

Sign Code Update

Fayetteville Area Chamber of Commerce

Summary of Major Changes

- New purpose statements are established that ensure that signage reflects and complements the character of the location where it is installed, represents today's state-of-the-art technology and materials for signs, enhances the aesthetic vitality of the City of Fayetteville through creative sign design, and ensures that signage effectively communicates commercial and noncommercial messages.
- Establishes additional standards for digital signs that regulate frequency of message change but allow symbols to be displayed.
- Requires the installation of address signage.
- Allows wrapped automobiles, vans and light trucks to park in any legally established parking space on the property where the business being conducted.
- Provides additional standards for hand-carried signs (10 ft.² maximum area; not allowed in the public right-of-way).
- Incorporates statutory language addressing "fence wrap" signs in construction projects.
- New standards for real estate signs are established as noted below:
 - Open houses may be promoted with both signs or banners
 - Open house signs may be adorned with balloons
 - Standardized directional real estate signs are allowed as official signs
- Allows additional temporary business signage in addition to grand openings and business closings as noted below:
 - Such signage is allowed for Memorial Day, Fourth of July and Veterans Day sales events
 - Businesses may promote themselves with attached banners, American flags, small balloons, and balloon clusters
- Allows additional freestanding signs for new car dealerships allowing each automobile "make" franchised at the dealership to have a freestanding sign.
- Increases area and height allowances for certain types of ground signs.
- Increases area allowance for projecting signs.
- Provides a process for review and approval of three-dimensional signs.
- Establishes sign quality standards for the following types of signage:
 - Allows a 50% area incentive for the use of channel letters for wall signs
 - Allows a 50% area incentive for the use of wall signs in lieu of freestanding signage
 - Allows a 20% area incentive freestanding signs utilizing pole covers
 - Allows a 50% area incentive for three-dimensional signs provided such signs go through a specified approval process

- Clarifies language for community banners within the municipal service district and for subdivision ground signs.
- Extends the alternative signage plan process to a wider range of development types, including office and residential developments three-dimensional signage, artist studios and galleries, business incubators and schools.
- Establishes new or revised definitions for the following sign types or features:
 - Channel letter sign
 - Ground sign
 - Official sign
 - Pole Sign
 - Sign pole cover
 - Three-dimensional sign