

MAYOR
Byron James McAllister

MAYOR PRO-TEM
Joe Scarboro

COUNCILMEMBERS
Amy West Whitley
Susan Parrish Watson
William Overby



**INTERIM
TOWN MANAGER**
Phillip McDaniel

TOWN CLERK
Dalton Larsen-Batten

TOWN ATTORNEY
Alan "Chip" Hewett

**2024-010-O: AN ORDINANCE TO AMEND CHAPTER SEVENTEEN
OF THE CODE OF ORDINANCES OF THE TOWN OF SELMA**

- WHEREAS** the Town of Selma Planning Department initiated text amendments to Chapter 17 of the Town Code of Ordinances to modify provisions of Chapter 17- Article XI. – Signs- Sec. 17-1102. Definitions., Sec. 17-1105. Prohibited signs., and Sec. 17-1108. Temporary sign regulations by district; and
- WHEREAS** on March 25, 2024, the Town of Selma Planning Board reviewed staff's proposed changes, and finding the proposed amendments to be consistent with the Town's Comprehensive Land Use Plan, specifically the Plan's objectives and recommendations, the Planning Board recommended the amendments to Council; and
- WHEREAS** the Town Council called for a public hearing at the regularly scheduled Council meeting on May 14, 2024, to discuss the proposed amendments to Chapter 17- Unified Development Ordinance; and
- WHEREAS** on June 11, 2024, as part of a legislative public hearing, the Selma Town Council found the amendments to be consistent with the Town's Comprehensive Land Use Plan, voted to adopt the amendments and thereby amend Chapter 17- Unified Development Ordinance- Article XI. – Signs.

NOW, THEREFORE, BE IT ORDAINED THAT:

Section 1. The Code of the Town of Selma is hereby amended as follows:

Sec. 17-1102. Definitions.

As used in this article and chapter, the following words, except where the context clearly indicates otherwise, are defined as follows. Where a sign type could be considered a subset of another type of sign, the most specific definition will control the regulatory standards that are applied. The definitions in this section are not repeated in Article II.

- A. **Air-Activated Signs, Moving Signs:** Any temporary sign which in part or in total rotates, revolves or other-wise is in motion that is not a flag or temporary blade sign feather sign.

- B. **Animated Signs:** Any electronic sign displaying flashing, intermittent or color changing light or lighting.
- C. **Awning:** An architectural projection that provides weather protection, identity or decoration and is wholly supported by the building to which it is attached. An awning is comprised of a lightweight, rigid skeleton structure over which a covering is attached.
- D. **Balloon Signs, Inflatable Signs:** Any air or gas-filled balloon, figure, or object attached to a definite or fixed location.
- E. **Banner Signs:** A temporary sign made of flexible materials and supported along more than one (1) side or at two (2) or more corners by staples, tape, wires, ropes, strings or other materials that are not fixed or rigid.
- F. ~~Blade Signs, temporary:~~ A type of air-activated temporary sign, mounted on a pole perpendicular to the normal flow of traffic.
- G. ~~Blade Signs, Projecting Signs, permanent:~~ A permanent projecting sign mounted on a building facade that is perpendicular to the normal flow of traffic.
- H. **Canopy:** An architectural projection that provides weather protection, identity or decoration and is supported by the building to which it is attached and at the outer end by one or more stanchions attached to the ground. It is comprised of a rigid structure over which a covering is attached. If the stanchions are attached to the building, "Canopy" is indistinguishable from "Awning."
- I. **Canopy Sign:** A wall sign that is located on the roof, fascia, soffit or ceiling of a canopy.
- J. **Cornerstone:** A ceremonial masonry stone (block) or replica set into a prominent location in the exterior wall of a building. The cornerstone is considered a structural component of the building and is not a sign.
- K. **Electronic Changeable Message:** A permanent electronic sign with changeable copy, is programmable, and has a digital display.
- L. **Feather Signs Flags:** See "~~blade signs, temporary.~~" a vertical portable sign that contains a harpoon-style pole or staff driven into the ground for support or supported by means of an individual stand which may be air-activated.
- M. **Flags:** Any fabric or other flexible material attached to or designed to be flown from a flagpole or similar device. May include federal, state and local flags as well as nongovernmental flags, but does not include temporary signs such as ~~blade signs otherwise known as~~ feather or flags signs.
- N. **Freestanding Permanent Signs:** Any permanent sign supported wholly or in part by some structure other than a building. Pole signs and ground-mounted signs are types of permanent signs.

- O. **Glare:** The sensation produced by luminance within the visual field that are sufficiently greater than the luminance to which eyes are adapted which causes loss in vision or visibility.
- P. **Government Signs:** A government sign is a sign that is constructed, placed or maintained by the federal, state or local government or a sign that is required to be constructed, placed or maintained by the federal, state or local government either directly or to enforce a property owner's rights.
- Q. **Ground Sign:** A sign entirely attached to and supported by the earth. Ground signs include pole signs and monument signs. Ground signs may be temporary or permanent.
- R. **Marquee:** A permanent, roofed structure attached to and supported by the building and projecting over public property. Marquees are part of the building. They are distinct from canopies and awnings as those structures are attached to the building but are not structurally part of the building.
- S. **Marquee Sign:** A wall sign mounted flat against the front face of the marquee and projecting no more than twelve (12) inches from the face.
- T. **Monument Signs:** A freestanding sign where the base of the sign structure is on the ground. A pole mounted sign where the sign is within twelve (12) inches of adjacent grade shall be considered a monument sign.
- U. **Moving Signs:** See air-activated signs and animated signs.
- V. **Off-Premises Sign:** A sign on a property on which there is no building.
- W. **Outdoor Advertising Sign:** Any permanent outdoor sign which is designed, intended or used to advertise or inform which is visible from any place on the main-traveled way of Interstate highway 95 or U.S. Highway 70. Such signs are also known as billboards. See G.S. § 136-128 (3)
- X. **People Sign, Human Billboard, Sign Walker, Sign Twirler:** A person who applies a sign to his or her person, or costume, who wears a sandwich board sign, who carries a sign, and who may wear a costume.
- Y. **Pole Signs:** A sign that is mounted on a freestanding pole or other support so that the bottom edge of the sign face is eight (8) feet or more above grade.
- Z. **Political Sign:** Any sign that advocates for political action. The term does not include a commercial sign.
- AA. **Portable Message Sign:** A sign whose principal supporting structure is intended, by design and construction, to be used by resting upon the ground for support and may be easily moved or relocated for reuse. Portable signs shall include but are not limited to signs mounted upon a trailer, bench, wheeled carrier, or other non-motorized mobile structure with or without wheels.

- BB. **Projected Image Signs:** Visual images projected against structures by an external projection device, typically visible at night.
- CC. **Projecting Signs:** See "~~Blade sign, projecting signs, permanent.~~" ~~All other permanent signs that project from a structure but do not otherwise fit into a defined sign.~~
- DD. **Roof Signs:** Signs placed on or above rooflines of buildings. Permanent building projections below the top roofline of a building are considered marquees. Signs attached below the roofline on a projection are considered canopies, awnings, or marquee signs.
- EE. **Sandwich Board Sign, A-Sign:** A type of portable message sign constructed in such a manner as to form an "A".
- FF. **Sign:** A name, identification, description, display or illustration, which is affixed to, painted or represented directly or indirectly upon a building, or other outdoor surface which directs attention to or is designed or intended to direct attention to the sign face or to an object, product, place, activity, person, institution, organization or business. Signs not exposed to view from a street or public access area are not signs for the purpose of these regulations.
- GG. **Snipe Signs:** Signs placed upon or attached to any curb, sidewalk, utility pole, post, fence, hydrant, bridge, another sign or other surface, bench, street light, mailbox, or natural objects such as trees or rocks, located on, over or across any public street or public property.
- HH. **Temporary Signs:** Signs for which the entire structure is temporary or portable. Signs not intended as a permanent installation.
- II. **Utility Pole Signs:** A type of snipe sign, typically made of cardboard, attached to public utility such as light poles.
- JJ. **Vehicle Message Sign:** A type of portable message sign that is attached to or painted on a vehicle that is parked on or adjacent to any property where the principal use of the vehicle is to display the sign and not to be used for transportation.
- KK. **Wall Signs:** A sign mounted flat against and projecting no more than twelve (12) inches from the wall. Canopy, awning and marquee signs are considered to be types of wall signs.
- LL. **Window Signs:** A sign affixed to the interior or exterior of a window, excluding merchandise to attract the attention of persons outside the building.
- MM. **Yard Signs** (also known as road signs, lawn signs, election signs, real estate signs): A temporary sign generally designed with metal or wood supports designed to be inserted into a grassed or dirt surface.
- NN. **Examples of Temporary Signs:**



Figure 1 ~~Blade Signs, Feather Flags~~
Feather Signs



Figure 2 Sandwich Board Sign

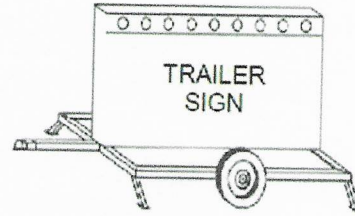


Figure 3 Portable Sign



Figure 4 Banner

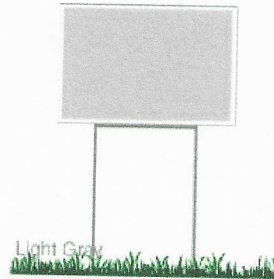


Figure 5 Lawn/Yard Sign

OO. **Examples of Permanent Sign Designs:**

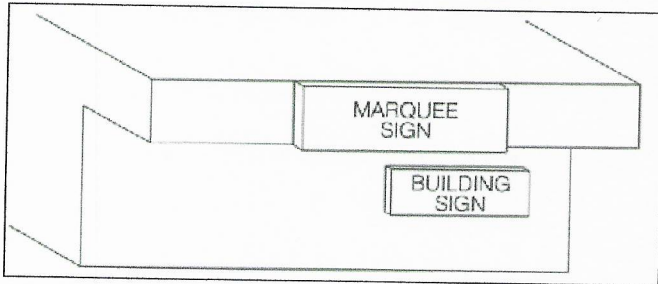


Figure 1 Building Signs

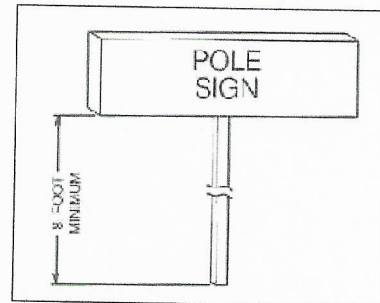


Figure 2 Pole Sign

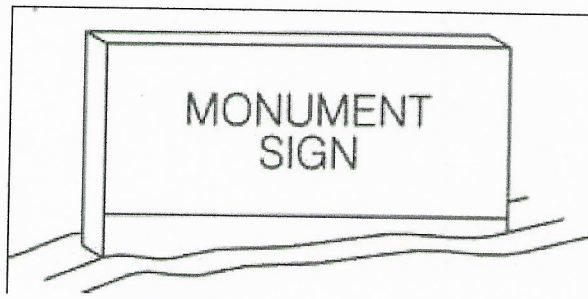
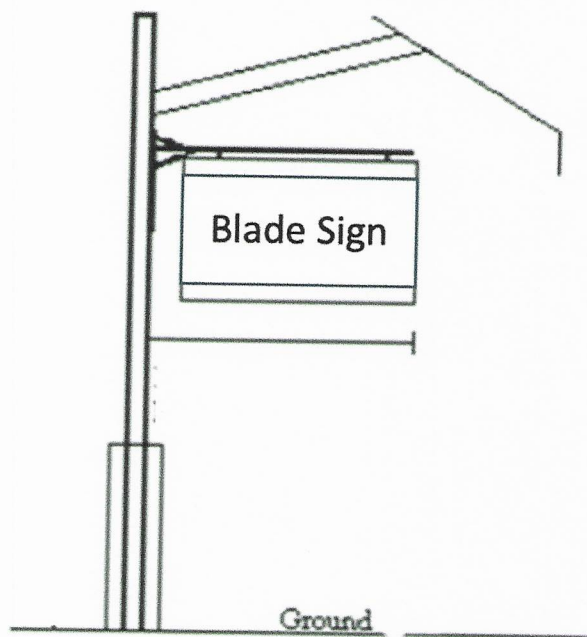


Figure 3 Monument/Ground Sign



Sec. 17-1105. Prohibited signs.

Unless such signs serve a governmental purpose as identified in Section 17-1106, the following signs are prohibited in the Town of Selma.

- A. Roof signs.
- B. Snipe signs, including utility pole signs.
- C. Simulated or unofficial public safety, warning or traffic signs.
- D. Animated and Electronic Message Signs that change more frequently than every eight (8) seconds.
- E. Motion signs including air-activated and balloon signs but not including temporary blade feather signs or signs allowed in residential districts.
- F. Vehicle message signs, permanent or temporary.
- G. Signs located within sight triangles of intersections.
- H. Signs emitting glare that causes discomfort or pain or reduces visibility.
- I. Flags consecutively strung together.
- J. Obscene signs and hate-speech signs.
- K. Off-premises signs greater than thirty-two (32) square feet.
- L. Projecting signs less than eighty-four (84) inches (seven (7) feet) in height.
- M. Portable message signs.

Sec. 17-1108. Temporary sign regulations by district.

A. The following table reflects temporary signs allowed by district subject to time and manner regulations. "P" denotes the sign type is allowed. "X" denotes the sign type is not allowed. Sign types not included in the table are presumed to be disallowed unless addressed elsewhere in this article.

Table 11.1 Temporary Sign Types By Zoning District

Zoning Districts:	RA	R-20	R-10	R-8	TR	MHP	IN	N-B	C-B	GB	IB	I-1	I-2
Sign Types:													
Air Activated	P	P	P	P	P	P	X	X	X	X	X	X	X
Balloon/Inflatables	P	P	P	P	P	P	X	X	X	X	X	X	X
Banner	P	P	P	P	P	P	X	P	P	P	P	P	P
Blade/feather	X	X	X	X	X	X	X	X	P	P	P	X	X
Construction Fence Wraps	P	P	P	P	P	P	P	P	P	P	P	P	P
Flags	P	P	P	P	P	P	P	P	P	P	P	P	P
People	P	P	P	P	P	P	P	P	P	P	P	P	P
Portable Message	X	X	X	X	X	X	X	X	X	X	X	X	X
Projected Image	P	P	P	P	P	P	P	P	X	X	X	X	X
Sandwich Board	X	X	X	X	X	X	P	P	P	P	P	P	P
Utility Pole	X	X	X	X	X	X	X	X	X	X	X	X	X
Yard Signs	P	P	P	P	P	P	X	P	P	X	X	X	X
Window Signs	P	P	P	P	P	P	P	P	P	P	P	P	P

- B. Number, duration and location of temporary signs. For the purposes of this section, the following districts are deemed to be residential districts: RA, R-20, R-10, R-8, TR, MHP and Residential Planned Unit Developments. All remaining zoning districts are deemed to be non-residential districts.
- C. Residential Districts: The following numbers of signs and their allowed duration is identified below. Temporary signs not listed below are not allowed.

Table 11.2

Sign Type	Number	Duration	Size	Permit Required
Air Activated, Balloon, Inflatable	3	One month, continuous. Not more than 3 months per year.	Unlimited	No
Construction Fence Wrap	1 per fence	*	After 24 months, maximum size is	Not for First 24 Months*

Flags	3	Unlimited.	24 square feet* Maximum of 15 square feet each not to exceed 20 feet in height.	No
Projected Image	1	1 month, continuous. Not more than 3 months per year.	Shall not exceed the size of the wall space against which it is projected.	No
People Signs	1	Unlimited.	Unlimited	No
Yard Signs	Two per 5 acres or portion thereof	Unlimited.	Maximum of 2 square feet for properties less than 5 acres in size. Maximum of 32 square feet for properties greater than 5 acres in size.	No
Window Signs	1 per residence	Unlimited.	1 Square foot	No

* See footnote following next table.

D. Non-residential Districts. The following numbers of signs and their allowed duration is identified below. Temporary signs not listed below are not allowed.

Table 11.3

Sign Type	Number	Duration	Size	Permit Required
Banner	1	21 days	24 square feet	Yes
Blade (feather)	1 per 50 linear feet of frontage. A maximum of 4 per lot.	Maximum 1 month, continuous. Not more than 90 days per year.	14' tall, 27 "wide	Yes
Construction Fence Wrap ¹	1 per fence	*	After 24 months, maximum size is 24 square feet*	Permit required 24 months from installation of sign*
Flags	3	Unlimited	24 square feet each not to	No

			exceed 25 feet in height.	
People	No Limit	Unlimited	Unlimited	No
Projected Image	1	1 month, continuous. Not more than 90 days per year.	Shall not exceed the size of the wall space against which it is projected.	No
Sandwich Board	1 per business on property	Daily. Must be removed at the end of each business day	Maximum size of 3' x 5' per side	No
Yard Signs	1 per lot or 1 per 400 linear feet of frontage.	30 continuous days	4 square feet	No
Window Signs	Unlimited	Unlimited	Shall not cover more than 25% of each individual window inclusive of internal and external signage ²	No

¹ Fence wraps displaying signage when affixed to perimeter fencing at a construction site are exempt from zoning regulation pertaining to signage under this article until the certificate of occupancy is issued for the final portion of any construction at that site for twenty-four (24) months from the time the fence wrap was installed, whichever is shorter. If construction is not completed at the end of twenty-four (24) months from the time the fence wrap was installed, the town may regulate the signage but must continue to allow fence wrapping materials to be affixed to the perimeter fencing. No fence wrap affixed pursuant to this subsection may display any advertising other than advertising sponsored by a person directly involved in the construction project and for which monetary compensation for the advertisement is not paid or required. G.S. § 160A-381(j).

² Windows of non-residential buildings that do not contain an operating permanent or temporary use or business may have one hundred (100) percent window coverage by signs or blank materials such as paper, wood, fabric or others.

E. Temporary yard signs, **blade (feather)** signs and flags may not be placed in rights-of-way. Signs must be placed at least thirty (30) feet from the centerline of the road that divides the lane of traffic closest to the property boundary. The purpose is to ensure that the signs are not in the way of vehicles mowing rights-of-way.

Sec. 17-1109. Permanent signs.

- A. Permanent signs in all non-residential districts and permanent ground-mounted signs for subdivisions, apartment complexes, mobile home parks or neighborhoods are required to have a permit prior to installation. All other permanent signs are not required to have a permit.
- B. All freestanding signs located within parking or vehicular use areas, and not in yard areas, shall stand in a bed of landscaping at least thirty (30) square feet in area. This area shall contain low growing materials such as ground covers, perennials, and shrubs, and shall be bordered by acceptable curbing materials as specified in this ordinance.
- C. Residential Districts. The following permanent signs are permissible in the RA, R-20, R-10, R-8, TR, MHP and Residential PUD districts.
 - 1. Wall Signs. One (1) wall sign per structure is allowed maximum of one (1) square foot in size. No permit is required.
 - 2. Ground-Mounted Signs. One (1) ground-mounted sign is allowed per lot, maximum of two (2) square feet in size. No permit is required.
 - 3. Ground-Mounted: Subdivision, Apartments, Mobile Home Parks or Neighborhood. One (1) ground-mounted sign to be placed at the entrance to subdivisions, apartment complexes, mobile home parks or established neighborhoods not to exceed thirty-two (32) square feet in size per side per face, for a total of sixty-four (64) square feet. Pole signs are not permitted.
 - 4. Residential Districts—Electronic Message Signs.
 - a. Electronic Message Signs are permissible only for non-residential uses. Non-residential uses in the residential zoning districts include, but are not limited to, churches and schools; and
 - b. A Special Use Permit issued by Town Council is required; and
 - c. The maximum size of electronic message signs is thirty-two (32) square feet or fifty (50) percent of the permitted sign area, whichever is less; and
 - d. No sequential messages are permitted.
 - e. The standards of Section 17-1111 "Illumination" must be met.
 - f. Electronic message signs must be turned off between 11:00 p.m. and 6:00 a.m.
- D. Non-residential Districts. The non-residential zoning districts are the IN, NB, CB, GB, IB, I-1, I-2 and non-residential PUDS. The following table reflects permanent signs allowed by non-residential district. "PwP" denotes the sign type is allowable with a permit. "P" denotes the sign type is allowable without a permit. "X" denotes the sign type is not allowed. Sign types not included in the table are presumed to be disallowed unless addressed elsewhere in this article.

Table 11.4 Sign Types by Non-Residential Zoning District

Sign Types	IN	NB	CB	GB	IB	I-1	I-2
------------	----	----	----	----	----	-----	-----

Building:								
	Wall	PwP	PwP	PwP	PwP	PwP	PwP	PwP
	Marquee	PwP	PwP	PwP	PwP	PwP	PwP	PwP
	Canopy	PwP	PwP	PwP	PwP	PwP	PwP	PwP
	Awning	PwP	PwP	PwP	PwP	PwP	PwP	PwP
	Blade	PwP	PwP	PwP	PwP	PwP	PwP	PwP
Ground-Mounted:								
	Monument	PwP	X	X	PwP	PwP	PwP	PwP
	Pole	X	X	X	PwP	PwP	PwP	PwP
	Electronic Messaging*	X	X	X	PwP	PwP	PwP	PwP
	Additional SF Allowed and Amount	P 10 SF	P 10 SF	P 10 SF	P 15 SF	P 15 SF	P 15 SF	P 15 SF

;adv=6;* Animation and special effects shall not be used when changing the message on an electronic message sign.

1. Wall Signs.

- a) The total square footage of signage allowed on a building shall not exceed an aggregate sign area equal to twelve and one-half (12.5) percent of the square footage of the first fifteen (15) feet in height of the wall face upon which the sign is located. In the event the height of the wall is less than fifteen (15) feet, the allowable building sign area is equal to twelve and one-half (12.5) percent of the square footage of the actual height of the wall face upon which the sign is located. Buildings designed to contain more than one (1) business shall have allocated a wall sign for each business such that the aggregate total area may still be achieved, but not exceeded.
- b) Whenever a sign permit is requested for a property that includes more than one (1) business, the owner or applicant shall identify the total amount of signage in use per business.

2. Blade Signs.

- a) When allowed by zoning district, a business may apply for a blade sign permit. Each business is only permitted one blade sign, which is to be placed at or near the business's entrance. The maximum square footage allowed is 6 feet.
- b) It shall be located a minimum of 9 feet and a maximum of 15 feet above sidewalks and other pedestrian ways.
- c) It may be internally or externally illuminated provided that cabinet signs are prohibited.

2 3. Ground-Mounted Signs. Ground-mounted signs shall be based on the frontage of the property on which they are located

Table 11.5

Linear Feet of Lot Frontage	Maximum Sign Area	Setback From Side Property Lines	Setback from Edge of Rights-of-Way
Less than 200 Feet	55 Square Feet	10 feet	12 feet
More than 200 Feet	80 Square Feet	10 feet	12 feet

- a) Each property is allowed one (1) principal sign that is a monument, pole or electronic message sign (except as provided in subsection c. below).
 - b) In addition to the maximum sign area listed above for the principal ground sign, additional square footage as shown in Table 11.5 above is allowed for other signs. Examples of this type of signage are directional signs, entrance, exit, etc.
 - c) A second ground sign per frontage is allowed for properties with two (2) street frontages subject to the Table 11.5 above.
 - d) A second ground sign is permitted for lots having one hundred (100) or more feet of street frontage; if the total area of both signs is no more than eighty (80) square feet.
3. Alternative Pole Signs in the IB District. Each property in the IB zoning district may have one (1) monument sign meeting the standards of subsection b. above and one (1) pole sign meeting the standards of this section.

Table 11.6

Maximum Height of Sign	Maximum Sign Area	Setback From Side Property Lines	Setback from Edge of Rights-of-Way
50 feet	200 Square Feet Per Sign Face; No More Than 2 Sign Faces	20 feet	20 feet

- a) Additional square footage as shown in Table 11.6 above is allowed for other signs. Examples of this type of signage are directional signs, entrance, exit, etc.
- b) Illumination of the alternate pole sign is limited to internal illumination, lighted from behind to silhouette letters and figures.

Section 2. The Town Clerk is hereby authorized to insert such amendments into the official CODE OF ORDINANCES OF THE TOWN OF SELMA kept on file in the Office of the Town Clerk.

Section 3. This ordinance shall become effective upon adoption.

This the 11 day of June 2024.

Byron James McAllister
Mayor Byron James McAllister

ATTEST:

Town Seal:

Dalton Larsen-Batten
Dalton Larsen-Batten, Town Clerk

