

## **COAL MOUNTAIN OVERLAY DISTRICT**

UDC 21-12.6 Signage. This section establishes minimum standards to promote and ensure a cohesive and unified identification program within the overlay district. A detailed signage plan is required to be submitted that addresses and conforms to all provisions set forth in this section. When a nonconforming sign is altered, the sign structure and base materials shall come into compliance with the color requirements within section 21-12.8(A)

Architectural Design Standards. An alteration shall include but is not limited to any change to the size or height of the sign, the structural replacement, and/or relocation of a sign. In addition to Ordinance No. 74 (Sign Ordinance), the following shall apply:

(A) Temporary signs, including inflatable or forced-air signs, tarps, banners, sign dancers, and any sign mounted on wheels, are prohibited within the boundary of the Coal Mountain Overlay. Permanent and temporary signs in windows are also prohibited.

(B) Wall signs and monument signs shall not be of the singular plastic insert or panel sheet variety. Channel letters are strongly encouraged for both monument and wall signs. If internally illuminated, lettering shall be individually formed and lighted.

(C) Monument sign structure and base materials shall be compatible with the color, texture, material, and architectural design of the principal building.

(1) Monument signs shall feature lettering that is either recessed into the sign face a minimum of one (1) inch or projected from the sign face a minimum of two (2) inches.

(2) Monument signs shall incorporate brick or stone enframing of the sign face for a minimum of fifty (50) percent of the sign face perimeter. Enframing materials shall abut the sign face without any designed voids or other decorative elements intended to visually separate the space between the sign face and enframing.

(3) Residential subdivision monument blade signs are exempt from framing requirements set forth in section 21-12.6(C)(2), provided that the monument is entirely faced with brick or stone.

(D) Freestanding signs shall adhere to standards outlined in the chart below:

Table 21.12A

| <b>Free Standing Signs</b> |                         |                        |
|----------------------------|-------------------------|------------------------|
| Gross Building Space       | Maximum Height of signs | Maximum Number Allowed |
| 0 - 10,000                 | 6'                      | 1 per Road Frontage    |
| 10,001 - 50,000            | 8'                      | 1 per Road Frontage    |
| 50,001- 100,000            | 10'                     | 1 per Road Frontage    |
| 100,000 +                  | 12'                     | 2 per Road Frontage    |

(E) Electronic message boards or changeable copy are permitted for fuel station monument signs, one per road frontage. The total electronic or changeable copy area for each sign shall not exceed a total of forty-six (46) square feet.

(F) Wall mounted raceways shall be painted to match the adjoining structure.

(G) Fuel station canopy signs are allowed, one per road frontage not to exceed twenty (20) square feet. Sign must be flush against the canopy fascia. The canopy shall not exceed twenty-five (25) feet in height from the ground to the top of the fascia. Banding of corporate colors shall be considered part of the sign and shall count toward the allowable twenty (20) square feet.

(H) Within nodes, where increased pedestrian activity is desired and anticipated, adherence to Ordinance No. 74 Pedestrian-Oriented Project performance standards is strongly

encouraged. These regulations allow for smaller, more numerous signs with a greater variety of sign types in order to foster an enhanced, walkable environment.

(I) **Community Branding Signage**. Commercially zoned properties directly adjacent to the intersections of Highways 306 and 369, Highways 9 and 369, and Highway 369 and Burruss/Bannister Road are authorized, but not required, to erect a single community branding monument sign on their property, the square footage of which shall not count against any other sign allowance under this Code or the Forsyth County Sign Ordinance nor shall such signage reduce the overall number of signs allowed on the property. Any such community branding sign shall be configured such that it is viewable by the motoring public while traveling through the intersection. The community monument sign may be constructed within any applicable buffer or setback in order to achieve optimal visibility to the traveling public, but any such disturbance in a buffer or setback shall be mitigated by additional plantings and landscaping as recommended by the county arborist. The monument sign shall have a height of no more than three (3) feet from grade to top, a length of no more than twenty (20) feet, and channel letters of at least nine (9) inches each identifying the community where it is located. The monument sign shall be externally lighted. A property owner seeking to erect a community branding sign in accord with this paragraph shall provide a certification to the Director, on a form to be prepared by the Department, that the sign will remain a community branding sign.

(1) For purposes of this subsection, at Highways 306 and 369 the properties eligible for a community branding sign are tax parcels 239-243, 239-008, 239-006, and 238-007; at Highways 9 and 369, the eligible tax parcels are 216-037, 190-028, 190-021, and 190-027; at Highway 369 and Burruss/Bannister Road, the eligible tax parcels are 145-015, 145-026, 119-022, and 119-015.