



## City of Newcastle Sign Code Summary

### Permanent Signs

#### Disclaimer

The information contained herein is to summarize the requirements for most common sign types in the City of Newcastle. It is provided for convenience and attempts to define the more basic and common sign code provisions. It is not a substitute for the city's adopted sign code as found in Chapter 18.20 NMC. If there is a conflict between the summary information contained herein and Chapter 18.20 Sign Regulations, the provisions of Chapter 18.20 shall prevail.

#### General Information

- Permits are required. No permanent sign may be installed without a sign permit approved by the City of Newcastle. (Exemptions apply – see sign code).
- Any sign made of sturdy or durable materials, including heavy canvas or vinyl, is regulated as a permanent sign, even if it only used for temporary advertising.
- Signs at access driveways must comply with the City's sight distance requirements (per Public Works Standards Table 1.1 and 1.2)

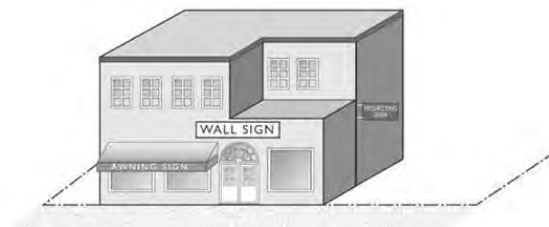
#### On-Site Permanent Signs

##### Commercial zones:

- Design, type, location and size are subject to master sign plan on multi-tenant buildings.
- Illumination is limited to text or graphics only; the background must be totally opaque.

##### **Wall Signs:**

- Total sign area not to exceed 5% of building façade area.
- Sign size may not exceed 60% of the width of the wall surface, or 70% of the height of the wall surface. (Fascia panels are treated the same as wall surfaces).
- Sign may not cover prominent architectural elements, such as doors, windows, decorative louvers, stair railings or other decorative design features.

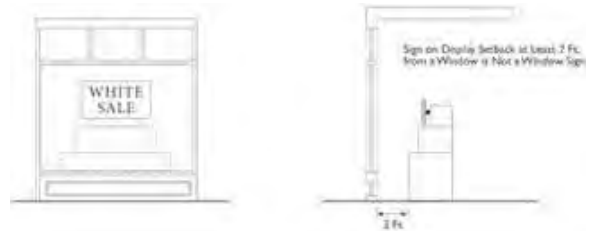


Wall Sign

**Window Signs:**

- Not included in wall signage calculation. Allowed in addition to wall signage.
- Limited to one permanent window sign per window, not to exceed 50% of individual window, or 20% of total window area (including temporary window signs).
- May not have solid backgrounds – only graphics (e.g., cut vinyl letters or neon tubing).

- Signs located at least 3 feet back of the window are considered interior signs and are not regulated.



*Window Signs*

**Awning or canopy signs:**

- Included in wall signage calculation. May not exceed allowable wall signage.
- One awning per each primary entrance, plus one on secondary entrances facing street or on-site parking area.
- Sign graphics not to cover more than 60% of the width of the awning or canopy.

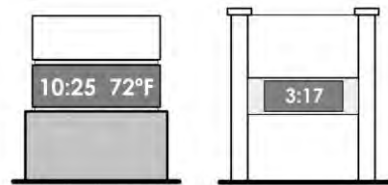
- Illumination limited to the text only; not the background.



*Awning Sign*

**Digital Signs:**

- Digital sign limited to one sign per half-acre lot, parcel or binding site plan. Electronic and digital signs strictly regulated – see sign code.



*Digital Signs*

**Projecting and suspended signs:**

- Not included in wall signage calculation. Allowed in addition to wall signage.
- One sign per tenant space or building front, up to 12 square feet (1.5 square foot in residential zones).
- May be located no closer than 25 feet to other projecting or suspended signs. No higher than first floor level of building, and

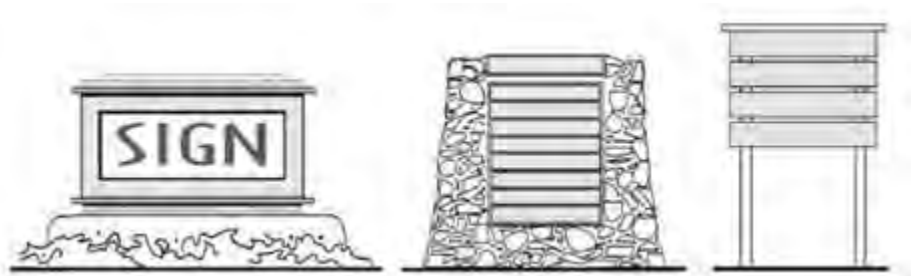
minimum 8 feet of clearance. Other dimensional standards apply.



*Projecting Sign*

**Freestanding Signs:**

- Not to exceed one freestanding sign and one pole flag sign per street frontage.
- Maximum height is between 6 and 10 feet high, depending on length of street frontage. Up to 15 feet high is potentially allowed, depending on height and design of structures on the site. See sign code for details.
- Other freestanding accessory signs allowed according to number of vehicle entries to the site, and points of entry to drive-up windows on the site. See sign code for details on accessory signs.

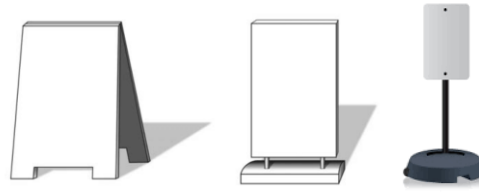


*Freestanding Signs*

**Portable Signs:**

- A-board, pole-mounted and similar portable signs made of durable materials are regulated as permanent signs.
- Must be designed to withstand wind – heavy base for pole-mounted signs, and weight suspended between opposing faces of A-board signs.
- Maximum 4-feet high, 3 feet wide for A-board signs; 5 feet high and 2 feet wide for pole-mounted signs.

- Located no further than 10 feet from primary building of the business, or, if no building, no further than 10 feet from site’s driveway entrance.
- Not permitted on right-of-way except with right-of-way use permit.



*A-Board  
Portable Sign*

*Pole-mounted  
Portable Signs*

### Residential zones:

- Illumination is not allowed except on sites two acres or larger, in which case it is limited to text or graphics only; the background must be totally opaque.
- Digital sign limited to sites two acres or larger. Electronic and digital signs strictly regulated – see sign code.

### **Wall Signs:**

- Not allowed on sites less than two acres, except address numbers required by law.
- Total sign area not to exceed 100 square feet and 3% of building façade area.
- Sign size may not exceed 60% of the width of the wall surface, or 70% of the height of the wall surface.
- Sign may not cover prominent architectural elements, such as doors, windows, decorative louvers, stair railings or other decorative design features.

### **Freestanding Signs:**

- Not allowed on sites less than two acres, except:
  - Address numbers as required by law.
  - Sites that were originally two acres or more and subsequently divided may have a sign for the overall development (see sign code).
  - One non-illuminated sign per parcel, not to exceed 5 square feet in area, five feet in height, and completely on-site, is exempt from all other regulations of the sign code.

### **Window Signs:**

- Permanent window signs are not allowed in residential zones. (See allowances for a temporary window signs)