
CHAPTER 11: SIGNS

11.1 General Purpose and Intent.

The purpose of this section and the other sign standards contained in this chapter, is to support and complement the various land uses allowed in the Town of Waynesville by the adoption of standards concerning the placement of signs. These standards are adopted under the zoning authority of the Town to achieve the following:

- To encourage the effective use of signs as a means of communication in the Town while preserving the rights of free speech under the First Amendment to the United States Constitution.
- To maintain and enhance the aesthetic environment and the Town's ability to attract sources of economic development and growth.
- To improve pedestrian and traffic safety.
- To minimize the possible adverse effect of signs on nearby public and private property.

11.2 Applicability.

11.2.1 Permits Required.

Except as provided by this section, it shall be unlawful for any person to erect, construct, enlarge, move or replace any sign without first obtaining a sign permit from the Administrator. Additional permits may be necessary pursuant to the regulations in the state building code or other sections of this ordinance.

11.2.2 Alteration of Sign Face.

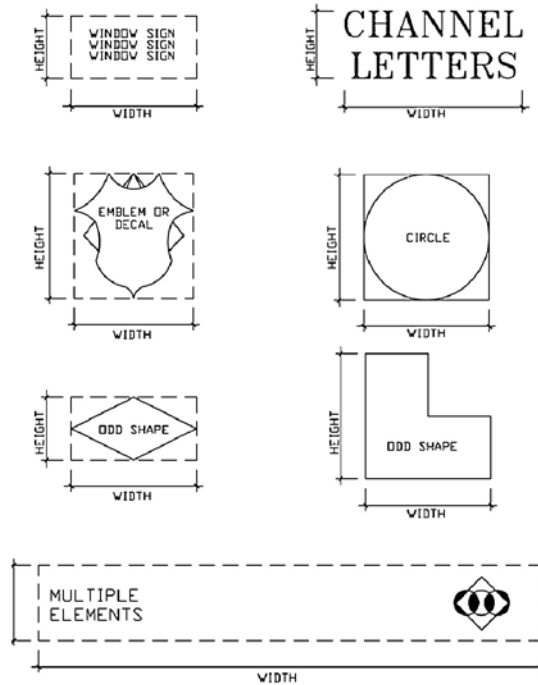
Repainting of a sign, if in conformance with the applicable standards of this chapter, shall be considered maintenance or repair and shall not require a permit. The changing of tenant name panels on multiple-tenant development signage shall not require a permit.

11.2.3 Compliance Required.

Existing nonconforming signs shall be brought into full compliance subject to the requirements of Sections 13.2 and 13.7.

11.3 Computation of Signage Area.

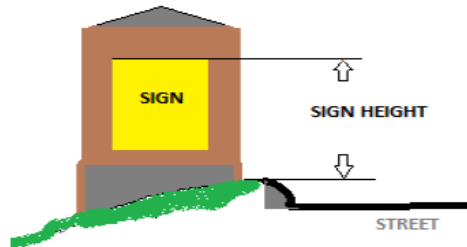
11.3.1 Computation of Sign Face.



- A. The area of a sign face shall be deemed to be the entire area within the smallest square or rectangle that will encompass the extreme limits of the writing, representation, emblem, or other display on the sign.
- B. The area shall also include any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed.
- C. Frames or structural members not bearing informational or representational matter shall not be included in computation of the area of a sign face.
- D. Signs attached to walls (other than building walls) or fences shall be treated as ground signs and allowed only where ground signs are permitted. Only that portion of that wall or fence onto which the sign face or letters are placed shall be calculated in the sign area.
- E. Street addressing does not count toward the calculation of the sign face, but use of the street address in the business name does not allow an increase in the area of the sign face.

11.3.2 Computation of Height.

The height of a sign shall be measured from the highest point of a Sign Face to the highest adjacent grade at the base of the sign, provided that height of the sign structure shall not exceed the height of the Sign Face by greater than twenty percent (20%).



(Ord. No. O-15-13, 11-26-2013)

11.4 General Provisions.

11.4.1 Standards Applicable to All Permitted Signs.

Permitted signs shall be located outside of the street right-of-way, behind sidewalk areas and outside of the site triangle as per Sections 6.7.2 for streets and 9.8.3 for driveways.

11.4.2 Noncommercial Messages.

Any sign, display or device allowed under this chapter may contain, in lieu of any other copy, any otherwise lawful noncommercial message.

(Ord. No. O-15-13, 11-26-2013)

11.5 Signs Not Requiring a Permit.

11.5.1 Governmental Signs.

- A. Signs posted by various local, state and federal agencies in the performance of their duties such as, but not limited to, regulatory signs, welcome signs and traffic signs.
- B. Signs installed under governmental authority which note the donation of buildings, structures or streetscape materials (such as, but not limited to benches, park facilities, etc.).

11.5.2 Flags, Etc.

Flags or insignia of any nation, organization of nations, state, county or municipality, any religious, civic or fraternal organization, or any educational or cultural facility and/or any one corporate flag per lot provided the height of any pole shall not exceed the maximum building height for the district.

11.5.3 Temporary Holiday Decorations.

Temporary decorations or displays, when such are clearly incidental to and are customarily and commonly associated with any national, local or religious holiday/celebration.

11.5.4 Window Displays.

Merchandise, pictures or models of products or services that are incorporated as an integral part of a window display.

(Supp. No. 15)

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11.5.5 Building Marker/Identification Signs.

A sign cut or etched into masonry, bronze or similar material on a building that identifies the building and is a permanent and integral part of the building.

11.5.6 Legal and Warning Signs.

- A. Signs erected to warn of danger or hazardous conditions such as signs erected by public utility companies or construction companies.
- B. Signs required for or specifically authorized for a public purpose by any law, statute or ordinance.
- C. Signs that display information pertinent to the safety or legal responsibilities of the general public with regard to a particular piece of property shall be located on the premises to which the information pertains. No advertising may be affixed to such a sign.

11.5.7 Occupant/Street Number Signs.

Signs affixed to structures, mailboxes, decorative light posts, driveway entrances, etc., which serve to identify the address of the structure or occupant. All such signs must be placed in such a manner as to be visible from the street and as specified in Sec. 30-7.- Premises Identification of the Town of Waynesville Code of Ordinances.

11.5.8 Vending Machine/Automatic Teller and Gasoline Pump Signs.

Signs attached to and made an integral part of a vending machine, automatic teller machine or gasoline pump if advertising or giving information about the products or services dispensed or vended by that machine.

11.5.9 Directional Signs.

- A. Directional signs must be located on the premises to which directions are indicated.
- B. Such signs may not exceed three (3) feet in height if freestanding.
- C. Directional signs may not exceed four (4) square feet per face.
- D. Such signs may contain no copy other than directional information and either company name or logo.
- E. Illumination of such signs shall be as permitted for on-premises signs in the land development district where the sign is located.
- F. No more than two (2) signs per entrance or exit shall be permitted.

11.5.10 Incidental Signs.

- A. Signs containing information necessary or convenient for persons coming on a premises shall be located on the premises to which the information pertains.
- B. No advertising may be affixed to such a sign.
- C. Such signs must be single-faced only and wholly attached to a building (may be located on windows or doors).

11.5.11 Temporary Signs are allowed for uses permitted by Section 4.6 provided that the duration shall be the same as that of the specific, permitted temporary use and for the purpose of yard sales, real estate, mobile vendors, special events or other signage of a temporary nature not otherwise addressed elsewhere in this ordinance.

- A. General Requirements for temporary signs:
 - 1. Such signage shall be limited to the time period for the project or purpose it describes and must be installed no more than 10 days before an event and removed within ten (10) days

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- upon completion of the project or event, unless otherwise permitted or as specified in this section.
2. Such signage shall not be placed on any Town property or Park without the permission of the Town Manager.
 3. Off-premises signs are prohibited.
 4. Temporary signs that encroach in a public or private right-of-way shall not create a safety hazard or impediment to use of the right-of-way, including:
 - a) Such signs shall not be placed in a way as to interfere with pedestrians, cyclists, or motorists' access along rights-of-way, nor be placed so as to interfere with the line-of-sight of any motorist, or be placed in any way that creates a safety hazard for any mode of transportation.
 - b) Such signs shall be placed a minimum of three (3) feet from any curb or edge of pavement.
 - c) Such signs shall not be placed within a Town maintained sidewalk or greenway.
 - d) Such signs shall not be attached to trees or utility poles.
 - e) Such signs shall not be illuminated unless they are part of an existing billboard or compliant sign structure that is already illuminated.
 - f) Such signs shall be of break-away or flexible material unless they are part of an existing billboard or compliant sign structure.
 - g) Such signs shall be limited to six (6) square feet in area and four (4) feet in height, or the maximum of the District in which it is located, whichever is less.
 5. Regulations regarding temporary signs on private property shall comply with the dimensional requirements for a permanent sign of the same type in the district in which the sign is erected.
 6. One (1) per property per street frontage.
 7. May be either a Ground Sign, or Attached Sign.
 8. Moveable Signs are expressly prohibited.
 9. Banner type signs shall not be permitted within any district listed on the National Register of Historic Places.
- B. Window Signs: Temporary signs which are affixed to the inside of a window. Such signs shall not exceed 50% of the window area except within designated National Register Historic Districts where such signs shall not exceed 25% of the window area.
- C. Vehicular Signs: Temporary signs not prohibited under Section 11.8.11 displayed on vehicles and equipment which are being operated in the normal course of business, such as signs indicating the name of the owner or business and which are affixed or painted onto such vehicles or equipment, provided that when not being so operated, such vehicles are parked or stored in areas appropriate to their use as vehicles and in such a manner and location so as to minimize their visibility from any street to the greatest extent feasible.
- D. Ball Field Fence Signs: nonprofit organizations, i.e., local ball leagues, may attach signage to ball field fences providing the following requirements are met:

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1. Sign panels must be of uniform size and weather durable material and cannot exceed three feet by five feet in dimension.
 2. Signage must be attached to the interior (ball field) of the chain link fencing, have advertising copy on only the interior (ball field) side of fencing and cannot be self-illuminated.
 3. Where adjacent properties are in residential use the back (exterior) side of the sign must be a dark solid color and be uniform in color with all the other signs.
 4. All signs must be kept clean and in good repair.
 5. Signage cannot exceed one per fence panel.
 6. Sign must be uniform in height.
 7. Signage can be erected two weeks prior to the beginning of the ball season and must be taken down within two weeks from the conclusion of the season.
 8. The organization or tenant leasing the property will be responsible for installing and removing the signs.
- E. Decorative Flags (except American Flags) shall be counted towards the maximum signage square footage for Attached Signs permitted in the district. Only one (1) flag for every 25 feet of linear building frontage is permitted. All such flags on a single building face shall count as one of the three (3) permitted Attached Signs permitted on that building face.

11.5.12 Political Signs (rev. 9/11/12).

- A. Duration: such signs may be displayed during a period beginning thirty (30) days prior to the beginning date of "one-stop" early voting under G.S. 163-227.2 and concluding ten (10) days after the primary or election day immediately following.
- B. Placement:
1. No sign shall be permitted in the right-of-way of a fully controlled access highway.
 2. No sign shall be closer than three (3) feet from the edge of pavement of the road.
 3. No sign shall obscure motorist visibility at an intersection.
 4. No sign shall be higher than 42 inches above the edge of pavement of the closest road.
 5. No sign shall be larger than sixteen (16) square feet.
 6. No sign shall obscure or replace another sign.
 7. No sign shall be attached to a utility pole.
- C. Illumination: such signs may not be illuminated.

11.5.13 Reserved.

11.5.14 Temporary Signs.

- A. Window Signs: Temporary signs which are affixed to the inside of a window. Such signs shall not exceed 50% of the window area except within designated National Register Historic Districts where such signs shall not exceed 25% of the window area.
- B. Special Event Signs: Signs may be erected by public or non-profit organizations such as schools and churches for promoting special events as follows:

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1. Signs for public events such as fund drives, fairs, festivals, sporting events, etc. may be displayed for a period of thirty (30) days.
 2. The maximum size and height shall be the same as established for a permanent sign of the same type in the district in which the sign is erected.
- C. Yard Sale Signs:
1. Such signs may be located on-premises only and may not be located within a public right-of-way nor placed on a tree, street sign or utility pole.
 2. Such signs may not be illuminated.
 3. Yard sale signs are limited to four (4) square feet in area and four (4) feet in height.
 4. One (1) yard sale sign is allowed per street frontage.
 5. Such signs may be displayed no more than one day in advance of the sale and be removed the day following the sale.
- D. Vehicular Signs: Signs not prohibited under Section 11.8.11 displayed on vehicles and equipment which are being operated in the normal course of business, such as signs indicating the name of the owner or business and which are affixed or painted onto such vehicles or equipment, provided that when not being so operated, such vehicles are parked or stored in areas appropriate to their use as vehicles and in such a manner and location so as to minimize their visibility from any street to the greatest extent feasible.
- E. Ball Field Fence Signs: Nonprofit organizations, i.e., local ball leagues, may attach signage to ball field fences providing the following requirements are met:
1. Sign panels must be of uniform size and weather durable material and cannot exceed three feet by five feet in dimension.
 2. Signage must be attached to the interior (ball field) of the chain link fencing, have advertising copy on only the interior (ball field) side of fencing and cannot be self-illuminated.
 3. Where adjacent properties are in residential use the back (exterior) side of the sign must be a dark solid color and be uniform in color with all the other signs.
 4. All signs must be kept clean and in good repair.
 5. Signage cannot exceed one per fence panel.
 6. Sign must be uniform in height.
 7. Signage can be erected two weeks prior to the beginning of the ball season and must be taken down within two weeks from the conclusion of the season.
 8. The organization or tenant leasing the property will be responsible for installing and removing the signs.
- F. Decorative Flags (except American Flags) shall be counted towards the maximum signage square footage for Attached Signs permitted in the district. Only one (1) flag for every 25 feet of linear building frontage is permitted. All such flags on a single building face shall count as one of the three (3) permitted Attached Signs permitted on that building face.
- G. Promotional/Special Event Signs:
1. One (1) per property per street frontage.

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2. May be either a Ground Sign, or Attached Sign.
 3. The maximum size and height shall be the same as established for a permanent sign of the same type in the district in which the sign is erected.
 4. Duration: may be displayed on one (1) occasion in any three (3) month period for a maximum of fourteen (14) consecutive days or on one (1) occasion in any six (6) month period for a maximum of thirty (30) consecutive days.
 5. Permit required: a permit application shall be submitted indicating the size, content, location and dates of erection and removal. The permit fee shall be the same as that for a corresponding permanent sign as established by the Schedule of Fees and Charges except there shall be no fee for public or non-profit organizations such as schools and churches for promoting special events such as fund drives, fairs, festivals, sporting events.
 6. Moveable Signs are expressly prohibited.
 7. Banner type Promotion/Special Event Signs shall not be permitted within any district listed on the National Register of Historic Places.
- H. Temporary Uses Signs for uses permitted by Section 4.6 shall be the same as Promotional/Special Event Signs in subsection G. of this section provided that the duration shall be the same as that of the specific Temporary Use.

(Ord. No. O-15-13, 11-26-2013; Ord. No. O-01-15, § 1, 1-27-2015; Ord. No. 03-17, 3-28-2017)

11.6 Permitted Signage by District.

11.6.1 Permitted Signage by District.

The following permanently mounted signs and their related maximum dimensions are allowed subject to the issuance of a sign permit.

District	Ground Sign	Attached Sign	Permitted Illumination	Other Standards
Residential-Low Density (RL)	16 sq. ft.—4 ft. tall	16 sq. ft.	None permitted	
Residential-Medium Density (RM)	16 sq. ft.—4 ft. tall	16 sq. ft.	External illumination only	
Neighborhood Residential (NR)/Urban Residential (UR)	16 sq. ft.—4 ft. tall	16 sq. ft.	External illumination only	
Neighborhood Center (NC)	24 sq. ft.—6 ft. tall	10% of wall	External illumination only	Pedestrian Sign - 1 per business
Business District (BD)	24 sq. ft.—6 ft. tall Exceptions: Ground signs are not permitted on Main Street from Church Street to Russ Avenue; Ground signs shall be limited to 16 ft.—4 ft. tall along Wall Street from East Street to Howell Street	1 sq. ft. for each 1 linear ft. of wall frontage - maximum of 100 sq. ft.	Internal illumination permitted except within a National Register Historic District	Pedestrian Sign - 1 per business Marquee Sign - 11.7.6
Regional Center (RC)	48 sq. ft.—8 ft. tall	15% of wall	Internal illumination permitted	Pedestrian Sign - 1 per business
Commercial Industrial (CI)	48 sq. ft.—8 ft. tall	15% of wall	Internal illumination permitted	

11.6.2 Other Permitted Signage.

Development Type	Standard
Home Occupations (All Residential Districts)	8 sq. ft.
Master Development Sign (For Development 5 acres or greater) within RC and CI districts	160 sq. ft.—25 ft. tall—1 permitted per major road frontage
Master Development Sign (For Development 2 acres or greater) within NC and BD districts	48 sq. ft.—8 ft. tall—1 permitted per major road frontage
Neighborhood Entrance Signs	Subject to Planning Board design approval
Elementary and Secondary Schools	32 sq. ft.—8 ft. tall—May be Electronic Changeable Face Sign (See Section 11.7.4)—Must be static between one hour after dusk and one hour before dawn except during special events

(Ord. No. O-15-13, 11-26-2013; Ord. No. O-21-21, § 1, 11-9-2021)

11.7 Signage Types.

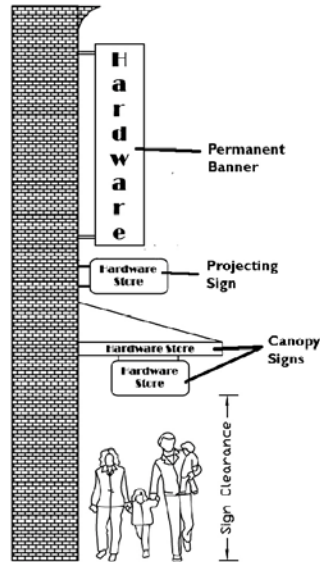
11.7.1 Ground Signs.

- A. All Ground Signs shall be located out of the street right-of-way or at least five (5) feet for [from] the edge of the Public Way whichever is greater.
- B. No Ground Sign shall be located in any required buffer yard, within a sight triangle as established by Sections 6.7.2 for streets and 9.8.3 for driveways or within 10 feet of a side property line.
- C. Ground signs shall include a base (min. 1 ft. in height) constructed of rock, brick, or other masonry material or permanent landscaping.
- D. Residential Neighborhood and Business District Entrance Signs shall be professionally designed and produced using high-quality materials and shall be appropriate in size, number and location for the neighborhood or district being identified as approved by the Planning Board following a public hearing.
- E. One (1) ground sign is permitted per building for and on each public street frontage provided that building directly fronts the public street, and no other principal building on the same property is situated between the building and the public street.
- F. All businesses with ground signs must display their street address number prominently on the sign:
 - The address number may be located on any portion of the ground sign that is clearly visible and readable from the street or road during both day and night.
 - The address number must comply with the standards of Section 30-7.- Premises Identification of the Town of Waynesville Code of Ordinances.
 - The address number must be maintained in a clean and legible condition at all times, and any damaged elements must be promptly repaired or replaced.

11.7.2 Attached (Includes Canopy, Projecting and Permanent Window Signs).



- A. The maximum permitted aggregate area of Attached Signs includes the area of any permanent Window Signs.
- B. Attached signage may not extend above the vertical wall to which the sign is attached or extend out into the street tree planting area or street side of the sidewalk.
- C. The preferred location for Attached Signs is between the first floor window and window sill of second floor, or on a sign frieze area of the building if original to the building. (Exception: Building identification which is an integral part of the building's design and architectural character shall not be considered a sign for the purposes of this standard.)
- D. Signs on Windows and Doors: Signage posted on windows and doors shall not exceed 25 percent of the window/door area.
- E. Maximum of 3 Signs Permitted: No more than three attached signs (excluding a single Pedestrian Sign where permitted) may be erected provided the total surface area permitted is not exceeded.
- F. Canopy/Awning Signs: Signs on awnings shall be considered Attached Signs. Maximum Awning Sign Area: 50 percent of awning area.
- G. Projecting Signs: Attached signs may not project more than four (4) feet from the façade of the building on which the sign is located.



- H. Clearance Required: The bottom of any attached sign, if extended from the façade of a building shall be at least eight (8) feet above any pedestrian walkway.
- I. Clearance from Curb/Street: Under no circumstance shall a sign or canopy/awning overhang any closer than 2 feet from the face of the existing curb.

11.7.3 Pedestrian.

- A. Pedestrian signs shall be hung perpendicular to the sidewalk and be generally centered between the edge of the building façade and the outside edge of the canopy or awning. In no case shall the sign project beyond the outside edge of the canopy or awning.
- B. The bottom of any pedestrian sign shall be at least eight (8) feet above any pedestrian walkway.

11.7.4 Electronic Changeable Face Signs (Permitted in RC and at Elementary and Secondary Schools Only).

Electronic changeable face signs are permitted as a component of otherwise permitted signage subject to the following standards.

- A. No electronic changeable face sign may change its message or copy, or any pictures or images that are part of the message, more frequently than once every minute.
- B. When the message of an electronic changeable face sign is changed mechanically, it shall be accomplished in three (3) seconds or less. When the message of an electronic changeable face sign is changed in an electronic manner, through the use of light emitting diodes, back lighting or other light source, the transition shall occur within two (2) seconds.
- C. The portion of the sign face of an electronic changeable face sign which accommodates multiple messages shall not exceed 50 percent (50%) of the total sign face area and may not change its message or copy, or any pictures or images that are part of the message, more frequently than once every minute; the remaining portion shall be static.
- D. Electronic changeable face signs which are illuminated or which use electronic lighting to display message shall be subject to the restrictions and limitation applicable to illumination in this ordinance.
- E. There shall be located no more than one electronic changeable face sign per lot, and such sign shall be permitted only on a ground sign and not on any attached sign or window sign.

11.7.5 Portable Signs (Permitted in BD Only).

- A. Permitted only in Business Districts (Central, Hazelwood and North Main).
- B. Permitted only on properties where no Ground Signs exist.
- C. A maximum of 1 sign per public entrance is permitted.
- D. The maximum dimensions shall be:
 - a. Area of 6 square feet.
 - b. Height of 4 feet.
 - c. Width of 2 feet.
- E. A minimum sidewalk clear zone of 5 feet shall be maintained between the sign and any other sidewalk obstruction including but not limited to hydrants, light poles, planters, etc. If this clear zone cannot be met a sign is not permitted.
- F. The signs shall be self-supporting and stable (designed to prevent tipping over or blowing away).
- G. The sign shall be placed in front of the business not more than 3 feet from the front door or entry alcove.
- H. Portable signs shall have a minimum spacing of 15 feet from each other.
- I. Portable Signs shall not obstruct building entrances.
- J. Portable Signs shall be removed daily at the end of each business day and shall not be displayed while the business is closed.
- K. Shall not be attached to buildings or other structures.
- L. Shall not be illuminated or contain any electrical component.
- M. No objects shall be attached such as, but not limited to, balloons, banners, merchandise and electrical or mechanical devices.
- N. The signs shall have a maximum of 2 faces on opposite sides.
- O. The signs shall only contain information and advertising for the business at the sign location and shall not contain any endorsement or logos for any other business.
- P. Sign design shall comply with the following:
 - 1. Materials shall be durable, weatherproof, and be finished with paint, stain or other decorative finish.
 - 2. Permanent lettering and logos shall be professionally painted or applied.
 - 3. Use of unique logos, shapes and art work related to the business is encouraged.
 - 4. Signs shall be maintained in good condition and repair.
- Q. A sign permit shall be required. The permit application shall contain a diagram with the specific approved location for sign placement. The Town will supply a permit sticker which shall be displayed on each sign.
- R. The Town of Waynesville may require the temporary removal of portable signs for special events.

11.7.6 Marquee Signs (Permitted in BD only).

- A. Permitted only on properties where no Ground Signs exist.
- B. May project up to a maximum extent permitted by the North Carolina Department of Transportation, but in no case shall project over the street-side edge of the sidewalk.
- C. The maximum size for each face shall be the same as that for Attached Signs. However Marquee Signs shall be permitted up to three faces - one parallel and two generally perpendicular to the street, except within National Register Districts see Subsection E below.
- D. Internal illumination shall meet the standards of Section 11.9.2, except within National Register Historic Districts see Subsection E below.
- E. Within National Register Historic Districts the maximum size, lighting and design shall be in keeping with the period of significance of the district and building as approved by the Historic Preservation Commission, provided that the maximum illumination of any face shall not exceed the standards established by Section 11.9.2.H.2.

(Ord. No. O-15-13, 11-26-2013; Ord. No. O-01-15, § 8, 1-27-2015; Ord. No. O-21-21, § 2, 11-9-2021)

11.8 Prohibited Signs.

The following signs are prohibited:

11.8.1 Off-Premises Signs.

All off-premises signs unless specifically allowed elsewhere in this chapter are prohibited.

11.8.2 Movable Signs.

11.8.3 Roof Signs.

Roof signs are prohibited; provided however, that signs on the surfaces of a mansard roof or on parapets shall be permitted provided that the signs do not extend above the mansard roof or parapet to which they are attached.

11.8.4 Animated/Flashing Signs or Signs of Illusion.

Signs displaying blinking, flashing or intermittent lights, animation, and moving parts or signs giving the illusion of movement are prohibited.

11.8.5 Signs Resembling Traffic Signals.

Signs that approximate official highway signs, warning signs or regulatory devices are prohibited.

11.8.6 Signs on Roadside Appurtenances.

Signs attached to or painted on utility poles, telephone poles, trees, parking meters, bridges and overpasses, rocks, other signs, benches and refuse containers, etc. are prohibited unless specifically allowed elsewhere in this chapter.

11.8.7 Abandoned Signs or Sign Structures.

- A. Signs that advertise an activity or business no longer conducted on the property on which the sign is located are prohibited.
- B. Sign structures on which no sign is erected are prohibited.

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- C. Such signs or sign structures must be removed within sixty (60) days of becoming an abandoned sign or sign structure.

11.8.8 Pennants, Streamers, Balloons, Etc.

Signs containing or consisting of pennants, ribbons, streamers, balloons greater than twelve (12) inches in diameter, spinners or similar devices are prohibited.

11.8.9 Signs Obstructing Access.

Signs which obstruct free ingress or egress from a driveway or a required door, window, fire escape or other required exitway.

11.8.10 Facsimile Signs.

11.8.11 Signs on Vehicles.

Signs placed on vehicles or trailers which are parked or located for the primary purpose of displaying such sign, including any sign erected in the bed of trucks or trailers and any that project from the sides or top of any vehicle or trailer.

(Ord. No. O-15-13, 11-26-2013)

11.9 Sign Illumination.

11.9.1 Generally.

All lighted signs shall have their lighting directed in such a manner as to illuminate only the face of the sign. If separate fixtures are used to illuminate a sign, lighting fixtures used to illuminate an outdoor advertising sign either shall be by directed ground lighting or mounted on the top of the sign, and shall be fully shielded.

11.9.2 Internal Illumination.

Where internally illuminated signs are permitted they must meet the following requirements:

- A. Such signs shall consist of light lettering or symbols on a dark background.
- B. The lettering or symbols shall constitute no more than forty (40) percent of the surface area of the sign.
- C. The luminous transmittance for the lettering or symbols shall not exceed thirty-five (35) percent.
- D. The luminous transmittance for the background portion of the sign shall not exceed fifteen (15) percent.
- E. Light sources shall be fluorescent tubes, spaced at least twelve (12) inches on center, mounted at least 3.5 inches from the translucent surface material.
- F. Channel letter type signs may use neon tubing as an internal illumination source, provided that the light source is shielded by translucent faces or that a silhouette type sign is used where the light source illuminates the sign background and the letters or symbols are opaque.
- G. Outdoor advertising signs of the type constructed of translucent materials where the copy only is illuminated from within do not require shielding provided the light source or bulb is not showing.
- H. Electronic changeable face signs shall comply with the following:
 - 1. The outdoor advertising sign shall have an automatic dimmer (factory set to the illumination intensities set below) and a photo cell sensor to adjust the illumination

intensity or brilliance of the sign so that it shall not cause glare or impair the vision of motorists, and shall not interfere with any driver's operation of a motor vehicle.

2. The sign shall not exceed a maximum illumination of 7,500 nits (candelas per square meter) during daylight hours and a maximum illumination of 500 nits between dusk to dawn as measured from the sign's face at maximum brightness.
3. Any illumination devices shall be effectively shielded so as to prevent beams or rays of light from being directed at any portion of a street or highway. Illumination intensity or brilliance shall not cause glare or impair the vision of motorists, and shall not interfere with any driver's operation of a motor vehicle.

11.9.3 Conformance with Other Provisions.

All lighting shall be in conformance with Chapter 10, Lighting.

(Ord. No. O-15-13, 11-26-2013)

11.10 Maintenance and Non-Conformities.

The following maintenance requirements must be observed for all signs visible from any public street or highway within the jurisdiction of the Town of Waynesville.

11.10.1 Surface Appearance.

No sign shall have more than twenty (20) percent of its surface area covered with disfigured, cracked, ripped or peeling paint or poster paper for a period of more than thirty (30) successive days.

11.10.2 Broken Displays.

No sign shall remain with a bent or broken display area, broken supports, loose appendages or struts or stand more than fifteen (15) degrees from the perpendicular for a period of more than thirty (30) successive days.

11.10.3 Illuminated Signs.

No indirect or internally illuminated sign shall have only partial illumination for a period of more than thirty (30) successive days.

11.10.4 Limitation on Non-Conforming Signs.

All legal nonconforming signs in existence as of the effective date of this chapter may be continued and shall be maintained in good condition. However, a nonconforming sign shall not be:

- A. Changed to another type or shape of nonconforming sign; provided, however, the copy, content, or message of the sign may be changed so long as the shape or size of the sign is not altered.
- B. Structurally altered so as to prolong the life of the sign.
- C. Expanded.
- D. Reestablished after discontinuance for sixty (60) days.
- E. Reestablished after damage or destruction where the estimated expense of reconstruction exceeds fifty (50) percent of the appraised replacement cost of the sign in its entirety.
- F. For change of use, parking area expansion and building expansion/reconstruction the Non-Conforming Sign removal requirements of Section 13.7.

(Ord. No. O-15-13, 11-26-2013)