.

**Recommendation:** Recommend approval of the Proposed Work Plan as provided herein.

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Attachments / click to download

 [City Council Resolution No. 11-11](#)

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RESOLUTION NO. 011-11  
RESOLUTION SUPPORTING AND ENDORSING THE PITT COUNTY BOARD OF  
HEALTH RESOLUTION RECOMMENDING A COMPREHENSIVE STRATEGY TO  
PROMOTE HEALTHY EATING AND ACTIVE LIVING IN PITT

WHEREAS, the Pitt County Board of Health is committed to improve the health of Pitt County Residents; and

WHEREAS, the Pitt County Board of Health recently adopted a resolution entitled, "RECOMMENDING A COMPREHENSIVE STRATEGY TO PROMOTE HEALTHY EATING AND ACTIVE LIVING IN PITT COUNTY", and is developing multi-jurisdictional programs for all of Pitt County; and,

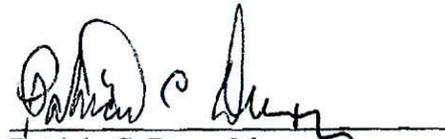
WHEREAS, the Greenville City Council is committed to insuring that healthy options and environments are available to all of Greenville's residents; and

WHEREAS, the City Council of the City of Greenville recognizes the importance of the health and social well-being of the community; and

WHEREAS, the City of Greenville develops programs and policies that affect the well being of its citizens;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Greenville that it does hereby support and endorses the Pitt County Board of Health's program for the development of strategies to promote healthy eating and active living in Pitt County.

This 10<sup>th</sup> day of February, 2011.

  
Patricia C. Dunn, Mayor

Attest:

  
Carol L. Barwick

887317



# City of Greenville, North Carolina

Meeting Date: 1/17/2012  
Time: 6:30 PM

**Title of Item:** Report on Public Notice for Applications Reviewed by the Planning and Zoning Commission

**Explanation:** **Background**  
Planning and Zoning Commission Member Bellis requested that the city begin publishing the Commission's full Meeting Agendas in the newspaper at the Commission's December 13, 2011, meeting. Member Bellis indicated that she felt such publication would make more people aware of items of business scheduled to be considered by the Commission, thereby increasing the likelihood of public input during Commission meetings. After some discussion, staff advised that they would look into the topic and report back to the Commission at their January 2012 meeting.

**Current Public Notice Requirements and Practices**

The Planning and Zoning Commission reviews many different types of applications and each of those applications has different public notice requirements as provided by state law. Staff has created a table (see attachment) that outlines these public notice requirements and depicts how the city goes above and beyond those requirements to advertise Commission meetings and make information associated with those meetings accessible to the public.

In addition to the public notice efforts outlined in the attachment, the Community Development Department recently created an e-mail group that receives monthly e-mails reminding interested individuals about upcoming Planning and Zoning Commission meetings and provides a link to the meeting's full agenda and meeting packet. Anyone can be added to the e-mail group and the Neighborhood Advisory Board is being asked to help notify the city's residents about how to join.

**Publishing Planning and Zoning Commission Agendas**

The city's Public Information Officer has determined that publishing the Planning and Zoning Commission's Meeting Agenda within the City Page of the The Daily Reflector would cost approximately \$70 per month. This cost would

be in addition to the money already spent to advertise City Council public hearings, and certain types of Historic Preservation Commission and Board of Adjustment cases as is required by state law.

The City of Greenville has 21 boards and commissions. None of these entities currently have their meeting agendas published in the newspaper. As such, the issue of equity should be considered when discussing whether one of these groups should be treated differently than the others as it relates to advertising.

**Fiscal Note:**

The fiscal impacts associated with this item are dependant upon the Commission's recommendation.

**Recommendation:**

Accept report from Planning Division staff and determine whether the Planning and Zoning Commission wants to further pursue having their meeting agenda published in the local newspaper.

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**Attachments / click to download**

 [Public Notice for P\\_Z Applications 915671](#)

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Public Notice for Applications Typically Reviewed by the Planning and Zoning Commission

Type of Application	State Mandated Public Notice Requirements	Additional Public Notice Provided by the City of Greenville
<b>Rezoning</b>	<ol style="list-style-type: none"> <li>1. Mailed notice to property owner and all adjoining property owners notifying them of the public hearing to be held by the governing board.</li> <li>2. Signs posted on the subject property.</li> <li>3. Notice of governing board's public hearing published for two successive weeks in newspaper of general circulation.</li> </ol>	<ol style="list-style-type: none"> <li>4. Mailed notice is sent for the P&amp;Z meeting in addition to the governing board mailed notice.</li> <li>5. Both mailed notices are sent to all property owners within 300 feet (not just adjacent property owners).</li> <li>6. Upcoming P&amp;Z Meeting advertised on the City Page of the local newspaper.</li> <li>7. Upcoming P&amp;Z Meeting advertised on GTV.</li> <li>8. Upcoming P&amp;Z Meeting advertised on city website calendar.</li> <li>9. Full P&amp;Z meeting packet available on the city's website.</li> </ol>
<b>Zoning Text Amendment</b>	<ol style="list-style-type: none"> <li>1. Notice of governing board's public hearing published for two successive weeks in newspaper of general circulation.</li> </ol>	<ol style="list-style-type: none"> <li>2. Upcoming P&amp;Z Meeting advertised on the City Page of the local newspaper.</li> <li>3. Upcoming P&amp;Z Meeting advertised on GTV.</li> <li>4. Upcoming P&amp;Z Meeting advertised on city website calendar.</li> <li>5. Full P&amp;Z meeting packet available on the city's website.</li> </ol>
<b>Preliminary Plat</b>	None.	<ol style="list-style-type: none"> <li>1. Mailed notice sent to all property owners within 300 feet notifying them of the upcoming P&amp;Z meeting.</li> <li>2. Upcoming P&amp;Z Meeting advertised on the City Page of the local newspaper.</li> <li>3. Upcoming P&amp;Z Meeting advertised on GTV.</li> <li>4. Upcoming P&amp;Z Meeting advertised on city website calendar.</li> <li>5. Full P&amp;Z meeting packet available on the city's website</li> </ol>

<p><b>Land Use Plan Map Amendment</b></p>	<ol style="list-style-type: none"><li>1. Mailed notice to property owner and all adjoining property owners notifying them of the public hearing to be held by the governing board.</li><li>2. Notice of governing board's public hearing published for two successive weeks in newspaper of general circulation.</li></ol>	<ol style="list-style-type: none"><li>3. Mailed notice is sent for the P&amp;Z meeting in addition to the governing board mailed notice.</li><li>4. Both mailed notices are sent to all property owners within 300 feet (not just adjacent property owners).</li><li>5. Upcoming P&amp;Z Meeting advertised on the City Page of the local newspaper.</li><li>6. Upcoming P&amp;Z Meeting advertised on GTV.</li><li>7. Upcoming P&amp;Z Meeting advertised on city website calendar.</li><li>8. Full P&amp;Z meeting packet available on the city's website.</li></ol>
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