

## Planning & Zoning Board Meeting

Town Hall - 8590 Park Drive Mount Pleasant, NC

Monday, February 28, 2022

6:00 PM

**To:** Planning & Zoning Board

**From:** Erin S. Burris, AICP, Planning & Economic Development Director

**Date:** February 28, 2022

**Subject:** TA 2022-01 Nonconforming and Temporary Signs

### A. BACKGROUND

**Applicant:** Town of Mount Pleasant

**Affected Sections of MPDO:** Article 12

In order to accommodate the exchange of manual changeable copy on nonconforming signs with electronic changeable copy, amendments are proposed to Sections 12.1.12 and 12.4.3.2 (D).

In order to permit each property in Mount Pleasant to display one small temporary sign as a means of promoting economic development, an amendment is proposed to Section 12.3.3 (Table 12.3-1) to permit Type 1 Temporary Signs for all use groups in any zoning district.

### B. RELATIONSHIP TO ADOPTED PLANS & POLICIES

The Economic Development Goal of the Town's Comprehensive Plan is to attract and retain a variety of businesses and light industry to promote a robust and diverse economic base and employment opportunities for residents.

### C. STAFF RECOMMENDATION

Staff recommends review of the proposed amendments.

#### D. ACTION REQUESTED

The Planning & Zoning Board is requested to review and make a recommendation to the Town Board of Commissioners on one of the following items:

- **Recommend approval and consistent:** The Planning & Zoning Board finds that proposed amendments are consistent with the Economic Development Goal of the Town's Comprehensive Plan.
- **Recommend approval and not consistent:** The Planning & Zoning Board finds that the proposed amendments are not consistent with the Comprehensive Plan as adopted, but finds the proposed amendments to be reasonable and in the public interest and amends the Comprehensive Plan with this action to establish consistency.
- **Recommend Denial and not consistent:** The Planning & Zoning Board finds that the proposed amendment is not consistent with the Comprehensive Plan and does not consider the action to reasonable and in the public interest.
- **Defer:** The amendment needs additional consideration.

#### E. ATTACHMENTS

1. Relevant portions of Article 12 with proposed amendments

- The location of all proposed signs, including permitted mounting locations for building mounted signs.
- The type, display location, materials, size and height for any temporary signs permitted to be displayed.

The goal of the comprehensive sign package is to create an integrated typology for the permitted signs on the property subject to the approved comprehensive sign package. To that end, the proposed regulations shall be designed in a manner to require the use of signage with common characteristics both within individual sign types and across the various types of signs.

**12.1.11. COMMON SIGNAGE PLANS REQUIRED**

Where multiple building mounted signs of the same type (including wall, projecting and awning signs) are proposed for display on a building or group of buildings situated upon the same property or within a common development, such as a shopping center, the owner or developer shall submit a common signage plan that details a uniform approach to the permitted sign material(s), type of illumination and style of signage. Following the submission of the common signage plan, all signs installed within the area covered by the plan shall conform to the submitted plan. Common signage plans may only be altered following their submission if the original applicant or their successor agrees to modify all affected signage within the area covered by the plan to meet the new standard.

**12.1.12. NONCONFORMING SIGNS**

~~In the interest of encouraging the eventual removal of signs that do not meet the current standards of the ordinance, the following standards are established to require the removal of nonconforming signs under certain circumstances.~~

**12.1.12.1. Discontinuance of Occupancy and/or Use**

Where one or more nonconforming signs are located on a parcel of land or building whose occupancy or use has been discontinued for a period of 180 consecutive days, such nonconforming sign(s) shall be removed, replaced or otherwise brought into conformance with the current standards of this Ordinance prior to the reestablishment of occupancy or use of the building or land associated with such sign(s).

**12.1.12.2. Removal or Damage**

Nonconforming signs that are voluntarily removed, or which are damaged to an extent greater than or equal to 50% of their replacement value, shall not be reestablished or repaired except in full conformance with the current standards of this Ordinance. The removal of a sign shall include situations in which the face or faces are removed from a nonconforming sign structure and not replaced within 180 days of the date of their removal.

**12.1.12.3. Exchanging Manual Changeable Copy to Electronic Changeable Copy on a Nonconforming Sign**

Where an existing ground sign which is nonconforming as to area or height contains manual changeable copy, the manual changeable copy portion of the sign may be exchanged for electronic changeable copy provided that the sign otherwise conforms with Section 12.4.3.2 (D) of this Article.

**12.1.12.4. Exceptions**

Signs that were permitted in accordance with the standards of an overlay district or other conditional district shall be exempt from the requirements of this section.

**12.4.3. GROUND SIGNS**

A freestanding sign located on-site that is permanently mounted to the ground shall meet the following requirements and are subject to the issuance of a Zoning Permit.

**12.4.3.1. District and Size Standards**

District	Sign Allowed	Type Allowed (See Fig. 12-9)	Max. Area (square feet)	Max. Height (feet)	Max. Number (per street frontage)	Other
AG	PL*	monument, arm	16	4	1	Freestanding ground signs are permitted in association with any principal nonresidential use in any zoning district. Freestanding ground signs may also be established in association with multi-family residential developments containing 16 or more dwelling units and single family residential subdivisions containing 24 or more individual lots.
RE	PL*	monument, arm	16	4	1	
RL	PL*	monument, arm	16	4	1	
RM	PL*	monument, arm	16	6	1	
RH	PL*	monument, arm	16	6	1	
O-I	PL	monument, arm	24	6	1	
CC	PL	monument, arm	24	4	1	
C-1	PL	monument, arm	32 sf + 8 sf per tenant up to 100 sf	6	1	
C-2	PL	monument, arm, encased pole, multi-tenant pylon	40 sf + 8 sf per tenant up to 100 sf	8 (20 ft on NC Hwy. 49)	1 for every 300 feet of frontage	
CD	PL	monument, arm	40 sf + 8 sf per tenant up to 100 sf	8	1 for every 300 feet of frontage	
I-1	PL	monument, arm	40 sf + 8 sf per tenant up to 100 sf	6	1 for every 300 feet of frontage	
I-2	PL	monument, arm	40 sf + 8 sf per tenant up to 100 sf	6	1 for every 300 feet of frontage	

P: Sign permitted for non-residential uses and development entrances

L: Illumination Allowed

\*: External illumination only

FIGURE 12-9: GROUND SIGN TYPES



Monument Sign



Encased Pole Sign



Arm Sign

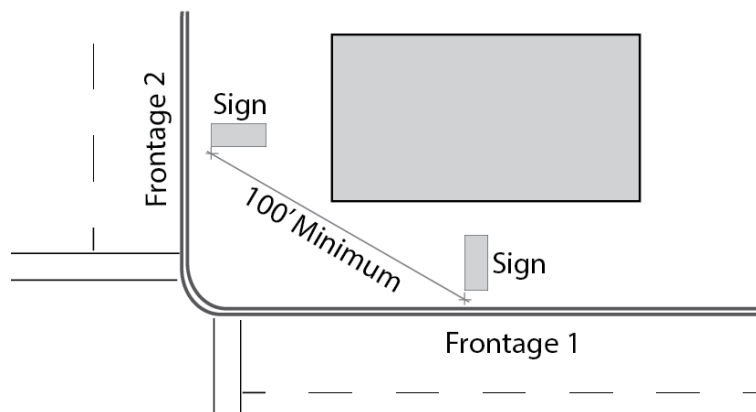


Multi-tenant Pylon Sign

12.4.3.2. Design Standards

- A. Freestanding ground signs shall not be located within 50 feet of any other freestanding ground sign unless the signs are separated by a street right-of-way. Freestanding ground signs shall not encroach into a street right-of-way or be located in any required sight triangle.
- B. One (1) freestanding ground sign may be displayed per road frontage, provided that where there are multiple road frontages, signs on the subject parcel may not be placed within 100 feet of each other as measured in a straight line.

FIGURE 12-8: MINIMUM SEPARATION FOR SIGNS ON SEPARATE FRONTAGES



- C. Manual or analog changeable copy area may be included on any freestanding sign. The area devoted to changeable copy shall be limited to 75% of the total area of the sign face for signs in the C-1, C-2, I-1, and I-2 districts. In all other districts, the maximum changeable copy shall be limited to 50% of the total area of the sign face.
- D. Electronic changeable copy area may be included on any conforming freestanding sign in the O-I, C-1, C-2, I-1, and I-2 districts. The area devoted to electronic changeable copy shall be limited to 75% of the total area of the sign face. All signs that include an electronic changeable copy feature shall meet the minimum North Carolina Department of Transportation requirements for lighting and message duration contained in NC Administrative Code 2E.0203(3a-c & 4a (i-iii)). [If such sign within 100 feet of a residentially zoned \(AG, RE, RL, RM, RH\) property, the electronic changeable copy portion of the sign shall not be utilized between 11:00pm and 6:00am.](#)
- E. All freestanding signs located within parking or vehicular use areas, and not in yard areas, shall stand in a bed of landscaping at least 30 square feet in area. This area shall contain low growing materials such as ground covers, perennials, and shrubs, and shall be bordered by acceptable curbing materials as specified in Article 8 of this Ordinance.

**12.4.4. INCIDENTAL SIGNS**

A freestanding sign located on-site that is permanently mounted to the ground shall meet the following requirements. Zoning Permits are not required for incidental signs.

**12.4.4.1. Entrance Drive Signage**

One (1) sign, not exceeding four (4) square feet in area, may be displayed on each side of the street entrance to the parking area or internal driveway network of a nonresidential use. Such signs shall not exceed three (3) feet in height, and shall be located within 15 feet of the intersection of the driveway with the right-of-way.

**12.4.4.2. Drive-through Signage**

One (1) sign, not to exceed 32 square feet in area may be displayed immediately adjacent to a drive through service lane. Such signs shall be oriented to face the drive through service lane.

**12.4.4.3. Small Incidental Signs**

Permanently installed signs smaller than two (2) square feet in area may be displayed without limitation as to number or location, provided that such signs are mounted or affixed to an occupiable building or other structure subject to regulation by the North Carolina Building Code. Such signs shall not be installed at a height greater than six (6) feet. Only signs installed greater than 30 feet from a street right-of-way shall qualify for this exemption.

**12.4.4.4. Regulatory Signs**

Signs required to be installed by any local, state, or federal rule, regulation or ordinance may be displayed in accordance with the standard establishing their size and placement. Examples of such signs include required building address signs and fire safety signage.

**12.4.5. PERMANENT FLAG DISPLAYS**

Up to three (3) flags may be displayed on an individual parcel of land or on an individual building within a combined development. Flags may be mounted on poles not exceeding 30 feet in height when associated with a residential use or 50 feet when associated with a nonresidential use. When mounted to a building wall that is permitted for the display of a wall sign, the size of the flags shall not exceed the maximum permitted wall sign area for that building wall. In no case shall building mounted flag poles extend above the top of the building wall to which they are attached. Zoning Permits are not required for permanent flag displays.