

ORDINANCE NO. (XXX-2024)

**AN ORDINANCE TO AMEND THE
RALEIGH UNIFIED DEVELOPMENT ORDINANCE TO**

WHEREAS, the Custom Signage Plan process, adopted through TC-6-23 on June 4, 2024, establishes a process for developments meeting specified eligibility criteria to establish customized signage regulations within a defined geographic area;

WHEREAS, the proposed text change would amend UDO Section 10.2.21.G to increase the maximum number of lines of copy permitted on certain ground and tract identification signs from 5 to 10 lines and increase the maximum sign area from 100 square feet to 300 square feet; and,

WHEREAS, the proposed amendments would provide additional flexibility for identification and directional signage within qualifying developments, while potentially allowing for a greater cumulative signage presence within a Custom Signage Plan area

NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF RALEIGH THAT:

Section 1. Section 10.2.21., Additional Limitations, of the Part 10 Raleigh Unified Development Ordinance is hereby amended by adding the language shown in underline:

...

G. Additional Limitations

1. No low, medium or high profile ground sign, or tract identification sign shall exceed 15 feet in height, or have more than ~~5~~10 lines of copy per sign.
2. No low, medium or high profile ground sign, or tract identification sign shall exceed ~~100~~300 square feet in sign area.
3. For wall signs; projecting signs; awning, gallery and marquee; crown signs; no maximum sign area, size or height may be increased more than 100% from the maximums established in Article 7.3. Signs for that sign type.
4. Public street signs are allowed to have non-standard supports if a written agreement is submitted to and approved by the City.

Section 2. If this ordinance or application thereof to any person or circumstance is held invalid, such invalidity shall not affect other provisions or applications of the ordinance which can be

given separate effect and to this end the provisions of this ordinance are declared to be severable.

Section 3. This text change has been reviewed by the Raleigh Planning Commission.

Section 4. This ordinance has been adopted following a duly advertised legislative hearing of the Raleigh City Council.

Section 5. This ordinance has been provided to the North Carolina Capital Planning Commission as required by law.

Section 6. This ordinance shall be enforced as provided in N.C.G.S. 160A-175 or as provided in the Raleigh City Code.

Section 7. This ordinance is effective ___ days after adoption.

ADOPTED:

EFFECTIVE:

DISTRIBUTION: