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155.608.14.C ADDITIONAL SIGNS PERMITTED IN THE DOWNTOWN OVERLAY DISTRICT.

The following signs are encouraged and favored in the Downtown Overlay District:

1. Signs painted or stenciled on or through windows or doors to complement the architectural period or style of the building;
2. Individual sculpted or carved letters/logos/number of metal or wood applied to the building face;
3. Painted wood or metal signs applied to building face;
4. Projecting signs made of wood or metal and painted, and having at least seven and one-half feet (7.5') clearance when encroaching over a street, sidewalk or pedestrian use area, and having an agreement with the Town or NCDOT when encroaching a public right-of-way;
5. Awning ~~or canopy~~ or canopy sign when the sign is same or similar material and same plane as the awning ~~or canopy~~ or canopy, and not built up;
6. Signs composed of individual elements such as letters or digits placed on top of and at the front edge of a canopy over an entryway or at the front edge of a lower incidental roofline with a pitch no greater than 2:12. Such signs may not exceed 75% of the width of the canopy or roof structure and may only be 20" in height as measured from the base of the entry canopy or roof area. These signs are not considered roof signs, which are otherwise prohibited.
7. Neon signs displayed on or through a window area only and not occupying more than ten (10) square feet, when complementing the architectural period or style of the building, and not exceeding two (2) colors;
8. Portable signs in compliance with the regulations of this § 155.608.14.H; and
9. Externally illuminated identification signs in keeping with the architectural style and age of the surrounding structures. Direct light of white or yellow from a shielded source is the preferred method of illumination, although white or colored halo lighting, where individual opaque letters/symbols are displayed in front of a background which reflects a hidden light source, is permitted.

155.103 Definitions

Sign, Canopy: shall mean a sign attached to or made a part of a canopy. When attached to a structure, canopies must provide a minimum of ten feet (10') clear height above sidewalks, plazas, or public use areas. Canopies may extend from the front façade of the building up to the full width of the sidewalk area below and may be composed of wood, metal, glass or a combination of these or similar permanent rigid materials.

Canopy: Shall mean a permanent, rigid and generally horizontal architectural projection without additional roof covering intended to provide weather protection. A canopy may be separate from or supported by the building to which it is attached.

Canopy and Sign Examples







BLACK SHEEP



