



Planning & Development

Zoning Division
 One Exchange Plaza, Suite 300
 Raleigh, North Carolina 27601
 Phone 919-996-2626

City of Raleigh Official Zoning Code Interpretation

Requested Interpretation		Case Number
<p>The Applicant requests an interpretation of the definitions for on-premises signs and off-premises signs under Section 10-2002 as well as the application of those definitions in Sections 10-2083 and 10-2084. Specifically, the Applicant requests an interpretation and confirmation that the proposed sign attached hereto as Exhibit A, which is proposed for the Applicant's location and states that the Applicant is the Team Physicians for the Carolina Hurricanes, would be an on-premises sign under Section 10-2002 as the sign directs attention to the business and medical care services offered and provided by the Applicant at the premises where the sign is located.</p>		UI-5-2014
<p>Site Address/PIN: N/A</p>		
<p>Code Sections Affected: 10-2083 (On-Premise Signage); 10-2084 (Off-Premise Signage); 10-2002 (Definitions)</p>	<p>Date Submitted: 14 May 2014</p>	<p>Date Issued: 20 May 2014</p>

STAFF ANALYSIS

The applicant has requested an interpretation of off-premise signage; specifically, a sign that includes a business affiliation with another entity. Section 10-2002 provides a definition for "off-premise signs" and "on-premise signs." The definitions are extremely similar. An off-premise sign is defined as:

"any sign or structure, pictorial or otherwise, regardless of size or shape which directs attention to a business, commodity, attraction, profession, service or entertainment conducted, sold, offered, manufactured, existing, or provided at a location other than the premises where the sign is located or to which it is affixed. Sometimes called a non-point-of-sale sign."

An on-premise sign is defined as:

"any sign or structure, pictorial or otherwise, regardless of size or shape which directs attention to a business, profession, commodity, attraction, service or entertainment conducted, offered, sold, manufactured, existing, or provided at a location on the premises where the sign is located or to which it is affixed."

The applicant wishes to affix a logo for another entity on the face of a building. The other entity does not operate on the premises. The purpose of the logo is to show a professional affiliation or alliance between the two entities. An off-premise sign is more commonly referred to as an outdoor advertising sign or billboard.

The applicant states that the service provided is onsite; that is, the medical care is provided within the building.

STAFF INTERPRETATION

The addition of the logo constitutes an off-premise sign. The logo is consistent with the definition of an off-premise sign; it directs attention to a business, commodity, attraction, service or entertainment which is conducted at a location other than the premises. Businesses enter into professional affiliations, often times with larger corporations which do not operate within the host establishment. To wit: most restaurants choose to serve one brand of soft drink. If business associations can be advertised, every restaurant could install exterior signage for those soft drink corporations or any other off site corporation.

SIGNATORY



Travis R. Crane, Planning and Zoning Administrator