

UDO-289

**AN ORDINANCE PROPOSED BY PLANNING AND DEVELOPMENT SERVICES
STAFF AMENDING THE UNIFIED DEVELOPMENT ORDINANCES TO CLARIFY
OFF-PREMISES SIGN REGULATIONS FOR THE WINSTON-SALEM ZONING
JURISDICTION**

Be it ordained by the City Council of the City of Winston-Salem, North Carolina, that the *Unified Development Ordinances* is hereby amended as follows:

Section 1. Chapter A, Article II – Definitions is hereby amended to add the following definition:

Article II – Definitions

SIGN, GROUND (OFF-PREMISES). (W) A freestanding sign which draws attention to or communicates information about a business, service, commodity, accommodation, attraction, or other activity which is conducted, sold, or offered at a location other than the premises on which the sign is located.

Section 2. Chapter B, Article III, Section 3-2 – Sign Regulations is hereby amended as follows:

3-2.1 SIGN REGULATIONS (W)

(J) Off-Premises Freestanding Signs

- (1) Zoning Districts. Freestanding signs (off-premises) are permitted only in the HB, LI, GI, and CI zoning districts and only along designated roads ~~which are not identified as view corridors listed in Section B.3-2.1(J)(2) and exist along designated roads as per Section B.3-2.1(J)(3), except along sections of~~ these roads designated as view corridors per Section B.3-2.1(J)(2).
- (2) View Corridors. No off-premises sign shall be permitted in any view corridor as described in Table B.3.7 and shown on the *View Corridor Map* located in the office of the Planning Board.

Table B.3.7
VIEW CORRIDORS

Designation	Location
1. "A"	The north side of Business 40 from Peters Creek Parkway on the west to Cameron Avenue on the east
2. "B"	The south side of Business 40 from Peters Creek Parkway on the west to US 52 on the east

3. "C"	The west side of US 52 from 16th Street on the north to the Southern Railroad line on the south
4. "D"	The west side of US 52 from the Southern Railroad line on the north to Mock Street on the south
5. "E"	The east side of US 52 from Business 40 on the north to Mock Street on the south
6. "F"	The south side of Business 40 from US 52 on the west to US158 (Reidsville Road) on the east
7. "G"	Both sides of I-40 from Jonestown Road on the west to the City zoned jurisdiction on the east
8. "H"	Both sides of US 311 from I-40 on the west to the Forsyth County line on the east
9. "I"	Both sides of US 311 connector from Business 40 on the north to I-40 on the south
10. "J"	Both sides of the Northern Beltway from Stratford Road (US 158) on the south to US 52 on the north
11. "K"	Both sides of the Northern Beltway from US 52 on the west to the southern terminus of the beltway on the east
12. "L"	Both sides of I-40 in the unincorporated area of Forsyth County
13. "M"	Both sides of US 421 from I-40 on the east to the Winston-Salem City limits on the west

(3) Designated Roads.

(a) Permitted Areas. Freestanding signs (off-premises) are permitted only along roads ~~in the Interstate System or the National Highway System~~ identified on the *Winston-Salem Billboard Roadways Map* located in the office of the Planning Board.

Section 3. This ordinance shall be effective upon adoption.