

**ARTICLE 17
SIGN REGULATIONS.**

17.1 Title

This Article shall be known and may be cited as the “Town of Jamestown Sign Regulations.”

17.2 Applicability and Purpose

This Article applies to all signage erected in the Town of Jamestown and its extraterritorial jurisdiction. The purpose of this ordinance is to ensure the installation of safe and effective signage that promotes both business activity and the aesthetic character of the Town and its extraterritorial jurisdiction, as well as communicating essential information to the public. The following statements elaborate on this purpose:

- To provide opportunities for neighborhoods and commercial endeavors to be identified in an effective and equitable fashion.
- To promote public safety by reducing hazards associated with distracting or excessive signage.
- To establish and promote enhanced community character through signage that is reflective of the historic nature of the Town and its scale of development.
- To promote the integration of signage with the architectural characteristics and aesthetic quality of the Town’s development.
- To provide for flexibility in amount, type and scale of signage depending on the context of the development and the surrounding area.
- To facilitate efficient, thorough, consistent and effective enforcement of the sign regulations.

17.3 Definitions.

Please see definitions in Article 3 of this Ordinance.

17.4 Applicability

Except as specifically exempted in this ordinance, no sign shall be erected, altered or displayed without a sign permit issued by the Town of Jamestown confirming compliance with the provisions of this ordinance. Signs made nonconforming by this ordinance shall be grandfathered until altered, abandoned, relocated, or removed.

17.5 Prohibited Signs

The following signs are specifically prohibited by this ordinance.

- Snipe signs.
- Signs attached to light fixtures, curbs, sidewalks, gutters, streets, utility poles, public buildings, fences, railings, public telephone poles, or trees.
- Windblown signs not specifically permitted in this Article such as pennants, streamers, spinners, balloons, inflatable figures, and similar signs.
- Signs which prevent free ingress to or egress from any door, window, or fire escape.
- Signs erected or displayed in such a manner as to obstruct free and clear vision at any location, street, intersection, or driveway.
- Any sign which interferes with vehicular or pedestrian traffic as a result of its position, size, shape, movement, color, fashion, manner, or intensity of illumination, including signs with the potential to be confused with any authorized traffic sign, signal, or device.
- Signs erected or displayed on or over public rights-of-way or other public property, other than those erected by governmental agencies or for which appropriate encroachment agreements have been executed pursuant to this ordinance.
- Portable signs, except as specifically permitted herein.
- Signs that move or flash or have moving or flashing components, except as permitted under Section 6 below; signs that are intermittently lighted or have changing colors; signs that revolve; or any other similarly constructed signs.
- Signs attached to the roofs of buildings or are otherwise located above the roofs of buildings.
- Signs carried by or attached to people, including costumes worn for the purpose of attracting commercial attention.
- Off-premises signs, including outdoor advertising signs, except those placed by governmental agencies for public purposes and yard sale and open house signs that are displayed as specifically permitted herein. The exception being that existing off-premises billboard signs that are non-conforming may be disassembled and replaced with a newer structure upon

approval by the Planning Director. The new signage shall be designed to result in no expansion of or increase in the non-conformity; shall not allow replacement with a digital sign; shall not exceed 30' in height; shall be designed to limit lighting to the sign face; and shall be designed to enhance the architectural features of adjacent buildings. Color renderings or photographic simulations shall be submitted to the Planning Director, who shall have the authority to deny permits for signs that do not meet the intent of this Ordinance.

17.6 Exempt Signs

The following signs are exempt from the requirements of this ordinance although, in some instances, building permits may be required, such as an electrical permit for a machine sign or a time and temperature sign.

- Warning and security signs, including signs placed by a public utility for the safety, welfare, or convenience of the public, including, but not limited to signs identifying fire department connections or high voltage, public telephone, or underground cables.
- Government signs and signs for non-profit organizations sponsored by governments including insignia, legal notices, informational, directional, and traffic signs. This exemption shall not include permanent and temporary signs covered in section 17.8 of this Article but may include signs or flags erected on public property or private property immediately proximate to public property to commemorate public holidays recognized by the Town such as the Fourth of July.
- "No Dumping" and "No Trespassing" signs containing less than two square feet in area per sign face.
- Signs placed inside ball fields and outdoor amphitheatres that face toward the interior of the field or amphitheater and are primarily intended for viewing by persons attending events of performances.
- Accent lighting, as defined herein, provided that not more than two architectural elements are accented per occupancy (e.g., two windows or a window and a roofline, etc.).
- Signs associated with a fundraising event of short duration (3 days or less) for a nonprofit or charitable organization such as a student car wash or a service organization broom or bake sale provided such events happen six or less times per calendar year on a particular premises.
- Incidental signs containing no more than two square feet in area provided that not more than a total of six square feet of incidental signage is displayed per occupancy. Incidental signs that display solely the word "open" may flash provided they are located inside a building and no more than one such sign is displayed per occupancy.



Example of Incidental Signs

- Machine signs containing no more than six square feet in area, except drive-through menu kiosk machine signs may contain up to 12 square feet in area provided the portion of the signs devoted to a logo or business name contains no more than 25% of the total sign area.



Example of Machine Signs

- Menus displayed at restaurants provided they contain no more than four square feet in area.
- Model home signs provided not more than one such sign is displayed in a subdivision and such sign contain no more than six square feet in area.
- Signs attached to donation bins.
- Any traffic sign, public notice or warning required by a valid and applicable federal, state, or local law, regulation, approved development plan, or ordinance, including traffic control signs on private property.

- Address signs no greater than five square feet in area. Address signs in excess of five square feet in area shall be counted toward the area of signage permitted for attached or freestanding signs depending on placement.
- Retail store window displays of merchandise.
- Signs attached to vehicles provided the vehicles are not parked in such a manner as to create the effect of additional signage, whether on-premises or off-premises.
- Political signs containing no more than six square feet in area in residential districts and no more than 24 square feet in area in nonresidential or mixed use districts, provided that no more than one sign per candidate or issue is displayed per zone lot frontage and such signs are erected no more than 30 days prior to the applicable election and removed no more than seven days after the applicable election.
- Signs attached to umbrellas provided no more than 25% of the total area of the umbrella is devoted to signage.
- One real estate sign per property street frontage containing no more than six square feet in area in residential districts and no more than 24 square feet in area in nonresidential or mixed use districts.
- One construction/financing sign per property street frontage for development projects under active building permits containing no more than six square feet in area in residential districts and no more than 24 square feet in area in nonresidential or mixed use districts provided they are removed after the applicable permit is no longer active due to completion of permitted work or permit expiration. If combined with a real estate sign, the total exempt sign area may be increased to 32 square feet.



Example of a Combined Construction/Financing and Real Estate Sign

- Flags of the United States, the State of North Carolina, Guilford County or the Town of Jamestown provided that they do not exceed 40 square feet in area, that they are displayed on flagpoles not exceeding 30 feet in height, that no more than one flag is displayed on a zone lot of less than one acre in size and not more than two flags are displayed on zone lots of

one acre or more in size, and that all flagpoles are setback at least the height of the flagpole from all property lines. Flagpoles may be roof or wall-mounted provided size, height and setback requirements as established in this exemption are met.

- One home occupation sign per approved home occupation, not to exceed four square feet in area, and which must be attached to the building.
- Holiday lights and decorations with no commercial message provided that such lights and decorations are not displayed for longer than a total of 60 days per calendar year in any nonresidential or mixed use zoning district.
- Signs for “temporary businesses” such as, but not limited to, produce stands, street vendors, and vendors at special events that shall operate for a specified time period, not to exceed 7 consecutive days, are exempted. If the business is a recurring operation, such as produce stands that operate on weekends or on select days during the week, then said “temporary business” shall comply with the regulations set forth in this Ordinance; the exception being that the Planning Director may permit “temporary businesses” to use banners and temporary signage that comply with the standards and intent of this Ordinance to be used as signage, provided that the business puts the sign up at the start of the business day and takes it down at the close of each business day.

17.7 Design and Dimensional Requirements for Permanent Signs Requiring a Permit.

17.7-1 Requirements for signs extending over pedestrian and vehicular travel areas. Signs extending over pedestrian and vehicular travel areas shall maintain a minimum clear distance between the ground and any portion of the sign and its associated support structure of nine and 14 feet respectively.

17.7-2 Permanent sign requirements. The following tables and text provide the design and dimensional requirements for permanent signs that require a permit. Requirements include area, number, type of illumination, and letter height for both attached and freestanding signs. Setback and height requirements are established for freestanding signs and detailed design requirements are provided for monument and pole signs. Additionally:

- Only one general attached sign (blade, V-type, or flat) is allowed per street or parking frontage.
- Only one monument or pole freestanding sign is allowed per street frontage.
- Height of freestanding signs shall be measured from the elevation of the ground at the point of contact with the sign provided that the grade of the site is not artificially altered to increase the allowable height of the sign. For sloping sites, the applicable point of contact shall be the point having the highest elevation.

- The following permanent special purpose signs are allowed in addition to general attached and freestanding signs under the limitations provided in the following tables and elsewhere in this Article.
 - Window.
 - Directional.
 - Directory.
 - Awning.
 - Canopy.
 - Community identification.
- Time and temperature signs are allowed as either attached or freestanding signs provided they are incorporated into the general or attached signage allowed for a nonresidential property, no more than one such sign is allowed per property, the message is limited to time and temperature information and changes no more frequently than once every five seconds, and the area of the time and temperature sign does not exceed 16 square feet. The square footage allowance constitutes an area bonus in addition to the maximum allowable area for the applicable sign type.
- Changeable copy signs are allowed as either attached or freestanding signs provided they are incorporated into the general or attached signage allowed for a nonresidential property, not more than one such sign is allowed per occupancy, the sign message changes no more frequently than once every 4 hours for manually and mechanically changing signs and once every 15 seconds for digitally changing signs. Digitally changing signs are allowed only on properties zoned CIV. Unlike time and temperature signs, no area bonus is allowed for changeable copy signs.

Sign Type	Sign Area Allowance (sq ft)	Sign Illumination	Minimum Letter Size	Maximum Number	Other Requirements
Permanent Attached Signs – General					

Blade (or Projecting)		32	Ambient External Internal	6"	One per street or parking frontage per occupancy	<p>Only one sign (blade, V-type or flat sign) allowed per occupancy per street or parking frontage</p> <p>One square foot of signage for each one square foot of occupancy frontage up to the maximum allowed</p> <p>Internally-illuminated signs – not more than 50% of sign face can be illuminated</p> <p>No attached signage above second story. Wall signs may exceed the 32 SF requirements up to a maximum of 5% of the wall façade size (square footage).</p>
V-type						
Flat (or Wall)						

Sign Type	Sign Area Allowance (sq ft)	Sign Illumination	Minimum Letter Size	Maximum Number	Other Requirements	
Permanent Attached Signs – Special Purpose						
Window		8	Ambient	N/A	One per each 100 square feet of display or doorway window area or fraction thereof	A maximum allowance of three signs per street or parking frontage per occupancy
Directional	 	4 12*	Ambient External Internal	4"	N/A	Not more than 25% of sign face shall contain a logo or commercial message *Only allowed for signs placed above a common entrance shared by multiple tenants of the same building; one sign per entrance
Directory		4	Ambient External	N/A	One per street or parking frontage per building	

Awning		6	Ambient	4"	One per street or parking frontage per awning	Not more than two awning signs per occupancy per street or parking frontage.
Canopy		16	Ambient Internal	6"	One per canopy*	Properties fronting on more than one street may have one canopy sign per street frontage

Sign Type	Sign Area Allowance (sq ft)	Max. Sign Height	Sign Illumination	Minimum Letter Size	Maximum Number	Minimum Setback from Property Line(s)	Other Requirements
Permanent Freestanding Signs – General and Special Purpose							
Monument		48	8'	Ambient External Internal	6"	One per street frontage having access to the site	Monument signs shall comply with the design requirements of section 7.3
Pole		32	10'	Ambient External Internal		One per street frontage providing access to the site	Pole signs shall comply with the design requirements of section 7.4
Community Identification		32	6'	Ambient		One per each gateway or primary entrance	0 ft*
Directory		16	6'	Ambient External Internal	4"	One per street frontage having access to the site	Only allowed for sites with multiple buildings Shall not be displayed so as to

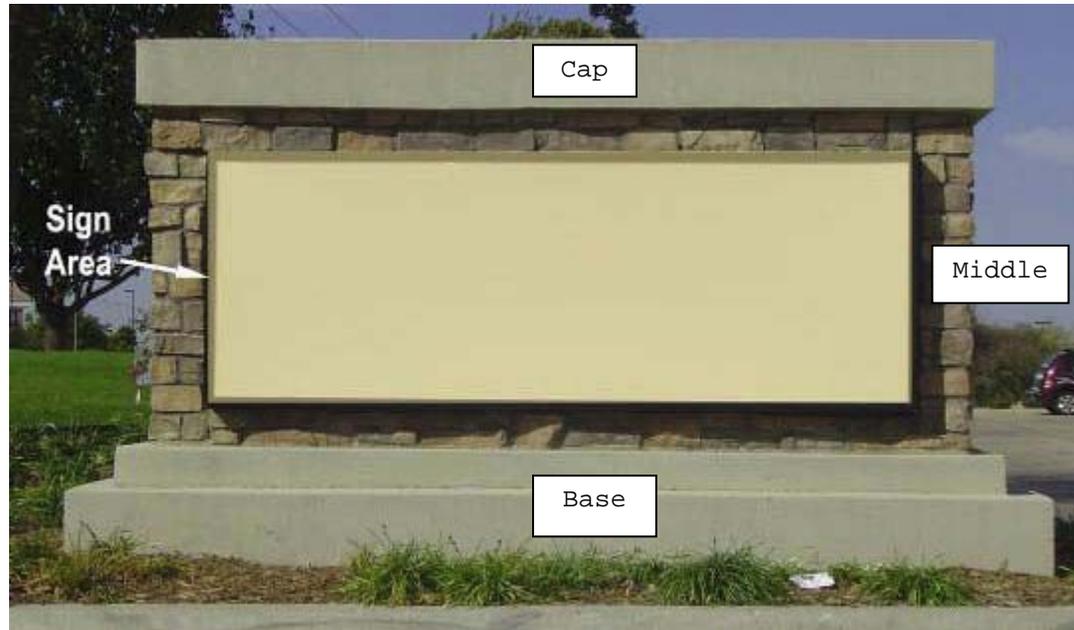
								be prominently visible from off-site locations
Directional		3	3'	Ambient External Internal	4"	Two per each driveway access to the site	0 ft*	Not more than 25% of sign face shall contain a logo; no other commercial message is allowed

*May encroach into adjoining street right-of-way pursuant to an encroachment agreement.

17.7-3 Monument sign design requirements. Monument signs are intended to serve a wider range of aesthetic and architectural purposes than pole signs. Consequently, the following design requirements are established for monument signs.

(A) General design requirements and sign area measurement for monument signs. As in traditional building design, monument signs shall be designed to include a base, middle, and cap. The following illustration shows a monument sign having these architectural characteristics, as well as how sign area is to be measured on a monument sign.

Monument Sign Design Elements



(B) Sign structure materials. In general, monument sign structures should be constructed of materials that are similar to or complementary to the principal building(s) on the premises where they are located. Only the following materials shall be used in monument sign structure construction, singly or in combination:

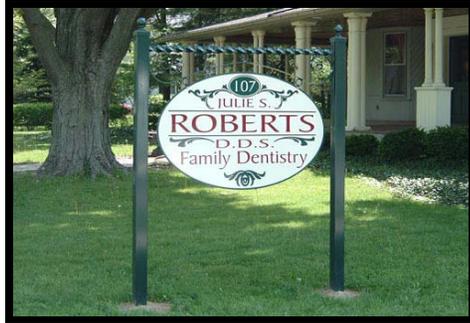
- Brick, painted or unfinished
- Wood
- Concrete or stucco
- Natural stone or manufactured stone having a natural appearance
- Metal
- Glass

(C) Sign copy materials. Sign copy materials for monument signs shall include the sign structure materials listed above. For internally illuminated monument sign copy, acrylic may be utilized, provided not more than 50% of the sign face is illuminated.

17.7-4 Pole sign design requirements. The following design requirements are established for pole signs.

(A) General design requirements. Pole signs in Jamestown have traditionally been supported by two posts or suspended from a single post as shown in the following illustrations. Pole signs shall use one of these two forms of design.

Examples of Allowable Types of Pole Signs



(B) Materials. In general, pole signs should use materials that complement the principal building(s) on the premises where they are located. The following materials are acceptable for use in pole signs, singly or in combination:

- Wood
- Metal
- Brick, painted or unfinished
- Concrete or stucco
- Natural stone or manufactured stone having a natural appearance

17.8 Temporary Signs

The following tables provide the design, dimensional, and time of display requirements for temporary signs. Additionally: Nonconforming temporary signs shall not be grandfathered (see section 17.12 of this Article).

17.8-1 Requirements for temporary signs that require a permit.

The temporary signs listed in the following table require a permit and shall comply with the indicated zoning location and other requirements. All such signs, with the exception of searchlights, shall be illuminated solely by ambient light sources.

Temporary Sign Type	Allowable Zoning Districts	Requirements
Sandwich board signs	MS, MSP, C/MST, TND	One sign per occupancy having direct access onto any public or private sidewalk where sign is placed. "Direct access" shall mean an occupancy having a public entrance immediately from the sidewalk where the sign is placed. See additional sandwich board sign requirements in section 8.3 below.
Banners and flags	All commercial and mixed use districts	Up to 60 square feet of banner materials or one flag not exceeding 3 ft. by 5 ft. in size per occupancy may be attached to an occupancy space. Display time limit: 21 days, four times per calendar year with a 60 day separation between permits. Flags and banners may not be used simultaneously. Religious organizations and non-profits may be allowed to display banners up to 6 times a year, with a minimum separation of one week between permits.
Grand opening or going out of business signs		Up to 60 square feet of banner materials may be attached to an occupancy space. Display time limit: 21 days; one time in the same calendar year when the business opens or closes.
Special event signs		One tethered balloon or searchlight to be located on-premises and displayed for not more than three consecutive days once per calendar year. Tethered balloons and searchlights shall conform to all applicable FAA regulations. Joint special event signage for three or more commercial or non-profit occupancies may be approved by the Planning Director for theme-based special events. Such events shall not exceed seven days in duration or a cumulative total of 60 days per calendar year per occupancy with a 14 day minimum separation between permits. Event participants shall submit an application which outlines the types of signage desired and where such signage is proposed to be located. The Planning Director may meet with applicants on-site to determine acceptable locations for signage placement. Signage shall be consistent with the event theme and shall not exceed 60 sq. ft. per occupancy; however, accent balloons may also be displayed, with a maximum number of 12 balloons per occupancy.

17.8-2 Requirements for temporary signs that do not require a permit.

The temporary signs listed in the following table do not require a permit and shall comply with the indicated zoning location and other requirements. All such signs shall be illuminated solely by ambient light sources.

Temporary Sign Type	Allowable Zoning Districts	Number	Requirements		
			Display Frequency	Size (sq. ft.)	Other Requirements
Open house signs (Real estate sales only)	All districts	Up to three signs per event	May be displayed only between the hours of 12:00 PM (noon) Friday and 12:00 PM the following Monday.	6	May be displayed off-premises on private property with the permission of the property owner. May be freestanding or attached. If freestanding, shall not exceed three feet in height. If attached, shall not be attached to any tree or other vegetation, post, utility pole, wall, or other structure except the building containing the event.
Yard sale signs			May be displayed only between the hours of 12:00 PM (noon) Friday and 12:00 PM the following Monday. No more than three events per zone lot per calendar year.		

17.8-3 Additional requirements for sandwich board signs.

Sandwich board signs offer businesses in pedestrian-oriented zoning districts and effective and creative way to market products or services. However, unless carefully regulated, sandwich board signs can create hazards for pedestrians and a cluttered and unattractive appearance. The following design standards are established to permit sandwich board signs to be utilized in a fashion which meets community safety and design expectations, as well as the need for businesses to market their products and services.

- Sandwich board signs shall not exceed four feet in height and 30 inches in width.

- Four feet of sidewalk clearance shall be provided along at least one side of the sign to allow for unobstructed pedestrian access.
- Sandwich board signs are intended to inform and orient pedestrians to business locations and available products and services. Consequently, such signs shall be placed in close proximity to the public entrance to the occupancy with which they are associated and shall be oriented to communicate information primarily to pedestrian traffic utilizing the sidewalk on which they are located as opposed to vehicular traffic utilizing nearby public or private streets or private drives and parking areas.
- Sandwich board signs shall be moved to an indoor location for storage during times when the associated businesses are not open for customers.
- Standard design for sandwich board signs. Sandwich board signs shall be located in frames constructed of black anodized aluminum, black wrought-iron, or wood which has been painted black, as illustrated in the following photographs. Plastic, PVC, or other similar materials shall not be used as the frame. The display area within the frame shall be constructed of durable metal or wood if containing permanent messages; such permanent messages shall be applied to the display area with paint, metal or durable vinyl or shall consist of carved wood or cut metal lettering or images. Sandwich board signs containing changeable message display areas may be constructed of chalkboard style materials, durable plastic (such as a “dry erase” board), or similar materials, provided the display area background is either black, dark green or white in color and that the changeable message is applied using erasable chalk or erasable ink in a handwritten application. Unless otherwise specified, a muted color palette shall be used for any background or message, including lettering and images.



Example of Standard Sandwich Board Sign Frame

- Alternative design for sandwich board signs. As an alternative to the standard design described above, the planning director may permit alternative sandwich board sign designs which exhibit a distinctive and creative flair which the owner would otherwise be unable to replicate if the standard frame design was used. Such signs shall not contain changeable copy and images and lettering shall be permanently attached, painted, cut or carved onto the sign using a muted palette of colors. Wooden signs are preferred, but all such signs shall be made of durable materials. An example of an acceptable alternative design is illustrated in the following photograph.



Example of Alternative Sandwich Board Sign

17.9 Signs Located in Local Historic Districts.

Regardless of the other dimensional provisions of this Article, signs that are located in local historic districts shall be governed by the applicable design guidelines and review processes established for the local historic district.

17.10 Master Sign Plan

Regardless of the other provisions of this Article, the Town Council may, at its sole discretion, approve a master sign plan for specified areas of Town or for certain development projects listed in this section. The approved master sign plan may include signs of different sizes, types, locations, placement and height from those otherwise enumerated in this Article.

- 17.10-1 Purpose. The purpose behind this section is to permit creativity in sign design and placement to address site issues and constraints associated with topography, pedestrian-orientation, way-finding and other conditions unique to the subject development or area of Town.
- 17.10-2 Application. Master sign plans may be submitted for the following types of developments:
- (A) Traditional Neighborhood Development projects.
 - (B) Commercial, institutional, industrial, or mixed use developments containing three or more acres in area.
 - (C) Areas of Town that are governed by a corridor plan or area plan that includes sign guidelines.
- 17.10-3 Submittal process. Master sign plan applications may be submitted for consideration at the time of original submittal of the proposed development or separately from the original development proposal. The following information or material shall be required for a signage plan application and shall be indicated on an application form provided by the planning director.
- (A) Owner and contact name, address, telephone number and signature(s), as applicable.
 - (B) A master sign plan proposal illustrating the proposed signs, their proposed location, and their proposed purpose, along with a statement as to why the existing sign code cannot or should not be followed in the subject case.
 - (C) An analysis showing how the proposed signage plan differs from what could be provided under the existing sign regulations set forth in this Article.
 - (D) Other similar information determined by the planning director to be necessary for understanding the purpose and intent of the proposed master sign plan application.
- 17.10-4 Review procedure. The planning director shall schedule the master sign plan for Planning Board and Town Council consideration in accordance with the notice and public hearing procedures set forth in Article 5 for zoning map

amendments. The protest petition provisions of Article 5 shall not apply to master sign plan hearings. In reviewing the proposed master sign plan, the Planning Board and Town Council shall take the following matters into consideration.

- (A) The extent to which the proposed master sign plan deviates from the sign allowances otherwise applicable in this Article.
- (B) The rationale provided by the applicant for the deviations.
- (C) The extent to which the master sign plan promotes Town goals associated with community character, way-finding, pedestrian-orientation, and business identification.
- (D) The degree to which the master sign plan creatively and effectively addresses the issues and constraints unique to the site with regard to signage.

The Planning Board shall provide a recommendation to the Town Council whether to deny or approve the proposed master sign plan in part or in total and shall further recommend conditions regarding approval where deemed warranted.

The Town Council may deny or approve the proposed master sign plan in part or in total and may establish conditions regarding approval. In the event that the master sign plan is denied, the applicant must wait at least 365 days before reapplying for a new master sign plan substantially similar (as defined in Article 3) to the proposed master sign plan.

17.11 Permitting

Applications for sign permits and the associated fee schedule may be obtained from the Planning Director. Completed applications, including payment of fees, shall be reviewed for compliance with the requirements of this ordinance and may be approved, approved with conditions, or denied by the Planning Director.

Signs requiring sign permits under the provisions of this ordinance may also require additional permits, including building permits and electrical permits. It shall be the responsibility of the applicant to obtain all applicable permits.

17.12 Nonconforming Signs

A permanent sign which does not comply with one or more of the requirements of this Article shall be grandfathered until such sign is removed, physically altered beyond maintenance (as defined), relocated, damaged or destroyed, after which it shall be brought into compliance with all requirements of this Article. An exception shall be made for signs which must be relocated as the direct result of

a governmental action (such as, but not limited to, the acquisition of street right-of-way, eminent domain action, or installation of infrastructure). Such an exception will be subject to review by the Planning Director, who will work to help property owners bring their signs into compliance. If no reasonable alternative exists, the Planning Director may allow a sign to be *relocated* to an acceptable location *on the same property*. Signs which are permitted to be relocated *shall not be altered in such a manner to constitute a change in the sign*. *Changes in the sign beyond maintenance as defined shall result in the sign being brought into compliance*. *Appeals may be made to the Board of Adjustment per the procedure in this Land Development Ordinance*. Nonconforming temporary signs shall not be grandfathered and shall be brought into compliance with all requirements of this Article within 60 days from September 16, 2008.

17.13 Abandoned Signs

Signs identifying an abandoned occupancy or use shall be considered abandoned signs and shall be removed by the owner of the property on which they are located. Failure to remove an abandoned sign shall be considered a violation of this ordinance. In addition, correction of an abandoned sign violation may include removal of the abandoned sign or signs by the Town at the owner's expense after proper notice of the violation and failure to act by the owner within the timeframe established in the notice of violation.

17.14 Maintenance

All signs, including exempt signs, shall be maintained in a satisfactory state of repair. This shall include, without limitation, correction of peeling or faded paint, repair or replacement of damaged panels, trimming of vegetation that obscures the sign(s), replacement of defective lighting of illuminated signs, secure attachment to the building for attached signs, and stable vertical alignment of freestanding signs.

17.15 Administration, Enforcement and Interpretation.

The Planning Director shall be responsible for the administration, enforcement and interpretation of these sign regulations. Decisions and interpretations made by the planning director may be appealed to the board of adjustment in accordance with the appeal provisions of the board. Enforcement action taken by the Planning Director shall not be appealable to the Board of Adjustment; appeals of enforcement actions are reviewable in Guilford County Superior Court.

Enforcement action taken by the Planning Director shall be proactive and/or complaint-based except for exempt signs and window signs in which case enforcement shall be complaint-based. In no case shall violations of this ordinance be considered a criminal offense.

17.15-1 General enforcement. Except for snipe signs, a violation of the sign regulations shall be enforced as provided below.

- (A) Notice of violation. The Planning Director shall provide notice of the violation and any required remedies. The notice of violation shall be served by any means authorized under G.S. 1A-1, Rule 4, and shall direct the violator to correct the violation within 30 days after receipt of the notice of violation.
- (B) Failure to comply with a notice of violation. Any person who fails to comply with a notice of violation of any of the provisions of this Article shall be subject to a civil penalty of two hundred dollars (\$200.00). A civil penalty may be assessed from the date of the violation. Each day of a continuing violation shall constitute a separate violation. The decision of the Planning Director to assess a civil penalty may be delivered by personal service, by registered mail or certified mail returned receipt requested or by any means authorized under G.S. 1A-1, Rule 4.
- (C) Appeal to Superior Court. Every decision of the Planning Director to assess a civil penalty shall be subject to review by the Guilford County Superior Court by proceedings in the nature of certiorari. Any petition for review by the Superior Court shall be filed with the clerk of Superior Court within 30 days after the decision of the Planning Director to assess a civil penalty.
- (D) Failure to Appeal and/or Pay. Any civil penalty assessed a person who violates the provisions of Article VII shall be recovered by the Town in a civil action in the nature of a debt, to be brought in the Guilford County Superior Court if the violator fails to give notice of timely appeal and fails to pay the penalty within the prescribed period of time after he or she has been cited for the violation.

17.15-2 Snipe sign enforcement. Snipe signs constitute a particular hazard to public safety due to their tendency to create distracting visual clutter and litter; consequently, for the purposes of this Article, snipe signs are regarded as a nuisance and the illegal placement of snipe signs shall be enforced as provided below.

- (A) Confiscation. The Planning Director or any agent of the Director or Town is hereby authorized to remove or confiscate any snipe sign visible from a public roadway that is located within the required setback of the zone lot on which the sign is located or 30 feet from the edge of a road or street, whichever is less, regardless of whether such sign is situated within the right-of-way or beyond it. Confiscated signs shall be stored in a secure facility for not less than seven days, after which they may be disposed of. Within the seven day period after confiscation, any

responsible party, as described herein, shall have the right to request a hearing before the planning director to present evidence as to why his/her sign(s) may have been erroneously confiscated. The Planning Director shall postpone disposal of the subject confiscated sign(s) and shall schedule the requested hearing within 30 days and shall render a decision with regard to erroneous confiscation within 10 days after the hearing.

(B) Responsible parties. For the purpose of snipe sign enforcement, the following parties shall be regarded as having joint and severable responsibility with regard to illegal placement of snipe signs.

- The record owner of the property on which the snipe sign is located.
- The entity or person identified in the sign.
- The person placing or affixing the sign.

(C) Civil penalties. Civil penalties of \$200 for each snipe sign determined to be in violation of the regulations of this Article may be imposed on any and all responsible parties by the Planning Director in accordance with the following notice and compliance provisions:

- (1) First violation. The Planning Director shall send a warning/education letter to the responsible party or parties explaining Town regulations pertaining to snipe signs and providing a list of penalties for violations thereof.
- (2) Second violation or failure to comply with the warning/education letter. The Planning Director shall provide notice of the violation and any required remedies. The notice of violation shall be served by any means authorized under G.S. 1A-1, Rule 4, and shall direct the violator to correct the violation within 48 hours after receipt of the notice of violation.
- (3) Failure to comply with the notice of violation. Any responsible party or parties who fail to comply with a notice of violation of any of the provisions of this Article shall be subject to a civil penalty of two hundred dollars (\$200.00) for each snipe sign determined to be in violation of the regulations of this Article. A civil

penalty may be assessed from the date of the violation. Each day of a continuing violation shall constitute a separate violation. The decision of the Planning Director to assess a civil penalty may be delivered by personal service, by registered mail or certified mail returned receipt requested or by any means authorized under G.S. 1A-1, Rule 4. Civil penalties so imposed may be appealed to the Guilford County Superior Court in accordance with the provisions of section 17.15-1(C) above. Failure to appeal and/or pay the civil penalty shall be treated as a debt in accordance with the provisions of section 17.15-1(D) above.

17.16 Design Guidelines

In addition to the mandatory standards provided in sections 17.7 and 17.8 above, the following design guidelines for signs are provided in order to promote more attractive and functional design and placement of signs.

- Freestanding signs. Placement of freestanding signs should take into account existing trees and other site landscaping so as to maintain sign visibility. Landscaping around the base of freestanding signs is strongly encouraged to improve the overall appearance and visibility of these sign types as evidenced in the following example.



Landscaping Around the Base of a Monument Sign

- Display windows are intended to offer opportunities to display merchandise or services available on the premises. Careful placement of signs in display windows will not obscure the visibility of merchandise or services. Additionally, display windows should not be “papered-over,” especially in pedestrian areas.

- General design guidelines. The following general guidelines are provided to guide overall sign design in the Town:
 - Use high quality, durable materials.
 - Minimize the need for sign lighting by placing signs where ambient light sources illuminate the sign. Where separate lighting is necessary, external illumination sources are preferred over internal illumination. All electrical conduit and junction boxes should be concealed.



Externally Illuminated Sign

- Backlit, individual letter signs (aka, halo lighting) are encouraged where illumination is needed as illustrated below.



Backlit Individual Letters

- Avoid elaborate or confusing styles of text as illustrated in the following example.



Overly-Complicated Style of Text

- Attempt to use symbols rather than text; for example, this Norwegian pharmacy sign incorporates a symbol as well as text.



Use of Symbols

- Use sign styles and designs that complement the architecture of the site where the signs are located. Jamestown is an historic town so using “period” signage is strongly encouraged.



An Example of a “Period” Pole Sign in a New York City Suburb

