Ordinance No. S2015-010

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE TO AMEND THE DESIGN GUIDELINES FOR FAYETTEVILLE'S HISTORIC DISTRICTS AND LOCAL LANDMARKS TO MODIFY DESIGN GUIDELINES RELATING TO SIGNS, BANNERS AND FLAGS.

BE IT ORDAINED, by the City Council of the City of Fayetteville, North Carolina, that the Design Guidelines for Fayetteville's Historic Districts and Local Landmarks last modified on December 18, 2000 be amended as follows:

Section 1. **The sections of the Design Guidelines for Fayetteville's Historic Districts and Local Landmarks relating to signage and signage guidelines are replaced in their entirety as follows:**

Signs, Banners and Flags

Signage is a critical element in good urban design. It is especially important in historic districts for signage to maintain compatibility with historic structures and landscapes. Additionally, existing signs that are related to the historic character of the building which they are attached or that are integrated into the building's structure should be preserved and maintained.

Commercial signage often represents the primary way a business is identified. Consequently, such signs should be designed to be legible and to clearly identify the related business. It is especially important for address signs to be readable. These objectives can be furthered by the selection of design elements like font style and size, color, and lighting.

Flags and banners are also regulated in the City Unified Development Ordinance in Article 30-5.L. Both are allowed in the Downtown Historic District and in non-residentially zoned areas having historic designation. Only flags are permitted in the residentially-zoned areas having historic designation.

Virtually all signs, flags and banners in the City of Fayetteville's historic districts require either a permit or a Certificate of Appropriateness or both. Persons wishing to install these design features should contact the City of Fayetteville Zoning Office in City Hall at 433 Hay Street or by calling (910) 433-1705.

Downtown Historic District Signs, Banners and Flags

Downtown Fayetteville is a highly walkable place so Downtown Historic District signage should appeal primarily to pedestrian traffic. Exceptions might include unusually tall buildings like the Systel building. Projecting signs offer an opportunity to appeal to pedestrian and vehicular traffic alike.

Signs in this district should reflect compatibility with the historic character of the area, the building or buildings with which they are associated, and other signage in the area. Attached signs should not

obscure prominent architectural features nor be installed in a way that damages or compromises the façade structure.

Lighting, color, size and materials are all design elements that should be carefully considered for signs installed in the Downtown Historic District.

Attached and temporary signs determined by the Historic Resources Manager to be in compliance with these guidelines and also meet the type, area and height regulations of the Unified Development Ordinance (UDO) for the Downtown zoning district may be approved as minor works. Other proposed signage, including all freestanding signs, shall be reviewed as major works. These Design Guidelines and the UDO provide more information concerning the distinction and process difference between minor and major works approvals.

Guidelines for Signs, Banners and Flags - Downtown Historic District Overlay

1. Historic signs which are closely identified with the character of the building on which they are installed should be preserved and maintained. Examples include The Capitol sign and the Horne's sign, both located in the 100 block of Hay Street.
2. Historic signs that are integrated into buildings, such as dated cornerstones, engraved identifiers, etc. should be preserved, maintained, and not obstructed from view. Plaques providing historic information or recognition to be treated in a similar manner.
3. Attached signs should be installed on buildings so that prominent architectural features are not obstructed or structurally compromised or that the exterior facades are damaged.
4. Signs should generally be located at or below the second-story level in order to appeal to pedestrian traffic. Exceptions for tall buildings can be made through the Major Work approval process.
5. Internally illuminated signage should be avoided. An exception would be a sign in which only letters, numerals or symbols are internally illuminated, not the sign background. Signs that are externally illuminated, back-lit, or illuminated using ambient light sources are preferred.
6. Sign size should be compatible with the building with which the sign is associated. The Unified Development Ordinance provides some guidance with regard to allowable sign size, but exceptions may be made through the Major Work approval process for larger signs that appear balanced with the scale and fenestration of the building.
7. Sign materials and colors should be compatible with the historic character of the district. Allowable materials include metal, wood, stone, fabrics, glass, ceramics, and glass tubing. Plastic as a sign material should be avoided. Colors used in signage design should not detract from the architectural character of the area by clashing with building material colors or other signage in the area.
8. Street addresses should be prominently displayed using simple fonts.
9. Signs painted on or attached to windows at the street level should not obscure the visibility of the interior of the business for pedestrians. The Unified Development Ordinance provides guidance with regard to window signs. For restaurant uses, menus may be displayed in windows or in display boxes attached to building walls.
10. Sandwich board signs that conform to the provisions of the Unified Development Ordinance may be allowed for merchant and restaurant uses. However, dry erase board and similar signs should not be used, although a small dry erase panel attached to a sandwich board sign might be appropriate.
11. All signs, banners and flags shall be maintained so as to appear in a good state of repair.

Other Historic District Overlay Signs, Banners and Flags, Including Landmark Properties

In addition to the Downtown Historic District, The City of Fayetteville has other areas governed by historic district overlays including stand-alone landmark properties. Various zoning districts underlie these overlays but historic integrity considerations should take precedence so, in the event that these Design Guidelines are more restrictive than the underlying zoning district, these Guidelines shall prevail.

Attached and temporary signs determined by the Historic Resources Manager to be in compliance with these guidelines and also meet the type, area and height regulations of the Unified Development Ordinance (UDO) for the underlying zoning districts may be approved as minor works. Other proposed signage, including all freestanding signs, shall be reviewed as major works. These Design Guidelines and the UDO provide more information concerning the distinction and process difference between minor and major works approvals.

Guidelines for Signs and Flags - Other Historic District Overlays

1. Historic signs which are closely identified with the character of the building on which they are installed should be preserved and maintained.
2. Historic signs that are integrated into buildings, such as dated cornerstones, engraved identifiers, etc. should be preserved, maintained, and not obstructed from view. Plaques providing historic information or recognition to be treated in a similar manner.
3. Attached signs should be installed on buildings so that prominent architectural features are not obstructed or structurally compromised or that the exterior facades are damaged.
4. Internally illuminated signage should be avoided. An exception would be a sign in which only letters, numerals or symbols are internally illuminated, not the sign background. Signs that are externally illuminated, back-lit, or illuminated using ambient light sources are preferred.
5. Sign size should be compatible with the building with which the sign is associated.
6. Sign materials and colors should be compatible with the historic character of the district. Allowable materials include metal, wood, stone, fabrics, glass, ceramics, and glass tubing. Plastic as a sign material should be avoided. Colors used in signage design should not detract from the architectural character of the area by clashing with building material colors or other signage in the area.
7. Street addresses should be prominently displayed using simple fonts.
8. If allowed, signs painted on or attached to windows at the street level should not obscure the visibility of the interior of the business for pedestrians. The Unified Development Ordinance provides guidance with regard to window signs. For restaurant uses, menus may be displayed in windows or in display boxes attached to building walls.
9. All signs, banners and flags shall be maintained so as to appear in a good state of repair.

Section 2. **The City Clerk is hereby authorized to revise formatting, correct typographical errors, verify and correct cross references, indexes, and diagrams as necessary to codify, publish, and/or accomplish the provisions of this ordinance or future text amendments as long as doing so does not alter the material terms of the Unified Development Ordinance.**

Section 3. **It is the intention of the City Council, and it is hereby ordained that the provisions of this ordinance shall become and be made part of the Code of**

Ordinances, City of Fayetteville, North Carolina, and the sections of this ordinance may be renumbered to accomplish such intention.

ADOPTED this the 10th day of August, 2015.

CITY OF FAYETTEVILLE

PAT ROBERTSON, Mayor

ATTEST:

Pamela J. Megill

City Clerk