

Town of Montreat

Wayfinding Signage Plan

Adopted November 14, 2013



Town of Montreat – Wayfinding Signage Plan

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Town of Montreat – Wayfinding Signage Plan

Chapter 1: Plan Development

Introduction

The Town of Montreat, with a population of approximately 730, comprises an area of approximately six square miles in Western North Carolina. The Town is best known as a national conference center serving the Presbyterian Church (USA), which is managed by the Mountain Retreat Association (MRA), for Montreat College, a small liberal arts institution, and for the Presbyterian Heritage Center, dedicated to education about the history of Presbyterian and Reformed heritage and its worldwide mission, as well as the history of Montreat. The Town accommodates 35,000 visitors each year, with an estimated 17,000 of those visitors during just ten weeks of the year. Those visitors travel annually by car to Montreat. Most are conference attendees, students or tourists visiting the historic mountain cove and looking for specific destinations and services offered by the Conference Center or College, while others are county residents seeking to enjoy the broad range of recreational services located in town. Many of the most popular destinations are not located on the main thoroughfare. Virtually no wayfinding system exists and signs are dated, insufficient and not coordinated. Well-designed wayfinding signage helps put visitors at ease when they enter a town, can reflect the character of a town, and provides a more enjoyable experience. The continued viability of Montreat as a Conference Center, College, tourist destination and government service area is dependent on consumers having a system in place to guide them to their destinations. The Town of Montreat Comprehensive Plan states that the Town of Montreat, Montreat Conference Center, and Montreat College have common signage concerns that can be approached cooperatively and collaboratively and recommends the establishment of a committee to create guidelines and oversee the process of signage design and wayfinding. The Wayfinding Signage Plan responds to that recommendation.

Wayfinding Advisory Committee

The Wayfinding Advisory Committee is a committee of volunteers organized to study the wayfinding needs of Montreat and to make recommendations for a comprehensive wayfinding signage system.

Margo Smith – Montreat Cottager Board Representative, Chair

Merri Alexander – Montreat Conference Center Representative

Martha Campbell – Town of Montreat Board of Commissioners Representative

John Hinkle – Montreat Planning and Zoning Commission Representative

Annie Carlson – Montreat College Representative

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Guiding Principles

Purpose

The purpose of the Wayfinding Signage Project is to plan, design, implement and maintain a system of destination and directional signage to guide visitors to primary and secondary attractions in Montreat. A comprehensive wayfinding plan will improve the experience of those visiting Montreat, whether as a conference attendee, student, tourist or as a resident. Coordinated signage will connect the core “downtown” area of Montreat with the whole of town, promote walking and bicycling and will reflect the unique historic character and natural heritage of Montreat.

Vision Statement

Montreat is an attractive historic community with numerous destinations that are easy to access and navigate by residents and visitors.

Mission Statement

The Wayfinding Signage Plan inventories existing signage and makes recommendations for a coordinated destination and directional signage system, including a proposed signage template that celebrates the unique historic character and natural heritage of Montreat.

Goals

- Evaluate existing signage and determine the various signage needs for each entity.
- Coordinate existing signage into a cohesive comprehensive system to reduce visual clutter and mismatched sign efforts.
- Develop a vehicular and pedestrian wayfinding system that will promote walking and bicycling.
- Propose a Wayfinding Signage Plan and Design Guidelines Manual that will be used by the three entities to project a consistent image for the entire town and be compatible with its historic character and natural setting.
- Provide coordinated standardized destination signage that will also provide directions to parking areas and key destinations.
- Evaluate options for revising the Town of Montreat Sign Regulations so that they conform to the Wayfinding Signage Plan.

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Project Schedule / Scope of Work for the Wayfinding Advisory Committee

Date	Wayfinding Advisory Committee Meetings
December 6, 2011	Organizational Meeting – Purpose of Wayfinding Committee, Appointment of Officers, Establishment of Rules of Procedure, and set regular Meeting Schedule
January 10, 2012	Adopted Rules of Procedure, Discussed Current Sign Regulations and Institutional Signage Needs and Conducted the Signage Assessment and Inventory
February 7, 2012	Reviewed Changes to Current Sign Regulations since Adoption, Reviewed Signage Assessment and Inventory, Discussed Wayfinding Plan and Design Manual
March 6, 2012	Reviewed Compliance Report for Existing Signage, Discussed possibility of Developing Design Manual through a Professional Services Contract, Discussed Chapter One of the Wayfinding Signage Plan, Reviewed Preliminary Mapping (Primary and Secondary Destinations, Major Intersections, and Parking Facilities)
April 3, 2012	Completed Preliminary Mapping (Likes/Dislikes, Primary and Secondary Destinations, Major Intersections, Parking Facilities, Pedestrian Signage, Bicycle Rack Locations, Information Kiosk Locations, Designated Event/Temporary Signage Intersection Locations and Other Signage Needs)
May 1, 2012 through January 8, 2013	Completed Discussion and Review of the Major Chapters of the Wayfinding Signage Plan
February 5, 2013 through June 25, 2013	Completed Discussion and Review of Proposed Sign Ordinance Requirement Changes
July 16, 2013	Submitted Wayfinding Signage Plan to Montreat Board of Commissioners

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Chapter 2: Needs Analysis

Existing Sign Regulations

The Town of Montreat originally adopted Sign Regulations in November of 1985. Since then, several amendments have been made, most notably in 2004, 2006 and in 2008. Today, the Ordinance provides general guidance for the permitting, installation, maintenance and removal of signage in Montreat. However, due to a number of factors, the Ordinance is seen as outdated and ineffective as it relates to the signage needs of Montreat College, Montreat Conference Center and visitors to the Town. Ordinance language can also present conflicts and enforcement difficulties.

The Sign Regulations provide little allowances for wayfinding initiatives and in fact tends to discourage them by not allowing signs within the Rights-of-way (Section 1002.2), limiting directional signage (1004.2) and limiting private traffic signs (Section 1004.4). Other language within the Ordinance states that any sign not expressly permitted elsewhere in the ordinance is by definition prohibited (Section 1002.11). As a result, many informational and recreational signage is non-conforming.

In a survey to evaluate existing signage in Montreat, a representative sample of signage was taken from Montreat Conference Center property, Montreat College and church-affiliated lodges, private residences, inns and other church facilities. In an attempt to provide reasonably accurate information, the sample size is believed to be substantial enough to generate reliable numbers, but is in no way exhaustive in scope. The following is the result of this assessment:

- Signage associated with Montreat College comprised a sample that demonstrates seventy-one percent (71%) conformity with current ordinance requirements;
- Signage associated with Montreat Conference Center property demonstrates fifty-two percent (52%) conformity; and
- Church property, lodges and inns provide a sample of signage with seventy-nine percent (79%) conformity with current ordinance requirements.

Overall, a relatively high percentage of conforming signage was encountered during the survey process. Existing signage inventoried during this survey can be found in Appendix A.

Town of Montreat – Wayfinding Signage Plan

Existing Conditions – Sign Inventory

NCDOT Signs

Montreat does not have any signs owned or maintained by the North Carolina Department of Transportation. Highway 9 stops at the Montreat Gate.

City Limit Sign

Montreat has one city limit sign located at the Montreat Gate.

Town of Montreat Signage

Signs owned and maintained by the Town of Montreat consist primarily of regulatory, warning and guide signs. Most signs are in fair condition. Historically the back of signs, their posts and poles were painted a green or brown color to help blend the sign into the surrounding natural environment. Most signs posts are not well maintained and some will require painting or repainting.

New regulations issued by the Federal Highway Administration and the Department of Transportation will require the Town of Montreat to initiate an assessment or management method that is designed to maintain traffic sign retroreflectivity at or above minimum levels. A seven year replacement period was established for regulatory, warning, and ground mounted guide signs while a ten year replacement period was established for street name and over-head guide signs. As part of the federal effort to streamline regulations, the majority of compliance dates were eliminated in 2012, requiring now that the signs be replaced only when they are worn out. The Town of Montreat, however, will work towards complying with these new regulations and has created a sign inventory to help work towards the goal of meeting retroreflectivity standards.

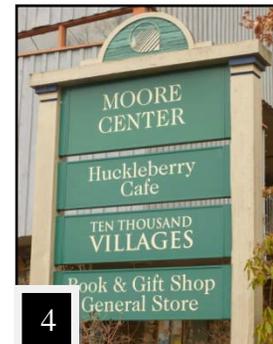


Town of Montreat – Wayfinding Signage Plan

Montreat Conference Center Signage

While not a comprehensive record of all the signage owned and maintained by the Montreat Conference Center, below is a summarized list of the ninety-nine (99) major signs divided into signage categories.

1. Building Signs – Thirty-four (34) building or wall mounted signs were inventoried.
2. Directional Signs – Nine (9) directional signs were inventoried.
3. Informational Signs – Nineteen (19) informational signs were inventoried.
4. Ground Signs – Thirty-one (31) ground signs or building identification signs were inventoried.
5. Private Traffic Signs – Six (6) traffic signs were inventoried.
6. Educational, Recreational and Honorarium Signs – Due to the large number, these signs were not inventoried.

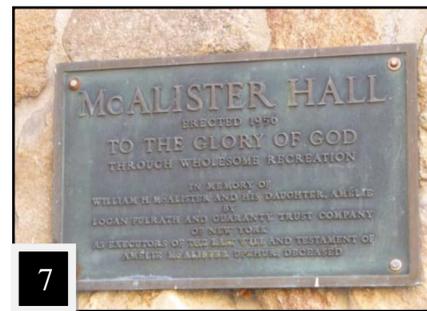
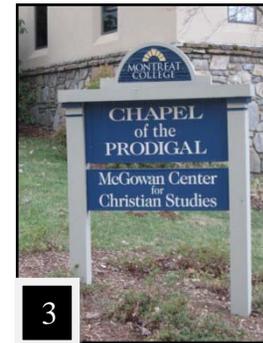


Town of Montreat – Wayfinding Signage Plan

Montreat College Signage

While not a comprehensive record of all the signage owned and maintained by Montreat College, below is a summarized list of the forty-one (41) major signs divided into signage categories.

1. Building Signs – Eleven (11) building or wall mounted signs were inventoried.
2. Directional Signs – Two (2) directional signs were inventoried.
3. Ground Signs – Fifteen (15) ground signs or building identification signs were inventoried
4. Informational Signs – Three (3) informational signs were inventoried.
5. Temporary Signs – One (1) temporary sign was inventoried.
6. Private Traffic Signs – Nine (9) traffic signs were inventoried.
7. Educational, Recreational and Honorarium Signs – Due to the large number, these signs were not inventoried.



Town of Montreat – Wayfinding Signage Plan

Needs Analysis

The existing directional signs are a collection of individual signs installed at various points that direct visitors to a select few locations. Major destinations owned by Montreat College and Montreat Conference Center are marked. However, the signs are small and not easily read. Many of the signs are uncoordinated, and vary in color and design. The existing directional signs create a cluttered sign environment that reduces overall visibility. Montreat needs a wayfinding system that has large, visible, easy-to-read signs with pertinent information at the proper locations. The signs will provide better information and will do so in a cohesive manner that is more effective and welcoming to visitors. Over time, implementation of the Wayfinding Signage Plan recommendations will reduce the sign clutter, creating a neat and coordinated visual environment.

The Town of Montreat Sign Ordinance is seen as outdated and ineffective as it relates to the signage needs of Montreat College, Montreat Conference Center and visitors to the Town. Ordinance language can also present conflicts, enforcement difficulties and provide little allowances for wayfinding initiatives. Revision to the Town of Montreat Sign Regulations so that they conform to the Wayfinding Signage Plan will be necessary for the implementation of the Wayfinding Signage Plan recommendations.

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Chapter 3: Considerations

N.C. Department of Transportation Standards

The NCDOT follows the standards from the Manual on Uniform Traffic Control Devices (MUTCD), which was revised in 2012. The pertinent standards on wayfinding signage from the new version (Section 2D.50) are below:

Standards

- Community wayfinding guide signs shall only be installed where adequate spacing is available between the community wayfinding guide sign and other higher priority signs. Community wayfinding guide signs shall not be installed in a position where they would obscure the road users' view of other traffic control devices.
- The MUTCD standard colors of red, orange, and yellow shall not be used as background colors (color coding) for community wayfinding guide signs, in order to minimize possible confusion with crucial regulatory and warning sign color meanings readily understood by motorists.
- The minimum contrast value of legend color to background color for community wayfinding guide signs shall be at least 0.70 (or 70%).
- All messages, borders, and legends of community wayfinding guide signs shall be retroreflective and all backgrounds shall be retroreflective or illuminated.
- The lettering for street names and destinations on community wayfinding guide signs shall be a combination of lower-case letters with initial upper-case letters. All other word messages on wayfinding guide signs shall be in upper-case letters.
- Commercial graphics (logos) for businesses shall not be used on community wayfinding guide signs, including within the pictographs.

Jurisdiction

Montreat Road/Highway 9, which ends at the Montreat Gate, is the only road maintained by the NCDOT. As it is under state jurisdiction, the NCDOT, rather than the town, owns and maintains the public right-of-way on this road.

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Asheville Area Wayfinding Program

In 2007, a task force began assessing the need in Asheville and Buncombe County to improve signage and to work toward achieving a comprehensive plan for wayfinding throughout the County. The City of Asheville and Buncombe County contracted with Hillier Architecture to produce a comprehensive wayfinding strategic plan. The County-wide program has a common visual theme and continuity, however, there is enough flexibility to incorporate a unique flavor and feel distinctive to each town. Montreat should use this plan as a guide in developing its own design guidelines, allowing for Montreat's unique identity but at the same time continue to communicate a consistent Asheville and Buncombe County regional brand.

Sign Materials, Style and Cost

When considering a signage design, the materials, style and cost are important considerations. The materials of the wayfinding signs must be durable, visible for vehicles during the day and at night, and compatible with the guidelines and the town's character. The signage style must be in keeping with the small-town charm of Montreat, while also not seeming outdated. The cost of the sign design, construction and installation must be within the town's budget.

Town of Montreat – Wayfinding Signage Plan

Chapter 4: Needs Analysis and Recommendations

Recommendations

Wayfinding Tools

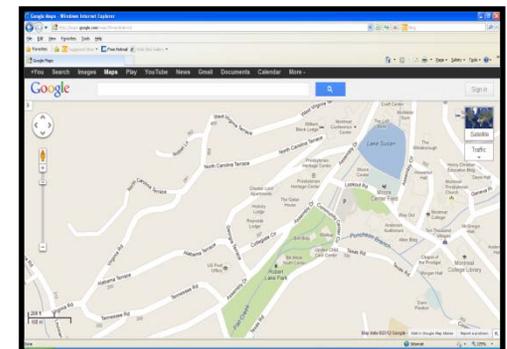
The Town of Montreat Wayfinding Plan considers all potential wayfinding tools and is not simply signage. The program considers a variety of wayfinding tools. A successful town-wide wayfinding system begins with a consistent system of tools that include pre-arrival technology, with-in town technology, the physical environment, additional service tools and the physical signage program.

Pre-Arrival Technology

Pre-Arrival technology begins with the visitor searching the world-wide web for information about Montreat, whether that is through the Town, Montreat Conference Center or Montreat College websites or the Black Mountain/Swannanoa Chamber of Commerce’s website.

Recommendations:

- Update Montreat websites to reflect the wayfinding program goals. Use consistent wayfinding webpage design and/or images for all the entities in Montreat and make icons and links to the wayfinding tools easy to find with access to current, updated information, mapping and directions to major destinations.



Town of Montreat – Wayfinding Signage Plan

Within-Town Technology

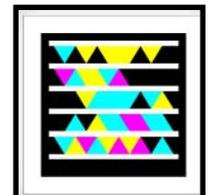
The incorporation of new technological devices and applications is now expected, especially by tourists and students alike. These new devices are no longer considered a special enhancement, but are now a part of everyone's daily routine. Consideration should be given to a variety of technological wayfinding approaches.



Recommendations:

- Utilize end-user technology. This is the utilization of technology where information is communicated to users through the visitor's device (smartphone, iPod or computer). Software development and the on-going maintenance of the information will be required. Examples of end-user technology includes:

- 1) Text Message Maps: Static orientation maps (at kiosks, or on signs) that include a "text message number," when keyed in, the user receives a return text message with information about the destination. This can be a short message about events, hours of operation, or the best place to park.
- 2) Traveling Apps: Traveling apps are a map based location service for a variety of categories, including things to do, events, hotels, attractions, shopping, restaurants, college campuses, hiking trails, parking lots, services and emergency points, and any other point of interest on or near Montreat. It also allows visitors to view and use other information about a point of interest like a website, phone number, and hours of operation. A Montreat Traveling App should be made available as a download either at a minimal cost or for free.
- 3) Microsoft Tag: Microsoft Tag helps visitors seamlessly connect almost anything in Montreat to interactive experiences from their mobile phone. Visitors scan Tag Barcodes, QR Codes and other recognition technologies to engage at the maximum point of impact by using the device that is central to their daily lives, the mobile phone.



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Environment

Landmarks are used every day to provide direction - it can be as simple as "make a left after you enter the Gate" or as common as "meet me at the Montreat Store." In addition to providing directions, landmarks are also helpful for establishing a person's orientation, especially in an exterior environment where architectural features, landscaping and physical elements help to position us in unfamiliar territory. The Town of Montreat offers many landmark features, including: iconic elements like the Montreat Gate, or Lake Susan; plus special landscaped areas and natural features along Greybeard Trail or Lookout Mountain, and simple gathering spaces among buildings like Assembly Inn, Anderson Auditorium or the L. Nelson Bell Library. The similarity of building materials does offer a uniformity that can disorient a first time visitor. Therefore, the presence of unique landmark elements plays a greater role in assisting a visitor's orientation. This plan helps identify potential additional landmarks that can be utilized to enhance the Town of Montreat as a place while providing a helpful wayfinding tool.



Landmarks



Landmarks



Paths and Nodes



Paths and Nodes



Streetscape

Recommendations:

- Utilize unique landmark elements in directions and wayfinding signage to assist visitors.

Town of Montreat – Wayfinding Signage Plan

Tools

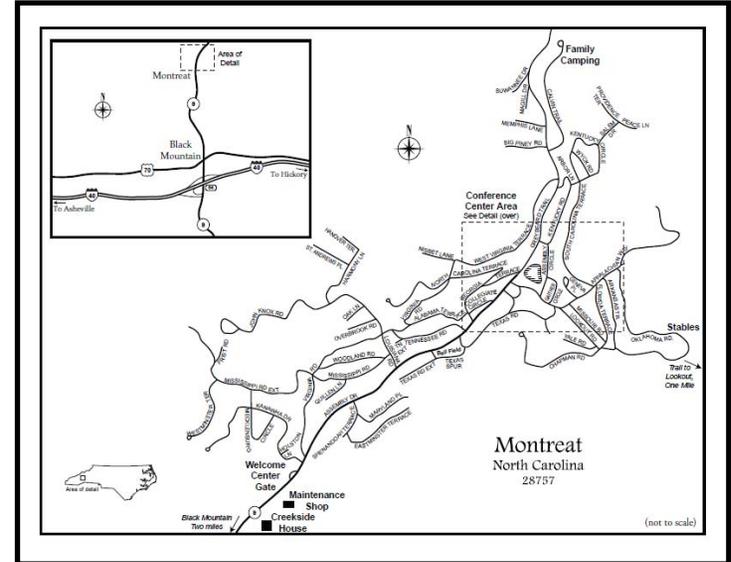
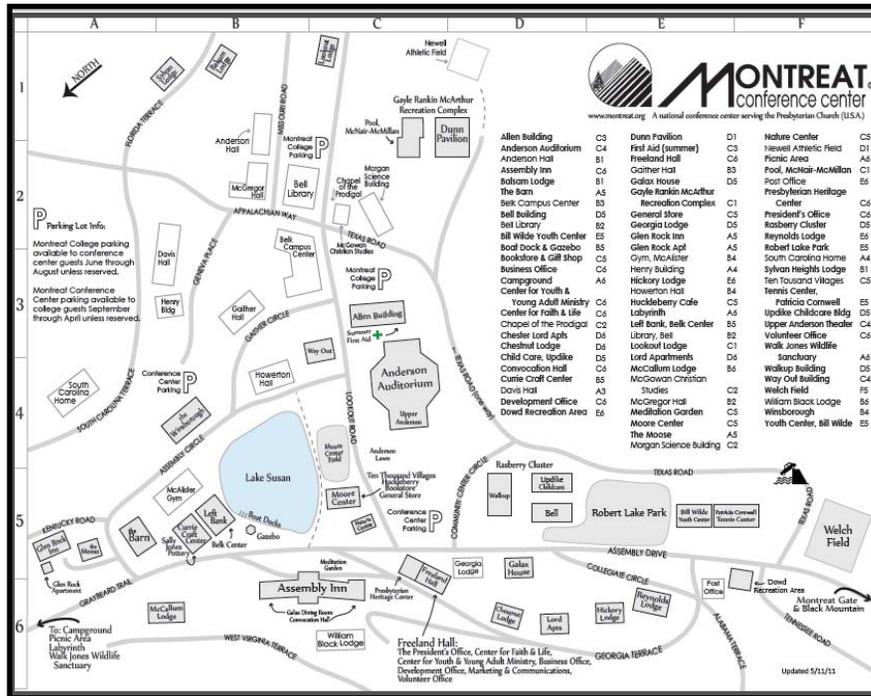
Visitor information is communicated through technology, printed advertisements or a friendly face at the Welcome Center or Assembly Inn. Each element effects the experience of a visitor. Each of these elements offers the opportunity to communicate a consistent message, graphic language and helpful customer service. Other helpful wayfinding tools include:

- Welcome Brochure and Orientation Map: This traditional piece of communication can be used either as a pre-arrival tool or an on-site arrival promotion of the Town. Simple and clear, it provides the basic information about the Town. The map helps the visitor to establish a cognitive map of the town's layout prior to arriving. Only the highest level of destination and visitor information shall appear in this brochure. The design will reflect the overall wayfinding program through its use of color, pattern and identity.
- Shuttle Services: Consideration may be given to the implementation of a visitor shuttle service. This offers not only opportunities to showcase the attractions of the Town but also by using a hybrid or electric vehicle, it can build on the brand image of Montreat as an environmentally friendly and sustainable town. The shuttle route can support better access between the primary destinations as well as connect destinations that are farther away or offer complicated routes. The shuttle service could offer a park-and-ride option for Montreat. The park-and-ride opportunity would benefit both visitors and residents alike by providing convenient connections and an alternative form of travel.
- Staff and Volunteer Training: Once the wayfinding program is implemented, there are two forms of training that can be conducted related to the wayfinding program. The first is a simple brochure or hand-out that educates staff and volunteers about the wayfinding program, providing a list of common terminology, and offers the preferred routes they should direct users. The second step is providing staff and volunteers a set of wayfinding tools, such as; pre-printed directions from primary destinations to the most popular areas, the printed brochure/orientation map, or a card that list helpful websites.

Town of Montreat – Wayfinding Signage Plan

Recommendations:

- Develop a clear and simple welcome brochure and orientation map that can be used by all Montreat entities.
- Consider the implementation of a Montreat shuttle service that will run in the spring, summer and fall.
- Conduct staff and volunteer training on the wayfinding program.



Town of Montreat – Wayfinding Signage Plan

Wayfinding Signage Types

This section outlines the sign types chosen to be represented in the wayfinding sign family.

Highway and Interstate Directional Signs

These directional signs guide drivers off interstates and highways toward the Town or guide drivers from town to the interstates. These signs are under the North Carolina Department of Transportation’s jurisdiction.

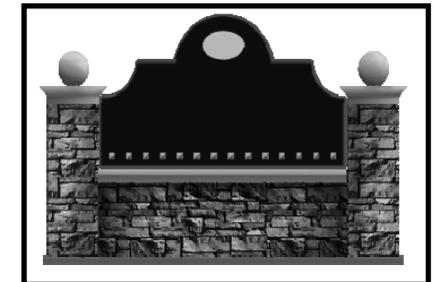
Town Limits Signs

This small sign is located along Assembly Drive to mark the town limits. This sign is under the Town’s jurisdiction.



“Welcome to Montreat” Signs

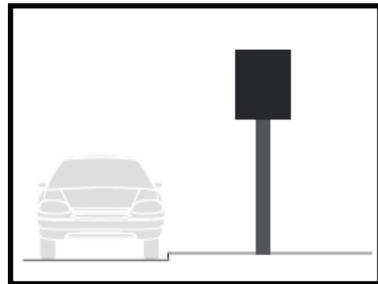
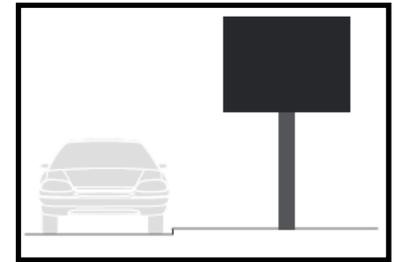
This type of sign announces to the travelers that they have arrived in town. It should be located on Assembly Drive at the town limits and should provide a sense of arrival and celebrate Montreat’s character. The sign should be made of quality materials and should have attractive landscaping to create a lasting first impression.



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Trailblazing Signs

These signs are located along Assembly Drive to provide guide information towards three primary destinations. This sign type will be used where some distance must be traversed between the gateway area and destinations. It will assure drivers that they are moving in the right direction and will arrive at their destination shortly.

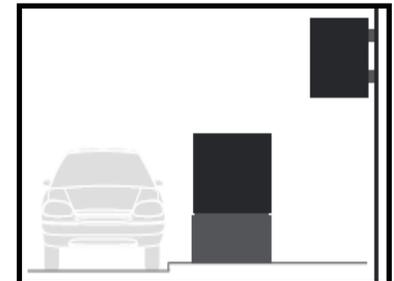


Proximity Signs

These signs are located along major routes to provide guide information toward the secondary destinations. This sign type will be used where a turn is necessary or to indicate that the destination is approaching soon.

Destination Signs

Arrival signs mark a destination so that it is visible from a car. The signs usually are located in front of the destinations so visitors know they have arrived.



Town of Montreat – Wayfinding Signage Plan

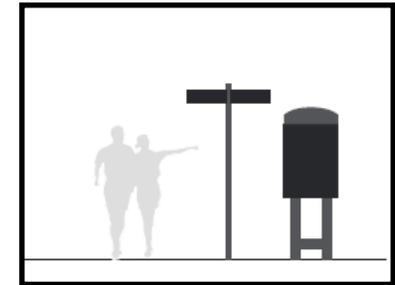


Parking Directional and Identification Signs

This type of signage directs vehicles to parking areas. The identification signs are placed near surface parking lots to identify them.

Pedestrian Kiosks

These signs are located along pedestrian routes leading toward pedestrian destinations. This type of signage may consist of a map of the area, correctly oriented to the environment, and a list of area destinations.



Sign Design

The Wayfinding Advisory Committee will use the standards from the revised Manual on Uniform Traffic Control Devices and the Asheville Area Wayfinding Plan to create a set of design standards for Montreat. Once selected, a design consultant will develop three design schemes and present them to the Advisory Committee for evaluation and feedback. A public meeting for citizen feedback will be held on the final three design schemes. The final sign design will be presented to the Montreat Board of Commissioners by the Advisory Committee for final approval. Town staff and the Advisory Committee will then work to determine the location and text of each sign, while the design consultant creates drawings with dimension specifications to be used by a sign fabricator. For more detailed information about the chosen design scheme, refer to the Signage Design Manual.

Town of Montreat – Wayfinding Signage Plan

Types of Destinations

As evidenced by the Wayfinding Destinations maps on pages 34 and 35, many of the destinations are along the major transportation corridors through Montreat. Visitors need well-placed informative signs to guide them to these destinations. The destinations can be separated into primary and secondary destinations.

Primary Destinations

In Montreat, primary destinations include: Anderson Auditorium; Assembly Inn; Chapel of the Prodigal; Freeland Hall/Presbyterian Heritage Center; Gaither Hall; Montreat Post Office; Greybeard and Lookout Trailheads.

Secondary Destinations

Secondary destinations include: Belk Center; The Barn; L. Nelson Bell Library; McAllister Gym; Dunn Pavilion/Pool Area; Greybeard Trail Campground and Picnic Area; and the Walkup Building.

Sign Locations

The overall map of sign recommendations can be seen on Page 36. The specific sign types and their locations are described below and are displayed on the maps on pages 37 through 39. The corresponding sign type in the Signage Design Manual is indicated in parentheses. The Sign Installation Guide in Appendix B provides specific location information for trailblazing, proximity, and identification signs. Please note that the sign type used may change based on location and site needs.

“Welcome to Montreat” Sign

One “Welcome to the Town of Montreat” sign (Sign Type A) will be installed on the right hand side of Assembly Drive prior to entering the Montreat Gate.

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Wayfinding Trailblazing Signs

Retain the large sign just inside the Montreat Gate to serve as the only trailblazing sign. Over time, ownership and maintenance responsibilities of this sign (Sign Type B) should revert to the Town of Montreat and be integrated into the Wayfinding Signage Program.

Wayfinding Proximity Signs

Eleven proximity signs (Sign Types C and D) will be installed to direct visitors to primary and secondary destinations. The list on the following pages explains the location and text of each sign, listed by sign number. These locations are displayed on Map 4, on page 37.

1: Assembly Drive at Georgia Terrace

Post Office ←
Freeland Hall ←
Heritage Center ←

2: Assembly Drive at Community Center Circle

Anderson Auditorium →
Walkup Building →

3: Assembly Drive at Lookout Road

Montreat College →
Shops at Montreat →
Assembly Inn ↑
Lookout Trailhead →

4: Assembly Drive at Georgia Terrace

Freeland Hall ←
Heritage Center ←
Assembly Inn ↑

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5: Assembly Drive at Assembly Circle

The Barn	→
McAllister Gym	→
Campground/Picnic Area	↑
Greybeard Trailhead	↑

6: Greybeard Trail at Calvin Trail

Campground/Picnic Area	→
Greybeard Trailhead	↑

7: Georgia Terrace at Alabama Terrace

Freeland Hall	↗
Heritage Center	↗

8: Georgia Terrace at North Carolina Terrace

Freeland Hall	↗
Heritage Center	↗

9: Lookout Road at Gaither Circle

Gaither Hall	↑
L. Nelson Bell Library	↑
Chapel of the Prodigal	↑

10: Lookout Road at Appalachian Way

Gaither Hall	←
Pool	→
Lookout Trailhead	↑

11: Appalachian Way at Geneva Place

Gaither Hall	←
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Wayfinding Destination Signs

Destination signs (Sign Type E) will be determined on an individual building basis. Overall, a relatively high percentage of conforming signage was encountered during the survey process. Two destination signs will be allowed per building with an exception for corner or double fronted lots. One destination sign will be allowed to be placed on the building and one will be allowed as a freestanding sign. Destination signs will be uniform for each entity but standards will allow flexibility in making individual design and color choices.

Parking Directional and Identification Signs

Residents and visitors will be directed to parking lots that will have new identifications signs (Sign Type F) and installed that are coordinated with the wayfinding signs. These parking lot locations include: the Allen Building Parking Lot; Anderson Auditorium Parking Area; Assembly Inn Parking Area; L. Nelson Bell Library Parking Area; Howerton Hall Parking Area; and the Montreat Gate Parking Area. Parking directional signs (Sign Type F) will be placed on proximity sign poles or on buildings, depending on location. The locations where the parking symbols will be installed are displayed on Map5: Recommendations for Parking Sign Placement on page 38. Future directional and identification parking signs will use the parking symbol developed in this Wayfinding Sign Plan. Placement and installation will be based on coordination between the Code Administrator and Public Works Department.

Wayfinding Pedestrian Kiosks

Four pedestrian kiosks (Sign Type G) will be installed in Montreat. One will be located at the Montreat Gate. The second will be installed at the Anderson Auditorium Parking Area. The third will be installed at the Allen Building Parking Area. The final kiosk will be installed at the Assembly Inn/Left Bank area. Final locations of the kiosks are subject to change based on site needs, but the approximate locations are displayed on Map 6: Pedestrian Kiosks.

Town of Montreat – Wayfinding Signage Plan

NCDOT Recommendations

Request that the NCDOT initiate a sign audit of signage leading into Montreat particularly as it relates to truck traffic, the intent being to consolidate existing signs where possible and eliminate confusing signage for trucks attempting to access Interstate 40 and Highway 9 southbound.

Town of Montreat Recommendations

Request that the Town take down the existing sign that reads “City Limits” and install a sign that reads “Town Limits” at the Town boundary along Assembly Drive.

Request that the Town install a "Welcome to the Town of Montreat" sign on the right hand side of Assembly Drive prior to entering the Montreat Gate.

Request that the Town resolve confusing street signage at intersections.

Request that the Town review all regulatory and warning signs and their locations and replace, remove or install signage as needed.

Sign Ordinance Recommendations

Zoning Ordinance

The following issues will be addressed in the zoning ordinance rewrite:

- Any changes to the Sign Ordinance during the Zoning Ordinance rewrite will comply with the standards set forth in the Signage Design Manual.
- Guidelines for sign materials will be established for the Institutional/Residential and Institutional Zoning Districts. This will help unify the appearance of the signs and will protect the character of Montreat.

Town of Montreat – Wayfinding Signage Plan

- Section 1005: Signs Allowed with Permits will be revised to comply with the recommendations of the Wayfinding Signage Plan.
- Signage guidelines for multi-tenant buildings will be developed for the Institutional zoning district.
- Establish guidelines for Informational Signage located in the Institutional zoning district.
- Establish guidelines for Educational, Honorarium and Recreational Signage located in all zoning districts.
- Develop specific signage overlay areas and guidelines for Special Event Signage, Informational Kiosks, Pole Mounted Banners and Pedestrian Signage.

Enforcement

Following the Zoning Ordinance rewrite, the Wayfinding Advisory Committee requests that the Montreat Board of Commissioners commence the enforcement of the Sign Ordinance in regards to nonconforming signs by initiating the inventory and amortization schedule. Once this process starts, the town staff will conduct a survey of all existing signs. Property owners whose signs are nonconforming will then be notified of the new ordinance requirements and the timeline to come into compliance. The timeline for compliance begins on the date the property owner receives the notification from the Town. The timeline is as follows:

- Any permanent sign that was in compliance before ordinance amendments, but is now out of compliance has five years to be removed or brought into compliance.
- Any permanent sign that was nonconforming before ordinance amendments has three years to be removed or brought into compliance.
- Non-exempt temporary signs on private property must be removed within sixty days.
- Exempt or nonconforming temporary signs located within the public right-of-way may be removed by town staff if they are in violation of the sign ordinance.

Town of Montreat – Wayfinding Signage Plan

Future Role of the Wayfinding Advisory Committee

The Wayfinding Advisory Committee will meet periodically to assist in the development of a Signage Design Manual. The purpose of this manual is to provide standards for exterior wayfinding signs and to establish a consistent and controlled sign program within the Town of Montreat.

The Wayfinding Advisory Committee will meet periodically to review the fabrication/installation proposals.

The Wayfinding Advisory Committee will meet periodically to assist in the development of a pedestrian friendly wayfinding signage program. The purpose of the program is to promote walking and develop a signage program that is smaller in scale as compared with the vehicular wayfinding program.

The Wayfinding Advisory Committee will then reconvene annually to assess the progress and to make additional recommendations and/or amendments as necessary.

Town of Montreat – Wayfinding Signage Plan

Chapter 5: Implementation Plan and Results

Implementation Plan

The next steps are as follows:

- Final Wayfinding Signage Plan from Wayfinding Advisory Committee presented to Board of Commissioners for approval.
- Sign Ordinance amendments recommended to the Board of Commissioners and Planning and Zoning Commission for approval.
- Staff will release Request for Proposals for the design/fabrication/installation phase.
- Wayfinding Advisory Committee will evaluate design/fabrication/installation bids and make a recommendation to the Board of Commissioners.
- Designer will review fabrication shop drawings and provide revisions.
- Wayfinding Advisory Committee/Staff/Designer will approve final fabrication drawings.
- Contractor will fabricate and install signs under staff supervision following the implementation schedule below.
- Wayfinding Advisory Committee develops pedestrian friendly signage design guideline requirements.

Implementation Schedule

The Wayfinding Advisory Committee will request funding be set aside in the Town's Capital Improvement Program over several years for design consulting, sign construction and sign installation. Grant funding and cost-sharing scenarios with the Conference Center and College will be explored. Any remaining funds will roll over to the next fiscal year. The funding available and the timeline are subject to change. The recommended implementation schedule is as follows:

Town of Montreat – Wayfinding Signage Plan

Implementation Schedule:

	Funding Available	Implementation Schedule
Fiscal Year 2014	\$ 20,000	Design Consulting
Fiscal Year 2015	\$ 30,000	Welcome Sign and Pedestrian Kiosks
Fiscal Year 2016	\$ 39,000	Trailblazing Sign and Proximity Signs
Fiscal Year 2017	\$ 35,000	Destination Signs and Parking Signs
Fiscal Year 2018	\$ 12,000	Pedestrian Signs

The North Carolina Department of Transportation (NCDOT) signs are not part of this implementation schedule as their fabrication and installation is determined by NCDOT rather than the Town.

Town of Montreat – Wayfinding Signage Plan

Sign Fabrication and Installation Cost Estimates

The following cost estimates are subject to change based on final design, manufacturing and installation variables. A few of the sign types are not included in the implementation plan, but may be used in future wayfinding efforts. The cost estimates for every sign type are listed below.

Sign Type	Fabrication	Installation	Number of Signs	Total Cost
A: Welcome to Montreat	\$ 8,000	\$ 2,000	1	\$ 10,000
B: Trailblazing	\$ 5,000	\$ 1,000	1	\$ 6,000
C and D: Proximity	\$ 2,000	\$ 1,000	11	\$ 33,000
E: Destination	\$ 2,000	\$ 800	10 (Estimated)	\$ 28,000
F: Parking Directional Signs	\$ 500	\$ 200	10	\$ 7,000
G: Pedestrian Kiosk	\$ 4,000	\$ 1,000	4	\$ 20,000
H: Pedestrian Signs	\$ 1,000	\$ 200	10	\$ 12,000
			Total Cost:	\$ 116,000

Town of Montreat – Wayfinding Signage Plan

Grants and Funding

The original funds planned for the wayfinding project are not sufficient to implement all of the recommendations in this plan. The Town will need to explore alternative funding sources such as grants, sponsorship opportunities and cost-sharing plans with the College and Conference Center to complete the wayfinding program. This project may be eligible for various tourism and preservation grants.

Results

Through the Wayfinding Signage Plan, out-dated and non-compliant directional signs will be replaced by eleven coordinated, informational, directional signs. With the same amount of signs, additional destinations and parking areas will be identified. Thus additional information will be presented in a clearer and more accessible manner. When implementation of the Wayfinding Signage Plan is complete, Montreat will be easy to access by visitors and residents, and town assets will be showcased, and the character of the town will be more prominently displayed. Sign clutter from local signs will be diminished, the sign ordinance will be updated and existing signs will have greater visibility.

A summary of all the recommendations from this plan follows:

Town of Montreat – Wayfinding Signage Plan

Summary of Recommendations:

Pre-Arrival Technology	Update Montreat websites to reflect the wayfinding program goals.
Within-Town Technology	Utilize end-user technology.
Environment	Utilize unique landmark elements in directions and wayfinding signage to assist visitors.
Tools	Develop a clear and simple welcome brochure and orientation map that can be used by all Montreat entities.
Tools	Consider the implementation of a Montreat shuttle service that will run in the spring, summer and fall.
Tools	Conduct staff and volunteer training on the wayfinding program.
Signage	NCDOT - Request that the NCDOT initiate a sign audit of signage leading into Montreat particularly as it relates to truck traffic.
Signage	Town - Request that the Town take down the existing sign that reads “City Limits” and install a sign that reads “Town Limits” at the Town boundary along Assembly Drive.
Signage	Town - Request that the Town install a "Welcome to the Town of Montreat" sign on the right hand side of Assembly Drive prior to entering the Montreat Gate.
Signage	Town - Request that the Town resolve confusing street signage at intersections.
Signage	Town - Request that the Town review all regulatory and warning signs and their locations and replace, remove or install signage as needed.
Signage	Recommend that revisions found in Appendix C be made to the Sign Ordinance.
Signage	Request that the Montreat Board of Commissioners commence the enforcement of the Sign Ordinance in regards to nonconforming signs by initiating the amortization schedule.
Signage	Complete the design, fabrication and installation of the wayfinding signs as outlined in the Wayfinding Plan.

Town of Montreat – Wayfinding Signage Plan

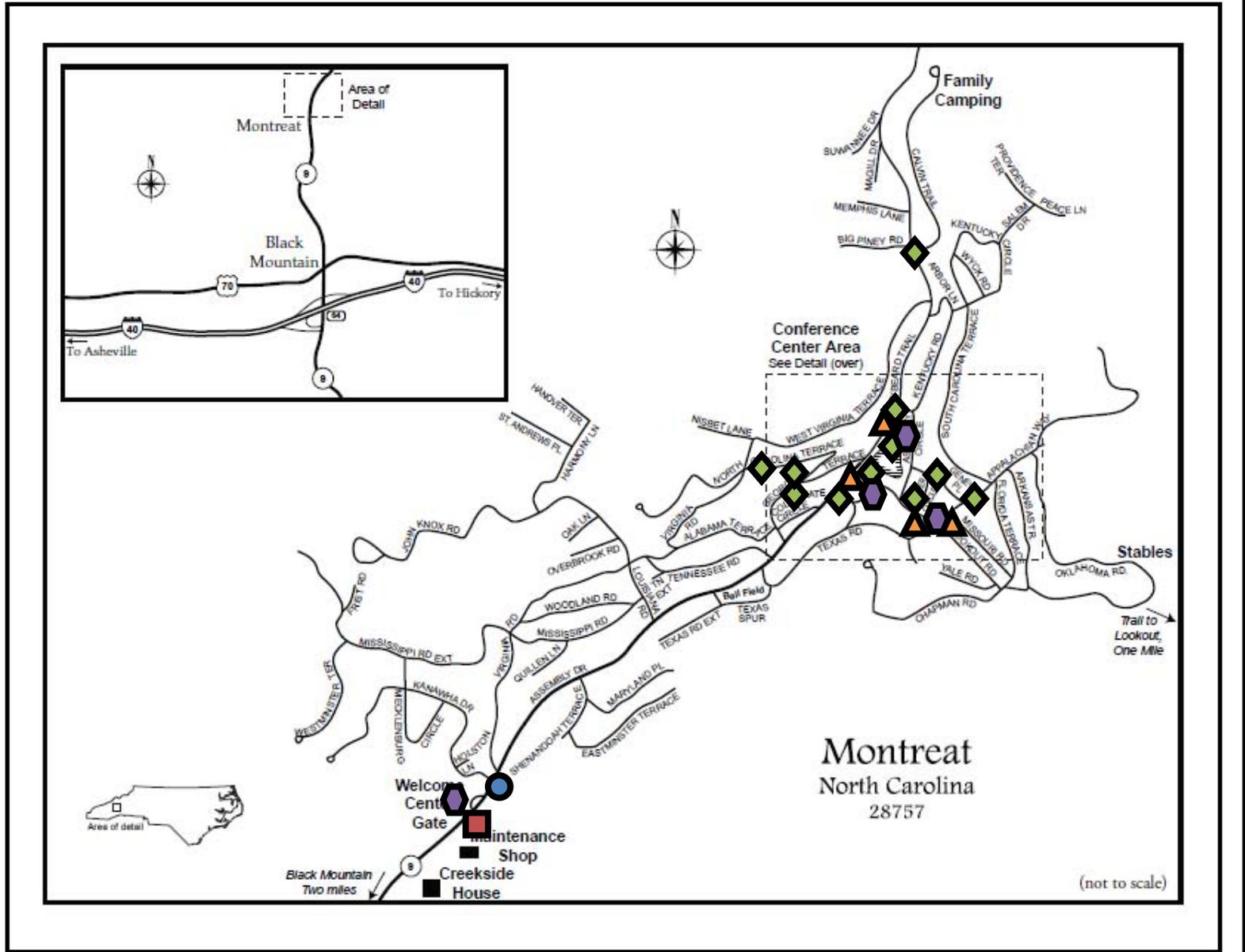
Maps

Town of Montreat - Wayfinding Signage Plan

Map 3

All Sign Types

-  Welcome Sign
-  Trailblazing Signs
-  Proximity Signs
-  Parking Signs
-  Pedestrian Kiosks

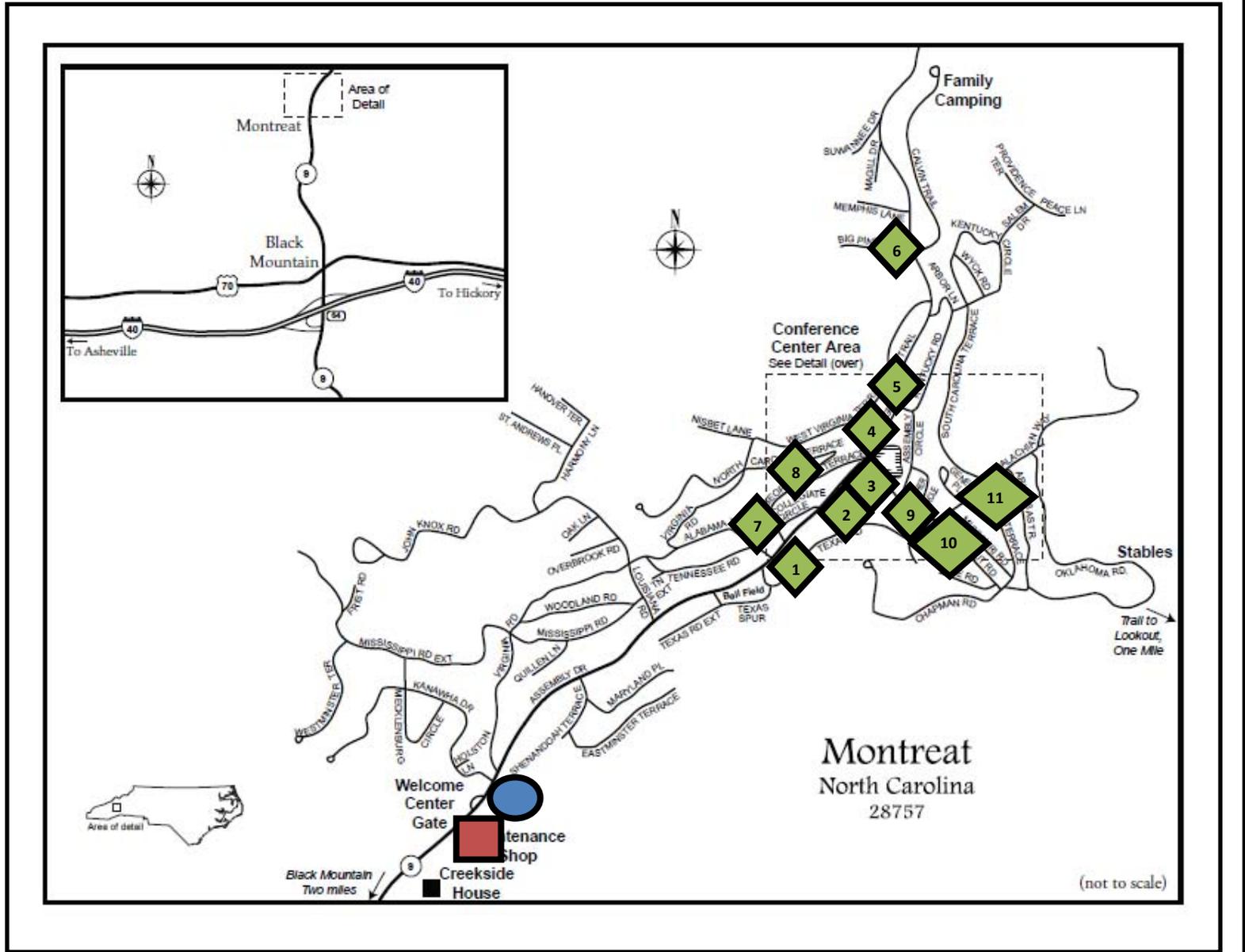


Town of Montreat - Wayfinding Signage Plan

Map 4

Directional Signs

-  Welcome Sign
-  Trailblazing Sign
-  Proximity Signs



Town of Montreat - Wayfinding Signage Plan

Map 5

Parking Signs

 Parking Lot/Area Destinations

Allen Building

Anderson Auditorium

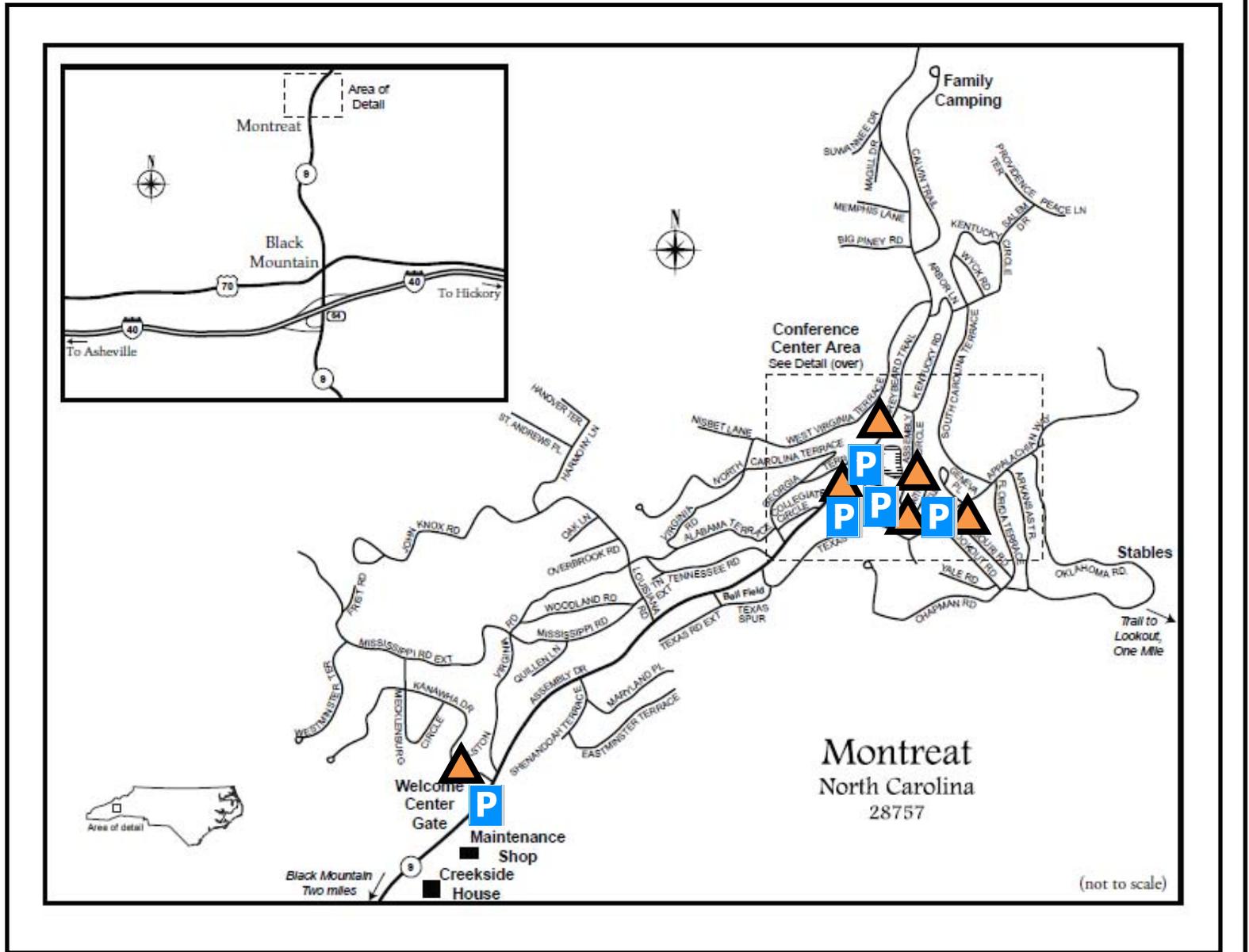
Assembly Inn

L. Nelson Bell Library

Howerton Hall

Montreat Gate

 Recommended Parking Signs

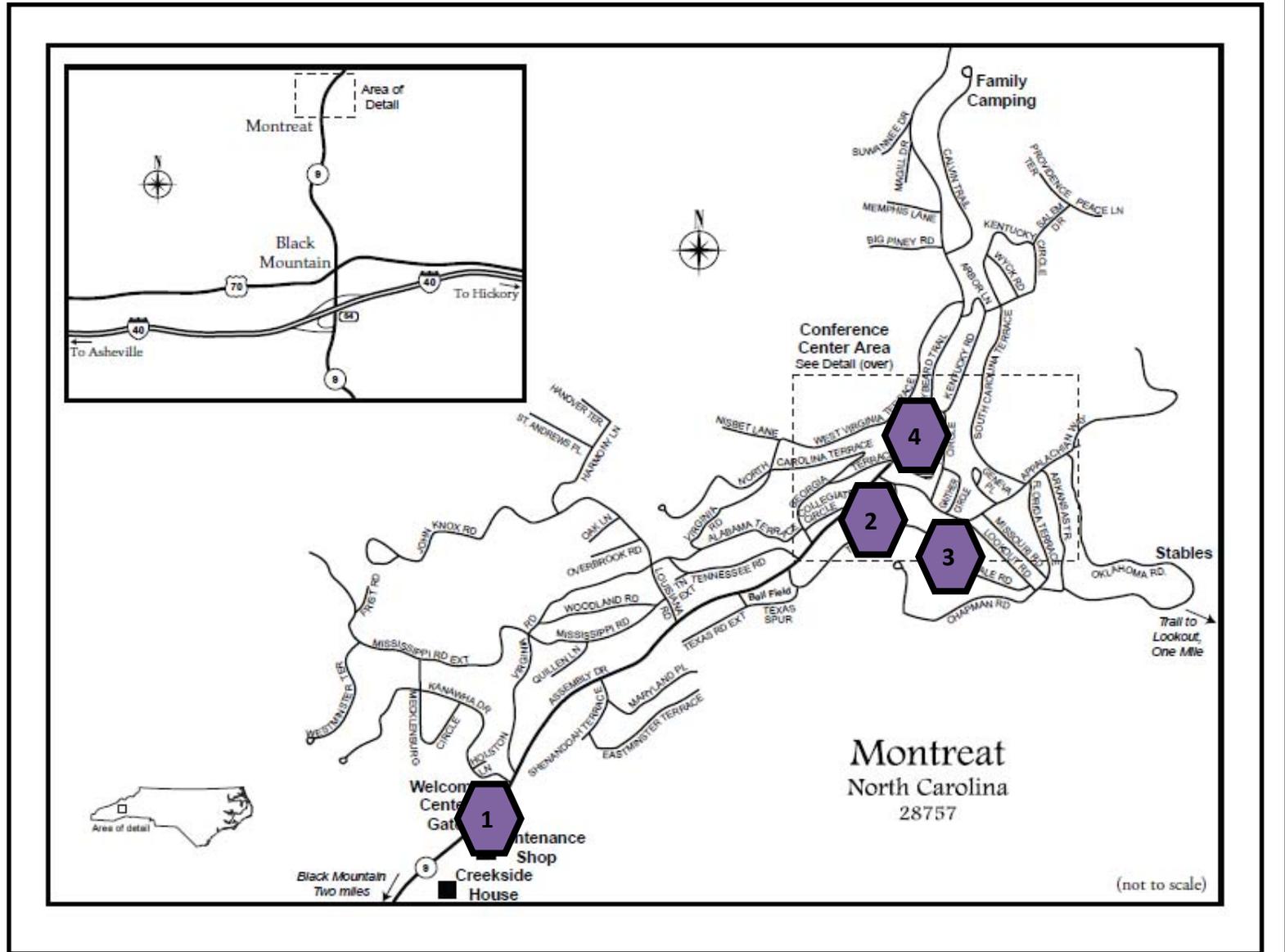


Town of Montreat - Wayfinding Signage Plan

Map 6

Pedestrian Kiosks

1. Montreat Gate
2. Anderson Auditorium Parking Lot
3. Allen Building Parking Area
4. Assembly Inn/Left Bank Park



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Town of Montreat – Wayfinding Signage Plan

Appendix A
Existing Sign Inventory

Existing Conditions – Sign Inventory

NCDOT Signs

Montreat does not have any signs owned or maintained by the North Carolina Department of Transportation. Highway 9 stops at the Montreat Gate.

City Limit Sign

Montreat has one city limit sign located at the Montreat Gate.

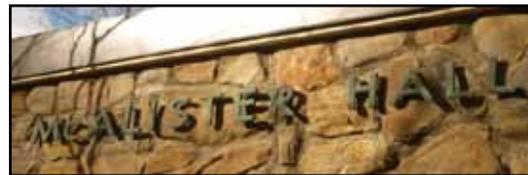
Town of Montreat Signs

Signs owned and maintained by the Town of Montreat consist primarily of regulatory, warning and guide signs. Most signs are in fair condition. Historically the back of signs, their posts and poles were painted a green or brown color to help blend the sign into the surrounding natural environment. Most signs posts are not well maintained and some will require painting or repainting.

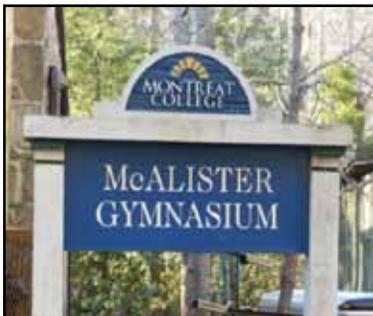
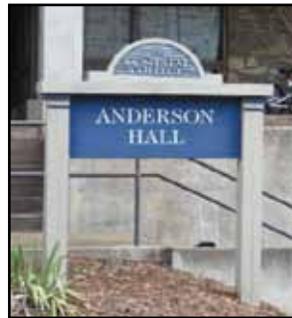
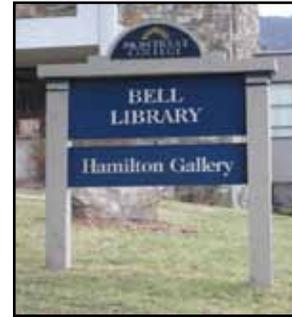
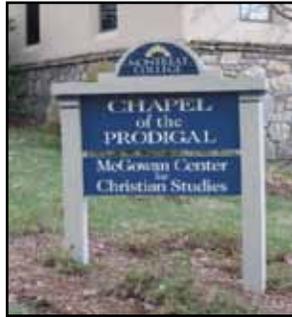


Montreat College Signs

Building Signs



Ground Signs

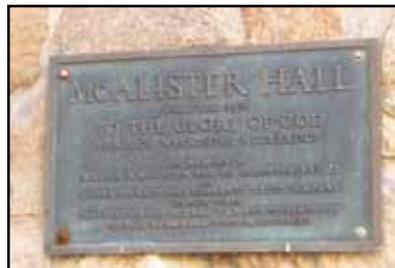


Directional Signs



Honorarium Signs

Many more of these types of signs exist on the Montreat College campus and were too many to include within this report. These are but a couple of examples of honorarium signs.

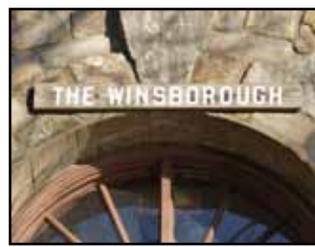
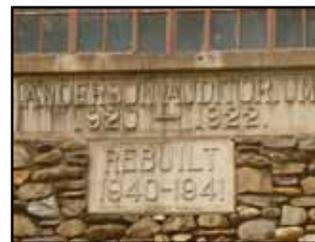
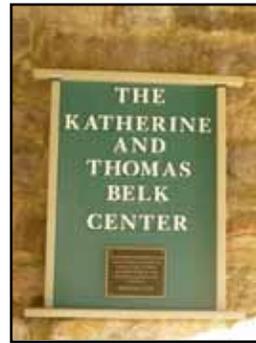


Informational Signs



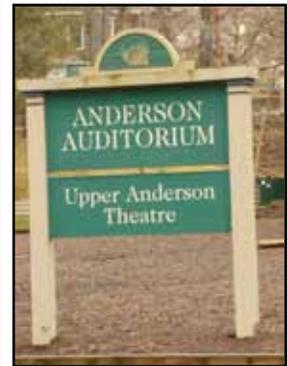
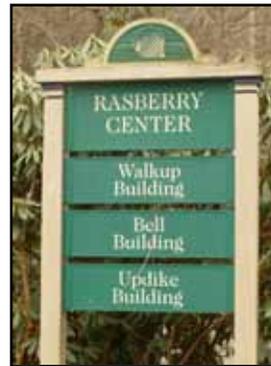
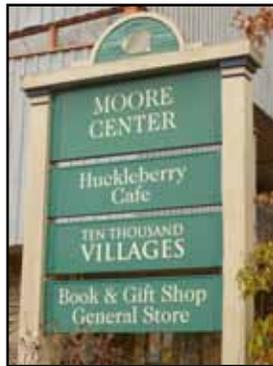
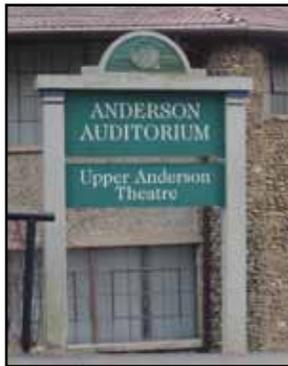
Montreat Conference Center Signs

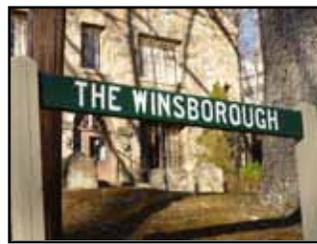
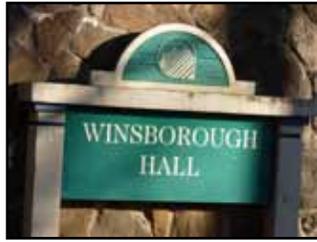
Building Signs

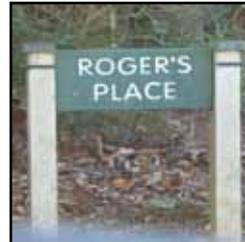




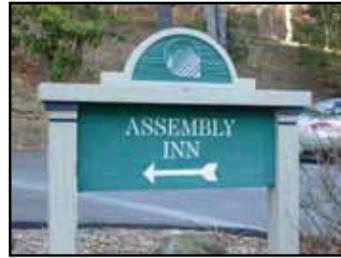
Ground Signs







Directional Signs



Informational Signs



Educational Signs



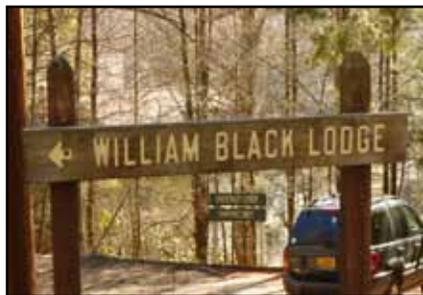
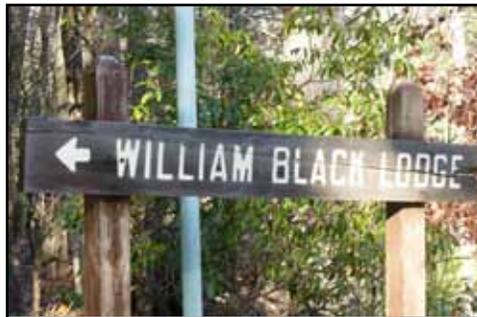
Window Signs



Recreational/Educational Signs



Churches/Lodges/Inn Signs



Residential Signs



Town of Montreat – Wayfinding Signage Plan

Appendix B
Sign Installation Guide

Appendix B

**The Sign Installation Guide will be developed at a later date
by the Wayfinding Advisory Committee**

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.

Montreat Zoning Ordinance
Article X – Sign Regulations
(Revised 8/14/2008)

Proposed Wayfinding Committee
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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 Building and Electrical Codes~~North Carolina State Building Code and National Electrical Code (NEC). A building permit shall be required for any projecting sign attached to a building or structure which has a surface area in excess of six (6) square feet. An electrical permit is required for any internally or externally illuminated sign powered by electrical sources regulated by requirements of the NEC.
- 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.
- 1001.8 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.

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Article X – Sign Regulations
(Revised 8/14/2008)**

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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-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. ~~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.

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

Montreat Zoning Ordinance
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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.

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.

**Montreat Zoning Ordinance
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(Revised 8/14/2008)**

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- 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.
- 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, ~~taxi stands~~ parking areas, and similar transportation facilities, or signs employed to serve as a directory for services that ~~may~~ 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

Montreat Zoning Ordinance
Article X – Sign Regulations
(Revised 8/14/2008)

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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.

~~1004.3~~ ~~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.~~

~~1004.3~~ ~~Signs on Window Glass.~~ ~~Signs on window glass, regardless of size.~~

~~1004.4~~ Private TrafficRegulatory Signs. Private, unofficial trafficregulatory 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.~~ 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.

1004.54 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

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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.~~6~~5 Public Notice. Official notices posted by public officers or employees in the performance of their duties.

1004.~~7~~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)

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.~~8~~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.

**Montreat Zoning Ordinance
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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.

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 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

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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 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.

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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 private property if attached to new or existing 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,

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attachment, etc. is available from the regulating utility, and a copy is available for review at the office of the Zoning Official. 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.

The maximum number of pole-mounted banner support structures that shall be permitted, per applicant, is 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 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

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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 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.~~

~~1006.2~~
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 ~~is~~are altered, the non-conforming sign ~~must~~shall be removed or conformed to this Article at the time of the redesign.

1006.~~3~~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 sign. If a sign is allowed to deteriorate, it shall not be replaced under this Section.

1006.~~4~~3 Relocation of Non-Conforming Signs. A non-conforming sign may be relocated on the same premises on which it is located ~~and~~if the relocation brings the sign into conformity.

1006.~~5~~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 ~~established~~:

1. Any existing permanent sign made non-conforming through

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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 ~~this~~ the Town if they are found to be in violation of ~~Article~~ X 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.