

Community Development, Housing, and
General Government Committee

Sign Amortization Update

June 12, at 4:00 PM

Total Number of Freestanding Signs

2017: 3,087 Signs



Number of Signs Non- Compliant

By Year

2018: 1118 Signs

2022: 856 Signs

2023: 684 Signs



Cloverdale Plaza

Before



After



Courtyard - Marriott

Before



After



Bojangles

Before



After



Healy Plaza

Before

After



Outback

Before

After



Southside Bargain Center

Before

After



University Plaza

Before



After





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

June @, 2023

Owner Name
 Owner Address
 City, State, Zip Code

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

Sign Address: Sign Address

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 Section 6.5.1 of the *Unified Development Ordinances*, available online at www.udoclearcode.org. The changes from 2007 most significantly affect what are called “freestanding signs” (signs on the ground, pole, or base, typically placed near the front of a property identifying an establishment). The regulations for these signs specify the maximum height and size of the signs, which vary depending on the zoning district, use, and number of signs.

For most commercial zoning districts along major streets in Winston-Salem, the regulation changes from 2007 required shorter and smaller ground signs than the previous maximum height or size. These changes were effective July 1, 2007, for all newly permitted on-premise signs. Originally, the City Council incorporated a 15-year grace period for owners of existing signs to get more useful life from their signs before coming into compliance. This meant that by June 30, 2022, all on-premise signs within the city limits had to meet the 2007 standards. However, that grace period was extended by two years when the City Council adopted an amendment on October 4, 2021. **Now, by June 30, 2024, existing on-premise signs that do not conform to the UDO regulations 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 to those property or business owners with signs that appear to need changes. **Your sign appears to be one of those that would need changes by June 30, 2024, to conform to the applicable standards for height and/or size and/or number.** We encourage you to look at the ordinance online and/or call our office at (336) 727-8265 for more specific guidance regarding your situation. Several local sign companies have also been made aware of these changes and can help you comply with the current standards. As we get closer to the deadline, we will update our information and follow up with those sign owners that 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 how we can be of service.

Sincerely,

Amy Lanier
 Senior Zoning Inspector



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

City Council: Mayor Allen Joiner, Denise D. Adams, Mayor Pro Tempore, North Ward, Barbara Hanes Burke, Northeast Ward, Robert C. Clark, West Ward, John C. Larson, South Ward, Jeff MacIntosh, Northwest Ward, Kevin Mundy, Southwest Ward, Annette Scipio, East Ward, James Taylor, Jr., Southeast Ward, City Manager: Lee D. Gantry
County Commissioners: David R. Plyler, Chairman, Don Martin, Vice Chair, Dan Besse, Fleming El-Amin, Ted Kaplan, Richard V. Linville, Tonya McDaniel, Gloria D. Whisenant, Malisha Woodbury, County Manager: Dudley Watts, Jr.
City-County Planning Board: Chris Leak, Chair, Jason Grubbs, Vice Chair, George M. Bryan, Jr., Walter O. Farabee, Clarence R. Lamb, Jr., Mo McRae, Salvador Patiño, Brenda J. Smith, Jack Steelman

What's Next?

Letters 12-months to comply Penalties