



Winston-Salem/Forsyth County
PLANNING & DEVELOPMENT SERVICES

Bryce A. Stuart Municipal Building
100 East First Street
P.O. Box 2511
Winston-Salem, NC 27102
CityLink 311 (336.727.8000)
[www.cityofws.org/departments/
planning-and-development-services](http://www.cityofws.org/departments/planning-and-development-services)

[REDACTED]

Subject: Advance Courtesy Notice--Possible Nonconforming On-Premise Ground Sign

Sign Address: [REDACTED]

Dear Property/Business Owner:

In 2007, the Winston-Salem City Council adopted revisions to the on-premise sign regulations that apply within the city limits. These regulations are found in Chapter B, Section 3-2.1 (A) through (I) of the *Unified Development Ordinances*, found online at www.inspectnet.org. The changes from 2007 most significantly affect what are called "ground signs" (signs on a pole or base typically placed near the front of the property identifying the establishment). The regulations for these signs specify the maximum height and size of the signs, and these maximums vary depending on the zoning district, the use, and the number of signs.

For most of the commercial zoning districts along major streets in Winston-Salem, the regulation changes enacted in 2007 call for ground signs that are shorter and smaller than the previous maximum height or size. These changes became applicable on July 1, 2007 for all newly permitted on-premise signs. Since that date, 975 new or replacement signs complying with these new requirements have been permitted and installed, and even more signs installed before 2007 already conform with these new requirements. For signs erected prior to July 1, 2007 which are larger or taller than the new requirements, the City Council incorporated a 15 year grace period for sign owners to get more useful life from these signs before they have to come into conformance. **This means that by June 30, 2022, existing on-premise signs that do not conform to the regulations adopted in 2007 must be brought into compliance.**

Our staff has done a preliminary survey of these signs across the City, and we want to give advance notice several years ahead of time to those property or business owners with signs that appear to need changes, so they can plan ahead. **Your sign appears to be one of those that would need changes by June 30, 2022 in order to conform with the applicable standards for height and/or size and/or number.** We encourage you to look at the ordinance online, check the enclosed general guide, and/or call our office at 336-747-7456 for more specific assistance to your situation to determine what would need to change in regard to your sign(s). Our local sign companies have also been aware of the ordinance requirements and can help. As we get closer to the deadline, we will update our information and follow up with those who have not yet made changes to their nonconforming signs.

Thank you for what you do to contribute to our economy and our community. Please let us know if we can assist you in understanding the signage changes that will be needed.

Sincerely,

[REDACTED]
Senior Zoning Inspector

CityLink311
Call 311 or 336-727-8000
citylink@cityofws.org

City Council: Mayor Allen Joines; Vivian H. Burke, Mayor Pro Tempore, Northeast Ward; Denise D. Adams, North Ward; Dan Besse, Southwest Ward; Robert C. Clark, West Ward; John C. Larson, South Ward; Jeff MacIntosh, Northwest Ward; Derwin L. Montgomery, East Ward; James Taylor, Jr., Southeast Ward; City Manager: Lee D. Garrity
County Commissioners: David R. Plyler, Chairman; Don Martin, Vice Chair, Fleming El-Amin; Ted Kaplan; Richard V. Linville; Gloria D. Whisenhunt; Everette Witherspoon; County Manager: Dudley Watts, Jr.
City-County Planning Board: Arnold G. King, Chair; Allan Younger, Vice-Chair; George M. Bryan, Jr.; Melynda Dunigan; Jason Grubbs; Tommy Hicks; Clarence R. Lambe, Jr.; Chris Leak; Brenda J. Smith