

**TOWN OF SELMA, NC**  
**SIGN ORDINANCE**

(Last Amended: April, 2009 – Billboard Ordinance begins on page 10)

**ARTICLE XI. SIGNS**

**Cross references:** Non-conforming signs, § 17-355.

Sec. 17-281. Intent.

It is the intent of this article to authorize the use of signs with size, layout, legibility, and location and arrangements compatible with their surroundings; appropriate to the identity of individual properties or occupants or of the community; and appropriate to traffic safety.  
(Ord. of 4-13-04, § 1(11.1))

Sec. 17-282. Sign defined.

A sign is any device designed to inform or attract attention of persons not on the premises on which the device is located  
(Ord. of 4-13-04, § 1(11.2))

Sec. 17-283. Definitions of terms specific to this article.

[The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:]

*Height of sign:* The vertical height of a ground sign shall be measured from the top of the sign to the ground at the base of the sign or highway grade level, whichever may be the higher.

*Outdoor advertising sign:* A sign the message of which refers to products, services and advertising not produced or sold on the premises upon which the outdoor advertising sign is located. Such signs are often referred to as billboards.

*Portable sign:* A sign which is not directly attached to the ground or anchored therein. Anchored therein shall mean placement in a concrete footing, in holes with compacted earth or gravel, or similar support so as to be adequately affixed to the ground as a permanent structure.  
(Ord. of 4-13-04, § 1(11.3))

Sec. 17-284. Signs subject to control.

Unless specifically exempted, no sign visible from a public right-of-way shall be erected, displayed, or substantially altered except in accordance with the provisions of this chapter and until a sign permit has been issued therefor.

(Ord. of 4-13-04, § 1(11.4))

Sec. 17-285. Signs exempt from regulation.

The following signs are exempt from regulation and permit requirements under this article provided such signs comply with the provisions of sections 17-286 and 17-287:

1. Signs bearing only property identification numbers and names, post office box numbers, names of occupants of the premises on which the signs are located, or other identification of premises not of a commercial nature, provided the signs are not illuminated and do not exceed two (2) square feet in area per display surface.
2. Flags and insignia of a government.
3. Legal notices, identification and information signs, and traffic directional or regulatory signs erected by or on behalf of a governmental body.
4. Signs directing or guiding traffic and parking on private property on which the signs are located, provided such signs are not illuminated, or are indirectly illuminated, bear no advertising matter, and do not exceed four (4) feet in area per display surface.
5. Memorial signs or tablets, and names and construction dates of buildings when permanently mounted onto the building.
6. Real estate signs advertising the sale, rental, or lease of the premises on which the signs are located, provided such signs do not exceed one (1) sign per street frontage and sixteen (16) square feet in area per display surface for property zoned residential; thirty-two (32) square feet in area per display surface for property zoned nonresidential or located within a multifamily or planned development; and are removed immediately after sale, rental, or lease of the premises.
7. Construction site identification signs whose message is limited to project name, identification of architects, engineers, contractors, and other individuals or firms involved with the construction; the name of the building/development, the intended purpose of the building/development, and the expected completion date, provided such signs do not exceed one (1) sign per street frontage and thirty-two (32) square feet in area per surface display for residential projects, and sixty-four (64) square feet in area per display surface for multifamily and

nonresidential construction; and are removed within fourteen (14) days of the issuance of the certificate of occupancy.

8. Yard or garage sale signs announcing yard or garage sales, provided such signs do not exceed one (1) sign per site of such sale or four (4) square feet in area of display surface, and are removed within seven days of the sale.
9. Public event announcements by public or nonprofit organizations of special events or activities of interest to the general public, provided such signs do not exceed one (1) sign per street frontage where such events are held nor thirty-two (32) square feet in area per display surface, and are removed within fourteen (14) days after the event.
10. Temporary signs announcing grand openings of new business only, provided such signs are attached to the building in which the business is located, do not exceed thirty-two (32) square feet in area per display surface, and are displayed for a period not to exceed twenty-one (21) days.
11. Signs stating that a business is open or closed, provided that there is no more than one (1) such sign per business establishment, and provided that such sign does not exceed four (4) square feet in display area.
12. Temporary political signs advertising candidates or issues, provided such signs do not exceed eight (8) square feet in display area; and are not erected prior to thirty (30) days before the date of the appropriate election, and are removed within seven (7) days after the election. Such political signs shall be mounted on poles and stakes and shall not be erected and located within any public right-of-way or within any sight distance triangle easement of intersections. Such signs shall not be placed on trees or utility poles.
13. Signs not permitted by this article or not removed in a timely manner will be removed by the town with the cost of removal assessed to the property owner.  
(Ord. of 4-13-04, § 1(11.5))

#### Sec. 17-286. Traffic safety precautions.

Notwithstanding any other provision in this chapter, the following restrictions shall apply to signs in order to preserve the safety of pedestrian, bicycle, and vehicular movement:

1. No sign, or part thereof, shall be located within a clear-vision area established by section 17-175(c).
2. No sign shall make use of the words "stop," "slow," "caution," "danger," or any other word, phrase, symbol, or character in such manner as is reasonably likely to be confused with traffic directional and regulatory signs.

3. No sign shall be erected so that by its location, color, nature, or message is likely to be confused with or obstruct the view of traffic signals or signs, or is likely to be confused with the warning lights of an emergency or public safety vehicle.
4. Except as used to display time and temperature, no sign shall contain flashing lights.  
(Ord. of 4-13-04, § 1(11.6))

Sec. 17-287. General limitations.

- a. Except where specifically exempted by this chapter, the subject matter of any sign shall be related to the premises on which the sign is located. When the use or establishment to which a sign is related ceases or is vacated, such sign shall be removed within four (4) months of the cessation or vacating of the use or establishment unless such sign is used by a new use or establishment on the premises in conformance with all current regulations of this chapter.
- b. Except where specifically exempted by this chapter, all signs, including its attendant supports, frames, hardware, and embellishments thereto, shall not be located within any public right-of-way or easement, nor shall any sign be attached, affixed, or painted on any utility pole, light standard, telephone or telegraph pole, any tree, rock, or other natural object.
- c. No source of illumination of a sign, such as floodlighting or spotlights, shall be directly visible from any public right-of-way, from any residential zoning district, or from adjacent properties.
- d. Animated, rotating, or other moving or apparently moving signs shall be prohibited.

**Note:** This regulation does not apply to digital display boards that are part of an approved sign plan or changeable outdoor advertising signs as set out in subsection 17-292(a).

- e. Devices consisting of banners, streamers, pennants, balloons, wind-blown propellers, moored blimps, strung light bulbs, and similar installations shall be prohibited unless approved by the planning director for noncommercial events.
- f. No sign shall be erected, painted, or otherwise mounted on the roof of a building or above the eaves, border or overhang.  
(Ord. of 4-13-04, § 1(11.7); Ord. of 4-11-06, § 1(11.7))

Sec. 17-288. Sign area and number.

- a. The area of a display surface of a sign shall be computed as including the entire area visible from any one (1) point, within a regular geometric form

or combination of forms, comprising all of the display area of the surface and including all of the elements within the display area and the sign frame. Structural members not bearing a sign message shall not be included in the computation of sign area.

- b. For the purpose of determining the number of signs, a sign shall be considered to be a single display device that contains elements organized, related, and composed to form a unit. Where elements are displayed in a random manner without organized relationship, each element shall be considered a single sign.  
(Ord. of 4-13-04, § 1(11.8))

#### Sec. 17-289. Signs in residential districts.

No sign shall be erected or displayed in any residential district or planned development-housing except as allowed below:

1. Development identification signs containing the name and/or logo of a subdivision, multifamily development, mobile home park, or planned development, provided such signs are limited to one (1) freestanding sign at each principal point of access to the development, forty-eight (48) square feet in area per display surface, and a maximum height of eight (8) feet above finished grade; or two (2) signs mounted on wooden, brick or stone entry walls, twenty-four (24) square feet per display surface, and a maximum height of six (6) feet above finished grade.
2. Home occupation signs identifying a home occupation, provided such signs are not illuminated and are limited to one (1) wall sign per zoning lot and a maximum display surface area of three (3) square feet.
3. A place of worship bulletin board or sign not exceeding forty-eight (48) square feet for the purpose of displaying the name of the institution and other related information. Such signs shall be set back at least twenty (20) feet from the street right-of-way line.
4. Nonresidential signs identifying nonresidential uses permitted as a principal or special use in residential districts or as an accessory use in planned development-housing developments provided such signs are limited to one (1) freestanding or wall sign per zoning lot and sixteen (16) square feet in area per display.
5. Lighting of signs in residential districts and in planned development-housing developments is permitted if illumination levels are low, all fixtures are concealed, and spill-over of light is minimal.  
(Ord. of 4-13-04, § 1(11.9))

Sec. 17-290. Signs in office, commercial and industrial districts and shopping centers.

No sign shall be erected or displayed in the office and institutional, general business, neighborhood business, industrial-1 or industrial-2 district and shopping centers except as provided below for the type of sign and zoning district in which it is located.

- a. *On-premises signs.* The maximum percentage of building facade coverage for a wall sign shall be no larger than ten (10) percent of the building facade or wall to which the sign is attached; or, the total amount of on premises sign area permitted on any one (1) lot shall not exceed one and twenty-five one-hundredths (1.25) times the amount of street frontage. On lots with frontage on more than one (1) street, the longest dimension may be used to calculate the maximum sign area permitted. When no freestanding sign other than a ground sign or monument sign is proposed, a ten (10) percent increase in permitted sign area shall be allowed.
- b. *Wall/fascia sign.* Wall/fascia sign, including signs or letters affixed to the inside or outside of a window or door. Wall signs include awnings and canopies as follows:
  1. *Size.* The maximum size of a wall or fascia sign shall not exceed the limits established in this section. Further, no more than twenty-five (25) percent of the area of any wall or window may be devoted to signs.
  2. *Number.* More than one (1) wall sign may be erected provided the total surface area regulation is not exceeded.
  3. *Height.* No sign shall extend above the parapet wall, eave line, or above the roofline of buildings without parapet walls.
  4. *Projection/clearance.* No sign may project more than twelve (12) inches from the building wall.
  5. *Illumination.* Wall signs may be illuminated, provided such signs shall be lighted from behind to silhouette letters and figures, or those utilizing floodlighting or other non-internally illuminated light sources shall be contained within a concealed fixture and angled so as to prevent a direct view of the light source from a public street or adjacent property.
  6. *Location.* Wall signs shall not cover up or interrupt major architectural features.
- c. *Freestanding signs.* Pole, monument, and ground signs are permitted as set forth in this section.

1. *Size.* The maximum surface area of a freestanding sign shall not exceed eighty (80) square feet in display area.
  2. *Height.* No freestanding sign or any part of a freestanding sign, including base or apron, supporting structures, and trim may exceed twenty (20) feet in height. Further, no monument sign may exceed eight (8) feet in height and no ground sign may exceed four (4) feet in height.
  3. *Number.* One (1) freestanding sign shall be allowed on any lot, subject to the regulations in this section, provided a pole sign shall only be allowed on a lot which contains one hundred (100) feet or more of frontage on the street to which such sign is oriented.
  4. *Setback.* No portion of any freestanding sign may extend over any property line or into any public right-of-way, or be located within fifteen (15) feet of any interior side lot line. Further, no sign may be constructed within twenty (20) feet of a right-of-way of a collector street or within thirty (30) feet of a right-of-way of an arterial street.
  5. *Illumination.* All freestanding signs may be illuminated either internally or externally. All external light sources shall be contained within a concealed fixture or box and angled so as to prevent a direct view of the light source from a street and/or adjacent property.
  6. *Landscaping.* Shrubs, flowers or ground covers, or any combination thereof, shall be planted around the entire base of any freestanding sign. The minimum planting area shall be equal to one-half ( 1/2) of the sign area.
- d. *Interstate interchange district free standing sign.* In place of a freestanding or pole sign, one (1) freestanding sign may be erected and displayed on a zoning lot within the interstate interchange district in accordance with the following provisions:
1. A freestanding sign shall be limited to one (1) sign per site or zoning lot;
  2. The sign shall be set back at least twenty (20) feet from any property line.
  3. The maximum area per display surface for the freestanding signs shall be two hundred (200) square feet per sign face with no more than two (2) sign faces per sign.
  4. The maximum height of a free standing sign shall be seventy-five (75) feet.
  5. Freestanding signs may be illuminated, provided such illumination shall be limited to internal illumination, lighted from behind to silhouette letters and figures.

6. A ground or monument sign can be used in addition to the above sign subject to the following regulations:

- i. The maximum display area shall be forty (40) square feet.
- ii. The maximum height shall be six (6) feet.
- iii. The base area of the sign shall be landscaped.

e. *Freestanding sign-coordinated sign plan.* If a coordinated sign plan for a shopping center is approved by the planning department, two (2) freestanding signs may be allowed on a lot or development having a minimum frontage of three hundred (300) feet on each of two (2) adjacent streets or more than six hundred (600) lineal feet of frontage on a single street, but only one (1) may be a pole sign. When more than one (1) freestanding sign is to be constructed, the total permitted sign area of all signs shall not exceed the standards set forth in this section and the total amount of freestanding sign area shall not exceed twenty-five one-hundredths (0.25) square feet per linear foot frontage on the adjacent street or greatest length.  
(Ord. of 4-13-04, § 1(11.10))

Sec. 17-291. Coordinated sign plan.

The owners or developers of two (2) or more contiguous lots or any multi-tenant use of a commercial property, including, but not limited to, shopping centers, convenience centers, or office complexes, shall submit a coordinated sign plan for approval as part of their site plan application, or at a later date. No sign permit application will be accepted for such property or use until a coordinated sign plan is approved by the planning department.

1. *Coordinated sign plan requirements.* An application for a unified sign plan shall be filed with the planning department. The applicant shall indicate the standards of consistency for all signs on the subject property with regard to:

- a. Colors;
- b. Letter/graphics style.

**Note:** Federal and state registered trademarks may be employed in addition to the specified letter style and colors, but may not exceed twelve (12) square feet in copy area.

- c. Location of each sign.
- d. Maximum dimensions and proportions.
- e. Materials to be used in construction.

- f. A copy of the approved unified sign plan, including any amendments, must be kept on file in the planning department. It shall be the responsibility of the applicant and/or property owner to enforce the terms of the approved unified sign plan.
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- 2. *Existing signs not conforming to coordinated sign plan.* If any new or amended unified sign plan is filed for a property on which existing signs are located, the amended plan shall include a schedule for bringing into conformance, within three (3) years, all signs not conforming to the proposed amended plan or to the requirements of this article in effect on the date of submission.
  - 3. *Binding effect.* After approval of a unified sign plan, no sign shall be erected, placed, painted, or maintained except in conformance with the approved plan.  
(Ord. of 4-13-04, § 1(11.11))

**TOWN OF SELMA, NC**  
**SIGN ORDINANCE – Continued**  
**BILLBOARD (OUTDOOR) ADVERTISING**  
(Last Amended: April, 2009)

Sec. 17-292. Outdoor advertising signs.

- a. *[Where permitted.]* Outdoor advertising signs are permitted along Interstate 95 and U.S. Highway 70 in the town's planning jurisdiction, provided that:
1. The outdoor advertising sign shall be located in a non-residential district and located (placed) no further than three hundred (300) feet from the right-of-way of Interstate 95 or U.S. Highway 70.

**Note:** This provision does not include special use districts or on property that is encumbered by a special use permit.

2. The applicant for such signs obtains a permit from the state department of transportation district engineer for an outdoor advertising sign, in accordance with the provisions of the most current amended edition of the Outdoor Advertising Act of 1967, or law intended to replace the Outdoor Advertising Act of 1967.
- b. *Standards for outdoor advertising signs along Interstate 95.* All outdoor advertising signs along Interstate 95 shall meet the following provisions:
1. The maximum area for any one (1) sign along Interstate 95 with a monopole type design and construction shall be seven hundred twenty (720) square feet of display area, or three hundred (300) square feet of display area if of a non-monopole type design, with a maximum height of twenty (20) feet and maximum length of fifty (50) feet, inclusive of any border and trim but excluding the base or apron, supports and other structural members.
  2. If an advertising message appears on the base or apron, it will not be excluded from the maximum dimensions. Not more than two (2) advertising messages are allowed on each side of the display.
  3. The display area shall be measured by the smallest square, rectangle, triangle, circle, or combination thereof, which will encompass the entire sign.
  4. The maximum size limitations shall apply to each side of a sign structure; signs may be placed back-to-back, side-by-side, or in V-type construction with not more than one (1) display to each

facing, and such sign structure shall be considered as one (1) sign. V-type and back-to-back signs will not be considered as one (1) sign if located more than fifteen (15) feet apart at their furthest points and connected and physically contiguous.

5. Signs may not be located in such a manner as to obscure or physically interfere with the effectiveness of an official traffic sign, signal, or device, nor obstruct or physically interfere with the driver's view of approaching, merging, or intersecting traffic.
6. Outdoor advertising signs shall be so located that:
  - a. No two (2) signs shall be spaced less than five hundred (500) feet apart;
  - b. The minimum distance between signs shall be measured along the nearest edge of the pavement between points directly opposite the signs along each side of the highway and shall apply to sign structures located on both sides of the highway, and;
  - c. Such signs shall be at least fifty (50) feet off the public right-of-way and no more than three hundred (300) feet from the public right-of-way.
7. The maximum height of an outdoor advertising sign along Interstate 95 shall not exceed eighty (80) feet.
8. Signs shall not be illuminated by any flashing, intermittent, or moving light(s).
9. Automatic changeable facing signs shall be permitted on Interstate 95 only under the following conditions:
  - a. The sign shall be of a monopole type design and construction;
  - b. The maximum area for a changeable facing sign shall be seven hundred twenty (720) square feet;

**Note:** The maximum size limitations shall be measured by the smallest square, rectangle, triangle, circle, or combination thereof, which will encompass the entire sign. The maximum size limitations shall apply to each side of a sign structure; signs may be placed back-to-back, side-by-side, or in V-type construction with not more than one (1) display to each facing, and such sign structure shall be considered as one (1) sign. V-type and back-to-back signs will not be considered as one (1) sign if located more than fifteen (15) feet apart at their furthest points and connected and physically contiguous.

- c. Only one (1) changeable sign per side is permitted;

- d. Such signs shall be no closer than one thousand (1,000) feet from any parcel of land containing a residential structure;
- e. Existing outdoor advertising signs being modified to an automatic changeable facing sign shall be no more than three hundred (300) feet from the public right-of-way.
- f. New outdoor advertising signs containing a changeable face shall be at least fifty (50) feet off the public right-of-way and no more than three hundred (300) feet from the public right-of-way;
- g. The maximum height of a sign containing a changeable face shall be no more than eighty (80) feet;
- h. The sign does not contain or display flashing, intermittent or moving lights;
- i. The changeable facing remains in a fixed position for at least seven (7) seconds;
- j. If a message is changed electronically or by any other means, it must be accomplished within an interval of two (2) seconds or less;
- k. The sign shall contain a default design that will freeze the sign in one (1) position if a malfunction occurs;
- l. The changeable sign is not placed within one thousand five hundred (1,500) feet of another automatic changeable facing sign on the same side of the highway;
- m. A legally conforming outdoor advertising sign may be modified to an automatic changeable facing upon compliance with these standards and approved by the Town of Selma and the North Carolina Department of Transportation. Nonconforming outdoor advertising signs shall not be modified to an automatic changeable facing.

10. No sign shall be so illuminated that it interferes with the effectiveness of, or obscures an official traffic sign, device, or signal.

11. All such lighting shall be subject to any other provisions relating to lighting or signs presently applicable to all highways under the jurisdiction of the state.

12. Illumination shall not be added to nonconforming signs.

c. *Standards for outdoor advertising signs along U.S. Hwy. 70.* All outdoor advertising signs along U.S. 70 shall meet the following provisions:

- 1. The maximum area for any one (1) monopole type design and constructed sign along U.S. 70 shall be five hundred (500) square feet of display area, with a maximum height of twenty (20) feet and maximum length of fifty (50) feet, inclusive of any border and trim

but excluding the base or apron, supports and other structural members.

**Note:** A non-monopole type sign is not allowed along U.S. 70.

2. If an advertising message appears on the base or apron, it will not be excluded from the maximum dimensions. Not more than two (2) advertising messages are allowed on each side of the display.
3. The display area shall be measured by the smallest square, rectangle, triangle, circle, or combination thereof, which will encompass the entire sign.
4. The maximum size limitations shall apply to each side of a sign structure; signs may be placed back-to-back, side-by-side, or in V-type construction with not more than one (1) display to each facing, and such sign structure shall be considered as one (1) sign. V-type and back-to-back signs will not be considered as one (1) sign if located more than fifteen (15) feet apart at their furthest points and connected and physically contiguous.
5. Signs may not be located in such a manner as to obscure or physically interfere with the effectiveness of an official traffic sign, signal, or device, nor obstruct or physically interfere with the driver's view of approaching, merging, or intersecting traffic.
6. Outdoor advertising signs shall be so located that:
  - a. No two (2) signs shall be spaced less than one thousand five hundred (1,500) feet apart;
  - b. The minimum distance between signs shall be measured along the nearest edge of the pavement between points directly opposite the signs along each side of the highway and shall apply to sign structures located on both sides of the highway;
  - c. Such signs shall be no closer than one thousand (1,000) feet from any parcel of land containing a residential structure; and
  - d. Such signs shall be at least fifty (50) feet off the public right-of-way and no more than three hundred (300) feet from the public right-of-way.
7. The maximum height of an outdoor advertising sign along U.S. 70 shall not exceed fifty (50) feet.
8. Signs shall not be illuminated by any flashing, intermittent, or moving light(s).
9. Automatic changeable facing signs shall be permitted on U. S. Highway 70 only under the following conditions:

- a. The sign shall be of a monopole type design and construction;
- b. The maximum area for a changeable facing sign shall be five hundred (500) square feet;

**Note:** The maximum size limitations shall be measured by the smallest square, rectangle, triangle, circle, or combination thereof, which will encompass the entire sign. The maximum size limitations shall apply to each side of a sign structure; signs may be placed back-to-back, side-by-side, or in V-type construction with not more than one (1) display to each facing, and such sign structure shall be considered as one (1) sign. V-type and back-to-back signs will not be considered as one (1) sign if located more than fifteen (15) feet apart at their furthest points and connected and physically contiguous.

- c. Only one (1) changeable sign per side is permitted;
- d. Such signs shall be no closer than one thousand (1,000) feet from any parcel of land containing a residential structure;
- e. Existing outdoor advertising signs being modified to an automatic changeable facing sign shall be no more than three hundred (300) feet from the public right-of-way.
- f. New outdoor advertising signs containing a changeable face shall be at least fifty (50) feet off the public right-of-way and no more than three hundred (300) feet from the public right-of-way;
- g. The maximum height of a sign containing a changeable face shall be no more than fifty (50) feet;
- h. The sign does not contain or display flashing, intermittent or moving lights;
- i. The changeable facing remains in a fixed position for at least seven (7) seconds;
- j. If a message is changed electronically or by any other means, it must be accomplished within an interval of two (2) seconds or less;
- k. The sign shall contain a default design that will freeze the sign in one (1) position if a malfunction occurs;
- l. The changeable sign is not placed within one thousand five hundred (1,500) feet of another automatic changeable facing sign on the same side of the highway;
- m. A legally conforming outdoor advertising sign may be modified to an automatic changeable facing upon compliance with these standards and approved by the Town of Selma and the North Carolina Department of

Transportation. Nonconforming outdoor advertising signs shall not be modified to an automatic changeable facing.

10. No sign shall be so illuminated that it interferes with the effectiveness of, or obscures an official traffic sign, device, or signal.
  11. All such lighting shall be subject to any other provisions relating to lighting or signs presently applicable to all highways under the jurisdiction of the state.
  12. Illumination shall not be added to nonconforming signs.
- d. *Permit required.* No outdoor advertising sign of any type shall be constructed, erected, placed, or replaced until a permit has been issued by the planning director. Such permit will not be issued until a sign plan has been submitted showing the location, size, height and style of each sign, and the planning director has determined that the sign will comply with the provisions of this chapter. No permit will be issued by the Planning Director until it has been demonstrated by the applicant that proper state permits and/or emblems have either been applied for or acquired from the state department of transportation district engineer for outdoor advertising signs.
- e. *Transfer of permit.* The transfer of ownership of a specific outdoor advertising sign for which a permit has been lawfully issued to the original owner shall not in any way affect the validity of the permit for that specific sign, provided that the planning director and the appropriate state department of transportation district engineer is given notice of the transfer of ownership within thirty (30) days of the actual transfer.
- f. *Revocation of permit.* Any valid permit issued for a lawful outdoor advertising structure may be revoked by the planning director for any one (1) of the following reasons:
1. Mistake of material facts by the issuing authority for which had the correct facts been made known, the outdoor advertising permit in question would not have been issued.
  2. Issuance of a permit based on an error of law.
  3. Misrepresentation of material facts by the outdoor advertiser on the application for a permit for outdoor advertising.
  4. Failure to pay all applicable fees.
  5. Failure to construct an outdoor advertising structure and affix the permanent emblem within one hundred eighty (180) days from the date of issuance of the outdoor advertising permit by the state department of transportation if so required.

6. Any alteration of an outdoor advertising structure for which a permit has previously been issued which would cause that outdoor advertising structure to fail to comply with the provisions of the Outdoor Advertising Control Act and the rules and regulations promulgated by the state board of transportation pursuant thereto.
7. Any alteration of a nonconforming sign shall be made in accordance with the provisions of section 17-355.
8. Unlawful destruction of trees or shrubs or other growth located on the right-of-way in order to increase or enhance the visibility of an outdoor advertising structure.
9. Unlawful violation of the control of access on interstate, freeway and other controlled-access facility. Failure to maintain a sign such that it reaches a state of dilapidation, disrepair or disuse. Such determination shall be made by the town.
10. Abandonment, discontinuance or destruction of a sign.
11. Making repairs to a nonconforming sign which exceed fifty (50) percent of the initial construction cost of the sign at the time of construction. Total repairs during any twelve (12) consecutive months may not exceed fifty (50) percent of the initial construction cost of the sign.

The planning director may consult with the appropriate state department of transportation district engineer concerning any of the reasons listed in this subsection (f) for revocation of a permit.