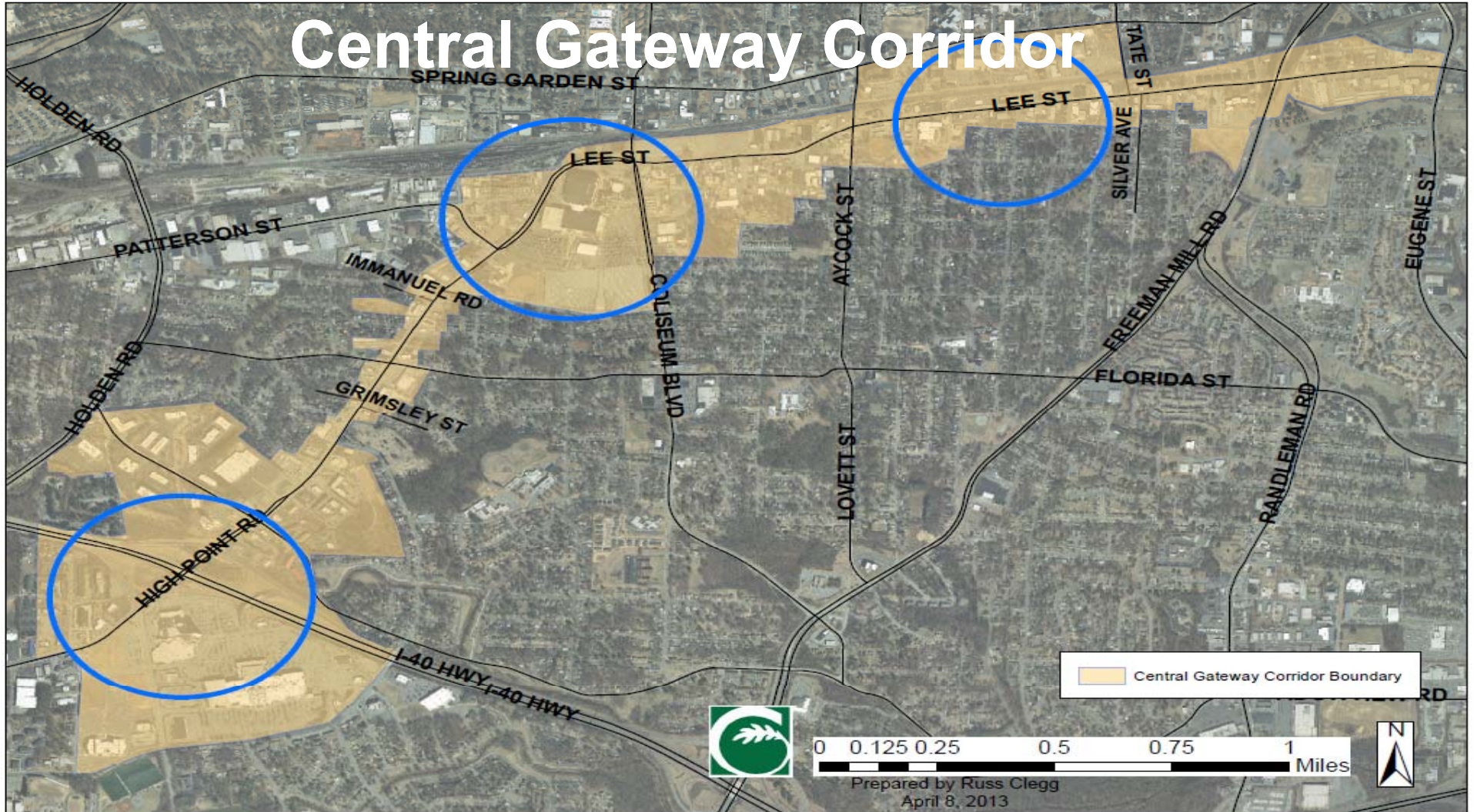


Proposed Central Gateway Corridor Sign Standards

Infrastructure Committee
April 12, 2016

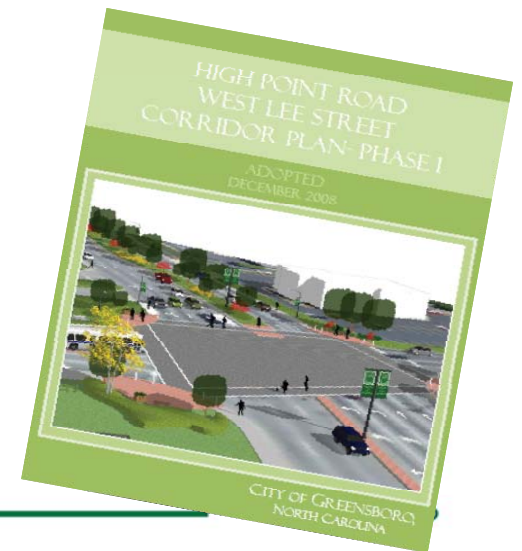


Central Gateway Corridor



Plan Implementation so far...

- Streetscape scheduled for completion November
- New zoning districts in place
- UNCG expansion
- Coliseum facilities



Why new sign standards?

Goals:

- Reduce visual clutter
- Relatively quick, less expensive way to improve appearance of the corridor
- Rebrand
- Remove reminders of economic distress
- Support local businesses

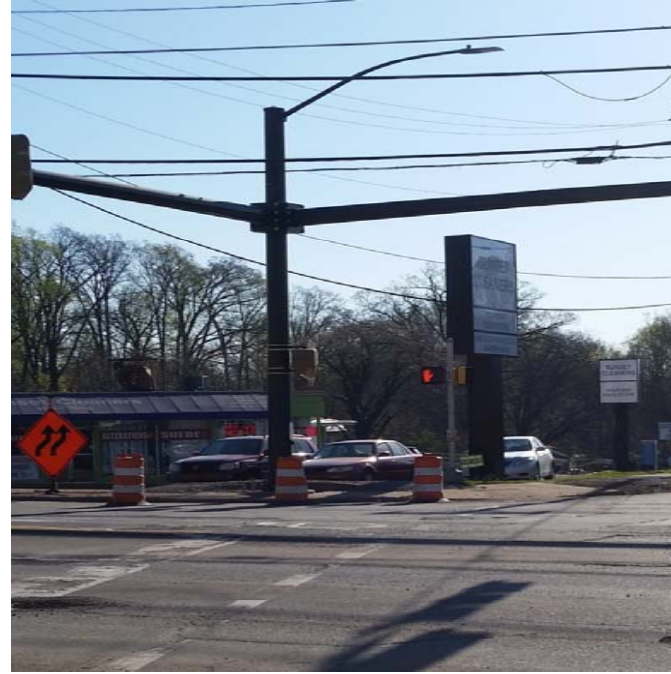


Streetscape Improvements

Before



After



Current Regulations

Zoning District	Max Number	Size	Minimum Size	Height
AO	1 Per Lot Frontage (2 if more than 250')	1 Sq Ft per linear foot of lot frontage; 200' Max	75 Sq Ft	30 Ft
NS UMU	1 Per Lot Frontage	.5 Sq ft per linear foot of lot frontage; 200' maximum	50 Sq Ft	15 Ft



Freestanding Sign Proposal

Site Size	Maximum Height	Maximum Size	Source
Single business site, any size	6' monument sign	50 sq ft	consistent with Highway 68 and Concord
Multiple tenant site	10' monument sign	+10 additional sq ft per tenant, up to 100 sq ft	Consistent with Concord
Greater than 25,000 sq ft; at least 6 tenants	15' monument sign	135 sq ft	Consistent with SCOD
Other standard: signs with panels over fluorescent lighting shall be opaque Within 400 of interstate ROW, reverts to LDO allowing more size and height			Consistent with SCOD

Wall Sign Proposal

	Max Number	Max Size
Proposed: Single Tenant	3	7.5 % of wall area
Multiple Tenant	1 per tenant	7.5% of wall area
Existing Commercial Medium	NA	10% of wall area

Buildings over 30' in height allowed additional 5% wall signage near top of building



Comparison





GREENSBORO

Implementation Approaches

- Amortization
- Financial Support
 - Site and Façade Grant Program

