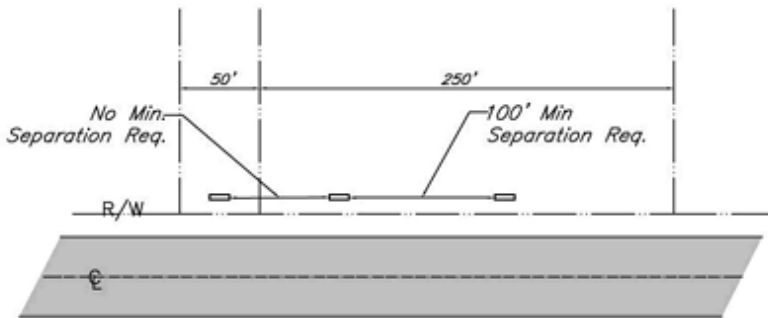


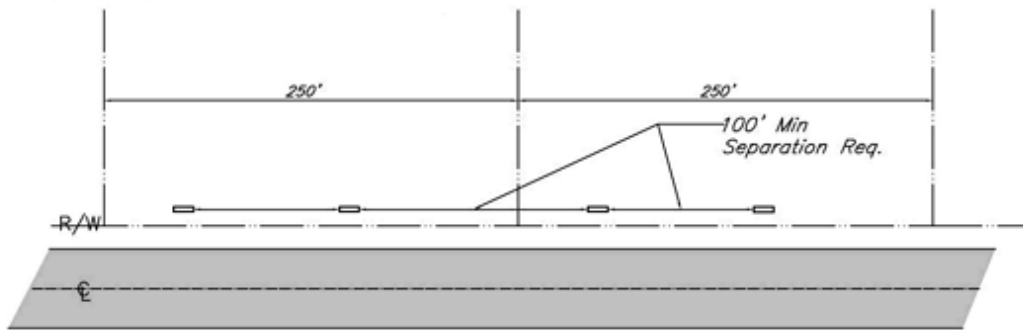
3. the sign owner must maintain the sign; and
4. if the sign projects or is suspended over the public right-of-way, the sign owner must agree to provide insurance or satisfactory indemnification of the city against liability for injury to persons or property resulting from the position or maintenance of the sign.

Figure 14-2, Adjacent Properties with Freestanding Signs

Property with Two Freestanding Signs
Adjacent to Property with One Sign



Two Properties with Two Freestanding
Signs Adjacent to Each Other



E. Pole-Mounted Banners

1. Applicability

see 30-4-26.5.

2. Purpose

The installation of pole-mounted banners is designed to contribute to the aesthetic enhancement of designated areas. For this purpose, they should provide dynamic and colorful displays that unify the area in which they are to be placed. Pole-mounted banners must have a unifying theme in their design and will be permitted as follows:

- a. Along streets in the Central Business District (bounded by Fisher Street, Spring Street, Lee Street* and Murrow Boulevard); along streets in the Downtown National Register Historic District; and along streets adjacent to government buildings or complexes, adjacent to college or university campuses, or adjacent to any city-initiated public improvement project.
- b. Along Coliseum Boulevard, Lee Street*, High Point Road*, Patterson Street, Ellington Street from High Point Road* to Coliseum Boulevard, and Hanner Street from Patterson Street to Ellington Street in recognition of the Coliseum Complex and its tenants.

- c. Along Murrow Boulevard from East Market Street to Lindsay Street, East Friendly Avenue from Dudley Street-Bennett Street to Church Street, and East Market Street from Church Street to English Street to recognize the East Market Street redevelopment effort.

***Commentary:** Lee Street and High Point Road were renamed "East Gate City Boulevard" and "West Gate City Boulevard" effective on July 1, 2015.

3. **Standards**

a. **Maximum Copy Sizes**

- i. The maximum area for a pole-mounted banner is 24 square feet.
- ii. Commercial messages allowed on banners is limited to business name, logo, or trademarks. Such commercial message may occupy no more than 10% of the banner's surface area.

b. **Repair and/or Removal**

- i. The Planning and Community Development Director or Fire Chief is authorized to require the immediate repair and/or removal of any banner deemed unsafe.
- ii. Any banner that becomes worn or tattered must be removed immediately and may be replaced with a banner that complies with the terms of the approved sign permit.

c. **Construction Material**

Banners must be constructed of durable fabrics intended for outdoor use.

d. **Mounting Devices**

Banner mounting devices must have structural integrity, be weather-resistant, and be crafted of a durable, non-corroding material. Attachment hardware and mounting devices must meet the North Carolina Building Code specifications and have the approval of the utility company or pole owner (if applicable). If poles have built-in mounting brackets, the banner must be hung from the existing pole hardware and the banner must be sized to fit such hardware.

4. **Liability**

The city is not responsible for any damage incurred while banners are displayed, or while they are being installed or removed. The city assumes no liability in the event that property damage or personal injury results from the installation, removal, or other activities associated with pole-mounted banners.