

ARTICLE 18. REGULATIONS FOR SIGNS *(Amended 1/4/2016)*

Section 18-1: Intent

The intent of this section is, 1) to establish sign standards and restrictions that allow for the legitimate identification of residential, commercial, industrial, and other activities, 2) to provide for the safety of vehicular traffic by limiting visual interference, 3) to facilitate police and fire protection, 4) to protect the general public from injury caused by distracting and improperly placed signs, and 5) to protect property values while at the same time promoting the economic welfare of the Town of Pembroke by encouraging visually appealing and non-distracting forms of information transfer. For definitions relating to this Section refer to Section 2-2.

Section 18-2: General Provisions

(A) Administration. The Administrator shall be responsible for the enforcement of this Section. The Administrator shall administer and enforce the terms and conditions of this Section and all other provisions of laws relating to signs. The duties shall include not only the issuance of permits as required in Subsection (B), but also enforcement of the provisions of this Section.

(B) Permit Requirements.

(1) General Requirements. Except as otherwise provided in Subsection (C) and (D), it shall be unlawful to erect, post, hang, paint, repair, replace, change, or maintain any sign without first obtaining a sign permit. Application for the permit shall be made in writing on forms furnished by the Administrator and signed by the applicant or authorized agent. No permit shall be required, however, for the maintenance requirements of Section 18-7 (Maintenance) hereinafter. Failure to secure a permit shall constitute a violation of this Section.

(2) Plans, Specifications, and Other Data Required. The application shall be accompanied by complete information as required on forms provided by the Administrator and shall include, without being limited to, a site plan and elevation drawings of the proposed sign, a drawing of the building facade indicating the proposed location of the sign, height, dimensions and square footage of the proposed sign and any other data as the Administrator may determine is necessary for review of the application. The Administrator shall not issue a sign permit unless the plans, specifications, and intended use of such sign conform in all respects to the applicable provisions of this Article.

(3) Fees.

(a) Generally. A sign permit fee shall be paid to the Town of Pembroke for each sign permit applied for in accordance with this Article in an amount determined by the Town of Pembroke Schedule of Fees and based on the size

of the sign. This permit fee does not include electrical permit fees, which shall be additional. A sign permit fee shall not be charged for replacing a nonconforming sign with a conforming sign or for bringing a nonconforming sign into conformance with this Article if such action is undertaken voluntarily within one year of the effective date of this Section.

(b) When Fees Payable. Sign permit fees shall be paid upon the application for a sign permit and prior to commencement of any sign construction on the lot where the sign will be located.

(c) Late Fee. Work performed without a permit shall be subject to a late fee as set forth in the Town of Pembroke Schedule of Fees.

(4) Revocation of Permits for Non-Use.

(a) Commencement of Work. If actual work for the permitted sign on the site is not commenced within 60 days from the date of such sign permit or if substantial work for the permitted sign is suspended for a period of 60 consecutive days after issuance of the sign permit, the permit shall automatically become null and void. However, for new construction, the sign permit shall not become null and void until 60 days after the Zoning Compliance Release has been issued.

(b) Extensions of Time. The provisions of subsection (a) above shall not apply when delays are not a result of willful acts or neglect of the persons obtaining the permit. In that event, the Administrator may grant an extension of time within which operations must be started or resumed. All requests for such extensions and approval thereof shall be in writing.

(5) Forfeiture of Fees. When any permit has been revoked under the terms of this Section, the permit fees shall not be refunded. If a sign permit is denied, however, the permit fee will be refunded.

(6) Licenses.

(a) Sign Contractor's License. No person shall engage in the business of erecting or maintaining signs in the Town of Pembroke unless said person has been issued a sign contractor's license which has not expired at the time said work is done. This requirement shall be interpreted to exclude those persons who construct and erect a principal use identification sign when that sign is used at that person's place of business, provided all construction and installation is properly permitted and inspected for compliance with the applicable building codes of the Town of Pembroke and other parts of this Section.

(b) Outdoor Advertising License/Billboards. No person shall erect or maintain off-premises advertising structures in the Town of Pembroke unless said person has been issued an outdoor advertising license which has not expired at the time said work is done. In order to obtain an outdoor advertising license, the licensee must be a licensed sign contractor, as described in paragraph (a) above, and must submit annually upon renewal of this license a listing of all sign structures leased, owned, or maintained by the licensee. Such list shall give the specific location of each sign by reference to ward, sheet, and tax lot number as indicated on the Robeson County tax maps and by reference to the name of the property owner.

(C) Signs Exempt from Permit Requirement. The following signs are allowed in all zoning districts and shall not require a sign permit. However, such signs shall conform to the requirements set forth below as well as to other applicable requirements of this Section.

(1) Directional Signs. Directional signs shall be located on the premises to which directions are indicated. If advertising (name or logo) is used on these signs it shall be computed as part of the total allowable sign area for a lot. Directional signs shall not exceed four square feet per face, two faces per sign, and shall not exceed three feet in height if freestanding or six feet in height if attached to the principal or an accessory structure. The maximum number of signs allowed per lot shall be four. These signs may be internally or externally illuminated.

(2) Incidental Informational Signs. A sign, generally informational, that has a purpose to the use of the subject property on which it is located, such as “no parking,” “entrance,” “loading only,” and other similar directives.

(3) Flags. Flags on a single, straight flagpole provided that:

(a) The flagpole is attached to the ground, building, or other object at only one end; it may not be attached to another pole;

(b) Flags are not hung or stretched between two (2) poles or a pole and another object or the ground;

(c) Flags are attached to the pole (or rope) on one (1) side only and are not weighted on an unattached side;

(d) Flags hung from a horizontal or nearly horizontal, pole and displayed against, or nearly against, a wall, fence, or similar structure are prohibited (this applies only to flags permitted by this paragraph);

(e) More than one (1) flag may fly on a single pole; and

(f) All applicable requirements of Article 18 are complied with.

- (4) Temporary Signs. Temporary signs are signs which relate to/reference specific activities or events of a commercial, noncommercial, or non-profit entity, including political signs.
- (5) Copy Changes and Maintenance. No permit shall be required for copy changes made to a changeable copy sign, menu board, marquee sign, or off-premise sign; provided any such changes do not change the classification of the sign under this Section. No permit shall be required for maintenance where no structural changes are made.
- (6) Construction Signs. Construction signs shall be allowed provided such signs do not exceed one sign per street frontage with a maximum of two signs per construction site. Such signs shall not exceed four square feet in area per display face, two faces per sign for single-family or duplex residential construction or 32 square feet in area per display face for multi-family residential or non-residential construction, and a maximum of eight feet in height. Construction signs shall not be erected prior to the issuance of a building permit and shall be removed within seven days of the issuance of a certificate of compliance. Fence wraps displaying signage when affixed to perimeter fencing at a construction site are exempt until the certificate of occupancy is issued for the final portion of any construction at that site or 24 months from the time the fence wrap was installed, whichever is shorter. If construction is not completed at the end of 24 months from the time the fence wrap was installed, the town may regulate the signage but shall continue to allow fence wrapping materials to be affixed to the perimeter fencing. No fence wrap affixed pursuant to this subsection may display any advertising other than advertising sponsored by a person directly involved in the construction project and for which monetary compensation for the advertisement is not paid or required.
- (7) Campus Signage. *(Amended 8/5/2019)*
- (a) The total square footage of signage on a campus may exceed 400 square feet.
- (b) Wayfinding signage is permitted in areas internal to the campus not fronting on a Town of Pembroke-owned right-of-way. All wayfinding signage must be consistent with an overall landscape/architectural design for the campus. Wayfinding signs may be monument or wall signs. Wayfinding signs may be located on the campus on any sidewalk, path, street, driveway, or parking lot.
- (c) Gateway signage may not exceed 700 square feet nor 13 feet in height, including the supporting sign structure. The sign structure does not include decorative fencing or landscape elements which may be attached to the sign structure. Two gateway signs are permitted at the primary campus entrance (one on each side of the entrance).
- (d) Each structure on the campus is allowed to have wall signage for building identification.

(8) Miscellaneous Exemptions.

- (a) Such as handicapped parking space signs; with the operation of equipment or other functional elements such as menu boards, automatic teller machines, gas pumps, vending machines, scoreboards, license plates and similar incidental signs; signs visible only from the premises, markers which are non-commercial in nature.
- (b) Memorial signs, plaques or grave markers, which are noncommercial in nature.
- (c) On-premises directional and instruction signs not exceeding four (4) square feet in area apiece. These signs shall not contain advertising matter.
- (d) All signs located within the interior of a business or operation and not displayed in a window.
- (e) Public interest signs (i.e., historical markers).
- (f) Identification signs not exceeding three (3) square feet in area (one only per premises).
- (g) Address and name signs. Signs or plates on residential structures giving the name and/or address of the occupant.
- (h) Integral decorative or architectural features of buildings or works of arts, provided such features or works of art do not contain advertisements, trademarks, moving parts, or lights.
- (i) Displays, including lighting, erected in connection with the observance of holidays. Such displays shall not be considered as illuminated signs and they shall be removed within ten (10) days following the holiday.
- (j) Signs affixed to windows of vehicles displaying the terms of sale for said vehicles.
- (k) Signs erected by or on behalf of or pursuant to the authorization of a governmental body, including legal notices, identification and information signs, and traffic direction or regulatory signs. *(Amended 8/5/2019)*

Section 18-3: Signs Prohibited in All Zoning Districts

The following signs and/or sign features shall not be erected or maintained in any zoning district within the jurisdiction of the Town of Pembroke:

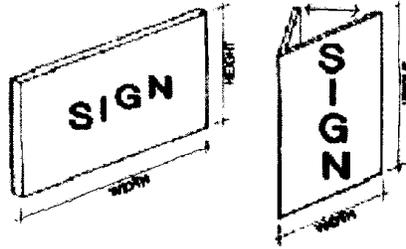
- (A) Signs on Roadside Appurtenances. On- or off-premise signs on roadside appurtenances, including, but not limited to roadside benches, bus stop shelters, planters, utility poles, trees, parking meter poles, and refuse containers, with the exception of commemorative signs or governmental signs.
- (B) Portable or Moveable Display Signs. Portable signs are prohibited with the exception of new businesses and when a business changes ownership. A new business located in the C-1 Central Business, C-2 Neighborhood Business, C-3 Highway Business, I Industrial, or O & I Office & Institutional Zoning Districts is allowed one portable sign no larger than 32 square feet for a period not to exceed 45 days beginning the date their privilege license is issued. If a business changes ownership and is located in the C-1 Central Business, C-2 Neighborhood Business, C-3 Highway Business, I Industrial, or O & I Office & Institutional Zoning Districts and a new privilege license is required, then they are allowed one portable sign no larger than 32 square feet and for a period not to exceed 45 days beginning the date their privilege license is issued. The portable sign must be set back at least 10 feet and all other applicable freestanding sign regulations shall apply.
- (C) Signs Located in the Right-of-Way. Signs, whether temporary or permanent, within any street or highway right-of-way are hereby prohibited, with the exception of governmental signs (provided, however, projecting signs which are allowed under Section 18-4 are not hereby prohibited and signs providing direction to churches, public auditoriums, or properties designated as local or national historic properties, all of which are single-faced and no greater than two square feet in total area per sign and limited to eight feet in height, shall be allowed only by permit issued by the Town of Pembroke and shall be limited to three signs per church, public auditorium, or historic property). In accordance with NCGS 136-32(b), political campaign signs are allowed on state-maintained right-of-way.
- (D) Roof Signs. Signs on the surfaces of a mansard roof and on parapets shall not, however, be hereby prohibited provided the signs do not extend higher than the height restriction for on-premise freestanding signs in the zoning district in which the sign is located and provided that the signs do not extend above the mansard roof or parapet to which they are attached.
- (E) Wind Signs. Wind signs except in conjunction with a community festival or event and except as wind signs are allowed under Section 18-4 hereinafter.
- (F) Off-premise signs in all Residential districts, C-1, C-2, and I Zoning Districts.
- (G) Off-premise signs in national and local historic districts or on national or local historic properties.
- (H) Off-Premise Signs Along Scenic Drives. Off-premise signs designed to be visible from streets designated by the Town Council as “scenic drives” and/or “parkways.”
- (I) Off-premise signs which are within 660 feet of the nearest edge of the right-of-way and visible from the maintained traveled way of the Federal Aid Primary and Interstate System, all as

described in the Federal Highway Beautification Assistance Act of 1979, as amended, and which are constructed or erected on or after the effective date of this Section; provided further, off-premise signs located specifically as described hereinbefore which were erected prior to the effective date of this Section are not prohibited from continuing, notwithstanding their non-conformance with regulations of this Section, other than conformance with the maintenance provisions set forth in Section 18-7 hereinafter.

- (J) Signs of Illusion. Signs with optical illusion of movement by means of a design which presents a pattern capable of reversible perspective, giving the illusion of motion.
- (K) Signs Resembling Traffic Signals. Signs displaying intermittent light resembling the flashing light customarily used in traffic signals, or used by police, fire, ambulance, or other emergency vehicles, nor shall any sign use the word “stop,” “danger,” or any other words, phrase, symbol, or character in a manner that might be construed as a public safety warning or traffic sign.
- (L) Animated Signs and Flashing Signs.
- (M) Abandoned Signs or Sign Structures.
- (N) Signs Obstructing Access. Signs which obstruct free ingress to or egress from a driveway or a required door, window, fire escape, or other required exit way.
- (O) Sandwich Board Signs except within the C-1 District.

Section 18-4: On-Premise Signs

- (A) General Provisions for On-Premise Signs. Following the effective date of this Article, on-premise signs shall not be erected or maintained in any zoning district except in compliance with the provisions set forth in this Section.
 - (1) Computation of Sign Area. The area of a sign shall be considered to be that of the smallest rectilinear figure (but which shall have a continuous perimeter of not more than eight straight lines) which encompasses all lettering, wording, design or symbols, together with any background on which the sign is located and any illuminated part of the sign, if such background or such illuminated part of the sign is designed as an integral part of and related to the sign. Any cutouts or extensions shall be included in the area of a sign, but supports and bracing which are not intended as part of the sign shall be excluded. In the case of a multi-faced sign, the area of the sign shall be considered to include all faces visible from one direction. The area of a wall or window sign consisting of individual letters or symbols attached to or painted on a surface, building, wall, or window shall be considered to be that of the smallest rectilinear figure (but which shall have a continuous perimeter of not more than eight straight lines) which encompasses all of the letters or symbols and the background and illuminated part of such sign when either or both are designed as an integral part of and related to the sign.



Single-faced sign

Double-faced sign

The space between one identification sign and one changeable copy sign on a sign post or structure or attached to a building shall not be included in the total square footage if both signs serve a single business located on the lot. The space between two or more changeable copy components of a sign or between two or more permanent copy components of a sign shall be included, however, in the total square footage of sign area allowed.

Where three dimensional figures are used as signs, the area shall be the total of all sides made an integral part of the projected figure used in conveying the intended message.

- (2) Group Development. Any development which is part of a group development shall be governed by Section 18-4(B)(4) hereinafter.
- (3) Encroachment Into Right-of-Way. No part of any sign shall be located on or extended into a public right-of-way except as projecting signs are allowed by this Section.
- (4) Time/Date/Temperature Signs. Time, date, and temperature signs which do not exceed ten square feet per sign face are allowed and shall be included in the allowable sign area, provided, however, if an existing freestanding sign is located on the lot, then the time, date, and temperature sign must be incorporated into the existing freestanding sign. It shall be the responsibility of the owner of such signs to maintain such signs and insure that they are kept accurate. If these conditions are not met, the sign shall be repaired or removed.
- (5) Signs for Nonconforming Uses. Signs for nonconforming uses, where such uses may be continued, shall be allowed, but shall comply with all regulations for signs in the zoning district where such signs are located.
- (6) Illumination. Illuminated signs shall be subject to the following conditions:
 - (a) Any light used for illumination shall be shielded so that the beams or rays of light will not shine into surrounding areas or on the public roadway.

- (b) Neither direct nor reflected light from any light source shall create a traffic hazard or distraction to operators of motor vehicles on public thoroughfares.
 - (c) Bed and Breakfast establishment signs shall not be illuminated from 10:00 pm until 8:00 am.
- (7) Temporary Signs. Temporary signs shall be allowed in all non-residential zoning districts. Temporary signs shall be allowed twice a year per lot. In the event that more than one business is located on a single lot, each business shall be allowed two temporary signs per year. Temporary signs shall be allowed for three days and a sign permit is required. No time extensions shall be granted. No temporary signs shall exceed 32 square feet in total area.
- (8) Inflatable Balloon Sign. One inflatable balloon sign shall be allowed per commercial or industrial zoning district at any one time, limited to once a year per business. This limitation shall not apply, however, to community festivals or events permitted by the Town of Pembroke. Further, inflatable balloon signs shall not be internally illuminated; shall not be higher than 25 feet above grade; and shall not be erected or maintained on a building parapet or roof. The time allowed for these signs shall not exceed 10 days. These signs shall be located on either an attached, tethered, or freestanding structure. The sign and its structure shall not block or inhibit the visibility of vehicular traffic or in any way pose a danger to pedestrians or vehicular traffic or property. The sign may advertise a product, service, or sponsor affiliated with the event or the event itself.
- (10) Visibility. No sign or structure shall be erected or maintained to impede safe and adequate visibility from vehicles or for pedestrians.
- (11) Any business which has street frontage of less than 50 feet along a street shall be allowed one additional freestanding sign on its lot provided that the additional freestanding sign was erected under a valid permit prior to the effective date of this Section and, provided further, that one of the freestanding signs is located more than 200 feet from the street and that both freestanding signs conform with the provisions of this Section.
- (12) Wind Signs. Wind signs shall be permitted in the C-1 District and in commercial major site development plans which are retail shopping centers subject to the following regulations:
 - (a) Wind signs shall be limited to one sign per pole, mast arm, or other device and maintained in good condition without fraying, tearing, or fading.
 - (b) Wind signs shall be constructed of nylon, canvas, or plastic material.

- (c) Each wind sign must be at least eight square feet in area and less than 24 square feet in area and all banners on the same lot must be consistent in colors and materials.
- (d) No wind sign may contain a commercial advertising message, name, or logo.
- (e) Clearance over sidewalks shall be a minimum of nine feet and clearance over streets, alleys, or driveways shall be a minimum of 14 feet.

(13) Digital and Computerized Signs. Digital and computerized signs are allowed in instances where other changeable copy signs are allowed. However, the message displayed shall not change more than four times in a 24-hour period.

(14) Banners. Banner signs may be used on a temporary basis to advertise special events such as grand openings. However, the business may use a banner advertisement up to four times per year for not more than 30 days for each occurrence.

(15) Sports Field Signs. Signs are allowed on the outfield fences of a sports field or stadium. However, the sign must face the infield and not extend above the height of the outfield fence.

(B) Residential and Institutional Signage within Residential Zoning Districts. Residential districts contain certain development types that are non-residential, but do not constitute a commercial enterprise. Such developments include but are not limited to: Single-Family Subdivisions, Multi-Family Developments, Manufactured Home Parks, Churches, and Recreational Facilities. One (1) freestanding ground mounted or monument sign per entrance may be utilized providing it does not exceed fifteen (15) square feet, and shall not exceed six (6) feet in height with two faces allowed on the sign. The minimum setback shall be ten (10) feet.

Churches, schools, NC licensed massage therapists, and institutions located in residential zoning districts are allowed one additional freestanding pole or ground sign or attached wall sign, either of which may be only a changeable copy sign, with the total area of the changeable copy sign no greater than 12 square feet per face, with two sign faces per sign and a maximum of six feet in height, with a minimum setback of ten feet. *(Amended 3/1/2021)*

Additionally, home occupation signage shall be permanently fixed to the residence within which the home occupation resides. *(Amended 1/7/2013)*

Temporary signs not exceeding four (4) square feet in area, and three (3) feet in height if freestanding are allowed in all residential districts. The number of these signs is limited to one (1) per one hundred (100) feet, or fraction thereof, of lot frontage of all immediately adjacent public streets. In no event shall there be more than three (3) such signs allowed per lot. The temporary sign may be displayed up to fifteen (15) days prior to and/or following the specific event with which the sign is associated.

(C) Nonresidential On-Premise Signs. The following sign regulations shall be applicable for nonresidential development within the O&I, C-1, C-2, C-3, and I zoning districts. For signage associated with churches, institutional uses, and recreational facilities within residential zoning districts (R-20, R-10 and R-8) the standards defined within Section 18-4(B) shall apply. Any sign not specifically allowed shall be prohibited. *(Amended 4/2/2018)*

O&I AND C-1 DISTRICTS - ALLOWED SIGNAGE				
Permitted Sign Type(s)	Specific Applicability	Maximum Area ¹	Maximum Height	Maximum Number
BUILDING MOUNTED				
Wall ²	Front facades	1 sq ft for each linear foot of wall frontage or 5% of wall whichever is greater	N/A	N/A
Wall ²	Secondary to primary signage	½ sq ft for each linear foot of building facing side street and/or interior area of a major/minor shopping center	N/A	N/A
Window	Businesses	25% of first floor total building front façade window and/or door area	N/A	N/A
Projecting ^{3,4}	Businesses (excluding home occupations)	12 sq ft (total of 24 sq ft)	8 ft	1 per business
Awning ^{3,4}	Businesses (excluding home occupations)	Copy area of the sign is limited to the drip flap. Logos may be placed on the awning itself.	N/A	1 per business
ID Plaques	Identifies tenants in building	4 sq ft	N/A	1 per business
Temporary Signs ⁵	Message neutral	8 sq ft	6 ft	1 per 100' of street frontage; maximum of 3
FREESTANDING				
Monument or Ground Mounted	Per street frontage	30 sq ft	6 ft	1 per business
CAMPUS SIGNAGE <i>(Amended 8/5/2019)</i>				
Wall	Refer to Section 18-2(C)(7)			
Monument	Refer to Section 18-2(C)(7)			
Wayfinding	Refer to Section 18-2(C)(7)			

¹ Combined square footage of all signs shall not exceed 400 sq feet.

² Wall signs may project a maximum of 12" from the wall to which it is mounted.

³ Sign may not protrude above soffit, parapet, or eave line of the building to which it is attached or above the third floor of a building.

⁴ Minimum 9 feet above ground or sidewalks or 14 feet over alleyways or driveways; no portion of the sign may extend within 3 feet of the street pavement.

⁵ The temporary sign may be displayed up to fifteen (15) days prior to and/or following the specific event with which the sign is associated.

C-2 AND C-3 DISTRICTS - ALLOWED SIGNAGE				
Permitted Sign Type(s)	Specific Applicability	Maximum Area ¹	Maximum Height	Maximum Number
BUILDING MOUNTED				
Wall ²	Front facades	1 sq ft for each linear foot of wall frontage or 10% of wall whichever is greater <i>(Amended 9/5/2023)</i>	N/A	N/A
Wall ²	Secondary to primary signage	1 sq ft for each linear foot of wall façade length or 10% of wall, whichever is greater <i>(Amended 9/5/2023)</i>	N/A	N/A
Window	Businesses	25% of first floor total building front façade window and/or door area	N/A	N/A
Projecting ^{3,4}	Businesses (excluding home occupations)	12 sq ft (total of 24 sq ft)	8 ft	1 per business
Awning ^{3,4}	Businesses (excluding home occupations)	Copy area of the sign is limited to the drip flap. Logos may be placed on the awning itself.	N/A	1 per business
ID Plaques	Identifies tenants in building	4 sq ft	N/A	1 per business

Number of Outlets	Specific Availability	Maximum Area	Maximum Height	Maximum Number
FREESTANDING <i>(Amended 12/5/2022)</i>				
Up to six outlets/ businesses	Identifies development name and/or tenants in a major/minor shopping center	100 sq ft	C-2 District: 15 ft. C-3 District: 20 ft, when fronting a major collector, freeway, or principal arterial roadway. 15 feet, along all other roadways.	1 per street frontage
7-14 outlets/ businesses	Identifies development name and/or tenants in a major/minor shopping center	125 sq ft	C-2 District: 15 ft. C-3 District: 20 ft, when fronting a major collector, freeway, or principal arterial roadway. 15 feet, along all other roadways.	1 per street frontage
15 or more outlets/ businesses	Identifies development name and/or tenants in a major/minor shopping center	125 sq ft	C-2 District: 15 ft. C-3 District: 20 ft, when fronting a major collector, freeway, or principal arterial roadway. 15 feet, along all other roadways.	1 per street frontage
Individual Business	Identifies name of single business	100 sq ft	C-2 District: 8 ft. C-3 District: 20 ft, when fronting a major collector, freeway, or principal arterial roadway. 8 feet, along all other roadways.	1 per street frontage
Temporary Signs ⁵	Message neutral	8 sq ft	6 ft	1 per 100' of street frontage; maximum of 3

Number of Outlets	Specific Availability	Maximum Area	Maximum Height	Maximum Number
OUT PARCELS				
N/A	Monument or ground mounted sign	30 sq ft	6 ft	1 per out parcel
MENU BOARDS				
N/A	Only permitted for use at restaurant facilities and must maintain a minimum setback of ten feet from the closest adjacent property line.	36 sq ft per sign face	N/A	1 per drive-thru lane <i>(Amended 9/5/2023)</i>

¹ Combined square footage of all signs shall not exceed 400 sq feet.

² Wall signs may project a maximum of 12" from the wall to which it is mounted.

³ Sign may not protrude above soffit, parapet, or eave line of the building to which it is attached or above the third floor of a building.

⁴ Minimum 9 feet above ground or sidewalks or 14 feet over alleyways or driveways; no portion of the sign may extend within 3 feet of the street pavement. *(Amended 1/7/2013)*

⁵ The temporary sign may be displayed up to fifteen (15) days prior to and/or following the specific event with which the sign is associated.

I DISTRICT - ALLOWED SIGNAGE				
Permitted Sign Type(s)	Specific Applicability	Maximum Sign Surface Area	Maximum Height	Maximum Number
BUILDING MOUNTED				
Wall ¹	Per building entrance	The total area of all wall signs may not exceed 1 square foot of sign area for each linear foot of building frontage. In no case may the total amount of wall signage exceed 400 square feet.	N/A	2
Window	Per separate business establishment	25% of first floor total building front facade window and/or door area	N/A	N/A
Projecting ^{2,3}	Per separate business establishment	Not to exceed 12 square feet and may not project more than 5 feet from the building wall ²	N/A	1
Canopy or Awning ^{2,3}	Per premises	Copy area of the sign is limited to the drip flap; logos may be placed on the awning itself	N/A	1
ID Plaques	Identifies tenants in building	4 square feet	N/A	1
FREESTANDING				
Monument or Ground Mounted ⁴	Per street frontage	Not to exceed 0.25 square feet of sign area per sign for each linear foot of street frontage. Primary sign area shall not exceed 48 square feet of surface area. Signs located on perpendicular streets shall not exceed 24 square feet of surface area.	8 ft	1

I DISTRICT - ALLOWED SIGNAGE				
Permitted Sign Type(s)	Specific Applicability	Maximum Sign Surface Area	Maximum Height	Maximum Number
Freestanding	Per street frontage	Not to exceed 1 square foot of sign area for each linear foot of street frontage. In no case may the total amount of any single sign exceed 200 square feet.	15 ft	1
Temporary ⁵	Message neutral	8 sq ft	6 ft	⁶

¹Wall signs may project a maximum of 12" from the wall to which it is mounted.

² Sign may not protrude above soffit, parapet, or eave line of the building to which it is attached or above the third floor of a building.

³ Minimum 9 feet above ground or sidewalks or 14 feet over alleyways or driveways; no portion of the sign may extend within 3 feet of the street pavement.

⁴Sign shall be located no closer than 10' from property line or street right-of-way.

⁵The temporary signs may be displayed up to fifteen (15) days prior to and/or following the specific event with which the sign is associated.

⁶The number of signs is limited to one (1) per 100 feet, or fraction thereof, of lot frontage of all immediately adjacent public streets.

Section 18-5: Off-Premise Signs

(A) General Provisions for Off-Premise Signs. Following the effective date of this Section, off-premise signs shall not be erected, or maintained in any zoning district except in compliance with the provisions set forth in this Section.

(1) Computation of Sign Area. The area of the sign shall be considered to be that of the smallest rectilinear figure (but which shall have a continuous perimeter of not more than eight straight lines) which encompasses all lettering, wording, frame, design, or symbols, together with any background on which the sign is located and any illuminated part of the sign, if such background or such illuminated part of the sign is designed as an integral part of and related to the sign. Any cutouts or extensions shall be included in the area of a sign, but supports and bracing which are not intended as part of the sign shall be excluded. In the case of a multi-faced sign, the area of the sign shall be considered to include all faces visible from one direction.

Where three dimensional figures are used as or on signs, the area shall be the total of all sides made an integral part of the projected figure used in conveying the intended message.

(2) Encroachment into the Right-of-Way. No part of any sign shall be located on or extended into a public right-of-way.

(3) Illumination. Illuminated signs shall be subject to the following conditions: a) Any light used for the illumination shall be shielded so that the beams or rays of light will not shine directly into surrounding areas or on the public roadway; b) Neither direct nor reflected light from any light source shall create a traffic hazard or distraction to

operators of motor vehicles on public thoroughfares; and c) Off-premise signs may be internally or externally lighted, including LED lighting. *(Amended 6/26/2017)*

- (4) Visibility. No sign or structure shall be erected or maintained to impede safe and adequate visibility from vehicles or for pedestrians.
- (5) Extensions. No extension(s) shall be allowed beyond those dimensions for the sign area as initially permitted.
- (6) Allowance. *(Amended 6/26/2017)*
 - (a) New signs prohibited: No new off-premise signs shall be permitted in the Town of Pembroke, except in the NC 711 Off-Premise Sign Overlay District.
 - (b) Use of lots with non-conforming signs on Federal Aid Primary Highways. Notwithstanding the provisions of this article, any lot located on a Federal Aid Primary Highway and occupied by a non-conforming off-premises sign on the date of the adoption of this ordinance may be used for a conforming use without removal of the non-conforming sign subject to the following:
 - (i) The lot shall not be located in any Residential District or in any District adjacent to a Residential District as defined in this Ordinance.
 - (ii) The proposed conforming use and any construction necessary, therefore, must comply with all applicable regulations specified in this section. No variances or modifications to such regulations shall be permitted because of the maintenance of the sign on the lot.
 - (iii) The construction of the proposed conforming use shall not require the removal of any protected trees because of the maintenance of the sign on the lot.
 - (iv) The base of the sign shall be surrounded by a ten (10) foot buffer except where the existing location of the sign in relation to an existing lot line will not permit the required buffer. The buffer shall be landscaped in accordance with the requirements of Article 15.
 - (v) The sign shall not be modified, reconstructed or relocated except in compliance with the Town Code.
 - (vi) Nothing herein shall affect the amortization period under Section 18-5(A)(8).

Any such non-conforming sign shall be exempt from any requirements for separation from existing or proposed structures on the same lot.

(7) Inspection, Construction, and Maintenance for Off-Premise Signs. (Amended 6/26/2017)

(a) Inspection. The Town Manager shall inspect all off-premise signs periodically to determine that the same are in a safe condition and meet the requirements set forth in this section.

(b) Construction.

(i) Signs shall be located in such a way that they maintain horizontal and vertical clearance of all overhead electrical conductors in accordance with National Electrical Code specifications, provided that no sign, except official traffic signs, shall be installed closer than ten (10) feet horizontally or vertically from any conductor or public utility guy wire.

(ii) All off-premise sign illumination devices shall be in conformance with the North Carolina State Building Code, Volume IV, and all other state and local codes governing illumination. All illumination shall be designed so as to be confined to the sign area of the off-premise sign.

(iii) The backs of all off-premise signs shall be painted in a neutral color to blend in with the surrounding area.

(iv) There shall be no trimming of vegetation on public property or rights-of-way to make any off-premise sign more visible.

(c) Maintenance.

(i) All signs shall be maintained in a state of good repair. Whenever it shall appear to the Town Manager that any sign has been constructed or is being maintained in violation of the terms of this section or is unsafe or unsecured, such sign shall either be made to conform with all sign regulations or shall be removed at the expense of the owner, within ten (10) days after written notification thereof by the Town Manager.

(ii) Removal of obsolete signs. Sign messages which advertise a discontinued activity or use of a building or premises shall be removed within sixty (60) days from the date the activity or use was terminated. Signs advertising events such as shows, displays, festivals, circuses, fairs, athletic contests, dances, fund drives, elections, exhibits, meetings, conventions and the like shall be removed within thirty (30) days after the date of termination of such events.

(8) Nonconforming Off-Premise Signs. Any sign which does not conform to the regulations set forth herein is nonconforming and shall either be removed or brought into compliance with this section within the period of time prescribed herein dating from the effective date of these regulations. *(Amended 6/26/2017)*

(a) Conflict Situations. In situations where two (2) or more signs are spaced in a manner that makes them nonconforming to this article and the removal of one (1) or more signs will render the remaining signs conforming, the following steps shall be taken in remedying the conflict situation:

(i) The Town Manager will ask the owner or owners of all signs involved to provide him with the information necessary for him to determine which signs have realized the highest return on investment ratio and will require (those) signs to be removed to resolve the conflict; or

(ii) If the owner or owners of all the signs involved do not wish to supply the Town Manager with the information called for above, he will deem all of the signs involved in the conflict situation nonconforming and require their removal to resolve the conflict; or

(iii) If one (1) or more affected owners in the conflict situation fail(s) or refuse(s) to comply with the requests for information, then the Town Manager may deem all signs for which he does not have adequate information nonconforming, and require the removal of each such sign for which there is insufficient information to resolve the conflict.

(b) Amortization. Off-premise signs made nonconforming by the provisions of this article shall conform to these requirements within a five and one-half (5 ½) year period after the effective date of this article. Off-premise signs that were nonconforming prior to the adoption of this article shall conform to the regulations existing prior to the adoption of this Ordinance, except when such conformance would conflict with the provisions of this chapter; in such cases, the more restrictive requirements shall be observed.

(B) Off-Premise Signs by Zoning Districts. The following sign regulations shall be applicable within the zoning districts wherein off-premise signs are allowed. Any sign not specifically allowed is prohibited.

In the I zoning district and the NC 711 off-premise sign overlay district, off-premise signs are allowed subject to the restrictions set forth herein. The NC 711 off-premise sign overlay district includes the area of NC 711 within 100 feet of both sides of the NC 711 right-of-way from the intersection with Candy Park Road within both the town's corporate limits and extraterritorial jurisdiction eastward to the town's corporate limit line. Within the overlay district, off-premise signs must be located in either a C-3 or I zoning district. *(Amended 6/26/2017)*

- (1) Size. No off-premise signs shall exceed 150 square feet per directional flow of traffic (300 square feet total per sign structure).

A maximum of four faces per sign structure is allowed, positioned either back to back or v-shaped, such that only two faces are allowed per side. Both sides of a double-faced or v-shaped sign shall be of equal size. In no case shall there be more than two faces per directional flow of traffic.

- (2) Height. The top of the off-premise sign must be a minimum and a maximum of 25 feet in height. *(Amended 6/26/2017)*

- (3) Spacing.

(a) Outside of the NC 711 off-premise overlay districts, the minimum distance between any two sign structures shall be 1,000 linear feet on either side of the same street. Within the NC 711 overlay districts, the minimum distance between any two sign structures shall be 500 linear feet on either side of NC 711. *(Amended 6/26/2017)*

(b) No off-premise sign shall be located within a 200 foot radius of a school or place of worship. *(Amended 6/26/2017)*

(c) No off-premise sign shall be located within 75 feet of any intersection.

(d) No off-premise sign shall be located within a 100 foot radius of residentially zoned property.

(e) No off-premise sign shall be located within 100 feet of any building or on-premise sign. *(Amended 6/26/2017)*

- (4) Setback. Minimum setback distances shall be as follows:

(a) for sign area of 0 to 75 square feet per face - 10 feet.

(b) for sign area of 76 to 150 square feet per face - 20 feet.

For all sign sizes, the minimum setback distances from all other property lines shall be ten feet.

- (5) On-Premise Signs. In the event that an off-premise sign which is located on the same lot as an on-premise freestanding sign, the on-premise freestanding sign is subject to Section 18-4 hereinbefore.

Section 18-6: Supplemental Sign Standards for the O&I, C-1, C-2, and C-3 Districts

Sign standards for specific business operations are in addition to the general standards outlined in this Article and recognize the different types of traffic, use and need of signs for the assistance of the traveling public and the prosperity of business owners and employees through the attraction, retention, and furtherance of commerce throughout the town. Retail and restaurants establishments may avail themselves of the maximum signage allowable under Section 18-5 and additionally may supplement such maximum via the standards of this subsection. These standards do not apply to the Industrial district.

- (A) Sandwich Board Sign. Limited to one sign per business. Signs shall be limited to a maximum height of four (4) feet and a maximum length of three (3) feet. Folding and double-faced signs shall be considered one (1) sign. Sandwich board signs shall not be located on any public right-of-way, except that where the edge of the right-of-way is the face of the building and where such building abuts a public sidewalk, such signage may be allowed as a right-of-way encroachment. Sign placement shall not impede movement on the sidewalk.
- (B) Banners. Limited to one banner per business. Banners shall be limited to a maximum height of six (6) feet and a maximum length of ten (10) feet. Banners shall contain the imprint or logo of the business in which the banner is intended. No additional logos, joint advertising or insignia shall be permitted.
- (C) Temporary Advertisement Flags. Limited to two flags per business, but no more than six (6) flags at one time per approved major or minor site plan. Commercial advertisement flags no greater than ten (10) feet in height and no greater than four (4) feet in width and, on a temporary basis, shall be permitted and shall contain the imprint or logo of the business in which the flag is intended, no additional logos, joint advertising, or insignia shall be permitted. In a Planned Unit Development, the location of commercial advertisement flags shall be on the premises of the business or in a common pedestrian ingress area immediately in-front or adjacent to the primary pedestrian entrance of the business, in no case shall the commercial advertisement flag be placed further than ten (10) feet from said primary pedestrian entrance. No commercial advertisement flag shall be placed in the vehicular zone including parking areas, driveways, or vehicular ways. Placement of flags shall not impede ingress/egress to the building.
- (D) Sale/Event/Holiday Signs. For no more than thirty (30) days annually, special signage for sales/events/holidays may be placed by a business on premises with the issuance of a permit. Such signs shall be of one of the categories above with the following supplemental standard: for each item in this subsection, the quantity of signs shall double.
- (E) Daily Specials. Daily, restaurants and food service establishments may be permitted one (1) additional sandwich sign subject to the standards of subsection (A). The heading of such sign shall read in addition to any such text as deemed prudent by the business: Open for Business, Daily Specials.

Section 18-7: Maintenance

To ensure that signs are erected and maintained in a safe and aesthetic manner, it shall be unlawful for any sign designed to be visible from any public street or highway within the jurisdiction of the Town of Pembroke to be erected or maintained by any person, other than by a sign contractor properly licensed under Section 18-2(B) or by a designated representative of such licensed contractor, except that this requirement shall be interpreted to exclude those persons who construct and erect a principal use identification sign when said sign is used at said person's place of business and to exclude licensed general contractors erecting signs as part of a permitted construction or renovation project; provided, however, in all cases, all erection must be properly permitted and inspected for compliance with the applicable codes of the State of North Carolina and the Town of Pembroke and with other parts of this Article.

The following maintenance requirements must be observed for all signs visible from any public street or highway within the jurisdiction of this Article.

- (A) No sign shall have more than 20% of its surface area covered with disfigured, cracked, ripped, or peeling paint or poster paper for a period of more than 30 successive days.
- (B) No sign shall be allowed to stand with bent or broken sign facing, broken supports, loose appendages or struts or be allowed to stand more than 15 degrees away from the perpendicular for a period of more than 30 successive days.
- (C) No sign shall be allowed to have weeds, vines, landscaping, or other vegetation growing upon it and obscuring its view from the street or highway from which it is to be viewed for a period of more than 30 successive days.
- (D) No neon or internally illuminated sign may be allowed to stand with only partial illumination for a period of more than 30 successive days.
- (E) If a sign or sign structure is damaged such that more than 50% of the value is lost, with such determination made by the Administrator, any repair or replacement must be done in conformance with this Section.

The Administrator may inspect all signs for compliance with these maintenance requirements.

Section 18-8: Structural and Construction Requirements

All on-premise and off-premise signs allowed by this Section shall be constructed in accordance with the requirements of the North Carolina State Building Code.

Section 18-9: Reserved for Future Use

Section 18-10: Enforcement

Violation of the provisions of these sign regulations shall be enforceable as set forth below in addition to the enforcement provisions as set forth in Article 7.

- (A) Notice of Violation. The Administrator shall have the authority to issue a notice of violation for all violations of this Article. Where the owner of the sign is indicated on the sign or is otherwise apparent or known to the Administrator, a copy of the notice of violation shall be delivered to the sign owner by hand delivery or by certified mail. In all other cases, a copy of the notice of violation shall be posted on the sign. A copy of the notice of violation shall also be delivered by hand delivery or certified mail to the property owner as shown on the Robeson County tax records. In addition, service hereunder may be made in accordance with Rule 4 of the North Carolina Rules of Civil Procedure.

- (B) Time to Remedy Violation. Other than for temporary signs, all violations shall be remedied within 30 days. The 30-day period shall commence upon the service of the notice of violation as set forth above. Violations of regulations for temporary signs shall be remedied within 24 hours after service of the notice of violation as set forth above.

- (C) Extension of Time for Compliance. Other than for violations of regulations for temporary signs, the Administrator shall have the authority to grant a single 30-day extension of time within which to remedy the violation. For violations of regulations for temporary signs, the Administrator shall have the authority to issue a single 24-hour extension of time within which to remedy the violation. Either single extension of time may be issued based upon a written request for extension of time which sets forth valid reasons for not complying within the original time period.

- (D) Remedies for Failure to Comply. Pursuant to N.C. General Statute Sec. 160A-175 (f), the Administrator, in consultation with the Town Attorney, may choose from the remedies set forth below to enforce the requirements of this Section when there is a failure to comply with the notice of violation. Those remedies are as follows:
 - (1) In addition to or in lieu of the other remedies set forth in this section, the Administrator may issue a citation setting forth a civil penalty as specified in NC General Statutes Section 160A-175(C). In the case of a continuing violation, each 72-hour period during which the violation continues to exist shall constitute a separate violation. The citation shall be served upon the person(s) described in subsection (A) by the means set forth therein. In the event the offender does not pay the penalty within 30 days of service of the citation, the civil penalty shall be collected by the town in a civil action in the nature of debt, which shall not subject the offender to the penalty provisions of NC General Statutes Section 14-4.

 - (2) In addition to or in lieu of the other remedies set forth in this section, the Administrator shall have the authority to issue a remove order for any sign not repaired or brought into compliance within the time required by the foregoing

provisions. Remove orders shall be issued to and served upon the person(s) described in subsection (A) by the means set forth therein. The sign shall be removed 30 days after the service of the remove order at the expense of the offender. The remove order shall describe with particularity the location of the sign to be removed and all of the reasons for issuance of the remove order, including specific reference to the provisions of this Section which have been violated.

- (3) In addition to or in lieu of the other remedies set forth in this Section, the Town Attorney may seek injunctive relief in the appropriate court.
- (E) Removal and Recovery of Expense. In the event of failure to comply with the requirements of a remove order, the Administrator may cause such sign to be removed. The sign owner and property owner may be jointly and severally liable for the expense of removal. Notice of the cost of removal shall be served upon the person(s) described in subsection (A) by the means set forth therein. If said sum is not paid within 30 days thereafter, said sum shall be collected by the town in a civil action in the nature of debt, which shall not subject the offender to the penalty provisions of NC General Statutes Section 14-4.
- (F) Removal of Dangerous Signs. Pursuant to NC General Statutes Section 160A-193, the Administrator shall have the authority to summarily remove, abate or remedy a sign which the Chief Building Inspector determines to be dangerous or prejudicial to the public health or safety. The expense of the action shall be paid by sign owner, or if the sign owner cannot be determined, by the property owner, and if not paid, shall be a lien upon the land or premises where the nuisance arose, and shall be collected as unpaid taxes.
- (G) Removal of Other Signs. The Administrator shall have the authority to remove summarily any signs prohibited under Section 18-3 hereinbefore. Further, the owners of said signs shall be subject to other remedies set forth in Section 18-10.
- (H) Stay Upon Appeal. In the event of a timely appeal of a decision of the Administrator to the Board of Adjustment, enforcement of all proceedings and the furtherance of the action appealed from is stayed, unless the Administrator certifies to the Board of Adjustment that a stay would cause imminent peril to life or property.

Section 18-11: Nonconforming Signs

- (A) After the effective date of this Article, it shall be unlawful for any person to erect or maintain any sign which does not conform to the requirements set forth herein.
- (B) All nonconforming off-premise signs (and their sign structures) which did not conform as of the effective date of this Section with the requirements of the sign regulations adopted in this Article, shall be made conforming or removed within 24 months of the effective date of this Article. In no event shall any such sign (and sign structure) be allowed for a period in excess of 24 months after it first becomes nonconforming pursuant to the terms of this Article.

- (C) All nonconforming on-premise signs existing on the date of the adoption of this Ordinance shall be allowed to remain unless replaced or damaged greater than 50% of the value of the sign. If replaced or damaged greater than 50% of the value of the sign, the replacement on-premise sign shall be a conforming ground sign.

All nonconforming off-premise signs (and their sign structures) which conformed as of the effective date of this Section with the requirements of the sign regulations adopted in this Section, shall be made conforming or removed within 24 months of the effective date of this Section. In no event shall any such sign (and sign structure) be allowed for a period in excess of 24 months after it first becomes nonconforming pursuant to the terms of this Article.

All off-premise signs (and their sign structures) which are made nonconforming by a subsequent amendment to the Sign Regulations of the Town of Pembroke, or by amendment to the official zoning map or by extension of the corporate limits shall be made conforming or removed within 24 months of the effective date of said amendments or extension. As of the effective date of this Article, all signs (and their sign structures) which were nonconforming but which were granted a permit as a result of a variance granted by the Planning and Zoning Adjustment Board, with such variance granted prior to the effective date of this Section, shall be made conforming or removed within 24 months of the effective date of this Article.

In the event that a nonconforming off-premise sign has been made nonconforming by an extension of the sign area initially permitted for that sign, the extension shall not be allowed to continue after the copy which includes that extension has been changed.

All portable and moveable display signs (and their sign structures) which are made nonconforming as a result of the passage of this Article or from the passage of an amendment to this Section, or the official zoning map, shall be removed within 90 days of the effective date of this Article.

All temporary signs (and their sign structures) which are made nonconforming as a result of the passage of this Section or from the passage of an amendment to this Article, or the official zoning map, shall be removed within 90 days of the effective date of this Article.

- (D) All on-premise and off-premise signs which were erected as of the effective date of this Section and which do not exceed by more than 20% the size, height, setback, spacing, or other dimensional requirements hereunder shall be considered as conforming to the terms of this Section and not subject to the foregoing removal requirements. Nothing herein shall permit any such on-premise or off-premise sign to be renovated or remodeled such that the initial percentage by which the sign exceeds those requirements is increased in any manner. Further, adjacent off-premise signs shall jointly be allowed only one single 20% allowance for the space between them in computing the spacing requirement set forth in Section 18-5(B)(3).

- (E) All off-premise signs which conform with all the requirements of this Section, except the spacing requirement set forth in Section 18-5(B)(3), within 24 months of the effective date of this Article shall be considered as conforming to the terms of this Section and not subject to the foregoing removal requirements.

- (F) During the time periods set forth above for removal or conformance of nonconforming signs or uses, such nonconforming signs, sign structures, or uses as described above shall be maintained as provided for in Section 18-7, but shall not be:
 - (1) Changed to or replaced by another nonconforming sign;
 - (2) Structurally altered (except to meet safety requirements);
 - (3) Altered so as to increase the degree of nonconformity of the sign;
 - (4) Expanded;
 - (5) Re-established after its discontinuance for 60 days;
 - (6) Continued in use after cessation of business or change of the type of business use to which the sign pertains; or
 - (7) Re-established after its discontinuance for 60 days;
 - (8) Continued in use after cessation of business or change of the type of business use to which the sign pertains; or
 - (9) Re-established after damage or destruction if the estimated cost of reconstruction exceeds 50% of the appraised value, as determined by the Administrator.

Section 18-12: Variances

- (A) In accordance with the procedures stated in the By-laws for the Planning and Zoning Adjustment Board, said Board shall have the power to hear and act upon applications for a variance which meet the following requirements:
 - (1) If the applicant complies strictly with the provisions of this Article, the applicant can make no reasonable use of the sign allowed; and
 - (2) If the hardship of which the applicant complains is unique, or nearly so, and is suffered by the applicant rather than by owners of surrounding properties or the general public; and
 - (3) If the hardship relates to the applicant's land (such as the terrain of the site) rather than to personal circumstances; and

- (4) If the variance will neither result in the extension of a nonconforming use nor authorize the initiation of a nonconforming use; and
 - (5) If the variance is in harmony with the general purpose and intent of this Article and preserves its spirit and if the variance secures the public safety and welfare and does substantial justice.
- (B) In granting a variance, the Board of Adjustment shall make written findings that all of the above listed requirements have been met. If a variance is granted, it shall be the least possible deviation from the requirements of this Article. In granting any variance, the Board of Adjustment may prescribe appropriate conditions and safeguards in conformity with this Article. Violations of the provisions of the variance granted, including any conditions or safeguards, which are a part of the grant of the variance, shall be deemed a violation of this Article.

Section 18-13: Severability Clause

If any section, subsection, sentence, clause, or phrase of this Article is, for any reason, held to be invalid, such decision shall not affect the validity of the remaining portions of this Article. The Town Council hereby declares that it would have passed this Article and each section, subsection, sentence, clause, or phrase thereof irrespective of the fact that any one or more sections, subsections, sentences, clauses, or phrases be declared invalid.

Section 18-14: Effective Date

This Article shall replace any existing sign ordinance and become effective upon adoption of the Town of Pembroke Unified Development Ordinance.