I, Amy T. Harvey, Deputy Town Clerk of the Town of Chapel Hill, North Carolina, hereby certify that the attached is a true and correct copy of (2018-06-27/R-5) adopted by the Chapel Hill Town Council on June 27, 2018.

This the 31st day of July, 2018.

Amy T. Harvey

Amy T. Harvey
Deputy Town Clerk

RESOLUTION A (APPROVING THE MASTER SIGNAGE PLAN)

A RESOLUTION APPROVING A MASTER SIGNAGE PLAN FOR THE GLEN LENNOX DEVELOPMENT AGREEMENT (ORANGE COUNTY PARCEL IDENTIFIERS #9798-26-8547, 9798-25-4529, 9798-27-6565, 9798-27-4567), (2018-06-27/R-5)

WHEREAS, the Council of the Town of Chapel Hill approved the Development Agreement between the Town of Chapel Hill, and FCP Glen Lennox, LLC and Glen Lennox Shopping Center, LLC on June 23rd, 2014; and

WHEREAS, the Development Agreement Section 5.6.c indicates a Master Sign Plan to be developed and approved by the Town Council, with the purpose to create neighborhood continuity and to incentivize commercial users to locate to the Property; and

WHEREAS, the Council of the Town of Chapel Hill has considered the application for a Master Signage Plan from Grubb Properties for the Glen Lennox Development Agreement and finds that the Master Signage Plan, if enacted, is in the public's interest and is warranted, to achieve the purposes of the Comprehensive Plan, including, but not limited to:

- Foster success of local businesses (Create a Place for Everyone.2)
- Promote a safe, vibrant, and connected (physical and person) community (Create a Place for Everyone.3)
- A range of neighborhood types that addresses residential, commercial, social, and cultural needs and uses while building and evolving Chapel Hill's character for residents, visitors, and students (Develop Good Places, New Spaces.5)

NOW, THEREFORE, BE IT RESOLVED by the Council of the Town of Chapel Hill that the Master Signage Plan be approved and incorporated into the Glen Lennox Development Agreement.

This the 27th day of June, 2018.

Glen Lennox Master Sign Plan

Version: May 2018

Glen Lennox Master Sign Plan

Overview

The Glen Lennox Development Agreement guides the redevelopment of Glen Lennox into a vibrant mixed-use village-style neighborhood. It provides both extensive detailed requirements and significant flexibility in land use and design of the property. Similarly, the Master Sign Plan (MSP) attempts to balance both sufficient detail for clear guidance and sufficient flexibility to allow signage to adapt to the needs of this evolving mix of uses.

The Master Sign Plan (MSP) intends to provide for:

1. general signage consistency within the property
2. general consistency with the Chapel Hill sign ordinance
3. sufficient flexibility to allow for distinct styles for both individual establishments and "mini neighborhoods" (e.g., a townhome cluster) within Glen Lennox to reflect individual personalities and identities of those entities
4. sufficient flexibility to allow signage to adapt to the variety of uses possible throughout the property
5. sufficient detail to provide clarity of requirements when designing signage
6. the overall ability of signage to support the successful redevelopment of Glen Lennox while recognizing that the precise mix and locations of uses throughout the redevelopment will continue to evolve and cannot be precisely defined at the beginning

To accomplish this, the Glen Lennox MSP divides the redevelopment into two zones of signage rules—Zone 1 and Zone 2. Zone 1 is generally the higher-density commercial uses and retail village. These areas are found along 15-501 to the west and NC 54 to the south. Zone 2 comprises the remainder of the property, where medium and lower-density use is anticipated, mainly residential.

Defining every possible signage scenario is an impossible task. With that fact in mind, the Glen Lennox Master Sign Plan contains the Guiding Principles detailed on the following page. These describe the overall intent, philosophy, and goals of signage for Glen Lennox. In cases of ambiguity or uncertainty, these guiding principles shall be used to determine a reasonable solution. The Glen Lennox Development Agreement and applicable Town Land Use Management Ordinance, including the December 2016 Town sign ordinance, will provide additional calibration and guidance.

Note that Glen Lennox will have a Master Association to help manage the common operations and obligations of parcels and property owners. This Master Association will have an Architectural Review Committee (ARC) that will review things such signage, architecture, landscaping, etc. to ensure general consistency across the property and alignment with the ultimate vision of Glen Lennox. All applicable signage requires Town approval per this Master Sign Plan. The Master Association may define additional signage requirements in its controlling documents, which shall be recorded with the Town. The ARC will review signage to verify compliance with any additional requirements that might be applicable. ARC review will typically be a very limited layer of review in addition to Town review.

Guiding Principles

Glen Lennox Master Sign Plan

1. **Signage is intended to be generally appropriate for and adapt to the specific use, location, and needs of each building, its residents, and visitors.**

2. **Signage of individual uses/buildings must be respectful of the needs and expectations of immediately adjacent uses and neighborhoods.**

3. **Signage uses in and near low density residential areas will be more restrictive than commercial and higher-density areas.**

4. **Signage can have distinct styles and colors across Glen Lennox**
    a. Glen Lennox is specifically and deliberately NOT intended to be a "Disney-style" master-planned community where every element looks the same or is "one thing" throughout, design-wise.
    b. Glen Lennox IS intended to be an authentic and varied place, open and accessible to a wide demographic. This is similar to how downtown Franklin Street building exteriors (precedent images referenced in the Development Agreement) have distinct colors and styles, but together create a distinct feel and personality as a whole. Signage needs to help achieve that vision.
    c. Different places within Glen Lennox CAN have different looks and feels. Signage within an area can reflect the distinct identity of that certain area.

5. **Signage is intended to serve the primary function of allowing residents, visitors, and passers-by to quickly and easily identify a specific building and/or to navigate the overall property confidently.**

(See Appendix A "Notes and Commentary on Signage Rules, Examples of Application" for additional clarification)

Glen Lennox: Signage Zones

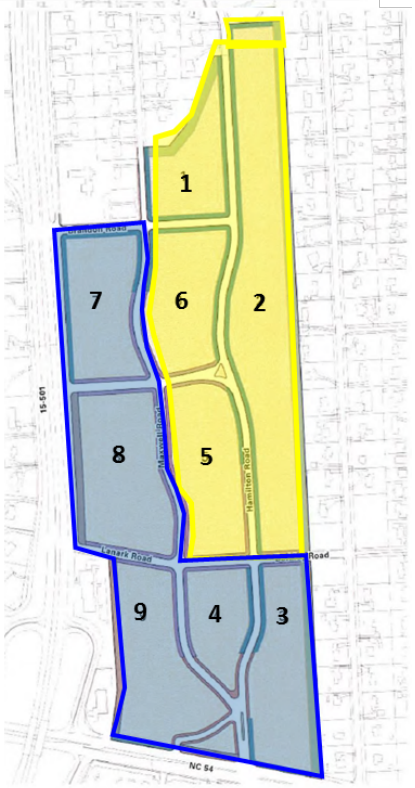
Zone 1 (Blue)

- Blocks 3,4,7,8, and 9
- Highest height and density areas
- Most flexible land use options.

Zone 2 (Yellow)

- Blocks 1,2,5, and 6
- Lower density, some use flexibility, generally focused on residential

Glen Lennox Block Number Designations



Glen Lennox Master Sign Plan

1.1 Intent

It is the intent of this Glen Lennox Master Sign Plan to authorize theTown-permitted use of signs with regard to size, layout, style, typography, legibility, and arrangements compatible with their surroundings; appropriate to the identity of individual properties, occupants, *and* the community; and as appropriate to traffic safety throughout the ~70-acre Glen Lennox site as generally described in the Glen Lennox Development Agreement.

1.2 Applicability

A. No sign visible from the public right-of-way, whether exterior to or interior to a structure, shall beerected, displayed, or substantially altered (unless specifically exempted) except in accord with the provisions of this Master Sign Plan and until any required permitting has been issued by Planning and Development Services staff for the sign.

B. Except where expressly exempted in this Section, all signs must be located on the same lot as the permitted use and be clearly incidental, customary, and commonly associated with the operation ofthe permitted use.

1.3 Signs in theRight-of-Way

A. Signs must not encroach into the public right-ofway unless expressly exempted in this MSP.

B. Wall signs, awning signs, canopy signs, projecting signs, crown signs and shingle signs may encroach over the public sidewalk but must not encroach on or over any streets or alleys. All signs must be a minimum of 24 inches inside the curb line or edge of pavement, whichever is greater

C. Development Identification signs: See section 1.6 (G): Development Identification Signs

1.4 Signs Exempt from Regulation

The following signs are exempt from regulation and permit requirements under this Section, provided that signs a) comply with the provisions of this section and are not illuminated; and b) do not require an installation or building permit from the Town.

A. Signs bearing only property identification numbers and names, post office box numbers, names of occupants of the premises on which the signs are located, or other identification of premises not of a commercial nature, provided the signs are not illuminated and do not exceed 2 signs per zoning lot and 2 square feet in area per display surface.

B. Flags and insignia of a government, when not displayed in connection with a commercial promotion.

C. Legal notices, identification and informationalsigns, and traffic directional or regulatory signs erected by or on behalf of a governmental body.

D. Memorial signs, plaques or tablets, and names and construction dates of buildings when cut into any masonry surface.

E. Signs directing and guiding traffic and parking on private property on which the signs are located, provided such signs are not illuminated, bear no advertising, and do not exceed 4 square feet in area per display surface.

F. Real estate signs advertising the sale, rental, or lease of the premises, provided that, in addition to complying with the support and sign height standards for a cantilevered ground sign, such signs:

   1. Do not exceed 1 sign per street frontage and 4 square feet in area per display surface for property in Zone 2

   2. Do not exceed 1 sign per street frontage and 16 square feet per display surface for property in Zone 1

G. Residential property management sign permanently fixed to the building facade, including contact information, building address and/or building name, provided that the signs:

   1. Do not exceed 1 sign per building facade and 4 square feet in area per display surface and are attached to a residential structure with 7 or fewer dwelling units.

H. Construction site identification signs whose message is limited to project name; identification of architects, engineers, contractors and other individuals or firms involved with the construction; the name of the building; the intended purpose of the building and the expected completion date. Construction site identification signs may not exceed 4 square feet in area per display surface and 6 feet in height for single-family or duplex construction; and 32 square feet in area per display surface and 8 feet in height for multifamily or non-residential construction.

The signs must be non-illuminated. Construction site identification signs must not exceed 1 sign per construction site, must not be erected prior to the issuance of a building permit, and must be removed within 7 days of issuance of a certificate of occupancy.

I. Fence wrap signs when affixed to perimeter fencing at a construction site. Such signs must be removed at the time a Certificate of Occupancy is issued for the final portion of any construction at that site or 24 months from the time the fence wrap was installed, whichever is shorter. No fence wrap affixed pursuant to this exemption may display any advertising other than advertising sponsored by a person directly involved in the construction project and for which monetary compensation for the advertisement is not paid or required.

J. Temporary political signs advertising candidates or election issues, provided such signs do not exceed 4 square feet in area per display surface, and provided that any such signs, on private property, are removed within 10 days after the primary or election day; and provided further that any such signs in the public right-of-way are not erected prior to 30 days before the beginning date of "one-stop" early voting under G.S. 163-227.2 and ending on the 10th day after the primary or election day. The NC Department of Transportation may remove any signs erected without authority or allowed to remain beyond the deadline established in this paragraph. Signs in the right-of-way must be placed in compliance with the following:

1. The sign permittee must obtain the permission of any property owner of a residence, business, or religious institution fronting the right-of-way where a sign would be erected.
2. No sign is permitted in the right-of-way of a fully controlled access highway.
3. No sign may obscure motorist visibility at an intersection.
4. No sign may be higher than 42 inches above the edge of the pavement of the road.
5. No sign may be larger than 18 inches by 24 inches.
6. No sign may obscure or replace another sign.

K. Yard or garage sale signs announcing yard or garage sales, provided the signs do not exceed one sign per site of the sale and 4 square feet in area per display surface, and are removed within 7 days of posting.

L. Public event announcements by public or non-profit organizations of special events or activities of interest to the general public, provided such signs do not exceed 1 sign per site of such events or activities and 12 square feet in area per display surface, and are removed within 14 days of posting.

M. Temporary signs, provided such signs are on the property in which the business is located, do not exceed a total of 32 square feet of display area per business. Temporary signs include: wall signs or free standing signs, including feather signs, not permanently attached to the ground. Signs not attached to the building may not exceed 8 feet in height. Unless exempt otherwise, signs regulated in Section 1.5 are prohibited as temporary signs.

N. A sign held by or attached to a human, located in front of the business, during business hours, for the purposes of advertising or otherwise drawing attention to an individual, business, commodity, service or product. This may also include a person dressed in costume for the purpose of advertising or drawing attention to an individual, business, commodity, service or product.

O. Signs on *registered, licensed* vehicles that are parked in a manner that serves the purpose of advertising a business, are generally located in front of the business, and are parked in a standard size parking space.

P. Information kiosks or bulletin boards erected by or on behalf of a governmental body on public property or rights-of-way for the display of handbills or posters of community interest, provided such kiosks or bulletin boards contain no more than 6 square feet in area per sign display surface, and a maximum of 72 square feet per kiosk or bulletin board.

Q. Signs stating that a business (other than a home occupation) is open, provided that there is no more than one such sign per business establishment, any illumination is steady (does not blink or flash), and the sign does not exceed 2 square feet in display area.

R. Non-commercial signs not covered by other exemptions listed in this section, provided such signs are located on private property and are non-illuminated.

1.5 Prohibited Signs

The following signs are prohibited except where they are exempt from regulation in 1.4 above.

A. Moving Signs

Animated, rotating, or other moving or apparently moving signs, including vehicular billboards.

B. Wind Signs

Devices consisting of banners, streamers, pennants, wind-blown propellers, balloons, inflatable devices, and similar installations, unless approved by the Town Manager for non-commercial, non-profit enterprises. A feather sign not complying with Section 1.4.M Temporary Sign standards is considered a prohibited sign.

C. Digital Changeable Copy

Digital changeable copy that scrolls, blinks, or flashes, including but not limited to LCD, LED and any similar technology, except as used to display time and temperature or gas price.

D. Signs That Are Not Permanent

Any sign that is not permanently affixed to the ground or a structure (except sidewalk signs), including but not limited to trailer signs. Any sign that does not comply with Section 1.4.M Temporary Signs standards is considered a prohibited sign.

E. Traffic Safety Precautions

Notwithstanding any other provision in this Master Sign Plan, the following restrictions shall apply to signs in order to preserve the safety of pedestrian, bicycle, and vehicular movement:

1. No sign may make use of the words “STOP”, “SLOW”, “CAUTION”, “DANGER”, or any other word, phrase, symbol or character in such manner as is reasonably likely to be confused with traffic directional and regulatory signs.
2. Except as used to display time and temperature, no sign may contain flashing lights.
3. No sign, or part of a sign, may be located within a sight distance area delineated in the exhibit on the following page.
4. No sign may be erected so that by its location, color, nature or message is likely to be confused with or obstruct the view of traffic signals or signs, or is likely to be confused with the warning lights of an emergency or public safety vehicle.

1.6 General Standards

A. Subject Matter Related to Premises

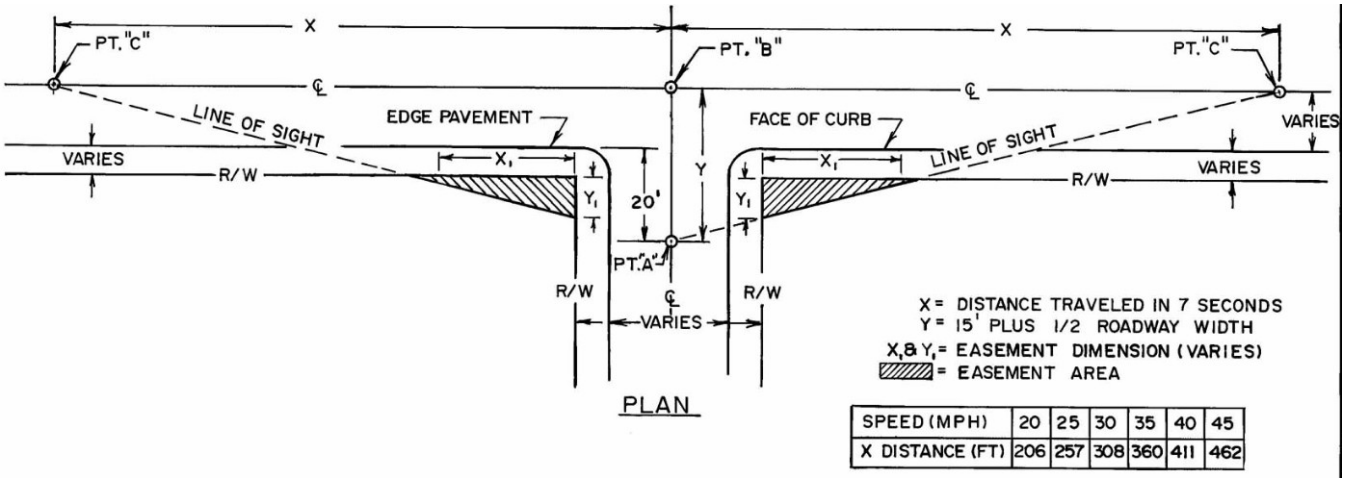
The subject matter of any sign must be related to the premises on which the sign is located, except where specifically exempted by this Master Sign Plan.

B. Non-Commercial Message

Whenever the Master Sign Plan permits a commercial sign, a non-commercial message may be substituted for the commercial message. The right to substitute the noncommercial message does not waive any other requirement imposed by this Master Sign Plan as to the number, size, type, construction, location, lighting, safety or other regulated attribute.

C. Cessation or Vacation of Use

When the use or establishment to which a sign is related ceases or is vacated, any sign, including all of its supports, frames and hardware, must be removed within 4 months of the cessation or vacating of the use or establishment unless the sign is used by a new use or establishment on the premises in conformance with all current regulations of this Master Sign Plan.



SPEED (MPH)	20	25	30	35	40	45
X DISTANCE (FT)	206	257	308	360	411	462

Sight Distance Area Exhibit

D. No Signs in Public Right-of-Way

All signs, including the supports, frames, and embellishments, shall not be located within any public right-of-way (except where specifically exempted by this Master Sign Plan). No sign may be attached, affixed, or painted on any public utility pole, public light fixture, public telephone or telegraph pole, any tree, rock or other natural object. (See "Specialty Sign Types" section C "Pole Banners" for additional information)

E. Address on Ground Signs

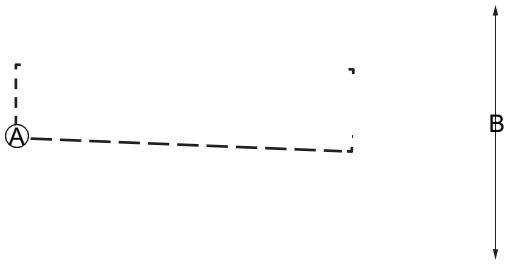
The street address number must be included on all ground signs. Numerals must be at least 9" in height for streets with speed limits of 35mph or greater, at least 6" for streets with speed limits less than 35mph. The area of the address is not included in any calculation of total sign area.

F. Historic Designation

Any sign in place prior to January 2003 that does not comply with the standards of this Section for size, location, height, or sign type is considered a nonconforming sign that is permitted to be continued, be maintained repaired or replaced if damaged or destroyed.

Note on specific historic signs: In addition to being maintained, repaired, and/or replaced in their current location, the two older "Glen Lennox Apartments" brick identification signs may be relocated to other areas of the property to assist with character preservation efforts. If relocation is desired, but sign condition makes it prohibitive, the original shall be removed, and a new sign in the new location can be constructed to reflect the original look (same general shape & dimensions, use of brick, etc.

G. Development Identification Sign



Description

A permanently affixed sign which is wholly independent of a building for support attached along its entire width to a continuous pedestal that is used to identify entry to a development.

General Provisions

1. Excepting signage at the 15-501/Fordham Blvd entrance at Glen Lennox Drive, signs taller than 6 feet must be set back at least 10 feet from the front property line and 15 feet from a side property line.
2. Signs at the Glen Lennox Drive & 15-501 primary entrance may encroach into right of way with appropriate permissions and/or encroachment agreement and Town staff approval.
3. Must not conflict with any clear sight triangle.
4. Must be constructed of brick, stone, wood, metal, acrylic, or glass.
5. May contain the name and logo of the development.
6. May be externally or internally illuminated in accordance with Sec. 1.11.
   - ¥ Ground-mounted light fixtures require evergreen landscaped screening if external illumination is proposed.

Dimensions

		Primary Entrances
Ⓐ	Sign area (max, single side only)	40 SF
Ⓐ	Sign area (max each, if two sides)	20 SF
Ⓐ	Sign area (max, for development with a cinema, single side only	80 SF
Ⓑ	Height (max)	8’

Number of Signs

1. Two development identification signs (one on each side) are allowed at each of the two primary entrances to Glen Lennox—at the Glen Lennox Drive entrance on the west side from 15-501/Fordham; and at the southern Hamilton Rd entrance from NC 54.
2. Two historic brick monument-style signs (one at Brandon Rd & Hayes; one at Hamilton and NC 54) may remain or be relocated per 1.6 F “Historical Designation.”

H. Commercial Center Sign

Description

A commercial center sign is a free-standing sign attached to a contiguous structural base or planter box permanently affixed to the ground. Commercial center signs do not include free-standing signs supported by poles.

Standards

1. Intended to promote the main retail/mixed-use village area, this sign type is allowed only in the area south of Lanark Road and Berkley Rd (and any imaginary line connecting them if a gap between them exists), including the original Glen Lennox Shopping Center.
2. Sign must be located at least 250 feet from any other Commercial Center Ground Sign.
3. Minimum 9" letter height for all text.
4. The display surface area of the sign must be divided into individual tenant name panels. The panels within the display area may be of two different sizes and must be of a similar shape.

Standards

5. May be externally or internally illuminated in accordance with Sec. 1.11*. Illumination of the sign is not permitted during non-business hours.

Dimensional Deviations

1. A dimensional deviation of 12 inches or less may be applied to the Commercial Center Sign dimensional standards, provided the resulting sign does not exceed the maximum height and maximum display area standards.
2. For signs located at the edge of the right-of-way, the overall height of the base of a sign located along a roadway with a speed limit of 45 mph may be increased by 1 inch for every 2 feet the sign is set back from the edge of the closest travel lane. The overall height of the sign may not be increased beyond the maximum height limit by more than 3 feet.

* Ground-mounted light fixtures require evergreen-landscaped screening if external illumination is proposed.

Dimensions

		Zone 1: Along NC 54 Only
	Sign structure plus display surface (max)	144 SF
Ⓐ	Display surface only (max)	72 SF
Ⓑ	Height (max)	14’
Ⓒ	Width (max)	10’
Ⓓ	Thickness (max)	12”

Number of Signs

1. Maximum 1 commercial center sign per street frontage per Commercial Center (see Note to right).
2. Existing ground signs for a business in an independent structure in a commercial center that comply with the ground sign regulations prior to April 25, 2011, may remain in addition to any approved commercial center ground signs. These signs are not considered nonconforming and may be changed as permitted signs.

Note: Because Glen Lennox already has an existing retail shopping center and an estimated 100,000 SF of retail is planned for the retail village area of the redevelopment, the area south of Lanark Rd and Berkley Rd already meets the minimum requirements for a traditional Commercial Center along NC 54. Both the original Glen Lennox Shopping Center and the new retail village area qualify as separate Commercial Centers (one each, for a two total of two maximum possible along NC 54 for Glen Lennox)

The goal of this section is to focus this larger type sign in this area of the property, leaving a smaller Ground Sign style sign to better (and more attractively) manage signage for mixed-use areas of the property with additional retail and/or commercial use.

I. Ground Sign

		Zones 1 & 2**
Ⓐ	Display surface (max)*	15 to 30 SF *
Ⓑ	Height (max)	8'
Ⓒ	Width (max)	10'
Ⓓ	Thickness (max)	12”

Description

A ground sign is a free-standing sign attached to a contiguous structural base or planter box the same width or greater than the message portion of the sign, permanently affixed to the ground. Ground signs do not include free-standing signs supported by poles.

Standards

1. Buildings identified on ground signs must have a minimum of 100 feet of street frontage. Lot must be accessible by automobile and contain off-street parking for the principal use.
2. Sign setbacks: min 10 ft from front property line; min 15 ft from a side property line.
3. Sign must be located at least 150 feet from any other Ground Sign.
4. Minimum 9” letter height for all text on signs directed at traffic on NC 54 and 15-501. Minimum 6” letter height for all signs within Glen Lennox at least 100’ from primary or secondary entrances.
5. May be externally or internally illuminated in accordance with Sec. 1.11 Ground-mounted light fixtures require evergreen-landscaped screening if external illumination is proposed.

* For signs with one tenant name: Maximum 15 SF Display surface
* Display surface may be increased in 5 SF increments. An additional tenant/building name must be displayed for each 5 SF increment. Maximum display area shall not exceed 30 SF. Wayfinding arrows do not count toward display calculations.
** Ground signs are permitted for non-residential uses only (multifamily uses are considered commercial).

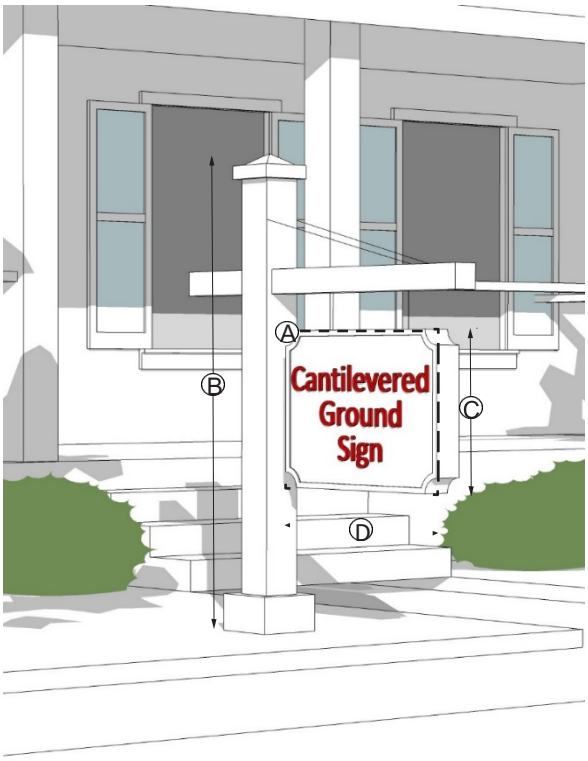
Number of Signs

1. Zone 1: Maximum 1 ground sign per street frontage
2. Zone 2: Maximum 1 ground sign per lot
3. No ground sign is permitted on the same zoning lot with a projecting sign unless signs are located on different street frontages.

Wayfinding signage on Ground Signs:
Ground Signs may contain wayfinding content.

Wayfinding signage rules for pedestrians & bicycles are governed by the approved Wayfinding Signage Plan contemplated in the Development Agreement, Sec 5.6 (d).

J. Cantilevered Ground Sign



Description

A permanently affixed sign which is wholly independent of a building for support where the primary support is supplied by a post and the sign hangs from a bracket or support.

Standards

1. No minimum street frontage required.
2. Buildings housing principal uses must be located at least 20 feet back from abutting right-of-way.
3. Must be set back at least 5 feet from the front lot line and 5 feet from a side lot line.
4. Hanging bracket must be an integral part of design.
5. Sign must be located at least 25 feet from any other ground sign.
6. May be externally or internally illuminated in accordance with Sec. 1.11.

   * Ground-mounted light fixtures require evergreen landscaped screening if external illumination is proposed.

Dimensions

Ⓐ	Display surface (max)	9 SF
Ⓑ	Support height (max)	10'
Ⓒ	Sign height (max)	6'
Ⓓ	Display surface height, width (max)	3'

Number of Signs

1. 1 cantilevered ground sign per business per street frontage.
2. No cantilevered ground sign permitted on same zoning lot as a projecting sign.

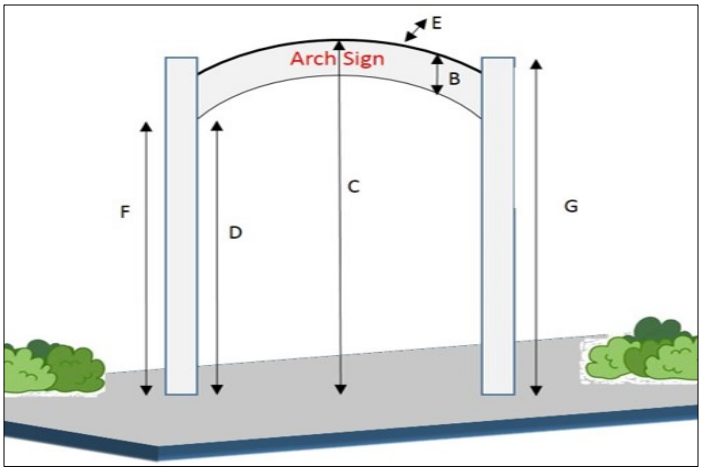
K. Archway Signs

Description

A permanently affixed sign which may be either wholly independent of or attached to a building or structure where the sign spans the two structural supports on either side and is used to delineate* an entrance to an area within Glen Lennox such as a park, retail area, or public gathering place for pedestrians and/or non-motorized vehicles.**

Standards

1. Must be constructed of wood, metal, stone, acrylic, or glass.
2. Must allow for the passage of emergency and delivery vehicles if passage under archway is sole emergency/delivery vehicle access route.
3. Connection between sign and supports must be an integral part of the design
4. If attached to a building, each side must be permanently affixed to a separate façade (i.e., not cantilevered/projecting)
5. Both supports if wholly independent must be made of same material.
6. May be externally illuminated in accordance with Sec. 1.11. Ground-mounted light fixtures require evergreen- landscaped screening.



Dimensions

A	Display surface (max)	90 SF*
B	Display surface height (max)	30″
C	Sign height (max)	20′
D	Clear height above road/path (min)	10′
E	Depth (max)	10″
F	Supports height min (if wholly independent/not attached to building)	10′
G	Supports height max (if wholly independent/not attached to building)	25'

Number of Signs

1. 1 archway sign per entrance to area being delineated on sign (e.g., 1 sign per entrance to a park) with a maximum of 2 (two) arch signs total per delineated area.*

*Exception: archway signs may be erected at each entrance/access point of the greenway that runs generally north-south along the eastern border of the property.

*Archway signs without text, logos, wayfinding icons, etc. will generally be considered public art (See Appendix A)

** Except for areas near the northern secondary entrances to Glen Lennox at Flemington and Hamilton Rds near the Northern Park area between those two roads (described in the Development Agreement), archway signs cannot be used at or within 100 feet of primary or secondary street entrances into Glen Lennox (e.g, Hamilton & 54; 15-501 & Glen Lennox Drive; Berkley Rd; Brandon Rd, (northwest). See Appendix for map of primary and secondary entrances.

1.8 Specialty Sign Types

A. Sidewalk Sign

A sidewalk sign is a movable sign not secured or attached to the ground or surface upon which it is located. This sign type is typically an A-frame or spring-mounted sign.

1. A sidewalk sign is permitted in Zone 1
2. A sidewalk sign is permitted only along roadways with a posted speed limit of 35 MPH or less.
3. A sidewalk sign must be no more than 42" tall and 36" wide. The sign face must be no more than 6 square feet in area.
4. There may be no more than 1 sidewalk sign per tenant, generally located adjacent to the primary facade in front of the business.
5. A sidewalk sign must be located outside the public right-of-way except for the retail village area south of Lanark Rd/Berkley Rd and north of NC 54, where sidewalk signs may be placed within the right-of-way in accordance with Chapter 16 of the Town Code. The sign must not obstruct vehicular, bicycle or pedestrian traffic, and must comply with ADA clearance and accessibility.
6. The sign must not obstruct vehicular, bicycle or pedestrian traffic, and must comply with ADA clearance and accessibility.
7. The sign must be removed and placed indoors at the close of each business day.
8. No illumination is permitted.

B. Non-1.4 E Motorized Vehicle Wayfinding Signs

Wayfinding signs here are intended to direct motorized vehicles within Glen Lennox in order to minimize confusion, increase safety, reduce congestion, and generally enhance the vehicle-based visitor experience.

This section applies to 1) signage not covered by the separate approved Glen Lennox Wayfinding Signage Plan focused on pedestrians and cyclists (per the Development Agreement 5.6 (d); and 2) signage not covered by section 1.4 E, and 3) signage not attached to buildings.

Per 1.4 E, non-illuminated signs directing and guiding motorized traffic and parking on private property on which the signs are located, provided such signs bear no advertising and do not exceed 4 SF in area per display surface are not subject to regulation.

For other wayfinding signage signs (solely for the purpose of directing traffic and parking on private property within Glen Lennox):

1. Signs shall not exceed 3' in height.
2. Wayfinding elements may be included on ground signs (see Ground Signs rules)
3. Letters shall be a minimum of 6" high
4. Signs shall be free-standing and permanently affixed to the ground
5. External illumination in accordance with Sec. 1.11 is permitted only for signs that are both:
    a. Attached to a contiguous structural base or planter box the same width or greater than the message portion of the sign (e.g., like ground signs; not attached with poles) *and*
    b. No greater than 2 feet in height (e.g., a small stone sign along a hotel entrance drive)
6. Signs shall be constructed of brick, metal, stone, acrylic, or glass.
7. Signs may not be placed within 100' of the entrances to Glen Lennox.

C. Pole & Parking Lot Identification Banners

1. Pole and parking lot identification banners must not be placed in the ROW.
2. Non-illuminated (except by any light poles they might be attached to that are intended to light streets, sidewalks, other areas as their primary function) banners may be hung from private street lights or other private poles or similar freestanding structures in both Zone 1 and 2, including any greenways.
3. Each banner must not exceed 4 square feet in display area, and must be limited to: the identification of parking; the name of the building or development; or the name of the specific area/neighborhood within the development (e.g., a park, a historic area, a retail village area, a distinct residential neighborhood within the larger neighborhood, etc.)
4. One or two banners may be approved for display from each street light, pole, or other similar freestanding structure)
5. The colors, shape, materials, appearance and duration of display for such banners shall be generally consistent in appearance throughout the site.
6. Banners must be affixed to brackets on opposite ends of the banner to stabilize them.
7. Pole banner content/display is restricted to non-commercial messages.

D. Gas Stations

1. Pumps

Signs located on the top of gas pumps (pump toppers) must comply with the following standards:

a. Gas stations may install one pump topper per pump.
b. Pump toppers are limited to a maximum of 6 square feet per side and no more than 2 sides per pump.
c. The base of the pump must be a neutral color, and must not contain any signage.
d. No internal illumination of the pump or pump topper is allowed.

2. Canopies

Gas station canopy signs must comply with the following standards:

a. The sign must be an integral component of the pump canopy (composed of lettering mounted, painted or otherwise affixed to the pump canopy, and not located on the top or bottom of the canopy).
b. The features, materials, colors and designs used in the pump canopy must be similar to the principal structure. Such features are considered similar where the materials and colors of the canopy are the same as the predominant materials and colors of the principal structure.
c. Each canopy sign may not exceed 4 square feet of display area. The maximum letter height or trademark height must not exceed 18 inches.
d. Additional canopy sign area may be permitted by transferring building sign display area. If building sign display area is transferred, one canopy sign is permitted on each side of a canopy, up to a maximum of three sides.
e. The canopy must not encroach upon any publicly dedicated rights-of-way.
f. The message must be limited to the name or registered trademark of the establishment located on the zoning lot.
g. No internal canopy illumination is permitted.

3. Digital Gas Price Display

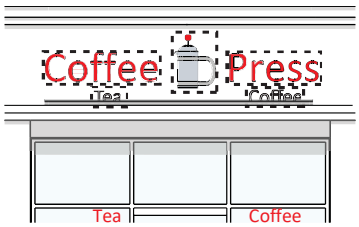
Gas prices may be displayed as digital (electronic) changeable copy).

1.9 Sign Measurements

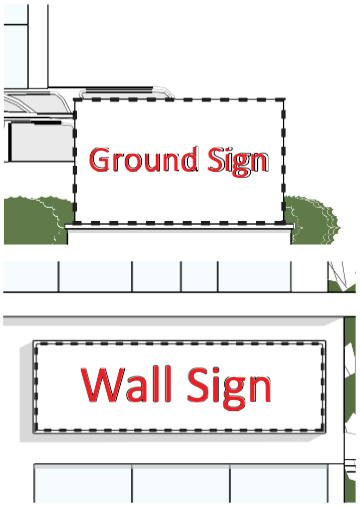
A. Computation of Sign Area

The area of all signs is determined as follows:

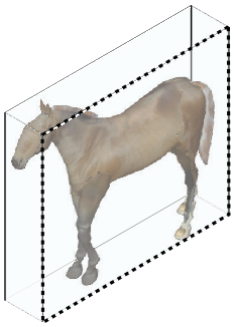
1. For wall signs, awning signs, canopy signs and crown signs consisting of freestanding letters or logos, sign area is calculated as the total area of the rectangle, circle or square that fully encloses all the letters or logo.



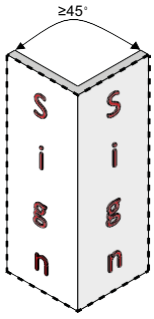
2. For signs on a background, the entire area of the background is calculated as sign area, including any material or color forming the sign face and the background used to differentiate the sign from the structure on which it is mounted. Display surface includes the face of the structure that the message is affixed to. Display surface does not include any structural members not bearing advertisement.



3. The sign area of a three-dimensional sign is calculated as total area of the smallest rectangle, circle or square that fully encloses the largest profile of the three-dimensional sign.

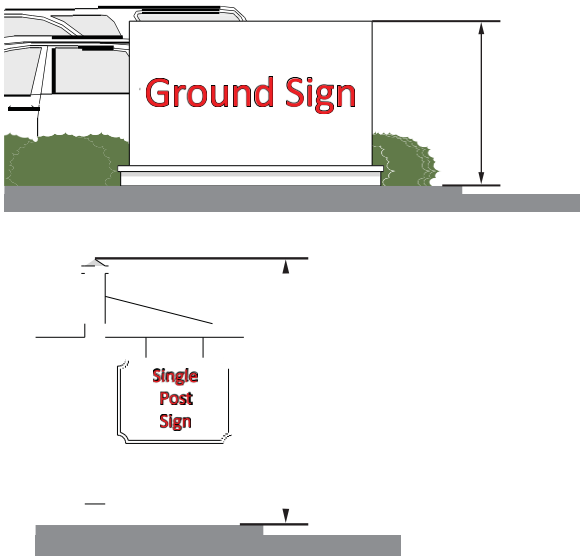


4. The area for a sign with more than one face is calculated by adding the area of all sign faces that are 45 degrees or greater; where the sign face angle is less than 45 degrees only the area of the largest sign face is computed as part of the sign area.



B. Measurement of Sign Height

1. The total height of a sign is measured from the highest point of the sign or supporting structure to the top of the abutting sidewalk (or the crown of the adjacent roadway where no sidewalk exists).



C. Measurement of Sign Height: Commercial Center Sign

1. The height of a Commercial Center Sign is measured from the mean natural grade.
2. Mean natural grade is measured along a line parallel to the street frontage for a distance of 100 feet on either side of the base of the sign, and along a line perpendicular to the street starting at the right-of-way for a distance equal to the width of the proposed sign.
3. Where the proposed location of the sign is below the natural grade of the adjacent street frontage, the overall height of the base of the sign may be increased by up to 10 feet in order to achieve the maximum permitted height, as measured from the natural grade of the adjacent street frontage.
4. Landscaping around the base of a sign must be shown on a landscape plan. The landscaping must buffer and screen that portion of the base of the sign located below the natural grade of the adjacent street frontage.
5. The design of the base of the sign must complement the features and frame of the sign.
6. In those situations where compliance with Federal Emergency Management Agency (FEMA) floodplain regulations prohibits the installation of a contiguous structural base, the Town Manager may approve an alternate base design. Landscaping and screening must be incorporated into the alternate base design.

D. Sign Setback

Signs required to be set back are typically measured from the property line. However, in instances where the property line is adjacent to a drainage area or other right-of-way that may reasonably be anticipated to exist in the future, the Town Manager may allow the sign to be placed at the property line without any setback.

E. Sign Maintenance

All signs must be maintained in good condition and present a neat and orderly appearance. Failure by the owner or tenant to remove poorly maintained signs may result in enforcement action by the Town. The Town Manager may cause to be removed (after due notice) any sign which shows gross neglect, becomes dilapidated, or if the ground area around it is not well maintained.

1.10 Changeable Copy

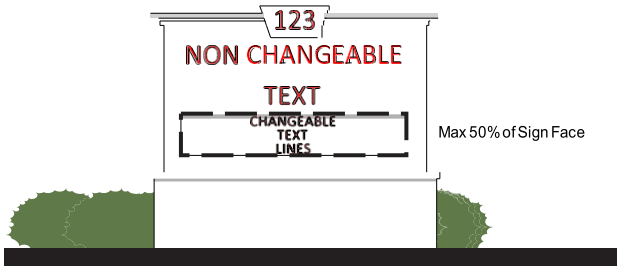
Changeable copy on signs must meet the following requirements.

A. Defined

A sign or portion of a sign that has a reader board for the display of text information in which each alphanumeric character, graphic or symbol is defined by objects (not consisting of an illumination device) that may be changed or re-arranged manually or mechanically without altering the face or the surface of the sign.

B. Where Allowed

1. Manual changeable copy signs are limited to the following uses:
   a. Place of worship or school;
   b. Theater with marquee; and
   c. Gas station.
2. Manual changeable copy is allowed in conjunction with a permitted commercial center sign, ground sign or marquee wall sign only.
3. The manual changeable copy portion of the sign may be no greater than 50% of the total sign area on each display face.



4. No electronic or digital changeable copy is allowed, except for digital time and temperature signs and gas price signs at gas stations.

1.11 Sign Illumination

Illumination of signs must be in accordance with the following requirements.

A. Prohibited Light Sources

The following light sources are not permitted:

1. Blinking, flashing, chasing or scrolling.
2. Bare bulb illumination that exceeds 0.3 foot candles at the property line.
3. Colored lights used in any manner so as to be confused with or construed as traffic control devices.
4. Direct reflected light that creates a hazard to operators of motor vehicles.

B. Brightness

The light from any illuminated sign must not be of an intensity or brightness that will interfere with the comfort, convenience and general welfare of residents or occupants of adjacent properties. Brightness must not exceed Town maximum foot-candle standards.

C. Internal Illumination

1. Internal illumination is not allowed in Zone 2, except on multifamily buildings 3 stories or greater in height.
2. Channel letters may be internally lit, halo lit or back-lit.
3. For internally illuminated signs, the background must be opaque or a substantially darker color than the sign message.
4. Light emitting diodes (LED)'s are permitted as a light source only where the LED is behind an acrylic, metal or similar sign face and returns in such a manner that the LED modules are not visible from the exterior of the sign.
5. Internal illumination for shingle and cantilever signs is limited to the text, letter or logo. The background may not be internally or externally illuminated.
6. The letter or message of internally illuminated signs must consist of non-reflective materials.

External light sources

Internally lit channel letters

Back lit channel letters

Internally lit cabinet signs with darker background

D. External Illumination

1. Lighting directed toward a sign must be shielded so that it illuminates only the face of the sign and does not shine directly onto public right-of-way or adjacent properties. External lighting is permitted in both Zone 1 and 2 as delineated, but external illumination of signs in Zone 2 is permitted only if illumination levels are low and all fixtures are concealed.
2. Flood lights or spotlights near the top of a sign must be focused downward onto the sign. Floodlights or spotlights must be aimed such that the entire beam falls within the intended area of the sign to be lit.

E. Raceways and Transformers

1. If a raceway is necessary, it must not extend in width or height beyond the area of the sign.
2. Raceways must be finished to match the background wall or canopy, or integrated into the overall design of the sign.
3. Visible transformers are not permitted.

1.12 Definitions

A. Premises: A building together with its immediate and adjacent grounds.

B. Sign: Any device, structure, fixture, painting, or visual image using words, graphics, symbols, numbers, or letters designed and used for the purpose of attracting attention or communicating a readable, comprehensive, legible message. Signs may not contain obscenity as defined in N.C.G.S. Sec. 14-190.1[1]

C. Sign, Commercial Message: A sign that conveys a message of a commercial nature including commercial activity, content, commodity, service, entertainment, product, transaction, use, or advertising for any business.

D. Sign, Non-Commercial Message: A sign which has no commercial content, but instead involves only the expression of ideals opinions, or beliefs.

E. Temporary Sign. A sign with or without a structural frame, not permanently attached to a building, structure or the ground and intended for a limited period of display

[1] http://www.ncga.state.nc.us/enactedlegislation/statutes/html/bysection/chapter_14/gs_14-190.1.html

1.13 Guidelines for Administrative Adjustment of Signage Regulations

Intent: The intent of permitting the administrative adjustment of the Sign Ordinance standards is to provide for flexibility that is compatible with the Town of Chapel Hill's character; to acknowledge the artistic creativity of sign makers, business owners, and individuals; to create visual harmony between the sign, structure, and site where the sign is located; and to enhance retail areas consistent with both the intent and opportunities afforded by the Glen Lennox Development Agreement and the Chapel Hill 2020 Comprehensive Plan (as relevant).

A. Adjustment Applications: Adjustment applications shall be made on forms available from the Development Services Center. An application shall consist of a completed application form; any necessary supporting documentation such as plot plans, building elevations, photographs or other information; and an application fee.

B. Review: Adjustment applications shall be reviewed by the Director of Planning and Development Services and Development Services Center staff. Applications are available for public review and comment.

C. Approval Criteria: The standards in this chapter may be adjusted administratively when the Director of Planning and Development Services determines all the following criteria are met:

1. The intent of the Sign Ordinance is upheld with the administrative adjustment than by other alternatives allowed by this section;

2. Sufficient reason is shown for the adjustment in order to address exceptional or extraordinary circumstances or conditions applicable to the property involved (including topographical issues), or intended use of the property, that are not contemplated or provided for by this chapter;

3. The modification is compatible with the scale, character, and design of the building in which the use is located;

4. The modification is compatible with the scale, character, design and lighting of the adjacent neighborhood or focus area;

5. The modification is consistent with the purpose of this chapter and would not adversely affect the neighborhood in which the sign is located; and

6. The modification is within the standards identified in Table 1: Allowable Administrative Adjustments

	Allowable Administrative Adjustments (up to the limits set forth in the table for the type of standard.) If the modification exceeds these standards, the applicant may seek a variance from Planning and Development staff upon submittal and review of plans. Submittal must include exhibit with location of signs and rationale explaining how requested variance meets standards and guidelines of the Glen Lennox Master Sign Plan and, if applicable, Development Agreement.		
	Standard	**Sign Type**	**Allowable Max. Administrative Adjustment (up to)**
a.	Distance from building façade	Wall, Projecting, Shingle Crown	10%
b.	Sign, height, display, area or dimensions	All	10%
c.	Sign display area for building greater than 4 stories	Wall	10%
d.	Height above sidewalk	Wall, Awning, Canopy, Projecting, Shingle, Archway	5%
e.	Raceway - % of letter height	Wall, Canopy, Crown	5%
f.	Sign depth	Awning, Canopy, Projecting, Shingle, Archway	10%
g.	Distance from façade, entrances	Projecting, Shingle	20%
h.	Distance between signs	Projecting, Shingle, Ground	20%
i.	Distance from property/lot line, right-of-way, setback	Cantilevered, Ground, Development Identification, Archway	15%

Appendix A: Notes and Commentary on Signage Rules, Examples of Application

Commentary on Selected Guiding Principles and Signage Rules

Principle #2. Signage of individual uses/buildings must be respectful of the needs and expectations of adjacent uses/users

1. I.E., while a particular use might typically allow for a certain type of signage on all sides of a building, one façade or area of that façade might need to be adjusted to respect adjacent uses.
    a. Ex: Commercial building facades across the street from low-density residential might need signage that does not shine bright light into single-family windows all night.
2. When future adjacent uses might not be yet defined, the concept site plan and land use matrix defining potential uses by blocks should be consulted
    a. Ex: Blocks 7 & 8 will likely have mid-rise apartment buildings along Flemington. Blocks 5 & 6 across the street on Flemington have a range of possible uses, also including multifamily, but limited to 4 stories. The experience of the residents of this future mid-rise apartment building or town home cluster should be considered. That could include reducing the amount of internally-illuminated signage and/or requiring a reduction in brightness after certain times at night.
    b. Any known or "best-guess" information should be factored in.
    c. Decisions made about one use/site might require modifications to the future adjacent uses.
        i. Ex: A certain kind of internal illumination is agreed upon for a façade facing a likely, but not certain, less-intensive use (such as an apartment building across from potential future townhomes). If needed, an agreement can be reached to ensure that when the future use is, in fact, decided, designed, and permitted, design measures (e.g., architecture and/or landscape) can be created to ensure that the light from the signage in the more intensive use is blocked or dimmed with trees or building orientation, for example.
3. The expectations of each use need to be balanced rationally. The lowest common denominator/most restrictive rule will not necessarily make sense for the bigger picture.

Ground Signs

1. In Glen Lennox, Ground Signs are intended primarily for clusters of commercial/office buildings where signage that is less-intrusive than Commercial Center signage may be warranted.
2. Signs placed in Zone 2 near the border between Zones 1 and 2 can refer to nearby Zone 1. E.g., a Ground Sign at an intersection where the sign's purpose includes wayfinding for motorized vehicles could list building/tenant names and arrows. The most functional/effective location for that sign could, for example, be on the east side of Flemington at the end of Glen Lennox Drive (in Zone 2) in order to direct motorized traffic flow quickly and safely to the office buildings along 15-501/Hayes that are in Zone1.

Specific topics/case studies for reference

1. **Non-brand-specific images and text inside display windows** are not considered signage (e.g., the southern windows at the Meadowmont Harris Teeter). This is true generally for anything that does not refer to either the identity of the business or any products sold by the business.
2. **Non-logo images without text on windows or facades** will generally be considered "public art" (e.g., a mural celebrating or artistically interpreting elements in the neighborhood/Town such as the wall painting on the side of Mellow Mushroom on Franklin St or the large sports-themed mural on the side of Tobacco Road in East 54.
    a. Note that the Tobacco Road mural would be considered an image in the gray area of interpretation, getting close to the limit of what is allowed. College sports, especially UNC's basketball team, are an integral part of Chapel Hill's community and identity. The mural makes sense as public art in that light. However, Tobacco Road is also a sports-themed bar. So the mural could be related to advertising. Ultimately, since there is no specific Tobacco Rd logo or branding on the mural, it was considered to be public art. And it makes sense that a sports-themed establishment might want to celebrate that theme in a mural/piece of public art.
3. **Archway signs without identifying text, logos, wayfinding icons**, etc. will generally be considered public art (e.g., a metal-framed arch with cut metal leaves woven throughout across a bike path). Per 1.4 D, names, dates, the Glen Lennox logo, or artisitic shapes/patterns/designs cut into wholly independent masonry supports are exempt from regulation.

4. **Entrances**: There are two primary entrances to Glen Lennox, and several secondary entrances. The existing as of 2018) Audley Lane southeastern secondary entrance is slated to be closed in the future, per the Development Agreement. The exhibit below is intended to help identify appropriate locatiosn for certain signage, especially Development Identification signage (allowed only at primary entrances).
    a. The first primary entrance is at Hamilton Rd & NC 54.
    b. The second primary entrance is the new Glen Lennox Drive entrance off of 15-501/Fordham.