

Town of Montreat
Wayfinding Advisory Committee
Meeting Agenda
July 16, 2013 – 3:30 p.m.
McGowan Room #117, Chapel of the Prodigal

I. Call to Order

- Welcome
- Moment of Silence

II. Agenda Adoption

III. Meeting Minutes Adoption

- A. June 25, 2013 Meeting Minutes

IV. Unfinished Business

- A. Proposed Revisions to Montreat Zoning Ordinance Articles V – Definitions and X – Sign Regulations
- Supporting Documents
 - **Suggested Motion:** To recommend the proposed revisions to Montreat Zoning Ordinance Article V – Definitions and Article X – Sign Regulations to the Board of Commissioners as presented/amended
- B. Draft Wayfinding Signage Plan Review
- Supporting Documents
 - **Suggested Motion:** To recommend the proposed Wayfinding Signage Plan to the Board of Commissioners as presented/amended

V. Moving Forward – Next Steps

VI. Reports and Communications

- A. Committee Member and Staff Reports

VII. Public Comment

VIII. Adjournment

**Town of Montreat
Wayfinding Advisory Committee
June 25, 2013
Town Services Office**

Members present: Margo Smith, Chair, Montreat Cottagers Representative
Rev. Merri Alexander, Montreat Conference Center Representative
Martha Campbell, Board of Commissioners Representative
Annie Carlson, Montreat College Representative
John Hinkle, Planning and Zoning Commission Representative

Town staff present: Ron Nalley, Town Administrator
Misty R. Gedlinske, Town Clerk
David Currie, Building Inspector/Code Administrator

No members of the public were present. Mrs. Smith called the meeting to order at 3:42 p.m. and held a moment of silence.

Agenda Approval

Mr. Hinkle moved to adopt the meeting agenda as presented. Mrs. Campbell seconded and the motion carried 5/0.

Adoption of Meeting Minutes

Mr. Hinkle moved to adopt the May 7, 2013 meeting minutes as presented. Mrs. Campbell seconded and the motion carried 5/0.

Unfinished Business

Draft Wayfinding Signage Plan Review: Mr. Nalley presented an updated draft of the Wayfinding Signage Plan. He recommended that the Committee review the materials and hold at least one more meeting to make any final changes to the Plan document before recommending it to the Board of Commissioners. A few typographical corrections are needed, along with page number and map reference updates, and other minor additions. Three appendices have been added to the draft Plan to incorporate an existing signage inventory, a sign installation guide, and the Committee's final, detailed recommendations for sign ordinance revisions once those are complete. The Committee's future role has been expanded to include assistance with the development of a Signage Design Manual and pedestrian-friendly Wayfinding Signage Program, signage fabrication and installation proposal review, and annual future meetings to review the progress of these initiatives and recommend any needed changes.

Considerable discussion was heard concerning whether church facilities should be considered as primary destinations for inclusion on proximity signage. Commissioner Campbell advocated including church facilities as either primary or secondary destinations and included on proximity

or trailblazing signage so that the public will be able to locate their places of worship without the need for temporary signage. Mr. Nalley recommended against including church facilities on either proximity or trailblazing signs. He explained that church facilities were typically not included on wayfinding signage used in other areas to maintain a separation between civic and religious purposes and to avoid administrative conflicts that may arise if new facilities asked to be included on these signs in the future. The Committee then considered what alternative signage options might be appropriate for church facilities. After further discussion, Mr. Hinkle moved to include church facilities on changeable copy signs placed at locations to be determined. Rev. Alexander seconded and the motion carried 5/0.

During review of the proposed implementation schedule, Mr. Nalley noted that total five-year signage fabrication and installation costs were estimated at \$116,000. This figure includes parking and pedestrian signs, but not North Carolina Department of Transportation (NCDOT) signage. Although the Plan states that signage design, construction and installation costs will be submitted for inclusion in the Town's Capital Improvements Plan, grant funding and cost-sharing opportunities will be explored to help defray these expenses.

The Committee also discussed the recommended staff training to be conducted once the Plan is implemented and the various wayfinding tools have been developed. All personnel and volunteer staff responsible for directing the public to locations within Montreat will be made familiar with wayfinding initiatives and terminology. Brochures, pre-printed directions, and other print and electronic information sources will also be developed for shared use by all Town entities.

Proposed Revisions to Montreat Zoning Ordinance Article X – Sign Regulations: Mr. Currie presented the following updates to the proposed ordinance amendment language:

1001.5 Building Code Compliance. All signs shall fully comply with the requirements of the State of North Carolina Building and Electrical Codes. A building permit shall be required for any permanent sign attached to an existing building or structure, or for any permanent ground sign erected which has a surface area in excess of ten (10) square feet. An electrical permit is required for any internally or externally illuminated sign powered by electrical sources regulated by requirements of the National Electrical Code (NEC). No additional fee is required for the associated building permit, with the exception of an electrical permit and inspection(s) necessary for newly-installed branch circuit wiring and utilization outlets.

1001.6 Sign Setback Requirements. No projecting portion of any free-standing sign may be located closer than ~~four~~two feet (~~4'~~2') to any vehicular or pedestrian traveled way. For the purposes of this Ordinance, house numbers and nameplates shall be exempt from this setback requirement.

- 1001.7 Illumination of Signs. Unless otherwise expressly prohibited, signs may be illuminated [from above at a downward angle](#) provided that lighting directed toward a sign shall be shielded in such a manner as to illuminate only the face of the sign, and shall not project [light](#) into any portion of the traveled roadway [or toward neighboring buildings](#).
- ~~1001.92~~ Penalties. ~~The owner or lessee of a non-conforming sign shall be fined fifty dollars (\$50.00) for each non-conforming sign if not corrected within the fifteen (15) days following notification. In case of a continuing violation, each 24 hour period during which the violation continues to exist shall constitute a separate violation. Refer to Article XIV – Legal Status Provisions.~~
- 1002.7 Posted Signs. Any sign posted to utility poles, trees, fences, rocks or other signs. [Honorarium Signs meeting the requirements of 1005.24 are not prohibited under this section.](#)
- 1003 Exempt Signs. The following signs are exempt from the provisions of this Ordinance:
- 1003.1 Governmental Agency Signs. Signs erected or maintained by a governmental agency to regulate, control or direct traffic including [Wayfinding signs](#), [signs](#) indicating bus stops, [parking areas](#), ~~taxi stands~~, and similar transportation facilities, or signs employed to serve as a directory for services that may be found within the Town. [Informational kiosks that provide maps and locational information.](#) Such signs may be illuminated, flashing, or moving as required for public safety. Furthermore, signs erected by a governmental agency which convey information regarding a public service or the location of a public facility may also be illuminated as necessary.
- 1004 Signs Permitted or Required Without a Permit. The following types of signs shall be permitted in any Zoning District without the issuance of a sign permit provided they meet the stated requirements:
- ~~1004.2~~ Signs Incidental to an Educational Facility. ~~One (1) free-standing sign on the property on which an Educational Facility is located is permitted except where an Educational Facility is located on a corner lot, then said Educational Facility is allowed two (2) free-standing signs, one (1) facing each street that borders the lot. Maximum size of such free-standing signs shall not exceed sixteen (16) square feet in surface area per side of sign up to a maximum of thirty two (32) square feet of aggregate surface area. In addition, each Educational Facility shall be allowed one (1) bulletin board not to exceed twelve (12) square feet of surface area (which~~

~~may be a wall sign or a free-standing sign). Free-standing signs shall not exceed eight (8) feet in height.~~

~~Each Educational Facility located more than one hundred fifty feet (150') from a major thoroughfare or collector street shall be allowed one (1) directional sign.~~

~~These signs may be located on private property, with the written permission of the owner, at the nearest intersection of the major thoroughfare or collector street to the site of the Educational Facility.~~

1004.32 Signs on Window Glass. Signs on window glass, regardless of size.

1004.43 Private Traffic Regulatory Signs. Private, unofficial ~~traffic regulatory~~ signs not exceeding two (2) square feet in surface area per side of sign up to a maximum of four (4) square feet of aggregate surface area per sign, which indicate directions, entrances and exits, available parking facilities, no smoking, control of pets and other similar requirements. Such signs shall be located entirely on the property to which they pertain and shall not contain any advertising message.

Renumbering of subsequent sections.

1004.87 Residential Nameplate Signs. Residential Nameplate Signs are permitted and may include House Numbers. Residential Nameplate Signs shall not exceed six (6) square feet in area.

1004.98 Political Signs. Political signs shall, with the permission of the property owner, be allowed on private property more than five (5) feet from the traveled portion of the roadway, sixty (60) days before and on the date of the election or referendum. Political signs are defined as signs for candidates for election or for issues on the ballot, and such signs shall not exceed eight (8) square feet in area per display side, shall not have more than two (2) display sides per sign, and shall be removed within seven (7) days after the election or referendum. Political signs may not be illuminated.

1005.2 Signs Allowed in the Institutional/Residential and Institutional Zoning Districts

The following types of signs shall be allowed in the above Zoning Districts for uses permitted by the conditional use permitting process or for a use-by-right for that Zoning District subject to the accompanying restrictions and the issuance of a sign permit:

- 1005.21 Ground or Free-Standing Signs. One (1) ground sign not to exceed the following surface area limitations: Sixteen (16) square feet in surface area per side of sign, up to a maximum of thirty two (32) square feet of aggregate surface area for the entire sign.
- 1005.22 Wall Signs. Each establishment located in the Zoning Districts set forth in Section 1005.2 shall be allowed wall signs in accordance with the following provisions: One (1) wall sign located on the street frontage side of the Building not to exceed sixteen (16) square feet. Existing or newly engraved permanent wall signs consisting of chiseled or hewn stone which identify the current use or occupancy of an associated structure are permitted to serve as one (1) allowable wall sign on the street frontage side of the building. Should the use or occupancy change such that the chiseled or engraved sign no longer serves to indicate the current use or occupancy of the structure, one (1) new wall sign shall be permitted.
- 1005.23 Multi-Tenant Signs. Buildings occupied by two or more tenants, regardless of individual or shared ownership, are permitted to have one (1) free-standing sign on the property on which the building is located. Maximum size of such free-standing signs shall not exceed sixteen (16) square feet in surface area per side of sign up to a maximum of thirty two (32) square feet of aggregate surface area. In addition, each multi-tenant building shall be allowed one (1) wall sign, per tenant, not to exceed eight (8) square feet of surface area. The sign structure(s) may be designed to allow the addition or removal of copy elements as tenants change in the case of multi-tenant buildings.
- 1005.24 Buildings Located on Corner Lots. In cases where a building is located on a corner or double-frontage lot, then said building is allowed two (2) wall and two (2) free-standing signs - one (1) of each sign type facing each street that borders the lot.
- 1005.25 Honorarium Signs. Honorarium Signs shall be permitted if the size and scale are deemed proportionate to the structure and location whereon displayed. Signs may be located on existing rocks, buildings or other structures as approved by the lead entity. Signs shall be constructed of

stone or bronze and securely anchored so as to prevent dislocation by weathering or impact. Signs erected above walkways or other areas of public assembly shall be subject to approval by the Building Inspector for adequate anchorage and structural support.

1005.26 Pole-Mounted Banners. Single- or double-sided banner support structures shall be permitted on existing utility distribution or lighting poles in conformity with current policies established by the regulating utility. A letter of permission must also be secured from the regulating utility prior to application for the associated sign permit from the Town. Specific guidance as to the size, height above grade and pedestrian ways, attachment, etc. is available for review at the office of the Zoning Official. Utility or lighting poles located on street right-of-way may only be used if an Administrative Approval is granted for the associated use. Pole-mounted banners shall contain no commercial advertisement copy or for-profit business logos. Pole-mounted banners are to be permitted only in the Town Center Overlay (TCO) District in locations and quantities as described herein.

1. One (1) permanent banner shall be permitted per each double-sided banner support structure for identifying local government or non-profit institutional properties.
2. One (1) temporary banner shall be permitted per each double-sided banner support structure giving notice of an associated seasonal or special event celebration or activity.

The maximum number of pole-mounted banner support structures that shall be permitted, per applicant, is expressed in following table:

<u>Banner Structure</u>	<u>Banner Type</u>	
	<u>Permanent</u>	<u>Temporary</u>
<u>Single-Sided</u>	<u>10</u>	<u>0</u>
<u>Double-Sided</u>	<u>5</u>	<u>5</u>

- 1005.27 Educational Signs. Signs that supply information about people, facilities, natural features or other areas of educational or historical interest shall be permitted as Educational Signs. The content of educational signs is subject to review and approval on a case-by-case basis by Montreat Landcare and the lead entity responsible for location of the sign structure. Maximum size of such free-standing signs shall not exceed twelve (12) square feet in surface area for pedestal-mounted structures.
- 1005.4 Recreational Signs. Sign structures designed to identify the location of specific recreational features through maps, such as hiking trail-head and course markers, bicycle paths, and walking trails are permitted in all zoning districts. Such signs are to be limited to the location of the associated feature(s) and are subject to approval by the lead agency in responsible charge of the property whereon the sign is located. Maximum size of such free-standing signs shall not exceed twenty-four (24) square feet in surface area for multi-base frame structures. Sign structures are to be fabricated of naturally-durable species of wood in the form of logs and rough-hewn dimensional timbers that cohere with the adjacent natural setting and location. Sign structures may be allowed with small roof or canopy features to provide weather-protective cover for viewers, subject to approval by the Building Inspector. Roof coverings shall also be constructed of naturally-durable species of wood such as cedar, redwood, black locust or black walnut.
- ~~1006.1~~ ~~Requirements for Bringing Non-Conforming Signs into Compliance.~~ ~~All non-conforming signs shall be removed or conformed to this Article within one year of the effective date of this Article.~~
- 1006.21 Maintenance of Non-Conforming Signs. All non-conforming signs shall be maintained in accordance with the requirements of this Article, provided, however, that no repainting of the sign shall alter the design of the sign in any fashion. If the design or dimensions of a non-conforming sign ~~is~~are altered, the non-conforming sign ~~must~~shall be removed or conformed to this Article at the time of the redesign.
- 1006.32 Replacement of Non-Conforming Signs. If a non-conforming sign is destroyed by vandals or adverse weather conditions, such sign may be replaced. If it is replaced, it shall conform to the requirements in this Article. Normal weathering does not constitute destruction by adverse weather conditions which would permit replacement of a non-conforming sign. If a sign is allowed to deteriorate, it shall not be replaced under this Section.

1006.43 Relocation of Non-Conforming Signs. A non-conforming sign may be relocated on the same premises on which it is located and the relocation brings the sign into conformity.

1006.54 Removal of Non-Conforming Signs. Any non-conforming sign existing on the effective date of this Article shall be removed within the following time limits ~~established by this Article~~:

1. Any existing permanent sign made non-conforming through adoption of this amended Section shall be allowed five (5) years to either be removed or brought into compliance;
2. Any permanent non-conforming sign existing prior to adoption of this amended Section shall be allowed three (3) years to be removed or brought into compliance;
3. Non-exempt temporary signs located on private property shall be removed within sixty (60) calendar days;
4. Exempt or non-conforming temporary signs located within public right-of-way may be removed by town staff if they are found to be in violation of Article X of the Montreat Zoning Ordinance.

Mr. Currie then presented maps Mr. Hinkle had prepared as part of an inventory of a total of 98 Duke Energy Progress lighting poles in the central portion of Montreat that may be potential locations for banner installation. Mr. Currie noted that while the Town Center Overlay District is referenced in the ordinance language, the district itself has not yet been established. The Committee discussed how the boundaries of the Town Center Overlay District may be defined with respect to the locations where banners may be allowed. Mrs. Campbell expressed a particular concern about public opposition toward installing banners on or around the Lake Susan Dam. Mr. Currie explained that overlay districts were generally created as contiguous areas within one or more zoning districts based on a set of specific criteria or conditions. Ms. Carlson suggested that ordinance language could be drafted that would exclude banner installation on or around Lake Susan Dam. Staff will review this matter further and develop proposed overlay district boundaries in consultation with the Town Attorney.

The Committee then considered whether to specify how many of each type of banner, both permanent and temporary may be allowed, as well as a maximum total number of banners for each permittee. Mr. Currie explained that double-sided banners referred to brackets with a mounting arm on each side to allow two banners to be posted side by side. For permitting purposes, double-sided brackets would count as two banners. Ms. Carlson advocated for a greater total number of brackets allowed per permittee, stating that some College facilities were located farther apart and more banners may be needed to help identify these destinations. She suggested a maximum of 20 brackets be allowed per permittee, while Mrs.

Campbell and Mrs. Smith felt this number may be excessive. After further discussion, Mr. Hinkle moved to limit the total number of brackets allowed per permittee to 15, with no distinction made between temporary and permanent banners. Mrs. Campbell seconded and the motion carried 5/0. Staff will delete subparagraphs 1 and 2 from Section 1005.26. Mr. Hinkle also asked that “utility distribution” be omitted from this Section to specifically limit bracket installation on lighting poles only. The Committee agreed by consensus.

Mrs. Campbell asked how the banners would be permitted, and whether two institutions with facilities close together would be allowed to share the same double-sided bracket. Mr. Currie said that permits would be issued for the banner bracket or mounting structure, and that only the entity obtaining the permit would be allowed to install a banner on that bracket. The permit holder may have the discretion to allow a third party to post a banner on that bracket so long as the banner conforms to current ordinance requirements and utility company specifications. During further consideration of whether banner installation would be allowed on poles located in public rights-of-way, staff felt that allowing banners on private property only may be more appropriate from an administrative standpoint. Staff will further amend the proposed ordinance language based on this meeting’s deliberations and in consultation with the Town Attorney.

Next Steps

The Committee will meet again on July 16 at 3:30 p.m. to review updated ordinance revision language, Town Center Overlay District information and the final Wayfinding Signage Plan draft. Staff will announce the meeting location as soon as final arrangements can be made.

Committee and Staff Reports

There were no reports from any Committee or staff members at this time.

Public Comment

There were no comments from the public at this time.

Adjournment

There being no further business to discuss, Mrs. Campbell moved to adjourn the meeting. Mr. Hinkle seconded. The motion carried 5/0 and the meeting was adjourned at 5:21 p.m.

Margo Smith, Chair

Misty R. Gedlinske, Town Clerk

TOWN OF MONTREAT

ZONING ORDINANCE

ARTICLE V – DEFINITIONS

*(Revised 3/08/2001); (Revised 10/12/2006); (Revised 5/10/2007)
(Revised 3/13/2008); (Revised 10/08/2009)*

501 Definitions.

Honorarium Sign: A plaque or small sign located so as to provide recognition of a donor for contributions given toward capital projects or specific improvements to existing facilities.

Wayfinding: Signs, maps, and other graphic or audible methods used to convey location and directions to travelers, normally consisting of roadside structures, informational kiosks or other visual means of providing orientation.

TOWN OF MONTREAT

ZONING ORDINANCE

ARTICLE X - SIGN REGULATIONS

(Revised 6/10/2004); (Revised 7/13/06); (Revised 8/14/2008)

- 1000 Purpose. The purposes of this Article are: (i) to permit such signs in the Town of Montreat that will not, by their reason, size, location, construction, or manner of display, confuse or mislead the public, obstruct the vision necessary for traffic safety, or otherwise endanger public health and safety; and (ii) to permit and regulate signs in such a way as to support and complement land-use objectives set forth in the Zoning Ordinance for the Town of Montreat.
- 1001 General Regulations. The following regulations shall apply to all signs in all Zoning Districts:
- 1001.1 Compliance. No sign of any type shall be constructed, erected, painted, posted, placed, replaced, or hung in any District except in compliance with this Ordinance.
- 1001.2 Maintenance. All signs, together with braces, guys and supports shall at all times be kept in good repair. If at any time a sign should become unsafe or poorly maintained, the Building Inspector shall send written notice to the owner or lessee of the sign that the sign must be repaired and maintained or removed. Upon failure of the owner or lessee to correct such condition within thirty (30) days, the Building Inspector shall order the removal of such sign. The expense of the removal of the sign shall be billed to the owner or lessee of said sign in accordance with Section 1001.10.
- 1001.3 Removal of Obsolete Signs. Signs identifying establishments no longer in existence, products no longer being sold, and service no longer being rendered shall be removed from the premises within ten (10) days from the date of termination of such activities. Upon failure of the owner or lessee of these signs to remove such signs within the prescribed time period, the Building Inspector shall order their removal subject to the terms of Section 1001.10. Temporary signs and political signs shall be removed within two (2) days after termination of the event or election advertised. Upon failure of the owner or lessee of these signs to remove such signs within the prescribed time period, the Building Inspector shall order their removal and any expense of removal shall be billed to the owner or lessee of said sign(s) in accordance with Section 1001.10.

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- 1001.4 Measurement of Area; Height. Sign area shall be computed by means of the smallest square, circle, rectangle, triangle, or combination thereof which will encompass the entire advertising copy or art designed to attract attention including borders and other architectural embellishments.
- Sign height shall be measured from the street grade of the closest point in the street along which the sign is located or the average grade at the base of the sign, whichever is higher, to the highest point of the sign Structure.
- 1001.5 Building Code Compliance. All signs shall fully comply with the requirements of the ~~State of~~ North Carolina State Building Code and National Electrical Codes (NEC). A building permit shall be required for any ~~permanent-projecting~~ sign attached to an ~~existing~~ building or structure, ~~or for any permanent ground sign erected~~ which has a surface area in excess of ~~ten-six~~ (106) square feet. An electrical permit is required for any internally or externally illuminated sign powered by electrical sources regulated by requirements of the ~~National Electrical Code (NEC)~~. ~~No additional fee is required for the associated building permit, with the exception of an electrical permit and inspection(s) necessary for newly installed branch circuit wiring and utilization outlets.~~
- 1001.6 Sign Setback Requirements. No projecting portion of any free-standing sign may be located closer than two feet (2') to any vehicular or pedestrian traveled way. For the purposes of this Ordinance, house numbers and nameplates shall be exempt from this setback requirement.
- 1001.7 Illumination of Signs. Unless otherwise expressly prohibited, signs may be illuminated from above at a downward angle provided that lighting directed toward a sign shall be shielded in such a manner as to illuminate only the face of the sign, and shall not project light into any portion of the traveled roadway or toward neighboring buildings.
- 1001.8 Sign Permit Required. A sign permit, issued by the Town Administrator shall be required for all signs except those specified in Section 1003 and 1004. No permit shall be issued until the Zoning Official inspects plans for such signs and determines that they are in accordance with the requirements contained in this Article. The fee schedule for sign permits shall be set forth in the Town of Montreat Fee Schedule.
- 1001.9 Enforcement of Regulations. Any non-conforming sign constructed after the date of enactment of this Article or any sign maintained in a non-

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conforming manner shall be subject to the following actions.

1001.91 Notice. The Building Inspector shall notify in writing the following persons of the non-conforming ~~Structure~~sign:

- 1) The owner or lessee of the sign;
- 2) The owner of the property on which the sign is located; and;
- 3) The occupant of the property on which the sign is located.

Notice shall be given to the above persons that the non-conforming condition shall be corrected within fifteen (15) days from the date of notification.

1001.92 Penalties. Refer to Article XIV – Legal Status Provisions.

1001.93 Appeals. Any person having an interest in a sign found to be non-conforming or the property on which it is located may appeal a determination by the Building Inspector ordering removal or compliance as provided in Article XII of this Ordinance.

1001.94 Removal. If the non-conforming sign has not been brought into compliance with the provisions of this Ordinance or removed within the allotted fifteen (15) days as specified above, then said sign shall be removed by the Town and the cost of removal shall be billed to the owner or lessee of the sign.

1001.95 Failure to Pay Removal Costs. Pursuant to N.C.G.S. § 160A-193, if the Zoning Official determines that a sign removed by the Town was dangerous or prejudicial to the public health or safety and the owner of the sign has not paid the costs of removal, then a lien shall be placed on the real property where the removed sign was located in the amount of the costs of the removal and shall be collected as unpaid taxes.

1001.96 Failure to Pay Removal Costs of Other Signs. If the owner or lessee of a non-conforming sign that has been removed by the Town fails to pay for the costs of removal within thirty (30) days of the billing date, then the costs for removal shall be collected by the Town in a civil action in the nature of a debt.

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- 1002 Prohibited Signs. The following signs are prohibited:
- 1002.1 Signs Constituting Traffic Hazards. Any sign located in a manner or place so as to constitute a hazard to vehicular or pedestrian traffic as determined by the Building Inspector.
- 1002.2 Signs in Street Right-of-Way. Any free-standing sign located in a street right-of way, or projecting over into a street right-of-way. One house number and/or name plate shall be permissible.
- 1002.3 Signs Obstructing Passages. Any sign that obstructs or substantially interferes with any window, door, fire escape, stairway, ladder or opening intended to provide light, air, ingress or egress for any Building.
- 1002.4 Off-Premises Advertising Signs. Billboards and other types of off-premises advertising signs.
- 1002.5 Flashing Devices. Any flashing device or sign displaying flashing or intermittent lights or lights of changing degrees of intensity, except a sign indicating time and/or temperature, with changes alternating on at ~~least~~ no less than five (5) second interval.
- 1002.6 Moving Devices. Any commercial use of moving signs or device to attract attention, all or any part of which moves by any means, including motion by the movement of the atmosphere or by electrical or other means, including but not limited to, pennants, flags, propellers, or discs, whether or not any said device has a written message.
- 1002.7 Posted Signs. Any sign posted to utility poles, trees, fences, rocks or other signs. Honorarium Signs meeting the requirements of 1005.24 are not prohibited under this section.
- 1002.8 Copies of Official Signs. Any sign which is a copy or an imitation of an official sign, or which purports to have official status but does not have an official purpose.
- 1002.9 Portable Signs. A sign that is not permanent, affixed to a Building, Structure or the ground.

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- 1002.10 Roof Signs. Roof signs are prohibited in all districts.
- 1002.11 Signs Not Permitted. Any sign not expressly permitted elsewhere in this Ordinance.
- 1003 Exempt Signs. The following signs are exempt from the provisions of this Ordinance:
- 1003.1 Governmental Agency Signs. Signs erected or maintained by a governmental agency to regulate, control or direct traffic including Wayfinding signs, signs indicating bus stops, parking areas, , and similar transportation facilities, or signs employed to serve as a directory for services that may be found within the Town. Informational kiosks that provide maps and locational information. Such signs may be illuminated, flashing, or moving as required for public safety. Furthermore, signs erected by a governmental agency which convey information regarding a public service or the location of a public facility may also be illuminated as necessary.
- 1003.2 Signs Required by Law. Signs erected pursuant to federal, state, or local laws or ordinances.
- 1003.3 Warning Signs. Signs which warn of hazards to life, limb, and property such as high voltage electrical equipment, explosives and the like.
- 1004 Signs Permitted or Required Without a Permit. The following types of signs shall be permitted in any Zoning District without the issuance of a sign permit provided they meet the stated requirements:
- 1004.1 Temporary Real Estate Signs. Temporary real estate signs advertising a specific piece of property for sale, lease, rent, or development, located on said property, provided such signs shall not exceed six (6) square feet in surface area per side of sign up to a maximum of twelve (12) square feet of aggregate surface area. Signs shall not be illuminated and shall not exceed one (1) per parcel of land unless such land is located at an intersection of two streets; in such a case, two signs shall be allowed, one facing each street.
- 1004.2 Signs on Window Glass. Signs on window glass, regardless of size.

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- 1004.3 Private Regulatory Signs. Private, unofficial regulatory signs not exceeding two (2) square feet in surface area per side of sign up to a maximum of four (4) square feet of aggregate surface area per sign, which indicate directions, entrances and exits, available parking facilities, no smoking, control of pets and other similar requirements. Such signs shall be located entirely on the property to which they pertain and shall not contain any advertising message.
- 1004.4 Construction Signs. One (1) construction sign per construction project not exceeding sixteen (16) square feet of sign area in residential Zoning Districts or thirty two (32) square feet in the Institutional or Institutional/Residential Zoning Districts, provided that such signs shall be erected no more than five (5) days prior to the beginning of construction for which a valid Building Permit has been issued, shall be confined to the site of construction, and shall be removed five (5) days after completion of construction and prior to occupancy.
- 1004.5 Public Notice. Official notices posted by public officers or employees in the performance of their duties.
- 1004.6 House Numbers and Nameplate Signs. Street address numbers must be clearly displayed so that the location can be identified easily from the road. Every property owner of improved property shall purchase and display in a conspicuous place on said property the number assigned.
- 1004.61 The official address number must be displayed on the front of a Building or at the entrance to a Building which is most clearly visible from the street or road during both day and night.
- 1004.62 If a Building is more than seventy-five feet (75') from any road or if two or more homes use the same entrance, the address number(s) shall be displayed at the end of the driveway or easement nearest the road which provides access to the Building(s)

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- 1004.63 Numerals indicating the address number shall be at least three (3) inches in height and shall be posted and maintained so as to be legible from the road.
- 1004.64 Numerals must be of contrasting color to the background. Reflective numbering or placing reflective dots at the sign to direct attention to it is encouraged.
- 1004.65 The Zoning Official will have the right to authorize and approve alternate methods of displaying house numbers which meet the intent of this Ordinance when strict adherence to these standards cannot reasonably be met.
- 1004.7 Residential Nameplate Signs. Residential Nameplate Signs are permitted and may include House Numbers. Residential Nameplate Signs shall not exceed six (6) square feet in area.
- 1004.8 Political Signs. Political signs shall, with the permission of the property owner, be allowed on private property more than five (5) feet from the traveled portion of the roadway, sixty (60) days before and on the date of the election or referendum. Political signs are defined as signs for candidates for election or for issues on the ballot, and such signs shall not exceed eight (8) square feet in area per display side, shall not have more than two (2) display sides per sign, and shall be removed within seven (7) days after the election or referendum. Political signs may not be illuminated.
- 1004.9 [Special Event/Public Interest Signs.](#) [Signs providing notice of upcoming events or gatherings of special interest to the public, meeting dates and locations, etc. may be displayed within the four \(4\) designated changeable-copy sign structures located along Assembly Drive which are maintained by the Town. Signs shall be limited to informational material only, no commercial advertisements or for-profit endorsements shall be permitted. Signs shall be of standard dimensions designed to be easily inserted within, and removed from, the sign structure.](#)
- 1005 Signs Allowed with Permits. The following types of signs shall be allowed within the Town of Montreat upon the issuance of a sign permit for each proposed sign and subject to the regulations set forth below:
- 1005.1 Signs Allowed in Residential Zoning Districts (R-1, R-2, and R-3). The following types of signs shall be allowed in all of the residential Zoning

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Districts subject to the accompanying restrictions and the issuance of a sign permit:

- 1005.11 Home Occupation Signs. Each home occupation shall be allowed one (1) sign for purposes of identification. Said sign shall not exceed four (4) square feet of surface area and shall be attached to the residence. Signs shall not be illuminated.
- 1005.12 Subdivision Signs. One (1) ground sign per entrance to a subdivision. Said sign(s) shall be no larger than sixteen (16) square feet of surface area per side of sign up to a maximum of thirty two (32) square feet of aggregate surface area per sign. Signs shall not exceed six feet (6') in height and may not be illuminated.
- 1005.13 Non-Residential Uses. Non-residential uses permitted as a conditional use in residential Districts shall be allowed one (1) free-standing or wall identification sign per street fronted on by the permitted use. Said sign shall be no larger than eight (8) square feet of surface area per side of sign up to a maximum of sixteen (16) square feet of aggregate surface area for said sign. Signs shall not exceed eight feet (8') in height and shall not be illuminated.

1005.2 Signs Allowed in the Institutional/Residential and Institutional Zoning Districts

The following types of signs shall be allowed in the above Zoning Districts for uses permitted by the conditional use permitting process or for a use-by-right for that Zoning District subject to the accompanying restrictions and the issuance of a sign permit:

- 1005.21 Ground or Free-Standing Signs. One (1) ground sign not to exceed the following surface area limitations: Sixteen (16) square feet in surface area per side of sign, up to a maximum of thirty two (32) square feet of aggregate surface area for the entire sign.
- 1005.22 Wall Signs. Each establishment located in the Zoning Districts set forth in Section 1005.2 shall be allowed wall signs in accordance with the following provisions: One (1) wall sign located on the street frontage side of the Building not to exceed sixteen (16) square feet. Existing or newly

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engraved permanent wall signs consisting of chiseled or hewn stone which identify the current use or occupancy of an associated structure are permitted to serve as one (1) allowable wall sign on the street frontage side of the building. Should the use or occupancy change such that the chiseled or engraved sign no longer serves to indicate the current use or occupancy of the structure, one (1) new wall sign shall be permitted.

1005.23 Multi-Tenant Signs. Buildings occupied by two or more tenants, regardless of individual or shared ownership, are permitted to have one (1) free-standing sign on the property on which the building is located. Maximum size of such free-standing signs shall not exceed sixteen (16) square feet in surface area per side of sign up to a maximum of thirty two (32) square feet of aggregate surface area. In addition, each multi-tenant building shall be allowed one (1) wall sign, per tenant, not to exceed eight (8) square feet of surface area. The sign structure(s) may be designed to allow the addition or removal of copy elements as tenants change in the case of multi-tenant buildings.

1005.24 Buildings Located on Corner Lots. In cases where a building is located on a corner or double-frontage lot, then said building is allowed two (2) wall and two (2) free-standing signs - one (1) of each sign type facing each street that borders the lot. ~~The sign structure(s) may be designed to allow the addition or removal of copy elements as tenants change in the case of multi-tenant buildings.~~

1005.25 Honorarium Signs. Honorarium Signs shall be permitted if the size and scale are deemed proportionate to the structure and location whereon displayed. Signs may be located on existing rocks, buildings or other structures as approved by the lead entity. Signs shall be constructed of stone or bronze and securely anchored so as to prevent dislocation by weathering or impact. Signs erected above walkways or other areas of public assembly shall be subject to approval by the Building Inspector for adequate anchorage and structural support.

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1005.26 Pole-Mounted Banners. Single- or double-sided banner support structures shall be permitted on private property if attached to new or existing ~~utility distribution or~~ lighting poles in conformity with current policies established by the regulating utility. A letter of permission must also be secured from the regulating utility prior to application for the associated sign permit from the Town. Specific guidance as to the size, height above grade and pedestrian ways, attachment, etc. is available from the regulating utility, and a copy is available for review at the office of the Zoning Official. ~~Utility or lighting poles located on street right-of-way may only be used if an Administrative Approval is granted for the associated use.~~ Pole-mounted banners shall contain no commercial advertisement copy or for-profit business logos. Pole-mounted banners are to be permitted only in the Town Center Overlay (TCO) District in locations and quantities as described herein.

~~1.— One (1) permanent banner shall be permitted per each double sided banner support structure for identifying local government or non profit institutional properties.~~

~~2.— One (1) temporary banner shall be permitted per each double-sided banner support structure giving notice of an associated seasonal or special event celebration or activity.~~

The maximum number of pole-mounted banner support structures that shall be permitted, per applicant, is ~~expressed in following table:~~ fifteen (15). Banner display structures shall be properly maintained by the permittee, and removed, if unadorned by banner(s) for more than forty-eight (48) hours.

1005.27 Educational Signs. Signs that supply information about people, facilities, natural features or other areas of educational or historical interest shall be permitted as Educational Signs. The content of educational signs is subject to review and approval on a case-by-case basis by Montreat Landcare and the lead entity responsible for

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location of the sign structure. Maximum size of such free-standing signs shall not exceed twelve (12) square feet in surface area for pedestal-mounted structures.

- 1005.3 Temporary Signs Allowed in All Zoning Districts. Temporary signs, flags, or banners advertising the initial openings of businesses, establishments, special events or special sales may be permitted provided the location of such signs is approved by the Town Administrator or the Zoning Official. Such signs may be free-standing or attached to any part of the Building wall and said sign shall not exceed thirty (30) square feet in aggregate surface area and shall meet all other requirements.
- 1005.4 Recreational Signs. Sign structures designed to identify the location of specific recreational features through maps, such as hiking trail-head and course markers, bicycle paths, and walking trails are permitted in all zoning districts. Such signs are to be limited to the location of the associated feature(s) and are subject to approval by the lead agency in responsible charge of the property whereon the sign is located. Maximum size of such free-standing signs shall not exceed twenty-four (24) square feet in surface area for multi-base frame structures. Sign structures are to be fabricated of naturally-durable species of wood in the form of logs and rough-hewn dimensional timbers that cohere with the adjacent natural setting and location. Sign structures may be allowed with small roof or canopy features to provide weather-protective cover for viewers, subject to approval by the Building Inspector. Roof coverings shall also be constructed of naturally-durable species of wood such as cedar, redwood, black locust or black walnut.
- 1006 Non-Conforming Signs. No person shall erect any sign which does not conform to the requirements of this Article.
- 1006.1 Maintenance of Non-Conforming Signs. All non-conforming signs shall be maintained in accordance with the requirements of this Article, provided, however, that no repainting of the sign shall alter the design of the sign in any fashion. If the design or dimensions of a non-conforming sign are altered, the non-conforming sign shall be removed or conformed to this Article at the time of the redesign.
- 1006.2 Replacement of Non-Conforming Signs. If a non-conforming sign is destroyed by vandals or adverse weather conditions, such sign may be replaced. If it is replaced, it shall conform to the requirements in this Article. Normal weathering does not constitute destruction by adverse weather conditions which would permit replacement of a non-conforming

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sign. If a sign is allowed to deteriorate, it shall not be replaced under this Section.

1006.3 Relocation of Non-Conforming Signs. A non-conforming sign may be relocated on the same premises on which it is located ~~and if~~ if the relocation brings the sign into conformity.

1006.4 Removal of Non-Conforming Signs. Any non-conforming sign existing on the effective date of this Article shall be removed within the following time limits:

1. Any existing permanent sign made non-conforming through adoption of this amended Section shall be allowed five (5) years to either be removed or brought into compliance;
2. Any permanent non-conforming sign existing prior to adoption of this amended Section shall be allowed three (3) years to be removed or brought into compliance;
3. Non-exempt temporary signs located on private property shall be removed within sixty (60) calendar days;
4. Exempt or non-conforming temporary signs located within public right-of-way may be removed by ~~town staff~~ the Town if they are found to be in violation of Article X ~~of the Montreat Zoning Ordinance~~ and the cost of removal billed to the owner or lessee of the sign.

Any non-conforming sign erected after the effective date of this Article shall be removed immediately. Upon the failure of the owner or lessee of the non-conforming sign to remove it, the Building Inspector shall order its removal and any expense of removal shall be billed to the owner or lessee of the non-conforming sign in accordance with Section 1001.9.