

Sign Permits

What is the Definition of a Sign?

Any word, number, figure, device, design or trademark by which anything is made known to be used to designate an individual, firm, profession, business or commodity and which is visible from any public street.

When is a Sign Permit Required?

A sign permit is required for any sign attached to, applied on, or supported by any part of a building wall, roof, canopy, awning, arcade or marquee to include detached signs connected to the ground that is not an attached, portable or vehicular sign. A permit is required if the copy is changed on an existing sign.

What Types of Signs are There?

Signs are classified by general types for ease of administration and interpretation with general restrictions. The City of Watauga has six classes of signs.

Ground Sign: A sign not wholly supported on a building or which has its main structure depending upon the ground for attachment.

Roof Sign: A sign supported by the roof of the building or placed above the apparent flat roof or eaves of a building as viewed from any elevation.

Projecting Sign: A sign suspended from, or supported from a building or structure and projecting out from more than one foot.

Wall Sign: A sign painted on, attached to, or projecting from the wall surface of a building.

Marquee Sign: A hood or awning of permanent construction projecting from the wall of a building or other structure.

Billboard Sign: A free standing sign, signboard, or outdoor advertising display which is used for advertising or displaying purposes. (No new billboards will be allowed in the City.)

Are Signs Allowed in Residential Areas?

All signs are prohibited in zoning districts SF6, SFA, D, or MH, except as follows:

Wall signs may be used with any residential use in SF6, SFA, D or MH districts with a maximum area of two square feet per sign with a limit of two signs for any one occupancy and may be erected without a permit.

What Are the Procedures for Obtaining a Permit?

Applicant submits a completed application and two (2) sets of plans to the Public Works Department in the Water Tower located at 7800 Virgil Anthony Sr. Boulevard.

How Long Does It Take?

The amount of time varies based on the complexity of the sign. Normally, the permit can be issued in one to two business days.

Fees

Temporary Sign Fee: \$65.00

Permanent Signs: \$100.00 plus permit fee (3% of the cost of the sign).

Billboards Advertising Permit: \$100.00 (valid for a period of one year)