



Custom Signage Plan Application and Checklist

Planning and Development Customer Service Center | One Exchange Plaza, Suite 400 | Raleigh, NC 27601 | 919-996-2500

Please ensure that your application is fully completed and includes all necessary supplemental information upon submission. The custom signage plan application will only be deemed complete once all required components listed on the Custom Signage Plan Checklist have been received and approved for acceptance.

Before a sign permit can be issued, a custom signage plan must be approved in accordance with the requirements specified in Unified Development Ordinance (UDO) section 10.2.21.

Please fill out all fields in the application form. If a field does not apply to your project, please mark it as "N/A". Once finalized, please send a PDF of the entire Custom Signage Plan Application packet, including all required supplemental information, to signpermits@raleighnc.gov.

The applicant may modify the regulations and/or specifications contained in the Custom Signage Plan application at any time during the review process. However, an expansion of the geographic extent of the Custom Signage Plan area shall be considered a new application.

OWNER'S AUTHORIZED REPRESENTATIVE CONTACT INFORMATION		
Owner's Authorized Representative Name:		Date:
Email:	Phone:	
Address:		
City:	State:	ZIP Code:
GENERAL INFORMATION		
Date:	Date Amended:	
Custom Signage Type: <input type="checkbox"/> New <input type="checkbox"/> Modification	Existing Custom Signage Plan Case # (if modifying):	
If modifying an existing custom signage plan, please provide a description of the proposed modifications:		
Property Address(es):		
Property PIN(s):		
Zoning District:	Total Acreage of the Geographic Extent of the Custom Signage Plan:	
Number of Non-Residential Establishments:	Number of Dwelling Units:	
Number of Rooms Associated with Overnight Lodging:		
Does the Property Front on an Approved Streetscape Plan? <input type="checkbox"/> Yes <input type="checkbox"/> No (if yes, please include name):		
Is the Property Located within a City Growth Center or Frequent Transit Area as Designated in the Comprehensive Plan? <input type="checkbox"/> Yes <input type="checkbox"/> No		
CONSIDERATION ITEMS		
Narrative of the Signage Plan Area		
Describe the Signage Plan Area in detail:		
Statement of Consistency with the Comprehensive Plan		
Provide a statement regarding whether the Custom Signage Plan is consistent with the Comprehensive Plan:		
Statement of Consistency with the Purpose and Intent of the UDO		
Provide a statement regarding whether the custom signage plan is consistent with the stated purpose and intent of the UDO.		

Analysis of Impact on Property in the Vicinity

Analyze and describe the impact on property in close proximity to the Custom Signage Plan area.

Analysis of Safety of Roadway and Streetscape Users

Analyze and describe the safety of roadway and streetscape users.

Compatibility with Existing Development and Signage

Explain the Custom Signage Plan's compatibility with existing development and signage.

Description and Explanation of Permitted or Prohibited Sign Types

Describe and explain the sign types permitted or prohibited as compared to the underlying zoning district(s).

Description and Explanation of Maximum Signage Increase or Decrease

Explain the maximum increase or decrease in signage compared to the underlying zoning district(s).

Use of Color, Materials, and Technologies

Describe and explain the use of color, materials, and technologies.

Unique Character or Quality Justifying the Request

Justify the request by explaining the unique character or quality of the Custom Signage Plan area.

Contribution to Unique Character, History, or Identity

Explain how cohesive design contributes to the unique character, history, or identity of an area.

Reasonableness and Public Interest

Explain how the application is reasonable and in the public interest.

CUSTOM SIGN PLAN CHECKLIST SUBMITTAL REQUIREMENTS

At a minimum the application shall include the following.

<input type="checkbox"/>	Provide a map showing the geographic extent of the custom signage plan. The map must include the following items: 1) All street names within the plan area. 2) Address and/or tax parcel identification numbers (PINs) for each property included. 3) Zoning designations for all properties within the plan area. 4) Location and description of existing conditions related to signage.
<input type="checkbox"/>	Written description of proposed Custom Signage Plan including purpose and intent.
<input type="checkbox"/>	Inventory of existing signage. Provide an inventory detailing all existing signage within the Custom Signage Plan area, including location, type, dimensions, and conformity with current regulations.
<input type="checkbox"/>	Provide a list of the proposed permitted sign types (as identified in Section 7.3 of the UDO). 1) Provide details of permitted sign types. (Specify dimensions for each sign type.) 2) Quantities: [Specify the quantities allowed for each sign type]. 3) Locational Criteria: [Specify the criteria for where each sign type can be placed]. 4) Materials: [Include the materials to be used for each sign type]. 5) Technology: [Specify any technological requirements or allowances]. 6) Elements/Characteristics: [Specify the specific elements or characteristics required for each sign type].
<input type="checkbox"/>	Maximum signage increases or decreases as compared to the underlying zoning district(s).
<input type="checkbox"/>	Prohibited Sign Types: List prohibited sign types that are prohibited within the Custom Signage Plan area.
<input type="checkbox"/>	Comparison Analysis: Provide a comparative analysis demonstrating how the proposed Custom Signage Plan differs from the base allowances and regulations set forth in the UDO.
<input type="checkbox"/>	Treatment Plan: Provide a plan detailing how existing signage, especially nonconforming signage, will be addressed under the proposed Custom Signage Plan.
<input type="checkbox"/>	Signature of all property owners within the designated Custom Signage Plan area. Include the address and/or PIN of the associated property.

OWNER'S AUTHORIZED REPRESENTATIVE STATEMENT

I, the undersigned, hereby declare and affirm that I am duly authorized by the legal owners of the properties listed in the application to submit the application package along with all required supplemental documentation on their behalf. I understand that this authorization includes the responsibility to accurately represent the owners' interests and to provide complete and truthful information to the City of Raleigh in accordance with the Unified Development Ordinance (UDO).

I acknowledge that any falsification, omission, or concealment of material fact within the application may constitute a violation of the provisions and regulations of the City of Raleigh UDO. Such actions may subject both myself and the property owner(s) to administrative, civil, and/or criminal liability under applicable laws.

By signing below, I certify that I have read and understand the obligations and potential consequences described herein, and I affirm that all information provided in the application and its supporting documents is accurate and complete to the best of my knowledge.

Representative Name:

Email:

Phone:

Representative Signature:

Date:

Custom Signage Plan Application

Property Owner Signatures

Signatures of all property owners within the designated Custom Signage Plan area are required, indicating their consent and acknowledgment of the proposed signage plan.	
Property Owner Name (Printed):	Property Owner Signature (Signed):
Address(s):	Property PIN(s):
Property Owner Name (Printed):	Property Owner Signature (Signed):
Address(s):	Property PIN(s):
Property Owner Name (Printed):	Property Owner Signature (Signed):
Address(s):	Property PIN(s):
Property Owner Name (Printed):	Property Owner Signature (Signed):
Address(s):	Property PIN(s):
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