

**ORDINANCE NO. (2011) 872 TC 343
TC-2-11**

AN ORDINANCE TO AMEND THE CITY OF RALEIGH SIGN ORDINANCE TO INCREASE THE PERMITTED SIZES OF STATE OR FEDERALLY TRADEMARKED LOGO SIGNS WHICH USE COLORS WHICH ARE NOT A PART OF THE APPROVED SIGN CRITERIA, BASED ON THE SIZE OF THE ESTABLISHMENTS

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF RALEIGH, NORTH CAROLINA that:

Section 1. Amend Section 10-2083.1(b)(3), Multi-establishments, by deleting subparagraph e. in its entirety and substituting in lieu thereof the following:

- “e. Specified maximum of three (3) colors to be applied to the *sign* and its background which *shall* be observed. Colors *shall* include black and white. Notwithstanding the three (3) color limit, such criteria *may* allow the use of one (1) additional color of either black or white or a color that matches the *building* material color of the wall on which it is attached, or the dominant exterior *building* material such as, but not limited to, brick or marble. Federal and State registered trademarks or service marks *may* employ additional colors; provided that, such trademarked signs:
- (i) do not exceed twelve and one-quarter (12 ¼) square feet for establishments containing less than ten thousand (10,000) square feet,
 - (ii) do not exceed eighteen (18) square feet for establishments between ten thousand (10,000) and thirty thousand (30,000) square feet,
 - (iii) do not exceed twenty-five (25) square feet for establishments greater than thirty thousand (30,000) square feet, but less than one hundred thousand (100,000) square feet, and
 - (iv) do not exceed thirty-six (36) square feet for establishments one hundred thousand (100,000) square feet or greater;

and provided further that, the above allowances for trademarked signs do not increase the square footage of the total allowed signage for the *building*. The *sign* includes its casings, supports, and backings. Only those

signs which are erected or altered after the unified *sign* criteria is established *shall* be affected by the adopted unified *sign* criteria.”

Section 2. All laws and clauses of laws in conflict herewith are hereby repealed to the extent of said conflict.

Section 3. 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 the end the provisions of this ordinance are declared to be severable.

Section 4. This ordinance has been adopted following a duly advertised joint public hearing of the Raleigh City Council and the City Planning Commission following a recommendation of the Planning Commission.

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

Section 6. This ordinance shall be enforced by law as provided in N.C.G.S. 160A-175 or as provided in the Raleigh City Code. All criminal sanctions shall be the maximum allowed by law notwithstanding the fifty dollar limit in G.S. 14-4(a) or similar limitations.

Section 7. This ordinance shall become effective five (5) days following its adoption.

ADOPTED: **May 3, 2011**
EFFECTIVE: **May 8, 2011**
DISTRIBUTION: Hallam, Bowers, Silver, Brandon
 Spruill, Fulcher