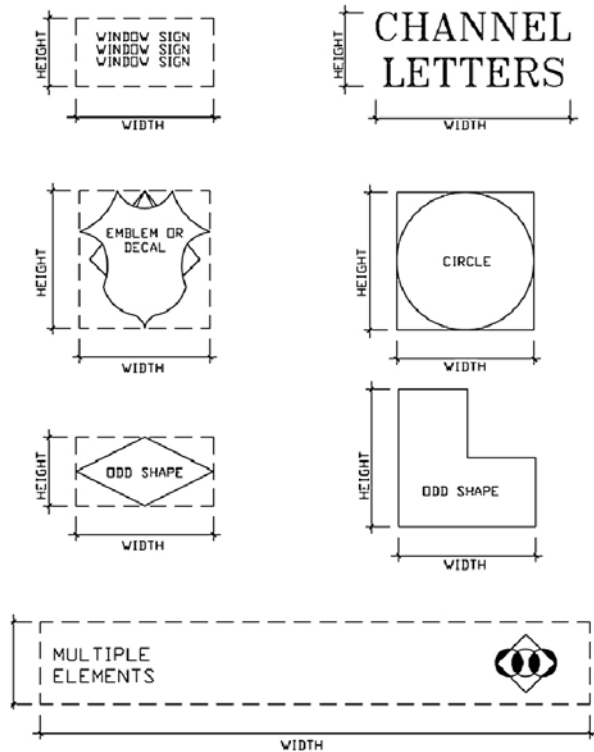


## Computation of a Sign Face:

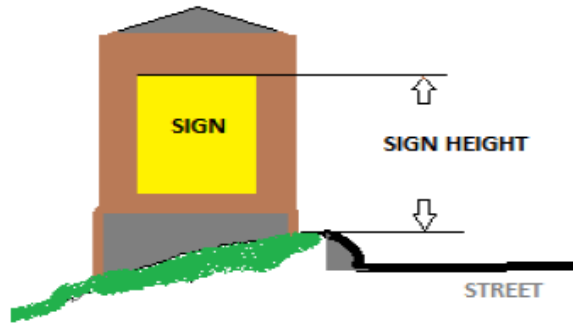
The area of a sign face is the entire area within the smallest square or rectangle that encompasses the limits of the writing, representation, emblem, or other display on the sign.



*This brochure is for informational purposes only.  
For more information contact our office or refer  
to our Ordinance (Appendix A, Chapter 11):*

<https://www.waynesvillenc.gov/code-ordinances>

## Computation of a Sign Height:



The height of a sign is measured from the highest point of a Sign Face to the highest adjacent grade at the base of the sign. The height of the sign structure shall not exceed the height of the Face by greater than twenty percent (20%).

## Prohibited Signs:

- All off-premise signs (check with our office).
- Roof signs.
- Animated/flashing signs: signs displaying blinking, flashing, animation, moving parts, or illusion of movement.
- Movable signs (different from portable signs).
- Signs resembling traffic signals.
- Signs attached to utility poles, telephone poles, trees, parking meters, bridges, overpasses, rocks, other signs, benches, or refuse containers.
- Abandoned signs that advertise an activity or business no longer existing on the property. Signs must be removed within 60 days of being abandoned.
- Pennants, balloons, streamers greater than 12 inches in diameter, spinners.
- Signs obstructing access to a driveway, required door, window, fire escape, or another required exit.
- Facsimile signs.
- Signs on vehicles or trailers which are parked for the primary purpose of displaying such sign.

# SIGNS



DEVELOPMENT SERVICES DEPARTMENT  
9 South Main Street, Suite 110  
Waynesville, NC 28786  
T: (828) 456-8647  
F: (828) 452-1492

# Signs

**SIGN-** any display of letters, words, numbers, symbols, emblems, or pictures made visible for the purpose of attracting attention or making something known. Such display can be a part of a building, structure, vehicle, or object.

## Most Common Signage Types that Require a Permit:

### GROUND SIGN

- All Ground signs shall be located out of the street right-of-way or at least five (5) feet from the edge of the Public Way, whichever is greater.
- Ground sign shall include a base (min. 1 ft. in height) constructed of rock, brick, or any other masonry material or permanent landscaping.
- Signs attached to walls (other than building walls) or fences are considered ground signs.
- Only one (1) ground sign is permitted per street frontage.

### ATTACHED SIGN (canopy, projecting, permanent window signs, & signs on awnings)

- The preferred location is between the first-floor window and windowsill of the second floor.
- Attached sign may not extend above the vertical wall to which it is attached or extend out into the street tree planting area or sidewalk.
- Signs posted on windows and doors shall not exceed 25 percent of the window/door area.
- Maximum 3 signs permitted per building face.
- The bottom of any attached sign, if extended from the façade of a building, shall be at least eight (8) feet above the pedestrian walkway.

The cost of a Sign Permit is \$4 per sq. ft. with a minimum of \$40. The Sign Permit form is available in our office or Town website. The form must be accompanied by a scaled drawing of all proposed signs, showing their placement on buildings, and a site plan showing the proposed location of any ground sign.

## Temporary Signs (do not require permit):

Real Estate signs, yard sale signs may be located on premises only, and may not be located within a public right-of-way, on a tree, or utility pole. One (1) sign is allowed per street frontage.

Temporary window signs shall not exceed 50% of the window area (Historic District- 25%).

## Permitted Signage by District

The following permanently mounted signs and their related maximum dimensions are allowed subjects to the issuance of a sign permit.

District	Ground Sign	Attached Sign	Permitted Illumination	Other Standards
Residential-Low Density (RL)	16 sq. ft.- 4 ft. tall	16 sq. ft.	None permitted	
Residential-Medium Density (RM)	16 sq. ft.- 4 ft. tall	16 sq. ft.	External illumination only	
Neighborhood Residential (NR)/Urban Residential (UR)	16 sq. ft.- 4 ft. tall	16 sq. ft.	External illumination only	
Neighborhood Center (NC)	24 sq. ft.- 6 ft. tall	10% of the wall	External illumination only	Pedestrian sign- 1 per business
Business District (BD)	24 sq. ft.- 6 ft. tall Ground signs are not permitted on Main St. from Church St. to Russ Ave.; Ground signs are limited to 16 ft.- 4 ft. tall along Wall St. from East St. to Howell St.	1 sq. ft. for each linear ft. of wall frontage- max. of 100 sq. ft.	Internal illumination permitted except within a National Register historic District	Pedestrian sign- 1 per business,  Marquee sign- 11.7.6
Regional Center (RC)	48 sq. ft.- 8 ft. tall	15% of the wall	Internal illumination permitted	Pedestrian Sign- 1 per business.
Commercial Industrial (CI)	48 sq. ft.- 8 ft. tall	15% of the wall	Internal Illumination permitted	

Contact our office to check if your business use is allowed in the zoning district. You can also find this information by going to Haywood County GIS website: <https://maps.haywoodcountync.gov/>. Click on the Address tab above the search field. Enter your business address. After the results appear, go to Layers tab. Turn on the Zoning layer by clicking the box beside it. Your zoning district is color-coded and named.

## Promotional/Special Event Signs:

- One per property per street frontage.
- May be either a Ground Sign or Attached Sign.
- The maximum size and height are the same as established for a permanent sign in that district.
- May be displayed on one occasion in any three-month period for a maximum of 14 consecutive days or on one occasion in any six-month period for a maximum of 30 consecutive days.
- Permit is required. A permit application shall be submitted indicating the size, content, location, and dates of erection and removal.
- Examples: drives, fairs, festivals, sports events