

Winston-Salem Sign Ordinance

Amortization and Electronic Message Provisions

Winston-Salem Sign Ordinance

- ▶ Adopted in 2007 after a lengthy outreach and drafting process
- ▶ Resulted from *Legacy* recommendations and discussions among business leaders, community members, City-County Planning Board, and City Council
- ▶ Regulates type, number, physical dimensions, construction, placement, and maintenance of signs

Amortization

- ▶ Refers to the period of time during which an existing sign that did not meet the (then-new) 2007 standards must be brought into compliance
- ▶ Noncompliant signs could remain in place up to 15 years unless they were structurally altered
- ▶ A PDS survey in 2017 identified noncompliant signs:

WARD	COMPLIANT	NONCOMPLIANT	TOTAL
East	208	48 (19%)	256
Northeast	309	100 (24%)	409
North	272	58 (18%)	330
Northwest	268	93 (26%)	361
West	128	35 (21%)	163
Southwest	447	218 (33%)	665
South	241	108 (31%)	349
Southeast	236	73 (24%)	309
TOTAL	2,109	733 (26%)	2,842

Electronic Messages

- ▶ Current provisions allow one complete change every two hours
- ▶ Enforcement requires devoting a significant amount of time to monitoring a single location, and Council receives complaints about the strictness of the provisions
- ▶ Community concerns relate to bright signs, which can be distracting and disorienting

Options

- ▶ No changes to the sign ordinance
- ▶ Extend amortization date past June 30, 2022
- ▶ Allow more (or less) flexibility for electronic message change rate
- ▶ Add standards for brightness of electronic messages