



DRAFT OUTDOOR ADVERTISING/BILLBOARD ORDINANCE

Prepared by:
Matthew Hoagland
Caswell County Planning Director

Article 9, Part VIII: Outdoor Advertising

Section 1: Purpose

The purpose of this section is to promote the health, safety, and general welfare of the residents of and visitors to Caswell County. This ordinance designed to promote vehicular safety along roadways within the county, to promote orderly growth and development, to institute design elements which are in keeping with the natural and historic aesthetics of the county, and to provide regulatory guidelines which are compatible with N.C. General Statutes 136, Article 11 and 160D-912.

Section 2: Definition

"Outdoor Advertising," also defined as a "Billboard" or "Billboards," includes any sign visible from the main travel way of a road which has an advertising surface of between 72 and 1,000 square feet. Advertising signs smaller than 72 square feet shall not be regulated by this ordinance. For the purposes of this section, "Non-Digital" and "Digital Billboards" are defined below.

A "*Non-Digital Billboard*" is understood to mean a large panel or flat surface made of paper, vinyl, or a painted surface that is intended for viewing an advertisement or notice from extended distances and is typically constructed atop wooden posts or steel beams.

A "*Digital Billboard*" is understood to mean a light emitting diode panel face which is an internally illuminated display intended to produce a variety of colors and light intensities and is typically constructed atop a steel beam or beams. This definition shall also include "Tri-Vision" or "Tri-Fold" panel billboards.

Section 3: Location

Billboards may only be erected alongside recognized interstate or primary highway systems pursuant to N.C. General Statute 136, Article 11. Billboards may not be erected along any

Scenic Byways, other state roads, private roads, or any roads or paved surfaces owned by Caswell County Government.

Digital billboards may only be erected along designated interstate highways. Non-Digital Billboards may only be erected along primary highways or interstate highways.

Billboards may only be erected on properties which are actively commercial or industrial in use and that have an approved North Carolina Department of Transportation Driveway Permit.

Billboards may not be erected within 500 linear feet of any residential structure. This distance shall be measured from the nearest point of the billboard to the nearest point of the nearest residential structure.

Section 4: Development Guidelines

Applicants for Non-Digital Billboard developments shall submit a completed Outdoor Advertising Application and a set of engineered drawings to the Planning Department indicating the following:

1. The height shall not exceed 30 feet above the edge of pavement of the road which it is adjacent to. This distance shall be measured to the top border of the billboard. Where the building site of the billboard is level to or above the edge of pavement, the total height of the billboard shall not exceed 30 feet from the lowest point of its base to the top border of the billboard.
2. The exterior framing shall to be installed on the billboard to closely resemble a natural wood aesthetic or the framing must be painted a shade of brown to mimic a natural wood aesthetic similar to Figure 1 or Figure 2 below.
3. The base of the billboard may be constructed of any material. If the base material is wood, it shall be finished in a manner that preserves the natural wood aesthetic. If constructed of metal, it shall be painted a shade of green, brown, black, or similar neutral color in order to blend in with the natural environment.
4. Lighting, if installed, shall be placed at the top of the billboard and directed downward and inward such that the illumination is contained to the area of the sign. Flashing or strobe style lights are prohibited.
5. Billboards may be erected back to back or V-shaped but may not be erected atop one another. Billboards equal to or less than 300 square feet may be erected side by side but billboards greater than 300 square feet may not. Each billboard shall be considered as a separate sign when calculating square footage.
6. The outermost portion of the billboard shall be erected at least 15 feet from the right-of-way of the interstate or highway which it is adjacent to.
7. The scope of any vegetative cutting or removal related to the construction of the new billboard shall be shown.

8. Applicants must also provide a copy of the redacted lease agreement with the property owner to which the billboard will be constructed.
9. Applicants must also provide a copy of an approved NCDOT Driveway Permit for the property.

Figure 1:



Figure 2:



Applicants for Digital Billboard developments along Interstates shall submit a completed Outdoor Advertising Application and a set of engineered drawings indicating the following:

1. The support structure(s) and foundation designed or painted in a manner to blend in with the natural environment. Paint color shades may include green, brown, black, or similar neutral color.
2. Billboards may be erected back to back or V-shaped but may not be erected atop one another or side by side. Each billboard shall be considered as a separate sign when calculating square footage.
3. The outermost portion of the billboard shall be erected at least 15 feet from the right-of-way of the interstate or highway which it is adjacent to.
4. Digital billboards do not have to demonstrate compliance with framing, lighting, or height requirements.
5. The scope of any vegetative cutting or removal related to the construction of the new billboard must be shown.
6. Applicants must also provide a copy of the redacted lease agreement with the property owner to which the billboard will be constructed.
7. Applicants must also provide a copy of an approved NCDOT Driveway Permit for the property.

Other regulations to be considered:

- Imposing spacing requirements between new billboards?
- Requiring spacing from the intersection of state-maintained roads?

Section 5: Nonconforming Situations

Non-digital billboards may not be replaced with digital billboards, regardless of circumstance. Digital billboards may be replaced with non-digital billboards.

Billboards which are destroyed by a natural disaster or other unforeseen circumstances may be reconstructed to a size and dimension exactly matching their size and dimension before being destroyed. If a billboard is destroyed and an applicant wishes to replace it with one of larger square footage, they must submit an application and engineered drawings in accordance with Section 4. Billboard developers may alter the support structure of the sign at any time as long as it remains in compliance with the applicable portion of Section 4.

Section 6: Application and Review Fees

A permit review fee as established by Section 1.13 shall be paid upon the submission of the application. Permits must be renewed annually. A permit renewal fee as established by Section 1.13.

After the initial permit is issued, the UDO Administrator shall inspect the billboard annually to ensure it is still in compliance with the standards of this ordinance. If it is found to be out of compliance, penalties may be assessed in accordance with Section 1.12.8. and the Outdoor Advertising Permit may be revoked if the violation is not remedied.

Suggested Permit Application Fee: \$500
Suggested Annual Renewal Permit: \$100