

City Council – Action Request Form

Date: February 4, 2019

To: The City Manager

From: Damon Dequenne, Assistant City Manager,
Aaron King, Director of Planning and Development Services

Council Action Requested: UDO-289 Off-Premises Sign Regulations

Strategic Focus Area: Livable Neighborhoods

Strategic Objective: Improve Character and Condition of Neighborhoods

Strategic Plan Action Item: No

Key Work Item: No



Summary of Information:

Since its adoption in 1994, the UDO has included provisions limiting the placement of off-premises signs (commonly known as billboards) to sites along roads in the Interstate System or the National Highway System. The UDO further limits the placement of such signs by only permitting them on HB (Highway Business), LI (Limited Industrial), GI (General Industrial), and CI (Central Industrial) zoned property, and prohibiting their installation along aesthetically significant sections of highways known as view corridors. As the UDO language suggests, the intent of this provision was to only allow off-premises signs along highways and interstates, where high travel speeds would make the scale of such signs appropriate. However, some surface roads, such as University Parkway and part of Silas Creek Parkway, are currently part of the National Highway System (**Exhibit A**) - it was not the intent of the UDO to allow off-premises signs along such roads.

Committee Action:

Committee

Action

For

Against

Remarks:

UDO-289 proposes clarifying where off-premises signs are allowed by referring to a map showing the specific roads they are allowed along, the Winston-Salem Billboard Roadways Map (**Exhibit B**). This map will be kept in the Planning office and posted on the department's webpage. Staff believes the creation of this map will eliminate any confusion as to where billboards are/are not allowed within the City's jurisdiction.

Additionally, the UDO currently defines off-premises signs for the Forsyth County zoning jurisdiction, but not for the Winston-Salem jurisdiction. This amendment addresses this oversight by including a definition of off-premises signs for the Winston-Salem jurisdiction (which uses the same language as the Forsyth County definition). Staff believes this text amendment will improve the clarity of the UDO and recommends its approval.