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**TOWN CLERK**  
Dalton Larsen-Batten

**TOWN ATTORNEY**  
Alan "Chip" Hewett

**2025-020-O: AN ORDINANCE TO AMEND CHAPTER 17 OF THE CODE OF ORDINANCES OF THE TOWN OF SELMA**

**WHEREAS,** Town of Selma staff has initiated text amendments to Chapter Seventeen of the Town Code of Ordinances to amend Section 17-549 Motor vehicle repair and service; and

**WHEREAS,** On September 22, 2025, the Planning Board reviewed the amendment(s); and made a motion to recommend to Town Council with a statement that the proposal is consistent with the Town of Selma Land Use Plan; and

**WHEREAS,** On December 9, 2025, after due notice was provided, the Town Council reviewed the formal amendment(s) and unanimously voted to approve all proposals as submitted.

**NOW, THEREFORE, BE IT ORDAINED THAT:**

**Section 1.** The Town of Selma Code of Ordinance is hereby amended to read as follows:

**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
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-are 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 24 square feet*	Not for First 24 Months*
Flags	3	Unlimited.	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
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 <sup>1</sup>	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 exceed 25 feet in height.	No
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 <sup>3</sup>	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	No

			than 25% of each individual window inclusive of internal and external signage <sup>2</sup>	
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<sup>1</sup>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. §160D-908.

<sup>2</sup>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.

<sup>3</sup>TR zoning is the only residential district where sandwich board signs are permissible.

E. Temporary yard signs, (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.

(Ord. No. 2021-64-R, 7-13-21; Ord. No. 2024-010-O, § 1, 6-11-24)

**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.

5. **Wall & Blade Signs:** In the TR District for non-residential uses within TR. A maximum of thirty-five (35) square feet of total signage. No more than 3 signs, in which one can be a blade sign that follows D (2) Blade Signs. standards.

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
<b>Building:</b>							
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
<b>Ground-Mounted:</b>							
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

\* 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 (1) blade sign, which is to be placed at or near the business's entrance. The maximum square footage allowed is six (6) feet.
  - b) It shall be located a minimum of nine (9) feet and a maximum of fifteen (15) feet above sidewalks and other pedestrian ways.
  - c) It may be internally or externally illuminated provided that cabinet signs are prohibited.
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 is allocated 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.
4. 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 3 Sign Faces	20 feet	20 feet

- a) Additional square footage is allocated 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.

(Ord. No. 2021-64-R, 7-13-21; Ord. No. 2024-010-O, § 1, 6-11-24)

**Section 2.** The 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 Clerk.

**Section 3.** This ordinance shall become effective upon adoption.

This is the 9<sup>th</sup> day of Dec., 2025.



*Byron James McAllister*  
 Byron James McAllister, Mayor

ATTEST:

*Dalton Larsen-Batten*  
 Dalton Larsen-Batten, Town Clerk