

# City of Statesville

## Overview of Downtown Statesville Sign Ordinance

### (Reference Section 6.07 of the Unified Development Code)

#### Prohibited Sign Types

Billboards, Signs in ROW, Article 6.07 H. Prohibited signs



Billboard



Internally Illuminated

#### Permitted Sign Types

##### **Freestanding signs**

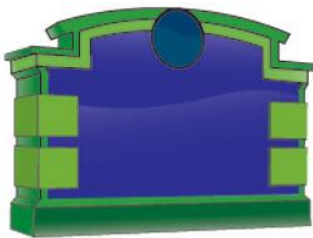
*Associated with a building*

One sign per street front

Three types:

- 1) Monument: structural base sign no higher than 6'
- 2) Projecting Pole Mounted: pole max 8' sign max 6'
- 3) Two pole mounted: poles/columns 8' max, sign 6' max

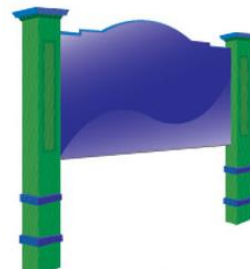
Street Frontage	Sign Size
0--39 L.F.	15 S.F.
40--69 L.F.	25 S.F.
70 L.F. and over	32 S.F.



Monument Sign



Projecting Pole Mounted



Two Pole Mounted

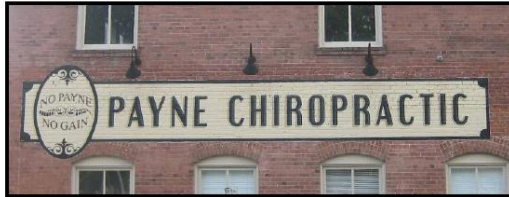
**Choose 3 of the 4 sign types with the total square footage not more than 12% of the building facade:**

**1) Wall signs**

Not extend more than 12 inches out from the wall.  
One wall sign per entrance or if visible from the street  
No more than 10% of the façade area



Wall/ Flush Mounted



Wall/Painted

**2) Window signs**

No more than 25% of total storefront glass area.  
Temporary signs are allowed within windows, provided that they are not displayed for more than thirty (30) days and all temporary signs shall not exceed thirty (30) percent of any window area.  
Neon signs shall be allowed in windows subject to the area limitations.  
Temporary signs require permits and are only allowed once per quarter/four a year.



Window

**3) Awning signs**

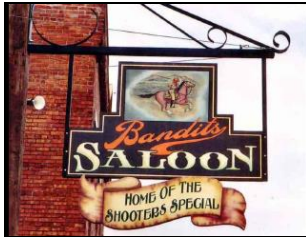
Max 18 inches per letter.  
Max area twenty (20) square feet.  
Backlighting of awning signs is prohibited.  
If a business name is incorporated into the awning sign, a separate wall sign is prohibited.  
No closer than 2' to the curb line



Awning Signage

#### 4) Projecting signs

- Façade projecting and street corner projecting shall be 2% of the total storefront area not to exceed 15 square feet. If sign is multi-tenant then the square footage shall be divided equally on one projecting sign.
- Minimum vertical clearance of a front projecting sign is seven (7) feet from grade of sidewalk to base of sign and for a corner projecting sign there shall be a minimum vertical clearance of fifteen (15) from alleyway grade to base of sign.
- Projecting signs may not extend more than four (4) feet from the building wall to the edge of the sign or sign structure.



Façade Projecting



Street Corner Projecting

#### Buildings' names

- Recognized by the National Register of Historic Places
- Building name on the front of the building
- Lettering shall not be taller than eighteen (18) inches on a single line
- The length of all text does not exceed fifty (50) percent of the building width
- (I.e. the City Center, the James Iredell Building)



Building Name

#### Uniform sign plan

- Multi-tenant buildings: defined as a building having one main entrance used by tenants or owners to access offices, businesses, etc... located in the interior of the building.
- Include the size, types, placement, color, material and lighting details for all tenants before the first sign permit is issued.
- Total signage as divided among all tenants does not exceed 10% of the facade.



Uniform Sign Plan:  
 Monument Sign (left)  
 Building Name (middle)  
 Wall Sign (right)



### **Sandwich Board Signs**

- Shall not exceed eight (8) square feet and four (4) feet in height
- Shall only be displayed between the hours of 7:00 a.m. and 10:00 p.m., EST.
- Each individual business shall have no more than one (1) sign and there must be at least fifteen (15) feet between each sign.
- A five (5) foot clearance must be maintained at all times on the sidewalk.
- No sandwich board sign shall block visibility, vehicular or pedestrian at any time.
- The sign must not be permanently affixed to any permanent object, structure or the ground. They are to be freestanding, self-supporting and be designed and weighted to prevent overturning.
- The tenant or property owner that will be placing their sandwich board signs in the City's right-of-way must carry an extended coverage liability insurance policy in the amount of \$500,000 with the City of Statesville, NC named as additionally insured.
- For the tenants or property owners that will be placing their sandwich board signs on private property no insurance is required, but a permit must be obtained.

The following materials are not permitted:

- a. glass, clear acrylic sheeting or breakable materials
- b. paper or laminated paper
- c. corrugated or hollow core plastics
- d. pvc pipe frames
- e. internal illumination or spotlighting illumination



**Maintenance of signs** shall at all times be maintained in good condition.

### **Contact Information:**

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