



*City of* **GREENSBORO** *North Carolina*

## **LDO Ordinance Amendments (Signs) – Public Hearing**

**Greensboro City Council  
February 19, 2019**



# Sign Ordinance Update – Why Are We Here?

## Supreme Court Decision – Reed vs. Town of Gilbert (June 2015)

- Set higher bar for content based regulations  
(prohibits different standards based solely on content of sign)
- Can't Favor Commercial Speech Over Non Commercial Speech



## Items of Concern to Address

- Confusion on definition of a sign
- Some regs favor commercial speech over noncommercial speech
- Some regs not in line with industry standards and practices
- Challenges with administration and effective enforcement



# Sign Ordinance Update – Process

- ✓ Evaluation of Existing Ordinance 2016-2017 – Dr. Eric Kelly
  - Included small group discussions with sign contractors, businesses, neighborhood reps and City staff
- ✓ Sign Ordinance Committee (May-October 2018):
  - Sign Contractors
  - Businesses/Realtors/Developers
  - Apartments Association
  - Greensboro Neighborhood Congress
  - TREBIC
  - City Permitting, Legal and Enforcement Staff
- ✓ Planning Board information presentation – November 14, 2018
- Planning Board Public Hearing – December 19, 2018
- **City Council Public Hearing – February 19, 2019**

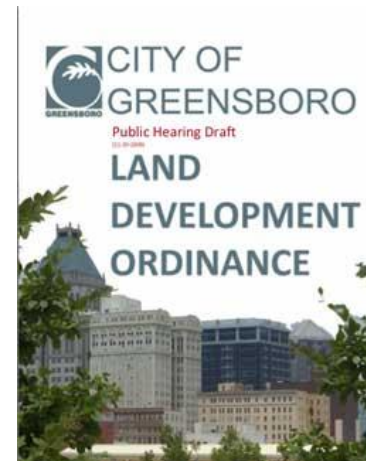




# Sign Ordinance Update – Proposed Changes

## Definitions and Technical Changes

- Updated definitions for sign, roof sign, flag, wall sign and outdoor advertising sign (billboard). Removed other definitions.
- Removed permit requirement for Sandwich Board Signs and added to “Signs Allowed Without Permits” section
- Removed regulations for window signs and vending machines
- Added electronic message boards to NS, UMU, AO and LIM districts and billboards to AO district
- Updated language related to number of freestanding (on premise) and billboards (off-premise) allowed on individual lot
- Clarified when larger freestanding sign is allowed in C-H district and what is considered historic signage.
- Added signage standards to home occupations and tourist homes standards





# Sign Ordinance Update – Proposed Changes

## Remove/Limit Content Based Regulations

Updated definitions for signs and flags intended to remove content distinctions for regulation



Same standards for similar types of signs allowed without permits

- Directional/Instructional/Warning/Historical
  - Maximum 6 square feet in size and 8 feet in height
- Temporary Real Estate/Philosophical/Campaign/Identification
  - No limit on number per lot
  - Maximum 6 square feet in size and 6 feet in height in R- and RM- zoning districts
  - Maximum 36 square feet in size and 8 feet in height in all other zoning districts
- Weekend Directional Signs
  - Allow any signs directing public to weekend events in portions of rights of way
  - Noon Friday to noon Monday, 6 square feet size and 8 feet height



# Sign Ordinance Update – Proposed Changes

## Industry Trends/Enhanced Flexibility

- Consistent standard for brightness
- Increased base allowance for wall signage
- Introduced substitution language for signs
- Expanded districts allowing projecting signs
- Added new integral roof signs
- Added Special Exception for electronic message boards with nonresidential uses in Residential zoning





# Sign Ordinance Update – Proposed Changes

## Improved Administration and Enforcement

- Clearer sign definition aids in application/enforcement
- Updated language for removal of signs in public rights-of-way
- Added language to tie all relevant parties to sign violations
- Removed language prohibiting variance request for some sign standards







# Sign Ordinance Update - Next Steps

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## Planning Board

- Public Hearing and Recommendation
  - approved as presented

## City Council

- Public Hearing and Adoption
  - approve as presented, approve with changes, deny

## Evaluation of Additional Sign Changes - TBD





## Sign Ordinance Update

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# Questions?