



**TOWN OF CLAYTON**

Planning Department

111 E. Second Street, Clayton, NC 27520

P.O. Box 879, Clayton, NC 27528

Phone: 919-553-5002

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**MASTER SIGN PLAN  
APPLICATION**

*Pursuant to Article 7, Section 155.713 of the Unified Development Code (UDC), no sign, unless specifically exempted under Section 155.403(D) of the UDC may be erected, located or altered in any manner until a sign permit (and building permit if necessary) has been secured from the Planning Department. An owner of land within the jurisdiction of the Town (or a duly authorized agent) may make application with the Planning Department for a Sign Permit. Under Section 155.403(J) of the UDC, a Master Sign Plan is required of all developments which include multiple uses or tenants, planned developments, residential developments where more than one sign is proposed, and non residential development identification signs. See Section 155.403 of the UDC for more information on sign regulation. Note that signs in overlay districts (i.e. Downtown Overlay) may be subject to additional requirements.*

**SUBMITTAL REQUIREMENTS**

- One Copy of this application, signed
- Owner's Consent Form (if applicant is other than the property owner)
- All applicable drawings
- Application Fee (\$100)

**DEVELOPMENT INFORMATION**

Development Name: \_\_\_\_\_

Parcel ID: \_\_\_\_\_ Tax ID Number: \_\_\_\_\_

Address: \_\_\_\_\_

Property Owner: \_\_\_\_\_

**APPLICANT INFORMATION**

Applicant Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

**OFFICE USE ONLY**

Date Received: \_\_\_\_\_ Amount Paid: \_\_\_\_\_ Permit Number: \_\_\_\_\_

**PLAN REQUIREMENTS**

*Provide a typed document including the following items. These items **MUST** be provided by the applicant. An application shall not be considered complete until all required information is provided.*

<input type="checkbox"/>	<b>Date</b> - Effective Date
<input type="checkbox"/>	<b>Name</b> - Development Name
<input type="checkbox"/>	<b>Location</b> - Development Location/Address
<input type="checkbox"/>	<b>Allocation of Sign Area</b> - Allocation of total permitted sign face area (among tenants and at all proposed sites/locations), and total allowable sign face area for the entire site
<input type="checkbox"/>	<b>Permitted Sign Types</b> - Sign type(s) to be permitted on the site (monument signs, wall signs, window signs, sandwich boards, projecting signs, etc.)
<input type="checkbox"/>	<b>Sign Design</b> - For each permitted sign type, provide a sketch of generic sign design, including illumination, colors, regulating dimensions, and materials
<input type="checkbox"/>	<b>Sign Location(s)</b> - Proposed freestanding sign locations, shown on a site plan - Other sign type locations, including any required positioning (i.e. walls signs shall be centered above the doorway), shown on a building elevation sketch if available
<input type="checkbox"/>	<b>Materials</b> - Construction materials permitted for each sign type
<input type="checkbox"/>	<b>Illumination</b> - List whether signs will be illuminated and what sign types will be permitted to be illuminated. Indicate type of illumination, including lighting design standards
<input type="checkbox"/>	<b>Colors</b> - ONE color is permitted for multi-tenant building wall signs - Color palette permitted, including PMS numbers or vinyl manufacturer and number.
<input type="checkbox"/>	<b>Sign Approvals</b> - Include a note that all signage must receive approval from the Town of Clayton Planning Department

Note: Trademarked logos are permissible, regardless of colors, up to a maximum of 12 sq. ft.

**APPLICANT AFFIDAVIT**

*I/We, the undersigned, do hereby make application and petition to the Planning Department of the Town of Clayton to approve the subject Sign Permit. I hereby certify that I have full legal right to request such action and that the statements or information made in any paper or plans submitted herewith are true and correct to the best of my knowledge. I understand this application, related material and all attachments become official records of the Planning Department of the Town of Clayton, North Carolina, and will not be returned.*

\_\_\_\_\_ *Print Name*

\_\_\_\_\_ *Signature of Applicant*

\_\_\_\_\_ *Date*

A Permanent Sign Permit Application will be required following Master Sign Plan approval in order to install a sign on site.

## MASTER SIGN PLAN TEMPLATE

Please use the template below to create your Master Sign Plan.  
*Italicized text* represents fields you should fill in, or instructions to follow.  
 Please replace all graphics, drawings, or pictures with your own that are site specific.

**DEVELOPMENT NAME**

*Date*

### Location

- Addresses covered by the MSP: *Street addresses of involved parcels.*
- Parcels covered by the MSP: *All parcel or tag numbers.*
- Location map: *Provide an attached map of the site showing the parcels included. Example below.*



### Permitted Sign Types

List the permitted sign types for the site.

*Example:*

Sign Type (from §155.403(G))	Permitted? (Yes/No)	Notes
Freestanding signs (monument, post, post-and-arm) – development identification sign		Monument sign max. 0.25 sqft per linear foot of frontage; Others have varying requirements; Requires landscaping around sign base.
Freestanding – for outparcels		
Wall/fascia signs		May only cover up to 25% of wall area, minus doors and windows.
Window/Door signs		May only cover up to 25% of door or window area.
Projecting/Hanging signs		Projecting max. 10 sqft; Hanging max. 6 sqft.
Awning/Marquee/Canopy Signs		Max. 75% of surface area.
Easel/Sandwich Boards		Max. of 4' high x 3' wide; one per business.
Drive-Thru Menu Boards		Max. of two per drive-thru lane.

## Allocation of Sign Area

- Total Permitted Sign Area for Site (in square feet) = enter amount (in square feet)

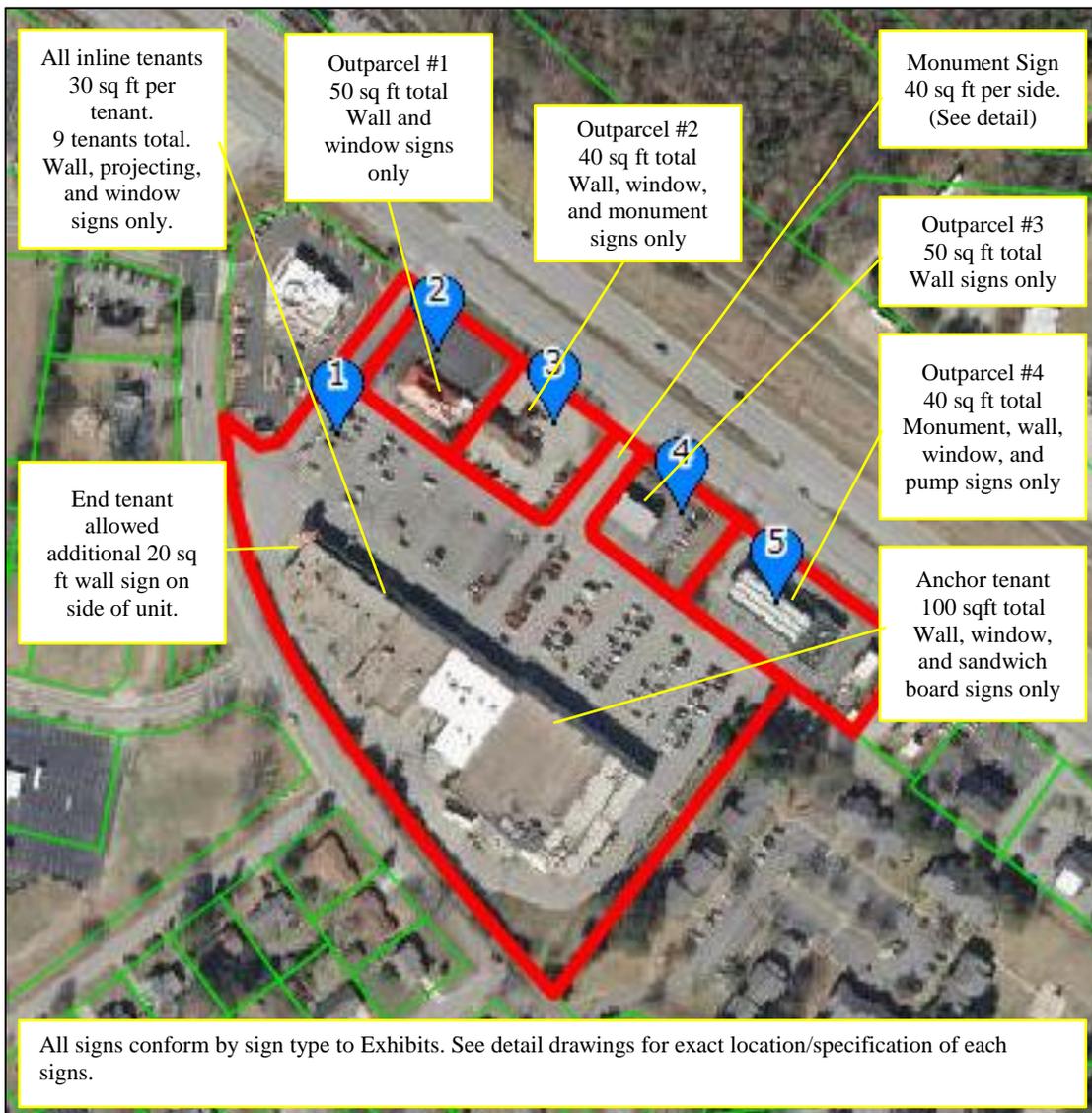
[The calculation is:

$$\begin{array}{rcccl} \text{longest street} & & & & \\ \text{frontage of the parcel} & \times & 1.25 & = & \text{total permitted} \\ \text{(in linear feet)} & & & & \text{sign area for site} \\ & & & & \text{(in square feet)} \end{array}$$

(For example, a parcel with 200 linear feet of street frontage is allowed 250 square feet of total signage for the whole development.)

### Location of Signs and Allocation of Sign Area:

Use a plot plan (similar to the example below) to show where permitted sign area is to be allocated. List the sign area allocated for each location, sign, and/or occupant. It will likely be necessary to print this on a sheet larger than 8.5"x11", or to include a summary table of sign requirements, and/or a detail drawing of each building or parcel.



## Sign Design

For **each** allowed sign type/location, please submit the following information:

- Allowed Color:
  - ***Designate one color (and its associated PMS color code) for all signs governed by the Master Sign Plan.***
  - Black is always allowed as trim or accent.
  - Outparcels are not restricted to the color designation above.
- Size: ***List maximum sign area (square feet) for each sign type/location.***
- Dimensions: ***Note dimensional specifications for each sign type/location.***
- Location/Positioning: ***Show location of all signs. Submit a site plan, detail, and/or elevation as necessary. Signs must meet size limitations, location requirements, setbacks, etc.***
- Illumination Specifications: ***Type, location, and lighting fixture style.***
- Construction Materials : ***Note sign materials and any construction specifications.***
- Sign Sketch: ***Provide a typical drawing or sketch for each sign type/location.***

## Notes, Exemptions, and Other Guidelines

- All signage must conform to an approved Master Sign Plan and individual signs must receive approval from the Town of Clayton.
- The Town of Clayton will not enforce any agreements between tenant and landlord, and will only enforce requirements of the sign code; hence landlord approval is not required by the Town.
- Federal and state registered trademarks with colors other than the approved color palette are permitted (maximum 12 square feet per sign).
- All freestanding signs are required to have a vegetated bed of shrubs, flowers, or groundcover at the base equal to at least half the size of the sign face area (if sign is two-sided, calculate using one side of the sign).
- There are no font restrictions.
- Outparcels may use more than just the one color designated for the inline buildings.
- Any change to or replacement of existing occupant signage shall conform to the current approved Master Sign Plan.
- Please refer to the Unified Development Code §155.403 for requirements which may affect sign design, requirements, and specifications.
- Any standards not referenced in an approved Master Sign Plan will be required to meet the standards set forth in the current Unified Development Code.
- Deviations from the requirements of a Master Sign Plan may only be approved by Town Council via an Alternative Sign Plan.