



HARNETT COUNTY DEVELOPMENT SERVICES
PLANNING SERVICES

COUNTY SIGNAGE GUIDE

NOVEMBER 2022

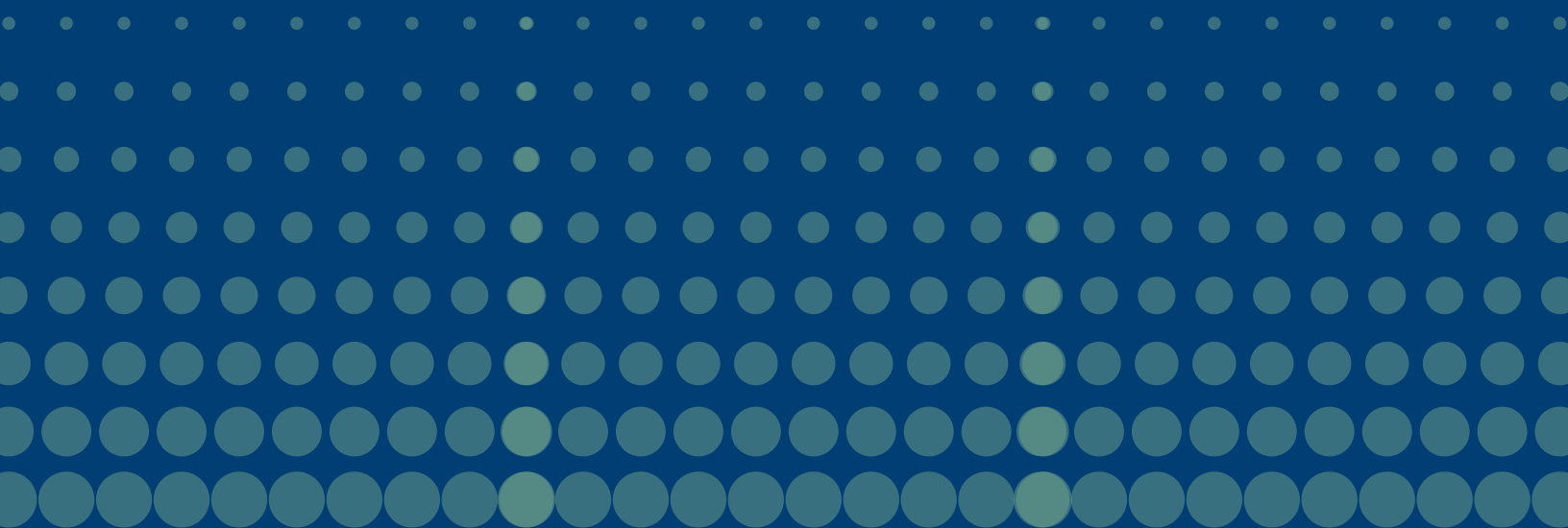


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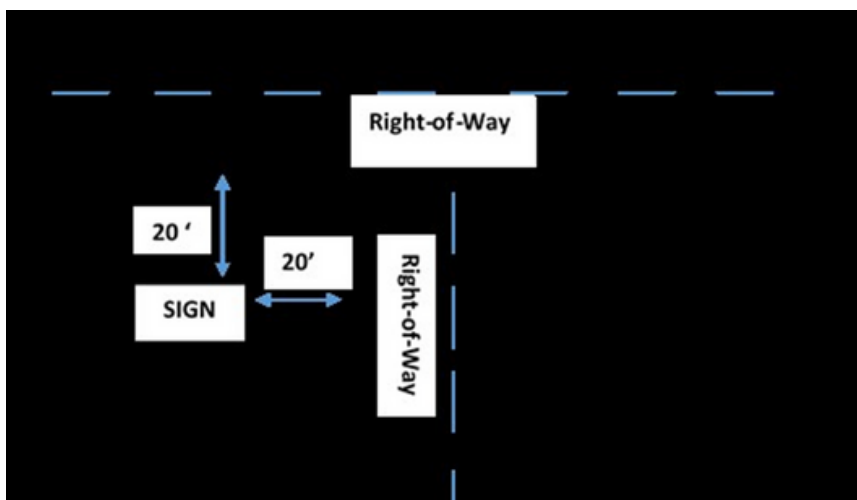
The Basics



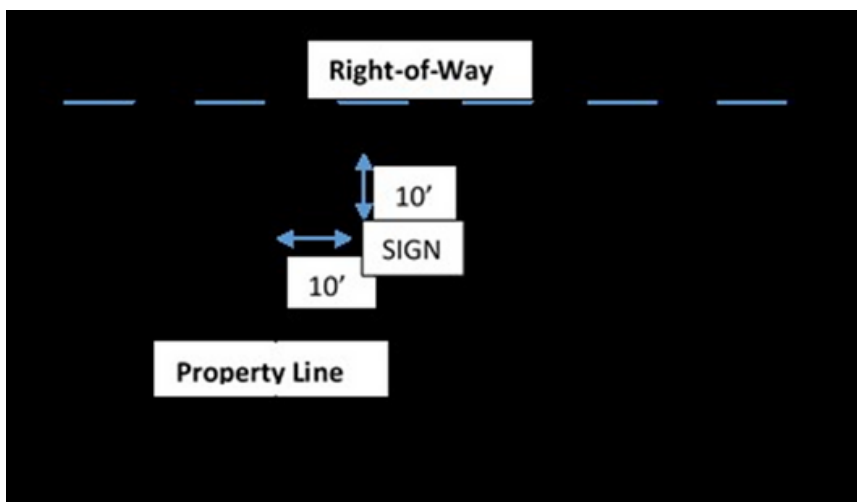
Setbacks

Signs shall be set back at least 10 feet from any public right(s)-of-way line or property line. In cases where signs are placed at intersections, the minimum setback shall be 20 feet as measured from each right-of-way line or property line in both directions.

Example: Intersection Setback



Example: Property Line Setback



For specific dimensions and height, please refer to Article VII, Section 10.1, Subsections 10.1.1 and 10.1.2 of the Unified Development Ordinance.

The Basics

Sign Measurements

Ground Sign Dimensions

The square feet area of the sign includes the entire sign, including latticework, fencing, or wall work incidental to its decoration.

The height of a ground sign is measured from the highest point of a sign to the point of ground surface beneath it. Ornamentation such as columns, caps, spires, and finials shall not extend more the 2 feet from the top of the sign.



Wall Sign Dimensions

Letters placed directly on a wall, building surface, awning, marquee, or against open air (with no background except for the wall or the surface itself, the area of the sign is the smallest parallelogram within which the letters can be included. The ratio calculated for wall signage is 1 square foot of sign space for 1 linear foot of wall space



The Basics

Pole Sign Requirements

All pole-style ground signs with support(s), upright(s), bracing(s), or framework(s) that include a pole encasement shall meet the following requirements:

- Pole-style ground signs for street signs, manufactured home park signs, interstate signs, and historical identification signs, shall be exempt from the requirements of Article VII, Section 10.6 of the Unified Development Ordinance.
 - Said support(s), upright(s), bracing(s), or framework(s) shall:
 - be encased in an ornamental shell of stone, brick, ornamental metal, or similar materials
 - AND be a minimum width of one-quarter ($\frac{1}{4}$) of the width of the sign face
 - OR said sign shall be:
 - Constructed of an external support structure including stone, brick, ornamental metal, or similar materials, provided that the maximum number of supports, uprights, bracings, or frameworks extending between grade and the base of the sign face shall not exceed two (2).



The Basics



Maintenance of Conforming Signs

Whenever a sign becomes structurally unsafe or endangers the safety of a building or the public, the Administrator shall order that such a sign be made safe or removed. A period of 10 days following receipt of said order by the person, firm, or corporation owning or using the sign shall be allowed for compliance.

- For sign reconstruction information refer to Article VII, Section 10.4 of the Unified Development Ordinance
- NOTE: No sign shall be allowed to remain after the activity, business, or use to which it was related has been discontinued. AND If at any time an outdoor advertising sign falls into a state of dilapidation, disrepair, or becomes abandoned or discontinued, as defined by the unified development ordinance, the permits for this sign shall be revoked.

The Basics

LED Message Board Signs

- A minimum of 15% of the overall sign square footage, and a maximum of 35%.
- Messages cannot change more than 7 times per minute. Animated presentation and animated changes of frame are prohibited.



Permitting



Signs that Require a Permit

- Signs found on the premises of a business, institution, or subdivision in districts (principle use is permitted and conditional) The requirements are as follows:
 - Business signs shall not project more than one (1) foot from any building wall or canopy.
 - If suspended from a canopy, the sign shall be at least eight (8) feet above the sidewalk, pavement, or ground level.
 - Maximum display area, number, and height requirements for ground and wall signs can be found in Article VII, Section 10.9 of the Unified Development Ordinance.

Signs that Require a Permit

When placing a new sign on a property one must contact Central Permitting to obtain the proper documentation to proceed:

- For a new business attempting to place a sign on their property, a pre-development meeting is required, so that Harnett county development services is aware of the intentions of the business.
 - For existing businesses or organizations, a pre-development meeting is not required.

After determining whether or not a pre-development meeting is needed, a commercial land use application, a commercial building application, and a site plan needs to be submitted to central permitting so that they can advise on the next steps of the process.

- If the sign is 10 feet or more in height and 100 square feet or greater, then an engineered plan will need to be submitted
- If a business needs to go through land use process with environmental health a Central permitting technician will advise the business.

Questions? Contact our Central Permitting division at 910-893-7525 option 1 or visit us at our office at 420 McKinney Parkway, Lillington, N.C. 27546.

Outdoor Advertising Signs



Outdoor advertising signs shall be permitted in the Commercial/Business District; except in Commercial/Business districts located within a designated Highway Corridor Overlay District.

Basic Requirements

Modernization, repair and reconstruction of signs with a valid permit issued by the Dept. of Transportation is permitted so long as the square footage of the advertising surface are being not increased.

Construction of new outdoor advertising signs or those without a valid permit from the NCDOT must meet the full requirements of the Harnett County Unified Development Ordinance.

Outdoor advertising signs are prohibited in any of Harnett County's Highway Overlay Corridor Districts.



Other Acceptable Sign Examples



Subdivisions



Multi-Tenant Non-Residential



Monument



Directional Ground Sign



Reference Chart

		Max # of walls with signs	Maximum signs per		Maximum sign area		Maximum Height	Min. distance between sign type on same property	Notes
			Street Frontage	Project	Project ≤ one acre	Project > one acre			
SINGLE TENANT	Ground		1	2	100 sq. ft. / side	150 sq. ft. / side	15 ft.*	300 ft.	*Required monument signs shall have a max. height of 12 ft.
	Wall	3			sq. ft. = Total linear ft. of mounting wall	sq. ft. = Total linear ft. of mounting wall			
MULTI-TENANT & SHOPPING COMPLEX	Ground		1	2	150 sq. ft. / side OR sq. ft. = Total linear ft. of mounting wall	200 sq. ft. / side OR sq. ft. = Total linear ft. of mounting wall	15 ft.	300 ft.	
	Directory		1		20 sq. ft. / side	20 sq. ft. / side	5 ft.	50 ft.	Located at interior intersections only
	Wall	2*#			sq. ft. = Total linear ft. of mounting wall	sq. ft. = Total linear ft. of mounting wall			Applies to each tenant of complex *All side wall signs shall be no larger than 50% of allowable maximum sign area. #One sign per wall, maximum of 2 wall signs, including a front, rear or side if applicable
OFFICE BUILDINGS	Ground		1	2	100 sq. ft. / side	150 sq. ft. / side	15 ft.	300 ft.	
	Wall	3			sq. ft. = Total linear ft. of mounting wall	sq. ft. = Total linear ft. of mounting wall			
NON-RES. SUBDIVISION	Ground (Subdivision)		1	2	150 sq. ft. / side	200 sq. ft. / side	15 ft.		
	Directory		1				4 ft.	50 ft.	Located at interior intersections only
	Ground (Parcels)			1	75 sq. ft. / side	75 sq. ft. / side	12 ft.		
	Wall	3			sq. ft. = Total linear ft. of mounting wall	sq. ft. = Total linear ft. of mounting wall			
INSTITUTIONAL LOCATIONS	Ground (Directory)		1	2	75 sq. ft. / side	75 sq. ft. / side	12 ft.	300 ft.	Portion may be used for changeable copy
	Wall	3			sq. ft. = Total linear ft. of mounting wall	sq. ft. = Total linear ft. of mounting wall			

Reference Chart

		Max # of walls with signs	Maximum signs per		Maximum sign area		Maximum Height	Min. distance between sign type on same property	Notes
			Street Frontage	Project	Project ≤ one acre	Project > one acre			
BUSINESS SIGNS	Interstate Highways			1	500 sq. ft. total	500 sq. ft. total	125 ft.		Shall be governed by remaining sections of the Ordinance
COLLEGE & UNIVERSITY LOCATIONS	Ground (Campus Directory Signs)			6	300 sq. ft. / side	300 sq. ft. / side		300 ft.	
	Ground (per Facility)			2	75 sq. ft. / side	75 sq. ft. / side	12 ft.		Portion may be used for changeable copy
	Wall	3			sq. ft. = Total linear ft. of mounting wall	sq. ft. = Total linear ft. of mounting wall			Applies to each facility
	Sporting Facility Signs*	Follow above Wall Sign Req.		1	650 sq. ft. / side	650 sq. ft. / side	25 ft.		
	Temporary (Events or Construction)			2 per Event/ 1 per Const.	100 sq. ft. / side	100 sq. ft. / side	12 ft.	300 ft.	Shall be removed at completion or end
CUSTOMARY HOME OCCUPATIONS	Ground		1	1	6 sq. ft. / side	6 sq. ft. / side	4 ft.		
RESIDENTIAL SUBDIVISION	Ground (Subdivision)				50 sq. ft. / side	50 sq. ft. / side	6 ft.		1 double-faced or 2 single-faced signs per entrance
DIRECTIONAL SIGNS	Ground		1	1	2 sq. ft. / side	2 sq. ft. / side	3 ft.		Only one (1) directional sign shall be located per intersection and/or driveway.
MANUFACTURED HOME PARK	Ground		1		32 sq. ft. /side MIN AREA: 16 sq. ft.	32 sq. ft. /side MIN AREA: 16 sq. ft.	12 ft.		Name of MHP & owner/operator phone num. shall be included.
OFFICIAL GOVERNMENT SIGNS	Ground (Multi-Tenant or Directory)		1	2	75 sq. ft. / side	75 sq. ft. / side	12 ft.	300 ft.	
	Wall	3			sq. ft. = Total linear ft. of mounting wall	sq. ft. = Total linear ft. of mounting wall			



While this document does contain actual language from the Harnett County Unified Development Ordinance, it should not be considered a substitute for any of Harnett County's regulatory documents. This document was created to serve as a guide to the screening and buffering techniques and requirements within Harnett County, and we ask that you please seek the relevant ordinance for a complete list of requirements.

CONTACT

Harnett County Development Services
Planning Services

420 McKinney Parkway
Lillington, NC 27546

www.harnett.org/planning
910-893-7525