

Motion and  
Statement of Consistency with Comprehensive Plan  
UDO-258

I move that the following statement be adopted in support of a *Motion to Approve* Zoning Text Amendment UDO-258.

The zoning text amendment, proposed by the City-County Planning and Development Services staff to revise Chapter B, Article II of the Unified Development Ordinances (UDO) to amend the Sign Regulations relating to the Northern Beltway View Corridor, is in conformance with the recommendations of the Legacy Comprehensive Plan and is reasonable and in the public interest because:

1. The proposed text amendment revises the view corridor regulations in the UDO to include all portions of the Northern Beltway; and
2. The proposed text amendment will help promote an attractive aesthetic environment along the proposed Northern Beltway by preventing construction of new billboards along this corridor.

Based on the foregoing Statement, I move adoption of UDO-258.

Second:

Vote:

**FORSYTH COUNTY**  
**BOARD OF COMMISSIONERS**

**MEETING DATE:** November 9, 2015      **AGENDA ITEM NUMBER:** \_\_\_\_\_

**SUBJECT:-**

- A.    Public Hearing on an Ordinance Amendment Proposed by the City-County Planning and Development Services Staff to Revise Chapter B of the *Unified Development Ordinances* to Amend View Corridor Regulations Which Governs the Placement of Off-Premises Signs on Designated Highway Corridors (UDO-258)
  
- B.    Ordinance Revising Chapter B of the Unified Development Ordinances to Amend Off-Premises Sign Regulations (View Corridors)

**COUNTY MANAGER'S RECOMMENDATION OR COMMENTS:-**

**SUMMARY OF INFORMATION:-**

See attached staff report.

After consideration, the Planning Board recommended approval of the zoning text amendment.

**ATTACHMENTS:-**      X   YES            \_\_\_ NO

**SIGNATURE:** \_\_\_\_\_      **DATE:** \_\_\_\_\_

**UDO-258**  
**AN ORDINANCE REVISING**  
**CHAPTER B OF THE *UNIFIED DEVELOPMENT ORDINANCES***  
**TO AMEND OFF-PREMISES SIGN REGULATIONS (VIEW CORRIDORS)**

Be it ordained by the Forsyth County, North Carolina, Board of Commissioners that the *Unified Development Ordinances (UDO)* is hereby amended as follows:

**Section 1.** Chapter B - Zoning Ordinance, Article II - Zoning Districts, Official Zoning Maps and Uses is amended as follows:

**Chapter B – Zoning Ordinance**  
**Article II – Zoning Districts, Official Zoning Maps and Uses**

**3-2 Sign Regulations**

**3-2.1 SIGN REGULATIONS (F)**

(C) Off-Premises Ground Signs

- (1) Zoning Districts. Ground signs (off-premises) are permitted only in the districts as shown in Table B.3.6 and only along designated roads which are not identified as view corridors listed in Section B.3-2.1(C)(2).
- (2) View Corridors. No off-premises sign shall be permitted in any view corridor as described in Table B.3.7 and shown on the View Corridor Map located in the office of the Planning Board.

Table  
B.3.7  
View  
Corridors

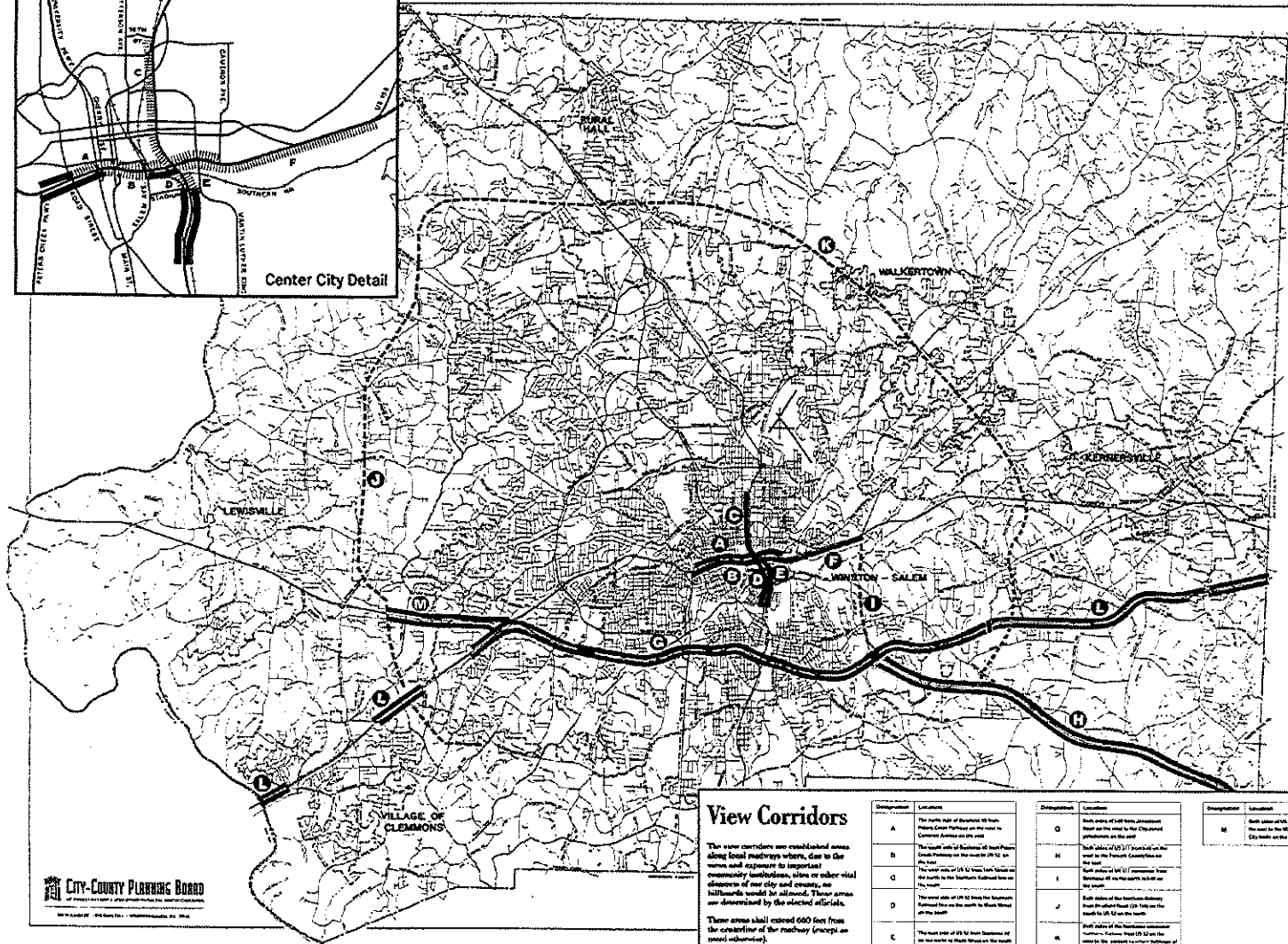
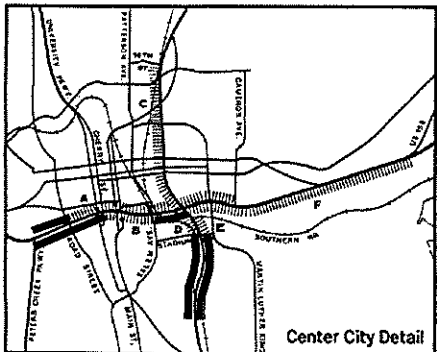
Designation	Location
1. "A"	The north side of Business 40 from Peters Creek Parkway on the west to Cameron Avenue on the east
2. "B"	The south side of Business 40 from Peters Creek Parkway on the west to US 52 on the east
3. "C"	The west side of US 52 from 16th Street on the north to the Southern Railroad line on the south
4. "D"	The west side of US 52 from the Southern Railroad line on the north to Mock Street on the south
5. "E"	The east side of US 52 from Business 40 on the north to Mock Street on the south
6. "F"	The south side of Business 40 from US 52 on the west to US158 (Reidsville Road) on the east
7. "G"	Both sides of I-40 from Jonestown Road on the west to the City zoned jurisdiction on the east
8. "H"	Both sides of US 311 from I-40 on the west to the Forsyth County line on the east

9. "I"	Both sides of US 311 connector from Business 40 on the north to I-40 on the south
10. "J"	Both sides of the Northern Beltway from Stratford Road (US 158) on the south to US 52 on the north
11. "K"	Both sides of the Northeast connector <u>Northern Beltway</u> from US 52 on the west to the eastern <del>southern</del> terminus of the connector <u>beltway</u> on the east
12. "L"	Both sides of I-40 in the unincorporated area of Forsyth County

**Section 2.** The View Corridor map located in the Planning Board office and referenced in UDO sections B.3-2.1(W) (J)(2) and B.3-2.1(F) (C)(2) shall be modified as follows:

- By extending the line delineating corridor section K from its current terminus to the proposed southern terminus of the eastern leg of the Northern Beltway. The description for corridor section K on said map shall be modified to read as follows: "Both sides of the Northern Beltway from US 52 on the west to the southern terminus of the beltway on the east".

**Section 3.** This ordinance shall be effective upon adoption.



**CITY-COUNTY PLANNING BOARD**  
 100 EAST MAIN STREET, SUITE 200, WALKERSVILLE, NC 27158  
 704.765.4300

**View Corridors**

The view corridors are established along local roadways where, due to the view and appearance to important community landmarks, sites or other vital elements of our city and county, no billboards would be allowed. These areas are determined by the elected officials. These areas shall extend 600 feet from the centerline of the roadway (except as noted otherwise).

SCALE: 1" = 1 MILE (SHOW 1" = 1/2 MILE)  
 REDUCED COPY - 1/2"

Designation	Location
A	East side of Highway 48 from Main Street Parkway on the west to Commerce Avenue on the east
B	The east side of Highway 48 from Cook Parkway on the west to US 42 on the east
C	The west side of US 42 from Cook Parkway on the north to the Southern Railroad line on the south
D	The west side of US 42 from the Southern Railroad line on the north to Main Street on the south
E	The east side of US 42 from the Southern Railroad line on the north to Main Street on the south
F	The north side of Highway 48 from US 42 on the west to 2715 (Hawthorne Road) on the east

Designation	Location
G	Both sides of US 42 from the Southern Railroad line on the west to the Oldham Road on the east
H	The east side of US 42 from the Southern Railroad line on the west to the Parkersville on the east
I	The east side of US 42 from the Southern Railroad line on the west to the Parkersville on the east
J	Both sides of the Southern Railroad line from the Southern Railroad line on the west to US 42 on the east
K	Both sides of the Southern Railroad line from the Southern Railroad line on the west to the Parkersville on the east
L	Both sides of the Southern Railroad line from the Southern Railroad line on the west to the Parkersville on the east

Designation	Location
M	Both sides of US 42 from the Southern Railroad line on the west to the Parkersville on the east

## STAFF REPORT

DOCKET # UDO-258  
STAFF: Kirk Ericson

### REQUEST

This text amendment is proposed by Planning and Development Services staff to revise chapter B of the *Unified Development Ordinances* (UDO) to amend view corridor regulations which govern the placement of off-premises signs on designated highway corridors.

### BACKGROUND

The UDO contains regulations for both on-premises and off-premises signs (commonly known as billboards). One aspect of off-premises sign regulation is the establishment of view corridors, specially identified areas where new billboards are prohibited adjacent to major interstates and highways in Winston-Salem and Forsyth County. View corridors were first established in the UDO in 1985. There are currently 13 view corridor sections identified, along parts of US 52, I-40, Business 40, and the proposed Northern Beltway. These view corridors promote a more attractive image to visitors traveling to or through the city and county on these roads, and important scenic views are preserved.

Construction has recently started on the eastern leg of the northern beltway in eastern Forsyth County. The portion of the eastern leg between Business 40 and I-74 (US 311) was left out of the view corridor map when it was added to the map in 1994. Staff believes the view corridor regulations in the UDO should be adjusted to ensure that the aesthetic benefits of such corridors extend along the entirety of this new highway.

### ANALYSIS

Staff recommends clarifying language relating to the Northern Beltway in the view corridor regulations. Currently, the eastern leg of the Northern Beltway is referred to as the "Northeast Connector" in the UDO. This ordinance language needs to be revised to the correct terminology (Northern Beltway) to make sure that we can properly enforce the view corridor regulations on this highway when it is constructed.

In addition to the text changes described above, this amendment also includes a change to the official view corridor map referenced in Table B.3.7 and on file in the Planning and Development Services office (**Appendix A**). This map will be modified to extend the line delineating the Northern Beltway to the currently proposed southern terminus of the eastern leg at I-74/US 311.

Planning staff believes the proposed text amendment will help promote an attractive aesthetic environment along this new major highway by preventing the construction of new billboards along this corridor. City Council recently approved this amendment for its portion of this segment.

### RECOMMENDATION

### APPROVAL

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**CITY-COUNTY PLANNING BOARD  
PUBLIC HEARING  
MINUTES FOR UDO-258  
MAY 14, 2015**

Kirk Ericson presented the staff report.

**PUBLIC HEARING**

FOR: None

AGAINST: None

**WORK SESSION**

During discussion by the Planning Board, the following points were made:

This only applies to new signs.

Building signage is not impacted by this amendment.

MOTION: Clarence Lambe moved approval of the text amendment.

SECOND: Allan Younger

VOTE:

FOR: George Bryan, Melynda Dunigan, Tommy Hicks, Arnold King, Clarence Lambe,  
Darryl Little, Brenda Smith, Allan Younger

AGAINST: None

EXCUSED: None

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A. Paul Norby, FAICP  
Director of Planning and Development Services